

Approximate boundaries:

N-W. Villard Ave; S-W. Hampton Ave;

E-N. Sherman Blvd; W-W. Fond Du Lac Ave

NORTHWEST SIDE *Hampton Heights*

NEIGHBORHOOD DESCRIPTION

Hampton Heights is a medium size neighborhood of just over 7,000 people. It has a variety of housing styles. Among the 1950s to 1970s ranch-style houses remain a number of bungalows from the 1920s. There are businesses on Hampton Avenue mainly east of 60th Street and a few businesses on Villard Avenue on the northern border of the neighborhood.

There are no parks, but green space is abundant along Lincoln Creek between 63rd and 64th Streets. See photos below.

HISTORY

Nearly 50 neighborhoods on Milwaukee's northwest side once comprised the Town of Granville in Milwaukee County, which extended from Hampton Avenue on the south to County Line Road on the north, and 27th Street on the east to 124th Street on the west. The Hampton Heights neighborhood was once part of this expanse.

Early populations

According to the *Milwaukee Sentinel* (March 22, 1877) there were originally three small settlements in Granville. The first, in 1835, was the family of Jacob Brazelton which included 11 sons. The second was duo Daniel R. Small and W.P. Woodward from Indiana who pitched their tents in the center of the Granville area shortly after the Brazelton family arrived and later built homes. The third group of settlers, the Joseph R. Thomas family and S.C. Enos, arrived shortly after Small and Woodward.

Within a few years a new group arrived from the town of Granville in Washington County, New York. The assemblage included the Evert, Brown, Crippen, Lake, Dutcher, and Norton families. They gave their new home the name of their former home in New York.

But it was not these earliest settlers that established much of the culture of Granville Township. That role belonged to a wave of Pennsylvania "Dutch" (i.e., Germans) who arrived just a few years later from Telford, Pennsylvania, including the Wambold, Leister, Scholl, Barndt, Price, Bergstresser, Borse, Klein, Martin, Huber, Groll, Horning, and Lewis families. The Pennsylvania Dutch, under the leadership of Samuel Wambold, quickly established the German Evangelical Lutheran and Reformed Church (now known as Salem Evangelical Lutheran Church) in 1847. The following year, the church's pastor, Wilhelm Wrede, called a meeting of local Lutheran ministers at the church. This group would later become the Wisconsin Evangelical Lutheran Synod. A museum of these early synod activities now stands on 107th Street.

In the 1840s there were over 200 people living in Granville Township, and the numbers continued to grow. A small Irish community settled on Granville's eastern border to the center of the township. Initially they set up tents, built brush shanties, and log cabins. But during these early years, Granville Township remained strongly German, and more Germans arrived every year.

Today's neighborhood-
Houses 67th & Lancaster



Germans and more Germans

Following the factory jobs, Germans who had originally settled on Milwaukee's North Side began to migrate to the Granville area and joined the farmers—most of whom were also Germans.

Then in the early years of the 20th century a very different German community arrived. These were the German Russians who had left Germany for Russia in the late 1700s and settled along the Volga River and Black Sea area. For about 150 years they had been allowed to keep their own language and traditions. But later Russification policies, and ultimately the Bolshevik Revolution of 1917, resulted in collective departure from the area. Many ended up in Granville (many more settled in the Plains States).

Between 1910 and 1920 the German Russians set up their own colony where most built farms south of Villard and east of the railroad tracks, just east of today's Hampton Heights. They organized Grace Lutheran Church at 34th Street near Villard. The group remained relatively isolated from their neighbors—both through choice and external prejudice. Following 1917 revolution and the growth of Communist paranoia in America, Milwaukeeans began calling the German Russian colony "Red Town" even though most of the Germans loathed Communism.

Movement toward annexation

Economic prosperity reigned in Granville, due partially to the work ethic of these early German farmers. The township remained predominantly rural through the early half of the 20th century. Gradually industries began to open in Granville and the area eventually became the most concentrated base of industrial employment in Wisconsin. But farming was still a vocation of many in Granville and in today's Hampton Heights' area. See the randomly selected

Hampton Heights Random Resident

*Name selected randomly from the 1940 City Directory in the Hampton Heights area
(Other information found in U.S. Census records)*

Ferdinand Louis Hackbarth Jr.

In 1940, Ferdinand Hackbarth, age 52, was running a large dairy farm on Hampton Avenue, just off of 60th Street. He had apparently never married. His parents, Ferdinand Sr. and Augusta, were born in Germany (Pomerania) and were among the earliest residents of Granville. The couple had seven children, possibly more.

As Ferdinand Sr. grew older, he handed over the farm to his son. By 1930, Ferdinand Jr. was listed as head of his farming household that included his 89-year-old father, two older (also unmarried) sisters, and a hired hand (a recent immigrant from Pomerania). In 1940 the sisters were still in the household. The census taker asked Ferdinand the number of hours he had worked the week prior to participating in the census. Ferdinand responded: "Sixty-five."

But great change was coming to Granville. In 1956 the residents and property owners of the township were given a choice to consolidate with the City of Milwaukee. Needing services that Milwaukee could offer—especially water--the majority of voters said yes to the referendum. By the 1960s, the western portion of Granville (16.5 square miles) was annexed by Milwaukee and the eastern section consolidated as the Village of Brown Deer. Milwaukee became one of the few large cities in the United States that still had working farms within its boundaries.

The importance of Hampton Avenue

Hampton Avenue became the main business corridor for the Hampton Heights’ neighborhood. The street was named by Festus Stone in 1888 during the development of a subdivision on the city’s far north side. Stone apparently saw strong marketing potential for the street and named it after Hampton, England, located at the edge of London.

The following chart lists the businesses that were on Hampton Avenue within the Hampton Heights’ boundaries in 1961. See summary and notes below.

<i>Addresses on W. Hampton Ave. in 1961</i>	<i>Names of businesses, offices, apartments, and organizations from the <u>Milwaukee City Directory</u></i>
4327	Apartments
4401	Apartments
4415	Apartments
4511	Kenneth Brushaber Contractor
4720	Apartments
4740	Apartments
4800	Apartments
4901	Apartments
4912	Claude H. Bryant Appliances Repair and Service
4918	Apartments
4925	Red Owl Grocery Store
4938	Apartments
5000	Apartments

Addresses on W. Hampton Ave. in 1961	Businesses, offices, and organizations from Milwaukee City Directory
5009	Otto's Beer Depot
5020	Hampton Pharmacy
5022	Jerome R. Cornfield Physician Hampton Clinic Asher L. Cornfield Physician Bruno E. Schiffieger Dentist
5110	Pfaff Shell Gas/Service Station
5119	Hank's Barber Shop
5121	Hampton TV Repair
5130	Bakula's Frozen Custard Drive In
5209	Hampton Beverage Mart Beer & Wine
5210	Art's Trailer Rental Service (Arthur M. Ellingson)
5211	Ace Auto Parts Inc. Dealers
5219	Bill & Pat's Tavern (William E. Herget)
5226	Wisconsin Kitchen Mart Cabinets
5227	American Standard Service/Gas Station
5308	Burbach's Pilgrim's Market Grocery
5320	Al's Auto Body Shop and Repair
5334	Joe & Ann's Tavern (Joseph Gscheidmeier)
5341	Biele's Bakery
5343	State Farm Insurance Company, District Office
5400	Tastee Freez Drive In, Frozen Desserts
5403	Kem's Bar
5428	P. K. Food Mart
5443	Tony's Shoe Repair
5504	Pete's Sinclair Service Station

<i>Addresses on W. Hampton Ave. in 1961</i>	<i>Businesses, offices, and organizations from Milwaukee City Directory</i>
5507	Lester R. Heinrich's Gas Station
5516	Nancy's Beauty Salon
5538	Church of the Nazarene
5600	Drasch Lawn & Garden Center Nursery
5601	Buetow Hardware
5615	James E. Geigler Physician
5639	Jelacis Funeral Home (Valentine Jelacic)
5702	Bethel Baptist Church
5807	Garber & Son Well Drillers (Glen Garber)
5904	Automotive Filter & Equipment Company Automotive Parts
6000	Mt. Lebanon Lutheran Church
6100	Mt. Lebanon Evangelical Lutheran School
6200	Apartments
6212	Apartments
6222	Apartments
6307	Apartments
6429	Apartments
6437-45	Apartments
6630	North Side Tile Company Contractors

Summary notes from the U.S. Census and other records:

- The number of apartment complexes along this stretch of Hampton shows some of the breadth of the urban housing boom that followed World War Two.
- The business corridor in 1961 did supply the basic needs of residents in terms of grocers, pharmacies, healthcare providers, religious organizations, and gas stations.
- The largest number of businesses on the street were auto services, including four gas stations and three auto repair and parts' shops.
- Bars and liquor stores were also numerous.
- Mt. Lebanon Lutheran Church and School still exist on Milwaukee's Northwest Side. It is associated with the Wisconsin Evangelical Lutheran Synod that was founded in Granville.
- Only a limited amount of information could be found on the shopkeepers, as the last available census at the time of this compilation was in 1940.
- William Herget, of Bill & Pat's tavern, grew up at that address (listed in Wauwatosa in 1940). His parents, William and Alice Herget (nee Glasser), were German immigrants and had a tavern at that address in the 1950s. The father had completed the 8th grade. The education of the son is unknown.
- Joseph Gscheidmeier, with the tavern, had lived on N. 1st Street before opening his bar on Hampton. He was the son of German immigrants. He had completed the 8th grade.
- Valentine Jelacic, the funeral director, was the son of Czech immigrants. He had some college. His father was a brick mason, and the family lived in the Bronzeville area in 1930 and 1940.

Milwaukee's growing Northwest Side attracted its own newspapers. One of these was *The Northwest News*, published by Ed Bristol Advertising, with offices on 76th and Hampton Avenue. The editor of the newspaper was Manny Meyers, the one-time campaign consultant of Mayor Frank Zeidler. The biweekly newspaper operated between 1961 and 1966, with a couple of brief reincarnations.

During these years, people of color began to migrate to the area. African Americans arrived for two reasons: (1) available industrial jobs on the Northwest Side and the area that had been Granville, and (2) the need for housing following the leveling of their former central city home known as Bronzeville (see [Halyard Park neighborhood](#) for details). As in most Milwaukee neighborhoods where Germans dominated, the integration was relatively peaceful. Many African Americans were able to obtain family-supporting jobs and purchase homes.

However, just as soon as the black population had settled in large numbers, they were faced with the long deindustrialization movement, beginning in the 1980s. Manufacturing employment in Milwaukee fell 77 percent, from a peak in 1963 to the present. What had been a working-and middle-class area on the Northwest Side was in decline.

Current populations (as of 2021)

Today, just under three-quarters of the residents in Hampton Heights live in low income or lower middle-income households (with annual incomes under \$50,000). The most common jobs cited by residents are in the fields of administration, production, and food service.

Just over three-quarters of neighborhood residents are African Americans. A little over 1 in 8 are European Americans and the majority of these (nearly 500) still claim German ancestry. Approximately 1 in 20 residents are Asian—nearly all Hmong/Lao. The remaining residents are people of multiple backgrounds, American Indian, Latino, and indigenous Africans. The neighborhood is a young one, with over one-third of all residents under the age of 20.

Nearly 6 in 10 property units in Hampton Heights are owned, as opposed to being rented. Select costs for home ownership are modest, with over two-thirds of the costs (e.g., mortgages, contracts to purchase, deeds of trust, taxes, insurance) ranging from \$1,001 to \$1,500. Rents are just as modest and approximately two-thirds of the rental units go for \$501 to \$1,000.

INTERESTING FEATURES

- **The Barack Obama School of Career and Technical Education** at 5075 N. Sherman Blvd., a traditional Head Start neighborhood school with K3-12 education (see photo)
- **Lincoln Creek community garden**, along the creek (see photo)
- **Mt. Lebanon Evangelical Lutheran Church** at 60th and Hampton, of the Wisconsin Evangelical Lutheran Synod.

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.

UIHLEIN SOCCER PARK

When?	Where?	Description and contact info	Admission
Mon.-Fri., 9am-4pm	7101 W. Good Hope Rd.	Open play for the general public; youth under 18 must be supervised by adult; no equipment provided.	unk

GRANVILLE BID CAR, TRUCK, AND BIKE SPECTACULAR

When?	Where?	Description and contact info	Admission
Late Sep., Sun. 10am-3pm	Russ Darrow, 7676 N. 76th St.	Exhibition of iconic custom vehicles.	Free

FREE FAMILY SWIM—WASHINGTON HS

When?	Where?	Description and contact info	Admission
Tue.'s 6:00-6:55pm females; 7:00-7:55pm males	Washington H.S., 2525 N. Sherman Blvd., enter main gym door on Sherman Blvd.	Indoor swimming with swim caps available for purchase (children 7 and under must be accompanied by adult). 875-6025	Free

JULY 4TH CELEBRATION--SHERMAN PARK

When?	Where?	Description and contact info	Admission
July 4th, 9am-12:30pm	Sherman Park, 3000 N. Sherman Blvd.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, games.	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

In *The Golden Years of Yesteryear* by Emily Treichel Boehlke (reprinted in *A History of Granville* by Miriam Y. Bird, 1996), Treichel Boehlke writes about her family’s history in Granville from the mid-1800s through the late 20th century. The following are passages from this work.

“When my Grandparents Treichel were first married and lived in their one room cabin, the Indians would stop in and admire their baby. . . At Grandfather Hackbarth’s the Indians set up camps in the woods every spring and fall when they came to do their trading in Milwaukee.”

“Weddings in the 1860s and later were quite different from today. The invitations were hand written by the bride and groom and they were the hosts, not the parents of the bride. . . the silk material for the brides’ dresses was only 18 inches wide, so for a fancy dress, it took 18 to 20 yards of material. It was not unusual for a man to wear his wedding suit 20 to 25 years, or as long as it fitted.”

“. . . the settlers were having church services at the home of Ernest Zautcke, who had brought a reed organ from Germany to help him with his singing. One of the men could read a text from the Bible and the other religious books which they had brought from across. Mr. Zautcke then donated land for a church and school on the corner of [today’s] Hopkins and Silver Spring Roads. They were served by visiting pastors from Milwaukee and vicinity.”

“School [of her parents] was then held at the house of one of the member’s house one month and at another one the next month, whoever had a room big enough to seat the children.”

“The housewife had to plan well ahead for her household. There was the Arab that would come about once a month with two heavy suitcases full of notions and yard goods for house dresses. When he begged for a night’s lodging the housewife would get a spool of thread for payment. Also a man with a big basket of oranges and bananas would come. Bananas were 25 cents a dozen for nice large ones. Later a baker would come once a week with bread and sweets.”

“Every mother had to be well-schooled in home remedies. . . Plants and herbs were gathered in the summer to be dried and stored for the winter, to be used for any and all ailments.”

“Grandfather would sit and knit many mittens and stockings for all the grandchildren while Grandma read to him and tended her many plants of which she had quite a variety.”

“Even the first street cars were propelled by horse power. There were only 2 lines, one on 3rd Street to Williamsburg, a section of the city at North Avenue and Center and [one] further north (an all-German settlement).”

“In the beginning of the 1900s, there was no Silver Spring Drive, not even a wagon trail west of Hopkins Street. But the plans were made to have a road there, so one of the farmers would ride through the woods with horse and wagon or on horseback as best he could, so it would be legally kept as a driveway to the next mile west.”

“During the first World War, all gathering of people was forbidden, due to the spreading of the flu. So at Freistadt Church only every other pew could be sat in, so all the people east of the church came for early services and all those west of the church came for later service. Also all talking and preaching was to be done in English, but Pastor Wehrs insisted on preaching in German as many of his older members could not understand English.”

“There were about 12 to 14 neighbors that exchanged labor. This was a hard job for the ladies also, with breakfast at 6, lunch at 9, dinner at 12, another lunch at 3, and supper at sundown. No 8 hour days.”

“When the first threshing machine came out the farmers started to raise barley for the Breweries in Milwaukee. My father raised quite a lot of it and we girls had to man the farming mill in the evening when milking was done and our lessons were finished. This was a cold and tiresome job until enough was cleared for a load to be hauled to town the next day.

Quotes from an oral history of the Granville neighborhoods currently being conducted by Urban Anthropology Inc.ⁱ—About THEN.

“You always said that everything that was Granville in the days before annexation was German. I even heard there were some German Russians in the area. I think that the stereotype was pretty true because virtually all the old-timers that I’ve met here really are Germans. There is even going to be a play about this—about the Germans in Granville.”

“When we moved here it was a mixture of African American and white. I would say it was 60 percent white and 40 percent African American. Now I would say I am the minority.”

“The few white people in the area were mostly angry white people [when first moved to Granville]. They were entrenched and hated what had happened in the neighborhood. They were bitter and racially charged in negatives ways. In many cases. Not everyone.”

“When I first moved here there were a lot of teenagers working in retail. There are a lot of jobs in light industry here, but they require specific skills. I think when the mall [Northridge] closed, that the teens lost a lot of job opportunities.”

Quotes from the oral history of the Granville neighborhoods—About NOW

“There is much more to do in the Granville area than most people know. There are golf courses, soccer fields, lots of woodland to explore. You don’t have too many areas where you have neighborhood stores, but there never were. Of course, there had been the mall [Northridge] and I think the city is trying to do something with that space now.”

“There are so many beautiful places in the Granville area. There are woodlands and rivers. Lincoln Creek, the Menomonee.”

“Lately it’s been mostly Hmong that have been moving here.”

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-
Variety of house styles on 70th & Lancaster



Today's neighborhood-
The Barack Obama School of Career
and Technical Education



Today's neighborhood-
Mt. Lebanon Evangelical Lutheran Church
at 60th & Hampton

Today's neighborhood-
Bungalows near 61st & Stark Ave.



Today's neighborhood-
Lincoln Creek from 64th St.



Today's neighborhood-
Community garden on green space
along Lincoln Creek



Today's neighborhood-Houses 67th & Lancaster

For more information on the history of Granville, refer to Miriam Y. Bird's *A History of Granville Township*.

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



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