

Approximate boundaries:

N-W. Oklahoma Ave; **S**-W. Morgan Ave;

E-S. 60th St, **W**-S. 68th St

SOUTHWEST SIDE *Hawley Farms*

NEIGHBORHOOD DESCRIPTION

Hawley Farms is a moderate density neighborhood. The main home architectural styles are the 1950s to 1960s ranch, a few Cape Cods, and one two-story, wood frame duplex from the late 19th or early 20th century (see photo below). There are a few businesses along West Oklahoma Avenue.

Hawley Farms neighborhood is mostly flat with a few steep inclines along West Oklahoma. Few streets follow a rectangular grid pattern; most of the streets are winding. There is no public green space in the neighborhood. See photos below.

HISTORY

During the 1920s, the area that is today's Southwest Side of Milwaukee began to transition from a farming district to clusters of settlements that would become Milwaukee neighborhoods. At the time that the first homes were built in the Hawley Farms area, the neighborhood was in the unincorporated town of Greenfield, which once extended from 27th to 124th Streets and Greenfield to College Avenues.

Early populations

Most of the early arrivals into the developing area were Poles and Germans. Many settled first in the Jackson Park neighborhood, but some turned west and ventured further into the countryside, creating a minor housing boom. However, the advent of the Great Depression, followed by World War Two, temporarily slowed the rate of development.

Post World War Two

A somewhat larger housing boom after the war pressed many families of returning servicemen and others west of South 50th. At the same time, the City of Milwaukee was engaged in a massive annexation program in the area. Between 1948 and 1953, a series of annexations added territory between Lincoln Avenue and Cold Spring Road and South 40th Street and South 100th Street. The area became eligible to receive city services such as road building and road improvement, which in turn attracted more residents.

By 1956, today's Hawley Farms neighborhood was nearly filled, with just under 600 residences and a large number of addresses "under construction."

While most of the early settlers in the neighborhood were Poles and Germans migrating southwest, there were also a few Italians, Hungarians, Norwegians, Japanese, French, English, Irish, Jews, Cubans, and Greeks. There were several families with Canadian ancestry in the neighborhood. See the profile below of one of these families below.



Hawley Farms resident (1950s)

Name selected randomly from the 1956 City Directory in the Hawley Farms area
(information from U.S. Census and other public records)

The Pecors

In the mid-1950s, Charles Harvey Pecor, Jr. moved to 3442 S. 61st Street in the Hawley Farms neighborhood.

Charles Jr. was of French Canadian ancestry. He was a descendant of Pierre Pecor and Angelique Courchaine, an immigrant pioneer couple who co-founded Frenchtown, Wisconsin, that today occupies the western section of the city of Oconto. Charles' grandparents, Albert L. and Delina (nee Tessier) Pecor remained in Oconto, where Albert worked as a day laborer. Delina's father was also a Canadian immigrant.

Charles Jr.'s father, Charles Harvey Pecor, Sr., was raised in Oconto, but a career in government took him to various new locations. He and his wife, Frances (nee Murphy—a daughter of Irish immigrants), moved to Minnesota by the 1920s and then to Seattle, Washington a few years later. Charles Sr. worked as a merchant seaman for the United States Coast Guard—work that took him to places such as Shanghai and Rio de Janeiro. He later moved his family to Milwaukee, where he continued his government work as a clerk. In Milwaukee, the Pecor family lived on the South Side for many years at 34th and Lincoln Avenue.

Little information was found on Charles Harvey Pecor, Jr. What is known is that he was born in 1924 when the Pecors were in Minnesota. After moving to Milwaukee and living briefly on Grove Street (today's South 5th Street), Charles Jr. attended Bay View High School (*see his photo from the 1940 yearbook*). He followed his father into service for the U.S. government. He served in the Army during World War Two between March 1943 and late 1945. Charles Jr. died in 1990 at age 65.



Businesses in Hawley Farms

As a neighborhood that arose late in Milwaukee's history, Hawley Farms did not develop a significant commercial corridor. By 1956 there were 15 businesses in the neighborhood. Most were on West Oklahoma Avenue. See list and notes below.

Addresses on W. Oklahoma in 1955 in the Hawley Farms neighborhood	Names of businesses from <u>Milwaukee City Directory</u>
6000	Harold's Barber Shop
6000d	Ace Cleaners & Laundry
6000e	Kubiak Pharmacy Inc.
6000f	Drout's Ace Hardware Store

<i>Addresses on W. Oklahoma in 1955 in the Hawley Farms neighborhood</i>	<i>Names of businesses from <u>Milwaukee City Directory</u></i>
6000g	National Tea Company Groceries
6004	Calewart's Pate Service Gas Station
6619	Nicholas Cibarich Groceries
6701	Louie's Floral Shop
6733	Baychar Conoco Service Station
6801	John & Ray's Service Station

Summary and notes:

- Despite the small number of businesses in Hawley Farm in the 1950s, most of the resident's basic needs were being met. There were two grocery stores (one a supermarket), a pharmacy, three gas stations, a barber, a hardware store, and a laundry.
- Because W. Oklahoma is the northern boundary of Hawley Farms, only the businesses on the south side of the street (odd numbers) were actually in the neighborhood. But residents in the small area could easily access all stores on either side of Oklahoma.
- The National Tea chain was founded by a Danish immigrant brothers named George S. and Thorvald Rasmussen in Chicago. By the end of the 1920s, Chicago alone had over 600 National Tea stores.
- Nicholas Cibarich, the grocer, was a Croatian born in Yugoslavia. He'd been a molder in an iron factory before starting his own business.

Arrival of Latinos

Latinos (mainly Mexicans) began to settle on the *near* South Side in the 1920s and slowly migrated south into the Polish areas. Since the 1970s, the Mexican community has grown all over the South and Southwest Side, including River Bend.

A number of push-pull factors influenced the population changes. During the early 1900s Mexican immigration to the United States expanded because of worsening economic conditions in Mexico. A large wave of Mexicans also left the country during the political and economic turmoil created by the Mexican Revolution of 1910. In addition, both Mexicans and Puerto Ricans were often recruited by local industries to fill workplace needs. Beginning in 1917, the US government implemented a series of immigration restriction policies to curb the influx of Mexicans, mainly in response to local claims that Mexicans (who often worked for low wages) were taking jobs away from 'true' Americans.

But they found a place to fit in. Latinos—particularly Mexicans--were able to settle successfully alongside Poles in particular because they shared so many traits in common. These included the Catholic faith, the focus on the Madonna figure, polka music traditions, similarities in childrearing and eldercare practices, and an entrepreneurial spirit.

Current populations (as of 2017)

Today, the Hawley Farms neighborhood has just over 1,500 residents. Of these, over 9 in 10 are European Americans. The overwhelming majority claim German, mixed European, or Polish ancestry, followed by Italian, Irish, English, Norwegian, and Serbian. About 1 in 13 are Latinos--mostly Mexican. There is also a scattering of African Americans, Asians (all Vietnamese), American Indians, and people of multiple backgrounds. The neighborhood skews slightly older than Milwaukee in general.

Hawley Farms is a lower middle income neighborhood with a median household income of approximately \$40,000 annually. The occupations cited most often by adults are in the fields of administration, production, and education. The neighborhood has nearly four times the number of residents in the law enforcement field than other areas in Milwaukee.

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.

ICE FISHING & WINTER SPORTS SHOW

When?	Where?	Description and contact info	Admission
Early Dec., Fri. 12-7pm; Sat. 10am-7pm, Sun. 9am-2pm	Wisconsin State Fair Park, 640 S. 84th, West Allis	Rows of exhibits with products and services dedicated to the ice fishing and winter sports enthusiast.	Free

HMONG NEW YEAR

When?	Where?	Description and contact info	Admission
Early Dec., Sat., Sun. 8am-5pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Celebration marks the end of the Hmong harvest season, which ends on November 31, and a time of several days of music, singing, dancing, games, and food.	Adults \$3; free seniors, kids <12 free

WONDERFUL WORLD OF WEDDINGS

When?	Where?	Description and contact info	Admission
Early Jan., Sat., Sun. 10am-4:30pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	The latest trends in wedding gowns, tuxedos, photographers, florists, music, sample wedding cakes and food tastings, over 100 exhibitors.	\$10, \$8.50 seniors, \$8 military, free kids <13

MILWAUKEE BOAT SHOW

When?	Where?	Description and contact info	Admission
Mid Jan., one week, two weekends (except Mon & Tue	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Wisconsin's largest boat show with over 400 boats from over 80 manufacturers, yachts, aluminum fishing boats, ski boats, pontoons, runabouts & jet skis, plus dock systems & marine accessories.	\$10, free kids <13 with adult

GREAT LAKES PET EXPO

When?	Where?	Description and contact info	Admission
Late Jan. 1-5pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Wisconsin's largest charitable event that raises money for companion animals in Wisconsin. Featuring exhibitors including local Wisconsin rescues, pet products and services, great entertainment, and the best shopping for pet lovers.	\$6. Free kids <13 & military w/ID

WOMAN UP!

When?	Where?	Description and contact info	Admission
Early Feb. Sat. 10am-4pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	A day to celebrate all walks of a woman's life with 250+ vendors and experts in health care, fitness, finance, beauty, education and food as you shop, sample, and listen to presentations.	\$7

MILWAUKEE/NARI SPRING IMPROVEMENT SHOW

When?	Where?	Description and contact info	Admission
Mid Feb. Thu-Sun., 12-8pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Home improvement trade show with special attractions and interactive entertainment.	\$10. \$8 seniors, free kids <16 & military w/ID

MILWAUKEE RV SHOW

When?	Where?	Description and contact info	Admission
Late Feb. Thu. thru Sun.	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Displays and sales of a wide range of recreational vehicles including pop-up campers, travel trailers, 5th wheels and motorhomes.	\$8, \$7 seniors, free kids <13

WINTER POWWOW

When?	Where?	Description and contact info	Admission
Mid Mar., Sat. 11am-10pm, Sun. 11am-6pm	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	American Indian traditional powwow with interactive tribal dances planned to include the general public, with extensive marketplace, traditional foods, and family friendly environment.	\$8, \$6 seniors, free kids <13

HARVEST FAIR

When?	Where?	Description and contact info	Admission
Late Sep., Fri. 5-11pm, Sat. 9am-11pm, Sun. 9am-5pm	State Fair Park, 640 S. 84th St., West Allis	Autumn fair that features rides, food, games such as pumpkin bowling, and contests such as the pumpkin chuckin'.	Free

MILWAUKEE JOURNAL SENTINEL SPORTS SHOW

When?	Where?	Description and contact info	Admission
Early Mar. Sun. thru Wed., see hours on website	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Exhibits on fishing, hunting, camping, boating and outdoor adventure.	\$7, free kids <13

WEDNESDAY NIGHT LIVE

When?	Where?	Description and contact info	Admission
Jun., Jul., Aug. Wed.'s, 6-11pm	State Fair Park, Budweiser Pavilion, 640 S. 84th St., West Allis	Milwaukee's most popular local bands entertain thousands of fans each week at this indoor/outdoor family friendly concert venue.	Free

GREEK FEST

When?	Where?	Description and contact info	Admission
Late Jun. Fri./Sat. 11am-11pm, Sun. 11am-9pm	State Fair Park, 640 S. 84th St., West Allis	Festival of Greek food, dance, concerts, marketplace.	Free

WISCONSIN STATE FAIR--\$2 THURSDAY

When?	Where?	Description and contact info	Admission
Early Aug., Thu. (promotion ends at 4pm)	State Fair Park, 640 S. 84th St., West Allis	Barnyard animals, crafts, live music, big name entertainers, food, exhibits, and, of course, a midway.	\$2 with 2 non-perishable food items or donation

WISCONSIN STATE FAIR—FAMILY FUN MONDAY

When?	Where?	Description and contact info	Admission
Early Aug., Mon. 8am-6pm	State Fair Park, 640 S. 84th St., West Allis	Barnyard animals, crafts, live music, big name entertainers, food, exhibits, and, of course, a midway.	\$5 adults, free kids <12

HOLIDAY FOLK FAIR INTERNATIONAL

When?	Where?	Description and contact info	Admission
Mid November, Fri.- Sun.	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Multicultural festival of music, food, dance, and the arts.	\$10 adults in advance, seniors, kids 6-12, free kids <6

HORSE EXPO

When?	Where?	Description and contact info	Admission
Mid Sep., Thu. 7am- 9pm, Fri. 7am-5pm, Sat. 7am-9pm, Sun. 7am-1pm	State Fair Park, 640 S. 84th St., West Allis	Wisconsin State 4-H horse expo including English and Western pleasure, showmanship, trail, and more.	Free

MAKER FAIRE MILWAUKEE

When?	Where?	Description and contact info	Admission
Late Sep., Sat. 9am-6pm, Sun. 10am-5pm	State Fair Park, 640 S. 84th St., West Allis	Showcase of invention, creativity, tech enthusiasts, crafters, artists, educators, tinkerers, students and others.	Free

WINTER FEST AT JACKSON PARK

When?	Where?	Description and contact info	Admission
Mid Dec., Sat. 11am-3 pm	Jackson Park, 3500 W. Forest Home Ave.	Face-painting, cocoa, crafts for kids, music, and more.	Free

JULY 4TH CELEBRATION--JACKSON

When?	Where?	Description and contact info	Admission
July 4 8am-10pm	Jackson Park, 3500 W. Forest Home Ave.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, free ice cream, fireworks.	Free

JACKSON PARK FARMERS MARKET

When?	Where?	Description and contact info	Admission
Early Jun. thru early Sep., Thu. 3:30-7pm	3300 W. Forest Home Ave.	Fresh food from Wisconsin farms, baked goods, crafts, art.	Free

AUGUST NIGHTS CONCERTS

When?	Where?	Description and contact info	Admission
Aug., Thu's, 6:30-8:30pm	Jackson Park, 3500 W. Forest Home (Picnic Area #2)	Concerts in park.	Free

MOVIES AT SOUTHGATE CINEMA

When?	Where?	Description and contact info	Admission
Daily	3320 S. 30th St.	Popular movies at a Marcus Theater.	\$10, \$7.50 kids, military (with ID), seniors; less for matinees

NIGHT OUT TRICK OR TREAT

When?	Where?	Description and contact info	Admission
Late Oct., Sat. 6-8pm	Manitoba Park, 49th & Manitoba	Halloween celebration.	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 are a resident of this neighborhood and wish to make an interesting observation about it, please send your quote to JFLanthropologist@currently.com

PHOTOS



Todays neighborhood-Houses on 64th & Oklahoma
(older duplex among the ranch style houses)

Today's neighborhood-Houses on 66th & Lakefield



Today's neighborhood-St. Gregory the Great Catholic Church



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