

Approximate boundaries:

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

E-Fond Du Lac Fwy; W-N. 85th St

NORTHWEST SIDE *Long View*

NEIGHBORHOOD DESCRIPTION

Long View is mainly residential with a population of over 3,000. The neighborhood has a large number of mid-20th century Cape Cods interspersed with bungalows and Tudor style homes from the 1920s.

The business districts are along West Fond Du Lac Avenue, 76th Street, and Hampton Avenue. See neighborhood photos below.

HISTORY

Nearly 50 neighborhoods on Milwaukee's northwest side once comprised the unincorporated 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 Long View 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 -
Bungalows on 71st & Medford

Englesburg

Granville Township was divided into smaller units—mostly unincorporated hamlets. The area that is today the Long View neighborhood had been called Englesburg, named after German settler F. W. Engles. Englesburg centered around today's 91st Street, Highway 175, and Villard—although its full boundaries extended to Hampton on the south, Good Hope on the north, 60th on the east, and 91st on the west. The unincorporated town was populated by German Catholics who established St. Martin's Catholic Church as their anchor. Englesburg became known for its early auto races on a four-mile stretch of road—races that became famous for cars that reached speeds of 20 miles per hour!

Germans and more Germans

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. 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.

More immigrants were arriving from Germany and settling in Granville throughout the late 1800s and well into the 1900s. A large proportion of these were from Pomerania, a region along the Baltic Sea that stretched from eastern Germany into western Poland—the latter being controlled by Prussia/Germany until the end of World War I. See one of the Pomeranian families below.

Long View random resident

*Name selected randomly from the 1941 City Directory in the Long View area
(photo and other information found in census or other public records at Ancestry.com)*

Rose Kirchner

Rose Kirchner was a daughter of two of the German Pomeranian immigrants in Granville. Her father, William Kirchner, had served in the Civil War for the Union army. Early on, the family owned a farm on what was then the boundary between Wauwatosa and Granville.

William died in 1891, leaving behind his wife, Emelia (mnu) Kirschner, and at least six children. Emelia received help from a Civil War pension. Census records suggest that the family moved to a home just north of the farm, further into Granville, after William died.

Daughter Rose never married. She went into business and operated the Three Pines Perennial Nursery at 5060 North 76th Street, where she also lived. Family members stayed close by and probably helped with the business. Her brother Louis lived next door and brother Theodore lived on the same block.



In the early years of the 20th century, a very different German community found its way to Granville. 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, east of today’s Long View area. The group remained relatively isolated from their neighbors—both through choice and external prejudice. After the 1917 revolution and growing Communist paranoia in America, Milwaukeeans began calling the German Russian colony “Red Town” even though most of the Germans loathed Communism. Gradually they migrated into other Granville neighborhoods.

Movement toward annexation

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 North 76th Street.

North 76th Street became one of the main business corridor for the Long View neighborhood. It was the place where Rose Kirchner operated her nursery during the Great Depression. The following chart lists the businesses that were on 76th Street within the Long View boundaries in 1962, at the time of annexation. See summary and notes below.

<i>Addresses on N. 76th St. in 1962</i>	<i>Names of businesses, offices, apartments, and organizations from the <u>Milwaukee City Directory</u></i>
4801	Lee & Hugh’s Standard Service Station
4821	National Food Store Inc.
4825	Militzer’s Bakery Inc.
4827	Orv’s TV Sales and Service
4829	Adelman Laundry and Dry Cleaners
4843	L. Wiemann Company Variety Stores
4845	Hagensick Toy Shops
4847	Gehrs Pharmacy
4920	Mark’s Landscaping and Tree Service
4940	L. Dick Wall Candy Broker

Addresses on N. 76th St. in 1962	Businesses, offices, and organizations from Milwaukee City Directory
4949	Apartments
5170	Ron' Clark Service Station

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

- Although Long View was a small neighborhood, the businesses along 76th St. between Hampton and Villard were well equipped to serve the residents' needs. These included two gas stations, a supermarket, a variety store, a pharmacy, a laundry, and apartments.
- Militzer's was a family-run bakery with various Milwaukee locations. It was known for its tortes, particularly its Vienna and blitz varieties.
- Adelman Laundry was another family-run business with multiple locations in Milwaukee (at least 40). The president of the business at the time of annexation was Albert "Ollie" Adelman. He was a great baseball fan. When the New York Yankees came to Milwaukee for the 1958 World Series, Adelman took out an ad, telling the visiting team members: "We will do the laundry and dry cleaning for you and your family during your stay in Milwaukee, without charge. As long as you are going to be taken to the cleaners, you may as well be taken by the very best." Unfortunately, the Braves lost the Series.
- Hagensick's Toy Store was run by Les Hagensick for 45 years in the neighborhood. Hagensick was known for his charitable work, including involvement in the St. Vincent de Paul Society and Habitat for Humanity.

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, nearly 6 in 10 neighborhood residents are African Americans. Approximately 3 in 10 are European Americans, with people of German ancestry continuing to dominate this demographic. In addition, there is a relatively strong Asian presence in Long View (approximately 1 in 20), and nearly all of these speak an Asian language in their homes.

Most of the Asians are Hmong/Lao, but there is also a scattering of Filipinos. The neighborhood is young, with approximately one-third of all residents under the age of 20. Long View also has significantly more women than men.

The median household income in the neighborhood is just over \$40,000 annually, placing most households in the lower middle income stratum. The largest number of jobs held by residents are in the fields of administration, production, and sales.

Despite the modest incomes of Long View households, home ownership is very high in the neighborhood. Just under two-thirds of the property units are owned, as opposed to being rented. Select costs for home ownership (e.g., mortgages, deeds of trust, contracts to purchase, insurance, taxes) are a good buy with approximately 6 in 10 home costs going for \$501 to \$1,500 a month. Rents are also modest, with nearly 7 in 10 units priced at \$501 to \$1,000 monthly.

INTERESTING FEATURES

- **Hampton Asian Market** at 6816 W. Hampton, offering a wide range of mainly Southeast Asian food and household items.
- **Wellington Park Lutheran Church** at 7017 W. Medford, with services including a food pantry, senior Adult Center, clothing bank, and traditional liturgy since 1949.

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.

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

MILWAUKEE ASIAN MARKET

When?	Where?	Description and contact info	Admission
Daily, 7am-7pm	6300 N. 76th Street	Hundreds of stalls of Asian food, clothing, toiletries, cosmetics, and other goods. (414) 760-3771	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.

“I think that maybe the annexation by the city and the zoning changes that did come with that--I think that a lot of the land that was agricultural and not valued real highly became higher valued all of a sudden. That pushed farmers to sell their property and that kind of encouraged the rapid development that took place. I think it was poorly planned. There was not enough time to do it properly and one example of that would be there are a lot of freeways that were being built and some got canceled. They never, I don't think to this day, there is a really good rapid transit system to and from that area.”

“The area began to change when some of the Asians began moving to this area. They brought in their roadside markets and later some indoor ones. It gave the area a new dimension.”

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

We've never been blessed with parks. What's changed now is that kids play basketball in the street now. We had to really take our children places if they wanted. We had to take them to the school playground. My kids would walk to different places. I think it's changed because kids are around the house more because they are all on telephones and electronics. Some of the kids are playing a lot more basketball in the street. I see a lot of kids just walking and hanging.”

“I think the Grandioso is going to turn into something that is going to become more multicultural. Again language is going to be a difficult one that will evolve with time. The car show tends to be local, locals for everybody and all Hmong folks; I don't remember any Hmong folks being there. The cool thing about the car show is the multiculturalism of Granville is evident here. And we have people from all over the state of Wisconsin who show their cars at it too--along with all the people who are from the Granville area and the Milwaukee area.”

“I have noticed that the Hmong people in our neighborhood kind of keep to themselves. But when they have a party, the street is just filled with cars. And it's funny because they are all Toyotas or Hondas. They must have big families. The parties start at 7 or 8 o'clock in the morning and they go until it's dark. There's always people coming and going. And then across the street there have been a couple times, where I don't know what was going on back there, I don't know if it was a religious

thing or another cultural thing, but I have heard chanting coming from their back yard. And I don't know them well enough to go over and ask what is going on. They have these parties where they have so many cars. And then I think two doors down from me there's a family related to another family across the street. They constantly go back and forth and share stuff. It might be like a vacuum cleaner carried across or a lawn mower or a basket full of laundry. I don't know how they are related. They say hi but they don't share or encourage any sort of friendship. They keep close to themselves."

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-Bungalows on 71st & Medford



Today's neighborhood-Houses on 71st & Medford

Today's neighborhood-
Hampton Asian Market interior



Today's neighborhood-Hampton Asian Market



Today's neighborhood-Wellington Park Lutheran Church

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:
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www.urban-anthropology.org