

Approximate boundaries:

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

E-S.92nd St, **W**-I-894

SOUTHWEST SIDE *West View*

NEIGHBORHOOD DESCRIPTION

West View is a primarily residential neighborhood of moderate population density. The main housing styles are Colonials and Cape Cods from the mid- to late 20th century, interspersed with a number of 1920s to 1930s bungalows throughout the neighborhood.

West View's topography is mainly flat to gently rolling hills. The majority of the streets follow a rectangular grid except for West Beloit Road that runs at a diagonal from the northeast to the southwest borders of the neighborhood.

West View has no public green space. The only open green spaces are two cemeteries--the Temple Menorah Ever Rest Cemetery north of Beloit Road and a second one to the north of St. Matthias Parish. The neighborhood lacks a distinct commercial corridor. There are only a few businesses along West Oklahoma Avenue and South 92nd Street.

HISTORY

West View owes its name to its location. It and Alcott Park define the western boundary of Milwaukee's South Side. At the time that the first homes were built in the West View neighborhood, the area was in the unincorporated Town of Greenfield, which once extended from 27th to 124th Streets and Greenfield to College Avenues. The area began as a farming district.

Early populations

During the 1920s today's Southwest Side began to transition from a farming district to clusters of settlements that would become Milwaukee neighborhoods. Most of the early arrivals were Poles and Germans. Many settled first in the Jackson Park neighborhood, but some turned west on Oklahoma and ventured further into the countryside, creating a minor housing boom. However, the advent of the Great Depression, followed by World War II, temporarily reduced the rate of development.

Post World War II

A major housing boom after the war pressed many families of returning servicemen and others further west. 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 the late 1950s, the West View neighborhood has just over 100 residences (some so new they were still vacant). Many roads were under construction. The neighborhood was becoming a polyglot of ethnic families. Besides Poles and Germans, there were residents with ancestry from Ireland, Ukraine, Sweden, England, Cuba, Italy, and Austria.

Today's neighborhood--Saint Matthias Parish



Having developed late in Milwaukee history, West View never had much of a commercial corridor. However, by the end of the 1950s, some businesses were operating on the neighborhood's boundaries. See list of businesses on Oklahoma below.

<i>Addresses on W. Oklahoma Ave. in West View in 1959</i>	<i>Names of businesse from the <u>Milwaukee City Directory</u></i>
9515	Dolenshek Sport and Marine Services
9825	Elio Wine Distributing Company GRK Wine Distributing Company
9901	Iris' Interiors Contracting

Summary and notes:

- The businesses at the west end of Oklahoma were specialty shops, not businesses designed to serve neighborhood residents specifically.
- See the profile of the owner of Elio Wine Distributing Company below.

<i>Addresses on S. 92nd St. in West View in 1959</i>	<i>Names of businesses, apartments, and organizations from the <u>Milwaukee City Directory</u></i>
3103	Dolenscheck's DX Gas Station
3107	A1 Beer Depot
3111	Maureen Beauty Shop Bob's Barber Shop
3127	Installation and Interiors Interior Design, Inc.
3229	Eichhorst Shoe Service Sales and Repair
3231	Art's Red Bell Market Grocery
3245	Badger Railing and Welding Works

Summary and notes:

- Technically, only the businesses on the east side of the street were within the West View neighborhood, but residents would have had easy access to those on both sides of the street.
- Unlike the businesses on W. Oklahoma, the shops on S. 92nd St. were clearly designed to serve the neighborhood, including a grocer, barber, beer depot, and gas station.

Below, see the profile of one of the business owners in West View during this period.

West View business owner (1950s)

Name selected from the Milwaukee City Directory in the West View area.
(Additional information from U.S. census and other public records.)

Elio Giovanelli

In the 1950s, Elio Giovanelli owned a wine distributing company at 99th and Oklahoma, on the northwestern tip of the West View neighborhood.

Elio's experiences were in many ways typical of the struggles and successes of members of immigrant families. In 1912, Frank and Veneranda Giovanelli and two sons arrived in the United States from Italy. They moved to Iron River, Michigan where Frank (who could neither read nor write) took a job in the iron mines. There they had three more children, including Elio, and rented space to a boarder to help with expenses.

The family experienced a tragedy in 1932 when mother Veneranda died at only 57 years of age, cause unknown. Yet somehow the family managed to put two sons in college—oldest son Dominic and youngest son Elio. Both sons moved to Chicago and then to Milwaukee, where they may have been attending school. Dominic's education was cut short when he married and took a job as a real estate agent. The brothers were living on 57th and Vliet in 1940, in a home owned by Dominic. At the time, Dominic listed his annual income as over \$5,000, more than three times the average for the Great Depression years. Elio was still in college.

Elio's education was interrupted in 1941 when the United States entered World War II. He enlisted late in 1941 and served the duration of the war. At the time of his enlistment, he'd completed three years of college.

Records do not reveal when Elio got involved in the wine distributing business. He lived at the same address as his store on Oklahoma while running the business. But tragedy struck again for Elio. In 1973, Elio died at the young age of 55, cause unknown. He was buried in his home town in Iron River, Michigan. There are no records to suggest he'd ever married or had children.



Another ethnic group would soon join the salad bowl of residents in the West View neighborhood.

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 West View.

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 2021)

Today, the small West View neighborhood has just under 2,000 residents. Of these, over 7 in 10 are European American (the overwhelming majority still claiming German or Polish ancestry). Just over 2 in 10 are Latinos--mostly Puerto Ricans. There is also a scattering of African Americans, (unspecified) Asians, American Indians, Middle Easterners, indigenous Africans, and people of multiple backgrounds in the area.

West View is a lower middle-class neighborhood with a median household income of just over \$43,000 annually. The occupations cited most often by residents are in the fields of administration, sales, production, and education.

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.

ST. MATTHIAS PARISH FESTIVAL			
When?	Where?	Description and contact info	Admission
Late Aug., Fri. 5-11pm, Sat. 2-11pm, Sun. 12-8pm	92nd & Oklahoma Ave.	Fish fries, chicken dinners, raffles, bands, vendors.	Free

JULY 4TH CELEBRATION--ALCOTT			
When?	Where?	Description and contact info	Admission
July 4th, all day	Alcott Park, 3751 S. 97th St.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, music, fireworks.	Free

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.	unk

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.	unk

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.	unk

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.	unk

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.	unk

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.	unk

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.	unk

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.	unk

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.	unk

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

HOLIDAY FOLK FAIR INTERNATIONAL

When?	Where?	Description and contact info	Admission
Mid November, Fri.- Sun. (see schedule on website)	State Fair Park Expo Center; 8200 W. Greenfield Ave., West Allis	Multicultural festival of music, food, dance, and the arts.	unk

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

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

CROATIANFEST--FRANKLIN

When?	Where?	Description and contact info	Admission
Mid Jul., Sat. 11am-11pm; Sun. 11am-6pm	Croatian Park, 9100 S. 76th St., Franklin	Festival with Croatian food, live music, kids' activities, games, and more.	unk

SLEDDING--FRANKLIN

When?	Where?	Description and contact info	Admission
Winter, daytime, evening	Whitnall Park, 5879 S. 92nd St., Franklin	Sledding hills for family and friends, concessions, plus lighted sledding 4:30-8:30pm.	\$5, free, free for all on Sun.

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

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



Today's neighborhood-Houses on S. 97th St.



Today's neighborhood-Houses on S. 96th St.



Today's neighborhood-Houses on S. 93rd St. & W. Morgan Ave.

Today's neighborhood-Saint Matthias Parish



Today's neighborhood-Houses on S. 95th St. & W. Oklahoma Ave.

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



www.urban-anthropology.org

PHOTOS CONTRIBUTED BY RESIDENTS

The following photos of Maureen Beauty shop were contributed by John Engel.



Mildred Starz and customer



George Russ Engel at Gram's Beauty Shop 1949





Mildred Starz ca 1945



Proclamation

Whereas, MILDRED STARZ WAS BORN ON JANUARY 27, 1905 ON A FARM IN CLEAR LAKE, POLK COUNTY, WISCONSIN, TO SWEDISH IMMIGRANT PARENTS; AND


Whereas, MILDRED AND HER FIRST HUSBAND MOVED TO WEST ALLIS IN 1928; SHE OBTAINED HER COSMETOLOGY LICENSE IN 1935, SO WAS AN EARLY WORKING MOM. SHE OWNED AND OPERATED MAUREEN BEAUTY SALON IN WEST ALLIS INTO THE 1970'S; AND

Whereas, SHE BOUGHT HER WEST ALLIS HOME IN 1941 AND STILL LIVES THERE ALONE. SHE WAS THE MOTHER OF TWO CHILDREN, AND HAS 15 GRANDCHILDREN, 25 GREAT GRANDCHILDREN AND 11 GREAT, GREAT GRANDCHILDREN; AND

Whereas, MILDRED DEVOTED HER LIFE TO HER FAMILY, AND SHE IS CELEBRATING HER 100TH BIRTHDAY ALONG WITH HER GRANDSON JOHN ENGEL AND OTHER FAMILY MEMBERS.

Now, therefore, may it be known that I, Jeannette Bell, Mayor of the City of West Allis, State of Wisconsin, do hereby proclaim CONGRATULATIONS TO MILDRED STARZ ON HER 100TH BIRTHDAY, AND I JOIN HER FAMILY AND FRIENDS IN CELEBRATING HER LONG AND SUCCESSFUL LIFE.

Signed *Jeannette Bell*
Mayor Jeannette Bell
January 27, 2005

 Wisconsin Department of Safety and Professional Services
Credential/Licensing Search

Credential/License Search [DPS Home](#)

Organization Search Results - Detail

Credential/License Summary for 2536

Name: MAUREEN BEAUTY SHOP
Profession: BARBERING OR COSMETOLOGY ESTABLISHMENT (80)
Credential/License Number: 2536-80
Location: MILWAUKEE WI
Credential/License Type: regular
Status: License is not current (Expired)
Eligible To Practice: Not Eligible to Practice

Details Requirements Payments Orders Relationships

Credential/License current through: 11/30/1970
Granted date: 10/22/1954
Multi-state: N/A
Orders: NONE
Specialties: NONE
Other Names: NONE

License 1954-1970