

**EXCLUSIVE: Milwaukee Poised To Dump Name of Old World Third Street;
Make The Whole Street MLK Drive
By Mark Belling, WISN-AM**

The City of Milwaukee is very quietly in the final stages of dumping the name "Old World Third Street" for the downtown section north of Wisconsin and south of McKinley. The plan is to re-name the stretch Martin Luther King Drive, which is the street's name north of McKinley.

Most business owners seem unaware of the switch which would affect some well known businesses including a lot of bars, Usinger's and Mader's. The proposal has worked through a common council committee with final action possible yet this month.

The street itself currently has three names, depending on where you are. It is simply 3rd Street south of Wisconsin, Old World Third up to McKinley and MLK north of there. Several years ago, a stretch of 4th Street, one block over from 3rd, was named Vel Phillips Avenue after the local civil rights pioneer.

Old World Third Street was chosen to reflect the city's German heritage and the entire street motif, including brickwork and ornamentation, was done to create the ambience. Many of the businesses on the street have

German themes.

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