

**Approximate boundaries:**

**N**-W. Oklahoma Ave; **S**-W. Morgan Ave;  
**E**-S. 84<sup>th</sup> St, **W**-S. 92<sup>nd</sup> St

# SOUTHWEST SIDE *Euclid Park*

## NEIGHBORHOOD DESCRIPTION

Euclid Park is a medium density neighborhood adorned with mainly ranch-style houses that were built in the 1950s and 1960s, newer two-story homes just east of the park, and a number of multi-unit apartment complexes and condos along Oklahoma Avenue and Beloit Road in the northwest corner of the neighborhood. Most of the area is flat, interspersed with gently rolling hills. The majority of the streets are wide, winding avenues. From South 87<sup>th</sup> to South 91<sup>st</sup> Streets, along West Burdick Avenue, the streets end in dead ends--south of Euclid Park.

The main business district is along 92<sup>nd</sup> Street and Beloit Road. Beloit Road cuts through the northwest corner of the neighborhood at an angle from Oklahoma Avenue to South 92<sup>nd</sup> Street.

The major green space is also named Euclid Park, a 9-acre commons with a basketball court, tot lot/play area, and small, wooded grounds with a pond at the far western edge. See neighborhood photos below.



Today's neighborhood  
Houses on S. 86<sup>th</sup> St.  
across from Euclid Park

## HISTORY

Like many Milwaukee neighborhoods, Euclid Park is named after its park. The park, in turn, is named after one of its streets, Euclid Avenue, which was named after Euclid Avenue in Cleveland Ohio. During the latter half of the 19<sup>th</sup> century, Cleveland's Euclid Avenue was known as the "Showplace of America." The downtown, tree-lined street of elaborate mansions extended four miles into the Cleveland suburbs. Country-style homes on "Millionaires' Row" gave the avenue a park-like appearance.

In later years, Euclid became a popular street name across America and in Milwaukee. Milwaukee's Euclid Avenue was platted in 1888 and today extends from 2400 east to 9800 west.

### 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 40<sup>th</sup> Street and South 100<sup>th</sup> Street. The area became eligible to receive city services such as road building and road improvement, which in turn attracted more residents.

A good example of residents drawn to the area appears below in the random residents' feature.

## Euclid Park random residents (1950s)

*Names selected randomly from the 1955 City Directory in the Euclid Park area  
(photos and additional information was found in public records in Ancestry.com)*

### Meet the Mackeys

The early 1950s in the U.S. were years of great nationalism and also times when some families were setting aside their ethnic markers to appear more American. The times seemed to have influenced the Mackeys in a couple of ways (see Bay View High School photo of Charles Mackey Jr. to the right).

In 1955, on a Euclid Park block almost entirely occupied by Polish households, two Mackey families lived--separated by less than 50 yards near the corner of Morgan and 85th. One was the family of Charles Mackey Sr., his wife Augusta ("Gussie") Mackey (nee Potrykuth), and possibly one child. The other was Charles Mackey Jr., and his wife (name unknown). While one might wonder if two Irish-headed households had difficulty fitting in with blocks of Poles, the answer is--*they did not*. This is because Mackey was not their original name. Both Mackey men had been born with the surnames of Muchikalski. Sometime between 1930 and 1940, the elder Charles changed the family name to the Irish-sounding surname of Mackey. They also had migrated out of their home near South 5th and Cleveland in the Polonia neighborhood during those years, where Charles Jr. had attended Bay View High School, to the east of Polonia.



The two Mackeys fit the times well in another way. Charles Sr. and family shared their home on 85th and Morgan with two men, Lymon D. Shepherd and Edward Jurkowski. Both of the men had recently served tours of duty in World War Two. While Charles Jr. was too young to serve in the war at that time, he enlisted in the military in 1947 and served a term of 18 months. A year later, he got married and moved out of his father's abode, setting up his own household just a few feet away.

Charles Mackey Sr. died the year following this profile, in 1956. He was only 56- years-old at the time and the cause of death is not known. His wife Gussie lived until 1984. Charles Jr. died in 1999, living then in Hales Corners.

Having developed late in Milwaukee history, Euclid Park never had much of a commercial corridor. However, by the end of the 1950s, some businesses were operating on Beloit Road. See list and notes below.

<i>Addresses on W. Beloit Rd. in 1959</i>	<i>Names of businesses, apartments, and organizations from the Milwaukee City Directory</i>
9019	Apartments
9131	Red Hat Inn Tavern
9135	Proper Painting Company
9137	C & W Trucking Company
9150	Boyle's Bowl & Tavern
9150	Kozmut's Tavern
9200	Dairy Queen

### Summary and notes:

- By the late 1950s Milwaukeeans were dependent on cars for shopping. Most of the neighborhood stores had been sacrificed to strip malls, shopping centers, mega-markets, and super markets.
- On Beloit Rd, this small commercial strip was a miniature entertainment district with three taverns, a bowling alley, and a restaurant.

### *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 Euclid Park.

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 Euclid Park neighborhood has approximately 2,000 residents. Of these, over 8 in 10 are European American (the overwhelming majority claiming German or Polish ancestry). Nearly 1 in 12 are Latinos--mostly Puerto Ricans. An additional 1 in 20 each are African Americans and (unspecified) Asians. The remaining population is comprised of a scattering of American Indians, Israeli immigrants, Iranian immigrants, indigenous Africans, and people of multiple backgrounds. The neighborhood skews slightly older than Milwaukee in general, with nearly 3 in 10 residents aged 45 to 64.

Euclid Park is a lower middle class to middle class neighborhood with a median household income of just under \$50,000 annually. It is also a well-educated neighborhood with nearly 4 in 10 residents having earned bachelor's or graduate degrees. The occupations cited most often by residents are in the fields of administration, sales, production, and education. The neighborhood has more than three times the number of residents in the law enforcement field than other areas in Milwaukee.

Approximately 6 in 10 property units in Euclid Park are likely to be rented. Rents are typical for Milwaukee with nearly 9 in 10 units going for \$501 to \$1,500 a month. Costs for home ownership (e.g., mortgages, deeds of trust, contracts to buy, taxes, insurance) are relatively high by Milwaukee standards, with nearly half of the homes costing between \$1,501 and \$2,000 a month.

Euclid Park has a park watch organization.

## 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.

### 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

### 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.	unk

### 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.	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

## 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

## 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

## 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

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@sbcglobal.net](mailto:JFLanthropologist@sbcglobal.net)

### PHOTOS

Today's neighborhood-  
Houses on S. 89th St. and W. Burdick Ave.



Today's neighborhood-Euclid Park



Today's neighborhood-Pond and wooded area at the west end of Euclid Park



Today's neighborhood-Businesses on 92nd St. and Beloit Rd.

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@sbcglobal.net](mailto:JFLanthropologist@sbcglobal.net)



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