



STREETS OF OLD MILWAUKEE

MILWAUKEE PUBLIC MUSEUM

CURRICULUM GUIDE

Grades K-12

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9 a.m. to 3 p.m. Saturday

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INTRODUCTION

Introduction to *Streets of Old Milwaukee*

Streets of Old Milwaukee originally opened in January of 1965 as a display by Milwaukeeans for Milwaukee and the world. This exhibit created one of the first walk-through dioramas in the world, transporting visitors back to a fall evening in Milwaukee at the turn of the 19th century. It was an immediate hit, and continues to be the most visited spot in the Museum.

Visitors can stroll down the darkened, gaslit lanes, peer into the windows of some shops, businesses, eating-and-drinking establishments, and visit Granny, patiently rocking on the front porch of her residence in *Streets*. Visitors can also visit the Watson Family Home, a tribute to one of Milwaukee's first prominent African American families.

The Making of the Exhibit

Streets of Old Milwaukee was designed by Edward Green, a former art director of the Museum, working closely with Museum carpenters. The crew scavenged old buildings in Milwaukee which were being torn down for urban renewal and freeway construction. The exhibit features ornate doors, window cornices, newel posts, banisters, railings, gas lamps, moldings, stained glass, and other period pieces. The buildings were skillfully reduced to three-quarter scale.

Four different paving materials were used to make the streets in the gallery. (1) Granite blocks, originally laid about 1890, were taken from Buffalo Street on Milwaukee's East Side when it was torn up for repairs. Each block had to be set into a sand bed and mortared into place. (2) Red brick was used in another section of the street. (3) For the cedar block section, rectangular timbers of fir were cut into suitable lengths and cemented with the end grain up. (4) The wooden plank sidewalks lend another turn of the century touch.

In addition to the artifacts from the Museum's own collections, *Streets* contains extensive materials generously donated by the community.

The Reimagining of *Streets of Old Milwaukee*

In 2015, in honor of the *Streets'* 50th anniversary, the exhibit was reimagined by further incorporating themed storytelling and a heightened sensory experience to give the visitor a different perspective on every visit. The exhibit was cleaned, repainted, relit, and a number of new features were integrated into the gallery. The Pastime Nickelodeon Theater now shows silent films on a continual loop. Apps guide visitors through the gallery as they follow the narratives of a range of characters, and murals were painted at the ends of some streets to lend a deeper perspective to the scene.

A soundtrack has been added, which includes the racket of horse-drawn delivery wagons rumbling over the cobblestones, as well as the bark of dogs, the shouts of newsboys, and music and conversation drifting from the various homes, stores, and businesses. The smell of fresh bread may also be detected wafting from the bakery. Likewise, several "easter eggs" have been added; visitors may spot them — usually small animals of some kind — tucked into various nooks and crannies of the gallery.

The exhibit now features a life-sized streetcar entrance that, through the use of digital and video technology, transports the visitor on a journey back to Milwaukee's past, exiting into a courtyard highlighting some of the city's industrialized businesses.

EXHIBIT MAP



EXHIBIT HIGHLIGHTS

Exhibit Highlights

The Streetcar

Milwaukee once boasted a dense streetcar network and, at its height, included 20 routes. One could travel from as far north as Silver Spring Drive in Glendale to as far south as South Milwaukee, and as far west as West Allis and Wauwatosa. There were also interurban lines that took riders out to Waukesha or Watertown to the west, to East Troy, Burlington, southward to Kenosha, and northward to Sheboygan.

This replica is based roughly on the cars built for the Milwaukee Electric Railway and Light Co. from 1905-1910. An MPM historian researched the background of Milwaukee streetcars, and the Museum's exhibits staff created the design and worked with Information Services technicians to develop the electronics and digital images.

Streetcars, such as this replica represents, were not converted from the earlier horse-drawn cars, but fully electric, steel-framed, and designed for more efficient rider capacity. Most passenger cars of the time were 28-66 feet long. Our replica represents a 32-foot car. The cars purchased between 1898-1915 were integral to the expansion of service to the suburbs and served most Milwaukee neighborhoods. These cars were not the interurban cars, but neighborhood route-based machines. The interurbans were different in construction and capacity. There were also freight cars and railway maintenance cars on the line as well.

Eventually, local, state, and federal funding of roads encouraged automobile use, which encouraged decentralization of metropolitan areas and impacted public transit interests. The privately-owned streetcar companies received no public subsidy, and were heavily taxed and regulated by state and local governments. All of these factors contributed toward the downward trend of mass transit in the United States. Eventually, all the streetcar lines became trackless and those later yielded entirely to the motor buses we know today. The last streetcar ran on March 2, 1958 with many people coming out to give it one last hurrah.



Fun fact: The replica bears the car number 827. That is not the correct number for a car of this design, but is a nod to MPM — it is our Lovell Street address number.

PEOPLE, BUSINESSES, AND OTHER FEATURES IN STREETS

The Sendik's Produce Cart

Food carts on the street were common sights in this era, and this was how most people usually bought their fruits and vegetables when they were in season.

Salvatore Balistreri was an Italian immigrant who founded Sendik's green grocers.

The story goes that, when ordering a stove for his store, he tried to tell the salesman to "send it," but was misunderstood to say "Sendik." The salesman tried to deliver the stove to "Mr. Sendik," and the name stuck.

Falk Company

Herman Falk founded a company that specialized in wagon couplings. He also saw that the technology of electric trolleys and rail transportation was a new and open field of endeavor. By 1900, over 18,000 miles of trolley track spread across America, and FALK Co. welded over a third of those miles. Falk started immediately branching into making trolley track accessories in 1896, and in 1897-1899, Falk began a business building complete trolley systems.

In 1899, Falk, after incorporating as the Falk Company, took on the task of developing and offering work on large castings and machining projects, especially the manufacturing of cut gearing. The company grew steadily throughout the early 1900s, and by the turn of the century, the Falk Company counted over 1,000 workers (English, Irish, Polish, German, and Italian immigrants dominated the workforce). Falk became a dominant force in heavy machining and the railway business, taking on more diverse tasks with the outbreak of World War I in 1917.

North Side Lumber and Fuel Co.

Established in the 1880s by the Christian Meckelberg, North Side Lumber & Fuel Company was a staple of the near-northside community. Many homes built in the area of North Avenue, Holton Street, and Chambers Street were supplied with lumber, nails, windows, roofing material, and more from North Side Lumber. As well as stocking the bits and pieces of building materials, North Side Lumber did millwork, made flooring, and sold all manner of soft and hardwood from North American and some South American forests. They also provided the fuel (eastern anthracite coal) for homes and businesses of the area to cook, keep warm, and operate steam boiler-driven machinery.

Coal and lumber delivery to the distributors was by a rail spur that fed the business from the Milwaukee Road's northbound City Line. The business was finally incorporated in 1904, making the name North Side Lumber & Fuel Company official. About that same time, a young J.P. Bliffert came to work for the company, eventually marrying the daughter of the owner. Bliffert slowly took on more responsibility and managed the concern for several years under the North Side Lumber name. Shortly after World War I, the company name was changed to reflect Bliffert ownership, under which it still operates today.

Lumber yards and fuel dealers such as North Side Lumber and Fuel Company were staples of every Milwaukee neighborhood.



Newsstand

Newsstands were not just an outlet for newspapers but, like today's newsstands, a place where you could also buy candy, gum, and tobacco products. There were many newspapers published in Milwaukee during the *Streets* time period. At this time in history, newspapers were the only way to get news. They could be bought at a newsstand like this, but more than half of newspapers were sold by newsboys (and some girls) on street corners, in theater lobbies, saloons, train stations, and any other places with heavy foot traffic.

Papers were published in many different languages — most in German — but also in the multiple languages represented in Milwaukee. Papers also represented different political perspectives including republican, democratic and socialist.

Most of the newsboys were between the ages of 10 and 13. They were not employees of the papers, but independent "street traders." They bought their papers directly from the newspapers and sold them on the street. In 1911, the Milwaukee Sentinel cost two cents. Newsboys bought them wholesale for \$1.25 per 100 papers. On Sundays, the paper cost five cents. It cost the boys \$4.00 for 100.

Newsboys made a profit of about half a cent per paper, according to a study done in 1911. It wasn't until 1909 that a law was passed to regulate children selling newspapers in Milwaukee.

Fun Fact: Radio did not become available in Milwaukee until 1922.

George Watts and Son China and Glassware

George Watts and Son was founded in 1870 by George Watts, who came to Milwaukee from England. His son, Howard Watts, joined the business in 1911. Howard built the present building in 1926 and often lectured on china and glassware. Howard's son, George, joined the firm in 1962 and continues to study and research china and glassware.

Klode's Furniture Store

The shop exhibited here was constructed from an old photo. The furniture pieces in the store window are furniture samples the salesmen used in traveling around the city. They were built on a smaller scale so the salesmen were able to carry more samples with them.

Northwestern Mutual Life Insurance Company (above the Klode Furniture Store)

In 1857, John C. Johnson, age 75, founded a life insurance company in Janesville. The company moved to Milwaukee on March 8, 1859. Their first year in Milwaukee was a difficult one, with competition from nine other insurance companies. Two policy owners were killed in the derailment of a train that hit a cow. Although there was just \$2,000 in the company, claims totaled \$3,500. The claims were paid quickly with borrowed money, and that was the beginning of a reputation for reliability and trust. The present Northwestern Mutual Life Insurance building is located at 720 E. Wisconsin Avenue.

Fun Fact: This company is credited with being one of the first large businesses to use the typewriter, refined by Christopher Latham Sholes, a Milwaukeean. His efforts resulted in what became the first practical typewriter.

Pfister Hotel

The original idea for an elegant hotel in the city is attributable to merchant Daniel Newhall, who built the Newhall House in 1856. After a fire destroyed the hotel in 1883, Charles Pfister subsequently opened the Pfister Hotel in 1893 at a cost of over \$1 million. Designed by architect Henry C. Koch with a Romanesque Revival design, the hotel boasted features uncommon in its time like fireproofing, electricity, and thermostat controls. A Milwaukee icon, it is the oldest hotel on Wisconsin Avenue, and is considered the most luxurious hotel in the city.

Famous guests include Paul Newman, Leonard Bernstein, Willie Mays, Mickey Mantle, Julia Child, Lillian Gish, Enrico Caruso, three British Prime Ministers, and every U.S. president since William McKinley. Today, the Pfister has the largest hotel collection of Victorian art in the world.

Fun Fact: Many say that the hotel is haunted by the ghosts of past guests.

Usinger Sausage Shop

In late 1870, Frederick Usinger, Sr. arrived in Milwaukee from Germany at age 19. He had \$400 and sausage recipes from his days as an apprentice with a Frankfurt sausage maker. He found a job with a widow who owned a butcher shop at the site of Usinger's present location at 1030 N. Third Street. A year later, he married the widow's niece and they bought and operated the business. The company still observes a mid-morning sausage break which also serves as an informal type of quality control. As you look in the windows of our butcher shop, notice the array of sausages still produced from those German recipes.

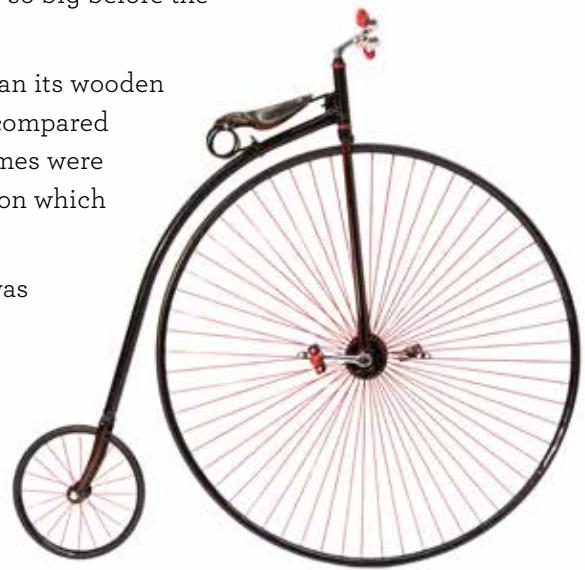
Penny-Farthing bicycle

The “High-Wheel” bicycle, or “Penny-Farthing,” as it became known, was so called as the wheels, relative in size to one another, resembled the relationship between a large British Penny coin (front wheel), and smaller Farthing coin (rear wheel).

Front bicycle wheel sizes continued to become larger and larger in a desire to attain higher speeds and to provide the cyclist a smoother ride over rough roads. Rear wheels became smaller and moved closer to the front wheel. However, as the pedals were attached to the front axle, wheel diameter could only become so big before the rider could no longer reach them.

The wire-spoked-wheel of the Penny-Farthing was much lighter than its wooden counterpart, while rubber tires provided a more comfortable ride compared to the steel tires on other designs. Additionally, lighter weight frames were being constructed of hollow steel tubing instead of the wrought-iron which was common in the “Bone-Shaker” bicycle model.

The Penny-Farthing was certainly fast but very unsafe. The rider was sitting much higher than on old-style bikes, and was traveling at greater speeds. Hitting a bad spot in the road could easily throw the rider off the front of the bicycle, causing injury. This was not an uncommon event in the life of a daring bicycle rider of the period, and became known as “taking a header.” Further, the disadvantage of having to both pedal and steer via the front wheel remained a problem.



Fun Fact: Author and humorist, Mark Twain, learned how to ride a Penny-Farthing bicycle, and reported that dismounting safely was one of its biggest problems: “Try as you may,” he observed, “you don’t get down as you would from a horse, you get down as you would from a house afire. You make a spectacle of yourself every time.”

The Schloemer Automobile

This was the first internal combustion vehicle to run on the streets of Milwaukee. This vehicle is a product of Gottfried Schloemer's and Frank Toepfer's interest in producing a self-propelled vehicle. After their first attempt, a bicycle-like vehicle that required its passengers to pull a bar back and forth to operate the crank shaft, Schloemer and Toepfer looked to other innovations. Schloemer and Toepfer borrowed the gasoline engine design from the Sintz Machinery Company in Grand Rapids, Michigan.

The engine was a single cylinder, and ignition was provided by two steel points which made contact within the engine. The engine was placed below the seat, and was powered by a belt system. Improvements in steering were made in time and other features were added such as brakes. The vehicle was ultimately commercially unsuccessful but inspired others to improve on the design. The car was bought by the Museum in 1930 from Fay Cusick, who used it to promote an auto dealership.

Fun Fact: This is the only Schloemer automobile of its kind in existence.

Granny's House

This is an example of a typical house at the turn of the century. The rooms were relatively small and furnished with ornate late-Victorian pieces popular at that time. The exterior of the house is characterized by ornamental curvilinear fretwork (gingerbread). A boiler supplied heat to radiators in each room, and gas was used for light and appliance such as the stove. Here, Granny sits in her rocker on the front porch enjoying the evening air.

Note the small plaque on the wall of the porch. It reads, "Insured by N.Y. Life," which indicated proof of insurance.

Such residences as Granny's were heated with coal. Coal wasn't sold by the pound, but by the ton (or fractions of a ton) for businesses, and usually by the bushel for homes. Most homes had a coal boiler in the basement and a coal bin next to it. There was a small door on the side of the house with a chute that dropped into the bin. The coal wagon driver would check the bin, estimate the need and fill it up bushel by bushel. The driver kept a simple tally of the number of bushels needed to fill the bin. A usual home coal bin could hold about a ton—a big one, maybe two tons. As with ice, the homeowner could pay on the spot or accrue a monthly bill. Drivers didn't like to carry cash or make change.

The card visible in Granny's window is an "ice card." Most vendors were ice and coal companies, or they were lumber and fuel (like North Side Lumber and Fuel). Dual products gave year round employment and kept the business going full-time. The ice card has 4 weights: 25, 50, 75, and 100. Delivery was weekly and brought by horse in an enclosed wagon driven by a single delivery man. He would pull up in front of the house and read the card. The card was turned so that the amount displayed at the top, facing up, was the desired amount for delivery. The standard block was 100 pounds. The driver broke or chipped the block to the proper portion, grabbed it by tongs, hoisted it to his oiled leather covered shoulder pad, and walked it into the kitchen, always through the back door. The lady of the house could pay for the ice with each delivery, or have an account that was settled monthly.

The Police Box

The main function of the Police Box, also called a "sentry box," was as a communication hub. It was connected to the local station with a simple signal device, and some boxes even had a telephone installed. The signal device was a box with an electric connection to the station, kind of a switch/signal, that activated a light or bell on a main switchboard at the local station. It also functioned as a storage space and a convenient place for the officer on the beat to get out of the weather.

When the beat cop apprehended a suspect, he was to proceed to the box with his prisoner in tow and activate the signal. The station would then send out the district wagon (an open, horse-drawn vehicle) with its driver and one or two officers to that particular box location. The beat cop would be relieved of his prisoner and allowed to return to patrol and keep his neighborhood safe. The paddy wagon would take the prisoner to the station for processing.

Another function of the box with the signal installed was for the beat cop to check in with the district station. The officer, during day patrol, was required to signal or call the station once an hour to let the command sergeant know he was alright and all was well on his beat. Night patrol was required to check in once every two hours.

The wood "straw box" or auxiliary box eventually lost favor as technology advanced. In the late 1890s, the Milwaukee Fire Department developed the fire and police call box and put the signal device into a cast iron box on a pedestal. The Milwaukee Police Dept adopted the cast iron call box during the first decade of the 1900s, and by late 1920s, the wood call box was practically a memory.

Fun Fact: There were 122 call boxes with 124 miles of wiring in 1890. The police wagons made over 4,000 transports of suspects between 1889 and 1890. The police had three wagons with 14 men to staff them.

Candy Store

Here we see a store front filled with wonderful old time candies, many of which were made, until recently, at the Stark Candy Company Factory. Most candy of this time was available in bulk. A five cent bag of candy was generally sufficient to sweeten an evening's stroll.

Mr. Henry Stark arrived in Milwaukee from Germany in 1864 with two of his brothers; they opened a candy factory. It was located at 181 N. Broadway. Howard Stark, brother, later opened a new candy factory and his son, William, became president of the company.

Nickelodeon

This is a replica of an old time movie house. Nickelodeon theaters got their name from the price charged to see a show — a nickel. The nickelodeon was the first type of indoor exhibition space dedicated to showing projected motion pictures. Usually set up in converted storefronts, these small, simple theaters flourished from about 1905 to 1915.

The inside would have been furnished with rows of hard wooden seats. Nickelodeons offered continuous showings of one- and two-reel films, lasting from 15 minutes to one hour and accompanied by a piano. The success of the Pittsburgh nickelodeon established in 1905 by Harry Davis made it the model for their rapid proliferation throughout the U.S. By 1910, they numbered 10,000, fueling a huge demand for silent films and projection equipment and providing the impetus for the development of the modern motion-picture industry.

Old time silent movies typical of the early 20th century are shown daily in the Pastime Nickelodeon theater.

Fun Fact: The word “Nickelodeon” comes from nickel, the name of the U.S. five-cent coin, and the ancient Greek word *odeion*, meaning a roofed-over theater.

T.A. Chapman's Dry Goods Store

Timothy Appleton Chapman left his home in Maine at age 20 to become a great merchant. In Boston, he became a clerk in a dry goods store. Six years later, he departed for Milwaukee, and in 1857, opened a 20' x 80' shop on what is now N. Water Street. In 1872, he moved to N. Milwaukee Street and E. Wisconsin Avenue; twelve years later, a fire completely destroyed the store and its contents. The store was rebuilt with a spectacular triple fireplace with handsome pillars and mantles of carved oak.



Schlitz Saloon

The neighborhood saloon served as a gathering place for men and was decorated accordingly. The curtains were frequently closed so ladies could not peek inside. A saloon that did not provide a free lunch was a saloon without customers. So five cents was paid for a glass of beer, and often a free lunch was included. Historically, the corner saloon was more than just a place to grab a quick beer. It was a social club, a place to commune with your neighbors, and to unwind after a hard day's work. They were places where workers, political and labor groups met, socialized, and discussed the issues of the day.

About 1893-1895, breweries began sponsoring taverns called "tied houses," saloons tied to a particular brewery. They were independently owned but outfitted with furniture, glassware, and other necessities to run a tavern, including the brewery's beer. They even had code of conduct for owners to keep a clean and orderly establishment. The practice was very successful in promoting brand loyalty. In Milwaukee, you could find at least one tied house in every neighborhood.

Fun Fact: The tied house system was not reinstated after Prohibition ended in 1933.

Laab's Apothecary

Unlike today's drugstore, neither candies, ice cream, nor general merchandise was available in most of the drugstores (more accurately known as "apothecaries") of the Streets days. Laab's is an apothecary, more focused on mixing and selling medicine. The apothecary was, to some degree, an extension of the neighborhood doctor. Some pharmacists even provided medical advice, but their main job was making medicines and filling doctors' scripps. The drugstore was a source of needed medicine when home remedies failed.

An impressive array of glass-stopper stock bottles bearing abbreviated Latin labels created an atmosphere of awe, mystery, and respect. Otto Laab's drugstore is a typical 19th-century drugstore with show domes filled with colored water. They evolved from an earlier practice of preparing pharmaceutical liquids in two or three gallon containers left standing in the sunlight of the window for a number of days. Replicas of these domes are still in modern drugstore displays.

Some beauty aids and perfumes were available, but no proper lady would think of powder, rouge, or lipstick. For gentlemen, there were tobacco products.

Fun Fact: Beginning in the 1890s, some drugstores opened tobacco counters and soda fountains, usually at a separate side of the store, or even in a separate room. True soda and ice cream "counter service" started in about 1903.

The Comfort Restaurant

In 1902, Charles Mader opened ‘The Comfort,’ a saloon and restaurant on N. Water Street (now Plankinton Avenue). He was a German immigrant who poured his life savings into his restaurant venture. It was furnished with fine oak tables and chairs. He served the best food and drink and charged 20 cents for dinner and a tip. In 1920, Mader’s moved to its present location at 1037 N. Third Street.

Fun Fact: In the early days at Mader’s, if you drank two steins of beer at three cents per stein, or a nickel for two steins, your lunch was free.

Bakery

The bakery in *Streets* replicates the style of the original Poehlmann Baking Company, believed to be the first established bakery in Milwaukee. It was founded by Frederick Poehlmann in 1853. In the shop, there are two figures, one representing Joseph Poehlmann (son of Frederick) and Howard Strupp.

In the late 1800s, the baker’s most important tool was the wood-burning brick stove which required a great deal of stamina to operate. It took hours to heat. The fire heated the bricks to nearly 450 degrees. The order in which products were baked represented the dissipation of the heat: breads, rolls, and pies; coffee cakes and sweet rolls; cookies and cakes. The baker stuck his hand in the oven to serve as a thermometer. The oven retained some heat after the baking was done and for a small fee, neighbors could have food baked in the oven.

Fun Fact: Howard Strupp served as an advisor on the creation of the exhibit’s bakery, and helped to locate authentic equipment for the exhibit.

General Store

This is a replica of a general store of the late 1800s and early 1900s. These establishments were mostly found in rural areas, and would not have been a common sight in Milwaukee during that era. Instead, Milwaukeeans shopped in dry goods and department stores for their needs.

A typical general store, as shown here, commonly served several purposes. It often served as the local post office, and was likewise a social gathering place and provided a hub for local and national news. Some general stores even sold gasoline to early motorists. Merchandise included items and products that were not readily available in other stores and places of business. They often made special orders by catalog for customers, supporting the post office on the premises.

The General Store features approximately 3,400 authentic *Streets*-era artifacts. Don’t miss the post office, visible in the back right corner of the store.

Barber Shop

The barber shop was exclusively for men. Not only could men have their hair cut, but a bath and a shave were also available. All equipment was hand-operated. The aroma of hair tonic and shaving lotion permeated the atmosphere. Shaving mugs with the names of regular customers rested in niches on the wall. During the *Streets* era, barber shops rivaled saloons in popularity. Visiting the barber shop was commonly a weekly—if not daily—habit. Men would stop in not only for a haircut or shave, but also to socialize with friends, neighbors, and business associates.

Barber shops were commonly classy places. Marble counters were lined with colorful glass-blown tonic bottles, the barber chairs were elaborately carved in oak and walnut, and fitted with fine leather upholstery. The best shops even had crystal chandeliers hanging from ceilings decorated with frescoes.

Barber shops were nonetheless charming and inviting. An aroma of scented tobacco smoke mingled with the smell of tonics, pomades, oils and powders. The moment customers entered they were greeted with a welcoming familiarity that made them feel right at home.

The barber pole is a legacy of a long-gone era when people went to barbers not just for a haircut or shave, but also for bloodletting and other medical procedures. Known as barber-surgeons, these tradesmen also took on such tasks as pulling teeth, setting bones, and treating wounds. It's important to note that these services had ceased to be practiced by barbers in the United States long before the *Streets* era, and were, in fact, prohibited by law in Wisconsin.

The colors of the barber pole are linked to bloodletting: red represents blood, and white the bandages used to stem the bleeding. One theory holds that blue is symbolic of the veins cut during bloodletting. Yet another interpretation suggests blue was added to the pole as a show of patriotism and a nod to the American flag.



Pioneer Cabin

This cabin was moved to the Museum from Ozaukee County. It is a German style log cabin built by Michael Ahner about 1840. German immigrants from Pomerania, West Prussia, and Saxony brought their small amount of possessions with them. Some built half-timber houses while others built simple log cabins. This cabin appears to have a large “picture window” in it. Students should realize that this feature was added when the log cabin was brought to the Museum to allow visitors to adequately view the inside of the cabin.

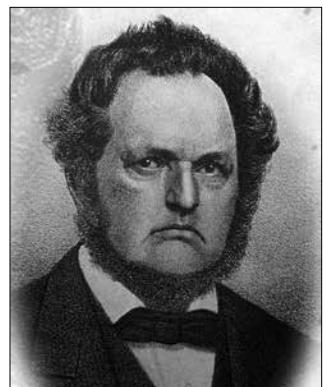
PROFILES OF HISTORIC FIGURES IN MILWAUKEE HISTORY

(Content provided by the Milwaukee County Historical Society)

Solomon Juneau came to Milwaukee from Montreal in 1818 to work as a clerk for Jacques Vieau who was the local agent for the American Fur Trading Company. A few years later, Juneau married Vieau's daughter and took over many of the older man's trading post duties. A wealthy Green Bay lawyer and businessman, Morgan Martin first saw the potential for town development on the site of Juneau's trading post. Martin convinced Juneau, who held the rights to the land on the east side of the river, to join with him in a business partnership. Realizing that the days of the fur trade were nearly over, Juneau took on his new role as a real estate developer with enthusiasm. He became the first president of the Village of Milwaukee on July 14, 1886.



Byron Kilbourn was a ruthless businessman from Ohio who saw promise for Milwaukee as a port city, but was forced to focus his sights on the west side of the river outside of Juneau's claim. This land technically belonged to the Potawatomi. In collusion with a crooked surveyor, Kilbourn had this land included on an 1835 federal survey. He was then able to take control of this area. He developed the west side (Kilbourntown) as a separate community from that on the east (Juneautown). Kilbourn became mayor of the incorporated Milwaukee in 1848.



George Walker is known as the father of Milwaukee's south side (Walker's Point). Unlike the other founding fathers, Walker didn't have access to eastern capital. Early on, Walker had a series of financial and legal troubles which resulted in his losing his claim in 1835. There is speculation that Juneau and Martin may have been behind some of Walker's troubles. The south side of Milwaukee remained undeveloped for years as ownership was tied up in legal wrangling. Walker became mayor in 1853.



MUSEUM VOCABULARY

Collection - A group of objects brought together and associated by period, purpose, manufacture, ideas, and culture.

Diorama - A style of museum exhibit that features a life-like scene usually involving people, animals, and environments in a natural setting.

Exhibit - An exhibit is an object—artifact or natural specimen—that is displayed for the public at a museum. An exhibit refers to something presented formally and in a public setting.

Immersive exhibit - A museum exhibit that surrounds the visitor.

Primary source - an artifact, document, diary, manuscript, autobiography, recording, photograph, map, or any other source of information that was created at the time under study. (Also called original source or evidence.)

Secondary source - a source of information is created later by someone who did not experience first-hand or participate in the events or conditions being researched. For the purposes of a historical research project, secondary sources are generally scholarly books and articles.

HISTORICAL VOCABULARY

Emigrate - to leave one's own country in order to settle permanently in another.

Epidemic - a widespread occurrence of an infectious disease in a community at a particular time.

Immigrant - a person who comes to live permanently in a foreign country.

Industry - economic activity concerned with the processing of raw materials and manufacture of goods in factories.

Natural resources - materials or substances such as minerals, forests, water, and fertile land that occur in nature and can be used for economic gain.

Quarantine - a state, period, or place of isolation in which people or animals that have arrived from elsewhere or been exposed to infectious or contagious disease are placed.

Slavery - bondage, servitude, referring to involuntary subjection to another or others; the idea of complete ownership and control by a master.

Socialism - a political and economic theory of social organization that advocates the means of production, distribution, and exchange should be owned or regulated by the community as a whole.

Union - an organized association of workers formed to protect and further their rights and interests; a labor union.

STREETS OF OLD MILWAUKEE VOCABULARY

Dry goods - fabric, thread, clothing, and related merchandise, especially as distinct from hardware and groceries.

Machine shop - a room, building, or company where workers use machine tools and cutting tools to make parts, usually of metal, but sometimes of other materials such as glass or wood.

Mortar and pestle - A mortar and pestle is a device used since ancient times in kitchens, laboratories, and drugstores to prepare ingredients or substances by crushing and grinding them into a fine paste or powder. The mortar is a bowl, typically made of hard wood, ceramic, or stone. A large model of a mortar and pestle sits above the door of the drugstore. It's an ages-old symbol of a drugstore, or apothecary.

Nickelodeon - type of indoor exhibition space dedicated to showing projected motion pictures. Usually set up in converted storefronts, these small, simple theaters charged five cents for admission and flourished from about 1905 to 1915.

STUDENT ACTIVITIES

Goal: To provide opportunities for exploring the *Streets of Old Milwaukee* exhibit and better understanding of local and regional history through the clear expression of ideas, thoughts, and opinions through discussion, oral presentation, and close observation of exhibit content.

Grades 1-4: It's Just Another Day — Diary Activity

Objective: Students learn how their lives both contrast and resonate with those of children in Old Milwaukee through an imaginative application of writing, language arts, and critical thinking skills.

Subject areas: Language arts and social studies

1. Pre-visit activity: Students respond to the following discussion questions and list them in a model diary.

What's the first thing you do when you get up in the morning? (Shower, bathe, brush teeth, turn on the light)

What do you do to get ready to leave the house and start your day? (Eat breakfast, microwave a muffin, read the morning paper, turn on TV)

What clothes do you wear to school? (Jeans, t-shirts, sneakers)

How do you get to school? (school bus, car, bicycle, walk)

What chores do you do before you go to school? (Let the dog out, no chores)

What subjects do you study in school? (Math, social studies, reading, science, computers, art, etc.)

What do you do after school? (Sports, music lessons, go shopping, play with friends, watch TV, do household chores)

What responsibilities do you have after school? (Do my homework, babysitting, go to sports practice, music lessons, help make dinner for my family)

What homes, buildings, businesses have you been in and used today? (My home, school, a friend's house, grocery store, restaurant)

What will you do after you eat supper? (Homework on my computer, read a book, watch TV)

2. On-site activity: Students tour *Streets of Old Milwaukee* and, working in teams, make a list of what businesses reflect how students of that era lived: the Nickelodeon Theater, the Penny-Farthing bicycle, Laab's Drug Store, Granny's House, etc.

3. Post-visit activity: After visiting *Streets of Old Milwaukee*, students compare those features common at the turn of the century with those of today, and make a list in the diary of daily activities and tasks they would experience as a child in Old Milwaukee. Students discuss or write about technologies and inventions which have made our modern day activities possible (i.e. automobiles, computers, telephones, airplanes)

Grades 5-8: Business as Usual? — Businesses in Streets of Old Milwaukee

Objective: Students make connections between their lives, and the lives of people in turn of the century Milwaukee by comparing businesses and services in their community and those represented in *Streets of Old Milwaukee*.

Subject areas: Language arts and social studies

1. Pre-visit activity: Supply students with an activity sheet with two columns.

Students work in teams to complete the left side of the sheet by listing the stores, buildings, and businesses in the community where they live today.

2. Onsite activity: Students bring their activity sheets to the Museum with the left side of the activity sheet completed.

Students list the businesses in *Streets of Old Milwaukee* that are the same as businesses students are used to today. (Examples: The grocery store, the movie theater, the locksmith, the Comfort restaurant.)

Students list businesses not represented in *Streets of Old Milwaukee* that they would like to have or need to have for their community to function as they are used to now.

3. Post-visit activity: The student teams give oral reports to the group on what they discovered during their field trip. Did what they saw in *Streets of Old Milwaukee* meet their expectations or surprise them? Were they more struck by how different that community was, or how similar? If they were transported back in time, would they find all the businesses and services they need today?

Discussion topic: Was life in Old Milwaukee better or worse, easier or harder, calmer or busier than it is now? Or is it just different?

Grades 9-12: Living in the Material World — The Story of the Streets Artifacts

Objective: To learn how artifacts and museum exhibits communicate relevant stories that support the better understanding of history and current social dynamics; to help students think critically about, and learn from, local and regional historical resources.

Subject areas: Language arts, history, and social studies

Helpful link: the British Museum's webpage on the history of the world in 100 objects:
www.britishmuseum.org/explore/a_history_of_the_world.aspx

1. Pre-visit activity: Students work in eight or ten teams of two or three students each and make a list of 10 objects in their classroom that tell the story and culture of that classroom. These can be artifacts (objects made by people) or natural specimens (objects from nature — fossils, skeletons, plants, shells, mounted animals). Whatever objects they choose must be unique to that classroom. (So, a whiteboard or blackboard, for example, wouldn't qualify.)

When the lists are complete, each group suggests to the class one object from their list that they think is particularly unique to their classroom. If five or more groups identify the same object, it goes on a master list on the board. The process continues until eight to ten objects make it to the master list.

Students design a concept for a museum of their classroom. They include the objects from the master list, and decide on a design with special emphasis on which objects are first, middle, and last in order to best express the material culture of the classroom.

2. Onsite activity: The student teams bring their master list of objects to the Museum. Each team picks a single unit in the exhibit and examines the artifacts that best express its material culture.

Students take notes on the story of that culture, discussing the question, “What are these artifacts telling us about the people that used them?”

Discussion: Are there any objects that have survived the *Streets* era that may now be found in your classroom as well? What does this tell us about that culture and the culture of your classroom, and of your community?

3. Post-visit activity: Back in the classroom, the students, as a group, design a concept for a museum that expresses the culture of *Streets* through the artifacts they've examined in their individual units. In order to fully express this culture through its objects, which of them would come first, which would occupy the middle, and which would come last?

Discussion: What do your conclusions tell you about the people that came before us?

RESOURCES

Milwaukee County Historical Society. The Research Library of the Milwaukee County Historical Society has a wide variety of information about the history of the City of Milwaukee and Milwaukee County: milwaukeehistory.net/

Milwaukee History Web Resource. A compendium of Milwaukee history content:
oldmilwaukee.net/blog/?paged=10

MPTV. Online curriculum to accompany “The Making of Milwaukee” documentary produced by Milwaukee Public Television. Curriculum is organized into four historical themed sections:

www.themakingofmilwaukee.com/classroom/1_4_curriculum.cfm

Milwaukee Public Library. Local history materials in the Frank P. Zeidler Humanities Room at the Central Library deal with the history of Milwaukee and Wisconsin:
[www mpl.org/local_history/local_history.php](http://www mpl org/local_history/local_history php)

Wisconsin Historical Society. The Society collects and preserves evidence of Wisconsin’s past since 1846. Online resources available for researching municipalities throughout Wisconsin: www wisconsinhistory org/Content aspx?dsNav=N:1124