

Social Studies Content Themes for Middle/High School
From
“The Making of Milwaukee Curriculum”

Business/Industry:

Teaching about Business/Industry in Milwaukee

The following activities are from “The Making of Milwaukee” on-line curriculum.

- **Old and New News (Writing a News Article)**
- **Leading Industries in the City (Research Milwaukee Businesses)**
- **Knowing Your Numbers Trivia Quiz**
- **Mapping Industries**

OLD AND NEW NEWS

1. Have students examine the two photographs from above and pretend they are newspaper reporters at the opening of the strip mall where the Allis-Chalmers factory used to be in Milwaukee.
2. Have students write a news article that includes a detailed description of what the inside of the mall used to look like based on the photo of the factory from 1894 and the changes that have taken place in the present day. They should include realistic quotes and observations based on the photographs and speculate on the reasons why the changes took place and how this place evolved over time. As an alternative to this assignment, the teacher might want to allow students to act out a news program in front of the class that includes a detailed description of what the inside of the mall used to look like based on the photo of the factory from 1894 and the changes that took place over time. Perhaps they might want to include mock interviews with former workers or owners of the factory to help the audience understand the transformations that were made in this building.
3. Have students share any work with the rest of the class.

LEADING INDUSTRIES IN THE CITY

1. Although the manufacturing of a number of goods have left Milwaukee, the headquarters of a number of companies remain. Have students visit websites, write letters or e-mails, or even visit the headquarters of some of these companies (e.g. Milwaukee Tools, A.O. Smith, Falk Company) to gain more detailed histories of these companies.
2. In particular, students should also gather information about why some of the companies no longer make products in Milwaukee and how their absence has affected the city’s economy.

3. Students should then create a PowerPoint or write a speech to deliver to the class about the company's contributions to making Milwaukee a "Machine Shop of the World."

KNOWING YOUR NUMBERS TRIVIA QUIZ

1. Have students circle the statements that they think are true about Milwaukee during this period of time and change the statements they think are false into true statements.

Note: None of the statements are false due to the dates given.

- By 1873, the Milwaukee Iron Company in Bay View was the largest producer of railroad rails in America. (correct to say 2nd largest)
- By 1879, meat-packing was Milwaukee's largest industry.
- By 1890, Milwaukee was the largest producer of tanned leather on the planet.
- By 1874, Milwaukee's Miller Brewery was the largest in the US. (correct to say Pabst)
- By 1886, Northwestern Mutual was the largest life insurance company in America. (correct to say 7th largest)
- Falk Corporation is the largest manufacturer of precision industrial gears in America.
- Pawling and Harnischfeger were at one time the world's largest producers of overhead cranes in the late 1800's.
- The A.O. Smith Company was at one time the country's largest maker of car frames during the 20th century.
- In the late 1800's, Edward P. Allis' Reliance Works made the largest steam engines in the world.
- By 1910, Milwaukee had the highest concentration of adult males who were industrial workers than any other city in America (correct to say 2nd highest).

MAPPING INDUSTRIES

1. The following companies and workplaces played a very significant role in Milwaukee's rise as a "City of Industries" and "Machine Shop of the World" and still play a significant role:
2. Access a map of Milwaukee at the following website: <http://www.mapquest.com/>
Or, access a Milwaukee map on *The Making of Milwaukee* website: www.themakingofmilwaukee.com
3. Have students go to a phone book or use the yellow pages at <http://yp.yahoo.com/> to locate the places on a map.
 - Harley Davidson Motorcycle Company
 - Rockwell Automation (formerly Allen-Bradley Company)

- Falk Company
- Harnischfeger Corporation
- Northwestern Mutual Life Insurance
- Miller Brewing Company