

Business-Elementary

This lesson meets **State Standards B.4.1** Identify and examine various sources of information that are used for constructing an understanding of the past, such as artifacts, documents, letters, diaries, maps, textbooks, photos, paintings, architecture, oral presentations, graphs, and charts, **D.4.6** Identify the economic roles of various institutions, including households, businesses, and government, and **A.4.8** Identify major changes in the local community that have been caused by human beings, such as a construction project, a new highway, a building torn down, or a fire; discuss reasons for these changes; and explain their probable effects on the community and the environment.

Early Marathon County business through present day are discussed in the power point presentation and the expansion activities. A few examples include Kickbusch grocery, Werheim Manufacturing, Marathon Rubber, Greenheck, Wausau Tile, and Eastbay.

Included in this lesson is a Power Point presentation filled with exhibit pictures and primary sources for Marathon County Businesses. The presentation is a great preview or post lesson activity for the exhibit. Along with the power point presentation is a list of vocabulary terms highlighted throughout the presentation. We also included expansion activities to go with the lesson.

Vocabulary

Merchant	Confectioners
Paper mill	Tailor
Window molding	Druggists
Box factories	Milliners
The Wausau Group	Prominent
Athens Advancement Association	Revitalize

Expansion Activity Suggestions

1. Opinion Cards Activity
2. Match workers with their stories
3. How is a product made? Study
4. Advertisement Analysis

Opinion Cards Activity

The cards included can be used in various ways. Here are a few suggestions;

- Play scoot
- Have students fill in their answers and form a continuum in the classroom having students stand where their opinion falls. Have students share their opinions trying to sway students to their part of the continuum.
- Use the cards during the power point presentation for reflections.
- Use the cards as a jumping board into a writing activity.
- Use them as task cards.

Opinion Cards

What happened when all the trees were cut down?

Name a business today that started in Marathon County.

What can you make out of wood besides lumber?

If these companies had not opened, would Wausau still be around today?

Workers' Stories

Listen to the stories at marathoncountyhistory.org

Jobs

Wausau Policeman

One-room school teacher

Millinery Department Sales Lady

Sawmill yard worker

Workers

Everett Gleason:

Job: _____

What has changed about his job? _____

Wilhelmina Geurink:

Job: _____

What has changed about her job? _____

Irene Thoma Lang:

Job: _____

What has changed about her job? _____

Harry Metzke:

Job: _____

What has changed about his job? _____

Your name: _____

What Job would like: _____

Why are you interested in this job? _____

How is a product made?

Study: Marathon Rubber

History:

Marathon Rubber began operations in Wausau around 1922, making rain suits, boots and other products for the military and government. Joseph Usow bought the factory in 1934. When he died in 1948, his sister Bernice Cohan, took over the business. Her son, Herb, later assumed leadership.

During World War II, up to 850 workers produced about 1,000 raincoats a day for the Army. Business declined after the war. In the 1960s the company expanded into the consumer market with waders, fishing boots and recreational clothing. Marathon Rubber boasted that it made the rain capes worn by the Green Bay Packers over their uniforms.

When Herb Cohan died in 1999 the company closed. The building was demolished in 2001.

Procedure for making a rubberized raincoat:

“They would put [the raw rubber] on these big mills and grind it down. Then they’d add all these compounds and oil and the color. It came out in nice big sheets and they cut it off in slabs and laid it on the floor and put cornstarch over the top so it wouldn’t stick. These guys would feed this stuff through an extruder which takes all the impurities out of it. It would come out in a rubber sheet. They’d take that, and it was hot, and they’d feed it through these two big rollers and they would run this cloth through [to make rubber-backed cloth].

You could put probably 100 yards on a roll. Then the cutting department would come and pick it up, hang it on a table and the guy would pull it out. When it was all pulled out, then they would trace the patterns on. Then the marker takes over – got to stamp the lot numbers and sizes on the back.

Then we put it together – cemented or stitched. They would cement the sleeves and everything and they also put them on a rack to let them dry. Then the girls would set the sleeves in. They used some kind of gas to soften it up a bit and they would go around it with a sponge and glue the sleeves in.

Finished the garments were hung on racks and went into these big ovens. They would come out the other end – then they were cured. It took usually about an hour.

Then it goes into the finishing department. They have to put buttons on or snaps. They were wrapped and put in plastic bags and they went to the shipping department.”

Al Reichl

Interview with worker Al Reichl:

“When I came out of the Army, 1948 I was 22 years old. That’s when I moved to Wausau – that’s the only place there was work. I didn’t want to go back to the farm and pick rocks. I started at Marathon Rubber on April 17, 1948 – that’s the only job that I could get at the time. I started out there at 39 cents an hour.

I started in the cutting department and I worked as a roll-up man. That’s where you get the big rolls [of fabric] and you put them on the end of the table and you roll out sheets, one at a time. Ten yards long, whatever it was. When you had thicker fabric you only laid up a hundred high but when you did Army stuff they would lay them 175 high. About a year or two after that I started cutting. Then I cut for probably twenty years. Later on I was made Supervisor in the Cutting and Rubber Service Department. I even cut when I was a supervisor – they called it a working supervisor.

When I started there was no union. But then in about a year we organized a union [the International Ladies Garment Workers Union]. After a while I was Union Steward, then I was Union President and I was Union Secretary for a while. And then, when I got promoted, I had to get out of the union because you can’t be a supervisor and stay in the union.

It was fine when I first started. Mrs. Cohan, she treated me really good – real good boss. Then every time I was going to quit, they give a little raise. I got too old [to want to quit] and I thought, “well, why should I change now?” I only lived 94 steps away. And I said to myself, “I could save myself a dollar, two dollars a day for a car.” After 42 years [in 1991], they sent a secretary out and she said “You’re laid off”.”

How is a product made?

Study: Marathon Rubber

History:

When did he start work at Marathon Rubber? _____

What did Marathon Rubber make? _____

What quantities did Marathon Rubber make? _____

When did Marathon Rubber close? _____

Why did Marathon Rubber close? _____

Procedure:

Describe the process of making a rain coat using words or pictures.

Interview:

When did he start at Marathon Rubber? _____

Why did he choose Marathon Rubber? _____

What was his specific job? _____

How long did he stay at the company? Why? _____

Why did he leave Marathon Rubber? _____

Overall did he enjoy working for Marathon Rubber? _____

Would you work for Marathon Rubber? Why or why not? _____

ADVERTISEMENT ANALYSIS

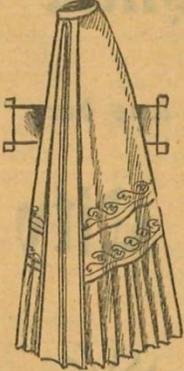
The local residents of Marathon County were mainly European Immigrants. Many of the immigrants continued to speak their native tongue for generations before learning English. Business owners realized this when advertising their products and services. They wanted their customers to feel welcome and comfortable in their stores, so they advertised in German and English throughout Marathon County.

The Advertisements provided show an advertisement in German and an English translation.

Use the analysis guide to study the advertisement and decide if it was effective for the store.

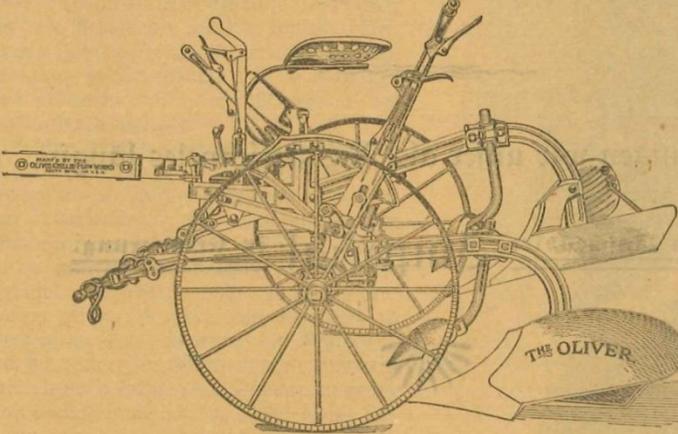
1 **Gebrüder Bentz**
 2 Dritte und Jackson Straße, Wausau.

3 Zuverlässige Kaufleute.



4 Ein zuverlässiger Laden zum Kaufen.

5 Damen - Gesellschaftskleider, Damenanzüge und Cloaks, Damen - Shirtwaists, Pelzfachen.
 6 Wollene Kleiderstoffe, Lüllgardienen, Vorleger, Blankets, Bettdecken, Korsets, Unterzeug, Tafelleinen, Gingham, Kalicos, Latenzeng, Unterröcke, alle Sorten Ellenwaren.



1 „Lassen Sie die Pferde Ihre Arbeit tun.“

2 **Oliver**
 No. 25 Umkehrbarer Sulky Pflug.

3 Ehe Sie einen Pflug kaufen, überzeugen Sie sich von den Tatsachen und stellen dann Vergleiche an. Sie werden dann finden, daß der Oliver der beste ist.

4 **BAUMANN HARDWARE CO.**
 5 210-212 Dritte Straße, = = = = = 6 Wausau, Wisconsin.

1. Bentz Brothers
2. Third and Jackson Street, Wausau
3. Reliable Merchants
4. A reliable shop to buy from
5. Women's society clothes, women's apparel and cloaks, women's shirtwaists, fur items.
6. Woolen clothing material, lace curtains, rugs, blankets, bedspreads, corsets, undergarments, table linens, gingham, calicos, tablecloths, petticoats, all sorts of draperies.

1. "Let the Horse do your work"
2. Oliver No. 25 Reversible Sulky Plough
3. See a plough go, convince yourself of the facts and then arrange a comparison. You will then find that The Oliver is the best.
4. Baumann Hardware Co.
5. 210-212 3rd Street,
6. Wausau, Wisconsin

ADVERTISEMENT ANALYSIS

Name of Advertisement: _____

What are the main colors used in the advertisement?

What pictures are used in the advertisement?

If a picture is used, is it

a. Clear? _____

b. Memorable? _____

c. Dramatic? _____

Are the messages in the advertisement

- Visual- pictures
- Verbal-words
- Both

Who do you think is the intended audience?

The most effective posters use pictures that are unusual, simple, and direct. Is this an effective advertisement?

Does it make you want to visit the store or buy the product?