

Marathon County Originals

This lesson meets State Standards **A.8.8** Describe and analyze the ways in which people in different regions of the world interact with their physical environments through vocational and recreational activities, **D.8.3** Describe Wisconsin's role in national and global economies and give examples of local economic activity in national and global markets, and **D.8.8** Explain how and why people who start new businesses take risks to provide goods and services, considering profits as an incentive.

Marathon County is known for logging, saw mills, and paper, but it is also known for other large companies as well. Ringle Brick Company, Fromm's Furs, Ginseng, and Wausau Homes will all be discussed in this lesson.

Included in this lesson is a Power Point presentation filled with primary sources and Marathon County Originals exhibit pictures. 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

brickyard

rural

twentieth century

pulverized

medicinally

distinctive

ceased

components

assemble

enterprises

cultivated

distemper vaccine

hindered

feud

liquidation

cultivation

Marathon County Historical Society

Expansion Activity Suggestions

1. Try one of the Opinion Cards Activity ideas.
2. Create an advertisement for one of companies.
3. If you were going to start a company...
4. Build a home for Wausau Homes.
5. How do you make bricks?
6. What is Ginseng?

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

Why do you think houses cost so much more today?

Do you think John Ringle should have kept his saw mill going along with the brick factory? Why or why not?

If the Fromm's brothers were in business today, do you think they would make faux fur? Why or why not?

Pick two companies and explain the relationship between the two.

Create an Advertisement

Marathon County is known for Ringle Bricks, Wausau Homes, Fromm’s Furs, and Ginseng. You have been commissioned to create an advertisement for one of these companies. It would be a good idea to research previous advertisements to prevent repeating ideas.

Your advertisement should show the company and what creates. It should be colorful and appropriately eye catching. Be sure to include how the item is produced, and where it can be purchased. If you would like to include a slogan, it may help viewers to remember your product.

	3	2	1
Informative	The advertisement included a description of how the item was produced and where it could be purchased	The advertisement included how the item was produced and where it could be purchased, but without detail	The advertisement was missing either how it was produced or where it could be purchased
Colorful	The advertisement was clear and colorful	The advertisement was colorful, but difficult to see the pictures	The advertisement was not colorful and the pictures were difficult to see
Eye Catching	The advertisement was caught the viewers attention and was memorable	The advertisement was caught the attention of the viewers, but was not an original idea, therefore not memorable	The ad did not catch the attention of the viewers and was not memorable

If you were going to start a company...

If you were going to start a company in Marathon County, what would it be? The company's original to Marathon County used local materials to make their products. What local materials could you use? Think about the natural materials you see every day on your way to school, friend's house, or store. How could you take those materials and make a product people would want to buy?

Draw out your product idea labeling each part of the product. Include detailed description of how the product will be created and used. It may be best to do this process in pencil since you may need to refine your drawings as you move through the creative process. Remember to name your product and your company!

My Marathon County Original Company



Share your idea with others and get their feedback. Do they think it will work? What changes do they suggest?

Building a model Wausau Home

Wausau Homes have been designed since the 1970's. Over the years floor plans have increased in size and number. Homeowners can even customize the home to exactly their tastes. Research the different types of floor plans on wausauhomes.com and notice the different features the homes offer.

You are going to build your own model Wausau Home. After studying the floor plans on the wausauhomes.com website, choose one to use for your model home. Ask your teacher for the supplies needed to complete the project.

Take your time and remember the details. Since you are building the model you may choose the colors for the outside of the home. Your teacher will decide if you will complete both the inside and outside of the home or just the outside.

Happy house building!

	4	3	2	1
Accurate floor plan	The floor plan of the model matches the printed floor plan	The floor plan of the model mostly matches the printed floor plan	The floor plan of the model somewhat matches the printed floor plan	The floor plan of the model barely matches the printed floor plan
Neatness	The model is clean of adhesives and looks professionally done	The model shows adhesives in more than one place, almost looks professionally done	The model shows adhesives in more than three places and does not look professionally done	The adhesive shows throughout the model and does not look professionally done
Details	All the details are included from the floor plan and are crisp and clean	The majority of the details from the floor plan are included in the model	Some of the details from the floor plan are included in the model	Very few of the details from the floor plan are included in the model

How do you make bricks?

John Ringle originally built a saw mill in the area we call Ringle today. He quickly found out his land was made of clay and it bogged down his saw mill company. John Ringle did not give up, he closed the saw mill and used the clay to make bricks. As the city of Wausau grew larger buildings were needed. John Ringle supplied the bricks for many of buildings around town. You can tell Ringle Bricks by their burnt orange color.

How are bricks made?

Podcast from Colonial Williamsburg

<http://podcast.history.org/2011/10/17/brick-by-brick/>

Slideshow of traditional brick making from Colonial Williamsburg

http://www.history.org/Foundation/journal/Winter05-06/brickmaker_slideshow/#

Modern brick making from How it's Made

<http://www.youtube.com/watch?v=SbKvhHzn4hQ>

Discussion Questions:

Compare and contrast modern brick making to traditional brick making.

Which would you rather make? Why?

Do you think brick were more expensive in the 1870s or today? Why?

When you look at a brick building what does it tell you about the original owner or original builder?

Everyone else in Wausau was logging and worked in saw mills. Do you think John Ringle should have kept his saw mill instead of making bricks? Why or why not?

What is Ginseng?

Ginseng grew wild throughout Marathon County when Native Americans and immigrants first settled the area. The Fromm Brothers were able to cultivate the crop and use the profits to begin their silver fox farm.

Question	Answer	Source
What are the growing conditions needed for a healthy ginseng crop?		
What is the harvesting procedure?		
Where do Marathon County farmers sell their ginseng?		
What is the price of ginseng today?		
Do the profits outweigh the costs of growing ginseng?		
What are the health benefits of ginseng?		

