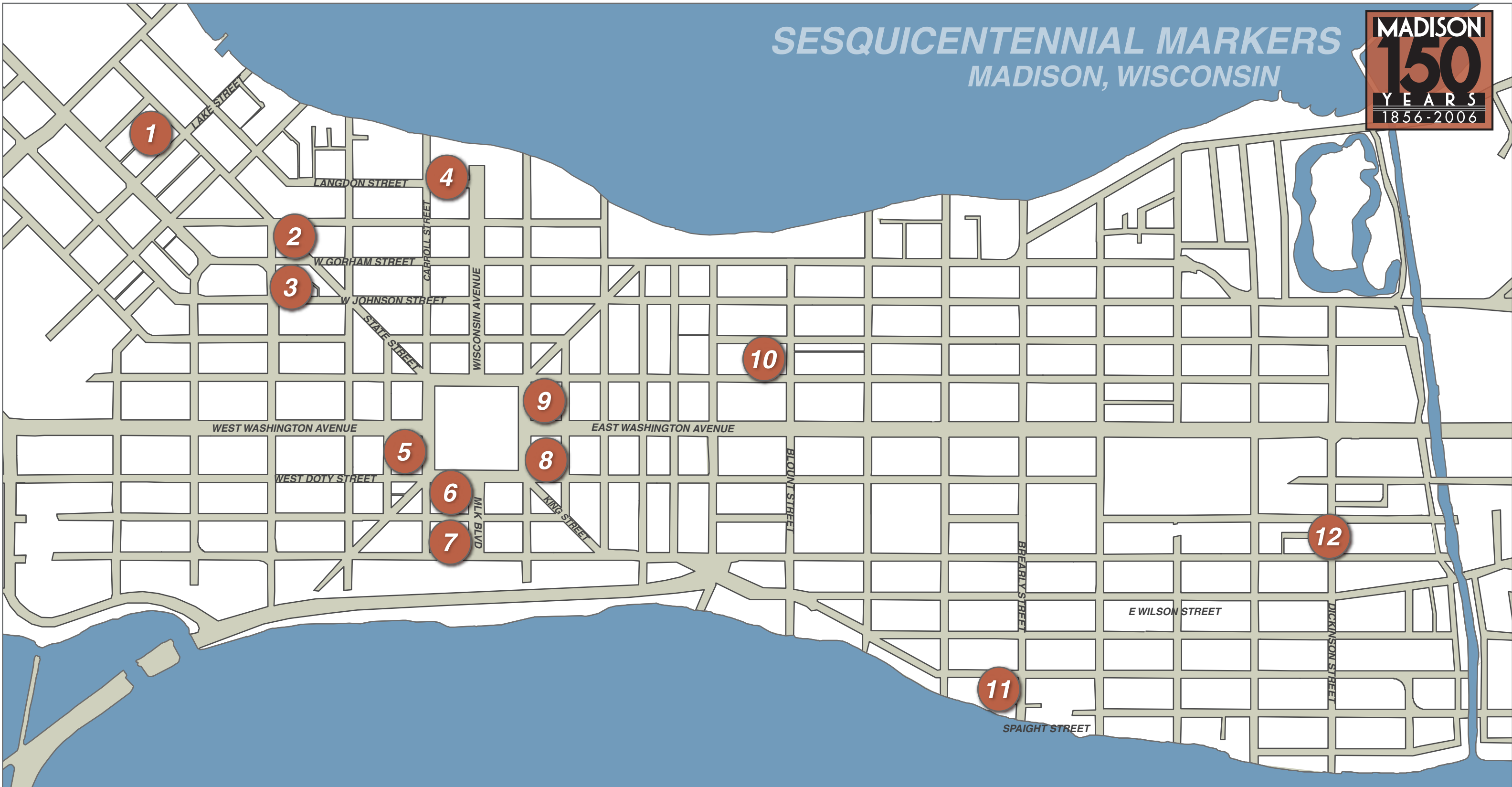


SESQUICENTENNIAL MARKERS MADISON, WISCONSIN



1) Wisconsin Idea: Library Mall

2) Vietnam War Protests : Peace Park

3) Breweries : State St & W Gorham St

4) Frank Lloyd Wright : Langdon St & N Carroll St

5) Geology : W Washington Ave & S Carroll St

6) Doty Plat : MLK Blvd & W Doty St

7) Indian Mounds : MLK Blvd & E Wilson St

8) Capitol Square : S Pinckney St & E Washington Ave

9) Outdoor Markets : N Pinckney St & E Washington Ave

10) First African-American Neighborhood : E Mifflin St & N Blount St

11) Leonard Farwell : S Brearly St & Spaight St

12) Factory District : E Wilson St and S Dickinson St



1

Born in Madison, the Wisconsin Idea changed the nation.

Charles Van Hise, University of Wisconsin president from 1902 to 1916, encouraged faculty to use their knowledge to better the state and the world. This stance, expressed in the motto "the boundaries of the campus are the boundaries of the state," was reduced to the Wisconsin Idea. For the son of a farmer, the Wisconsin Idea was a farmer (UP president), the social activist, John Dewey, who taught both Van Hise and Robert La Follette Sr. As governor, La Follette worked with Van Hise to help pass legislation between government and the university. La Follette later became one of the most influential senators in U.S. history and was a leader in the Progressive Movement, which forever changed American life. Photo: University of Wisconsin-Madison Archives.

THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



In the early 20th century, experts from around the country came to study Wisconsin's "laboratory of democracy." The state's Progressive politicians, led by "Fighting Bob" Governor Robert La Follette Sr.—were using government in creative new ways. Progressives sought to improve the quality of people's lives and to limit the power of large corporations. Beginning in 1903, La Follette asked University of Wisconsin experts for help solving society's problems. This innovative partnership was fundamental to a long-standing university tradition of public service, which became known as the Wisconsin Idea. UW faculty in fields like economics, sociology and agriculture helped pioneer exciting ideas that changed everyday life for future generations of Americans. Unemployment compensation, primary elections and much of what became President Franklin Roosevelt's New Deal are just some of the innovations America owes to the Wisconsin Idea.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

2

Vietnam War protesters and police clashed here.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



Madison's movement against the Vietnam War started during a 1967 protest against Dow Chemical Company. Students protesting at Dow's campus protesting because the company manufactured napalm, an incendiary weapon used by the United States in the war. Madison's arrest peaked in 1970. Four protesters burned Sterling Hall, a University of Wisconsin building housing an army research lab, accidentally killing one person. Photo: University of Wisconsin-Madison Archives. The Capital Times / media-net.com. The Badger Herald, Wisconsin Historical Society.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

3

The temperance movement battled Madison's breweries.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



Owning a State Street beer establishment wasn't easy in the early 1900s. As the temperance movement gathered momentum throughout the country, increasing numbers of Americans wanted alcohol consumption outlawed. Founded in 1863, Haussmann's Capital Brewery flourished on the corner of State and Gorham streets. But in 1907, temperance proponents scored a shrewd victory by rallying the public against saloons' corrosive effects on University of Wisconsin students. When temperance leaders engineered a "dry zone" within a half-mile of campus, the Haussmanns used their influence to ensure that the zone stopped just short of their brewery. In 1917, voters outlawed alcohol sales in the entire city. The Haussmanns simply opened a warehouse to serve Madison customers. But that fortune couldn't last. A 1919 ban on drinking, selling and transporting alcohol ushered in the Prohibition Era nationwide. The Capital Brewery building burned down in 1923.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

4

World-famous architect Frank Lloyd Wright called Madison his hometown.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



In 1879, the family of young Frank Lloyd Wright bought a house at 802 East Gorham Street, a house that was later demolished. Wright's years in Madison were formative. As a teenager, he witnessed the tragic collapse of an addition under construction at the capitol. Eight workers died. The memory haunted the architect throughout his life. At age 17 he landed a job with University of Wisconsin professor, architect and engineer Allan Conover, from whom Wright later said he learned more than anyone else. Wright also briefly attended the UW. Wright moved to Chicago in 1887, where he worked for the prestigious firm of Adler and Sullivan before setting up his own practice in 1893. Preeminent leader of the Prairie School architectural movement, Wright believed in letting a building's purpose and environment influence its design. He became America's best-known architect by pioneering radical innovations in the structure and appearance of buildings.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

5

What would you have seen here 14,000 years ago?



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



In this area, a glacier towered as high as five Capitol buildings—1,800 feet. This colossal sea of ice was thickest near Madison Bay, Central and tapered to nothing just 10 miles eastward of here. Eventually it melted, leaving behind Glacial Lake Monona, which was 12 feet higher and twice as large as Madison's present day lakes. Over the next 6,000 years, Lake Monona shrank to form smaller bodies of water, including Lakes Monona, Monona and Kegonsa in Madison. Sometime between 14,000 and 20,000 years ago, during the Ice Age, an enormous northern glacier invaded Wisconsin. Standing here then, you would have been encased in a solid ocean of ice 160 stories tall. The glacier bulldozed this area's jagged rock-towers and outcroppings, and filled deep valleys with the debris. Finally, temperatures warmed and transformed the ice into a vast lake dotted by islands. Trees grew on its banks. The slow but constant movement and eventual melting of the glacier smoothed the rugged earth and sculpted new features, including the type of hill, known as a drumlin, on which you're standing. In fact, the glacial age created an entire landscape of distinctive landforms—moraines, kettles and more. You can explore the story of Wisconsin's rich glacial heritage on the Ice Age National Science Trail, which passes through western Dane County.

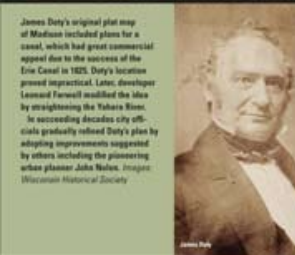
Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

6



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



James Doty's original plan for Madison included plans for a canal, which had great commercial appeal due to the success of the Erie Canal in 1825. Doty's location proved impractical. Later, developer Leonard Farwell modified the idea by straightening the Yahara River. In succeeding decades city officials gradually reduced Doty's plan by adopting improvements suggested by others including the pioneering urban planner John Nelson. In 1836, Madison's future was sealed when James Doty, Wisconsin's first governor, signed the "capitol idea" into law. The name honored the late president James Madison and, unlike any other American town, most streets were named for signers of the Constitution. After some savvy promotion, Doty's "capitol idea" became a reality.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

7

Madison is an Indian mound capital.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



At least 807 earthen Indian mounds once dotted the land around lakes Mendota, Monona, Kegonsa, Waubesa, and Kegonsa—so many that archaeologist Charles E. Brown once suggested Madison be renamed Mound City. Most southern Wisconsin mounds were constructed between 2,000 and 900 years ago. At first Indians shaped them into cones, and later into animal, spirit, and linear forms. Often built on high ground near water, the mounds were burial sites and probably served other ceremonial purposes. A long-called water spirit and two conical mounds once stood where Wilson Street intersects Martin Luther King Jr. Boulevard. Water spirit mounds are sometimes called panther or turtle mounds. Madison's wealth of mounds suggests to some researchers that even in ancient times, our city was this region's "capital."

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

8

Capitol Square has long been the heart of the city.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



Even before Madison was founded, people met to exchange money and merchandise not far from this spot. Five hundred Ho-Chunk camped near the square in 1832 to swap furs for trader Oliver Armstrong's goods. People began building businesses on Capitol Square in 1837. The first settlers lived on King Street, and downtown centered on the intersection of King, Main and Pinckney streets. The earliest hotels appeared on Pinckney Street, to host visiting legislators and government officials, and James Richardson opened Madison's first bank on the corner of Pinckney Street and East Washington Avenue. Madison's first trains arrived in 1854, and growth on the square continued as businesses sought to attract rail-riding customers from nearby depots. The square's status as Madison's first business hub helped make it the city's favorite place for political speeches, parades, holiday events, protests, outdoor markets and victory celebrations.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

9

Outdoor markets are a Madison tradition.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



Located in one of the richest agricultural counties in the country, Madison has always been a market town. But the farming community was out of luck in 1872 when state officials banned the hitching of horses on the interior side of Capitol Square. Farmers had to find a new place to tie their horses when shopping downtown. They chose the first block of East Washington Avenue, and a popular farmers' market soon developed there. The Madison Farmers' Club used the same site from 1890 to 1906 for the Water Tower Horse Market. The city's 1889 water tower, razed in 1920-21, served as a centerpiece. City leaders relocated the farmers' market to an indoor venue in 1910, where it was largely unsuccessful. The building still stands as a Madison landmark at the corner of Milfill and Blount streets. In 1972, public officials and private vendors reinvented this agricultural tradition with the debut of the Dane County Farmers' Market.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

10

Here was Madison's first African-American neighborhood.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



Churches have played a vital role in African-American neighborhoods, offering community, shared worship and mutual assistance. Founded in 1902, the St. Paul African Methodist Episcopal Church is one of the oldest African-American congregations in Wisconsin. Organizers bought the original building from a Norwegian congregation and moved it to land donated by founding member William Miller at 627 East Dayton Street. One pastor of the church supplemented his meager wages by opening a grocery store. Later, selling it to church trustee John Hill. Hill's Grocery became a neighborhood institution, operated by a single family longer than any other grocery store in Madison. Photo: Wisconsin Historical Society.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

11

Governor Leonard Farwell lived here, in his octagonal mansion.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



Madison was little more than a few buildings and a swamp in 1847 when Leonard Farwell bought large amounts of land here. Orphaned at 11, Farwell built a very successful hardware business in Milwaukee while still in his 20s. He would soon transform Madison and Wisconsin. Farwell built Williamson and Winnebago streets and East Washington Avenue, and straightened the Yahara River between lakes Mendota and Monona. He dammed Lake Mendota to harness power for the first mill. He supported and created local businesses and tirelessly promoted Madison as a place to live and work. During the "Farwell Boom," Madison's population skyrocketed, from 600 in 1846 to 11,000 in 1857. Serving a brief but productive term as Wisconsin's youngest governor, from 1852 to 1854, Farwell abolished the death penalty and created an influential immigration agency that attracted Europeans, especially Germans, to Wisconsin.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin

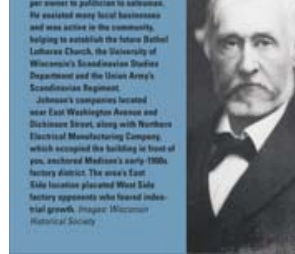
12

John A. Johnson made Madison's factory district flourish.



THE MADISON HERITAGE SERIES

SHARING OUR LEGACY



Norwegian immigrant John A. Johnson succeeded as a politician to suburban, he succeeded many local businesses and was active in the community, helping to establish the future Baraboo Lutheran Church, the University of Wisconsin's Scandinavian Studies Department and the Union Army's Scandinavian Regiment. Johnson's companies located near East Washington Avenue and Division Street, along with Northern Electrical Manufacturing Company, which occupied the building in front of you, anchored Madison's early 1900s factory district. The area's East Side factories produced Wood Side factory products who found industrial growth. Immigrant Wisconsin Historical Society.

Sponsored by Madison Community Foundation and American Family Business and 150 Wisconsin