



# Picture That: Shopping in the Neighborhood



## INSTRUCTOR NOTE

Have students refer to the three white stripes on their Chicago flag, which represent the neighborhoods of the North, South, and West Sides. Set the stage for students by telling them that they are going to think about one amenity provided in many neighborhoods: shopping. Unlike suburban areas, where people often have to drive to purchase the goods they want, in many of Chicago's neighborhoods, residents can walk or take public transportation to nearby stores and restaurants. These local shops contribute to the identity and flavor of neighborhood life. During this activity, students will analyze images of shopping in two of Chicago's neighborhoods; Maxwell Street on the West Side and Devon Avenue on the North Side. Review the following vocabulary list with students prior to reading the information below.

## Vocabulary

**delicatessen**—a store where ready-to-eat food products (cooked meats and salads) are sold

**diverse**—differing from one another

**ethnicity**—a person's ancestry and cultural background

**immigrants**—people who move from the country of their birth to another country to live

**marketplace**—a square, street, or other place in a town where goods are sold

**merchant**—someone who buys and sells things

**merchandise**—goods sold in stores

**migrants**—people who move from one place to another, sometimes temporarily, usually in pursuit of work



## Vocabulary cont.

**New World**—the western hemisphere, especially the continental landmass of North and South America

**Old World**—the eastern hemisphere, specifically Europe

**peddlers**—people who sell merchandise along the street or from door to door

**proximity**—how close something is to you

**sari**—type of clothing worn by southern Asian women that consists of several yards of lightweight cloth draped so that one end forms a skirt and the other a head or shoulder covering.

**unique**—unusual, distinctive

**wares**—goods that are sold

## Narrative

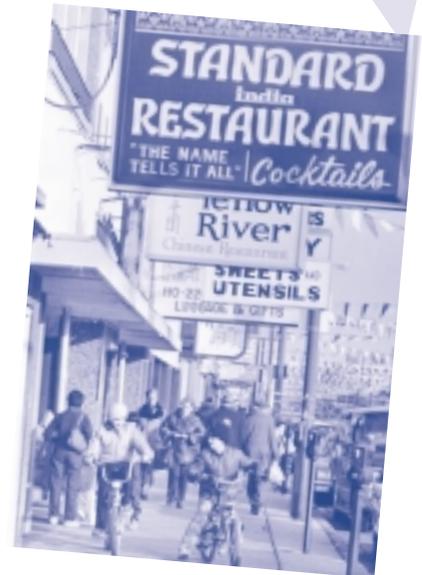
### North Side

**R**ogers Park/West Ridge, on the North Side, has the reputation of being one of the most diverse neighborhoods in Chicago and in the nation. Why have so many people chosen to live in this neighborhood? Some factors that have drawn people to the area include convenient transportation to downtown Chicago, proximity to the beaches along Lake Michigan, and a large number of rental units. **1 Who lives in your neighborhood? Why do you think people live in your neighborhood?**

Devon Avenue provides neighborhood residents and visitors with a unique and diverse shopping experience. It is full of grocery stores, restaurants, video and gift shops, sari and jewelry stores, and much more.

**2 What types of things do you look for**

**when you shop?** In the 1850s, English settlers named the street Devon Avenue after their original home of Devonshire. After World War I, many Jewish merchants opened businesses on Devon Avenue, and it remained the main shopping center for the Jewish community until Indians and other South Asians arrived in the 1970s. Today, Devon Avenue is a bustling marketplace known as the biggest shopping center for Indian goods and services in all of North America.



Devon Avenue in the 1980s



## Narrative

### West Side

**N**ine neighborhoods make up the greater West Side. The diverse groups that have lived in the West Side—early settlers at Wolf Point, African American migrants from the South, wave after wave of immigrants, have all contributed to these neighborhoods. Sometimes there was limited contact between people of different ethnic backgrounds. A few places, such as Maxwell Street, however, became common gathering spots. **3 In what places do you see your fellow neighborhood residents?**

Eastern-European Jewish, Polish, Lithuanian, Bohemian, African American, and Latino merchants have all sold their wares on Maxwell Street. The market evolved between

1880 and 1900 as Jewish peddlers began selling goods from pushcarts on Jefferson Street. The peddlers and crowds eventually spilled over onto Maxwell Street, and by 1912, it was known as the Maxwell Street Market. By the 1950s, the market, a combination of the Old and New Worlds, had become a tourist attraction where thousands of people gathered every Sunday to enjoy listening to the blues, hunting for bargains, and eating at the delicatessens and hot dog stands. Amid strong protests, the city closed the original location of the market in 1994, relocating it to Canal Street. **4 Where is your favorite place to shop?**



Maxwell Street area in 1906



# Activity

Explain to students that they are going to learn more about shopping on Devon Avenue and on Maxwell Street by looking at photographs of those places. A photograph provides a great deal of information about the people, places, and events of history. Asking questions about photographs allows us to discover the who, what, where, and when of history. Though only a small scene from a larger story, photographs bring history to life by giving us a visual image of the way things looked in the past.

## Part I

- 1 Divide students into small groups, and ask them to turn to *Shopping on Maxwell Street* and *Devon Avenue* pages.
- 2 Review the directions and questions with students.
- 3 Allow students enough time to analyze the photographs of both shopping areas and answer the questions.
- 4 Conduct a discussion, during which the student groups share their findings with each other. Compare and contrast shopping on Devon Avenue with shopping on Maxwell Street.

## MATERIALS

- *Shopping on Maxwell Street*
- *Shopping on Devon Avenue*
- *My Purchases*
- pencils or pens
- paper
- drawing supplies: markers, crayons, or colored pencils
- old magazines and newspapers (optional)
- scissors (optional)
- glue (optional)



# Activity cont.

## Part II

- 1** Help students brainstorm about the shopping they do in their own neighborhoods by generating a list of items they purchase as individuals and with their family members. Establishing categories for the list may help generate ideas. For example: groceries, clothing, household goods, pet supplies, etc. You may even want to include a “wish list” category. Write the list on the chalkboard or have students record the items on a separate piece of paper. In what places can these goods be purchased? Generate a list of stores.
- 2** Instruct students to turn to the empty shopping cart page in their activity booklets. Students should imagine that they are shopping in their own neighborhoods. Referring to the list they made, students should select items for their shopping cart. Students can draw images of the items in their shopping cart, or they can cut pictures from old magazines and newspapers and glue them into the cart.
- 3** Close the activity with a discussion contrasting the observations students made about shopping on Maxwell Street and on Devon Avenue with their own personal shopping experiences.





# Shopping on Maxwell Street



**Look at the photograph of Maxwell Street taken in 1910. Take your time viewing the photograph and then answer the following questions.**

- 1** Name two types of goods (products) for sale in the picture.
- 2** Describe the people on the street: are they adults or children? Are they men or women? How are they dressed?
- 3** What do you think happened on Maxwell Street during a rainstorm, or other bad weather? Could people continue to shop? Why?
- 4** Imagine you have entered this picture and use clues in the photograph to describe your experience:
  - What do you hear?
  - What do you see?
  - What do you smell?
  - What would you buy?

Bind your scrapbook here.

# Shopping on Devon Avenue



Bind your scrapbook here.

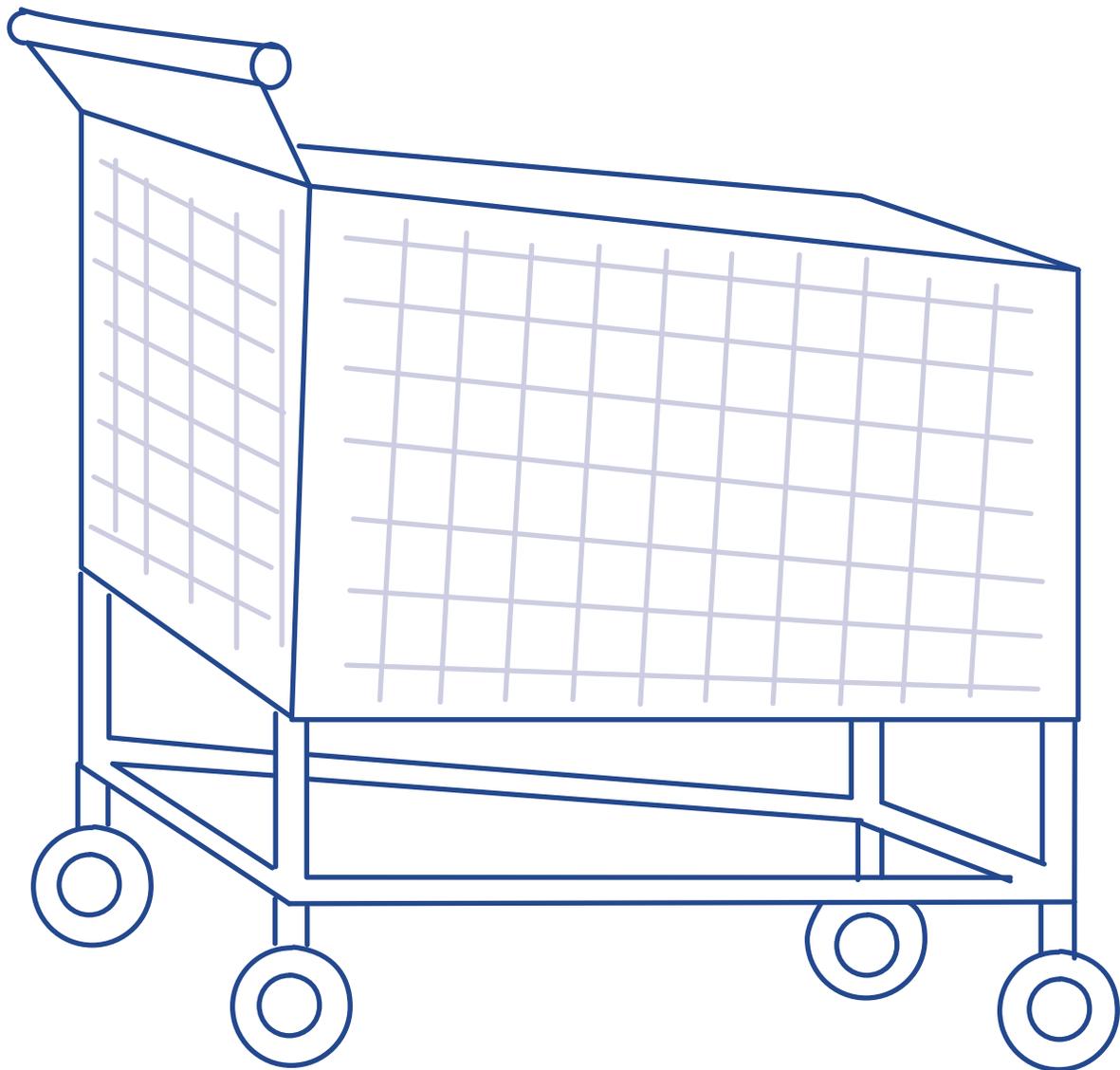
**Look at the photograph of Devon Avenue taken in 1984. Take your time viewing the photograph and then answer the following questions.**

- 1** How can you tell that the people in this photograph are shopping? Hint: look at what some of them are carrying.
- 2** Look closely at the store pictured on the right-hand side of the photograph.
  - What is its address on Devon Avenue?
  - Is it open for business or closed?
  - What kind of payment will it accept?
  - What kind of merchandise is displayed in the store window?
- 3** Describe the people on the street: are they adults or children? Are they men or women?



# My Purchases

Imagine you are shopping in your own neighborhood. Look at the list of goods you made and select items for your shopping cart. Draw the items you choose in the cart.



Bind your scrapbook here.