



Immigrant Entrepreneurship

Explore the storefront stories of immigrant entrepreneurs that who set up businesses in the basement of 97 Orchard Street. In an interactive digital experience, learn about the Lustgardens' Kosher butcher shop in the 1890s; Max Marcus' general merchandise store in the 1930s; and the Meda family's underwear store in the 1970s, as well as contemporary immigrant entrepreneurs who do business in the neighborhood today. **Recommended for advanced level students.*

Pre-Visit Materials:

Part I.

Vocabulary Pictionary

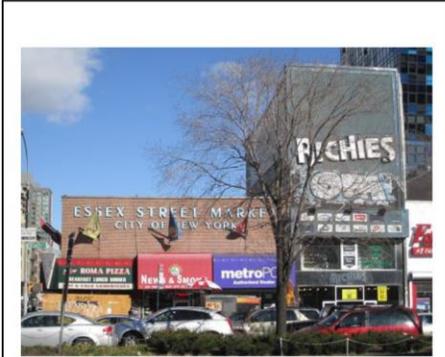
Before visiting the Museum, students can familiarize themselves with the vocabulary words on Pg. 2 and 3. This activity will help your students gain a better understanding of life in a Tenement of the past. You can expect these key words to be used by Museum Educators during your students' visit.

Part II.

Your Story, Our Story Connection

During their visit, students will learn stories of immigrants, migrants, and refugees from long ago. Our Your Story, Our Story digital collection offers students the opportunity to make deeper connections. On pg. 4 you will find one YSOS story that complements the theme discussed during the workshop. Students are also welcome to use these stories as inspiration to write their own stories of immigration as well.

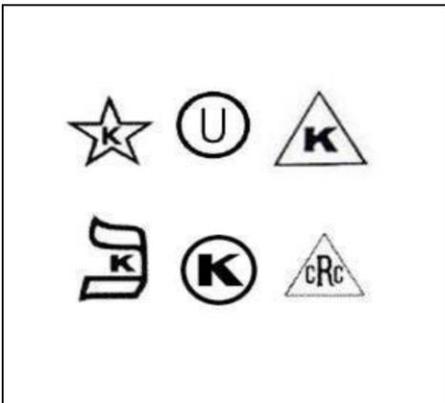
Part I. Vocabulary Pictionary



COMMERCIAL: a space for a shop or business.



SALOON: a place where alcoholic drinks are served.



KOSHER: accepted by Jewish law as okay to eat.



BOYCOTT: to protest by refusing to buy goods from a business.



GENERAL MERCHANDISE: any type of goods bought or sold.



JOBBER: someone who buys from wholesalers and sells to retailers.



AUCTION: a sale at which things are sold to people who offer to pay the most.



WHOLESALE: selling things in large amounts to other businesses.



PROFIT: money that is made in a business.



RETAIL: selling things directly to customers.



CUSTOM: tradition; a repeated practice in a culture or religion (ex: dragon costumes on Chinese New Year.)



BARGAIN: to try to buy something for a lower price.

Part II. Your Story, Our Story Connection

Orange Crush T-Shirt



My parents left their family and their home in Malaysia for a better life in New York. My sister was 4 years old and I was 6 months old when our father moved. A year later, our mother joined him. My mother found work in a clothing factory in Chinatown. Eventually, my dad opened a Chinese restaurant in midtown Manhattan.

I was eight years old when I was **reunited**¹ with my parents. My parents were very hardworking and lived simple lives. They wanted to save money so that that my sister and I could get a good education.

Because my father worked in the restaurant business, he was asleep when my sister and I went to school. My sister and I were asleep when he came home from work. We only had time as a family on Sunday, when both my parents had days off. My father eventually sold the restaurant so he could spend more time with his family.

I am the person I am today because of my parents' determination. This picture was taken in my father's restaurant. This t-shirt is a symbol of our family's immigrant journey. It represents their **struggles**² and their **achievements**³.

-Your Story, Our Story Submitter

Your Story, Our Story, a national project, explores American immigration and migration through crowd-sourced stories of everyday objects. You and your students can explore curated collections on the website and add stories of their own. Visit yourstory.tenement.org.

¹ Joined

² Difficulties

³ Accomplishments