

The Market and Me

*Producers and consumers, goods and services, skills and resources,
and the story of working together to make communities grow*

Student Guide

This book belongs to

hale farm & village

a museum of WESTERN RESERVE HISTORICAL SOCIETY

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A note for parents and teachers using the online edition of Market and Me:

Where is the market? The 1845 General Store, the 1827 Green-Grocer’s Market, or the 1810 Oxcart “Market on the Move” may not resemble modern places where people come together to exchange goods and services, but through the stories of the early settlers we learn how people in communities connect.

The Market and Me serves as an introduction to entrepreneurship, financial literacy and economics. *What is the market, and how do I participate? What choices do I have in the way I use money – spend, save, give? Connect to the past* to learn how a growing population, rich natural resources, innovations in transportation and the spark of a creative community gave this region a strong start.

The Market and Me was developed with third-graders in mind, for students who are curious about money and want to learn how a business begins.

The Market and Me aligns to Ohio’s Learning Standards for grade 3 for Social Studies, English Language Arts, and Economics. Standards Summary is available upon request.

Visit the Western Reserve Historical Society Digital Learning Resource page for more:
<https://www.wrhs.org/explore/digital-learning-resources/>

The Market and You

Have you ever thought about starting a business of your own, and wondered how it happens? Maybe there are things you like doing or making that you are good at and other people like. Or maybe you like planning, organizing, and being the leader of a team.

Entrepreneurs are people who take the risk of starting a business for the purpose of making a profit. They use **productive resources**, learn new skills, talk to consumers, and participate in the **market**, the place where **goods** and **services** are exchanged.

The Market and Me at Hale Farm & Village will show you how people and their ideas come together in a **market** to provide things people want or need. You will meet friends from the 19th century who helped make their community healthy through the work they do. You will see how everyone participates in the **market** in some way.

Are you ready to take a trip back to a time to learn more about how **resources**, people, and their big ideas make communities grow? Let's get started!



Meet the Hale Family

Jonathan Hale and his wife, Mercy, lived in Glastonbury, Connecticut. Like many of their neighbors, they were farmers who raised animals and crops on their farm for food. They also grew onions, caught fish, and made bricks to sell to others. Mercy used sewing skill to make clothing for others. They took what they had to the **market** to sell, and they bought what they needed from the **market**, too.

In 1810, Mr. Hale and his family moved to Ohio, not too far from the cities we know as Cleveland and Akron today. The land was rough, with deep forests, fields of tall grass and few roads to travel on. There were no cities, and no **market** nearby to buy what they needed. They worked hard to grow or produce the essentials of daily life.



Over time, the Hale's farm got bigger, and they were able to grow or make more than they needed for themselves. At the same time, more people moved nearby. Those people also made things, raised crops and animals, and needed to buy things from others.

In 1827, a man-made waterway called the Ohio and Erie Canal provided a faster way for the people to come together to exchange **goods** and **services**. Consumers and **producers**, buyers and sellers, merchants and makers all worked together to create new opportunities.

The place where people exchange goods or services is called a market. Long ago, a **market** could be a single person selling things from the back of a wagon pulled by a horse, or a farmer's market right out in the open. A **market** could be in a room of a house, or a store with many rooms full of things for sale. Today, there are even more places to buy and sell things people need.

The Market and Me is the story of the people who came to Ohio, lived and worked here, and sold and bartered **goods** and **services**. These people thought of new ideas, wrote plans, made trade-offs, took risks and learned how to do things they had never done before. They created businesses that helped communities grow. You are in this story, too! You are part of the future, bringing new ideas to your community that is changing every day.

Wants or Needs?

After the first settlers arrived in Ohio, they wrote letters to family at home asking for things they needed or wanted. What's the difference between things people need and want?

Needs are things that are necessary for every human to survive.

Water, food, shelter, and clothing are all examples of things we need.

Wants are things that are not essential for daily life, but are nice to have.

Look at the items in the boxes below. Color things we **need** to live **GREEN**; color things we may like and **want** but don't need **BLUE**. It might be hard to choose which is which! **Talk it over with others to see if their choices are the same.**

toys	apples	rice	water	games
coat	television	firewood	markers	blanket
plants	bed	candy	toothbrush	place to live
pinto beans	soccer ball	soup	bicycle	seeds
soda or pop	soap	shoes	tree	computer

The Hales Make Choices

In **Connecticut**, where the Hales used to live, there were many places to buy things. There were shops and stores, markets and merchants, all selling **goods** that were made nearby or from places around the world. In a Connecticut market, the Hales could buy silk threads and fabrics, books with fancy paper covers, fine china dishes, spices and teas, and things that were not made in America. They could also buy tools and building supplies.

In **1810**, **Jonathan Hale didn't have many neighbors in his new home**. The large farms were scattered here and there, far apart. Most people were farmers, using **natural resources** to grow food for themselves and crops for the animals they raised. When there were a little extra eggs, wheat, or wool from the sheep, a farmer bartered with neighbors for things they needed.

Here in Ohio, the new community was small, and there weren't many places to buy **goods**, or many people to provide **services**.

The Hales had a few choices to buy **goods** they wanted or needed:

- **Order goods** from merchants in other states and paying to have these items transported by wagon to Ohio. This was expensive!
- **Buy goods** from merchants who traveled to Ohio, bringing the wanted items on their regular sales routes
- **Barter** or trade goods and services with others in the community
- **Make** whatever goods they could. The Hales made their own bricks!
- **Do without** things they didn't need.

How are the choices the Hale family made like the choices people make today?
Make a list of choices people today have to get the things they need.

1. _____
2. _____
3. _____
4. _____
5. _____

The Hales Go to Market

Before there were stores nearby, pioneers in small communities came together in one place to exchange goods and services. Open-air markets allowed farmers to **barter** for things they needed, without paying money. The markets also gave people a chance to meet, talk about the news of the day, and spend time together.

The Hales also bought things from people who traveled from place to place in



wagons pulled by horses or oxen. The wagons were full of things the farm families wanted or needed but couldn't make or grow themselves. Mr. and Mrs. Hale bought **goods** from Mr. Jonathan Starr. Mr. Starr didn't have a store or a shop, but his travels allowed him to collect the things people in the Cuyahoga Valley take them to other places to be sold for money or bartered for things that he could sell to others. Even though his business wasn't in one place, it was a kind of market for the people of the region.

When the Hales first settled in the Western Reserve, there was no road that ran past their farm. People made their own paths as they traveled on foot or by wagon. In 1811, just a year after moving into their little cabin, Mr. Hale and his neighbors asked the lawmakers in their county if they could build a road. They got permission to do so, and Jonathan built a road that was 11 miles long. soon it was even easier for people to travel from place.

Why were roads important to people building a business?

How are goods moved from place to place today?

Productive Resources

Productive resources are the things you need to start a business and keep it growing! **Resources can be things**, like tools and materials, or even the place where work is done. **Resources can also be the people** who work in a business. At Hale Farm, you can meet people who are busy! Some are doing things they need for daily life. Others are doing the work of making or growing things to sell to others. **Productive resources come in three types: natural, capital, and human resources.**

Natural resources are things that can be grown or are found naturally in the environment. Everything can be used for something! Wood from trees can be used to build homes. Grasses and twigs can be woven into baskets. The wool from a sheep's coat can be made into yarn and then turned into cloth. Even rocks and dirt can be used to make something new. **Natural resources are used up in the making of something else.**

Capital goods are the tools, machines or equipment used in the making or growing of things. If we take good care of capital resources, they can be used again and again for a very long time. **The homes, workshops, barns and other buildings are capital goods.** **Capital** is also the name for money, another kind of resource.

Human resources are the people who make it all happen. Farmers, blacksmiths, potters, and everyone who does work for a business are human resources. It only takes one person to start a business, but an entrepreneur needs other people to help a business grow.

Natural, capital, human—no matter what you are doing, everyone needs resources to get the work done! On the next page is a drawing of the Hale family farm. It was made from a memory of James Hale, many, many years after the pioneers days.

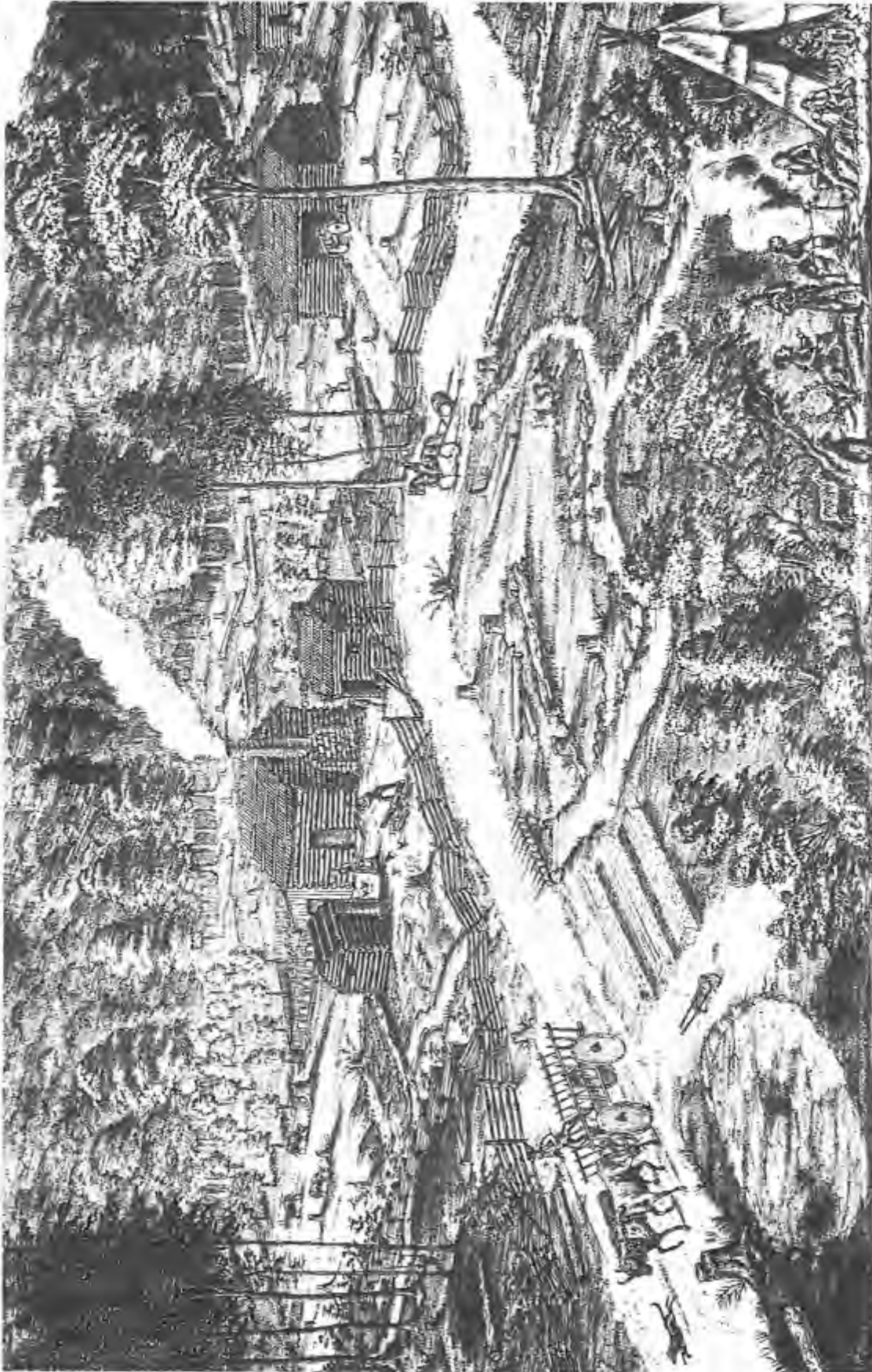
Color the natural resources orange.

Color the capital goods green.

Color the human resources purple.



The Hale Family Farm



First Settlement in BATH, Summit Co. Ohio, by JONATHAN HALE of Glastonbury, Conn. 1810.

the present log cabin was built about 1820. (Representation by the Western Historical Society.)

Illustration, ca 1850, by Albert Ruger, based on the recollections of James Erbe, son of Jonathan Hale. Shown is the spot where cabin in which the Hale lived until

Because this is a drawing from a long-ago memory, some parts are more imagination than fact. For example, we know that Native Americans did not live nearby during the time the pioneers arrived.

The General Store

As the community grew, new opportunities for the exchange of **goods** and **services** appeared in the Cuyahoga Valley. General stores were markets that sold a little of everything, from groceries, farm equipment, hardware, food and clothing, all in one place. Some general stores even had post offices.

Entrepreneurs think about things people want and need, and find ways to provide them. They solve problems and help make communities strong. A general store owner in the time of the Hale family farm learned what farmers and others liked to buy, and worked hard to stock those items in the store. The shopkeeper was ready for the needs of the customers.

Farm families didn't always have money to pay for their purchases, but they made or grew things that other customers wanted. General store owners allowed customers to **barter**, paying with **goods** and **services** as well as cash.



The photograph above shows the Whitcraft General Store in 1880. There was a post office inside, and chairs for people to sit and visit with friends, share stories, and play games like checkers.

Now you've heard the story of the Hales and their family farm in the Cuyahoga Valley. You know a little more about what it was like during the pioneer days, and then later when settlers like the Hales had more choices to get the things they needed or wanted.

A Trip to 1840

Imagine that you are traveling to a place you've never been before.

Think about the stories of the Hales and other people who lived and worked in the 1840s. You arrive at your destination, and begin to follow the paths from place to place around the village and farm. You see people cooking, working in the garden, reading a book, sewing a shirt, building a fence, feeding animals, making things, teaching, talking and playing.

The people you see (in your imagination) may be making **goods** for their own use, or doing work that needs to be done to live on a farm, day to day, like cooking, cleaning, spinning wool yarn, gardening, or taking care of animals.



Some people may be making things that will be sold to others, and are **producers of goods**. Can you imagine a potter making bowls from clay, someone in the garden picking vegetables, or a dairy farmer using milk to make butter or cheese? They are all **producers of goods**.

Other people will be doing work for others. Can you imagine a doctor helping someone feel better, a teacher reading to students, an ox driver using a cart to take **goods** to the **market**, or an architect designing a house? They are all **providers of services**.

Entrepreneurs start their own businesses to make a profit. They make decisions that are trade-offs, giving up some things in order to help the business grow.

All of the people above are also **consumers**. You're a consumer, too! Consumers pay for and use **goods** and **services**. Consumers get the things they need from a **market**. Producers, service providers, consumers and the marketplace work together to make a community strong.

Create Something New!

You have heard the stories of the Hale family, and other pioneers of the Western Reserve. You learned how entrepreneurs solve problems that provide for the wants and needs of their customers. You know that entrepreneurs use and manage **productive resources** to create products or provide **services** in starting businesses.

Now it's your turn to create something new! If you could travel to a new place and work with your neighbors to build a new community, what resources would you need? What kinds of roads or transportation are best for the new town? What businesses would you need or want to have?

Make your story a plan! Think about the business you would create. Do you have the resources to start your business, or a way to get them? Do you have a place to sell your **goods** or **services**? Does your business solve a problem or fill a need?

Use the next page or another piece of paper to draw a picture or a map of a new place, with you in it, and all your new friends, working together. Use some of the entrepreneur words to show **productive resources**, **producers of goods**, **providers of services**, **consumers**, transportation for **goods** and people and the **market**.

Who are the entrepreneurs you met in the Hale Farm stories?

Jonathan Hale was an entrepreneur.

He used his farm to provide **goods** like butter, eggs and wool.

Mercy Hale was an entrepreneur, too.

She made clothing for people in her community.

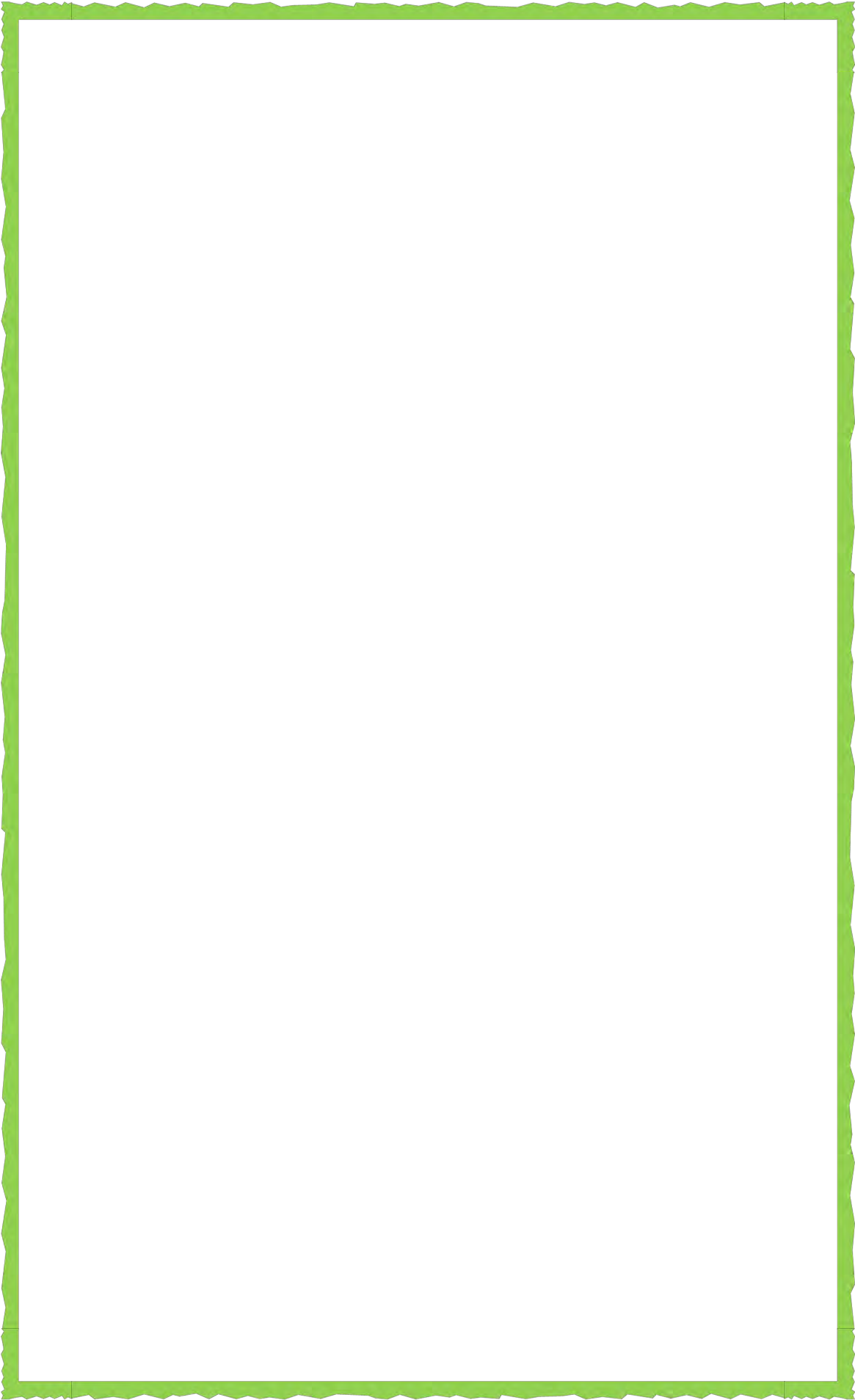
Jonathan Starr was an entrepreneur.

He brought the market to the people to **barter** and trade for **goods** and **services**.

Joseph Whitcraft was an entrepreneur.

He built a store and created a market where people find anything they needed.

Jonathan Hale, Mercy Hale, Jonathan Starr, and Joseph Whitcraft took the risk for starting a business for the purpose of making a profit.



This is a drawing of a village named _____ In the year _____

The drawing was made by _____ Today's date: _____

It shows how people lived and what they needed. It shows producers of goods, providers of services, consumers and resources.

Review: Words that Entrepreneurs Know

Entrepreneurs who are **producers** of **goods** and providers of **services** use certain words to talk about the work they do. Read the definition for each word below. Talk it over with the adult helping you with your lesson, and try to think of an example for each word.

MARKET	The market is the place where goods and services are exchanged.
ENTREPRENEUR	An entrepreneur takes on the risk for starting a business for the purpose of making a profit.
RESOURCES	There are three types of resources : Capital goods are resources like building, or tools. Natural resources are grown or found in nature. Human resources are the people who work in a business.
PRODUCER	A producer is someone who makes goods to sell or provides a service that people pay for.
CONSUMER	A consumer buys things they want or need from the market, or pays for services.
GOODS	Goods are things that can be made, bought and sold.
SERVICES	Services are types of work people can be paid to do.
PROFIT	Profit is the money made from a business after all expenses are paid.
BARTER	Barter is a way to pay for things by trading other goods or services for them, either now or in the future.

About the cover of this book:



Lists of sales, purchases, monies received, and payments are written down in day books. People still use day books today, although they might look different than ones used by 19th century entrepreneurs to keep track of their business accounts.

We have the day books from some of the earliest settlers of northeast Ohio in the Research Library and Archives of the Western Reserve Historical Society. Those books, with letters and other papers, tell the stories of entrepreneurs and others in earlier times.

Some books were of plain paper, stitched together by hand with lines drawn on each page, while others had paperboard covers with fancy designs, or bound in fine leather. The front cover of this book has a marbled design, and the back has been left blank for you to create. Fine or fancy, day books were important to the people of the 19th century, and they help us learn more about entrepreneurship today.

