

Script for “The Big Picture of the Pike Place Market” PowerPoint

Objective: To become familiar with visual images of the history and landmarks of the Market neighborhood.

Supplies: Computer with Projector

Class Time: 45 - 60 minutes + 10 minutes prep time

The following PowerPoint script introduces the history and many parts of the Pike Place Market community. Several questions of broader concepts relating to Seattle history, farming, ethnic diversity, and historic preservation are included to further explore and discuss the many images. The questions sheet follows this script.

1. (Title slide)
2. Here you see the Public Market Center clock and sign. It is one of the oldest outdoor neon signs in Seattle. Along with Rachel the bronze piggy bank, seen in the lower left corner of this photo, the clock is one of the most well-known Market images. Another famous sign you’ll see when you visit the Market states, “Meet the Producer,” which is an important theme for the Market. Can you find the sign in this photo? (Discussion Question 1)
3. The Market began in 1907 as an experiment by Seattle city government to lower food prices. How? By letting farmers sell directly to consumers (another word for customer) instead of to produce wholesalers (also called “middlemen” or “commission houses”). On opening day, August 17, 1907, about eight farmers arrived in their horse-pulled wagons to sell on Pike Place. They were mobbed by thousands of consumers. Some of the farmers had to hide behind their wagons because so many people tried to buy their fresh produce! By 1912, Market managers had covered the sidewalks so customers could shop out of the rain, but farmers didn’t mind being in the rain.
4. Within a week after opening, more than 70 farmers were coming to sell their produce at Pike Place Market—the Market experiment was a huge



success! A new job was created in 1911, the Market Master, who helped assign stall spaces to farmers. That job still exists; four PDA workers rotate doing the job. In this photos a city inspector from the Department of Weights and Measures checks scales for accuracy.

5. This picture was taken across the street from the Market, around 1916. That was the year when the Goodwins purchased the Economy building you see here. By then, most Market buildings had already been built. Notice the old trolley tracks in the left corner of the photo, as well as an empty space where the Public Market Center clock, built in 1928, now stands. (Discussion Question 2)
6. During the 1920s and 1930s, the Market was very busy. There were about 600 farmers selling each year in the Market. This picture shows Pike Place in 1920. This street has changed many times: first, it was a dirt road, then wooden planks, then a brick street. It was even paved over as blacktop during the 1960s and '70s. Now it is restored back to bricks.
7. During the 1940s, changes throughout the United States caused the Market to also change. One major influence was World War II, during which many Japanese-American Market farmers were sent to internment camps. Many lost their farms, or never returned to farming after the war. (Discussion Question 3)
8. Today the Pike Place Market is still a place for farmers, but much has happened since the early days. There are about 85 farmers now, and more stores, restaurants, and craftspeople continuing the tradition of "Meet the Producer." This tradition means you meet the farmers who grew the food you buy, the shop owners and the craftspeople who made the art. Here's a farmer attending to customers on a busy Saturday. On weekends in the summer, farmers can sell inside and in tents on the street. Farmers can sell only foods that they grow themselves. (Discussion Question 4)
9. Attention is paid to how fruits and vegetables are displayed. After all, they try to get whose attention? That's right, the customers. Do you recognize some of these vegetables? (Eggplant, corn, melon) In the Market's early days, farmers would even carve their veggies to get attention. Radishes and turnips became roses, celery the Smith Tower, and beets an American eagle.

10. Chao Mow Farms in Carnation, about 25 miles east of Seattle.



He grows and sells flowers and vegetables. Most Market farmers grow their crops in King County. Chao's and his family are Hmong, mountain farmers from Laos. Chao said the weather here is similar to the mountains in Laos.

11. Farmers also bring nuts, eggs and mushrooms. Plus, they sell their processed products like jams, dried fruits and honeys. Some are products that have ingredients added to preserve them in a different form so they can be sold throughout the year instead of just during the growing season.
12. Farmers aren't the only ones to sell fresh fruits and vegetables at the Market. There are permanent stands where vendors sell food all year long from all over the world as well as from the local area. These stands are called highstalls because of the stacked displays, and also because many of the workers stand on platforms behind the displays. Notice the price signs. Some items are priced by the pound, some are sold individually, and sometimes you get a discount by buying more of an item. Highstalls are in the same location every day.
13. Here's City Fish, one of four fish stalls in the Market. The City of Seattle started City Fish in 1918 during World War I to lower the rising costs of fish. This was like how the Market was created by the city to help make produce more affordable to customers.
14. Salmon are popular with both local residents and Market shoppers who live far away. Even Flat Stanley loves salmon.
15. In addition to farmers, highstalls and fish markets, the early days of the Market also offered meat markets, bakeries and dairy stores. Here's Don & Joe's Meats, started in 1969, located under the Market clock. They sell all kinds of meats, even unusual meats like lamb tongues or other parts. Many people from around the world know they can come to the Market and find favorite foods that remind them of their homeland.
16. The Market today has about 70 restaurants and take-out food businesses. You can get foods that represent many different countries, including Greece, Thailand, South Korea, Mexico, Italy, Russia, Japan, China, and many more. Here's Le Pichet, a French restaurant on First Avenue. (Discussion Question 5)

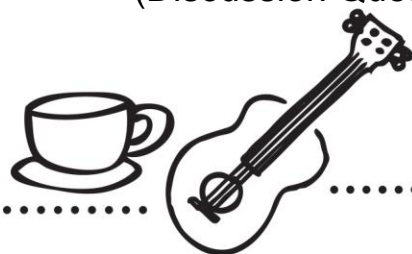


17. There are about 240 permanent shops in the Market, with foods, gifts and other items from around the world. Do these famous movie characters look familiar? This store is one level below the main street level, an area where you go if you like to collect things. (Discussion Question 6)
18. Most of the small stores in the Market are run by the owners. Many work in their shop every day. This is a tradition in the Market. Many stores are owner-operated so that customers can interact with the actual owners, just like they can with farmers and craftspeople. Sometimes, the whole family works in the business. This is why we call them “mom and pop” shops. Pictured here are Nany and her son Rony. Together they own and operate Crepe de France. Have you ever had a crepe?
19. Not all businesses sell things. Some offer services. Here is a barbershop and the Market’s theater, where funny shows called improv are performed. (Discussion Question 7)
20. Another type of producer is the local craftspeople. They sell what they make. Craftspeople started selling at the Market in the 1960s when the numbers of farms declined because farmland was turned into suburbs with roads, houses, supermarkets, warehouses and more. Today, over 200 craftspeople have permits to sell their handcrafted products in the Market, everything from cribbage boards to aprons to clothing, jewelry, and much more. Craftspeople, like farmers, rent table space by the day. That is why these table spaces are called “daystalls.” Tomorrow they might have a different location in the Market, depending on who else may want their space.
21. Here’s craftspeople Cindy Mounts in her studio, making glass sculptures she’ll sell at the Market.
22. Some craftspeople become so popular they open their own shop so they can be in a permanent location. Ed Newbold is such a craftspeople. He is well known for his wildlife paintings. His shop is located next to the newspaper stand in the Economy Arcade.
23. Another kind of Market “producer” is the Market street performer, also called a busker. Anyone who wants to play music, sing, dance, twist balloons, perform magic, or entertain can buy a permit to perform at certain places in the Market. These places are marked with a musical



note painted in the sidewalk. Look for them when you visit. By the way, because the Market is home to about 500 people, certain rules exist about when performers can play, or what instruments they can use (no trumpets!).

- 24. How do all these producers, stores and services operate in one market? The Market has its own landlord, chartered by the City of Seattle. This public, not-for-profit corporation is called the Pike Place Market Preservation and Development Authority (PDA). The PDA employs about 100 people to clean and recycle, collect rent, help businesses, and keep the Market safe. Here's a custodian. Many PDA workers talk on radios to help each other or ask for help because they are all in different areas of the Market.
- 25. Rachel the Piggybank helps the Market, too. Rachel collects about \$10,000 each year for the Market Foundation, an agency that gives the money to helping services that help people in the Market neighborhood who need help. Rachel's cousin Billie the Piggybank on Western Avenue collects about \$5,000 each year. These helping services are also called social services. These include...
- 26. ...the Pike Market Food Bank, which serves 600 clients each week...
- 27. ...and the Senior Center, which has about 1,200 members. Members, many of whom are homeless, are over the age of 55. They can take free classes and get free meals be helped in their search for a home or a job.
- 28. The Pike Market Child Care and Preschool serves about 80 children each year.
- 29. At the medical clinic you can see a doctor even if you can't afford it. There are about 500 people who live in the market neighborhood; they are residents of the Market. Many are over 65, are disabled, or don't have much money. The Market is a great place to shop, work, live and play, no matter how much money you have. Much of what you need is right here in the neighborhood.
- 30. For all the different people of Seattle, the Market's been a place of acceptance since the beginning. It will always remain a public place where people from all over the world can gather, enjoy the sights, sounds, smells and tastes of the Market, and discover the Market's colorful past.
(Discussion Question 8)



Classroom Discussion Questions

Questions correspond to suggested discussion points in the slides set. You may want to keep these ideas in mind throughout the rest of the materials; many deal with other themes and topics that you may choose to further discuss.

- 1) What are some other Seattle landmarks? Do you know of any other historical districts in Seattle? (Space Needle, Smith Tower, Pioneer Square)
- 2) What do you think it was like to live in Seattle when the Market started in 1907? **(See the following sheet, *What Seattle Was Like in 1907.*)** Where did people shop before the Market started? How did they travel (transportation)? Clothing? What do you think the downtown neighborhood looked like?
- 3) What other reasons can you think of to explain why the number of farmers selling in the Market dropped from 600 in 1930 to less than 70 in 1970? (Read “Dreams and Nightmares” in *Soul of the City* book, and “The Present and the Future” in *Good Pride.*)
- 4) When would you expect to see the most local produce in the Market? What would you find in July? October? January?
- 5) What languages and countries are represented at the Market? Which languages do you speak? From what other countries have you tasted foods or seen handmade crafts?
- 6) How is shopping at the Market similar to shopping at a grocery store? Or, at a mall like Westlake Center, Pacific Place, Northgate or Southcenter? How is it different?
- 7) What other kinds of services are needed in a neighborhood like the Market, with over 500 residents? What do you think might be unique to the Market neighborhood because it’s downtown?
- 8) What do you think makes the Market special? Why have the people of Seattle worked so hard to preserve it? Ask your grandparents or neighbors if they remember the vote in 1971 to keep the Market public, led by UW architecture professor Victor Steinbrueck and Friends of the Market.

