

Vision of Beauty: The Madame C.J. Walker Story

Grade Level: 3rd

Duration: 45 minutes

Maryland Voluntary State Curriculum (VSC):

Economics Standard: Students will develop economic reasoning to understand the historical development and current status of economic principles, institutions, and processes needed to be effective citizens, consumers, and workers participating in local communities, the nation, and the world.

4.B.2.a Classify goods and services according to who produces them, such as the government, business or both (Grade 3)

Reading Standard: Students will use a variety of strategies to understand what they read (construct meaning).

1.E.2 Use strategies to prepare for reading (before reading)

Objectives:

- Students will be able to describe the life and accomplishments of Madame C.J. Walker.
- Students will be able to identify the goods and services provided by Madame C. J. Walker and her agents.

Vocabulary/Concepts:

laundress

entrepreneur- An individual or group who takes the risk to start a new business or introduce a new good or service into the marketplace in the hope of earning a profit.

goods -Physically tangible objects that can be used to satisfy economic wants, including but not limited to food, shoes, cars, houses, books and furniture.

services- Physically intangible actions that can be performed to satisfy economic wants, including but not limited to medical care, dental care, haircuts, education, police protection, fire protection, and national defense.

Materials:

For Teacher

A Vision of Beauty by Kathryn Lasky

Sentence strip with term “goods”

Sentence strip with term “services”

Teacher Resource Sheet #1, “Information Cards”

For Student

Student Resource Sheet #1, “Vision of Beauty History Frame”

Resources:

<http://www.madamecjwalker.com/index.html>

The Official Madame C.J. Walker Website

Hudson, W. Five Notable Inventors. New York: Scholastic, Inc., 1995.

- Lesson plan available at www.econed.org

Lesson Development:

1. **Motivation:** Distribute the cards from Teacher Resource Sheet #1, “Information Cards” to selected students. Have them read their cards to the class. (Cards can be read in any order.) After all of the cards have been read, ask students to predict something about the story.
2. Show students the book *A Vision of Beauty* by Kathryn Lasky. Tell them that the information cards they read told them something about the life of Sarah Breedlove Walker, also known as Madame C. J. Walker. Madame C.J. Walker was one of the first successful African American female businesswomen (entrepreneurs).
3. Distribute Student Resource Sheet #1, “Vision of Beauty History Frame.” Instruct students to complete the graphic organizer as you read *A Vision of Beauty* by Kathryn Lasky. After reading the entire book, discuss the History Frame.
4. Display the terms goods and services on the board. (You may need to review the definitions of these terms. See vocabulary section of lesson for definitions.)
5. Ask students to revisit *A Vision of Beauty* and identify the various goods and services found in the book. Record each good or service on a different sentence strip and place the sentence strips on the chalkboard. Have student volunteers take turns placing the sentence strips in the appropriate category.

Services- picked cotton, laundress, cook, made and sold hair care products, trained agents, trained hairdressers

Goods- cotton, food, hair care products

6. **Assessment:** Have students respond to the following prompt.

The Maryland Council on Economic Education is holding its annual poster contest. Your teacher has asked you to create a poster on the goods and services provided by Madame C.J. Walker. Your poster must:

- Identify at least one good and one service associated with the life of Madame C.J. Walker

- Place the terms Goods and Services at the top of the page in large letters
- Be original and hand-drawn horizontally on an 8 1/2" x 11" sheet of white paper
- Be in color—not black and white
- Be outlined in black

7. Closure: Have student volunteers share their posters with the class.

Note to teacher: Please consider sending posters to the Maryland Council on Economic Education to be entered in the annual “A Picture is Worth A Thousand Words” Contest. See www.econed.org for more complete instructions on how to enter.

Information Cards

<p>The Madam C. J. Walker Manufacturing Company always had a woman president.</p>	<p>Agents who sold Madam Walker products were trained to speak to costumers about health, beauty, and self-sufficiency.</p>
<p>Madam used pictures of herself to advertise her products.</p>	<p>Sarah’s formula helped her keep her scalp healthy and her hair grow strong.</p>
<p>Sarah saved enough money from her job as a laundress to send her daughter Lelia to Knoxville College.</p>	<p>Sarah Breedlove was born in Louisiana in 1867. Her home was near the Mississippi River.</p>
<p>Sarah’s parents were cotton farmers. They died when she was young. After their death, she moved with her sister to Vicksburg, Mississippi.</p>	<p>Years of poor nutrition and hard work had left Sarah’s hair brittle and unhealthy. She discovered that she was going bald.</p>
<p>Sarah had a dream about the natural resources found in Africa. She decided to use those resources to create a formula to help her unhealthy hair.</p>	<p>In 1905, Sarah married Charles Walker from St. Louis, Missouri. She chose to call herself Madame C. J. Walker.</p>
<p>Madame C.J. Walker moved her company to Pittsburgh, Pennsylvania. Pittsburgh was an ideal location because there was plenty of steel for her pressing combs and a good transportation system with which to ship her products.</p>	<p>Madam built the Walker Building in Indianapolis. It covered an entire city block, housed office and factory space and a movie theater especially for the city’s African Americans.</p>



Vision of Beauty History Frame

Who:
When:
Where:

Problem:	Proposed Solution:
-----------------	---------------------------

Key Events:	Outcome:
--------------------	-----------------

