Money
GENERAL STORE

8 carrots = 5 onions
1 cabbage = 3 turnips
1 duck = 2 lbs coffee beans
Pint of vinegar = 10 buttons
1 hen = 2 bevels
Bushel of peas = mutton shoulder
Pint of currants = 1 handkerchief
Side of beef = 3 yards of cloth
Bushel of apples = handsaw
10 squash = pint of cranberries
12 pickles = 1 salmon
5 lbs salt = dozen oysters
1 lobster = 6 pigeons
3 lbs flour = 1 chisel
1 ham = bushel of potatoes
1 turkey = 2 lbs cheese
3 buckles = 5 eggs
1 quart tallow = 1 lb dry beans
11 cucumbers = ½ lb bacon
3 augers = 10 lbs beef flank
Spool of thread = dozen beets
Bonnet = 13 apples
1 lb sugar = 7 cigars
10 ears of corn = 20 pears
Gallon of molasses = 10 lbs yeast
½ yard of lace = 1 gallon of milk
3 lbs butter = 1 broadaxe
1 goose = 100 nails
Barrel of crackers = 5 claw hammers
5 lbs beef chuck = 3 lbs green beans

Holy Cow!

OR BEST OFFER:

1 lb codfish
2 yd linen fabric
20 ft rope
1 Scythe
2 bushels sweet potatoes
15 lbs peaches
1 bladder
1 bushel oats

1 lb tell

Chuck
Brisket
Short Plate
Sirloin
Round
Flank

Money

Money is so important that when no official money exists, people often create it. For example, during World War II, prisoners in prisoner-of-war camps used cigarettes as money. All other goods were priced in terms of cigarettes, and prisoners willingly accepted them as payment for any other good. While cigarettes have value to smokers, once they become money, they gain value in terms of everything they can be exchanged for, whether a person smokes or not. People will always find something to serve as money, even with no government to enforce its legitimacy.

What Is Money?

Money is anything that is widely accepted as a form of payment for goods and services or repayment of debts.

In the limited economies of POW camps, cigarettes became money as soon as they became the accepted form of payment for rations that prisoners were exchanging. In developed economies, such as the United States, the use of commodities as money has been replaced with paper currency endorsed by the government, along with coins minted under government direction and electronic deposits facilitated by banks. No matter the size of an economy, money facilitates transactions between buyers and sellers.

A World Without Money

Imagine that you work on a cattle ranch in a world without money. When the cows are ready to go to market, you take them to the butcher shop to see if the shop will be willing to take some of your beef in return for butchering and packaging the rest of the beef for you and your family. The shop agrees, and you take your packaged meat and leave. On your way home, you decide you need bread to go with your meat, so you stop at a bakery. You offer the bakery some of your meat in return for some bread, but you are told that the baker does not need meat but will gladly give you bread for a pair of shoes. You go quickly to the cobbler’s shop and trade meat for shoes and then head back to the baker to trade shoes for bread. You thankfully have no more errands to run today and head home. You have just participated in a form of trade called bartering, or trading goods and services without the exchange of money.

Bartering is a way for people to exchange goods and services in a manner beneficial for all involved. It is one of the simplest forms of economic interaction. But for bartering to occur, a number of conditions must be met. First, both parties to the transaction have to desire what the other has—a coincidence of wants. If one party is offering something the other party does not want, the transaction will not happen.
Second, the goods or services must be immediately available. If they are not, then enough trust must exist between the two parties to exchange something today for a promise of payment in the future. Third, both parties must agree on a price of each good in terms of the other. If these three conditions exist, people can exchange goods and services without the benefit of money.

Unfortunately, bartering is not suited to our complex modern economy. A trip to the grocery store for the components of a sandwich would be overwhelming. Every item you needed would have to be priced in terms of every conceivable item that could be offered in trade. This would pose a tremendous inconvenience, and that’s where money comes in.

**Defining Money by Its Uses**

How can we know when something has become money? One way to identify money is by its uses. Money functions as (1) a medium of exchange, (2) a unit of account and (3) a store of value. When people accept money as payment for goods and services, it is not because of the intrinsic value of the money; it is because they believe it will allow them to purchase the goods and services they desire, now and in the future.

**Medium of Exchange.** A medium of exchange is anything that is traded broadly for goods and services in an economy. Since money is a generally acceptable form of payment, the recipient of money knows it can be exchanged for goods and services. In a complex economy, it is important that transactions not be dependent on bartering—that is, finding a willing counterparty holding the goods or services you need and willing to accept the goods or services you have in return. Money, when functioning as a medium of exchange, removes the need for this dual coincidence of wants.
Unit of Account. A unit of account is simply the unit by which the prices of all other items are quoted. If we remember our trip to the grocery store in a bartering society, the price of each item had to be quoted in terms of every other item. The tremendous inconvenience is overcome as soon as all prices are quoted in terms of a single unit. For example, the unit of account in the United States is the dollar. In Mexico, it is the peso. Once we standardize prices, people can quickly make value judgments based on those prices. In a bartering society, it would be almost impossible to ensure all prices are equivalent enough to make relative-value decisions. Once the prices are quoted using a single unit of account, the decisions become easier. Do I value one item over another at their respective prices?

Store of Value. The third use of money is as a store of value. When people are paid in money, they expect to be able to spend that money on purchases now and in the future. For money to be a good store of value and allow people to carry earnings into the future, it must be durable and maintain most of its purchasing power. This is one reason why perishable items make very poor money. It is unlikely in the POW camp that milk would emerge as a currency. Even with refrigeration, milk has a very short shelf life. U.S. currency does degrade over time, but the average bill lasts several years in circulation. And if a bill is damaged, it will still be accepted as long as 51 percent remains intact. In addition to its physical durability, money must allow people to buy goods and services today and in the future. Holding currency does not provide a person with a return, but U.S. money does maintain the majority of its ability to purchase goods and services over time. Money is a good store of value for a student if earnings from a summer job can be used to pay for next year’s spring break trip.
The Characteristics of Money

Cash payments account for almost 50 percent of all transactions in the U.S., so the role of currency in the country’s payment system is very important. Just imagine if you were designing the nation’s currency from scratch. You already know that currency must function as a medium of exchange, a unit of account and a store of value. But what features does your money need? Six characteristics have been identified: Money must be durable, portable, divisible, scarce, uniform and acceptable.

There are more than 107 billion cash transactions in the U.S. per year. To meet the rigors of these transactions, U.S. currency must be durable. Though often called “paper money,” U.S. Federal Reserve Notes (also referred to as notes or bills) are 75 percent cotton and 25 percent linen. This distinct texture is more durable than paper and also deters counterfeiting. The average one-dollar note lasts 56 months in circulation; coins can last decades. This is long enough to make Federal Reserve Notes a feasible currency, though millions of worn notes are shredded and replaced every day to maintain currency that is fit for circulation.

U.S. currency travels all over the world. For a currency to effectively function as money, it must be portable. The size and weight of currency can help or hinder the portability of money; however, these are not the only aspects of currency that impact its movement. Before the advent of electronic transactions, the U.S. issued notes as large as $100,000 for use between Federal Reserve Banks (the bills were not circulated publicly). Today, the largest denomination in circulation in the U.S. is the $100 bill. When money is the appropriate size and weight and in the right denominations, it can be easily transported to meet the needs of consumers and businesses.

During the free banking era (1836–62), many entities printed and circulated their own money. At one point, 30,000 different currencies were in circulation.

Fractional currency was issued because of a metal shortage caused by the Civil War. Called “paper coins,” these notes allowed people to make change during the war.
To facilitate transactions, money must be **divisible**, available in a form that can be divided to match the varied prices of goods and services. In the U.S., Federal Reserve Notes are available in $1, $2, $5, $10, $20, $50 and $100 denominations, and coins are available in 1¢, 5¢, 10¢, 25¢, 50¢ and $1. No coins smaller than a penny are minted in the U.S., so retail prices are generally set to the penny.

Most people think they would be better off if they had more money. But if we all were given more money, the only thing that would happen is the money would become less valuable. For money to retain its value, it must be relatively **scarce**. Throughout history, this scarcity has been brought about through physical limitations, like the quantity of gold and silver that can be mined, or through planned limitations, like the volume of dollars that will be printed and put into circulation. The money supply should be large enough to facilitate transactions but not so large as to degrade the value of the money. In the U.S., the Federal Reserve System is responsible for ensuring that the supply of money is appropriate for fostering economic growth without causing inflation (see “Explore the Concept: Inflation” on page 8).

For money to effectively enable trade, its value, in terms of the goods and services it can purchase, must be **uniform**. Although U.S. currency has been redesigned many times since the creation of a national currency in 1862, all notes printed since then are still redeemed at face value. Consistent value of denominations and the ability to distinguish between them are important when selecting objects to act as money. People do not have to determine when a note was printed to know how much purchasing power it has. By the denomination on the face, they can be confident of its value.

On each Federal Reserve Note is the statement: “This note is legal tender for all debts, public and private.” This means that if you owe someone money in the U.S. and you pay them in Federal Reserve Notes, the debt is repaid. The declaration that a Federal Reserve Note is legal tender makes it **acceptable** as payment. However, to be willing to accept Federal Reserve Notes in trade, people must have confidence in the ability to exchange the bills for goods and services in the future. A key characteristic of money is its acceptability for payment, whether it is paper currency issued by a government or bushels of wheat.
Commodity Money. A commodity is an item that has value in and of itself. This can include anything from cows and wheat to silver and gold. Cows and wheat can be eaten; silver and gold can be made into jewelry. When goods and services are priced in terms of a commodity and people are willing to accept the commodity as payment, the commodity becomes worth whatever it can be exchanged for, in addition to its value as a consumable item. Through history, the commodity that most commonly has become money is a precious metal. Metals have all the characteristics of money. Metals are generally durable, lasting a very long time in circulation. When minted into coins, precious metals become relatively portable. They are divisible by weight or denomination. They are scarce, requiring time and energy to find and extract. Precious metals are uniform because their value in trade can be confirmed using rules regarding purity. Last, by being easily recognizable, precious metals are acceptable to most people.

Commodity money has limitations. With exclusive use of a commodity, the amount available for circulation at any given time is determined not by the needs of society but by the available supply of the commodity. And since there is a market for the commodity, in addition to its being money, its price will fluctuate. Those fluctuations impact the prices of every good and service bought and sold in society.

As a society’s demand for money increases, the constraints of using a commodity often become burdensome. To simplify transactions, people stop using the actual commodity as money, and instead paper becomes the commodity’s substitute. The new paper money is called representative money.

Types of Money

We know that one of the uses of money is as a store of value. But how does money get its value? Three different types of money are recognized based on their sources of value: commodity money, representative money and fiat money.

After the creation of national currency during the Civil War, national banks and the U.S. Treasury began issuing United States Notes. These two United States Notes are both worth two dollars, but one was issued by the First National Bank of Pawtucket in Rhode Island and the other by the Treasury in New York.
Representative Money. Representative money does not have value on its own. Its only value lies in the value of the commodity it represents. It is actually a promise. When a government begins printing representative money, it is promising that the money is backed by, and often can be exchanged for, a specific amount of the represented commodity. The strength of the representative money is based on both the value of the commodity and the credibility of the promise to redeem it for the commodity.

Early forms of representative money were often receipts for gold and silver deposited with local metal smiths. In time, people began to accept the receipts as payment, rather than returning to claim the commodity. When this happened, the receipts began to function as money. By accepting the receipt, a person trusted in the ability to return to the smith and obtain the amount of metal specified on the receipt.

Eventually governments officially converted commodity money to representative money in the form of paper currency. This was essentially a promise that the printed note could be redeemed for a certain amount of gold or silver coin—called specie. To facilitate redemptions, the government had to maintain ample reserves of the represented commodities. In this conversion process, governments established a ratio of the metal or other commodity to its dollar value. For example, after the Great Depression, President Franklin Roosevelt issued an executive order setting the mint price for one ounce of gold at $35.

(Continued on page 10)
Inflation

Explore the Concept...

Causes of Inflation and Deflation
Over short periods, changes in prices, both up and down, can be caused by a number of issues in the economy. A common cause of short-run inflation is a change to the supply of a natural resource, like oil. Oil is integral to many products in our economy. Oil is used in the production of plastics, many other consumer goods and fuel for transportation. If the supply of oil is low, the prices of production and transportation go up. This in turn raises the prices of many goods and services, perhaps enough to cause inflation in the short run. However, energy prices are generally very volatile, and when the price of oil falls at some point in the future, prices of the affected goods may fall as well.

Similarly, when high-fructose corn syrup became a staple item in many processed foods, it created a new use for corn, and many food prices became linked to the price of corn. Later, when corn ethanol started to be used as a gasoline additive and in ethanol-driven vehicles, the demand went up again. Since food was already dependent on corn prices, the change in demand for corn related to its new use as ethanol caused food prices to rise.

In the cases of oil and corn shocks, the effects are usually short-lived. Over longer periods, all inflation has typically one root cause: too much money demanding too few goods. Milton Friedman, the Nobel Prize-winning economist, famously wrote, “Inflation is always and everywhere a monetary phenomenon....” This means that for inflation to be sustained in the long run, the economy must be producing too much money relative to its production of goods and services. This is one reason why scarcity of money is so important to protecting prices.
Effects of Inflation

Low, predictable inflation is not bad for an economy. In many developed nations around the world, it is the responsibility of the central bank, like the Federal Reserve in the United States, to keep inflation at or around 2 percent. But when inflation is too high for too long, many negative consequences can result.

When prices rise, money purchases fewer goods and services. If a person’s wages increase at the same rate as inflation, that person is not any worse off in terms of the ability to purchase things needed. However, if wages do not increase at a rate equal to the rate of inflation, that person is forced to purchase fewer goods due to the higher prices of the goods and services consumed.

Savers and lenders are also hurt by high inflation. When inflation is low and predictable, savers and lenders can anticipate the rate of interest needed to maintain their purchasing power—that is, their ability to buy goods and services over time. If savers earn a rate of interest from the bank that is less than the rate of inflation, they will see their ability to purchase goods eroded and will be worse off. Similarly, a lender, when deciding whether to make a loan at a particular interest rate, must account for the borrower’s likelihood of repayment as well as the expected inflation over the period of the loan. A lender who does not accurately forecast the level of inflation will not receive, in real dollars, the anticipated profit for making the loan.

Hyperinflation is when the rate of inflation is many times the acceptable amount, sometimes upward of hundreds or even thousands of percent per month.

Hyperinflation can force a nation to give up control of its money, circulate foreign currency and depend on foreign governments for sound policy regarding the value of money.

Measuring Inflation

It is not easy to measure the prices of every good and service in an economy to determine if prices are rising. So policymakers use selected groups of goods and services to estimate the overall change in the price level. The selected groups of goods and services, called market baskets, are used to create indexes. An index is a ratio that illustrates the change in a value over time. The most common measures of inflation are the consumer price index (CPI), the producer price index (PPI) and a favorite of the Federal Reserve System, the personal consumption expenditures (PCE) price index. No matter who compiles the index, or which items it contains, the goal remains to estimate the trend in prices in the economy.

The Federal Reserve and Inflation

The Federal Reserve System, as the central bank of the United States, is charged by Congress with maintaining stable prices. The Federal Reserve uses monetary policy—its ability to influence the availability of money in the economy—to keep inflation low and predictable and to foster economic growth. In the long term, inflation is a problem of too much money chasing too few goods and services. The Federal Reserve lowers or raises interest rates to speed up or slow down the economy and keep inflation in line with its target. The Federal Reserve has proven to be effective at keeping inflation low and predictable.
Fiat Money. Fiat money is money by decree. When it is no longer feasible or desirable to back money with a commodity, governments can declare an item to be money. This decree means that the money is an acceptable payment for goods and services and enforceable for repayment of debts. Fiat currency has no value in and of itself, as commodity money does, nor does it represent a promise to exchange for a commodity, as with representative currency. Its value comes exclusively from the willingness of people to accept it as payment. This willingness is driven mainly by the belief that when a person wants to spend that money, it will still have value—that is, the next person will accept it as well. Fiat money, like all other money, must be durable, portable, divisible, scarce, uniform and acceptable. Since fiat money is not based on an underlying supply of a scarce commodity, the responsibility to maintain its scarcity lies in a regulating body. For the money to remain acceptable, that regulating body must keep the appropriate amount of money in circulation to protect its value.

Fiat currency has many advantages over commodity and representative money. Fiat currency is not constrained by the arbitrary amount of a commodity. Although this does pose a risk, namely that the money supply can expand without limit, it has an advantage: the money supply can grow and shrink to meet demand. Also, fiat currency is not subject to a market price outside of its declared value. Dollar bills do not sell on a secondary market (with the exception of collectible dollar bills). This protects prices from extra fluctuation added by a changing market value. Also, as economies expand, resources do not have to be dedicated to extracting a precious metal to back the money necessary to facilitate expansion.

The disadvantages of fiat currency are largely associated with its management. If a regulating body makes too much available, inflation—the general rise of prices in the economy—can occur. If not enough money is available, growth in the economy can be constrained. Balancing between not enough money

(Continued on page 13)
When money is deposited into a bank, the bank does not hold the money and wait for the account holder to use it. The bank, in an effort to make money, will loan out the majority of the money to other clients and charge them interest. But a portion of the money cannot be loaned out. This is called the required reserve and is calculated by multiplying the amount of the new deposit by the reserve requirement, a percentage set by the Federal Reserve. For example, with a reserve requirement of 10 percent, only $900 of a $1,000 deposit can be loaned.

Money that is loaned out by a bank is put to productive uses to purchase items like houses, cars and college educations. Each time one of these purchases is made, the money is deposited in the account of the seller, creating another opportunity for loans. As each loan is made, the money supply is expanded.

Multiple deposit expansion is the process of taking in deposits, withholding a portion in reserve and loaning the rest. This process is critical to financing purchases for both individuals and businesses.

Calculating the expansion in the money supply from an individual’s deposit

When the carhop gets paid cash tips, no new money supply is created. However, once she makes a deposit, the bank can make a loan. The total potential increase in money supply from her deposit is calculated by dividing the first loan ($900) by the reserve requirement stated in decimal form (.10).

\[
\text{First Loan Amount} \div \text{Reserve Requirement} = \text{Potential New Money Supply}
\]

\[
$900 \div .10 = $9,000
\]

Calculating the expansion in the money supply from the Fed creating new reserves

When the Federal Reserve System buys bonds through open market operations, it creates new reserves. Unlike the deposits of individuals, the potential new money supply created by dividing $1,000 in new reserves by the reserve requirement does include the initial deposit.

\[
\text{New Reserves} \div \text{Reserve Requirement} = \text{Potential New Money Supply}
\]

\[
$1,000 \div .10 = $10,000
\]
The Evolving United States Currency

During World War II, many locations that the U.S. considered to be at risk for capture were supplied with overprinted notes. These notes, like this one from Hawaii, would be declared invalid if the territory fell into enemy hands.
in circulation and too much money in circulation has proven difficult for some countries. When the growth of the money supply gets out of hand, it can lead to an economic collapse and the abandonment of the money. If people cannot count on money to retain its purchasing power, they will refuse to accept it whenever possible. While the government can enforce the use of fiat money for the repayment of debt, enforcing its acceptance for other transactions is often more difficult.

**The Federal Reserve System and U.S. Fiat Money**

The Federal Reserve System, or the Fed, is the central bank of the United States. A central bank is the financial institution charged by the government to oversee the monetary system of a nation. Remember that money is anything that functions as a medium of exchange, store of value and unit of account. One type of money used in the United States is physical money—currency and coins. Other ways people hold money are in checking accounts and savings accounts, and some people have money market accounts. Frequent travelers may hold travelers' checks. All of these, in addition to currency and coin, are considered money.

The distribution, evaluation and destruction of physical money are responsibilities of the Federal Reserve System. In managing physical currency, the Fed is working to ensure acceptability of money. After receiving currency from a commercial bank for processing, the Fed counts the money to verify the deposit, inspects the money to make sure it is legitimate and examines the money for wear, damage and dirtiness. Bills determined to be unfit for circulation are shredded, but not before they are credited to the bank’s account because a bill remains legitimate currency regardless of its condition. Federal Reserve Banks and many of their branches shred money. At the Federal Reserve Bank of Dallas,
If consumers become concerned about the authenticity of money, they become less likely to accept it. And counterfeit currency can impact the scarcity of money and undermine its value. To combat this, countries design and redesign money to stay ahead of counterfeiters.

In the United States, many security features are incorporated into the bills, starting with the “paper” that money is printed on: a blend of 75 percent cotton and 25 percent linen. Anticounterfeiting features include microprinting and color-shifting ink. Money is filled with features that protect its integrity.

tens of millions of dollars worth of notes are shredded each day. Each of these shredded notes is replaced by a newly printed note from the Bureau of Engraving and Printing, keeping the currency acceptable.

During the inspection process, if counterfeit bills are found, they are turned over to the U.S. Secret Service for investigation. Quickly removing and investigating counterfeit bills is important in maintaining consumers’ faith in currency and its overall acceptability.

Federal Reserve Notes and the World

The stability of U.S. currency, coupled with the size of the U.S. economy, has made Federal Reserve Notes desirable money, not just domestically but worldwide. At times throughout history, countries have held the notes as reserves and occasionally circulated them in place of their own currency. This demand is driven by the perceived safety of the dollar—the belief that it will hold its value and will remain acceptable for transactions for many years to come.
Another way that the Federal Reserve System impacts money in the United States is through its monetary policy actions. Monetary policy is how a central bank, like the Federal Reserve System, influences the availability of money and credit to achieve national economic goals. For the United States, the goals are price stability and maximum employment. To maintain price stability, the Federal Reserve most often uses open market operations. Open market operations allow the Federal Reserve to set the federal funds target rate—the rate of interest that banks charge each other to loan reserve balances. Although this interest rate is not available to consumers, it does work its way through the economy and impacts the rates that are available for individuals seeking to borrow money. If the Fed makes money too cheap, meaning interest rates that are too low, more money will flow into circulation through lending activities, and this generally causes prices of goods and services purchased with that borrowed money to rise. When prices rise, we experience inflation—a general rise in prices over time. Low and predictable inflation, around 2 percent, is actually beneficial to the economy, but too much inflation, caused by an overabundance of money, will cause the purchasing power to go down and can damage economic stability.

To deter counterfeiting, the U.S. redesigns currency periodically to incorporate the newest and most effective security features. The redesigned $100 bill, released in 2013, has a 3-D security thread and ink that shifts color when the bill is tilted.

The Bureau of Engraving and Printing (BEP) is a government agency within the U.S. Treasury Department that designs, engraves and prints all paper money for the U.S. The BEP has two facilities, one in Washington, D.C., and the other in Fort Worth, Texas. These facilities supply billions of dollars to the Federal Reserve Banks to replace worn bills that have been taken out of circulation and shredded and to meet increases in consumer demand for money.

Under the Coinage Act of 1792, the United States authorized the construction of the U.S. Mint in Philadelphia. The Mint was tasked with coining money for the young republic, a role it still fills today. The Mint is now headquartered in Washington, D.C., and operates production facilities in Philadelphia, Penn.; Denver, Colo.; West Point, N.Y.; and San Francisco, Calif. The Mint is also responsible for the gold bullion depository at Fort Knox in Kentucky.
The economies of the modern world are far too complex to be run via direct trade of goods, too fast-paced to be constrained by the growth of commodities and too disparate to be limited to physical currency transactions. Fortunately, as the world has changed, so has the money that lubricates the gears of the economy. The creation and continuing evolution of money are among the most important innovations in human history.

During the Great Depression and through World War II, many countries abandoned the practice of using their gold reserves to back the currency they circulated—known as the gold standard. After the war ended, a push to reestablish gold on an international scale led to the hosting of a conference in the village of Bretton Woods, N.H. At the conference, it was agreed that countries would commit to a system of fixed exchange rates. The United States agreed to maintain the price of gold at $35 per ounce and to exchange dollars for gold. The dollar became the de facto world currency as many international transactions were quoted in dollars. As long as countries believed that the United States was both willing and capable of redeeming the notes for gold at any time, the notes were considered to be equivalent to the gold they represented. In 1971, President Richard Nixon suspended the convertibility of notes to gold and ended the gold standard. However, the end of the Bretton Woods agreement was not the end of the circulation of U.S. currency abroad.

Billions of dollars in Federal Reserve Notes are used outside the United States in a number of ways. Some countries circulate the money as their only form of currency. Some countries try to preserve the value of their currency by pegging it—that is, setting the exchange value of their domestic currency—to the dollar, and many more circulate Federal Reserve Notes unofficially. Countries’ specific reasons for using Federal Reserve Notes may vary, but the dollar’s use is generally associated with its effectiveness as a medium of exchange, unit of account and store of value.
Great minds think about...

money

William Stanley Jevons (1835–1882) stated clearly the problem of double coincidence of wants associated with money. He defined the role of money as a medium of exchange to solve this problem and discussed the function of money as a unit of account and temporary store of value. Jevons did pioneering work on the price indexes for measuring inflation.

Irving Fisher (1867–1947) contributed to our understanding of money through his exploration of the quantity theory of money and his work on the relationship between nominal interest rates, real interest rates and inflation. Fisher’s price index is the basis for the way real gross domestic product is calculated in almost all developed economies.

John Maynard Keynes (1883–1946) shifted the focus of analysis of money from its traditional three roles as a medium of exchange, unit of account and store of value to individuals’ motivations for holding money. Keynes called these the speculative motive, precautionary motive and transactions motive. He pioneered the theory of money demand.

Milton Friedman (1912–2006) emphasized the role of the money supply and monetary policy in determining an economy’s rate of inflation and prescribed ways to maintain price stability. His A Monetary History of the United States: 1867–1960 built a persuasive empirical case for the role of money and monetary policy in affecting economic activity. He received a Nobel Prize for his work in 1976.

Don Patinkin (1922–1995) combined Keynes’ ideas about money demand with the classical theory of value, providing one of the earliest complete “microeconomics-founded” models of money and economic activity.

Robert E. Lucas Jr. (1937–) and Thomas Sargent (1943–) made compelling arguments for the importance of expectations in understanding the role of money and the effects of monetary policy. Their general approach to modeling monetary economies, with its consistent treatment of expectations, is now a near-universal standard. Lucas received a Nobel Prize in 1995, and Sargent was awarded a Nobel Prize in 2011.
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