



Name _____

Class Period _____

Date _____

Beyond the Sources • *Puffed Wheat*

Using the information you gather on the web site, answer the following questions about the unit.

1. Alexander Anderson's puffed rice was sold at a booth at the Universal Exposition in 1904 as a new product. How do you think a concession stand like the one in this section of the site would promote a new product successfully?

What other things would the company have to do to ensure that visitors to the Exposition didn't forget about the product when they went home?

2. We have the statistics about the money the American Cereal Company took in during the Exposition. These numbers tell us that the company collected \$8,723.65 on the rice puffs, and paid the Exposition \$2,226.41 to have the concession. What expenses are not shown on this report?

How might we find out what those expenses were and what the actual profit from the concession stand had been?

3. Many of the arguments for puffing wheat suggest that it is more digestible when it has been heated and exploded into a "puffed" form. How do you think the American Cereal Company (which became Quaker Oats) was able to prove this?

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What other sources on the site support that claim? What can it tell us about the time in which the building was created?

Where might we find sources that would disagree?

4. Anderson got a patent for his process in 1902. How would a patent be helpful for an inventor like Anderson?

What did he have to prove in order to get the patent?
