



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?

Visitors to the Exposition would be looking for new products created with new technology. The rice puffs were first marketed as a snack food, so they were well-suited to the atmosphere of the Exposition.

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?

After the Exposition, advertisements about the product and possible improvements in the product would have made it visible and desirable for consumers.

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?

The report does not tell us about expenses for employees who worked at the stand, travel to and from the stand or supplies used there.

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

An annual report or ledger from the American Cereal Company might have a record of the transactions that were associated with the concession stand.

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?

Anderson himself did some research on the subject, as well as other scientists who agreed. Some of those claims could also have been simply advertising, which was not regulated to the same degree as it is today.

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

Other sources on this site that support the claim for better digestibility of puffed grains are the Northwestern Miller article and the menu from the Abbot Hospital nurses alumnae.

Beyond the Sources • Puffed Wheat

Where might we find sources that would disagree?

There may be other medical sources that would disagree, or sources from other competing industries that would have done their own studies.

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

A patent prevented others from copying his product and getting credit for it. This allowed him to earn money from the product and continue his research in the process.

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

Anderson needed to prove that his work was his own and was original, as well as proving that it had some practical value.