

WHAT'S FOR BREAKFAST?



What did you have for breakfast this morning? If you had been born in the United States, say, 150 years ago, chances are good that you would have had an English-style breakfast. That would have meant some pork, maybe a leftover sausage or two, greasy fried potatoes, and tons of buttered bread. All in all, it would have been a pretty unhealthy way to start your day. Not surprisingly, many people at the time suffered from upset stomach, gout, and other gastric disorders.

² Health reformers wanted something done. They wanted to shape up people's diets. Meat was one food on their hit list. It was unhealthy and, they said, could drive people mad. White bread, they claimed, was overly refined. Hearty whole grains were better. And they considered coffee and tea to be nothing but poisons.

³ There was a problem, however. This "bad" food tasted good. So how could the reformers get folks to eat right? Could they develop breakfast foods that were healthy *and* tasted good, too?

⁴ Many reformers deserve an "A" for effort. Sylvester Graham, for example, urged people to put bran back in their

The first print ad (left) used by W. K. Kellogg to advertise his cornflakes appeared in 1906.

bread. His own concoction is still with us—the graham cracker. Another successful reformer was a German immigrant named Ferdinand Schumacher. In the early 1800s, he noticed that Americans fed oats to their horses. He wondered why people didn't eat the healthy grain themselves. He decided that one reason was that oatmeal took hours to boil. Schumacher came up with a kind of oatmeal that didn't take that long. Soon he was known as the "Oatmeal King of America."

⁵ Henry Perky invented the first cold breakfast cereal. He began by heating wheat berries until they were softened. By drawing these berries through rollers, he turned them into threads. From these, Perky made airy biscuits called "shredded wheat."

⁶ The real kings of the breakfast food revolution, though, were Doctor John Harvey Kellogg and his younger brother Will Keith Kellogg. John and Will lived in Battle Creek, Michigan, and belonged to a religious group known as Seventh Day Adventists. Around 1878, John became director of an Adventist-run hospital and health spa. He hired his brother to be his assistant. They changed the name of the hospital and spa to the Battle Creek Sanitarium. To most people, the institution was known as the "San." Many

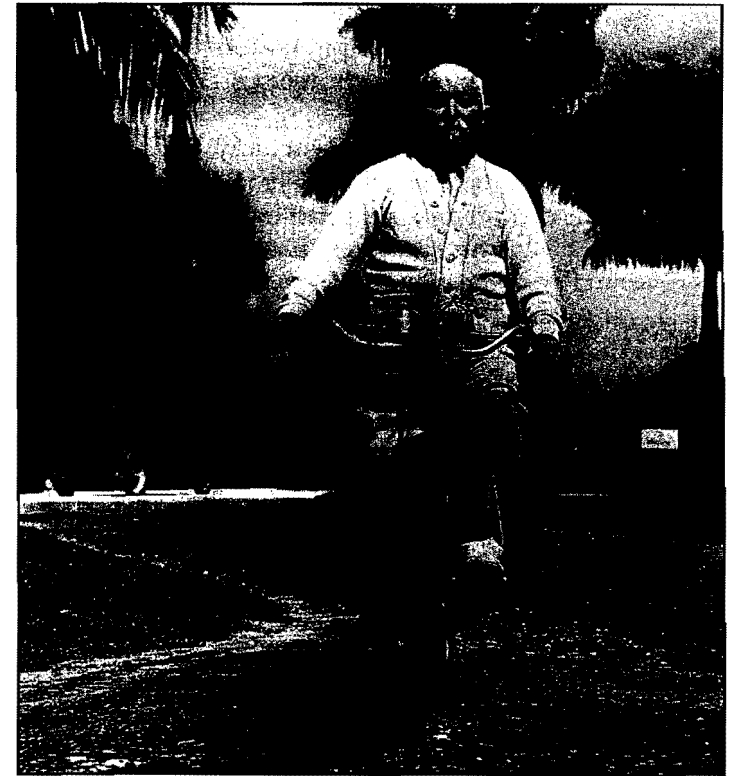
famous people went there to "take the cure." Patients included John D. Rockefeller, Thomas Edison, and Henry Ford. The "cure" consisted of lots of exercise and a strict low-fat diet. Patients could not eat meat of any kind. They couldn't drink coffee, tea, or alcohol. And, of course, they couldn't smoke.

⁷ Often, the spa food was served with yummy peanut butter. Even so, some patients complained that the food tasted like straw. The San's meals drove some patients away. Others slipped off to the nearby Red Onion Cafe for a quick, juicy steak.

⁸ John, the idealist, ran the San while Will, the realist, was the business manager. Both knew that their future depended on their ability to improve the tasteless food. So they began to experiment. They blended whole grains, fruits, and fresh vegetables. In their laboratory, they baked, boiled, steamed, and pressed the mixtures, trying to find the right taste and texture. Soon they came up with a decent substitute for coffee.

They made a new kind of milk out of soy beans. They developed imitation pork, meat, veal, and chicken made from nuts and wheat gluten.

⁹ John and Will also worked to make a low-starch, easy-to-chew, whole wheat breakfast food. Doctor John had a practi-



John H. Kellogg at 86 years old in 1938

cal reason. "I prescribed [a hard biscuit] for an old lady, and she broke her false teeth on it. She demanded that I pay her \$10 for her false teeth," John said. "I began to think that we ought to have a ready-cooked food which would not break people's teeth. I puzzled over that a good deal."

¹⁰ John wanted something like shredded wheat, only softer and better. Perhaps small pieces of toasted bread, he thought, would do the trick. So he and Will boiled batch after batch of whole wheat and pressed it. Mostly, however, they got nothing but a messy paste. They tried rolling the gooey dough through pins like those on an old laundry wringer. It wasn't a pretty sight. The blobs of wheat just stuck to the rollers.

¹¹ Then one day in 1894, they got lucky. John told Will to boil up yet another mixture of wheat. John took the batch to the lab where he had his rollers set up. Before they could press the mixture, the two men were called away. The wheat mixture was left sitting in a hopper. Because John refused to use sugar or salt, the wheat quickly went rancid. When the two men returned, they decided to roll the wheat anyway. To their astonishment, the moldy wheat broke up into thin flakes. John and Will baked and dried the flakes, which turned out crispy—if a bit stale.

¹² What the brothers had discovered was not a new kind of bread, but the secret for making a new ready-to-eat breakfast cereal. They called it "tempering" the

wheat. "Tempering" meant letting it stand for several hours. Before long, they perfected the procedure so the mixture did not become moldy. They applied the same technique to rice and corn as well as wheat. Now the patients at the San could choose between delicious wheat flakes, rice flakes, and corn flakes. Some even asked to have the cereals sent to their homes after they left the San.

¹³ John did not see the huge potential of his accidental discovery. His sole interest was his patients. Will was different. He wanted to sell the flakes to the public. John wanted the flakes ground up and blended with soy bean milk. Will insisted that they leave the flakes alone. The flakes, he declared, should be packaged whole just as they came out of the oven. Years later, Will left the San and started his own cereal company. He called it the "Battle Creek Toasted Corn Flake Company." His company became a great success. Its most famous product was Kellogg's Corn Flakes.

¹⁴ Will Kellogg wasn't the only one to make a fortune on breakfast cereal. Another early giant in the field was Charles W. Post. He was a former patient at the San. He heard about Kellogg's new cereal flakes. In 1896, he came up with his own cereal, which he called Grape-Nuts. First he tried to sell it as a grain beverage. That effort failed. Then he got the bright idea to market Grape-Nuts as a breakfast food. Grape-Nuts was a huge hit even

though the cereal had neither grapes nor nuts in it. The name came from Post's imagination. He thought that the baking process created "grape sugar" and that the final product had a nutty crunch.

¹⁵ Thanks largely to Post and the Kellogg brothers, people don't have to eat pork and potatoes for breakfast anymore. An average supermarket offers about 70 varieties of ready-to-eat cereals. They come in all sorts of dazzling shapes and eye-popping colors. But would they please the old-time reformers? It is hard to imagine old Doctor John Harvey Kellogg eating a bowl of today's modern cereal laced with sugar and chemicals. Plain old corn flakes would be much more to his liking. ●

If you have been timed while reading this article, enter your reading time below. Then turn to the Words-per-Minute Table on page 71 and look up your reading speed (words per minute). Enter your reading speed on the graph on page 72.

Reading Time: Lesson 3

_____ : _____
Minutes Seconds

A Finding the Main Idea

One statement below expresses the main idea of the article. One statement is too general, or too broad. The other statement explains only part of the article; it is too narrow. Label the statements using the following key:

M—Main Idea B—Too Broad N—Too Narrow

- _____ 1. Health reformers during the 19th century were determined to improve the American diet; we eat some of their inventions, such as corn flakes, every morning
- _____ 2. Corn flakes were invented at a health spa in Battle Creek, Michigan.
- _____ 3. The American diet has changed over the past two centuries.

_____ Score 15 points for a correct M answer.
 _____ Score 5 points for each correct B or N answer.
 _____ **Total Score: Finding the Main Idea**

B Recalling Facts

How well do you remember the facts in the article? Put an X in the box next to the answer that correctly completes each statement about the article.

- 1. Some health reformers believed that coffee and tea were
 - a. poisons.
 - b. too expensive.
 - c. filled with too much fat.
- 2. Sylvester Graham's goal was to
 - a. make a ready-to-eat cereal.
 - b. encourage people to eat more oatmeal.
 - c. add bran to the American diet.
- 3. "Tempering" the wheat means
 - a. growing mold in it.
 - b. letting it stand for several hours.
 - c. heating it up and then cooling it down quickly.
- 4. The Kelloggs ran a
 - a. health spa.
 - b. restaurant.
 - c. grocery store.
- 5. Grape-Nuts were invented by
 - a. Will Kellogg.
 - b. Charles W. Post.
 - c. Ferdinand Schumacher.

Score 5 points for each correct answer.

_____ **Total Score: Recalling Facts**

C Making Inferences

When you combine your own experience and information from a text to draw a conclusion that is not directly stated in that text, you are making an inference. Below are five statements that may or may not be inferences based on information in the article. Label the statements using the following key:

C—Correct Inference F—Faulty Inference

- _____ 1. During the 19th century, no one suspected that smoking was harmful to your health.
- _____ 2. Peanut butter can cover up the taste of any food.
- _____ 3. People in the 19th century were more concerned about their diets than people are today.
- _____ 4. In the morning, people like the speed and convenience of cold cereals.
- _____ 5. Sometimes, important discoveries happen by accident.

Score 5 points for each correct answer.

_____ Total Score: Making Inferences

D Using Words Precisely

Each numbered sentence below contains an underlined word or phrase from the article. Following the sentence are three definitions. One definition is closest to the meaning of the underlined word. One definition is opposite or nearly opposite. Label those two definitions using the following key. Do not label the remaining definition.

C—Closest O—Opposite or Nearly Opposite

1. Hearty whole grains were better.
- _____ a. full of empty calories
- _____ b. cold
- _____ c. nourishing
2. His own concoction is still with us—the graham cracker.
- _____ a. mixture
- _____ b. single element
- _____ c. invention
3. They developed imitation pork, meat, veal, and chicken made from nuts and wheat gluten.
- _____ a. authentic
- _____ b. delicious
- _____ c. substitute
4. Because John refused to use sugar or salt, the wheat quickly went rancid.
- _____ a. black
- _____ b. fresh
- _____ c. rotten

5. It is hard to imagine old Doctor John Harvey Kellogg eating a bowl of today's modern cereal laced with sugar and chemicals.

- _____ a. free from
 _____ b. mixed with
 _____ c. protected by

_____ Score 3 points for each correct C answer.
 _____ Score 2 points for each correct O answer.
 _____ **Total Score:** Using Words Precisely

Enter the four total scores in the spaces below, and add them together to find your Reading Comprehension Score. Then record your score on the graph on page 73.

| Score | Question Type | Lesson 3 |
|-------|------------------------------------|----------|
| _____ | Finding the Main Idea | |
| _____ | Recalling Facts | |
| _____ | Making Inferences | |
| _____ | Using Words Precisely | |
| _____ | Reading Comprehension Score | |

Author's Approach

Put an X in the box next to the correct answer.

- The author uses the first sentence of the article to
 - a. introduce the reader to the general topic of the article.
 - b. describe the qualities of cold cereal.
 - c. compare a traditional English-style breakfast and cold cereal.
- What does the author mean by the statement "Soon he [Schumacher] was known as the "Oatmeal King of America"?
 - a. Oatmeal became so popular that Schumacher was made king of America.
 - b. Schumacher was proud of his invention and saw himself as the king of America.
 - c. Schumacher was admired all over America for his popular invention.
- The main purpose of the first paragraph is to
 - a. create a solemn mood.
 - b. describe the English-style breakfast and express an opinion about its healthfulness.
 - c. suggest a good alternative to the traditional breakfast.
- Choose the statement below that best describes the author's position in paragraph 15.
 - a. All ready-to-eat cereals are much healthier than pork and potatoes.
 - b. Though we have more breakfast choices than before, they may not all be healthy.
 - c. Doctor John Kellogg would be proud of the trend he started.

_____ Number of correct answers

Record your personal assessment of your work on the Critical Thinking Chart on page 74.

Summarizing and Paraphrasing

Follow the directions provided for question 1. Put an X in the box next to the correct answer for the other questions.

1. Complete the following one-sentence summary of the article using the lettered phrases from the phrase bank below. Write the letters on the lines.

Phrase Bank:

- a. how various reformers invented new breakfast foods
- b. a criticism of some of today's cereals
- c. a description of an English-style breakfast

The article about the invention of breakfast foods begins with _____, goes on to explain _____, and ends with _____.

2. Read the statement about the article below. Then read the paraphrase of that statement. Choose the reason that best tells why the paraphrase does not say the same thing as the statement.

Statement: Many famous patients stayed at the Battle Creek Sanitarium.

Paraphrase: Famous people such as John D. Rockefeller, Thomas Edison, and Henry Ford stayed at the Battle Creek Sanitarium which the Kellogg brothers ran.

- a. Paraphrase says too much.
- b. Paraphrase doesn't say enough.
- c. Paraphrase doesn't agree with the statement about the article.

3. Choose the sentence that correctly restates the following sentence from the article:

"What the brothers had discovered was not a new kind of bread, but the secret for making a new ready-to-eat breakfast cereal."

- a. The brothers had discovered both a new kind of bread and a new breakfast cereal.
- b. The brothers didn't care about discovering a new breakfast cereal; they were interested in making bread.
- c. Instead of making a new bread, the brothers had invented a way to make a ready-to-eat cereal.

_____ Number of correct answers

Record your personal assessment of your work on the Critical Thinking Chart on page 74.

Critical Thinking

Put an X in the box next to the correct answer for questions 1 and 2. Follow the directions provided for the other questions.

1. Which of the following statements from the article is an opinion rather than a fact?
- a. "Henry Perky invented the first cold breakfast cereal."
 - b. "Before they could press the mixture, the two men were called away."
 - c. "Many reformers deserve an "A" for effort."

2. Using information in paragraph 15, you can predict that
- a. Doctor Kellogg will return to have a bowl of cereal.
 - b. modern reformers will recommend that sugar and chemicals be removed from cold cereal.
 - c. supermarkets will soon stop selling cold cereals.
3. Using what is told about John Kellogg and Will Kellogg in the article, name three ways John Kellogg is similar to and three ways he is different from Will Kellogg. Cite the paragraph number(s) where you found details in the article to support your conclusions.

Similarities

Differences

4. Read paragraph 7. Then choose from the letters below to correctly complete the following statement. Write the letters on the lines.
- According to paragraph 7, _____ because _____.
- a. many famous patients went to the Battle Creek Sanitarium
 - b. patients went to a nearby café for tasty food
 - c. the food served at the Battle Creek Sanitarium tasted like straw

_____ Number of correct answers

Record your personal assessment of your work on the Critical Thinking Chart on page 74.

Personal Response

What was most surprising or interesting to you about this article?

Self-Assessment

When reading the article, I was having trouble with
