THE EQUIPMENT

Who built this model? ____________________________

A flour mill is designed for mass production with similar machines grouped together.

QUESTION: This model is similar to the mill you are in now. Match what happened on the bottom three floors with what is on those floors now.

- Grinding Floor
- Packing Floor
- Power Floor
- Museum Exhibits
- Education Lobby
- Entrance & Store

THE PLAYERS

Who is this man? ____________________________

How many men were in this crew? ____________

In 1880, this man built the mill you are standing in. Before entering the flour milling business, he worked as a surveyor, a schoolmaster, a lawyer, a banker, a congressman, and the governor of Wisconsin. Even though he became one of the most important men in the history of our state, he never lived here.

QUESTION: Why was he in London in 1877? ______________

ANSWER: ____________________________

Who is this? ____________________________

Why was he in London in 1877? ______________

Washburn Crosby was already supplying a worldwide market by the time it became General Mills in 1928. Its slogan “Eventually, Why Not Now?” was translated into 15 languages!

QUESTION: Name three countries Washburn Crosby/General Mills supplied with goods.

ANSWER: ____________________________

THE PRODUCTS AND THEIR PROMOTION

With new milling techniques in the 1880s, companies made better products and began advertising brand names. They used commercials, ads, and slogans to do so.

QUESTION: Look at the printed ads on the inside wall. Name three words or images that people used to sell flour. ____________________________

Name two items that appear in two or more ads. ____________________________

175 boxcars were filled with flour in the Washburn A Mill each day during its years of peak production. That is enough flour to make 12 million loaves of bread!

QUESTION: This boxcar has 2 weight limit numbers – “capacity” (Capy.) is the total maximum weight of the item & cargo. “Limited Weight” (L. Wt.) is the maximum weight for cargo only. How much does this boxcar weigh?

ANSWER: ____________________________ = ____________________________

The mill had positions that it needed to fill to continue operating – smutters, millwrights, millers, sweepers, grinders, packers, loaders, etc. These positions were in a certain order with the head miller at the top. Read the biographies in the Flour Tower lobby (Voices of the Flour Tower) to see what you can find out about this order and to answer the questions below.

QUESTIONS: Name a starting position in the mill. ______________

Was there opportunity within the mill for men to move up to a better job? ______________

How do you know? ______________

Women mill workers worked next door. What was their primary job? ______________

Could women move up to a better job? ______________

NAME TWO FANTASY CHARACTERS:

Sandow Weigh):

Name three words or images that people used to sell flour. ____________________________

QUESTION: This slogan was a response to what other slogan?

ANSWER: ____________________________

The two largest flour mills in the world, Pillsbury and Washburn Crosby, competed for the market with ads and slogans.

QUESTION: Why did Pillsbury stop using its slogan during the war?

ANSWER: ____________________________

Commercials, ads, and slogans to do so.

QUESTIONS: Name three countries Washburn Crosby/General Mills supplied with goods.

ANSWER: ____________________________

Consumers were introduced to this person after General Mills received many baking questions along with thousands of entries for a puzzle contest.

Is she a real person? ______________

What is this woman's name? ______________

QUESTION: Think of two other fictional characters you know of created to promote products, and name the companies they promote. ____________________________

ANSWER: ____________________________

This slogan was a response to what other slogan?

ANSWER: ____________________________

The two largest flour mills in the world, Pillsbury and Washburn Crosby, competed for the market with ads and slogans.

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ANSWER: ____________________________
Scavenger Hunt Instructions

1. Agree on an object to find, and hunt for it. Answer the first question.
2. Read the fun fact, and answer the follow-up question. Write it (or draw it) in the space provided. Remember to take turns!
3. Do it all over again with another item.
4. If an area is crowded, try looking for another object.
5. When you are finished, try the Bonus Question, located on the back page below the map.
6. Check with your Teacher or Chaperone for the answers to all the questions.

When you are finished, please return pencils to the bucket on the 1st floor desk.

Please follow these museum rules:
- Please WALK
- Use indoor voices.
- No food, drinks, gum, or pens in the exhibits
- Please be careful with museum items so that they do not break.
- Only 5 students can be in the store at a time; a chaperone must accompany them.
- Please stay on the concrete patio if going into the Ruin Courtyard, refrain from entering the gravel rock area.
- ASK QUESTIONS! People in white aprons can answer them.
- HAVE FUN!