

Kool-Aid Timeline

Grades 4-6

Go down to our **Kool-Aid Exhibit** to learn how Edwin Perkins created such a successful drink and what it took to keep it going!

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In the _____, David Perkin's (Edwin's dad) opened D. M. Perkins General Merchandise in _____, Nebraska. Edwin loved to work in the store after school and learn all about the new products to sell the customers.

Walk inside the store to find a photo of Edwin and his sister, Vesta, filling the shelves of the store. The shelves went all the way to the ceiling so they could offer a variety of products to their customers.

In the case below the image, there are a few items Edwin's dad might have had in the store. List two items you see.

1. _____
2. _____

Walk over the cash register. Food items were a lot cheaper in the 1900s. How much did a bread loaf cost? _____

In the next room, we learn more about Edwin. His wife's name was _____, and they married in 1918.

Shortly after they married, they moved to Hastings, Nebraska because it was bigger than Hendley and he needed more room to make his products.

Edwin made other products besides Kool-Aid. There are two large display cases with some of his goods. Name the two you find most interesting.

1. _____
2. _____

Fruit Smack, which influenced the creation of Kool-Aid, was one of his best-selling products. It came in six original flavors. What were they?

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

As his business grew, he moved to Chicago, Illinois; a city much larger than Hastings. What year did he move? _____

During the 1930s, families were struggling with money because of the Great Depression. This means they bought things they needed before they bought things they wanted.

Is Kool-Aid a need or a want? _____

To help make Kool-Aid more affordable, Edwin dropped the price from 10 cents to _____. This allowed more people to buy Kool-Aid during hard times.

Continue on to our "Premium Wall" where you can see all of the things you could get when you collected Kool-Aid Points. List three premiums you think are neat.

- 1.
- 2.
- 3.

Go Into our Kool-Aid Theater. Watch any commercial and tell us about it.

On your way out of the exhibit, be sure to say "Hi" to the Kool-Aid Man!

Answer Key

In the **spring of 1900**, David Perkin's (Edwin's dad) opened D. M. Perkins General Merchandise in **Hendley, NE**. Edwin loved to work in the store after school and learn all about the new products to sell the customers.

Walk inside the store to find Edwin and his sister, Vesta, filling the shelves of the store. The shelves went all the way to the ceiling so they could offer a variety of products to their customers.

In the case below the image, there are a few items Edwin's dad might have had in the store. List two of the items you see. (**Hats, mirror, crates, candy, gloves, shoes, food, perfume, jewelry boxes, socks**)

Walk over the cash register. Food items were a lot cheaper in the 1900s. How much did a bread loaf cost? **5 cents**

In the next room, we learn more about Edwin. His wife's name was **Kitty (Shoemaker)**, and they married in 1918.

Shortly after they married, they moved to Hastings, Nebraska because it was bigger than Hendley and he needed more room to make his products.

Edwin made many products, not just Kool-Aid. We have two large display cases with some of his products. Name two of them you find the most interesting. (**Nix-O-Tine, Fruit Smack, Flavoring Extract, Jelly-Z, Shaving Cream, Dental Cream, Desserts, Coconut Powder, Kidney Tablets, Cold Cream, Food Flavor, Hair Prim, Talcum, Save-A-Run, E-Z Wash, Food Coloring, Caroblic Salve**)

Fruit Smack, which influenced the creation of Kool-Aid, was one of his best-selling products. It came in six original flavors. What were they? (**Strawberry, Lemon-Lime, Raspberry, Cherry, Grape, Orange**)

As his business grew, he moved to Chicago, Illinois; a city much larger than Hastings. What year did he move? **1931**

During the 1930s, families were struggling with money because of the Great Depression. This meant they bought things they needed before they bought things they wanted.

Is Kool-Aid a need or a want **Want**

To help make Kool-Aid more affordable, Edwin dropped the price of from 10 cents to **5 cents**. This allowed more people to buy Kool-Aid during hard times.

Continue on to our "Premium Wall" where you can see all of the things you used to be able to get when you collected Kool-Aid points. List three premiums) you think are neat. (There are a lot of correct answers for this one)

Go Into our Kool-Aid Theater. Watch any commercial and tell us about it. (Again, there are a lot of possible answers)

On your way out of the exhibit, be sure to say "Hi" to the Kool-Aid Man!