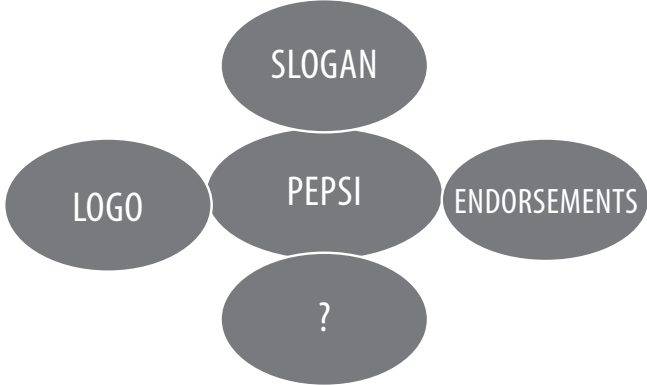


NORTH CAROLINIANS *of* NOTE 2011

STUDY GUIDE: Profile on Caleb Bradham

STUDY GUIDE BY CYNTHIA MCFADDEN AND SANDRA COOK; PROFILE ON CALEB BRADHAM BY STUDENT KINSEY SULLIVAN

- Which best describes Bradham?
 - attorney
 - engineer
 - merchant
 - teacher
- Which is a *renovation*?
 - fixing up a building
 - designing a building
 - tearing down a building
 - moving to a different building
- Which does *memorabilia* encourage?
 - driving a car
 - paying off debt
 - creating a product
 - remembering someone
- What history about New Bern makes it unique, according to Fabrina Bengal?
 - the waterfront and NC's first colonial capital
 - NC's first colonial capital and the birthplace of Pepsi-Cola
 - development of the automobile and the birthplace of Pepsi-Cola
 - the home of Bayard Wootten and the birthplace of Pepsi-Cola
- What area of study most interested Caleb Bradham?
 - environment
 - finance
 - health
 - transportation
- Which best explains the 'bizarre twist of fate' mentioned in the article?
 - A business was built and then lost.
 - The price of sugar dropped quickly.
 - A medical career was started and ended.
 - The business became a tourist destination.
- Which is the correct use of the word *concoction*?
 - The girl mixed ingredients to create a tasty concoction.
 - The student studied a concoction of courses while in college.
 - The mother chose a concoction of prizes for the birthday party.
 - The musician played a concoction of tunes at the holiday festival.
- Which completes the graphic organizer about Pepsi's marketing, 1905-1910?
 - ads
 - billboards
 - coupons
 - samples
- Which best defines an *entrepreneur*?
 - someone who takes a risk hoping to earn a profit
 - someone who goes to school to become an expert
 - someone who thinks about how life should be lived
 - someone who shows others how to perform a task
- Which proves that Bradham was an *entrepreneur*?
 - He wrote and sold a book.
 - He taught medical students.
 - He developed his own business.
 - He befriended an advocate for equal rights.
- Which is most like the relationship below?

Pepsi : Coke

 - medicine : pharmacy
 - New Bern : Atlanta
 - sugar : sweetener
 - Ford : Chevy
- What is the primary function of Pepsi's *franchises*, according to the story?
 - to serve the soda
 - to bottle the soda
 - to sweeten the soda
 - to promote the soda

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13. Who holds a *patent*?
- A Someone who treats illnesses.
 - B Someone who waits his or her turn.
 - C Someone who takes care of children.
 - D Someone who holds legal rights to an invention.
14. What does *bully* mean in the context of this profile?
- A arrogant
 - B excellent
 - C violent
 - D weak
15. Which shows Bradham embraced change?
- A He opened pharmacies across the state.
 - B He invested in Coke to diversify his holdings.
 - C He served as governor of the state of North Carolina.
 - D He switched from horse-drawn carts to automobiles.
16. Where is New Bern located?
- A Craven County
 - B Duplin County
 - C New Hanover County
 - D Orange County
17. Which elected position did Bradham hold?
- A Mayor of New Bern
 - B Chair, Republican Party
 - C Governor of North Carolina
 - D Chair, Board of County Commissioners

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Profile—Discuss and/or write.

Choose from the following. Cite text to support your answers.

1. What effects did Bradham's father's bankruptcy have on Bradham? What caused Bradham's bankruptcy? What effects did it have on him?
2. Why do you think Bradham spent so much of his time and effort developing Brad's drink and Pepsi? Conduct research to find out more about his motives.
3. Compare the spread of bottling franchises for Pepsi and Coke. On maps, locate places named in the story. What conclusions might be drawn?
4. What do the two following slogans suggest about Pepsi? What are its selling points?
"The Original Pure Food Drink"
"a bully drink...refreshing, invigorating, a fine bracer before a race"
5. Answer questions about supply and demand:
 - a. How did the increasing the supply of syrup to make Pepsi affect demand?
 - b. How did the rising cost of sugar affect the cost of producing Pepsi?
 - c. What made sugar scarce? How did scarcity affect the price of sugar?
 - d. Why did Bradham invest in sugar? What happened? Did the supply of sugar increase or decrease? Did demand go up or down?
6. Explain the writer's choice of the phrases: bubbles up and goes flat?

News and Current Events—Discuss and/or write.

Choose from the following. Cite text to support your answers.

1. Identify stories in the news that refer to bankruptcy. Conduct searches on newspaper sites, using "bankruptcy" as the key word. What do you learn about bankruptcy and its effects and potential effects on individuals, companies and countries?
2. Identify stories or other news items about individuals who invent new products or processes. What motivates the individuals?
3. Identify stories about the start-up of new companies or their expansion. What jobs will the companies make available to workers?
4. List companies mentioned in your newspapers. Conduct research and chart on maps where the companies have offices or factories around the state, nation and world. How do businesses connect citizens around the world?
5. Select ads in the newspaper and explain the selling points of the goods or services.
6. Explain how the law of supply and demand affected one product or service presented and/or discussed in your newspaper.
7. Identify someone in the newspaper whose actions remind you of Bradham. Explain how.
8. Find headlines and subheads in which the editor uses words with multiple meanings or references.