



READING COMPREHENSION

Choose the best response, based on your reading of the Essay.

- 1 The basic idea of the golden arch originated with _____ in 1948.
(a) Eero Saarinen (c) "Mother McDonald"
(b) Louis Cheskin (d) Richard McDonald

- 2 The logo, dating from 1962, combines two yellow arches to form an "M", which stands for _____.
(a) "McDonald's" (c) "Money"
(b) "Meat" (d) "Mother"

- 3 The shape of the arch evolved into a _____, influenced perhaps by Saarinen's design for the St. Louis arch.
(a) parabola (c) cube
(b) parachute (d) pyramid

- 4 The scoop-container for the French fries is designed partly to _____.
(a) reduce the amount of wasted paper
(b) reduce customers' waist size
(c) reduce the quantity of wasted French fries
(d) increase the time it takes to serve French fries

- 5 Choose "T" for True or "F" for False.
The McDonald's logo stands for all of the following: quality, speed, convenience, high price. (T) (F)



Complete the Summary by filling in the blanks.

The McDonald's logo, with two "Golden Arches" combined to form an "M," debuted in 1962. But the basic idea of a yellow arch dates (1) Richard McDonald's 1948 restaurant design. That design evolved: from one arch to two; from semicircular (2) parabolic; from red to yellow. Bright yellow, so the arches could be seen from far away. That was important to America's developing car culture.

The arches were standard on McDonald's restaurants (3) 1968. Then they were replaced by a mansard roof design, but kept in the logo. Since then, the arches have been revived in some locations.

What does the logo stand for? Quality, (4), convenience, economy. French fries, for example, were improved and standardized at every (5) of the process, from (6) the potatoes to cooking and serving the fries.

The cardboard scoop/container is designed (7) employees hardly need any training at all to serve almost exactly the same number of fries, without spilling. And — like the (8) wrappings for the hamburgers and other McDonald's fare — it is disposable.

a. speed b. stage c. to d. growing e. eating f. paper g. until h. so that i. from