



READING COMPREHENSION

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

- ① The Coca-Cola bottle is an industrial design _____.
 - (a) coffee bean
 - (b) coffee pod
 - (c) iPod
 - (d) icon
- ② Part of the name, “Coca-Cola,” comes from _____.
 - (a) Coca Chanel
 - (b) the kola nut
 - (c) artificial cacao
 - (d) Spencerian script
- ③ The early bottles used for Coca-Cola sometimes _____.
 - (a) exploded
 - (b) melted
 - (c) rotted
 - (d) bulged
- ④ The _____ of the Coca-Cola bottle are based on the cacao bean pod.
 - (a) bulge and fluted shape
 - (b) form and function
 - (c) top and bottom
 - (d) stopper and label

⑤ Choose “T” for True or “F” for False.

The classic Coca-Cola bottle pleased the hand as well as the eye. (T) (F)



Complete the Summary by filling in the blanks

The Coca-Cola bottle is one of the most (1) icons in industrial design (2).

The name “Coca-Cola” (3) from the coca leaf and the kola nut, two key ingredients. The name and the Spencerian script logo were invented in the mid-1880s. As to colors, Coca-Cola syrup used to be shipped in old whisky kegs, (4) red to help hide their origins. White letters stood out.

At (5), Coca-Cola was sold as a syrup and mixed at pharmacies and soda fountains. Later, it was sold pre-mixed (6) soda water. But the old “Hutchinson” bottles were hard to sterilize. And they used to explode sometimes!

The company (7) a new bottle with a distinctive design. The new design, submitted in 1915, was based (8) the bulging, fluted shape of the cacao bean pod, the source of cocoa. The designers had been unable to locate a useful image of the coca leaf or the kola nut. They did, however, find an image of the cacao bean pod in the *Encyclopedia Britannica* — so they used that!

a. painted b. history c. first d. on e. last f. comes g. wanted h. with i. famous