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## Vocabulary All-in-One

Unit 16~20



## VOCABULARY CHECK

☐ Match the words with their definitions.

- |                 |   |
|-----------------|---|
| 1 repeal        | a. to make illegal, to ban                        |
| 2 significantly | b. to be skillful in a certain subject or field   |
| 3 specialize    | c. meaningfully, importantly                      |
| 4 temperance    | d. a person skilled in making or selling medicine |
| 5 outlaw        | e. to remove something, especially a law          |
| 6 stimulate     | f. to become popular                              |
| 7 pharmacist    | g. avoidance of alcoholic drink                   |
| 8 catch on      | h. to make excited, to give energy                |

1. What is your favorite soft drink?
2. What do you think makes Coca-Cola so popular?

It's not surprising that the birthplace of cola was the hot and humid American South. This region had long specialized in creating delicious soft drinks. A druggist in Atlanta, Georgia named John Pemberton created the most well-known drink brand in the world in the 1880s. However, it seems clear  
5 that he had no idea how big it would become.

Like many American pharmacists of the day, Pemberton was opposed to the drinking of alcohol and wanted to produce a stimulating soft drink. First, he made "the French Wine of Coca," made from the coca leaf. Then he began to experiment with the cola nut. Eventually, he managed to make a combination of the two that  
10 he thought was sweet, but not too sweet. Deciding that "the two C's would look well in advertising," he named it Coca-Cola.

Pemberton's invention caught on fairly quickly. By 1905, "Coke" was being advertised all over the country as "The Great Natural Temperance Drink." The drink enjoyed additional success since there was a large and popular temperance  
15 movement in the US at that time. In the 1920s, alcohol was outlawed, and sales of Coke rose significantly. However, they continued to rise even after the law was repealed.

Another reason for Coke's popularity was good business sense. A year after he invented it, Pemberton had sold Coca-Cola to Asa Griggs Candler for only  
20 \$283.26! Candler was a marketing genius, and by the time he sold the Coca-Cola Company in 1919, it was worth \$25 million.

## READING COMPREHENSION

- 1 Which of the following would be a good title for the reading?
  - a. The Invention and History of Coca-Cola
  - b. Why Cola is the World's Most Popular Soft Drink
  - c. John Pemberton and Coca-Cola
  - d. Coca-Cola and the Temperance Movement
  
- 2 According to the reading, the birthplace of Coca-Cola is "not surprising" because \_\_\_\_\_.
  - a. almost all Southerners were opposed to alcohol
  - b. the South had a history of inventing soft drinks
  - c. most pharmacists came from the South
  - d. Coca-Cola means the South
  
- 3 The word 'it' refers to \_\_\_\_\_.
  - a. sense
  - b. genius
  - c. time
  - d. company
  
- 4 Which of the following is responsible for Coke's additional success?
  - a. The temperance movement
  - b. Its great taste
  - c. Pemberton's good business sense
  - d. Its name
  
- 5 Which of the following happened LAST?
  - a. Asa Candler sold the company.
  - b. Coke was advertised as the "Great National Temperance Drink."
  - c. John Pemberton sold Coca-Cola.
  - d. Alcohol was outlawed.
  
- 6 It can be inferred that sales of Coke increased during the 1920's because \_\_\_\_\_.
  - a. people could not drink alcohol
  - b. it had become cheaper
  - c. the government encouraged it
  - d. the sales of other soft drinks were outlawed in America

## VOCABULARY REVIEW

❑ Fill in the blank with the right form of the word from the box.

catch on	specialize	stimulate	temperance
pharmacist	significantly	repeal	outlaw

- 1 One argument used by supporters of \_\_\_\_\_ was violence caused by alcohol.
- 2 The law was so unpopular that the government had to \_\_\_\_\_ it.
- 3 The doctor gave me a prescription, so now I need to visit the \_\_\_\_\_.
- 4 Pediatricians are doctors that \_\_\_\_\_ in treating children.
- 5 I hope my idea for a four-day school week will \_\_\_\_\_.
- 6 My father says that he drinks coffee in order to \_\_\_\_\_ his mornings.

## SUMMARY

❑ Complete the exercise by selecting the answer choices below.

One of them will NOT be used.

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| a. the Coca-Cola Company              | e. outlawed                      |
| b. bought Coca-Cola                   | f. named his invention Coca-Cola |
| c. look well in advertising           | g. worth \$25 million            |
| d. The Great Natural Temperance Drink |                                  |

John Pemberton was a druggist who invented a new drink. He \_\_\_\_\_

\_\_\_\_\_. Asa Griggs Candler \_\_\_\_\_

from John Pemberton just one year later. Candler advertised Coke as " \_\_\_\_\_

\_\_\_\_\_." The Coca-Cola Company grew to be \_\_\_\_\_

\_\_\_\_\_. In 1919, Candler sold \_\_\_\_\_.

Coca-Cola continued to grow in popularity after alcohol was \_\_\_\_\_.