1.2 Lesson 2 : Numbers to describe the world

Most towns in the southern United States have at least one Waffle House restaurant. During big storms, the breakfast chain is often the only business that stays open.

Exercise 7 — **§** . The Waffle House Index.

See answers

1. Let us watch "After Hurricane, Waffle House to the Rescue"

When it comes to natural disasters, they are the first responders on the fastfood front. After Hurricane Irene struck communities in the East Coast last weekend, the Waffle House chain, where it could, seized the opportunity to build its reputation as a place for hot food even under bad conditions.

"We didn't have no food, no place to cook at the house. We were all out anyway, so we drove up here"

Here at a Waffle House in Weldon, ______, even with no power, there is still hot coffee.

"We boiled water on the grill, and poured it in our coffee maker by hand. We did everything manually as far as coffee."

It is a way for the company to build loyalty and tap into a lucrative market. This is one of Waffle House to lose power by Saturday evening. By Wednesday evening, was back in business. Even before the cleanup could begin, the gas grill was up and running.

" Had a power outage by around 7 o'clock yesterday, we were able to cook for 2 hours up till it was too dark."

Waffle House fully embraced its post disaster business strategy after Hurricane Katrina when ______ restaurants were destroyed, and a ______ more had to shut down. But others in Mississippi and Louisiana opened quickly to serve rescue workers and hungry locals.

Waffle House is founded in ______. The restaurant is best known as a road side stop for snowbirds or the place where musician Kid Rock got in a brawl after a ______ concert. The Atlanta based company made a science over many years of opening its ______ eat-and-joints. Within a day of eye-storms, tornadoes

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and hurricanes. The week before Irene hit, the company began *stocking* up^4 on eggs and ice outside the potential damage zone. By Sunday morning, customers were lining up, waiting half hour or more for seats.

- Why did you come to Waffle House?

- Because it is almost the only thing in town with power. It was better than eating a sandwich.

As of noon, the district manager of this section of I95 in North Carolina claimed bragging rights⁵: "We are still the only restaurant open".

For the Wall Street Journal

2. How is The Waffle House taking advantage of regular hurricanes on the eastern coast?



toolbox to stock up / customer loyalty / build reputation / be the first to reopen

3. The Waffle House Index is a metric used to inform about disaster responses. Research

using the Internet and describe the origin of this index as well as the levels is consists of.

4. What unusual units do you know? Try to list

⁴to stock up: *s'approvisionner*

⁵bragging rights: *se vanter*

Exercise 8 — **P O** Work in pairs - Humorous ways of measurement.

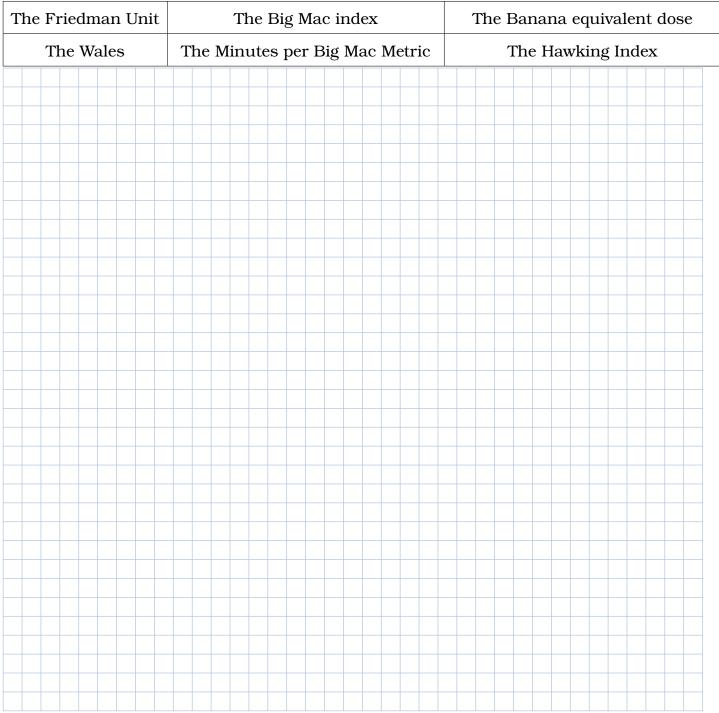
Journalists use different units to convey *scale* to the reader. For example:

An area of Amazon rainforest roughly the size of a *football field* is being cleared every single minute, according to satellite data.

A football field is 110m long and 49m wide. Its area is 5390 m^2 (square meter).

Research using the internet some of the following unusual measurement unit (or indexes) :

- describe their meaning and origin (who invented or used it first).
- give few examples of values, show computations if available.



Exercise 9 — The Smoot. 👂 .

- 1. Watch "The bridge which is measured in smoots" youtu.be/-scs_yF59YE (till 8')
- 2. Answer the following questions with a sentence:
 - a) What US city was Matt Parker visiting ? Name the two famous universities mentionend in the video.
 - b) In what year was the bridge built?
 - c) In what year was the bridge measured in smoots?
 - d) How long is the Harvard Bridge in smoots?

e) How long is a smoot in feet and inches?



