

## 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 fast-food 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

For the Wall Street Journal

10<sup>nth</sup> Grade

See answers

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

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.

The Friedman Unit	The Big Mac index	The Banana equivalent dose
The Wales	The Minutes per Big Mac Metric	The Hawking Index

1. Watch “The bridge which is measured in smoots” [youtu.be/-scs\\_yF59YE](https://youtu.be/-scs_yF59YE) (till 8')

a) What US city was Matt Parker visiting? Name the two famous universities mentioned in the video.

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?

