

SAMPLE PAGES
from
The Competitive Edge

Passing the
EOG 7 in Reading

❖ *SECOND EDITION* ❖

by Jane Hereford

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Facts, reasons, and examples that support the main idea of a paragraph or story are called details. Who, when, what, where, why and how questions ask for details.

EXAMPLES

Mr. and Mrs. Watson live in Everetts, a very small town in eastern North Carolina. There is no school, because it closed several years ago. There are only a few stores left open, but there is a post office on the main street.

A. What town do Mr. and Mrs. Watson live in?

B. When was the school closed?

C. Where is Everetts located?

For question A, you should have answered “Everetts” because the first sentence tells you that Everetts is where Mr. and Mrs. Watson live. For question B, you should have answered “several years ago” because the third sentence tells us when the school was closed. For question C, you should have answered “eastern North Carolina” because the first sentence tells you where Everetts is located.

Details can also involve the sequence of events or directions. The paragraph or selection would have a time order (first, second, third, . . .).

EXAMPLES

Sophia had many errands to run on Wednesday. She awoke at 6 A.M., ate breakfast, dressed, and started her day. She drove quickly to the library to return overdue books. She then went to the grocery store to buy some milk and cereal. Next she picked up the dry cleaning, bought a newspaper, got her car washed, and returned home around noon.

A. Which errand did she complete last?

B. Which came first, returning library books or picking up dry cleaning?

C. Put these events in order of their occurrence.

_____ returning overdue books

_____ washing the car

_____ buying a newspaper

_____ getting dressed

For question A, you should have answered “washing car” since that is the last errand Sophia ran. For question B, you should have answered “returning library books” because that errand was done before “picking up dry cleaning.” For question C, you should have answered 2, 4, 3, 1 because “getting dressed” happened first, “returning overdue library books” happened second, “buying a newspaper” happened third, and “washing the car” was last.

PRACTICE

Read each selection and answer the “detail” questions.

THE EIGHT-TIME ALL-AMERICAN

Kareem Abdul-Jabbar never did it and neither did Larry Bird. Julius Erving couldn't do it. Patrick Ewing couldn't do it either.

Only Cheryl Miller has done it. Cheryl made the All-American team eight years in a row. She made it four straight times in high school. Then she made it four straight times in college.

Was it hard to do? You'd better believe it. No other athlete has ever made the Scholastic Coach All-American High School Team four times in a row. Ewing was a three-time All-American. Kareem was too. Bernard King did it three times. But no one in any sport ever did it four times before Cheryl Miller. No one has done it since. Every girl's basketball fan knew about Cheryl. She was just over six feet then. That was big for a high school girl. She made her school famous. Basketball fans everywhere knew about Poly High in Riverside, California. And they knew about the school's superstar.

By the time Cheryl finished at Poly, she was one of the biggest names in girls' basketball. In one game, she scored 105 points. Remember, high school games last only 32 minutes.

Every college in America wanted Cheryl to come to their school. Well, at least 250 colleges did. Cheryl looked at many of them. Then she decided to stay close to home. She picked the University of Southern California. It was right down the road from Riverside.

Everyone expected great things of Cheryl. She was more than up to it. There were other fine players at USC. The twins, Pam and Paula McGee, were among the very best. With Cheryl, they made a great team. They won two national titles.

By that time, Cheryl was 6 feet, 3 inches. That was fairly big in the women's game. A few people said that Cheryl fooled around on the court sometimes. But most knew that she played hard. She dived on the floor for loose balls. She climbed high for rebounds. She drove hard to the basket. She played every spot on the floor. She even slam-dunked a couple of times.

Cheryl would love to play pro ball. But women's pro ball has not yet gotten started.

"I never expected to play as a pro," says Cheryl. "If it happens, great. If not, that's okay too. My dad taught me to be the best I can be. That's what I think I've done. That's all there is."

1. How many years in a row did Cheryl Miller make the All-American team?

2. What high school did Cheryl Miller attend?

3. How many colleges wanted Cheryl Miller to attend their schools?

4. What college did Cheryl Miller choose to attend?

5. How many national titles did the University of Southern California win with Cheryl on their team?

6. What is Cheryl Miller's height?

7. What was the largest number of points ever scored by Cheryl?

*THE HITCHHIKER,
NORTH CAROLINA VERSION*

I was riding from Greenville to Winston-Salem, North Carolina, and decided to take the old road to Greensboro. It was early dawn and the month was October. I was very drowsy but suddenly woke up when I saw a young girl dressed in a long gown standing on the highway. I stopped and asked her if I could help her. She said that her date had gotten mad when she stopped his advances and had made her get out and walk. I offered to take her home, and she accepted. She didn't say much on the way. When we got there, I got out and came around to open the door for her, but she was gone. I couldn't understand it and went up to the house and rang the bell. When an elderly lady answered, I asked for Mary. "Not again," was all she said. I said, "What?" And she explained that Mary had been killed in a car wreck. I was about the fifth person in eight years that had tried to bring her home. It sure shook me up knowing that I had driven a ghost around.

I just hope that poor girl gets wherever it is she's going.

8. Where did this story take place?

9. When did this story take place?

10. What did the author see as he was driving down the highway?

11. What caused the author to be "shook up"?

12. What had happened to Mary?

THE GOLDEN ARM

There was once a man who travelled the land all over in search of a wife. He saw young and old, rich and poor, pretty and plain, and could not meet with one to his mind. At last he found a woman, young, fair, and rich, who possessed a right arm of solid gold. He married her at once, and thought no man so fortunate as he was. They lived happily together, but, though he wished people to think otherwise, he was fonder of the golden arm than of all his wife's gifts besides.

At last she died. The husband put on the blackest black, and pulled the longest face at the funeral; but for all that he got up in the middle of the night, dug up the body, and cut off the golden arm. He hurried home to hide his treasure, and thought no one would know.

The following night he put the golden arm under his pillow, and was just falling asleep, when the ghost of his dead wife glided into the room. Stalking up to the bedside it drew the curtain, and looked at him reproachfully. Pretending not to be afraid, he spoke to the ghost, and said: "What hast thou done with thy cheeks so red?"

"All withered and wasted away," replied the ghost in a hollow tone.

"What hast thou done with thy red rosy lips?"

"All withered and wasted away."

"What hast thou done with thy golden hair?"

"All withered and wasted away."

"What hast thou done with thy Golden Arm?"

"THOU HAST IT!"

13. Why was the man travelling all over the land?

14. What kind of woman was he looking for?

15. Though he wished to think otherwise, what did he like best about his wife?

16. What happened to the wife?

17. After the funeral, what did the husband do?

18. Where did the husband keep the golden arm?

19. Who visited the man during the night?

20. When the man asked the ghost where are your red cheeks, rosy lips, and golden hair, what was her answer?

21. What did the ghost answer when asked where her golden arm was?

➤ Review

Read each selection and answer the “detail” questions.

THE OWNER WHO DID EVERYTHING

Today, most owners of pro teams are rich. They have to be. Players make big salaries. And every day, it takes more money to run a team.

It was not always that way. When the NBA started in 1946, Eddie Gottlieb owned the Philadelphia Warriors team. Eddie was not rich. But he knew how to run a basketball team.

Eddie Gottlieb has always run things. He put on his first pro basketball game in 1918. He was 19 years old.

“The court was very small,” he remembers. “It was only a little more than half as big as today’s courts.” Of course, it was not really a basketball court. It was a dance floor.

“The court had fencing all around it,” Eddie says. “It was almost like a cage. That’s why basketball players are sometimes called cagers.”

Has basketball changed much? You bet. Today’s top stars, like “Dr. J” and Kareem Abdul-Jabbar, make \$7,000 or more per game.

“In the early days,” Eddie Gottlieb says, “we paid five or ten dollars a game.”

Today, every team has a large group of people who run the team. In the old days, Gottlieb did it all. He set up the games. He drove the team car. He coached. He even played.

Eddie’s first pro team was the Philadelphia Sphas. The name stood for the South Philadelphia Hebrew Association.

Eddie remembers those days well. “The team would play. Then we would have a dance. Most of the people came to dance.”

Things got much better for Gottlieb and his players when the NBA started. The team became the Warriors. With Gottlieb as coach, they won the first championship in the 1946-47 season.

Eddie was always a leader in pro basketball. His Warriors became the first NBA team to fly to its road games. And they were the first team to have its road games shown on TV.

Eddie was smart, too. Joe Fulks asked him for \$8,000 in salary that first season. Most players were getting \$5,000. Eddie took a chance and gave Fulks the money. It was worth it. Fulks became the first NBA star.

In 1962, Eddie sold the Warriors. He was 63 years old. Was he ready to retire? No way.

Eddie stayed on with the NBA. He led the Rules Committee. He was on the Referees Committee. And he was head of the Schedule Committee.

“That’s not right,” says Gottlieb. “I was the Schedule Committee. Every summer, I would spend 8 to 12 hours a day putting out the following year’s schedule.” In 1979, at the age of 80, he was still doing it.

Today, Eddie is a member of the Basketball Hall of Fame. And he belongs there. Player, coach, schedule maker, owner—Eddie Gottlieb is pro basketball.

1. In what year did the NBA begin?
 - a. 1918
 - b. 1947
 - c. 1946
 - d. 1979

2. Why were basketball players sometimes called cagers?
 - a. The court was really a dance hall.
 - b. The court had fencing around it.
 - c. The players built cages.
 - d. The players drove a team car.

3. What team won the first championship in 1946-47?
 - a. South Philadelphia Hebrew Association
 - b. Rules Committee
 - c. Philadelphia Warriors
 - d. Referees Committee

4. Based on the selection, which statement is true?
 - a. The Warriors were the first to ride trains to their games.
 - b. The Warriors were the first to have their road games on TV.
 - c. The Warriors never won a championship.
 - d. The Warriors were the first to pay \$5,000 per season.

5. Who was the first NBA star?
 - a. Eddie Gottlieb
 - b. “Dr. J”
 - c. Joe Fulks
 - d. Kareem Abdul-Jabbar

6. Which of the following belongs in the empty box in the graphic organizer?

Gottlieb’s Committees
1. Rules
2. Referees
3. ?

- a. Schedule
 - b. Salary
 - c. Hall of Fame
 - d. Coach
-
7. What is suggested in the last sentence that reads “Eddie Gottlieb is pro basketball”?
 - a. that Eddie is a basketball Hall of Famer
 - b. that Eddie has done every job in pro basketball
 - c. that Eddie owns pro basketball
 - d. that Eddie is a winner

WASHED AWAY

The rain poured down all night. Rivers flowed over their banks. Main Street was already underwater. By noon on May 31, 1889, some of the people of Johnstown, Pennsylvania, had seen enough. They left for higher ground. Most, however, stayed put. They had been through flood scares before.

Fourteen miles up the valley from Johnstown stood the South Fork Dam. It was built with dirt in the 1840’s, and it held back a huge lake. A break in the dam would flood the whole valley. This worried some people. After all, how long could a dam made of dirt last?

Daniel Morrell was one of the most important people in Johnstown. Morrell sent an engineer to look at the dam. The engineer reported a big leak and said the dam needed to be repaired.

Morrell wrote letters to the dam’s owners, begging them to fix the dam. But the owners lived far away, in Pittsburgh. They were not worried about the dam. One owner wrote to Morrell, “You and your people are in no danger from our enterprise.” Morrell wrote back that the dam was dangerous to the lives and property of all those living in the valley.

Morrell died in 1885. Four years later, his worst nightmare came true.

The heavy rains had filled the lake. At 3:10 P.M. on May 31, it happened. The dam gave way.

Twenty million tons of water exploded down the valley, wiping out everything in its path. Along the way, the flood picked up hundreds of trees, houses, and boulders. The flood crashed through the small town of Woodvale in five minutes, killing 314 people. Only one building was left standing.

Johnstown was next in the flood’s path. It took about ten minutes for the raging waters to destroy the town. People did what

they could to save themselves. Some ran for higher ground. Others clung to floating rooftops. Still others ran for the strongest-looking building they could find.

Six-year-old Gertrude Quinn was on the third floor of her house when the flood struck. The house trembled as the water pounded against the walls. Gertrude managed to climb up on the roof. She jumped onto a mattress that was floating by just as her house was swept away.

Luckily, debris beneath the mattress kept it floating. Night was approaching. Gertrude was terrified. A dead horse slammed into her raft.

The six-year-old floated by a large building with people crowded on the roof. She screamed for help. A mill worker named Maxwell McAchren heard her. He dived into the water. His head bobbed up and down in the strong current. Several times he went under. But at last he climbed onto the mattress.

Together, the two floated along. Suddenly, they saw two men on a hillside about ten feet away. The men were trying to help people. One of the men shouted, "Throw that baby over here to us."

McAchren picked up Gertrude. Using all his strength, he threw the little girl to the shore. One of the men caught Gertrude. McAchren had saved the little girl's life. Later, he also managed to save himself.

By the morning of June 1, the flood was over. It left behind a sea of debris and death. About 2,200 people had died. Thousands of people had no homes. There was little food or medicine. There was no gas or electricity.

Soon help began pouring in from around the country. People sent food, clothing, candles, blankets, and lumber. The Army and the Red Cross came to help. Slowly, the people of Johnstown brought their town back to life. But they never rebuilt the South Fork Dam.

8. When did the flood in Johnstown, Pennsylvania, occur?
 - a. May 31, 1889
 - b. 1840
 - c. 1885
 - d. June 1, 1889

9. What could cause the whole valley to flood?
 - a. too much rain
 - b. a huge lake
 - c. too much dirt on the dam
 - d. a break in the South Fork Dam

10. Why were the people of Johnstown worried about the dam?
 - a. It held back a huge lake.
 - b. They wondered how long a dirt dam could last.
 - c. Engineers had built it.
 - d. It was made in the 1840's.

11. Why did Daniel Morrell write the dam's owners?
 - a. Daniel Morrell was a very important person.
 - b. Daniel Morrell wanted an engineer to look at the dam.
 - c. He wanted to worry the owners.
 - d. A leak had been found, and he wanted the owners to fix it.

12. What happened at 3:10 P.M. on May 31?
 - a. The dam gave way.
 - b. Daniel Morrell died.
 - c. The owners fixed the dam.
 - d. An engineer found a leak in the dam.

13. How much water exploded down the valley?
 - a. 314 tons
 - b. 3:10
 - c. 20 million tons
 - d. May 31

14. How did Gertrude escape from her house?
 - a. a dead horse
 - b. a mattress
 - c. roof
 - d. debris

15. Who saved Gertrude's life?
 - a. a dead horse
 - b. two men on a hillside
 - c. Maxwell McAchren
 - d. Daniel Morrell

16. About how many people died in the flood?
 - a. 314
 - b. 2,200
 - c. 1840
 - d. 1889

MYTHOLOGICAL CREATURES

Typhon was a giant with a hundred dragon heads and a body covered with serpents. He was taller than the tallest mountain, and fire blazed from all his dragon mouths. Zeus, father of the gods, finally conquered Typhon with his thunderbolts. The Minotaur, in contrast, had the head of a bull and the body of a man. He lived in a labyrinth, or maze, on the island of Crete, and he was killed by Theseus, Duke of Athens.

Not all famous monsters were male. The Gorgons, for example, were three sisters with serpents for hair, claws made out of brass, and staring eyes. Medusa, the only Gorgon who was mortal, was conquered by the Greek hero Perseus. The Sphinx was a monster with the head of a woman, the body of a dog, and the paws of a lion. She lived outside the city of Thebes, and after many years she was killed by the prince Oedipus.

A few of the strange creatures of mythology were not evil. The Centaurs were a group of creatures half man and half horse. Chiron, a Centaur, was known for his goodness. He taught humans the use of herbs as medicines and instructed the Greek heroes in the arts. The Phoenix, finally, was a bird of great beauty that lived for 600 years in the Arabian desert. Whenever it neared the end of its normal life, it was burned on a funeral pyre and then rose, young again, from its ashes.

17. Which of the following statements is true?
 - a. Medusa was the only immortal Gorgon.
 - b. Typhon had dragon heads and serpent scales.
 - c. Chiron was known for his goodness.
 - d. Minotaur had the body of a bull and the head of a man.

18. What happened to the Phoenix when it neared the end of its life?
- a. It died and was buried.
 - b. It was burned on a funeral pyre and rose to be young again.
 - c. It killed Prince Oedipus.
 - d. It grew serpents for hair.
19. Who is the creature with serpents for hair and claws made of brass?
- a. Medusa
 - b. Perseus
 - c. Centaur
 - d. Zeus
20. Who is the father of the gods?
- a. Typhon
 - b. Thunderbolt
 - c. Zeus
 - d. Theseus
21. According to the information in the selection, which statement is true about Chiron?
- a. He taught the Phoenix the use of herbs for medicines.
 - b. He was a Centaur.
 - c. He was known for his evilness.
 - d. He instructed the Latin heroes in art.
22. Which creatures were women?
- a. Typhon and Zeus
 - b. Chiron and Medusa
 - c. the Sphinx and Zeus
 - d. Medusa and the Sphinx
23. Which description fits the Sphinx?
- a. the head of a woman, body of a dog
 - b. 100 dragon heads
 - c. serpents for hair
 - d. half man and half horse
24. Who was taller than the tallest mountain?
- a. Minotaur
 - b. Zeus
 - c. Typhon
 - d. Phoenix

A CALL FOR CHANGE

1 Desmond Tutu walked past a school in Klerksdorp, South Africa. Tutu had never been inside this school. He was black, and the school was open only to whites. Tutu did see several blacks standing outside the building. But they were not waiting to go to class. They were digging through the garbage cans. They were hoping that the white children had thrown out some scraps of food.

2 Tutu was not surprised. He often saw scenes like this. In South Africa, whites got everything. Blacks got only what whites didn't want.

3 As Desmond Tutu grew older, he saw just how bad things were in South Africa. Five out of every six people were black. Yet whites had all the power. Blacks couldn't vote or run for office. They couldn't get good jobs. They couldn't live or play with white people. This system of keeping black people away from white people is called apartheid.

4 Tutu hated apartheid, but he did not hate whites. He knew that some whites were good people. For example, Trevor Huddleston was a good man. Huddleston was an Anglican priest. Although he was white, he worked closely with the poor black people in South Africa. During the 1950's, he was the strongest white voice against apartheid.

5 Over time, Huddleston and Tutu became good friends. In 1957, Tutu decided to quit his job as a teacher. He followed Huddleston's example and became an Anglican priest. Tutu rose rapidly in the Anglican church. In 1976, he became the first black head of an Anglican church. With the job came a fancy house in an all-white neighborhood in Johannesburg. Tutu refused to live in the house. Instead, he moved into a poor black neighborhood called Soweto.

6 In 1977, Tutu became a bishop. By this time he was speaking out loudly against the

South African system. "Anything would be better than apartheid," he said. "It is an immoral and evil system."

7 Bishop Tutu hoped change could come peacefully. But he knew this would be hard. He asked for help from other countries. He asked the whole world to take a stand against apartheid. "Do not spend money in South Africa," he cried. "Do not support a government that treats its people so badly."

8 By the 1980's, many white South Africans hated Tutu. Some made angry phone calls to him. Others said they would kill him. Government leaders made public statements against him. They tried to keep him from travelling outside South Africa. Once they even sent him to jail. Despite all of this, Tutu continued to speak out. Every day he put his life in danger in order to fight for what he believed in.

9 In 1984, Bishop Tutu and his followers got a big boost. Bishop Tutu was given the Nobel Peace Prize. This award honored him for his courage and for fighting against apartheid peacefully. Said Bishop Tutu happily, "We are winning! Justice is going to win. We mustn't give up."

10 Bishop Tutu's award gave new hope to blacks in South Africa. They planned new marches and strikes. Soon trouble broke out. Hundreds of people were killed or sent to jail. But the blacks did not give up. They listened to the words of Bishop Tutu and other black leaders. They knew justice was on their side.

11 Finally, in 1990, the South African government began to change. It began to think about ending apartheid. Bishop Tutu was thrilled. He knew the fight was not over. But progress was being made. At last Bishop Tutu could say, "The walls of apartheid are falling!"

25. Why were black children outside the white school in Klerksdorp, South Africa?
- They were waiting to go to class.
 - The bell had not rung yet.
 - They wanted to go inside.
 - They were digging through the garbage cans for scraps of food.
26. Based on the information in paragraph 4, what did Tutu hate?
- whites
 - Trevor Huddleston
 - apartheid
 - South Africa
27. What is the system of keeping black people away from white people?
- democracy
 - apartheid
 - Anglican
 - immoral
28. Why did Tutu consider Trevor Huddleston to be a good man?
- He was white, but he worked closely with the poor black people.
 - He hated the whites of South Africa.
 - He had all the power.
 - He was an Anglican priest.
29. What happened to Bishop Tutu in 1957?
- He became an Anglican priest.
 - He moved to Soweto.
 - He became a bishop.
 - He became a great teacher.
30. As the first black head of an Anglican church, where was he supposed to live?
- a poor black neighborhood
 - an all-white neighborhood in Johannesburg
 - Soweto
 - Huddleston
31. What was ironic about Tutu winning the Nobel Peace Prize?
- Tutu was a non-white South African.
 - Government leaders made public statements against him.
 - Even though many white South Africans hated him, and they sent him to jail, he was recognized for fighting apartheid peacefully.
 - The walls of apartheid are falling.
32. What did Bishop Tutu receive in 1984?
- death threats
 - the Nobel Peace Prize
 - public statements against him
 - apartheid
33. What changes were made in 1990 in South Africa?
- The government began to change and think about ending apartheid.
 - New marches and strikes began in South Africa.
 - Hundreds of people were killed.
 - Many people went to jail.

WILLIS REED'S BIG NIGHT

One game—that would decide it. It was the Los Angeles Lakers against the New York Knicks. The prize: the 1970 NBA championship.

The Knicks had won three games. The Lakers had won three games. The team that won the next game would be the best in pro basketball.

Game 7 would be played in New York. That gave the Knicks an edge. But they had a big problem. Their star player was hurt.

The Knicks' star was Willis Reed. Willis was the player who made the team go. At 6 feet, 9 inches tall, he was a big man. He could shoot, rebound, and play defense.

But he had hurt his leg in Game 5. The Knicks had gone on to win that game. But they had lost Game 6. And many people thought they would lose Game 7, the final game.

"Will Willis play?" one fan wondered.

"I hope so," said another. "Without him, we don't have a chance."

"I'm going to play," Willis was telling people.

But few thought he could. "His leg is too badly hurt," they said.

The players knew better. If Willis could walk, he would play.

The teams ran onto the court for Game 7. But Willis was not there. He was in the doctor's room. The players got ready to start the game. And still Willis was not there.

Then, just before the game, a tall man walked slowly onto the court. It was Willis Reed. The fans went wild. They yelled and clapped and yelled some more.

Players from both teams watched him. He was pulling his bad leg behind him. He was in pain. But he was there.

The game began. The first time the Knicks got the ball, the pass went to Reed. He was far from the basket, but he shot anyway. Swish! The Knicks led 2-0.

A few seconds later, the Lakers tried a shot. It missed. Willis got the ball and threw a pass. The Knicks got another basket.

The next time Reed got the ball, he shot

again. Perfect! Willis could hardly run, but he could still shoot.

The Knicks were hot. But the end of the first quarter, they led by 14 points. And for the rest of the game, they were never behind.

The Knicks won the game, 113-99. They were the NBA champs!

Willis Reed scored only those four points. He didn't get many rebounds. But he was the hero. Why?

Just because he was there.

34. Why were the Knicks worried about Game 7?
 - a. They were playing in New York.
 - b. They wanted to win the 1970 NBA championship.
 - c. The fans were not behind them.
 - d. Their star player was hurt.
35. When Game 7 was almost ready to begin, where was Willis Reed?
 - a. on the court
 - b. in the doctor's room
 - c. in Los Angeles
 - d. in the hospital
36. Though Reed was hurt, what could he still do?
 - a. run
 - b. clap
 - c. shoot
 - d. be in pain
37. Why was Willis Reed a hero?
 - a. He was there.
 - b. He made so many points.
 - c. He pulled down many rebounds.
 - d. He was 6 feet, 9 inches tall.
38. Why was this game so important?
 - a. The Knicks were playing in New York.
 - b. Willis Reed couldn't run.
 - c. This game decided the NBA championships for 1970.
 - d. Willis Reed was in a lot of pain.

THE SHROUD

There was once a mother who had a little boy of seven years old, who was so handsome and lovable that no one could look at him without liking him, and she herself worshipped him above everything in the world. Now it so happened that he suddenly became ill, and God took him to himself; and for this the mother could not be comforted, and wept both day and night. But soon afterwards, when the child had been buried, it appeared by night in the places where it had sat and played during its life, and if the mother wept, it wept also, and, when morning came, it disappeared. As, however, the mother would not stop crying, it came one night, in the little white shroud in which it had been laid in its coffin, and with its wreath of flowers round its head, and stood on the bed at her feet, and said, "Oh, mother, do stop crying, or I shall never fall asleep in my coffin, for my shroud will not dry because of all thy tears which fall upon it." The mother was afraid when she heard that, and wept no more. The next night the child came again, and held a little light in its hand, and said, "Look Mother, my shroud is nearly dry, and I can rest in my grave." Then the mother gave her sorrow into God's keeping, and bore it quietly and patiently, and the child came no more, but slept in its little bed beneath the earth.

39. Why could no one look at the little boy without liking him?
- He was seven years old.
 - He was very sick.
 - He loved his mother very much.
 - He was so handsome and lovable.
40. After the boy became ill, what happened to him?
- He wept both day and night.
 - He worshipped his mother.
 - He disappeared.
 - He died.

41. What happened to the mother after he died?
- She could not be comforted and wept day and night.
 - She went to live in another house.
 - She died also.
 - She worshipped him.
42. Soon after the boy was buried, what did his mother see?
- an angel
 - God
 - the boy
 - the coffin
43. What did the little boy ask his mother to do?
- go to sleep
 - take him away
 - bury him
 - stop crying
44. The last night the child appeared, he carried what in his hand?
- light
 - shroud
 - wreath of flowers
 - bed

GENERIC BRANDS

Recently a new type of brand has been established—the “no brand” or generic brand. These are sold with no identification other than the contents of the product. The products are labeled beer, corn flakes, or heavy-duty laundry detergent. Generic brands were originated in 1976 in France by the Carrefour supermarket chain. Carrefour called these produits libres (free products), which, it explained, were the same quality as the branded products it sold, but free of the costly promotions and fancy packaging. The products were an immediate success, accounting for an average of 40 percent of sales in those categories where they competed with branded products.

The Jewel supermarket chain was the first company in the United States to market generic brands, starting with a test market in February 1977 in several of its stores. The test was successful and by October 1977, Jewel had eighty-eight different items in its generic line and began introducing them in all of their stores. Today, the idea has spread throughout the country; more than three-quarters of all American supermarkets stock generic brands. A major difference between brand-name items and generics is price. On the average, generics cost 41 percent less than manufacturers’ brands and 16 percent less than distributors’ brands. In addition, many generics are lower quality than manufacturers’ and distributors’ brands.

45. What is another name for a generic brand?
- a. free product
 - b. jewel
 - c. “no brand”
 - d. Carrefour

46. Where did the generic brands originate?
- a. France
 - b. Jewel
 - c. Carrefour
 - d. United States
47. What is the major difference between generic and brand-name items?
- a. price
 - b. produits libres
 - c. promotions
 - d. test market
48. What would be one disadvantage of buying generic brands?
- a. lower price
 - b. costly promotions
 - c. 16% less
 - d. lower quality