

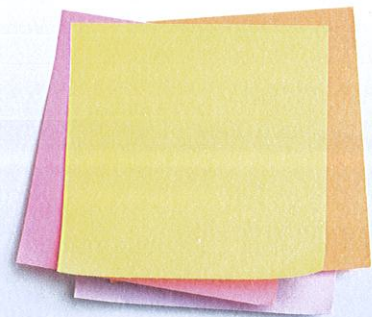
Note: Before you begin to read the text, answer Questions 1 and 2 on the opposite page.

Accidental Discoveries

What do Post-it® notes, Coca-Cola® and Slinky® toys have in common? All were discovered by accident. That's right—some of the most popular products of all time were stumbled upon accidentally. In most cases, the person who made the discovery was looking for something completely different. They didn't even realise they'd found something that would prove to be profitable until years later!

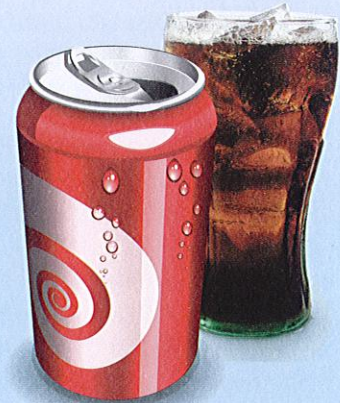
Post-it Notes

In 1968, chemist Spencer Silver was trying to create a strong glue for his company, 3M. But he wound up with an adhesive that was too weak. It stuck to things, but it could be lifted off easily. He considered it useless. Six years later, another 3M scientist was having a problem keeping his bookmark in his church hymn book while singing in the choir. Then he remembered Silver's glue. Today, Post-it notes are one of the top-selling office products.



Coca-Cola

In 1886, pharmacist John Pemberton invented a syrup that he sold as a health tonic for five cents per glass. He also gave it to people who felt nauseous, and it calmed their stomachs. An American soft drink salesman named De Luise accidentally added carbonated water to the syrup, and Coca-Cola was invented. After eight years, the drink became popular enough to be sold in bottles. The company's bookkeeper, Frank Robinson, came up with the product's name, and created the cursive-letter logo that's still used today. Now, Coca-Cola is one of the best-known brand names in the world. The company sells more than 1.3 billion drinks every day in 200 countries.



Slinky

Have you ever seen a Slinky 'walk' down a flight of stairs? In 1943, naval mechanical engineer Richard James was trying to build a spring for the navy that would prevent ship instruments from vibrating. One day, his experiment 'walked' off a shelf and down onto the ship's deck! He knew that this would be fun for children to play with. The Slinky remains one of the best-selling toys of all time!

