READING 2

This press release was one of several announcing the opening of the Southdale Mall. It is typical of press releases for many different types of projects.

FOR RELEASE: October 7, 1956

FROM: Harry Levine
Ruder & Finn, Incorporated
130 East 59 Street
New York, 22, New York
Plaza 9-1800

FOR: DAYTON'S SOUTHDALE CENTER

THE ARCHITECTS OF SOUTHDALE

I. VICTOR GRUEN & ASSOCIATES

Victor Gruen & Associates is a planning team of architects and engineers with headquarters in Los Angeles and offices in Detroit, New York, Minneapolis, and San Francisco.

Actively engaged in projects in almost every state as well as abroad, the Gruen organization was chosen as architect for Southdale in 1952.

The five partners of the firm, Victor Gruen, Karl Van Leuven, Jr., R. L. Baumfeld, Edgardo Contini, and Ben S. Southland, were brought together in the common belief that individual *ingenuity* ***coupled*** *with disciplined* teamwork offers the best approach to today's complex problems in planning.

As senior partner, Victor Gruen is responsible for the concept development of major projects. R. L. Baumfeld heads the Los Angeles office and has been in charge of many large projects, among them the Southdale Center. Edgardo Contini directs engineering for the firm and is in charge of coordinating engineering and architectural design. Karl Van Leuven, Jr., head of the Detroit office, has been partner in charge of such major projects as Northland Regional Shopping Center in Detroit. Ben S. Southland is chief designer and director of planning.

Herman Guttman, project coordinator for the Southdale Shopping Center, is head of the Victor Gruen Minneapolis office and an associate in the firm.

Victor Gruen & Associates has steadily expanded the **range** of its activities. In the commercial field, the firm has progressed from the planning of individual shops and department stores to the development of planned regional shopping centers that have changed American shopping habits.

In the residential field, Victor Gruen & Associates has planned everything from individual houses, apartments, and housing projects to complete community developments that meet all the needs of modern living.

Among Gruen projects of special interest are:

Milliron's Department Store (now The Broadway) in Los Angeles, the first one-story department store with roof parking.

The Mid-Wilshire Medical Building and two 13-story Tishman Buildings in Los Angeles, all representing advances in design and planning (lightweight steel buildings).

A number of large regional shopping centers throughout the country, among them Northland in Detroit, the world's largest. Others include Eastland, also in suburban Detroit, Glendale in Indianapolis, Valley Fair and Bay Fair, both in the San Francisco Bay area, and South Bay in Redondo Beach, California. (The latter in association with Quincy Jones and Frederick Emmons, Architects A.I.A.).

Master planning for the Palos Verdes Peninsula, providing for residential, civic, commercial, educational, and recreational development of an outstanding land area of 7000 acres.

Master planning for the redevelopment of a downtown area in Detroit (the Gratiot-Orleans

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area), in association with Oskar Stonorov and Minoru Yamasaki.

A comprehensive study for redevelopment of the entire downtown area of Fort Worth, Texas. The study has produced a dramatic plan for renewal of the heart of the city through a long-range program aimed at solving traffic, parking, and urban rehabilitation problems.

The Gruen organization created the master plan for Southdale, in addition to designing the regional shopping center. In addition to Dayton's, it designed the following stores and special facilities:

Egekvist Bakery, Boutell's, Walters, the First National Bank, Thorpe Bros., J. B. Hudson Company, Juster Bros., Peter Pan Restaurant, Bringgold Meat Company, Bjorkman's, Edina Liquor Store, Sidewalk Café, Garner Records, The Children's Center, and The Toy Fair.

II. VICTOR GRUEN

Victor Gruen, the head of Victor Gruen & Associates, was born in Vienna, Austria, where he received his architectural training at the Technological Institute, Advanced Division for Building Construction, and the Academy of Fine Arts. He was certified as an architect in Vienna in 1929 and practiced in that city until 1938, when he moved to the United States and opened his first office in New York. He is a registered architect in many states and his firm now has offices in Los Angeles, Detroit, New York, Minneapolis, and San Francisco.

Gruen's early work was in the fields of individual store design and residential projects. He is regarded as a pioneer in modern store design in work ranging from small shops to large department stores. Gruen turned to shopping center design early as a challenging new field of architectural expression. He again won praise. As this firm expanded, the scope of his professional work grew to include such diverse projects as office buildings, private homes, public and tract housing projects, and the planning of complete communities including homes, apartment buildings, office buildings, shopping centers, civic buildings, schools, and recreational facilities. His unique achievements in these fields, especially in the design of shopping centers, have led him in recent years into the field of city planning and urban redevelopment.

Gruen's work has been widely published in such professional publications as PROGRESSIVE ARCHITECTURE and ARCHITECTURAL FORUM; in professional books such as SHOPS AND STORES and FORMS AND **FUNCTIONS** OF TWENTIETH CENTURY ARCHITECTURE; in technical and trade publications such as LIGHTING, ENGINEERING NEWS RECORD, THE AMERICAN CITY, and in FORTUNE, BUSINESS WEEK, THE SATURDAY EVENING POST, LIFE, THE NEW YORKER, COLLIER'S, LADIES HOME JOURNAL, McCALL'S, and HARVARD BUSINESS REVIEW.

He has spoken frequently before professional, technical, business, and planning groups and has written many articles for professional, trade, and business publications, and is presently working on two books. He has been **selected** for numerous awards for outstanding architectural work by the American Institute of Architects and other groups.

Of special interest is Gruen's comprehensive study of shopping center planning, written in collaboration with Lawrence P. Smith, which comprised the entire June 1952 issue of PROGRESSIVE ARCHITECTURE; and a traveling exhibition, "The Shopping Center of Tomorrow," created for the American Federation of Arts and shown in leading museums throughout the United States and abroad.

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READING COMPREHENSION

Mark each sentence as *T* (true) or *F* (false) according to the information in Reading 2.

..... 1. Victor Gruen's firm consists only of architects.

..... 2. The firm has designed both commercial and residential projects.

..... 3. As senior partner, Gruen is mainly responsible for developing project concepts.

..... 4. When they began construction on Southdale, Gruen and his partners had little experience designing shopping centers.

..... 5. Gruen and his partners designed not only the shopping center but also several of the stores and facilities inside the center.

..... 6. This firm has offices in several cities.

..... 7. Gruen's work is of little interest to other professional architects.

..... 8. According to the press release, the development of planned regional shopping centers has changed American shopping habits.

STEP I VOCABULARY ACTIVITIES: Word Level

A. Complete the sentences about Victor Gruen using the target vocabulary in the box. Use each item one time. The synonyms in parentheses can help you.

approach to	enhanced	select
concept	functions	simulate
construct	posed	
couple	range	

1. In his ..... (*way of thinking about*) designing Southdale, Victor Gruen ..... (*raised*) several important questions.
2. How could a shopping center be ..... (*improved*) and made more comfortable in all kinds of weather?
3. Why would customers ..... (*choose*) a shopping center that might be far from home?
4. In developing his basic ..... (*idea*) Gruen also wondered what would cause customers to stay longer in the mall and buy more things.
5. He decided that it was important to ..... (*combine*) the energy of the city with the order and cleanliness of the suburbs.
6. Gruen attempted to ..... (*imitate*) a big-city feeling in a small-town shopping center.

LIVEWORKSHEETS

The word *uniform*, as a noun, refers to the set of clothes worn by people in the same job or organization, for example, a military uniform or a football uniform.

As an adjective, *uniform* means "the same in all cases and at all times." It is often used for technical descriptions, for example, uniform standards for construction projects.

B. Which aspects of these things or situations should be uniform? Discuss your answers in a small group. What else should be uniform or have uniform aspects?

1. a busy city street
2. chain restaurants
3. textbooks used in one school
4. schools in different regions
5. workers in the same company
6. cars
7. other: .....
8. other: .....

C. Match the different types of publications with their descriptions. Use a dictionary if necessary.

..... 1. book	**a.** a thin glossy pamphlet with pictures in it that gives information about a specific product or program
..... 2. magazine	**b.** a large-sized daily (or weekly) publication focusing on current events
..... 3. journal	**c.** a hard-cover or paperback publication containing a continuous story or narrative
..... 4. newspaper	**d.** a small publication that usually goes with another item, for example, instructions for using a product
..... 5. brochure	**e.** a soft-cover publication focusing on a specific area of interest, for example, fashion, cars, or a sport
..... 6. booklet	**f.** a soft-cover publication listing a store's products or a school's courses
..... 7. catalog	**g.** a soft-cover publication sponsored by an academic or professional society and focused on issues in that field

D. Use the names of the publications in activity C (in the correct form) to complete the sentences.

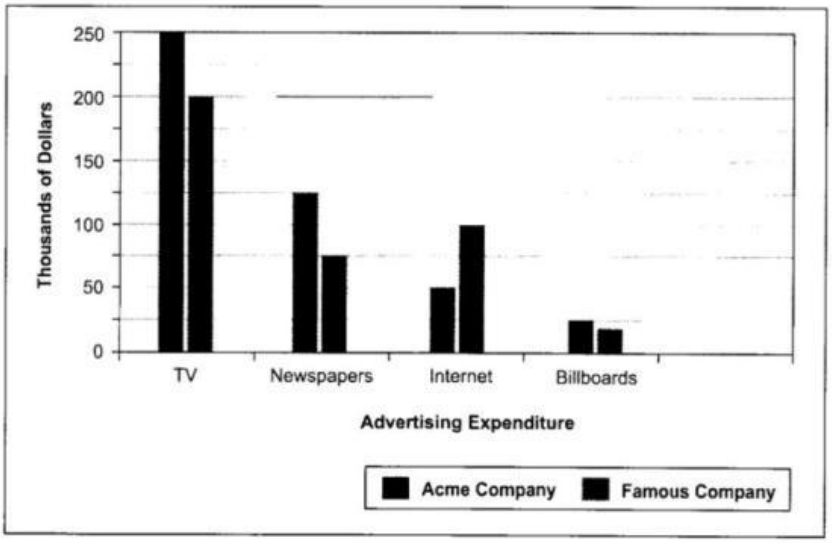
1. At the student center, you can pick up a ..... about study-abroad programs.
2. Most research libraries keep a range of ..... from different organizations. When you need to find an academic or scientific article, you should check those first.
3. Some people don't like to go to the mall. They might prefer to order the things they want from a store's ..... and have them sent to their home.
4. I want to read the new Harry Potter ..... , but the hard-cover version is so expensive. I'll wait until it comes out in paperback in a couple of months.

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5. Most video games come with an instruction ..... that explains how to play the game.
6. My father reads the ..... every morning because he wants to know what's happening in the world quickly. I prefer to read a weekly news ..... because it has enhanced coverage of current events along with some analysis.

WRITING

The bar chart contains information about the amount of money spent on different types of advertising by two companies.



1 Look at the bar chart and discuss these questions with a partner.

a. What does the bar chart show?
b. What currency is used?
c. How many companies are there?
d. Which types of advertising are being compared?
e. On which type did the companies spend the most money?
f. On which type did the companies spend the least money?
g. On which types did Acme spend more or less than Famous?

LIVEWORKSHEETS

2 *Read Model 1 below. Check your answers to the questions.*



Model 1

The bar chart shows the respective amounts of money in thousands of dollars spent on different types of advertising by two companies — Acme and Famous. Overall, Acme spent more on advertising than Famous. Both companies spent the most money on television promotion, with Acme spending $250,000, while Famous spent $200,000. Acme spent the second highest amount on newspaper advertising, at $125,000, whereas Famous spent only $75,000 on this type. In contrast, Famous spent twice as much on the Internet as Acme, at $100,000 and $50,000 respectively. Both companies spent the least money on billboard promotion, at about $25,000 each.

Key Vocabulary

3 *Check the meanings of the words below in your dictionary. If possible, check them in an English-English dictionary as well as a translation dictionary.*

advertising	**currency**	**percentage**
billboard	**promotion**	**(in) relation (to)**
budget	**dominate**	**respective(ly)**
category	**type**	**sponsorship**
charity		

4 *Complete the table below. You may need to use your dictionary to help you.*

Singular nouns	Plural forms
e.g. charity	*charities*
category	
criterion	
currency	
discrepancy	
datum	
formula	
medium	

LIVEWORKSHEETS

5 *Complete the sentences below, using the words in Exercise 3.*

- Decide whether you will need to use the singular or plural form of the nouns.
- You may need to use some words more than once.

a. This chart shows advertising in four , or types.
b. There are many different of media, such as TV and newspapers.
c. One form of is newspaper advertising.
d. advertising is seen by motorists on the main routes into and out of the city.
e. Most companies have a for advertising each year.
f. The British pound sterling and the euro are two of the world's .
g. This chart shows money spent the type of advertising for two companies.
h. Acme and Famous spent $250,000 and $200,000 on TV .

6 *Find and underline* ***respectively*** *in Model 1.*

Model 1

The bar chart shows the respective amounts of money in thousands of dollars spent on different types of advertising by two companies — Acme and Famous. Overall, Acme spent more on advertising than Famous. Both companies spent the most money on television promotion, with Acme spending $250,000, while Famous spent $200,000. Acme spent the second highest amount on newspaper advertising, at $125,000, whereas Famous spent only $75,000 on this type. In contrast, Famous spent twice as much on the Internet as Acme, at $100,000 and $50,000 respectively. Both companies spent the least money on billboard promotion, at about $25,000 each.

7 *Complete these sentences, using* ***respectively*** *and the sentence structures from Model 1.*

a. Microsafe/Applex/$2 million/$3 million/TV advertising
b. Acme/Famous/33%/25%/budget/Internet promotion
c. Nyke/Cougar/$800,000/$700,000/billboard advertising
d. Awesome/Best/a quarter/a half/of the budget/magazine advertising
e. Kayfes/McDonells/$2 million/$1 million/newspaper advertisements

LIVEWORKSHEETS

Essential Grammar

Comparison and contrast: comparatives and superlatives with nouns and adjectives

In English, we use the comparative and superlative forms of adjectives to compare two or more things. They are very important for Task 1 of the IELTS Writing test.

Examples

Acme has a **bigger** advertising budget **than** Famous.
Best spent **the largest** amount of money on sports sponsorship.

We put **more**, **less**, **the most**, or **the least** in front of adjectives with two or more syllables.

Example

Billboard advertising is **the least** expensive.

We can use **more**, **less/fewer**, **the most**, or **the least/fewest** in front of nouns.

Examples

Acme spent **less** money on newspaper advertising **than** it did on magazine advertising. (***Less/least*** with uncountable nouns)
Awesome has **fewer** expenses **than** Acme. (***Fewer/fewest*** with plural nouns)

8 *Fill in the gaps, using comparatives and superlatives and the words in brackets.*

a. Acme spent $250,000 on TV advertising. Famous spent $200,000 on TV advertising. Therefore, Acme spent _____ Famous on TV advertising. (money)

b. Awesome spent 150 hours doing market research. Best spent 500 hours doing market research. Therefore, Awesome spent _____ Best doing market research. (time)

c. Acme's budget is _____ than Famous's. (big)

d. Awesome spends _____ on sports scholarships, because it wants to encourage young people to do sport. (money on charities)

e. In general, small companies advertise _____ in the newspaper _____ on the net, because they have _____ money. (more, less)

f. The _____ form of promotion worldwide is TV. (effective)

g. The _____ type of advertising is the free local newspaper. (expensive) Another way of saying this is it is the _____ type. (cheap)

h. Acme has ten billboards. Ace has eleven. Bazic has five billboards. In other words, Bazic has _____ billboards. (few)

9 *Read Model 1 again. Find and mark all the comparing words and decide which things are being compared.*

LIVEWORKSHEETS



Model 1

The bar chart shows the respective amounts of money in thousands of dollars spent on different types of advertising by two companies — Acme and Famous. Overall, Acme spent more on advertising than Famous. Both companies spent the most money on television promotion, with Acme spending $250,000, while Famous spent $200,000. Acme spent the second highest amount on newspaper advertising, at $125,000, whereas Famous spent only $75,000 on this type. In contrast, Famous spent twice as much on the Internet as Acme, at $100,000 and $50,000 respectively. Both companies spent the least money on billboard promotion, at about $25,000 each.

Quantifying differences

It is important to have a variety of ways to talk about numbers.

Examples

Acme — $10,000 Best — $2,000
→ Acme spent **five times as much as** Best on advertising.
Best — 10 charities Acme — 5 charities
→ Best sponsored **twice as many** charities **as** Best.

Use ***much*** with **uncountable nouns** and ***many*** with **plural countable nouns**.

10 Find and mark the 'quantifying phrases' in Model 1.



Model 1

The bar chart shows the respective amounts of money in thousands of dollars spent on different types of advertising by two companies — Acme and Famous. Overall, Acme spent more on advertising than Famous. Both companies spent the most money on television promotion, with Acme spending $250,000, while Famous spent $200,000. Acme spent the second highest amount on newspaper advertising, at $125,000, whereas Famous spent only $75,000 on this type. In contrast, Famous spent twice as much on the Internet as Acme, at $100,000 and $50,000 respectively. Both companies spent the least money on billboard promotion, at about $25,000 each.

LIVEWORKSHEETS

11 Complete the sentences below. Use the number given in brackets plus the phrase ***as much (as)*** *or* ***as many (as).***

a. Best spent _____ money on charities as Awesome. (2)
b. Older people spend _____ time watching television as younger ones. (3)
c. There were _____ younger viewers of Internet advertisements as there were older ones. (2)
d. _____ people see newspaper advertisements as billboards. (3)
e. There is _____ TV advertising as magazine promotion. (5)

Apply the Grammar You Have Learned!

Talk about the different amounts of time that people spend doing different things in their day. Write a paragraph using the comparing words contrasting the amounts of time people spend: studying, doing sport, eating, sleeping, etc.

Language Focus — Linking ideas: contrasting ideas

Here are some linking words for talking about differences.

- while, whereas (used to link two sentences together)
- Conversely, In contrast (used at the beginning of the second sentence)

Examples

Acme spent most of its budget on in-store promotions, **while** Famous spent most of its money on television commercials and competitions.
Acme changed its style of advertising, **whereas** Famous kept with the old style.
Acme increased the amount of money it spent on advertising. **Conversely**, Famous reduced its advertising budget.
Sports sponsorship was a popular type of promotion for the larger companies. **In contrast**, charities did not get so much money.

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12 *Read Model 1 again and mark the linking words that show contrast.*



Model 1

The bar chart shows the respective amounts of money in thousands of dollars spent on different types of advertising by two companies — Acme and Famous. Overall, Acme spent more on advertising than Famous. Both companies spent the most money on television promotion, with Acme spending $250,000, while Famous spent $200,000. Acme spent the second highest amount on newspaper advertising, at $125,000, whereas Famous spent only $75,000 on this type. In contrast, Famous spent twice as much on the Internet as Acme, at $100,000 and $50,000 respectively. Both companies spent the least money on billboard promotion, at about $25,000 each.

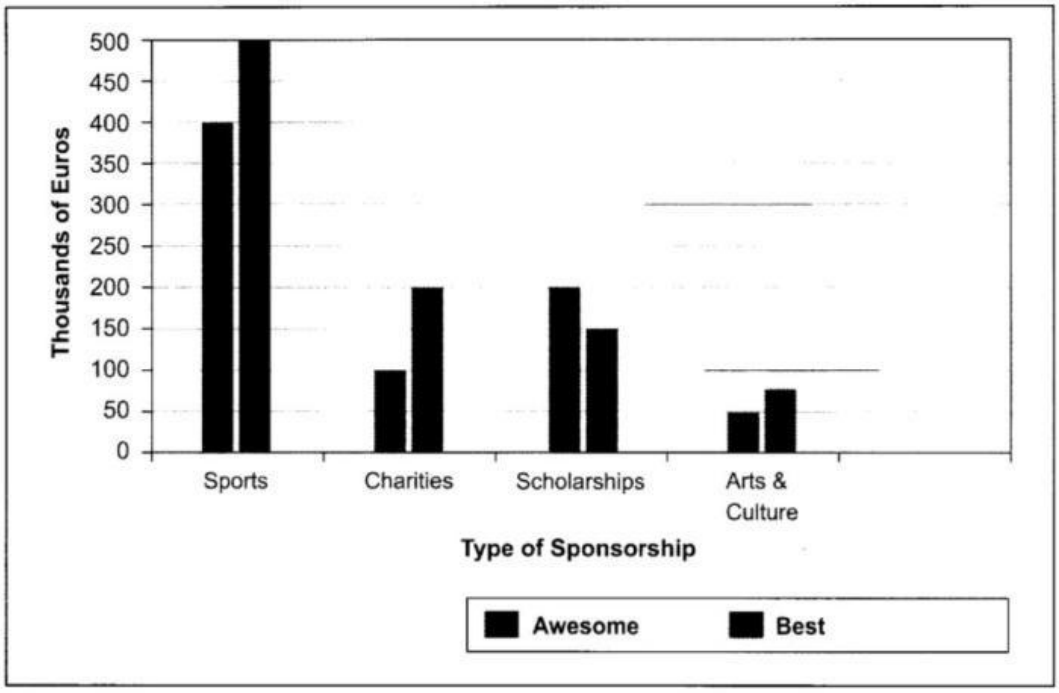
13 *Rewrite these sentences, using linking words that show contrast. Try to use all of the linking words given above at least once.*

a. TV advertising reaches large numbers of viewers. Advertisements on the Web do not seem to reach as many customers.
b. Acme has a large advertising budget. The budget for Famous is a lot more modest.
c. Newspaper advertisements tend to target adults. Many TV advertisements target children and teenagers.
d. Cinema advertisements have a captive audience. It is easy to turn down the sound on television advertisements.
e. Motorists are likely to notice billboard advertisements during peak-hour traffic jams. They are less likely to notice these when traffic is moving smoothly.
f. Awesome spends a large amount of money on television and newspaper advertising. It does not spend very much on sponsorship.

Guided Writing

The bar chart on the next page contains information on how two different companies spent their sponsorship budget.

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14 Discuss the information in the chart with a partner and try to put it into sentences, using the questions below.

a. What does the bar chart show?
b. What currency is used?
c. How many companies are there?
d. Which types of sponsorship are being compared?
e. On which type did the companies spend the most money?
f. On which type did the companies spend the least money?
g. On which type did Awesome spend more money than Best?
h. On which types did Best spend more than Awesome?

15 Write a paragraph about this chart, using the language and structures from Model 1. Here is a framework to help you.

The bar chart shows _____ money in _____ spent on _____ by _____.
Overall, Best _____ _____ Awesome. Both _____ spending _____, with _____. Best spent twice _____ _____. In contrast, Awesome _____. Awesome and Best _____.

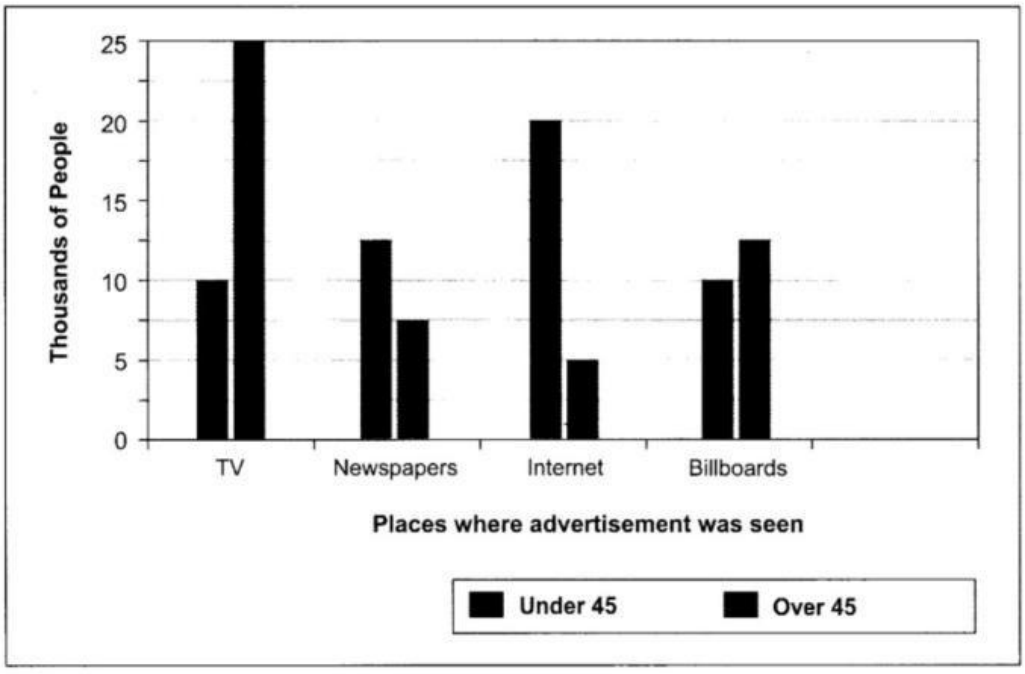
LIVEWORKSHEETS

16 *Look at Model 2 and compare it with your writing. Notice especially the comparing words, the linking words that show contrast, and the language for describing graphs (**respectively**).*

Model 2

The bar chart shows the amounts of money in thousands of euros spent on different types of sponsorship by two companies – Awesome and Best. Overall, Best spent more money on sponsorship than Awesome. Both companies spent the most money on sports sponsorship, with Best spending 500,000 euros, whereas Awesome spent 400,000 euros. Best spent twice as much money as Awesome on charities, at 200,000 euros and 100,000 euros respectively. In contrast, Awesome spent 200,000 euros on scholarships, while Best spent only 150,000 euros in this area. Awesome and Best spent the least money on arts and culture sponsorship, at approximately 50,000 and 75,000 euros respectively.

Writing Practice



17 *Write your own paragraph about the bar chart above. Follow the two models in this unit and focus carefully on the grammar points that you have practised.*

The chart shows where people first saw the advertisement for a popular sportswear company.

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