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# FROM ZERO TO ZARA

Today, he's one of the richest men in the world with a global business that **is worth** billions of dollars, but he used to be a poor boy from Galicia, in the north of Spain. This is the story of Amancio Ortega, the founder of the clothing company, Zara.

Amancio was born in 1936. His father was a railway worker and didn't **earn** much money. The family sometimes **couldn't afford** food. His mother used to ask for credit at the grocery store, but one day they said no. At that moment, Amancio decided to quit school and get a job. He was just 14.

Amancio's first job was at a shirt store. He used to fold the shirts and deliver them to customers on his bike. Then he moved to another store, where he learned a lot about the industry. Clothes used to be very expensive, and there wasn't much to choose from, so customers didn't use to buy many. Amancio realized that if he could produce more attractive clothes more cheaply, people would **spend** more money.



So, at the age of 27, and with just a little money that he'd **saved**, Amancio started his own business making pajamas, which he sold to local stores. After **borrowing** some money from the bank, he began making other types of clothing, and the business grew. In 1975, Amancio opened his first Zara store, and the company soon opened more stores in Spain.

Today, you can find Zara and the other fashion companies Amancio owns in 88 different countries around the world, but he still lives in Galicia, where he grew up.

**2** Order the events from 1–8. Read the text and check.

- |   |   |                                 |   |   |  |
|---|---|---------------------------------|---|---|--|
| a | 3 | He worked in a shirt store.     | e | 6 | He started to produce other types of clothing. |
| b | 8 | Zara expanded around the world. | f | 1 | Amancio was born in northern Spain.            |
| c | 2 | He quit school.                 | g | 4 | He used his own money to start a business.     |
| d | 7 | The first Zara store opened.    | h | 5 | He asked the bank for some money.              |

**3** What do you think Amancio Ortega is like? Why?

**4 A** Match the two columns to make sentences. Check your answers in the text.

- |   |                         |   |                             |
|---|-------------------------|---|-----------------------------|
| 1 | Amancio decided to      | a | ask for credit.             |
| 2 | His mother used to      | b | buy many clothes.           |
| 3 | Customers didn't use to | c | quit school.                |
| 4 | He used to              | d | be a poor boy from Galicia. |

**B** Look at sentences 1–4 again and answer the questions. Then read the Grammar box.

- |   |   |              |
|---|---|--------------|
| 1 | Are the sentences about the past, the present, or the future?                       | Past         |
| 2 | Which sentence is an action that only happened once? <b>Only</b> Which tense is it? | simple past  |
| 3 | Which sentence is a situation that was true in the past, but isn't true now?        | used         |
| 4 | Which sentences are actions that happened more than once in the past?               | used, didn't |

1

**8 A** 5.4 Listen to five people talking about their childhood. Match the topics in the box with the speakers.

bedtime money toys vacations food

- 1 Rachel food    2 Allan Vacations    3 Freddy Toys    4 Lucy Bedtime    5 Sam money

**B** 5.4 Complete the sentences with the simple past or *used to* form of the verbs in parentheses. Listen again and check.

- The first book I **bought** was *Northern Lights*. (buy)
- Our parents **didn't use** about us. (not worry)
- We **use to, to** ~~we~~ <sup>go out</sup> dinner every Saturday night. (go out)
- My grandpa always **used to** read me a story in bed at night. (read)
- I **got** a Buzz Lightyear toy for my birthday one year. (get)

## 5A used to

We use *used to* + the base form to talk about habits or situations that were true in the past, but aren't true now.

*I used to ride my bike to school every day.* = I don't ride my bike to school now.

*I used to live in a small town.* = I don't live there now.

We form the negative with *didn't* + *use to* + the base form.

*I didn't use to drink so much coffee.* (= I drink a lot now).

*She didn't use to like spicy food.* (= She likes it a lot now).

We form questions with *did* + *use to* + the base form.

*Did you use to play on the school basketball team?*

*Why did you use to have two cars?*

We can use the simple past instead of *used to*. The meaning is the same.

*I used to have English classes at school* = *I had English classes at school.*

*She used to be shy when she was younger* = *She was shy when she was younger.*

We don't use *used to* to talk about actions that only happened once.

*I bought this shirt last year.* NOT ~~*I used to buy this shirt last year.*~~

*They started work at 9:00 this morning.* NOT ~~*They used to start work at 9:00 this morning.*~~

### 5.1 I / you / he / she / it / we / they

+

I **used to like** reggae music when I was younger.

-

He **didn't use to be** as rich as he is now.

?

Did you **use to go** to the beach every day when you lived in Acapulco?

- 1 Read the text. Write sentences with *used to* or *didn't use to* and the verbs in parentheses.

### He used to be rich!

George Kaltsidis lives in a small house in the north of England. He drives an old Ford Fiesta and wears a secondhand watch. However, believe it or not, George used to be a millionaire and lived a life of luxury. He wasn't happy, and last year he gave all his money away to charity. He's much happier now, he says. But what did his life use to be like?

- 1 He (live) in a small house. He (live) in an expensive apartment.  
*He didn't use to live in a small house. He used to live in an expensive apartment.*
- 2 He (drive) an old car. He (have) a new BMW.  
*He didn't use to drive an old car. He used to have a new BMW*
- 3 He (be) very lonely because he (see) his family or friends very much.  
*He used to be very lonely. He didn't use to see his family or friends very much*
- 4 He (wear) expensive clothes and he never (buy) secondhand things.  
*He used to wear expensive clothes. He didn't use to buy secondhand things*
- 5 He (go) on luxury vacations, but he (enjoy) himself.  
*He used to go on luxury vacations. He didn't use to enjoy himself*

**?** Did you **use to go** to the beach every day when you lived in Acapulco?

**Y/N** Yes, I **did**. / No, I **didn't**.

**Look!** *Used to* only refers to the past. We use *usually* + simple present to talk about habits and situations that are true now.

*Harry usually takes the bus to work.*  
*He's not usually late for class.*  
*How do you usually contact your family?*

2 Complete the sentences with the positive, negative, or question form of *used to* and the verbs in the box.

have (x2) play work argue go like be

- They used to have a house in Spain, but they sold it last year.
- Did you use to play a lot of sports when you were younger?
- I didn't use to go to the gym, but now I usually go three times a week.
- Did you use to argue with your parents a lot?
- Where did you use to work before you got this job?
- She used to have long hair, but now she prefers it short.
- I didn't use to like fish, but I love it now.
- There used to be a park here before they built those office buildings.

3 Complete the sentences with *used to* or the simple past form of the verbs in parentheses if *used to* is not possible.

- Did you use to wear a school uniform? (wear)
- I didn't break my arm when I was eight. I was ten. (not break)
- I used to be badly behaved in school. (be)
- My parents didn't earn a lot of money. (not earn)
- I found a \$50 bill on the sidewalk one day. (find)
- My grandma used to love listening to the radio. (love)
- I used to play a lot of computer games when I was a teenager. (play)
- The first movie I saw at a theater was *Titanic*. (see)

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3 **5.7** Watch or listen to the first part of *Learning Curve*. Check (✓) the best summary of what Ethan says.

- Shopping in the past was very different. ☐
- Shopping centers have a long history. ☒
- Shopping centers or malls are the best place to find bargains. ☐

4 **5.7** What do sentences 1–6 refer to: *Trajan's Market* (TM), or *Grand Bazaar* (GB)? Watch or listen again and check.

- It is over 600 years old. GB
- Today it's a museum. TM
- It has about 5,000 stores. GB
- It has about 250,000 visitors per day. GB
- It's almost 2,000 years old. TM
- People used to live there. TM

5 **A** Check (✓) Kate's opinion of the Grand Bazaar.

- She thinks it's an interesting place for tourists. ☒
- She thinks it's a good place to go shopping. ☐
- She prefers modern shopping malls. ☐

**B** Can you remember what words she used to give this opinion? Read the Skill box.



## 5A Money verbs

- 1 5.3 Complete the sentences with the words in the box. Listen and check.

owe borrow can afford charge cost earn get paid  
be worth own pay back save spend waste lend

- 1 Excuse me, how much does this necklace cost ?
- 2 In my opinion, soccer clubs charge too much for tickets.
- 3 Waiters can earn a lot of money from tips.
- 4 Can you lend me \$50 until I get paid next week?
- 5 He has a rare 1950s Rolex watch. It must worth a fortune!
- 6 As well as their apartment in London, they own a house in Hollywood.
- 7 They spend most of their money on clothes.
- 8 How much money do you pay back to the bank each month?
- 9 The car isn't ours yet. We still owe the bank \$5,000.
- 10 I've left all my money at home. Can I borrow \$20, please?
- 11 Don't waste your money on lottery tickets—you'll never win!
- 12 He's trying to save for an expensive trip next summer.
- 13 She's so rich that she can afford to to buy anything she wants.
- 14 We normally get paid on the last day of the month.

- 2 Choose the correct words to complete the sentences.

- 1 Oh no, I've forgotten my wallet. Can you borrow / lend / owe me some money?
- 2 I can't go out tonight. I don't earn / afford / get paid until next week.
- 3 Excuse me, how much does this jacket cost / worth / charge?
- 4 I spend / waste / save almost half of my money on rent every month.
- 5 If you give me \$200, I'll borrow / owe / pay back the money next week.
- 6 I bought the guitar for \$500, but it's now worth / cost / earn almost double that.
- 7 My car is very old, but I can't spend / afford / own to buy a new one right now.
- 8 When I finish college, I will owe / lend / charge the bank more than \$10,000.
- 9 I shouldn't go out this month. I need to charge / earn / save for a new computer.
- 10 Why did you pay back / waste / earn all your money on these comic books?

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- 2 5.6 Match the words in the box with the definitions 1–12. Listen and check.

dressings room bargain receipt discount sales cash  
refund cash register window shopping department store  
line shopping center

- 1 A product that a store sells at a very good price. bargain
- 2 A piece of paper that shows you have bought something. receipt
- 3 A time when a store sells things at a lower price than usual. sales
- 4 The place in a store where you can try on clothes. dressings room
- 5 A place where people stand to wait for something. line
- 6 The place where you pay for things in a store. cash register
- 7 The money that is returned when a product isn't suitable. refund
- 8 An amount or percentage off the usual price. discount
- 9 Money in the form of bills and coins. cash
- 10 Looking at products in stores without buying anything. window shopping
- 11 A large store with areas selling different types of products. department store
- 12 A covered area with different stores. shopping center

- 3 Match the two parts to make sentences.

- |  |          |
|--|----------|
| 1 I'm going to try on these jeans                  | <u>b</u> |
| 2 I'm sorry, I can't give you a refund             | <u>g</u> |
| 3 You can stand in this line for the cash register | <u>c</u> |
| 4 This morning I went window shopping              | <u>h</u> |
| 5 I bought this handbag on sale for \$15;          | <u>d</u> |
| 6 I bought it at the department store because      | <u>e</u> |
| 7 If I pay with cash,                              | <u>a</u> |
| 8 I ordered these online last week,                | <u>f</u> |
- a can you offer me a discount?  
b in the dressings room.  
c but you can only pay by credit card.  
d it was a real bargain!  
e if there's a problem, I can easily return it.  
f but I'd like to exchange them for a different color.  
g if you don't have the receipt.  
h in the shopping mall.