



INSTITUTO JUAN PABLO II
Av. Sáenz Peña 576
TEL: 0381- 4205711
Institutojuanpabloii@gmail.com
www.instjuanpabloii.com.ar

Materia: LENGUA EXTRANJERA "INGLÉS"
Profesora: CRIPOVICH ABRIL
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Trabajo Práctico N°12

Miércoles 27 de mayo
Páginas: 64 y 65

Unit 5 - Getting along

Actividades: Trabajamos con las consignas de comprensión lectora de las páginas 63 y 64.

Reading

Getting along 5

1 Read the story. Match the sentences a–e with the gaps 1–5. Then listen and check.

- a They had a meeting with all the workers in the company and explained the situation.
- b Rudi, two years older, was loud and confident.
- c The people of Herzogenaurach became either Puma or Adidas fans.
- d But the two wives didn't get along.
- e Their business became successful very quickly.

2 Read the tip.

Tip Good readers can identify the main events in a story.

Read the story. Match the beginnings and ends of the sentences to make the main events in the story of Adidas and Puma.

- a the brothers stopped getting along.
- b Jesse Owens made the company famous.
- c Adi formed Adidas.
- d Rudi Dassler started working with his brother.
- e Adi Dassler started designing sports shoes.
- f Rudi left Dassler Brothers.

1 In 1920,
2 In 1924,
3 In 1936,
4 In the early 1940s,
5 In 1948,
6 In 1949,

3 Complete the sentences with one word.

- Rudi was good at selling shoes because he was confident.
- The athlete Jesse Jones _____ the brothers' shoes at the 1936 Olympic Games.
- Friedl and Katherina didn't have a good _____.
- We don't know the _____, why the brothers fell out.
- The workers had to make a _____ about which brother they wanted to work for.
- Adi invented his company's name from the first three _____ of his first and second names.
- The companies _____ up by having a soccer match.

A history of ADIDAS and PUMA

The argument that lasted 60 years

As young brothers, Adi and Rudi Dassler used to get along well. They both loved sports, but they had very different personalities. Adi was quiet and hard-working. ¹ b

In 1920, Adi started making sports shoes at home, in the small town of Herzogenaurach, Germany. Adi was a brilliant designer, but he needed help to sell his shoes. So four years later, his brother, a talented salesman, joined the company. They called it Dassler Brothers Shoes. ² _____ It made sneakers for Olympic athletes – including the American athlete Jesse Owens. In 1936, Owens won four Olympic gold medals while he was wearing Dassler Brothers sneakers. Suddenly their shoes were world famous.

At that time, both brothers used to live in the same house with Rudi's wife, Friedl, and their young children. In 1937, Adi fell in love with and married Katherina Martz. Now there were two families living together. ³ _____

Then in the early 1940s, the brothers fell out. No one knows exactly why, but in 1948 they decided not to work together anymore. ⁴ _____ The workers had to decide: did they want to work for Adi or Rudi?

The same year, Rudi started his own company, just 500 meters from the house they used to share. He called it Ruda (from Rudi and Dassler), but soon he changed the name to Puma. A year later, Adi started Adidas (from Adi and Dassler).

The brothers never spoke to each other again and their argument divided their town. ⁵ _____ The town even had two different soccer teams – one wore Puma shoes and the other wore Adidas! But in 2009, the companies decided to make up. They played a game of soccer together – 61 years after the brothers fell out!

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