

Reading: a tale of three Trumps

B1 / B2



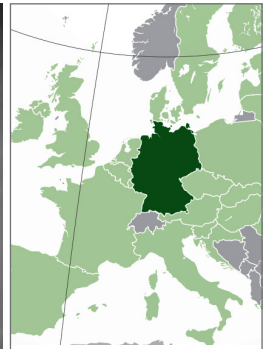
Pre-reading

1 Discuss with your partner.

What do you know about Donald Trump? What can you say about the following?

family business background politics

How do you think the pictures below relate to the story of the Trump family's wealth?



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Reading

1 Work in groups of three. You are each going to read a text about the Trump family.

Student A - Read text A - Donald Trump's grandfather

Student B - Read text B - Donald Trump's father

Student C - Read text C - Donald Trump

2 When you have finished, discuss the questions.

1. Say which of the pictures relate to your text and how they are important.
2. Explain the connection of the following with the Trump story.

the 1918 flu epidemic Canada Manhattan
the media bankruptcy the New Deal

3 Decide together if the statements are true or false.

1. Donald Trump's grandfather wasn't born in America.
2. Frederick Trump made money as a gold miner.
3. Fred Trump built luxury flats.
4. Fred Trump didn't like spending money.
5. Donald Trump got rich without help from his family.
6. Some of Donald Trump's businesses have been unsuccessful.

4 Discuss, giving evidence from your text.

- How would you compare the three Trumps?
- What do they have in common?
- Who contributed the most to the family fortune?
- Which of these words apply to Frederick, Fred or Donald Trump?

shrewd lucky a risk taker

Frederick



Donald Trump's grandfather was a German **immigrant** who made his money in the Canadian **gold rush** of the 1890s.

Frederick Trump didn't dig for gold. He had a better idea: providing food, drink and girls for the miners. This made him rich - and he was clever enough to keep his money.

Back in Germany, Frederick Trump's family owned a small **vineyard**. But Frederick did not want to spend his life picking grapes. Neither did he want to do **military service**.

When he was 16, he left home to make a new life in America. In New York, he worked as a barber for six years and when he had saved a few hundred dollars, he headed west to seek his fortune.

When he reached the **boom town** of Seattle, he opened a restaurant in the **red-light district**. Two years later he had enough money to buy his first piece of land.

Then news arrived that gold had been discovered in Canada. It was the start of the Klondike gold rush. Thirty thousand miners came from all over the world to dig for gold.

Frederick took a huge gamble, sold everything and set out for the goldfields.

It was a dangerous 2,000-kilometer journey, first by ship to Alaska and from there south to Canada across the **notorious** White **Pass**, where temperatures dropped to minus forty degrees and horses died in thousands.

He reached the mining camp in May 1898 and set up The Arctic Hotel and Restaurant. It featured a bar that was open 24 hours a day and offered the best food and drink, and 'rooms for ladies'. The hotel was an immediate success and in ten years he was rich.

But trouble was on the way. Frederick heard that the government was planning to **ban** gambling and **prostitution**. He didn't want to risk losing his money so he sold his business and left. In ten years, he'd made half a million dollars in present day money. His gold rush gamble had **paid off** handsomely.

He returned briefly to Germany and married a girl from his hometown. However, he couldn't stay because he hadn't done his military service so he took his bride back to New York and there he started to buy property.

But his luck ran out. In May 1918, he caught flu and died suddenly. He was one of the first to die in the great flu **epidemic**. He was only 49.

Vocabulary

Match a word in **bold** to each of the definitions.

1. famous for something bad
2. part of a city where prostitutes work
3. place where grapes are grown for making wine
4. route over mountains
5. when something you do is successful and you benefit
6. someone who moves permanently to country that they were not born in
7. town where the economy is growing fast
8. when a disease affects large number of people at the same time
9. when a government etc. doesn't allow something
10. when many people go to a place to look for gold
11. when someone has sex someone for money
12. when young people have to spend a time in the army, navy or air force

Teach your partner

Choose a word or expression from the article that you think is useful for telling the story and teach it to your partner.

- explain what the word or phrase means;
- give an example of how it is used in the text.

Fred

Fred Trump was a **shrewd** businessman who built a property empire in New York.

His father, Frederick Trump Senior, had made money in the Klondike **gold rush** of the 1890s. But he died in the 1918 flu **epidemic** when Fred was only 12.

In his **will** he left his savings, a house in the New York **suburb** of Queens and some land. But this was not enough to support the family and when Fred left school three years later, he set up in business as a builder.

It was a good choice of trade. The New York suburbs were expanding - the population of Queens increased ten times over the next twenty years. Fred was in the right place at the right time.

He was not yet old enough to build houses or even sign his own cheques – his mother had to take care of the accounts. So to gain experience, he built **garages** - cars were starting to become popular. He built his first house seven years later when he was 22.

The housing **boom** continued up to and after the Second World War. In the 1940s and 50s, Fred Trump learned to take advantage of new government schemes

to provide low-cost housing. These were part of President Roosevelt's **New Deal**.

He became good at finding **loopholes** in the law, which allowed him to avoid paying tax. As the author of a recent book on the family noted, Fred Trump 'never saw a tax break he didn't take advantage of'.

He was also a **notorious penny-pincher**. He would walk around his construction sites and pick up dropped nails to reuse later. But his cost-cutting **paid off**. He was able to complete contracts for less than the government paid him and keep the profit.

Fred Trump's apartments were well-built and attractive. With large entrance lobbies and well-made fittings, they were popular with the lower middle-class residents who rented them. It is a sign of their quality that most are still standing today.

In the 1970s, Fred handed over the running of the business to his son Donald. He'd inherited the equivalent of half a million dollars in 1918. When he died in 1999, he left between 250 and 300 million.

Vocabulary

Match a word in **bold** to each of the definitions.

1. famous for something bad
2. having good judgement and making good decisions
3. legal document that says what happens to someone's property when they die
4. omission or mistake in a law that allows people to avoid doing some-thing
5. actions taken by US President Roosevelt in the 1930s to improve the economy during the Great Depression
6. part of a city away from the centre where people live
7. small building where a car is kept
8. someone who tries very hard not to spend money
9. time when the economy or a particular industry is growing fast
10. when a disease affects large number of people at the same time
11. when many people go to a place to look for gold
12. when something you do is successful and you benefit

Teach your partner

Choose a word or expression from the article that you think is useful for telling the story and teach it to your partner.

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Donald



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Donald Trump's father made millions building government-assisted housing in the **suburbs** of New York City during the **booming** post-war years.

But when Donald took over the family firm at the age of 25, the good times were over. New York was in financial **crisis** and the **bankrupt** city government had no

more cash to spend on housing.

Trump needed a new way to make money and he saw an opportunity in the depressed economy. It was a chance to get downtown property at a discount.

In partnership with Hyatt, he bought the historic Commodore Hotel in Manhattan. The hotel was nearly bankrupt, but Trump restored it to its luxury status. He also used his father's contacts to get a forty-year tax break worth \$161 million.

As New York recovered in the 1980s, Trump's **upmarket** developments attracted media attention. With his **glamorous** wife Ivana, a former model, he was soon a celebrity.

Next, he tried the casino business. Atlantic City was a **run-down** seaside resort on the east coast where the government had legalised gambling to **stimulate** the economy.

When Trump arrived in town, he took over construction of the most expensive casino ever built - the enormous Taj Mahal. Its original owners had gone bankrupt but Trump took a huge risk and used high-interest **junk bonds** to finish the project.

The Taj Mahal opened in 1990 - Trump called it 'the eighth wonder of the world'. But a year later the casino was bankrupt. It could never make enough money to pay its creditors.

Donald Trump was in trouble but his huge debts saved him. He owed the banks so much that they couldn't let him fail without losing their investment.

During the 1990s, his **roller coaster** career put him constantly in the media spotlight. He was America's most famous businessman and fame, as he well knew, was a financial asset.

By allowing other companies to use his name, he built up a **franchising** business worth over \$250 million. Today the Trump brand can be seen on products ranging from perfume to hotels.

Donald Trump is famous for being rich. But many think he has less money than he claims. Some say he would be richer if he had invested his father's money in an **index fund**. Perhaps it's no surprise that Trump refuses to publish his tax details.

Vocabulary

Match a word in **bold** to each of the definitions.

1. bond that pays high interest but has very high risk
2. attractive and exciting
3. having no money; unable to pay what you owe
4. changing from one extreme to another
5. encourage something to happen, grow etc.
6. extremely difficult situation
7. giving other companies the right to sell products under your name
8. in poor condition
9. intended for rich people to buy
10. low cost investment fund composed of shares in companies that make up a stock market index such as the Dow Jones
11. part of a city away from the centre where people live
12. when the economy or a particular industry is growing fast

Teach your partner

Choose a word or expression from the article that you think is useful for telling the story and teach it to your partner.

- explain what the word or phrase means;
- give an example of how it is used in the text.

Vocabulary: money and business

1 Work with your reading group. Explain the words in bold type. Refer to your text if necessary.

1. In her **will**, she left a thousand dollars to charity.
2. His hard work **paid off** and he got top marks.
3. She was a notorious **penny pincher** and never threw anything away.
4. He found a **loophole** in the law that allowed him to avoid paying tax.
5. The economy is in **crisis** and unemployment has risen to 20 per cent.
6. Thousands of new homes were built during the housing **boom** of the 1990s.
7. He invested some of his savings in an **index fund**.
8. Most of the fast-food restaurants here are **franchises**.

2 Discuss the questions together.

1. Do you think you'll ever make a **will**? When?
2. What kind of businesses are **booming** at the moment?
3. Would you rather invest in an **index fund** or put your money in the bank?
4. Think of three products that are sold under **franchise**.
5. Do you know anyone who is a **penny-pincher**?
6. Think of something you have done in your life that has **paid off**.
7. Think of places in the world where different kinds of **crisis** are happening.

Speaking: role play

1 You are going to role-play an interview between Donald Trump and a business journalist.

A Business journalist

You want to show that Donald Trump is rich because he inherited his money and that he is not very good at business.

- Think of five or six difficult questions that you will ask Trump.
- Imagine how he might reply and think what you will say next.
- Remember, your producer will be happy if you put Trump in a difficult position as this will make a more interesting show.

B Donald Trump

You are America's most famous business person and you want to defend your reputation.

You have always said that you made your money through your own effort and good judgement.

- What are the most successful things you have done? You need to emphasize these.
- What are your failures? How will you explain them?
- Remember, your reputation is very important: your name is your business.

ban	when a government etc. doesn't allow something
barber	someone who cuts men's hair
bankrupt	having no money; unable to pay what you owe
boom (noun)	time when the economy or a particular industry is growing fast
boom town	town where the economy is growing fast
boom (verb)	when the economy or particular industry is growing fast
crisis	extremely difficult situation
downtown	centre of an American city
epidemic	when a disease affects large number of people at the same time
franchising	giving other companies the right to sell products under your name
garage	small building where a car is kept
glamorous	attractive and exciting
gold rush	when many people go to a place to look for gold
immigrant	someone who moves permanently to country that they were not born in
index fund	low cost investment fund composed of shares in companies that make up a stock market index such as the Dow Jones, S&P
junk bond	bond that pays high interest but has very high risk
loophole	omission or mistake in a law that allows people to avoid doing something
military service	when young people have to spend a time in the army, navy or airforce
New Deal	actions taken by US President Roosevelt in the 1930s to improve the economy during the Great Depression
notorious	famous for something bad
pass	route over mountains
pay off	when something you do is successful and you benefit
penny-pincher	someone who tries very hard not to spend money
prostitution	when someone has sex someone for money
red-light district	part of a city where prostitutes work
roller coaster	changing from one extreme to another
run-down	in poor condition because of lack of money
shrewd	having good judgement and making good decisions
stimulate	encourage something to happen, grow etc.
suburb	part of a city away from the centre where people live
upmarket	intended for rich people to buy
vineyard	place where grapes are grown for making wine
will	legal document that says what happens to someone's property when they die

Pre-reading

1 Photographs

a casino – Donald Trump became involved in the casino business in Atlantic City during the 1980s.

a gold prospector – Frederick Trump made money selling food and drink to gold prospectors in the Klondike gold rush.

New York City - Fred Trump made his fortune building suburban houses and apartments in New York City.

a vineyard – Frederick Trump's family owned a small vineyard in southern Germany.

the Trump brand - Donald Trump has worked to develop the Trump brand, using his name in businesses ranging from perfume to hotels.

building construction – Fred Trump and to a smaller extent, Donald Trump, were involved in the construction business.

Germany - Frederick Trump was born in Germany and lived there until he emigrated to the US when he was 16.

2 Words

the 1918 flu pandemic

Frederick Trump died in the 1918 flu pandemic.

Canada

Frederick Trump went to Canada, where he made money in the Klondike gold rush.

Manhattan

Donald Trump's first big project was the renovation of the Commodore Hotel in Manhattan.

the media

Donald Trump has received and benefitted from large amounts of media attention.

bankruptcy

Donald Trump's Taj Mahal casino went bankrupt in 1991

The New Deal

Fred Trump built low-cost housing that was part of the New Deal.

3 True or false?

1. true
2. false
3. false
4. true
5. false
6. true

Vocabulary: Frederick

1. notorious
2. red-light district
3. vineyard
4. pass
5. pay off
6. immigrant
7. boom town
8. epidemic
9. ban
10. gold rush
11. prostitution
12. military service

Vocabulary: Fred

1. notorious
2. shrewd
3. will
4. loophole
5. the New Deal
6. suburb
7. garage
8. penny-pincher
9. boom
10. epidemic
11. gold rush
12. pay off

Vocabulary: Donald

1. junk bond
2. glamorous
3. bankrupt
4. roller coaster
5. stimulate
6. crisis
7. franchise
8. run-down
9. upmarket
10. index fund
11. suburb
12. boom

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