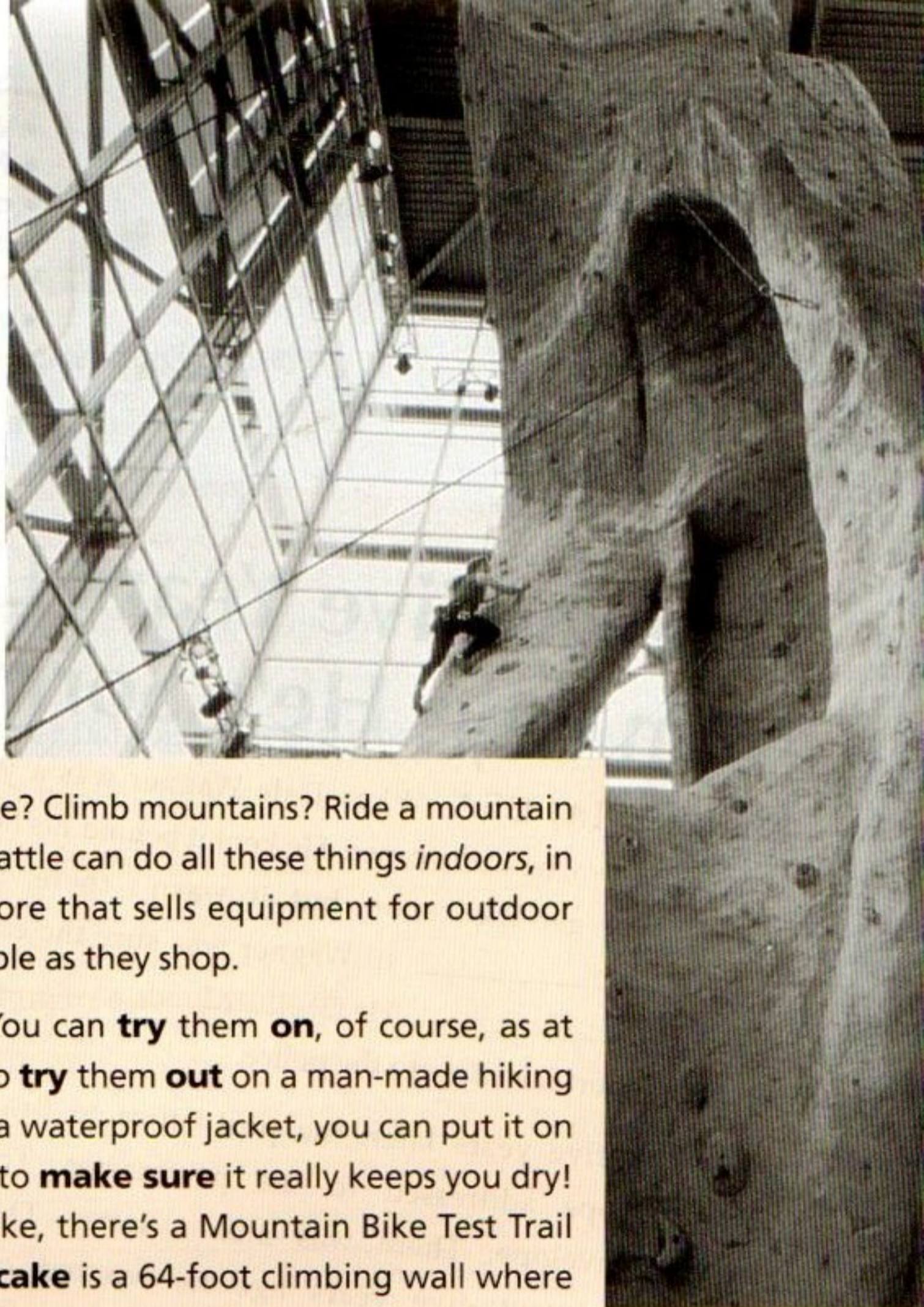


# 15

## On the Cutting Edge



### 1. Quick Reading

Look at the pictures on page 67.  
What is the story about?

Now read quickly to get the main idea.

**SEATTLE, WA, USA** <sup>1</sup>Do you like to hike? Climb mountains? Ride a mountain bike? <sup>2</sup>Did you know that people in Seattle can do all these things *indoors*, in the middle of the city? REI, a superstore that sells equipment for outdoor activities, entertains and educates people as they shop.

<sup>3</sup>Do you want to buy hiking boots? You can **try** them **on**, of course, as at any other store. But at REI, you can also **try** them **out** on a man-made hiking trail. <sup>4</sup>If you're **interested in** buying a waterproof jacket, you can put it on and walk into a man-made rainstorm to **make sure** it really keeps you dry! <sup>5</sup>If you want to try out a mountain bike, there's a Mountain Bike Test Trail around the store. <sup>6</sup>**The icing on the cake** is a 64-foot climbing wall where shoppers can test climbing equipment.

<sup>7</sup>This hands-on store is very popular, and it's **making** a lot of **money**. "I like to **go shopping** here," says one customer. "It's fun." <sup>8</sup>The Seattle store is changing the whole idea of shopping. It **is on the cutting edge** of retail marketing in the United States, and experts say more stores will soon **follow in its footsteps**.

### New idioms and expressions

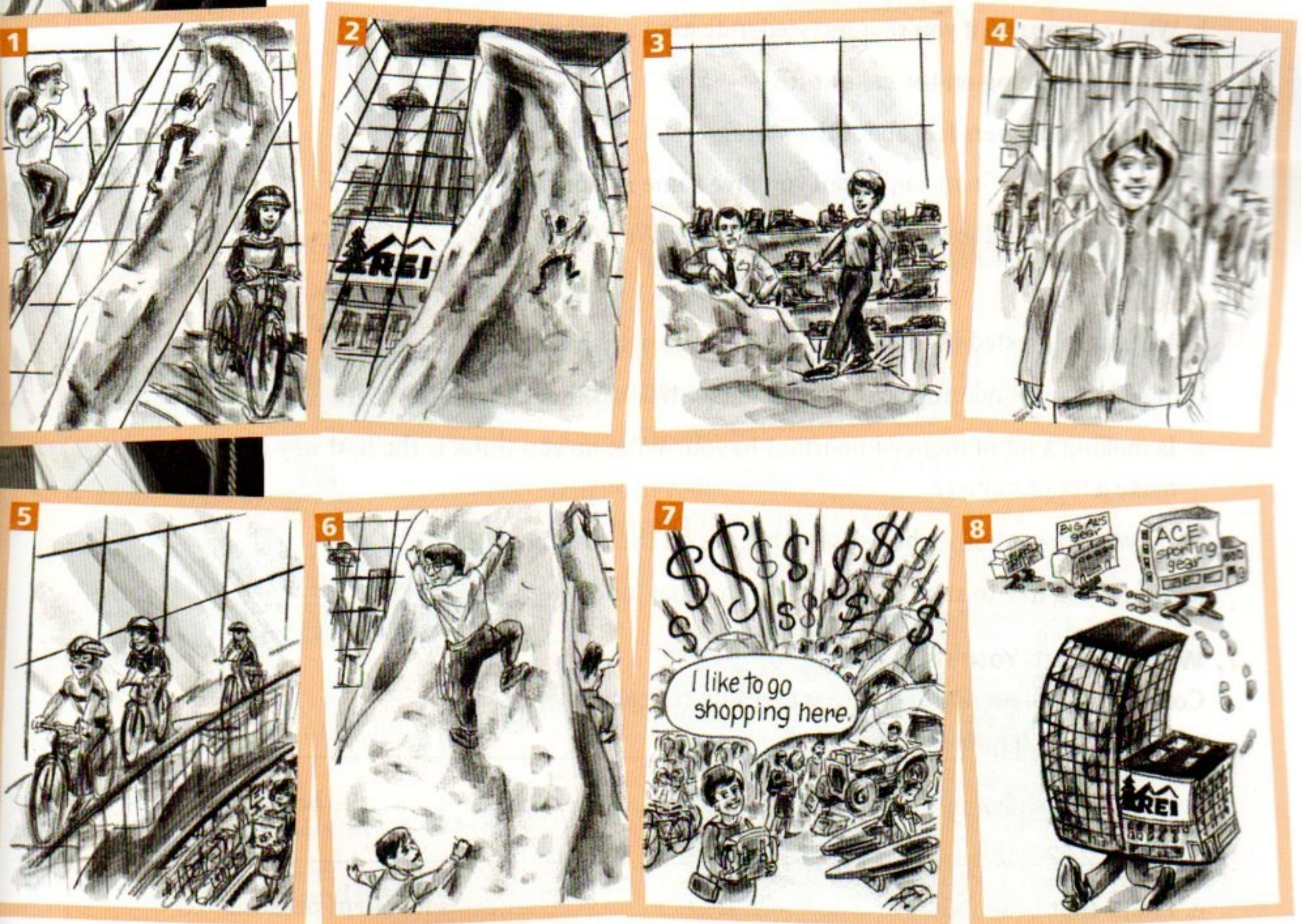
|  |  |
|--|--|
| <b>be on the cutting edge (of something)</b> | • • be the leader (in a certain field)             |
| <b>try something on*</b>                     | • • • test the fit of shoes or clothes             |
| <b>try something out*</b>                    | • • • test something to see how it works           |
| <b>be interested in something</b>            | • • • want to do or have something                 |
| <b>make sure</b>                             | • • • check something yourself to be sure about it |
| <b>the icing on the cake</b>                 | • • • the best part                                |
| <b>make money</b>                            | • • • make a profit; earn money                    |
| <b>go shopping</b>                           | • • • shop   |
| <b>follow in someone's footsteps</b>         | • • • follow someone's example                     |

recycled idiom: put on

\*phrasal verb (see Lexicon and Appendix D)

**2. Listen**

Cover the story and look only at these pictures. Listen to the story two or three times.



**3. Read the Story**

Now read the story carefully. Pay special attention to the idioms so that you're ready for Exercise 4.

**4. Listen and Complete**

Close your book. Listen to the story again. When the tape or your teacher pauses, try to complete the idiom.

**5. Tell the Story**

Cover the story and look at the pictures above. Tell the story using as many idioms as you can.

- a. First, work with the whole class to retell the story.
- b. Then tell the story to a partner or small group.

## 6. Answer the Questions

### About the story.....

- How is buying boots at REI different from buying them at other stores?
- What can you do if you're interested in testing a waterproof jacket?
- What is the icing on the cake at REI?
- How do customers feel about the store?
- How is it doing financially? Can you give some reasons?
- Would you be interested in shopping at REI? Why or why not?

### About you.....

- Are you interested in outdoor activities? If so, which ones?
- Tell about a wonderful vacation you had. What was the icing on the cake?
- Is making a lot of money important to you? What do you think is the best way to make a lot of money?
- Do you know of other businesses that are on the cutting edge?
- Would you like to start a business? If so, what kind?

## 7. Write About Yourself

Complete the sentences, writing something true about yourself.

- I'm interested in \_\_\_\_\_.
- I like to go shopping at \_\_\_\_\_ because \_\_\_\_\_.
- I hope that I can follow in \_\_\_\_\_'s footsteps because \_\_\_\_\_.

## 8. Write an Ad

Work with a partner. Write and illustrate a magazine advertisement for REI or another store. Use at least three idioms from the unit.

## 9. Take a Dictation

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**10. Complete the Ad**

This is an advertisement for a tropical hotel and resort. Fill in the blanks with idioms from the box.

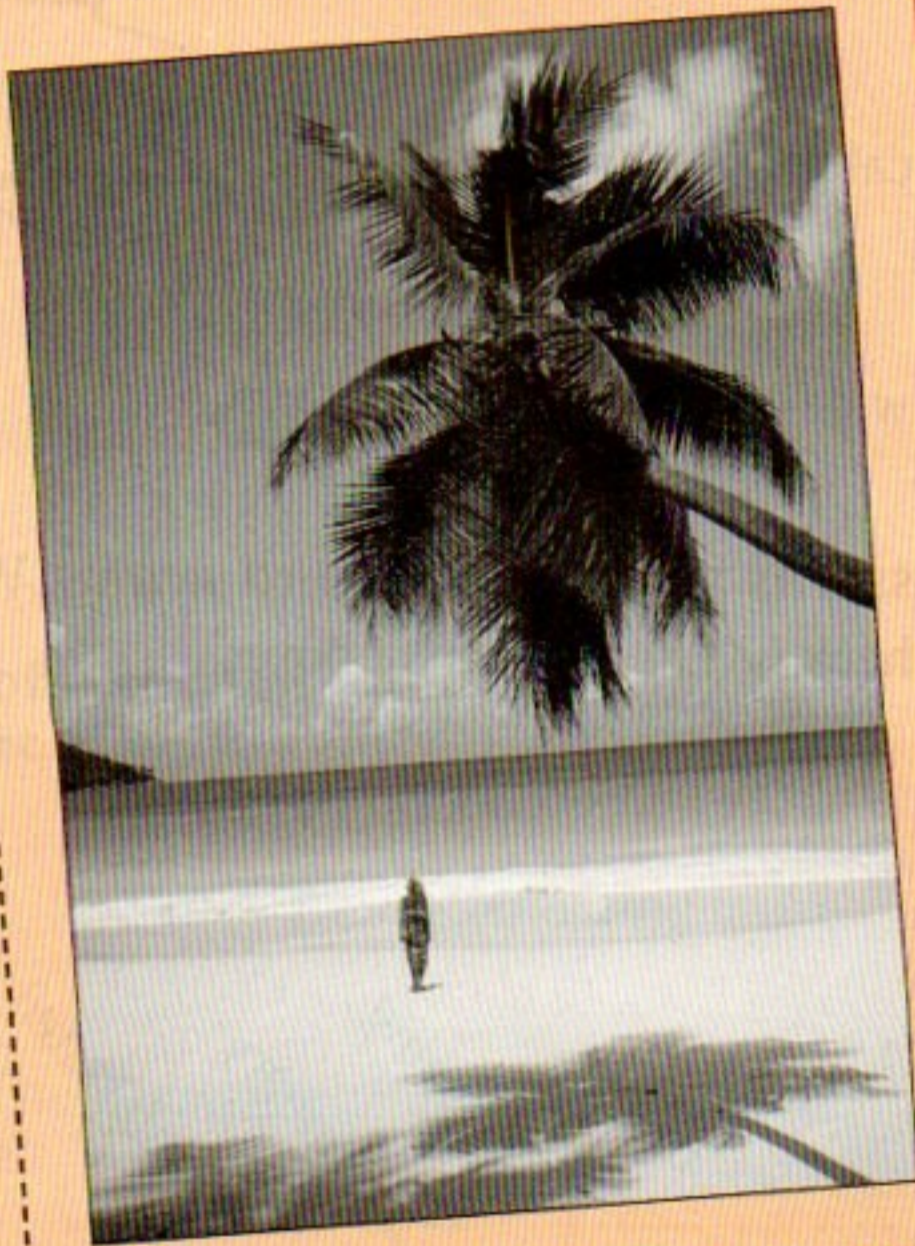
- try out
- go shopping
- the icing on the cake
- I'm interested in
- spend time on

# THE **Vacation** OF YOUR DREAMS



- Fine food
  - Beautiful beaches
  - Luxury accommodations
- Tropical Paradise Resort has it all!  
Our friendly hospitality is

(1) \_\_\_\_\_



(2) \_\_\_\_\_ swimming and relaxing on our white sandy beaches.

(3) \_\_\_\_\_ in our 20 shops and boutiques.

(4) \_\_\_\_\_ our sailboats and jet skis.

For more information, please send this coupon to Tropical Paradise Resort, PO Box 818, San Juan, Puerto Rico 00937

Yes, (5) \_\_\_\_\_ learning more about Tropical Paradise Resort. Please send me photos and price information.

Name: \_\_\_\_\_

Address: \_\_\_\_\_