

# CONTENTS

<b>One</b>	<b>CHICAGO</b>	<b>10</b>
1.1	Once Upon a Time in America	12
1.2	The Chicago Chronicles	14
1.3	Reaching for the Sky	15
1.4	Come Meet the Neighbors	16
1.5	Hit the Streets	17
1.6	Are You Lovin' It	18
1.7	When Fast Means Fat	19
1.8	Culture Counts	20
1.9	Taste the Town	21
1.10	America Goes Dry	22
1.11	Public Enemy No 1	23
1.12	Melting Pot	24
<b>Two</b>	<b>BOSTON</b>	<b>26</b>
2.1	Once Upon a Time in America	28
2.2	The Boston Chronicles	30
2.3	Reaching for the Sky	31
2.4	Come Meet the Neighbors	32
2.5	Hit the Streets	34
2.6	Educational Elite	36
2.7	Bat & Ball	37
2.8	Culture Counts	38
2.9	Taste the Town	39
2.10	Almost Royal	40
2.11	"Superstar" in the White House	41
<b>Three</b>	<b>NEW ORLEANS</b>	<b>42</b>
3.1	Once Upon a Time in America	44
3.2	The New Orleans Chronicles	46
3.3	Reaching for the Sky	47
3.4	Come Meet the Neighbors	48
3.5	Hit the Streets	49
3.6	The First City of Jazz	50
3.7	Super ... with a Capital S	51

3.8	Culture Counts	52
3.9	Taste the Town	53
3.10	The Feast before the Fast	54
3.11	A Religion of Mystery	55
3.12	Cities of the Dead	56
3.13	Water, Water Everywhere	57
3.14	Melting Pot	58
<b>Four</b>	<b>LOS ANGELES</b>	<b>60</b>
4.1	Once Upon a Time in America	62
4.2	The Los Angeles Chronicles	64
4.3	Reaching for the Sky	65
4.4	Come Meet the Neighbors	66
4.5	Hit the Streets	68
4.6	Fun in the Sun	70
4.7	Traffic Nightmare	71
4.8	Culture Counts	72
4.9	Melting Pot	73
4.10	"And the Oscar Goes to ..."	74
4.11	Music's Biggest Night	75
4.12	Land of Gangs	76
4.13	War of Words	77
<b>Five</b>	<b>LAS VEGAS</b>	<b>78</b>
5.1	Once upon a Time in America	80
5.2	The Las Vegas Chronicles	82
5.3	Culture Counts	83
5.4	Sin City	84
5.5	The Real Sin City	85
5.6	The Strip	86
5.7	Downtown Vegas	87
5.8	Hit the Casinos	88
5.9	Stay & Play	89
5.10	Tie the Knot	90
5.11	Place Your Bets	92
<b>Six</b>	<b>ATLANTA</b>	<b>94</b>
6.1	Once Upon a Time in America	96
6.2	The Atlanta Chronicles	98
6.3	Reaching for the Sky	99
6.4	Come Meet the Neighbors	100
6.5	Hit the Streets	101

6.6	The World's Favorite Soft Drink	102
6.7	Be the First to Know	103
6.8	Culture Counts	104
6.9	Taste the Town	105
6.10	Flying in, Flying out	106

## Seven **SAN FRANCISCO** 108

7.1	Once Upon a Time in America	110
7.2	The San Francisco Chronicles	112
7.3	Reaching for the Sky	113
7.4	Come Meet the Neighbors	114
7.5	Hit the Streets	115
7.6	All That Glitters	116
7.7	Silicon or Silicone?	118
7.8	The "Rock"	120
7.9	The Moving Landmark	121
7.10	Culture Counts	122
7.11	Taste the Town	123
7.12	Fog City	124
7.13	The "Big One"	125

## Eight **MIAMI** 126

8.1	Once Upon a Time in America	128
8.2	The Miami Chronicles	130
8.3	Reaching for the Sky	131
8.4	Come Meet the Neighbors	132
8.5	Hit the Streets	133
8.6	Hit the Beach	134
8.7	The Cuban Heart of Miami	135
8.8	Culture Counts	136
8.9	Taste the Town	137
8.10	Spanglish	138

## Nine **NEW YORK** 140

9.1	Once Upon a Time in America	142
9.2	The New York Chronicles	144
9.3	Reaching for the Sky	145
9.4	Come Meet the Neighbors	146
9.5	Hit the Streets	148
9.6	New York on the Go	150
9.7	"Y" is for Yellow	151

9.8	Culture Counts	152
9.9	Taste the Town	153
9.10	For the Carrie Bradshaw in You	154
9.11	It Takes Six to Tango	155
9.12	The City that Beat Crime	156
9.13	Melting Pot	157

	<b>Ask Google!</b>	<b>159</b>
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	<b>Key to Exercises</b>	<b>189</b>
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	<b>Photo Credits</b>	<b>195</b>
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# Seven SAN FRANCISCO

Welcome to San Francisco, the dynamic and famously photogenic hub of the West Coast. The “Golden Gate City” is where a cosmopolitan vibe meets liberal views and also where summer meets fog. In the “City by the Bay,” working in tech is the norm and the cost of living is sky-high.

Fog City is also a center of innovation, steep rolling hills, fascinating architecture, and one-of-a-kind landmarks. One of “America’s Favorite Cities,” SF also makes it to the list of the world’s top tourist destinations.



## SAN FRANCISCO BY THE NUMBERS

The leading hub of the San Francisco Bay Area and Northern California, San Francisco is a city of 840,000 people in a land area of about 47 square miles (122 square kilometers). About 4.5 million San Franciscans call the Greater Metropolitan Area home.

**War ...**

The Hippie Movement of the 1960s was born in the streets of San Francisco as many Americans were losing sympathy for what is often considered "America's most controversial war": Vietnam. Why did the U.S. go to war in Vietnam? It had a lot to do with the "Domino Theory," which dictated that if one nation comes under Communist control, then its neighbors will also fall like a row of dominoes. Vietnam went down in history as America's first lost war, a traumatic experience for the nation. What went wrong? Firstly, Americans went to Vietnam with the expectation that superior firepower would ensure them a quick victory. One thing they were not prepared for was jungle warfare. Young, inexperienced, and unfamiliar with both the local terrain and guerilla warfare, American troops were sent in to fight a war that could not be won by traditional military tactics alone. The Vietcong dressed like Southern Vietnamese civilians, making it virtually impossible for American troops to tell them apart. The consequences were tragic: Of the millions killed in Vietnam, more than half were Vietnamese civilians. And despite the optimistic belief that the war would end quickly, it soon became clear that it would not.

**An awful and particularly brutal episode of the Cold War, the Vietnam experience left the nation traumatized.**

**7.1 Match the words from the text, War ... with their synonyms.**

1. sympathy
2. considered
3. control
4. traumatic
5. unfamiliar
6. terrain
7. virtually
8. consequence

- a. land
- b. practically
- c. regarded
- d. result
- e. rule
- f. shocking
- g. support
- h. uninformed

**... & Peace**

Vietnam came at a high cost for America—and not just financially. For the first time in history, television brought the horrors of war into people's living rooms, so Americans were very much aware of what was going on in Vietnam. Vietnam called into question the moral foundations of a war in a distant country where American soldiers and Vietnamese civilians got killed. The war caused great national confusion and Americans' trust in their government diminished. By the 1960s, anti-war sentiment brought protesters to the streets. It was during this time when society—the younger generation in particular—stood up for peace, giving birth to the Counterculture Movement. In 1967, San Francisco became the epicenter of the Hippie Revolution and the "Summer of Love," a defining moment of the 1960s. Imagine 100,000 young people coming together in San Francisco's Haight-Ashbury district to join in the hippie experience and celebrate life, happiness, and love. The Summer of Love was about peace in a time of war. It was also about psychedelic drugs, psychedelic rock, sexual freedom, and creative expression. When summer was over, so was the Summer of Love—but students left with so much more than they had arrived with.

**The drugs that characterized the Summer of Love were cannabis and, above all, LSD.**

**7.1 Match the columns to make phrases from the text, ... & Peace.**

9. came at
10. what was going
11. anti-war sentiment brought
12. stood up
13. giving birth to
14. join
15. peace
16. when summer was

- i. a high cost
- j. for peace
- k. in a time of war
- l. in the hippie experience
- m. on in Vietnam
- n. over
- o. protesters to the streets
- p. the Counterculture Movement

## 7.2 The San Francisco Chronicles

The Spanish controlled the area from 1776 to 1821, when it came under Mexican rule. Following the Mexican-American War, California became part of the United States. The California Gold Rush of 1849 turned San Francisco into the largest city on the West Coast. At the end of the 19th century, the city's modernization efforts earned it the nickname the "Paris of the West." Of course, success comes with a price: A cholera epidemic as well as several major fires broke out, but the city quickly recovered. The Charter of the United Nations was signed in San Francisco in 1945. Crowds of IT specialists and business professionals moved into the city during the Internet bubble of the 1990s. When the bubble burst and the boom was over, many left San Francisco. The city has long been seen by many as a mecca of liberal views and an epicenter for counterculture, including the Hippie Movement and the Gay Rights Movement. SF has a low crime rate for a city of its size, but homelessness has long been a chronic problem.

**San Francisco is a city with a high concentration of gays, lesbians, and bisexuals.**

### 7.2 Rearrange the words to make phrases from text 7.2.

- city / Coast / largest / on / the / the / West
- a / comes / price / success / with
- broke / fires / major / out / several
- 1990s / bubble / Internet / of / the / the
- boom / over / the / was
- a / liberal / mecca / of / views
- a / crime / has / low / rate / SF



## 7.3 Reaching for the Sky

San Francisco is a city full of truly amazing architectural gems: Whether you come for historic buildings or a spectacular skyline, the Golden Gate City is an experience like no other. In particular, SF's gorgeous Victorian homes remain one of the great charms of the city. Easily the most famous of them all, the "Painted Ladies," a row of brightly colored Victorian homes, are a tourist favorite. The city's rolling hills have also inspired street design: While many streets actually require stairs, others are curvy. Nob Hill's Lombard Street, one of America's crookedest streets, is famed for its steep section of eight hairpin turns. Vermont Street, with seven sharp turns, is another great find for the photographer. The stunning Palace of Fine Arts and the monumental San Francisco City Hall are also among San Francisco's top-rated sights. SF's fabulous skyline is one of the most prominent in the nation, with the iconic Transamerica Pyramid rising above the rest of the city.

**The high-rise building boom of the 1980s, dubbed "Manhattanization", gave birth to many of SF's skyscrapers.**

### 7.3 Match the words or phrases from text 7.3 with their synonyms.

- |              |                   |
|--------------|-------------------|
| 1. gem       | a. among the best |
| 2. gorgeous  | b. curves         |
| 3. row       | c. jewel          |
| 4. stairs    | d. line           |
| 5. curvy     | e. segment        |
| 6. section   | f. steps          |
| 7. turns     | g. twisted        |
| 8. top-rated | h. wonderful      |



## 7.4

*Come Meet the Neighbors*

No visit to San Francisco is complete without a stop in its charming neighborhoods, each with its own unmistakable vibe. Haight-Ashbury, the center of San Francisco's hippie community, is a great piece of history with eclectic stores, coffee shops, and hip restaurants. Check out The Mission, San Francisco's oldest neighborhood, for its vibrant Hispanic culture and fabulous mural art. Back in the 1970s, San Francisco became an epicenter of the Gay Rights Movement, and the friendly and welcoming Castro District has come to be known as the "Gay Capital of the World." San Francisco is home to America's oldest Chinatown, a 24-block neighborhood with one of the largest Chinese communities outside Asia. SoMa was a major site of the 1990s Internet boom and today it has a great clubbing scene. San Francisco's Japantown is the largest and oldest Japanese district in the nation. The city's Financial District is one of the top financial centers in America.

**San Francisco has long been tagged as the most liberal city in America.**

**7.4 Match the words from text 7.4 with their synonyms.**

- |                 |                                       |
|-----------------|---------------------------------------|
| 1. charming     | a. artwork painted directly on a wall |
| 2. unmistakable | b. distinctive                        |
| 3. eclectic     | c. friendly                           |
| 4. hip          | d. monetary                           |
| 5. mural        | e. neighborhood                       |
| 6. welcoming    | f. pleasant and friendly              |
| 7. district     | g. stylish                            |
| 8. financial    | h. varied                             |

*Hit the Streets*

## 7.5

Joseph Strauss challenged the impossible when he designed his technical masterpiece, the "Bridge That Could Not Be Built." With its eye-catching International Orange color and impressive Art Deco styling, the Golden Gate Bridge is the "World's Most Photographed Bridge" and one of the Seven Wonders of the Modern World. The former hub of the city's fishing industry, Fisherman's Wharf is one of the most famous tourist spots in the city with its street entertainers, sea lions, and top-notch seafood restaurants. Surrounded by upscale hotels, Union Square is a cultural center with world-class shopping and high-end stores. Some of the best photo spots in San Francisco, Telegraph Hill's Coit Tower and the hills of Twin Peaks offer amazing 360-degree views of the city. Buena Vista Park, the oldest official park in San Francisco, and the award-winning Yerba Buena Gardens are also a cut above the rest.

**The city of San Francisco has over 40 named hills.**

**7.5 Rearrange the words to make phrases from text 7.5.**

1. challenged / impossible / Strauss / the
2. designed / he / his / masterpiece / technical
3. Modern / of / Seven / the / Wonders / World
4. famous / most / of / one / spots / the / tourist
5. by / hotels / surrounded / upscale
6. amazing / city / degree / of / the / views / 360
7. a / above / cut / rest / the

## All That Glitters

There is an old saying, "All that glitters is not gold." But you see, sometimes it is. It all began in 1848, when the first nugget of gold was discovered at John Sutter's mill in California. Soon, the frenzy began and the Gold Rush was on. Gold-seekers from all corners of the globe came in the hope of striking it rich. They came by sea and by land, but few of them ever became wealthy. For the gold-seekers of 1849, known as "Forty-Niners," the search was not an easy ride: It involved hardships, harsh conditions, and high expenses. Eventually, many gold hunters went broke and ended up with less than they had started with.

Merchants, on the other hand, were the ones who cashed in on the golden opportunity. In the years of the Gold Rush, San Francisco was a hotbed of criminals, prostitution, corruption, gambling, and lawlessness. But soon it all came to an end. The gold ran out and the once busy mining towns became abandoned ghost towns. The California Gold Rush was the largest mass migration in American history and it had a lasting impact on the region. It brought more than 300,000 people to the West Coast and gave many of them a new home and a new life. It also changed San Francisco into a boomtown and the leading city on the U.S. West Coast.

**John Sutter, the owner of the land where the first gold nugget was discovered, eventually went broke.**

### 7.6 Match the columns to make phrases from text 7.6.

- |                      |                              |
|----------------------|------------------------------|
| 1. all that glitters | a. is not gold               |
| 2. from all corners  | b. not an easy ride          |
| 3. came in the hope  | c. of striking it rich       |
| 4. the search was    | d. of the globe              |
| 5. many gold hunters | e. on the golden opportunity |
| 6. cashed in         | f. ran out                   |
| 7. it all came       | g. to an end                 |
| 8. the gold          | h. went broke                |

## Silicon or Silicone?

Many surveys will tell you that San Francisco is among the “Top Cities for Quality of Life” not only in the U.S. but throughout the world, so it is easy to think of SF as a super-wealthy city—but statistics are a tricky thing. Perhaps it is better to think of SF as a city where the rich are very rich and the poor are very poor. While this is very much a reality, where does San Francisco’s wealth come from? For one thing, the legacy of the Gold Rush turned the city into the premier banking and financial center of the West Coast. Then, it has the famed Silicon Valley in the San Francisco Bay Area. A mecca for technology companies and start-ups, Silicon Valley rewards its innovative tech-elite with

fat paychecks. Rather than the silicone of breast implants, the silicon chip and other high-tech innovations are the reason why San Franciscans have a lot of tech dollars to spend. During the latest tech boom of the 2010s, tech firms have found their way into the city: SF has become a bedroom town for the highly-paid techies of Silicon Valley and a new home for thousands of tech companies. But native San Franciscans worry that the tech boom is changing their city for the worse. It has already driven up home prices, rent, and the cost of living. An even more painful fact is that the transformation is changing the face and unique communities of one of “America’s Favorite Cities.”

**SF is among the American cities with the widest gap between the rich and the poor.**

**7.7 Match the words or phrases from text 7.7 with their synonyms.**

- |                |  |
|----------------|--|
| 1. wealth      | a. a large amount of money                 |
| 2. start-ups   | b. a period of rapid growth                |
| 3. paychecks   | c. bank checks given as salary             |
| 4. boom        | d. earning a lot of money                  |
| 5. highly-paid | e. experts in technology                   |
| 6. techies     | f. made a price rise to a higher level     |
| 7. driven up   | g. newly established businesses            |
| 8. rent        | h. regular payment for the use of property |

## 7.8

## The "Rock"

What do Sean Connery and Clint Eastwood have in common? Yes, that is right, they are both Oscar-winning artists. What else? They both successfully escaped from Alcatraz—well, at least on the movie screen. The small island sitting in the chilly waters of the San Francisco Bay was at one time America's harshest prison. The "Rock," as Alcatraz was known, served as a maximum-security facility from 1934 to 1963. It housed the worst of the worst: some of America's toughest and most difficult criminals. For maximum security, Alcatraz was run on the principle of one cell for every prisoner and one guard for every three prisoners. The "Rock" is billed as the prison that no one could escape from—officially, at least. For those who tried, the story had a sad ending: They were caught, shot and killed, drowned, or simply went missing. Eventually, Alcatraz was shut down because it had become too expensive to run. The former prison is now a National Park and a major tourist attraction with over one million visitors each year. The audio tours give visitors fascinating details about the cells and rooms, including insider stories from former prison employees and inmates.

In the history of Alcatraz, 36 inmates tried to escape 14 times.

## 7.8 Match the words or phrases from text 7.8 with their synonyms.

- |                |                      |
|----------------|----------------------|
| 1. chilly      | a. closed            |
| 2. tough       | b. cold              |
| 3. officially  | c. finally           |
| 4. eventually  | d. formally          |
| 5. shut down   | e. engaging          |
| 6. run         | f. operate           |
| 7. fascinating | g. prisoner          |
| 8. inmate      | h. rough and violent |

## The Moving Landmark

## 7.9

Steep hills are a classic feature of the Golden Gate City. Apart from the fact that a walking tour of San Francisco almost feels like urban climbing, the city's scenic hills also present a tricky transportation problem: An ordinary tram would never make it up to the top. When Andrew Smith Hallidie, the owner of a wire-rope factory, witnessed a nasty accident in 1869, he came up with a simple yet brilliant idea: What if streetcars were pulled by a cable running below the street? He decided to put his theory to the test, and the rest is history. San Francisco's vintage cable cars have been running up and down the hills of San Francisco since 1873. The world's last manually operated cable car system rolls on three lines at about 9 mph (14.5 km/h). 19th-century technology in 21st-century traffic, cable cars are fun to ride either sitting on the inside or hanging on to the outer edge. Despite its high running costs, this moving piece of history has survived to become an iconic symbol of San Francisco.

About 10 million people ride the famed cable cars each year.

## 7.9 Match the columns to make phrases from text 7.9.

- |                        |                                |
|------------------------|--------------------------------|
| 1. present a tricky    | a. a nasty accident            |
| 2. make it up          | b. a simple yet brilliant idea |
| 3. witnessed           | c. is history                  |
| 4. came up with        | d. running costs               |
| 5. put his theory      | e. the hills of San Francisco  |
| 6. the rest            | f. to the test                 |
| 7. running up and down | g. to the top                  |
| 8. despite its high    | h. transportation problem      |

## 7.10

## Culture Counts

No doubt about it, the City by the Bay is an internationally recognized destination for culture and entertainment. "Let the Wonder Begin" at the California Academy of Sciences, one of the largest and most eco-friendly natural history museums in the world. "A 21st-century learning laboratory" and a whole lot of fun await both kids and adults at the interactive Exploratorium. "Find animation, innovation, and inspiration," and learn about the life and legacy of Walt Disney at the Walt Disney Family Museum. The monumental Palace of Fine Arts and the San Francisco Museum of Modern Art are popular with visitors and locals alike. San Francisco is a city with a vibrant arts and culture scene, hosting countless festivals and major events. In particular, the city is noted for its liberal activism and is home to a great variety of gay community events, including the San Francisco Pride, one of the largest and oldest gay pride celebrations in the country.

San Francisco is considered the birthplace of thrash metal.

7.10 Match the words from text 7.10 with their opposites.

- |                    |                            |
|--------------------|----------------------------|
| 1. internationally | a. dull                    |
| 2. eco-friendly    | b. environmentally harmful |
| 3. monumental      | c. few                     |
| 4. vibrant         | d. intolerant              |
| 5. countless       | e. locally                 |
| 6. major           | f. miniature               |
| 7. liberal         | g. minor                   |
| 8. gay             | h. straight                |

## Taste the Town

## 7.11

SF, a city of many colors, has always been very innovative in its food trends. In the 1970s, San Francisco was a key player in the creation of the health-conscious "California Cuisine," a fusion of various cooking styles from around the world. With every type of cuisine and every price range under the sun, the City by the Bay boasts one of the greatest restaurant scenes in the nation. Also one of the "cities with the most restaurants per capita," SF is particularly noted for its fresh seafood and healthy local ingredients. Try North Beach for its awesome Italian dining experience, Fisherman's Wharf for its excellent seafood, and the Mission for its Latino dishes and Mission-style burrito. The city serves up an authentic taste of Asian fusion and, in particular, Chinese cuisine. San Francisco is also a great destination for vegetarians and sushi lovers, and home to some of the oldest bars in the nation.

San Francisco is often considered the "Culinary Capital of the United States."

7.11 Match the words or phrases from text 7.11 with their synonyms.

- |                  |                |
|------------------|----------------|
| 1. innovative    | a. aware       |
| 2. key           | b. combination |
| 3. conscious     | c. component   |
| 4. fusion        | d. creative    |
| 5. under the sun | e. crucial     |
| 6. per capita    | f. on earth    |
| 7. ingredient    | g. original    |
| 8. authentic     | h. per person  |

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## 7.12

## Fog City

With all those rolling hills and the nearby Pacific Ocean, San Francisco weather is full of surprises for visitors. San Francisco's four seasons come with unusual features, and the city's weather is extremely hard to predict. To start with, SF enjoys year-round mild weather, but summers are surprisingly cool. Then, San Francisco is known by the nickname of "Fog City" and for good reason. Fog is an inescapable part of the San Francisco experience. It is rare to have a fog-free day in the city, particularly in summer when most days begin and end with fog. Also, microclimates are very much a reality and they can vary by neighborhood or even block-by-block. It probably sounds a bit odd to some, but you might start out in warm, sunny weather just to find yourself surrounded by fog and wind a couple of miles away. If you do not like the weather in one part of the city, there is always a chance that you can find better conditions elsewhere. Given all this, it is easy to see why the question "What's *your* weather like today?" can actually make sense in SF.

**Summer mornings are typically foggy and overcast, a phenomenon known as "June Gloom."**

**7.12 Match the columns to make phrases from text 7.12.**

1. full
  2. come with
  3. extremely hard
  4. San Francisco is known
  5. for
  6. vary
  7. start
  8. find yourself surrounded
- 
- a. by fog and wind
  - b. by neighborhood
  - c. by the nickname of "Fog City"
  - d. good reason
  - e. of surprises
  - f. out in warm, sunny weather
  - g. to predict
  - h. unusual features

## The "Big One"

## 7.13

Sunny California is sitting on top of the San Andreas Fault and this gives Californians something to worry about. Earthquakes are a fact of life in California and they happen every day, but most of them are too small to feel. It is not very often that a monster quake hits the region, but when it does, it leaves behind brutal devastation. The Great San Francisco Earthquake, which devastated nearly the entire city and killed over 3,000 people, measured 7.8 on the Richter scale. But many fear the worst is yet to come. The so-called "Big One" is a massive earthquake that scientists predict will strike somewhere in California, probably in or near a major city. It will strike within the next 30 years or so. It is a matter of "when," not "if." It could possibly wipe out entire communities—and it could come any day. Coastal cities like San Francisco and Los Angeles are now facing an "apocalyptic scenario" and have to live with the threat of the next quake.

**Earthquake-safe design has become a top priority for many cities in California.**

**7.13 Rearrange the words to make phrases from text 7.13.**

1. a / are / earthquakes / fact / life / of
2. behind / brutal / devastation / it / leaves
3. come / is / the / to / worst / yet
4. a / city / in / major / near / or
5. 30 / next / or / so / the / within / years
6. communities / entire / out / wipe
7. any / could / come / day / it