

In 1957 Ford produced one of the largest and most luxurious cars ever made – the Edsel. It was a big failure.

The luxury car was built at a time when people were turning to more economical cars. As *Time*

magazine said: „It was a classic case of the wrong car for the wrong market at the wrong time.“



failure: flop
case: situation
hubcap: decorative disk on the wheel
to fail: flop
to peel: unwrap
button: knob
sales graph: a visual tool
ski-slope: run
to keep clear: stay away
collector: gatherer
veteran car: vintage car
convertible: roadster
to leak: to drip
disaster: emergency

In addition to this, more than half the models sold were found to have some or all of the following defects: doors that wouldn't open, batteries that went flat, horns that wouldn't work, hubcaps that dropped off, brakes that failed, paint that peeled and push buttons which were impossible to push.

No wonder that the Edsel's sales graph was compared by a journalist to an extremely dangerous ski-slope. It was one of the biggest commercial failures in the history of American business. Even car thieves seemed to keep clear.

As far as it is known, there was just one case reported of an Edsel being stolen.

Fifty years after its failure, the Edsel has become an object for collectors of veteran cars. Edsels are sold for \$ 100 000, rare convertibles bring up to \$ 200 000.

Edsel was the Christian name of Henry Ford's son. But soon the people said: EDSEL means: Every Day Something Else Leaks.

For American people the word Edsel is still today a synonym for failure, bad luck or disaster.

EQUALITY (positive)

A Toyota is **as** good **as** a Mazda.

EQUALITY (negative)

London is **as** interesting **as** New York.

CAMPARISON (positive)

June isn't **as** hot **as** July.

COMPARISON (negative)

A Range Rover is stronger **than** a Ford.

It's **more** expensive **than** a Ford.

My car isn't faster **than** a Ford.

A bike isn't more dangerous **than** a car.

COMPARING NOUNS

His house looks **like** a castle.

It's **like** a dream.

Monosyllabic adjectives (and disyllabic adjectives ending in -y or -le) are compared as in German: *cheap, cheaper, cheapest* (billig, billiger, billigsten) – *fast, faster, fastest* – *simple, simpler, simplest* (einfach, einfacher, einfachsten) – The other adjectives are compared as in the Latin languages: *expensive, more expensive, most expensive* (plus cher... piu caro... más caro), *interesting, more interesting, most interesting* – *dangerous, more dangerous, most dangerous*

TRANSLATE INTO ENGLISH:

GERMAN: Ein Lincoln ist teurer als ein Pontiac.

Ein Corvette ist schneller als ein Ford Pinto.

Der Edsel war das schlechteste Auto.

Das war der größte Misserfolg.

Ein Jeep ist wirtschaftlicher als ein Chevrolet.

Es war das luxuriöseste Auto, das je gebaut wurde.

Oldtimers sind gleich teuer wie moderne Autos.

Bremsen, die versagen, sind gefährlicher als Farbe, die abblättert.

SPANISH: Un Lincoln es más caro que un Pontiac.

Un Corvette es más rápido que un Ford Pinto.

El Edsel fue el peor coche.

Fue el mayor fracaso.

Un Jeep es más económico que un Chevrolet.

Fue el coche más lujoso que se ha fabricado jamás.

Los coches clásicos cuestan lo mismo que los modernos.

Los frenos que fallan son más peligrosos que la pintura que se descascarilla.

PORTUGUESE: Um Lincoln é mais caro do que um Pontiac.

Um Corvette é mais rápido do que um Ford Pinto.

O Edsel foi o pior carro de sempre.

Foi o maior fracasso de sempre.

Um Jeep é mais económico do que um Chevrolet.

Foi o carro mais luxuoso que alguma vez foi fabricado.

Os carros antigos custam o mesmo que os carros modernos.

Os travões que falham são mais perigosos do que a pintura que descasca.

FRENCH: Une Lincoln coûte plus cher qu'une Pontiac.

Une Corvette est plus rapide qu'une Ford Pinto.

L'Edsel était la pire des voitures.

Ce fut le plus grand échec.

Une Jeep est plus économique qu'une Chevrolet.

C'était la voiture la plus luxueuse jamais construite.

Les voitures anciennes coûtent aussi cher que les voitures modernes.

Des freins qui lâchent sont plus dangereux que de la peinture qui s'écaille.

Una Lincoln costa di più di una Pontiac.

ITALIAN: Una Corvette è più veloce di una Ford Pinto.

L'Edsel era l'auto peggiore.

È stato il più grande fallimento.

Una Jeep è più economica di una Chevrolet.

Era l'auto più lussuosa mai costruita.

Le auto d'epoca costano quanto quelle moderne.

I freni che si guastano sono più pericolosi della vernice che si scrosta.

SWEDISH: En Lincoln är dyrare än en Pontiac.

En Corvette är snabbare än en Ford Pinto.

Edsel var den sämsta bilen.

Det var den största misslyckandet.

En Jeep är mer bränsleekonomisk än en Chevrolet.

Det var den lyxigaste bilen som någonsin tillverkats.

Oldtimers kostar lika mycket som moderna bilar.

Bromsar som slutar fungera är farligare än färg som flagnar.

DUTCH: Een Lincoln is duurder dan een Pontiac.

Een Corvette is sneller dan een Ford Pinto.

De Edsel was de slechtste auto.

Dat was de grootste mislukking.

Een Jeep is zuiniger dan een Chevrolet.

Het was de meest luxueuze auto die ooit is gebouwd.

Oldtimers zijn even duur als moderne auto's.

Remmen die het begeven, zijn gevaarlijker dan verf die afbladdert.