Cambridge University Press 978-0-521-17880-8 - Objective First Annette Capel and Wendy Sharp Excerpt More information

## Reading

4 Look at the photo of a pair of jeans. How old do you think they are? Read the text quickly to find out.

\$25,000 may sound excessive for a tatty pair of jeans, but the ones in this picture are not an ordinary pair of Levi's. They are said to be one of the two oldest pairs left. They are certainly the most expensive!

Discovered last year in an old coal mine in Colorado, they were initially sold for \$10,000 and then sold on again at a higher price. Then Seth Weisser paid even more for them. Co-owner of a store appropriately called What Comes Around Goes Around, he decided to contact Levi's in San Francisco. 'I sent them pictures of the jeans and they were delighted. They would have paid \$40,000, I think!'

Levi's has its own museum and Lynn

Cipper Williams

THEY STAND

OWN

WORLD'S OLDEST

JEANS

Downey, the company historian, said: 'I knew this would be a treasure that everyone in the company would want us to have, so Levi's agreed to pay one of the highest sums ever for a pair of old jeans.'

Apart from a hole in the left pocket and frayed edges at the bottom, the jeans are in remarkably good condition for their age. Ms Downey was able to date them by their leather patch, which was added in 1886, and the single back pocket. A second pocket was added in 1902. She said: 'Perhaps the most important reason why Levi's bought these jeans is that the company lost everything in the 1906 San Francisco earthquake and the first 50 years of our history was destroyed.'



- 5 Now read these statements about the text and say whether they are true or false.
  - a There are no other jeans as old as these
  - **b** Seth Weisser paid \$10,000 for the jeans.
  - c Lynn Downey is an employee of Levi's.
  - **d** The jeans are made completely of one material.
  - e The jeans have fewer pockets than ones made after 1902.
  - **f** The Levi's company is more than 100 years old.
- 6 Underline the four superlative forms in the text.
- Find words in the text that mean:

a	too much
b	common
c	suitably
	pleased
	worn
	surprisingly
ı	surprisingly

## Grammar

## Comparison

- 8 Make sentences using a comparative adjective and any other words needed. An example is given.
  - a Cotton shirts/cheap/woollen ones. Cotton shirts are cheaper than woollen ones.
  - **b** Flat shoes/comfortable/high-heeled ones.
  - c Jeans/casual/trousers.
  - **d** Supermodels/thin/other people.
  - e Lily Cole/young/Kate Moss.
  - f New York/big/San Francisco.
  - g Jogging/dangerous/bungee-jumping.
  - **h** Clubbing/tiring/studying.
- 9 Rewrite the following sentences using the structure not as ... as and the word in bold.
  - a Last year the prices in this shop were lower.

This year the prices in this shop are

**b** I think this exercise is easy. DIFFICULT

This exercise is ......I thought.

**c** Ben won the race but George came second. **FAST** 

George was ....

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**FASHION MATTERS**