

## Part 2

You are going to read a newspaper article about buying football souvenirs. Seven sentences have been removed from the article. Choose from the sentences **A–H** the one which fits each gap (**9–15**). There is one extra sentence which you do not need to use.

Mark your answers on the separate answer sheet.

## A catalogue of sporting memories

Imagine that you are attending a Cup Final in which a relatively unsuccessful football team enjoys an unexpected triumph. Whatever you do, you should make absolutely certain that you don't throw away the programme that you bought on your way into the ground to tell you about the game, because it, and other sports-related objects, might be worth a lot of money one day.

Auction houses and dealers have quickly realised the potential in such nostalgia and are now exploiting it to attract a new audience. **9**  Football, the national British sport, is perfect for this as it is rich in such treasures.

**10**  But it is only in recent years that auction houses have entered the market, bringing national exposure and helping prices to rise dramatically. Mike Ashton, a specialist in sporting memorabilia, says, 'It is a growing market. I've seen prices rising extremely quickly. Most of the people bidding are private collectors and dealers; however, there are also some investors at the auctions.'

Ashton goes on, 'There is plenty of material of unbelievable quality and quantity hidden away and forgotten in private houses all over this country.

**11**

His favourite story is of an old lady who was clearing out her attic and found her husband's old autograph collection. Ashton says, 'She was literally set to throw it in the bin. But her son told her to wait and called us.' After examining it, Ashton telephoned her and asked her to sit down. When he told her it was worth more than £10,000, she was amazed. **12**

The recent growth in football's popularity in the UK has been a large factor in the increasing demand for memorabilia over the last few years. **13**  An example of this is the growing number of football museums, as well as themed restaurants, which have a constant need for exhibits. All of this has helped to push up the value of football nostalgia.

**14**  For example, a beginner looking to invest in nostalgia can pick up programmes from the 1950s for just £5.

According to experts, it is not Cup Finals and pre-1940s photos that make the best investment.

**15**  These are bound to increase in value. To summarise: be focused, try to stick to quality and enjoy owning a small bit of football history which might well be worth a lot one day.

**A** In fact, the signatures, dating back more than 60 years, fetched nearly twice that amount at auction.

**B** Instead, their advice is that would-be collectors should begin by choosing a favourite team or player and start with programmes from the 1980s onwards, which can be bought cheaply.

**C** However, it is clear that there are still some reasonably cheap deals to be found.

**D** This period has seen football gradually become a more business-like entertainment with greater appeal.

**E** This is not a new fashion, as private collectors have been storing programmes, autographs and annuals for decades.

**F** It was very interesting to study the writing and layout of football programmes and the development of the adverts in them.

**G** I receive calls on a daily basis from people who find what they refer to as "old rubbish" in their lofts and wonder if it is worth anything.

**H** Their aim is to make people realise that items connected to a particular sporting event can provide an excellent investment opportunity.