INGLESE I CLOZE TEST 2

Adidas and Puma have been two of the biggest names in sports shoe manufacturing for more than 60 years. \_\_\_\_\_\_\_\_\_\_\_\_1928, they have \_\_\_\_\_\_\_\_\_\_\_ manufacturing shoes for Olympic athletes, World Cup winning football players, Mohammad Ali, hip hop stars and famous rock musicians all over the world. But the story of these two rival companies \_\_\_\_\_\_\_\_\_\_\_\_\_in one and the same house in the town of Herzogenaurach, Germany.

Adolph and Rudolph Dassler were the sons of a shoemaker. They loved sport but were\_\_\_\_\_\_\_\_\_\_\_\_ complaining that they could\_\_\_\_\_\_\_\_\_\_\_\_\_\_ find comfortable shoes to play in. Rudolph always said “You cannot play sports wearing shoes that you would walk around town in”. So they started making their own. In 1920, Adolph made the first\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of athletic shoes with spikes, produced on the Dasslers’ kitchen table. On July 1,1024 they founded a shoe company, Dassler Brothers Ltd. It became successful and provided the shoes for Germany’s athletes at the 1928 and 1934 Olympic Games.

But in 1948 the brothers started arguing. \_\_\_\_\_\_\_\_\_\_\_\_\_\_knows exactly what happened but the result was that Adolph left the business. His nickname was Adi and using the first three letters of the family name, he founded Adidas. Rudolf tried the same, calling his firm Ruda, though he later changed it to Puma.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the big split up in 1948, the two brothers never talked to each other again, and since then, their companies have been in competition \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ each other in the world of sports. Both were market leaders for many years, although Adidas has always been more successful than Puma. In the 1970s, the two German companies faced new competition from American companies Nike and Reebok.

The terrible family argument should really be forgotten but ever since it\_\_\_\_\_\_\_\_\_\_\_\_\_\_, over 60 years ago, the town has been split in two. Even now, some Adidas and Puma employees don’t even talk to each other. It wasn't until September 2009, long after the brothers' deaths, that the companies put aside their feud and faced off in a friendly game of football — an appropriate meeting for two companies who've become independently famous in the field of sports shoes.

Key

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