Fill in the article wherever necessary.

On Snobbery

_____ snobbery is not so common in England today as it was at _____ beginning of _____ century. It still exists, however, and_____ advertisers know how to use it in order to sell their goods.

_____snob, _____ dictionaries tell us, is _____ person who pays too much attention to _____ social position or wealth. _____ popular newspapers know that many of their readers are _____ snobs. That is why they give them _____ unimportant and useless information about _____persons of _____ high social position, _____ photographs of 'Lady X and her friends' at _____ ball, or ' Lord Y and his friends' at _____ races.

It is _____snobbery that makes some men feel annoyed when on_____ envelopes of _____ letters addressed to them, they find 'Mr' before their names instead 'Esq.' after their names. _____ snobbery explains why many people give their suburban house _____ name, such as '_____Oaks', '_____ Pines', '_____Cedars', '_____ Poplars', even though there are no oak trees, pine trees, cedar trees or poplar trees in their garden.

_____ people of _____high social position have _____ country houses with _____ names, so _____ house with _____ name seems 'better' than _____ house with _____ number. _____ numbers make _____ postman's work much easier, but that is not important.

_____ advertisers are very clever in their use of_____ snobbery. _____ motor-car manufacturers, for example, advertise _____ colours of their cars as 'Embassy Black' or 'Baltimoral Stone'. _____ embassy black is _____ plain, ordinary black, but because _____ embassy is _____ official residence of _____ ambassador, _____ name suggests _____ diplomats and all _____ social importance that surrounds them. _____ Baltimoral stone is _____ grey colour of _____ ordinary stone, but _____ Baltimoral is also _____ name of residence in Scotland of _____ British royal family.

LIVEWORKSHEETS