

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 'Balmoral 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. \_\_\_\_\_ Balmoral stone is \_\_\_\_\_ grey colour of \_\_\_\_\_ ordinary stone, but \_\_\_\_\_ Balmoral is also \_\_\_\_\_ name of residence in Scotland of \_\_\_\_\_ British royal family.