

Use of English

It began with the smell of freshly baked bread. A supermarket with a sharp nose for business believed people (1) _____ to spend more money if they smelled something pleasant. The idea was so successful that hundreds of other shops (2) _____ to do the same. The smells of engine oil, leather and burning rubber (3) _____ to launch and sell a new car, while banks and hotels (4) _____ often _____ with pleasant fragrances such as apple and lavender. Sports shops believe that customers (5) _____ spending more money if they can smell the scent of freshly mown grass.

These kinds of business scents (6) _____ by two companies, BOC Gases and Atmospheric. The fragrances (7) _____ in carbon dioxide and (8) _____ via air conditioning, or (9) _____ in discreet cylinders and released when needed. BOC Gases is working with British firms to see how well the fragrances are doing. Soon customers (10) _____ with questionnaires, and it (11) _____ their answers will provide a clearer idea of the relationship between scents and increased sales. A spokesman for the company said: 'Any smell you want (12) _____ for you. We (13) _____ constantly _____ for the same smells, like coffee and bread, but we want people to think of other things too.'

ask disperse dissolve encourage fill hope issue
make up persuade store supply talk into use

