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How much is it?

1 **SNAPSHOT**



Sources: Based on information from Think Quest; Hewlett-Packard, *The Meaning of Color*

Which words have a positive meaning? Which have a negative meaning?
What meanings do these colors have for you?
What does your favorite color make you think of?

2 **CONVERSATION** *It's really pretty.*

A Listen and practice.

Salesclerk: Can I help you?
Customer: Yes, thank you. How much are these gloves?
Salesclerk: The gray ones? They're \$18.
Customer: Oh, that's not bad. Do they come in black?
Salesclerk: No, sorry, just gray.
Customer: OK. Um, how much is that scarf?
Salesclerk: Which one? The blue and orange one?
Customer: No, the yellow one.
Salesclerk: Let's see ... it's \$24.95.
Customer: It's really pretty. I'll take it.



B Listen to the rest of the conversation. What else does the customer look at? Does she buy it?

3 GRAMMAR FOCUS

Demonstratives; one, ones



How much is **this** scarf?
this one?

that scarf?
that one?

How much are **these** gloves?
these?

those gloves?
those?

Which **one**?
The yellow **one**.

Which **ones**?
The gray **ones**.

It's \$24.95.

They're \$18.

saying prices

79¢ = seventy-nine cents
\$18 = eighteen dollars
\$24.95 = twenty-four ninety-five

1 Demonstratives; one, ones

- ▶ With singular nouns, use *this* for a thing that is nearby and *that* for a thing that is not nearby: How much is **this** cap here? How much is **that** cap over there?
- ▶ With plural nouns, use *these* for things that are nearby and *those* for things that are not nearby: How much are **these** earrings here? How much are **those** earrings over there?
- ▶ Use *one* to replace a singular noun: I like the red hat. → I like the red **one**. Use *ones* to replace plural nouns: I like the green bags. → I like the green **ones**.

Circle the correct words.

- A: Excuse me. How much are **this** / **these** shoes?
B: **It's** / **They're** \$279.
A: And how much is **this** / **that** bag over there?
B: **It's** / **They're** only \$129.
A: And are the two gray **one** / **ones** \$129, too?
B: No. **That** / **Those** are only \$119.
A: Oh! **This** / **That** store is really expensive.
- A: Can I help you?
B: Yes, please. I really like **these** / **those** jeans over there. How much **is it** / **are they**?
A: Which **one** / **ones**? Do you mean **this** / **these**?
B: No, the black **one** / **ones**.
A: Let me look. Oh, **it's** / **they're** \$35.99.
B: That's not bad. And how much is **this** / **that** sweater here?
A: **It's** / **They're** only \$9.99.

7 **A** Complete these conversations. Then practice with a partner.



A: Excuse me. How much are those jeans?
 B: Which One ? Do you mean This ?
 A: No, the light blue They .
 B: Oh, Jeans are \$59.95.
 A: Wow! That's expensive!



A: How much is They backpack?
 B: Which One ?
 A: The red Backpack .
 B: It's \$36.99. But This green It is only \$22.25.
 A: That's not bad. Can I see it, please?

B PAIR WORK Add prices to the items. Then ask and answer questions.



A: How much are these sunglasses?
 B: Which ones?
 A: The pink ones.
 B: They're \$86.99.
 A: That's expensive!

useful expressions

That's cheap.
 That's reasonable.
 That's OK/not bad.
 That's expensive.