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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**.

#### saying prices

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

**It's** \$24.95.

**They're** \$18.

#### 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.



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

1



A: Excuse me. How much are those jeans?

B: Which ones ? Do you mean these ?

A: No, the light blue ones .

B: Oh, They are \$59.95.

A: Wow! That's expensive!

2



A: How much is that backpack?

B: Which one ?

A: The red one .

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.



\$86.99

\$89.99

\$450.00

\$999.99

\$55.80

\$69.99

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.