

Teacher's Key - Book 3 - Lesson 10

10A Finding Meanings p. 77

1. c—d 4. d—c 7. c—d
2. a—b 5. b—a 8. d—a
3. b—c 6. d—b

10B Just the Right Word p. 78

1. unique
2. bankrupt
3. competing
4. complicated
5. knack
6. fad
7. erred
8. budget
9. factor
10. anticipate
11. griped
12. briefed

10C Applying Meanings p. 79

(Other choices are possible.)

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|------------|---------------|
| 1. c, d | 5. a, b, c, d |
| 2. a, c | 6. a, b, c |
| 3. a, c | 7. a, b, c |
| 4. a, b, c | 8. a, c, d |

10D Word Relationships p. 80

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|--------------------------|---|
| 1. brief — lengthy | A |
| 2. stimulating — brisk | S |
| 3. simplify — complicate | A |
| 4. competition — contest | S |
| 5. erroneous — correct | A |
| 6. irritate — gripe | S |
| 7. a | |
| 8. d | |
| 9. b | |

10E Narrative p. 82 (The appropriate vocabulary word is printed in boldface. Sentences are examples; students' sentences may vary.)

1. Large companies have big advertising **budgets** that allow them to advertise on television.
2. Most toys and games remain popular for only a **brief** time.
3. A severe storm in December can keep customers away during the busiest time of year.
4. No. If inventors make the right product and are lucky they could make a fortune.
5. *Brisk* means "active."
6. As more companies get into the games business, the **competition** increases.
7. I spend my leisure time playing games, talking on the telephone, and riding my bike.
8. Monopoly has been around too long to be considered just a fad.
9. *Anticipate* means "to expect."
10. Less **complicated** toys usually appeal to young children.
11. *Effective* means "making a strong impression" or "bringing about the desired result."
12. A great many **factors** go into the decision to make a new toy.
13. Successful games inventors need to have a **knack** for thinking up creative ideas.
14. *Bankrupt* means "unable to pay one's debts."
15. Companies look for **unique** games.