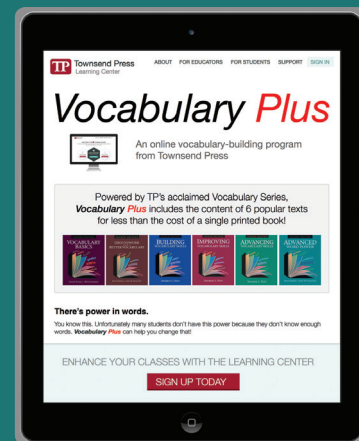
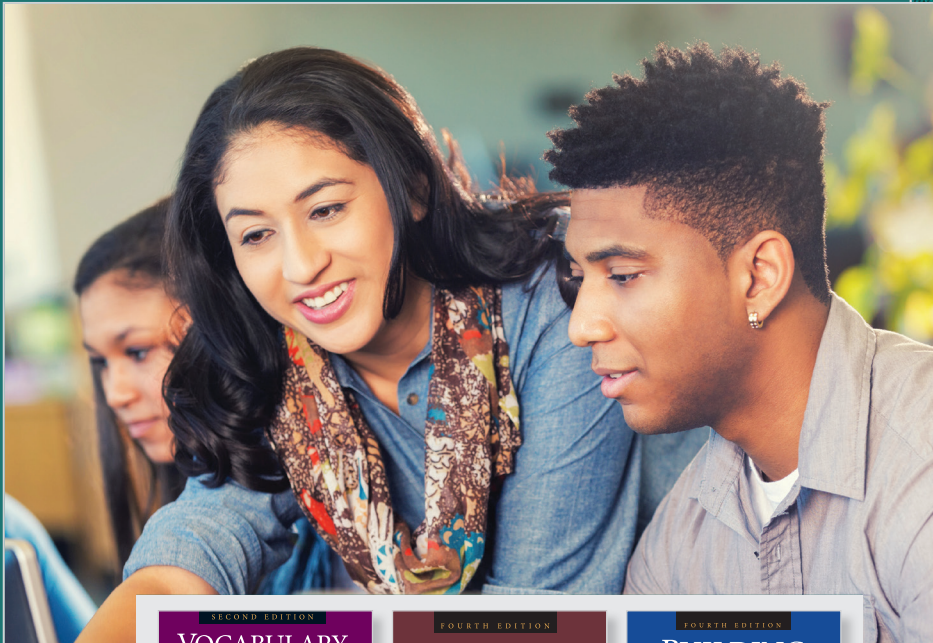


Today's students need a strong vocabulary.
We can help them build it.

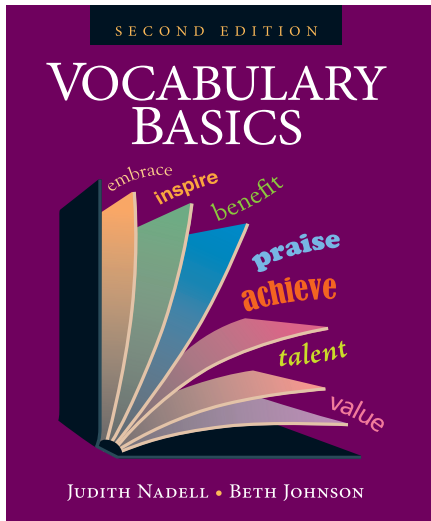


Print Materials
Vocabulary Series
(Page 2)

Digital Materials
● Vocabulary Plus
(Page 6)

TP's Bestselling Vocabulary Books

The TP Vocabulary Series teaches students the words they need to know—for success in the classroom and beyond.



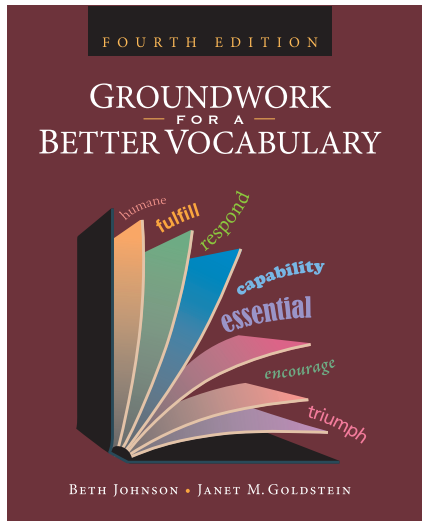
Reading Level 4–6

Vocabulary Basics, 2/e

Judith Nadell / Beth Johnson
 ISBN 1-59194-235-7
 258 pages
 Net Price: \$11.90

240 Words in 30 lessons

Sample Words	
1. achieve	7. logical
2. benefit	8. necessary
3. embrace	9. occasion
4. emphasize	10. praise
5. impossible	11. talent
6. inspire	12. value



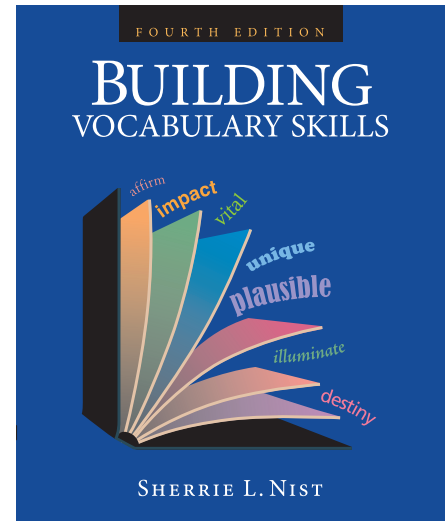
Reading Level 5–8

Groundwork for a Better Vocabulary, 4/e

Beth Johnson / Janet M. Goldstein
 ISBN 1-59194-223-3
 262 pages
 Net Price: \$11.90

300 words in 30 lessons

Sample Words	
1. abundant	7. essential
2. capability	8. fulfill
3. characteristic	9. fundamental
4. consistent	10. humane
5. determine	11. respond
6. encourage	12. triumph



Reading Level 7–9

Building Vocabulary Skills, 4/e*

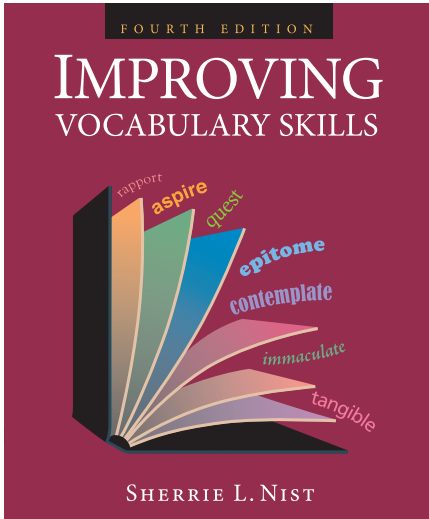
Sherrie L. Nist
 ISBN 1-59194-188-1
 198 pages
 Net Price: \$11.90

300 words in 30 lessons

Sample Words	
1. accessible	7. fluent
2. affirm	8. integrity
3. candid	9. lenient
4. destiny	10. plausible
5. elaborate	11. stereotype
6. essence	12. unique

* **Short Version** available for \$9.90.
 200 words in 20 lessons.
 ISBN 1-59194-189-X

For more than two decades, these books have helped millions of students bolster their working vocabulary. They can help your students, too.



Reading Level 9–11

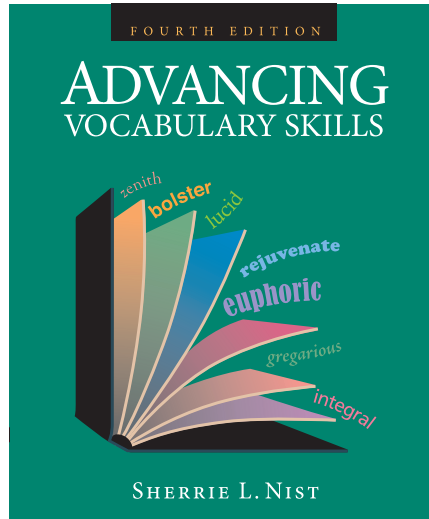
Improving Vocabulary Skills, 4/e*

Sherrie L. Nist
 ISBN 1-59194-190-3
 198 pages
 Net Price: \$11.90

300 words in 30 lessons

Sample Words	
1. aspire	7. lucrative
2. benevolent	8. mandatory
3. contemplate	9. nurture
4. empathy	10. predominant
5. hypothetical	11. rationale
6. intrinsic	12. transcend

* **Short Version** available for \$9.90.
 200 words in 20 lessons.
 ISBN 1-59194-191-1



Reading Level 11–13

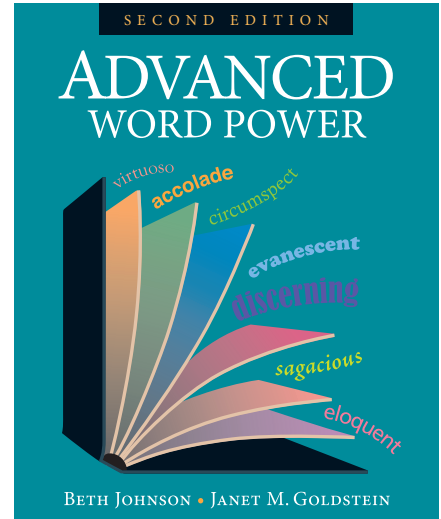
Advancing Vocabulary Skills, 4/e*

Sherrie L. Nist
 ISBN 1-59194-193-8
 198 pages
 Net Price: \$11.90

300 words in 30 lessons

Sample Words	
1. ambiguous	7. incongruous
2. antithesis	8. juxtapose
3. auspicious	9. lucid
4. emulate	10. magnanimous
5. fortuitous	11. retrospect
6. gregarious	12. superfluous

* **Short Version** available for \$9.90.
 200 words in 20 lessons.
 ISBN 1-59194-194-6



Reading Level 12–14


Advanced Word Power, 2/e

Beth Johnson / Janet M. Goldstein
 ISBN 1-59194-226-8
 198 pages
 Net Price: \$11.90

300 challenging words in 30 lessons

Sample Words	
1. accolade	7. evanescent
2. assiduous	8. fallacious
3. circumspect	9. indefatigable
4. delineate	10. prodigious
5. discerning	11. sagacious
6. eloquent	12. virtuoso

Why TP's Vocabulary Books Work



CHAPTER 3

acclaim
adjacent
elicit
engross
escalate

exploit
methodical
obsolete
tangible
terminate

Ten Words in Context

In the space provided, write the letter of the meaning closest to that of each **boldfaced** word. Use the context of the sentences to help you figure out each word's meaning.

- acclaim** (ə-klām')
-noun
B. Acclaim means
 - Any subway system that is clean, quiet, and safe deserves **acclaim**.
 - Although Vincent Van Gogh's paintings are now worth millions of dollars, the artist received little **acclaim** in his lifetime and died in poverty.
- adjacent** (ə-ji-'sant)
-adjective
A. Adjacent means
 - Because their desks are **adjacent**, Jeff and Kellie often exchange looks and comments.
 - If you keep your dishes in a cupboard that's **adjacent** to the dishwasher, you won't have to walk too far when putting away the clean dishes.
- elicit** (i-'li-'t)
-verb
C. Elicit means
 - The movie star's violet eyes always **elicit** admiration and wonder.
 - The basketball player's three-point shot to win the game in its final seconds **elicited** a roar of delight from the excited fans.
- engross** (en-'grōs')
-verb
A. Engross means
 - The suspenseful TV movie so **engrossed** Bryan that he didn't even budge when he was called to dinner.
 - The fascinating single-file march of black ants along the sidewalk **engrossed** me for several minutes.
- escalate** (es-'kə-'liät')
-verb
A. Escalate means
 - The fight between the two hockey players **escalated** into an all-out battle among members of both teams.
 - "We need to **escalate** our fund-raising efforts," the theater manager said. "Otherwise, the company won't survive."
- exploit** (eks-'plōit')
-verb
B. Exploit means
 - At the turn of the century, factory owners **exploited** children by making them work in terrible conditions for as many as eighteen hours a day.
 - Although Ricky is the English teacher's son, he refuses to **exploit** his status. He works as hard as anyone else in the class.

✓ **Common Core Aligned.** TP's Vocabulary Series is a comprehensive, research-based approach to vocabulary instruction aligned with the Common Core Standards for Vocabulary in Grades 4–12. Visit our website and click the "Common Core" tab of any Vocabulary Series book for details.

✓ **Emphasis on Key Words.** In creating the Vocabulary Series, our editors combined teaching experience with a number of word frequency lists to determine the best words for each book. The result is a core of essential words, sequenced in order of difficulty, that are most helpful for students to know.

✓ **Affordable Pricing.** The books offer the highest possible quality at the lowest possible price: all of the 300-word books sell for no more than \$11.90 net. The modest price means that the books can serve as inexpensive supplements for any reading or writing course.

✓ **Outstanding Supplements.** Free supplements to adopters include a vocabulary placement test, an Instructor's Edition, a combined Instructor's Manual and Test Bank, and online exercises that teach as well as test. (See next page for details.)

✓ **An Intensive Words-in-Context Approach.** Studies show that students learn words best by seeing them repeatedly in different contexts, not through rote memorization. The books present each word in at least **seven** different contexts. Every encounter increases the chance that a word will become part of a student's permanent word bank.

✓ **Abundant Practice.** In addition to the extensive practice in each chapter, there are unit tests and a crossword puzzle review. Moreover, most chapters repeat words from earlier chapters, allowing for even more reinforcement. And there are added tests in the Test Bank and TP's Learning Center. All this practice means that students learn in the best possible way: by working closely and repeatedly with each word.

✓ **Appealing Content.** Dull practice materials work against learning. The lively content and clear and friendly style of the books make learning easier for students.

Chapter 3 19

exploit 7–8. The more the British ___(e)d the American colonies by taxing them unfairly, the more the colonists' animosity toward the British ___(e)d.
escalate
methodical
adjacent 9–10. Patty's ___ approach to gardening is to arrange all the plants in a row, with each one ___ to the one that will be planted after it.

Final Check: A Cruel Sport

Here is a final opportunity for you to strengthen your knowledge of the ten words. First read the following selection carefully. Then fill in each blank with a word from the box at the top of the previous page. (Context clues will help you figure out which word goes in which blank.) Use each word once.

As Alex sat down in the carnival tent, the lights dimmed. A spotlight revealed a short, heavy man holding a thick chain. He tugged the chain, and an old, muzzled bear appeared. The man, the animal's owner, announced that the bear's name was Sally. He said he would give a hundred dollars to anyone who wrestled Sally to the floor.

"That's disgusting! You have no right to (1) exploit an animal that way!" a woman called out. Several voices joined her in protest. A number of people walked out of the tent. Alex wanted to leave, too, but he was too shocked to move. He had thought bear wrestling was (2) obsolete given up long ago as a cruel sport.

But the man's offer (3) elicited (e)d one drunken response. "I'll do it!" a big man yelled, winning the (4) acclaim of Sally's owner, who congratulated him warmly. The drunk began swinging at Sally. She backed away. "Knock her on her rear!" the owner shouted with zeal. When Sally finally raised a paw to defend herself, her antagonist could see that she had no claws. Feeling very brave now, he (5) escalated (e)d his attack.

The horrible scene (6) engrossed (e)d Alex, who could barely believe his eyes. The man sitting (7) adjacent to Alex rose to his feet and left, muttering "This shouldn't be allowed. I'm calling the police."

Meanwhile, the drunken man knocked Sally over. Her owner then (8) terminated (e)d the match and handed Sally a bucket of food. The (9) methodical way in which he conducted his act showed Alex he had done it many, many times before.

Finally, the owner led Sally away. The animal's drooping head and her labored walk were (10) tangible expressions of her misery. As Sally passed him, Alex saw two police officers enter the tent. He hoped with all his heart that the law could prevent another such amoral display of cruelty to this living creature.

Scores Sentence Check 2 _____% Final Check _____%

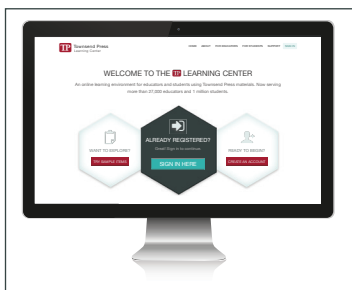


TP's Vocabulary Supplements

TP vocabulary books come with outstanding supplementary materials that enrich any language arts or reading program. All five supplements shown below are free with an adoption of 20 or more copies of a book. The books and their supplements form an integrated package that teachers and students find appealing and easy to use.

Learning Center Activities

TP's Learning Center offers practice exercises and online tests for all regular chapters in the books. These materials provide immediate feedback and audio support. Millions of students have successfully used our highly popular online materials.



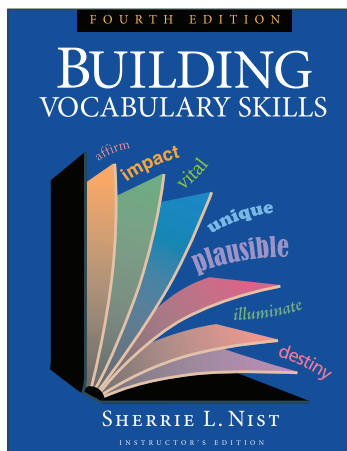
Placement Test

The TP Vocabulary Placement Test is made up of 100 multiple-choice items drawn from Townsend Press vocabulary books. A student's score on this test may be used to determine which TP vocabulary book would be most beneficial to that student. Available online or on paper.



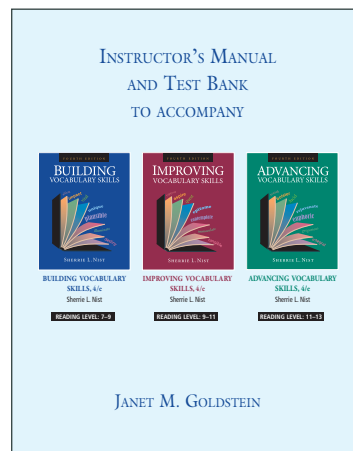
Instructor's Editions

Instructor's Editions for all of the vocabulary books are available to teachers. They are identical to the student books except that they contain answers to all of the activities and tests.



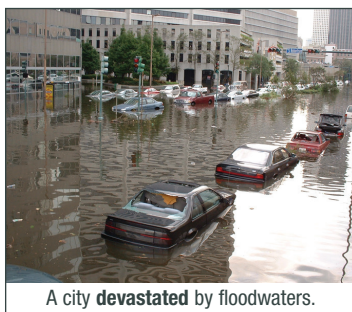
Instructor's Manual and Test Bank

Available for all of the vocabulary books, the Instructor's Manuals and Test Banks contain the vocabulary placement test as well as a pretest and a posttest for the books and for each of the units in the books. They also contain teaching guidelines, suggested syllabi, answer keys, and an additional mastery test for each chapter and unit.



PowerPoints

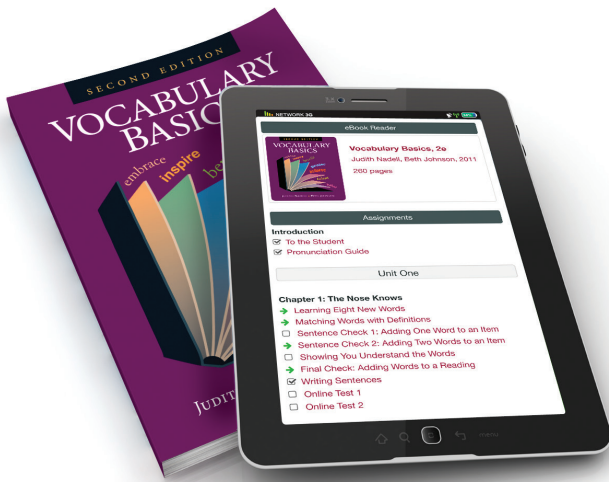
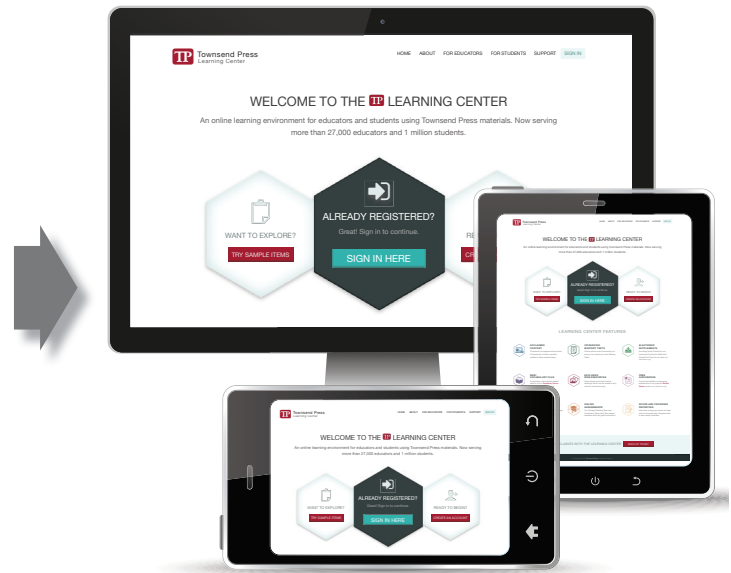
Visually engaging PowerPoints are available for each book as a free download from the TP Learning Center.



Vocabulary *Plus*: Acclaimed Content Goes Digital NEW

Looking for a paperless way to teach vocabulary? You've got it. *Vocabulary Plus* is a comprehensive online vocabulary program powered by TP's bestselling Vocabulary Series. *Vocabulary Plus* brings ALL the content of our famously clear, user-friendly Vocabulary Series directly to your tablet, smartphone, or computer.

With *Vocabulary Plus*, students can access the entire TP Vocabulary Series online—without need for books or paper.



Vocabulary Plus includes the content of ALL SIX powerful, proven, Common Core-aligned texts that teach more than 1,700 essential words.

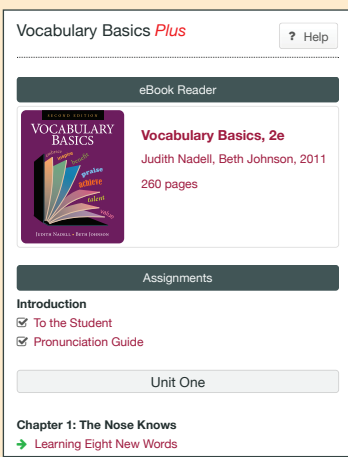
Accessible in TP's Learning Center, *Vocabulary Plus* brings each activity, test, and exercise from our Vocabulary Series to your fingertips!

Subscriptions cost less than the price of a single printed text!
(See page 9 for details.)

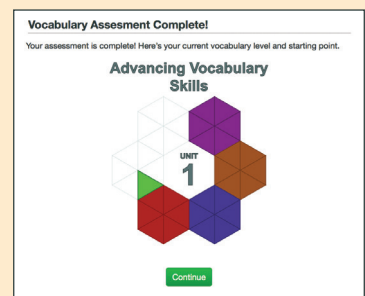
A Dozen Reasons to Check Out *Vocabulary Plus*

Offering everything in our books *PLUS* these features:

1 Integrated eBooks: A subscription to *Vocabulary Plus* includes eBooks of all 6 texts in the TP Vocabulary Series. If you prefer the layout of a book and want to refer to content of a specific page, you can do so with a click. With *Vocabulary Plus*, the entire Vocabulary Series is at your fingertips!

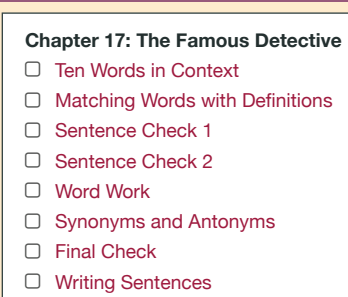


2 Independent Study (VPi): A user-friendly, adaptive mode of *Vocabulary Plus* that individually assesses students and manages assignments. Suitable for classes and/or individual students, VPi dynamically adjusts difficulty to keep students challenged and motivated. And it rewards them too! Plus educators can view students' progress with a simple click.



See page 9 for details.

3 Expanded Chapter Exercises for the six books in our Vocabulary Series. Depending on the titles, this includes anywhere from 6–8 interactive, instructive activities per chapter! Each includes item-specific feedback that helps students learn their new words.

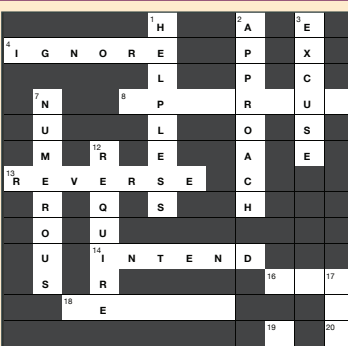


4 Word Parts Chapters that teach prefixes, suffixes, and word roots. Students who learn these word parts will be better equipped to decipher the meanings of thousands of other words in which they appear.

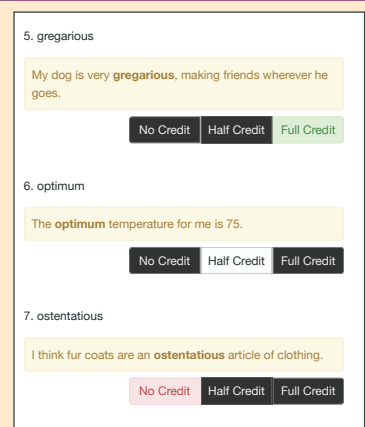


The word part *anti-* means

5 Unit Reviews—including crossword puzzles, analogies, and synonym and antonym activities—adapted from the printed books.



6 Sentence-Writing Activities, new for *Vocabulary Plus*, allow students to compose sentences to show their understanding of newly learned words. Instructors can easily review and score these sentences online.



More on next page

More Vocabulary Plus Features

7 Online Tests: Two online tests, unique to the Web and not found in our texts, are available for each chapter in *Vocabulary Plus*. With these tests, *Vocabulary Plus* actually offers more content than our books!

Chapter 30: My Sister's Date

- Vocabulary in Context
- Matching Words with Definitions
- Sentence Check 1
- Sentence Check 2
- Final Check
- Writing Sentences
- Online Test 1
- Online Test 2

8 Review Words: Words taught in earlier chapters are reinforced later as *Vocabulary Review* words. These words refresh students' memories and help them retain what they learned in previous chapters. In addition, SAT and GRE high-frequency words are given extra attention—an added real-world connection!

Firing Our Boss

My **stint** in the bookkeeping head. I don't expect supervisors done something wrong. Keller's by his **antipathy** toward us. His complete (3) _____ of f needs that we all tried to (4) _____ where we could hardly add two.

Within a few weeks, even t **subversive** thoughts. Our frust worker in front of everyone else, using such **derogatory** terms ("Stupid! A suddenly decided that our only **recourse** was to go over Keller's head—to group, present our **vehement** denunciation of Keller directly to his boss.

Our meeting in her office began in (9) _____, but then we set as possible so she could understand exactly what had been going on. We deeply troubled department and that if Keller stayed, the (10) _____ That was Friday afternoon. On Monday morning, our **spontaneous** action

Vocabulary Review

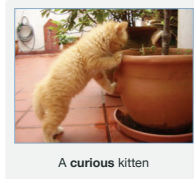
derogatory (adjective): Expressing a low opinion; belittling

Note: This word is also likely to appear on the SAT or GRE!

9 Audio and Visual Support: Each vocabulary word in *Vocabulary Plus* includes a pronunciation guide AND an audio link to the word being spoken. Click a word, and *Vocabulary Plus* will pronounce it for you. In addition, pictures are used to introduce many words. This visual context helps students better understand and remember vocabulary words.

Question 3. **curious** (kyoor-ee-uhss) -adjective

- Lin's son is so **curious** about what she got him for his birthday that he asks her questions about it all day long.
- Scientists are **curious** people—they want to know how nature works.



A curious kitten

10 Intuitive Controls: People who use our Learning Center remark about how user-friendly it is. *Vocabulary Plus* is just as simple to use. See for yourself!



11 Detailed Score Reports: Teachers using *Vocabulary Plus* are able to view precise details about class progress. This includes the actual items students complete, the correct answers for each item (with explanations), and the answer choices students submitted. This useful data allows you to focus class time on the specific skills that are challenging to students.

1. The election campaign got very ugly, with each candidate **DENOUNCING** the other as a liar and a cheat.

Answer Options

- a. accepting
- b. condemning
- c. assessing

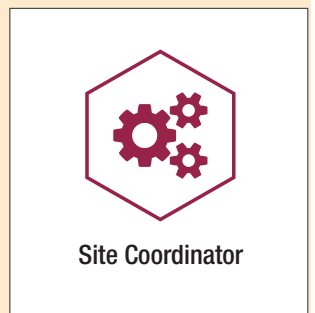
The correct answer is **b. condemning**.

Explanation
If each candidate is calling the other a liar and a cheat, each is condemning the other.

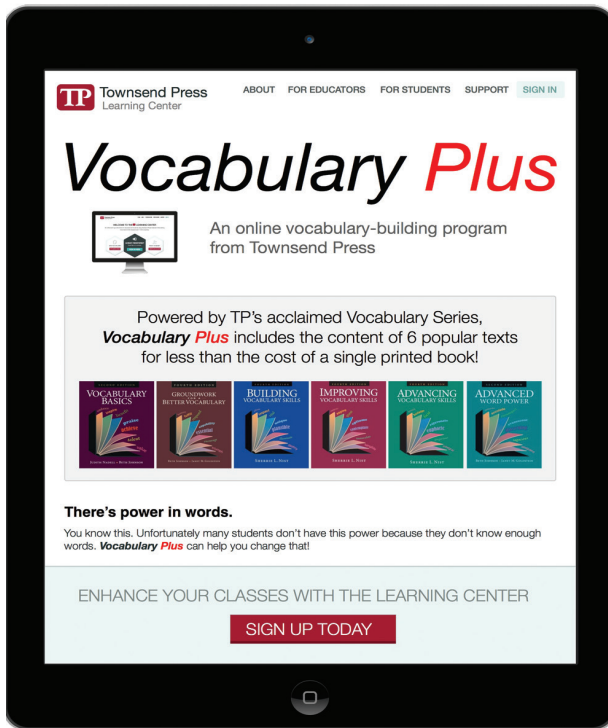
Student Answers

Chandra, Nathan	b
Farmer, Jill	b
Nelson, Chris	b
Tilo, Katherine	b

12 Powerful Administrative Tools: Townsend Press offers new administrative controls for use with *Vocabulary Plus*. Suited for large programs, these tools allow a designated user to create and edit accounts, make and manage classes, monitor subscriptions, and oversee the Learning Center's use at his or her institution.



And a Major New Enhancement . . .



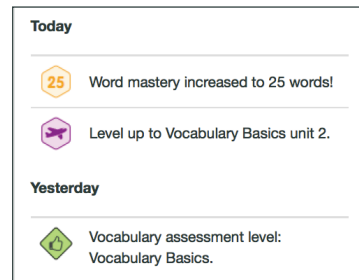
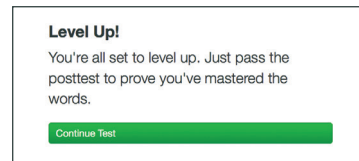
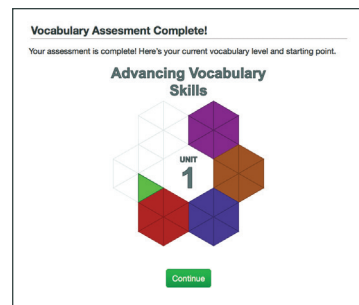
Vocabulary Plus Independent Study (VPi)

- Adaptive, Individualized Vocabulary Instruction
- Powered by the Acclaimed TP Vocabulary Series
- Included with Each Vocabulary Plus Subscription

VPi automatically assesses students and selects assignments suited to their instructional level

Key Features of Vocabulary Plus—Independent Study (VPi):

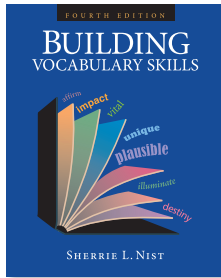
- **Individualized Assessment:** VPi begins with an adaptive assessment of each student to determine his or her vocabulary level.
- **Automated Assignments:** VPi manages student assignments so you don't have to! Enable VPi, and it will customize assignments for each of your students, based on their individual assessment results.
- **Adaptive Technology:** VPi responds to students' performance in real time, dynamically adjusting difficulty to keep students challenged and motivated.
- **Self-Guided Instruction:** With VPi, students can work independently at their own pace, progressing from one level to another through the equivalent of 6 textbooks' worth of material. Students may also review past work as needed at any time as they progress.
- **Reinforcement and Incentives:** VPi rewards students' progress. Each time students complete the content of a chapter, unit, or book, they'll receive acknowledgement and a "badge" on the achievements section of their home page. Mastering words, "leveling up," and scoring high also earn them badges.
- **Individual and Group Reporting:** VPi provides students and educators with data to track assessment results, words mastered, levels achieved, and time elapsed. Educators can view individual or class performance with a simple click.



TP Now Offers Three Ways to Teach Vocabulary!

We know educators need choices when selecting classroom materials. That's why we offer three options for teaching vocabulary. Simply pick the approach that fits your class.

Option 1: Print



Vocabulary Textbooks

Our *Vocabulary Series* books have helped millions of students learn words needed for success. Each includes PDF and PowerPoint supplements.

Price: \$9.90 or \$11.90

Option 2: Digital

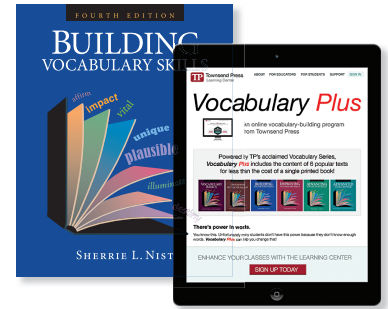


Vocabulary Plus

Vocabulary Plus brings all 6 eBooks and thousands of enhanced items from our *Vocabulary Series* right to students' fingertips.

Price: \$10.00

Option 3: Combined



A Vocabulary Textbook & Vocabulary Plus

Combine a textbook and a subscription to *Vocabulary Plus*, and you get the best of both worlds—plus \$5 savings off of the list price.

Price: \$14.90 or \$16.90

See page 11 for complete pricing information.

Frequently Asked Questions

What Do Students Need to Use *Vocabulary Plus*?

A computer, tablet device, or smartphone with Internet access and a current web browser. Students will also need a subscription to *Vocabulary Plus*.

How Much Does *Vocabulary Plus* Cost?

Subscriptions cost \$10 per student—less than the cost of a single printed text! Each includes full access to electronic content for all six books in TP's *Vocabulary Series*. Subscriptions last 10 months from the time students activate them.

Are Site Licenses Available?

Yes! Depending on quantity and duration, a site license can offer significant pricing and administrative advantages over individual subscriptions. Contact us for details.

Can I Get a Demonstration?

Yes! *Vocabulary Plus* is **FREE** to educators in our Learning Center. Log in, click "Materials" and then select "Assignments." You'll see a full list of available items, including *Vocabulary Plus*. Need a Learning Center instructor account? Create one at www.townsendpress.net.

TP Vocabulary Price List

Townsend Press is committed to producing the highest quality educational materials at the lowest possible prices. All prices below are net prices. Note: Bookstores typically sell books at about 33% above net price.

Print Materials

<i>Vocabulary Basics, Second Edition</i> (1-59194-235-7)	\$11.90
<i>Groundwork for a Better Vocabulary, Fourth Edition</i> (1-59194-223-3)	\$11.90
<i>Building Vocabulary Skills, Fourth Edition</i> (1-59194-188-1).....	\$11.90
<i>Improving Vocabulary Skills, Fourth Edition</i> (1-59194-190-3).....	\$11.90
<i>Advancing Vocabulary Skills, Fourth Edition</i> (1-59194-193-8).....	\$11.90
<i>Advanced Word Power, Second Edition</i> (1-59194-226-8).....	\$11.90

Short Versions

<i>Building Vocabulary Skills, Short Version, Fourth Edition</i> (1-59194-189-X)	\$9.90
<i>Improving Vocabulary Skills, Short Version, Fourth Edition</i> (1-59194-191-1)	\$9.90
<i>Advancing Vocabulary Skills, Short Version, Fourth Edition</i> (1-59194-194-6).....	\$9.90

Digital Materials

<i>Vocabulary Plus</i> 10-month subscription Student Access Kit (access code printed on hard copy)	\$10.00
<i>Vocabulary Plus</i> 10-month subscription (access code delivered by email).....	\$10.00

IMPORTANT NOTE: Site Licenses for bulk subscriptions are available. Contact us for details.

Combined Print & Digital Materials

<i>Vocabulary Basics</i> + <i>Vocabulary Plus</i> subscription (978-1-59194-449-2).....	\$16.90
<i>Groundwork for a Better Vocabulary</i> + <i>Vocabulary Plus</i> subscription (978-1-59194-450-8).....	\$16.90
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