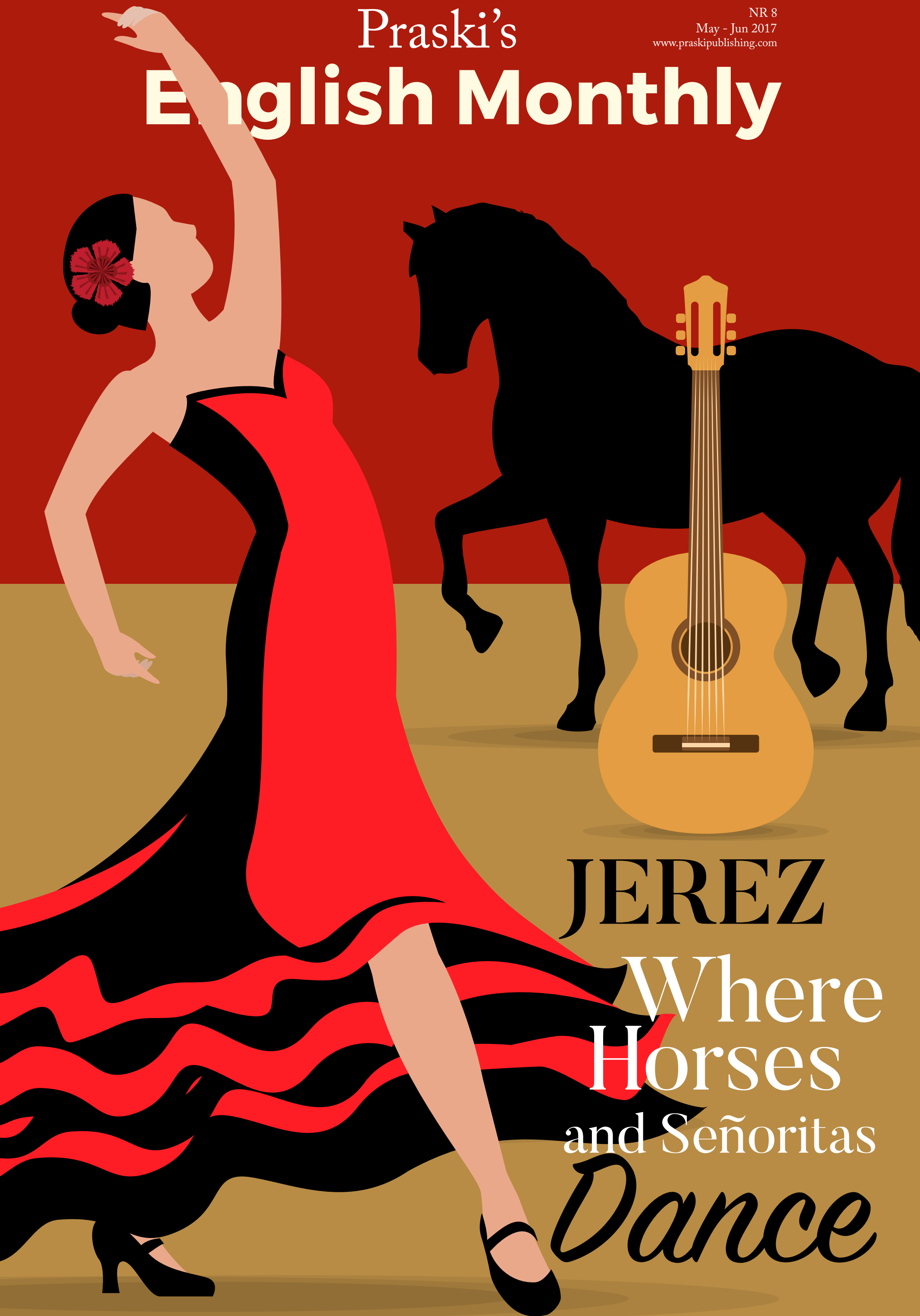


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English Monthly



JEREZ
Where
Horses
and Señoritas
Dance

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Editor's letter



George Sandford
Chief Editor

In this edition, we couldn't resist trotting off to Andalusia to experience all the wonderful sights and sounds to be found at the Jerez Horse Fair. As well as being our cover story, the region is also served up as a side-dish in our food section, which features the local brew, sherry. Still on a culinary theme, our celebrity chef is the aptly named Tom Kitchin from Edinburgh.

Should you splash the cash and speculate to accumulate or keep your cash in your socks? Our business section reviews the very different advice given by two financial gurus. Someone who might have taken heed is our English eccentric, Harry Bensley, whose gambling led him to travel around England wearing an iron mask while pushing a pram - no it's not a Monty Python sketch but a real-life story. In another honest account, Praski's English Monthly is delighted to introduce a guest writer to be, American photojournalist, Jerry Nelson, in an interview for our new work feature, Just doing my job.

If you love Chanel No.5, you'll be fascinated to read Advertising Chanel, which explains how their iconic adverts have responded to changing fashions over the years and coming bang up to date, we ask, what exactly is the Internet of Things? Add to this travel, health, fashion, music and film and I think you'll agree there's plenty to get your teeth into this month. Better get cracking!

Vocabulary

To trot - of a horse, moving in a controlled manner, faster than walking but slower than running
To trot off - to go, visit
A side-dish - an accompaniment to a main meal
To splash the cash - to spend extravagantly

To take heed - to take notice, to follow advice
Sketch - here: a short humorous scene acted out
To be - to be in the future
Plenty to get your teeth into - plenty to occupy or interest oneself
Get cracking - get started quickly



News and current affairs

Top Gear Back on Track



Richard Goldschmidt - wikicommons

Can the loveable Friends actor rescue Top Gear?

When Jeremy Clarkson punched his producer on the snoz he put the Beeb in an untenable position. Having sailed perilously close to the wind on a number of occasions, this was the final straw and they were left with no option but to give him his marching orders. Co-presenters Richard Hammond and James May, in a show of solidarity, declared that they would not participate in the show without their erstwhile colleague. With reinstatement out of the question, the presentation team tossed their keys away and slammed the car door shut on the show for good.

The BBC scurried around to find suitable replacements for the irreplaceable trio who despite, or rather because of their political incorrectness had acquired a global cult following. The first name to come out of the hat was Chris Evans, who rose to fame and fortune as a presenter on Channel 4's ground-breaking morning TV show, The Big Breakfast. Bespectacled, ginger-haired and somewhat geeky looking, the cheeky chappie was a natural in front of the camera. Who better then to fill Clarkson's huge shoes? But alas the ginger magician had lost his touch and threw in the towel in the light of plummeting ratings.

The remaining replacement presenters were reshuffled placing Joey from Friends, aka Matt LeBlanc, in the driving seat, with co-pilots Chris Harris and Rory Reid. Critics argue that the new boys don't have the same rapport as the old guard - it's getting there but it will take time. The new style is less aggressive, less laddish, certainly more PC with a broader appeal. Even electric cars get a positive spin. Matt LeBlanc anchors the show in a half relaxed, half confused manner as if wondering, like Joey, how he got into this situation, but also like Joey, he will probably land on his feet in the end.

Reruns of Clarkson led Top Gear episodes are already beginning to look dated and it's hard to see how the dinosaurs could have evolved to adapt to the big social and technological changes at the motoring junction ahead. In the long run, their abrupt departure may have done the BBC a favour and enabled them to rebrand and reposition the show. One thing that can't be denied is that Matt LeBlanc is much better looking than Jeremy Clarkson, and Rory's quite cute too. The programme might not yet be in top gear but at least it's stopped spinning out of control.



Vocabulary

- Snoz** - inf. nose

Beeb - affectionate term for the BBC

Untenable - impossible to be maintained

To sail close to the wind - to speak or act in a way that pushes one’s luck to the limit

Perilously - very dangerously

The (last) final straw - the final act that pushes someone’s patience beyond the limit of tolerance

Marching orders - dismissal, instructions to leave

Erstwhile - former

To scurry - to run in hurried movements like a frightened mouse

To be drawn out of the hat - to be selected, often by chance

Ground-breaking - original, radically different

Bespectacled - wearing glasses

Cheeky chappie - a cheeky but engaging young man
- To throw in the towel** - to quit

Plummeting - falling quickly and greatly

Reshuffled - reordered

In the driving seat - in control, in the lead position

Old guard - older, established people

Laddish - characterised by lewd, young male humour and boisterousness

PC - politically correct, sensitive to words or actions that may cause offence

To anchor a show - to be the main host

To land on one’s feet - to come out of a difficult situation unharmed

Dated - out of date, old-fashioned

Dinosaur - an old-fashioned person unable to adapt to changes

Abrupt - sudden

Reposition (a product) - to present it in a new way to appeal to a different audience

Airbnb Eye Chinese Market

Airbnb is a great example of the proverb ‘necessity is the mother of invention.’ Two former school friends, Brian Chesky and Joe Gebbia, moved to San Francisco in 2007 but were struggling to cover the rent on their apartment. They came up with the bright idea of putting an airbed in the living room and offering a B&B service and so the idea was born.

Fast forward two years and the pair had secured investment funding and developed the business to become an online booking platform for other people renting out space in their homes. They make money by taking a small commission from both the guest and the host. Now, their website homepage boasts 3 million listings putting up 150 million guests in 65 cities in 191 countries.

One of the big areas on the map that the company is keen to colour in and claim as their territory is the vast market of China. The lucrative Chinese online accommodation market is estimated to be worth around USD 1.5 billion per

year. With the stakes so high, it’s not surprising that the American company is not having things all its own way. As Uber crashed head on into local taxi firm Didi, Airbnb are up against Tujia, who have already carved out a big piece of market share.

In an attempt to up the stakes, Airbnb has doubled its investment in the country and renamed its operation in the land of dragons Aibiyng, which in Chinese translates to “welcome each other with love.” The company is also trying to woo customers, and get them to part with their cash, by offering additional services and excursions via its Airbnb Trips service.

China is just the biggest piece of the Asia-Pacific jigsaw with Japan and Malaysia also of interest to the California dreamers. However, it looks like the boys with the airbed are now mixing it with the Eastern heavyweights and could end up on the floor once more.

Vocabulary

- Necessity is the mother of invention** - a need stimulates the creation of a solution

To cover - here: to find enough money to pay for

Airbed - a plastic bed inflated with air and put on the floor

B&B – an accommodation arrangement which provides a room (bed), and breakfast

Fast forward - jump quickly to a later time
- Listings** - a list of accommodation offers

To put up - here: to accommodate, “we’re putting up my brother while he looks for a flat”

To colour in - to shade an area on a drawing or map with colour

Lucrative - worth a lot of money

To woo - to charm, to attract

To mix it - to get involved in a fight





Business and finance

How to Grow Money - Advice From the Experts

They say that money doesn't grow on trees but maybe it does with fertile soil and the right kind of care. After all, fruit grows on trees so maybe money can be harvested like a crop.

There are plenty of experts who have grown rich off the financial advice they've given so maybe they're worth listening to. The trouble is, it seems there are as many perspectives on how best to handle your money as there are advisors. Let's take a look at two of the most popular.

Dave Ramsey

Dave Ramsey is a Tennessee-born financial wizard who, through investments and real estate, had amassed USD 4 million by the time he was just 26. However in 1986, tax law changes led to two of his major banking creditors calling in loans. Being massively over-geared, he was unable to pay up and was forced into bankruptcy. This was a Road to Damascus moment and he made a complete U-turn in his approach to money. It was also literally spiritual as he started following the teachings of Larry Burkett, a financial advisor and Christian evangelist. Perhaps the biggest single piece of advice from both of them is "get out of debt and stay out of debt." The approach to money is largely based on prudence and good housekeeping. Some other pieces of advice given are:

- :: Keep your savings separate from other money.
- :: Forget trying to build your credit rating, focus on building your cash.
- :: Only buy things you really need.
- :: Make a budget and stick to it.
- :: Use an envelope or thrift box method - withdraw a set amount of cash from your bank for expenses and don't even use your bank debit card.
- :: Save up cash for larger items rather than buying them on credit.
- :: Plan ahead and start thinking about major life milestones and retirement early on in life.

Robert Kiyosaki

To most people that would probably sound like good advice, but to Robert Kiyosaki it's bunkum. The Hawaiian born Robert hit the jackpot with his 27 million bestseller, Rich Dad, Poor Dad. In it he recounts two totally different sets of financial advice given by his biological father (poor dad) who worked for the

education department and advised him to be frugal, and his rich dad, supposedly the father of a friend, who had a much more aggressive approach to borrowing and investing. In short, Kiyosaki's philosophy can be summarised as say, "saving is for mugs and such people will never be rich; you need to invest."

Other tips typical of his financial strategy include:

- :: Pay yourself first - take money out of your account for your needs and make sure you get what you want.
- :: Don't save, invest; don't work for money, make money work for you.
- :: Invest in assets, not liabilities - he even describes a family home as a liability because of the ongoing costs involved.
- :: Don't be afraid to borrow but use the money on assets that will appreciate and also increase your capacity to borrow more.
- :: Know the difference between bad debt (credit card expenditure on a holiday) and good debt (money borrowed for real estate) and welcome the latter as a good thing.
- :: During times of market downturn, buy up stock to add to your investment portfolio.

Despite the success of his books and popularity with the public, Kiyosaki has come in for some severe criticism from other financial advisors who say his advice is flawed and downright dangerous. He's certainly poles apart from radio financial counsellor Dave Ramsey.

There is no shortage of books on how to get rich quick and financial advisors suggesting the best way to build a nest egg and grow your money but studying them all may leave you in a quandary - is saving sensible or poor asset utilisation? You'll just have to decide for yourself.

By 401(K) 2012 - <https://www.flickr.com/photos/68751915@N05/6848822477>, CC BY-SA 2.0, <https://commons.wikimedia.org/w/index.php?curid=35028068>

Vocabulary

- Money doesn't grow on trees** - a proverb meaning money is not easily acquired

Crop - a cultivated plant grown for food

Wizard - here: someone extremely good at something

Amassed - collected

To call in a loan - to demand settlement of a debt

Over-geared - carrying too high a proportion of borrowed money

A Road to Damascus moment/experience - an important point in someone's life leading to a significant change in one's view or belief, from the Bible and Saul of Tarsus's conversion to Christianity

U-turn - a complete reversal, in driving and in actions or beliefs

Piece of advice - note advice is uncountable; you cannot say, "he gave me two advices," instead say, "he gave me two pieces of advice"

Prudence – great caution

Housekeeping - here: managing personal, domestic finances
- Credit rating** - the rating given by financial organisations that rate the creditworthiness of individuals

Thrift - the quality of using money carefully and wisely

Thrift box - a metal box with compartments in which to put money for different expenses such as bills

Milestones - significant points on a journey or project

Bunkum - claptrap, nonsense, particularly that spoken by a politician

To recount - to tell a story

Frugal - spending money very carefully, often in small sums

Mug - informal, fool, gullible person

Flawed - containing faults, errors

Downright - thoroughly, absolutely

Nest egg - a sum of money saved and kept for emergencies

In a quandary - in a state of confusion and uncertainty

Comprehension test

Comprehension Test - Without referring back to the text, match the two halves of advice given.

DAVE RAMSEY

1	Keep your savings	a	and stick to it
2	Only buy things	b	- withdraw a set amount of cash from your bank for expenses
3	Use an envelope or thrift box method	c	separate from other money
4	Make a budget	d	and start thinking about major life milestones and retirement early on in life
5	Save up cash for larger items	e	you really need
6	Plan ahead	f	rather than buying them on credit

ROBERT KIYOSAKI

1	Pay yourself first -	a	but use the money on assets that will appreciate
2	Don't save,	b	buy up stock to add to your investment portfolio
3	Invest in assets	c	bad debt and good debt
4	Don't be afraid to borrow	d	take money out of your account for your needs and make sure you get what you want
5	Know the difference between	e	not liabilities
6	During times of market downturn	f	invest

Discussion points

Which of the two approaches to money is closer to your own?

Do you save money for the future or do you believe in living for the moment and spending it while you have it?



Work

Just Doing My Job - Jerry Nelson - Photojournalist



JUST DOING MY JOB

In a new feature within the Work section, we get an insight into people's working lives, what they do for a living, how they got into their job and what motivates them. We kick off with an interview with Jerry Nelson, an American photojournalist, who'll also be joining us at Praski as a guest contributor.

JERRY NELSON - PHOTOJOURNALIST

Can you tell us where you were born, what kind of place it was and about your childhood days?

I was born in Charlottesville, Virginia and raised in Hot Springs, Virginia. My father was Scottish-Irish and my mother half-Cherokee and half-Lakota/Sioux. She was descended from a band of Cherokee that "peeled off" the Trail of Tears when they left Georgia and settled/hid in the Virginia Mountains. She had, and I obviously, have ancestors who were killed at the Wounded Knee Massacre.

Hot Springs is a small village - a little over 400 people lived there while I was growing up and about 700 inhabit it now. Despite its diminutive size, the tiny town is known globally for two things:

It is Sam Snead's hometown. For anyone that doesn't know who Snead was, he was the Tiger Woods of the 1940s and 1950s - a great golfer and for about ten years, my neighbour. He gave me my first golf lesson when I was about six.

The other thing Hot Springs is known for is the Homestead Hotel. The Homestead is a luxury resort in the Blue Ridge Mountains and was first established in the 1770s and has since been visited by every American president.

Growing up in small-town America during the 1960s and early 1970s was a special time in a special place.

Did you go to university? If so where and what did you study? Did you have an ambition to follow a particular career?

I went to college on the Navy Campus for Achievement (NCA) program, so my 'schooling' was pretty much all over the map. NCA contracts with different colleges and universities to offer classes at sea and then, through the agreement, combines those credits into one for a degree.

Nope. No particular career path. Growing up I never knew what I wanted to do - I just knew what I didn't want to do and that was spending my life in Hot Springs, Virginia. When you're a teenager and you've grown up in a small town, you either realise there's a big world beyond the mountains, or you don't.

If you do know there's a planet with people with strange customs, and literally a world of things to see, something draws you like Southern homemade sweet tea on an August afternoon.



Now that I'm in my 60s and can live anywhere in the world, I'd love to settle back in Hot Springs. Funny how that works, isn't it?

What kindled your interest in photography?

My mother; as I was growing up, she was omnipresent with the camera. Vacation, birthdays, taking a walk. She had a camera with her everywhere.

I got my very own camera for my 10th birthday. It wasn't much, a small step up from a Brownie, but it was mine. I didn't stay consistently in photography. I'd pick the camera up for a while and then put it down only to pick it up again later. This was in the 1960s when the local drug store processed the film, and it would take about two weeks to see what images, if any, you had. Patience was a necessary virtue.

At what point did you decide you wanted to become a full-time, professional photojournalist - and how did you make the transformation from hobbyist to pro?

I don't recall ever "deciding" to become a full-time professional, it just happened. After my ex-wife filed for divorce, in the Christmas of 2006, some friends invited me down to New Mexico. I was there about a day when I felt a compulsion to follow a long-term dream — do some long- distance hiking.

On December 17, 2006, I walked out of Las Cruces, New Mexico headed for Washington, DC. I didn't have a map, a schedule or anything, just a duffel bag with a change of clothes and USD 15 in my pocket.

I reached Washington on June 30, 2007. Somehow during the walk, what I was doing started generating some headlines, and the attention continued to grow during the three-months I was in the capital. A journalist with National Geographic heard about my story and we met for coffee. When he found out I planned on taking a bicycle from Washington, DC to Oregon, he bought me a camera and asked to take images and send notes to him as I travelled. That was my first foray into full-time photojournalism. Everything has grown and progressed from there.

What are your favourite subjects to photograph and why?

Social justice issues; there's nothing wrong with still life, landscape or portrait photography but for me, social justice issues get my juices flowing. Homelessness, illegal immigration, the environment - anything dealing with social justice interests me.

You also write for many publications, has that now taken over from your photography? What subjects do you like to write about?

Primarily social justice, like my photography. When I first started on this path, 80 percent of my work was photographic and 20 percent writing, today that has flipped. I'm not sure why. I didn't have a master plan for it. I didn't consciously



Children of the 'Hidden City' with social programme computers

say, "I'm going to start writing more, and shooting less." It just happened. We'll blame it on the universe.

A long time ago I learned that the universe, or God, or Buddha, or whatever higher power you claim, doesn't call on us to trust for the entire journey - just the next step. Slowly over time, the arc of my life has bent more towards writing.

Have you ever done any assignments that were dangerous?

Short answer - yes: I got caught in a buffalo stampede in Washington state, thrown from a raft on the Colorado River,

spent six weeks with the Sinaloa drug cartel along the Mexican/US border, I got stranded in the Rockies for three days and nights with no food and in a blizzard, I've spent several days and nights inside Argentina's infamous 'Hidden City,' I've lived with the Aborigines in Australia, gone fishing for piranha in the Amazon, camped out on a deserted island in the South Pacific and more. I could go on, but I'm sure you get the picture.

You live in Buenos Aires, Argentina - how did that come about?

In 2011, a couple in Las Vegas started following my online work. They had a friend, Alejandra, in Buenos Aires and mentioned my work to her in an email. She started following me through social media and my articles in the Huffington Post, Washington Post and for the BBC. Chats turned to emails, then to daily phone calls. The next year we met for the first time on a week-long assignment in Tennessee, started talking and haven't stopped talking since. Six months later, I asked myself, "Why am I sitting here in Washington missing her when I could go to Buenos Aires?" So, I bought a ticket to Buenos Aires on December 1, 2012 and never went back.

Are you 'winding down' now or do you still have lots of projects planned for the future?

My travel has scaled back some but I'm not winding down. As Hunter S. Thompson said:

"Life should not be a journey to the grave with the intention of arriving safely in a pretty and well-preserved body, but rather to skid in broadside in a cloud of smoke, thoroughly used up, totally worn out, and loudly proclaiming, 'Wow! What a ride!'"

This month we're in Bolivia doing a story about the school house where Che Guevara was murdered, and I get to interview the man who pulled the trigger. Next month, we're down to southern Argentina doing a story about the cabin (still standing) where Butch Cassidy and the Sundance Kid lived following their escape from America.

I'd sooner burn out than rust.

You can find out more about Jerry Nelson [here](#).

Vocabulary

- To peel off - to leave the main group by veering away
- The Trail of Tears - a series of forced removals of Native Americans from their homelands in the 1830s
- Wounded Knee Massacre - a massacre perpetrated by the 7th Cavalry in 1890 at the Lakota Pine Ridge Indian Reservation, South Dakota, in which between 150- 300 men, women and children were murdered
- Diminutive - small
- Nope - informal variant of no
- To kindle - to set on fire, to arouse interest or emotion
- Omnipresent - present everywhere and all the time
- Brownie - a popular series of inexpensive cameras made by Eastman Kodak
- Drug store - US term for pharmacy
- Foray - a brief exploration into a new place or activity
- Still life - the painting, drawing or photographing of subjects such as fruit and flowers

- To get one's juices flowing - to get one feeling passionate and excited about something
- To flip - to reverse, to become the opposite of what it was
- To shoot - here: take photographs
- Stampede - a sudden, panicked rush of a large herd of animals
- Raft - a flat, floating structure of wood, used as a primitive boat
- Cartel - an informal association of organisations in order to control the supply and price of a commodity
- Blizzard - a severe snow storm accompanied by strong winds
- To get the picture - (US) to get a general understanding of what is being said
- To wind down - to slow down, to reduce in intensity
- To scale back - to reduce in scale
- Broadside - of a car, to impact sideways
- To rust - 1) of metal, to decay and go reddish-brown through oxidation, 2) figuratively, to become old and inoperative

Comprehension test

Without referring back to the interview, match the answers to the questions.

1	Can you tell us where you were born, what kind of place it was and about your childhood days?	a	My mother; as I was growing up, she was omnipresent with the camera.
2	Did you go to university? If so where and what did you study?	b	I'd sooner burn out than rust.
3	What kindled your interest in photography?	c	I got caught in a buffalo stampede in Washington state, thrown from a raft on the Colorado River and spent six weeks with the Sinaloa drug cartel along the Mexican/US border.
4	At what point did you decide you wanted to become a full-time, professional photojournalist?	d	When I first started on this path, 80 percent of my work was photographic and 20 percent writing, today that has flipped.
5	What are your favourite subjects to photograph and why?	e	I went to college on the Navy Campus for Achievement (NCA) program, so my 'schooling' was pretty much all over the map.
6	You also write for many publications, has that now taken over from your photography?	f	I don't recall ever "deciding" to become a full-time professional, it just happened.
7	Have you ever done any assignments that were dangerous?	g	It is Sam Snead's hometown, a great golfer and my neighbour, he gave me my first golf lesson when I was about six.
8	Are you 'winding down' now or do you still have lots of projects planned for the future?	h	There's nothing wrong with still life, landscape or portrait photography but for me, social justice issues get my juices flowing.



My most powerful picture - homeless man and child in Buenos Aires during papal visit



Cover story

Jerez - Where Horses and Señoritas Dance

The sunny city of Jerez in southern Spain, 20 kilometres from Sanlúcar, is famous for sherry and fiery flamenco dancing but it is also synonymous with horses. The word Jerez is an Arabic name and dates back to when the Moors ruled this part of Spain. Traditionally, in the first week of May the Jerez Horse Show (Feria de Caballo) is held. The date has been changed this year to 13th May.

For a whole week, people will flock to the González Hontario Fairgrounds, which cover a huge space of 52,000 square metres, to see pretty señoritas and beautifully groomed horses carry out choreographed moves. Within the grounds are approximately two hundred casitas. These are private marquees, temporary homes varying in size where you will find groups of friends and horse associations eating, drinking sherry and dancing. Jerez locals will be drinking fino and some even add lemonade to make a rebujito. In Jerez members of the public can view the festivities inside the tents unlike in Seville.

The Jerez Horse Fair can be traced back to when it was a small town in the reign of Alfonso X El Sabo. He was called 'the wise' and as an ongoing celebration of his reconquest of the town, he gave permission for two annual fairs to take place in April and October. By the Middle Ages, the fairs had become commercial with farmers and shepherds bringing their livestock into Jerez. Merchants who participated in the fairs signed an official document in 1481 stating where the major festivals of the town should be held.

The main enclosure (recinto) was opened in 1903 comprising a floor covered in yellow sand called alberto. This turns into a dust storm after a very hot day and when it rains the ground turns into mud. The same year, the regulations permitted individual riders and societies to build their own marquees (casetas). In the beginning, gypsies travelled to Jerez to earn a living by putting on a show with their performing steeds. The event grew in popularity with a children's entertainment park added and other forms of entertainment resembling the present-day horse fair. But it wasn't until 1955 that the Domecq Sherry family proposed the idea of holding a yearly festival to celebrate the horse in Jerez.

Nowadays, the event is huge and people from all over the world come to Jerez to see this spectacular festival. Once you find yourself at the González Hontoria Park what can you expect to see? The horses always take centre stage and you will witness cowboy and classical dressage, skilful displays of carriage driving, riding competitions and games of polo. Flamenco dancers will make an appearance and for those interested in Spanish rituals, bullfighting will be on display. For children and anyone who loves a ride on the fair, there is a huge funfair. There will be copious amounts of food and drink to be consumed in the casitas.

Moving away from the enclosures and park, a stroll through the leafy streets of the city will give most visitors the opportunity to see horses parading elegantly with their riders immaculately dressed. The men have an aristocratic air while the women beside them are dressed in the most lavish flamenco style dresses. Decorated carriages with a flavour of Hungary, Russia and Spain also can be seen trotting on the cobbled streets of the old town. In the evenings, the mood and colours change as strident guitar rhythms float through the air, horses hooves become silent while señoritas' heels stomp and castanets click. The pale golden sherry flows freely as the party grows wilder.

The Feria del Caballo is still very much linked with Andalusia even though it is advertised as an international festival. The horse is an animal that is much loved and respected in this part of Spain – so if you want to feel the equestrian vibe, don't forget to go along to the fair 13-20 May.





Handsome horsemen demonstrate their riding skills



Dressed for the occasion in stunning dresses

Vocabulary

- To flock** - to go in great number
- Groomed** - of a horse, having had its coat cleaned and brushed
- Fino** - a light-coloured, dry sherry
- Shepherd** - a person who looks after sheep
- Steed** - a horse being ridden
- Dressage** - riding and training a horse to perform elegant movements
- Copious** - great quantities

- Leafy** - shady from the leaves of trees
- Immaculately** - in a perfect manner, particularly in relation to tidiness
- Air** - here: a manner, giving the impression
- Cobbled streets** - roads made up of small, rounded stones
- Strident** - in a loud, harsh manner
- Equestrian** - pertaining to horses
- Vibe** - atmosphere

Comprehension test

Without referring back to the text, match the typical adjective-noun collocations used in the article.

1	pretty	a	moves
2	groomed	b	document
3	choreographed	c	entertainment park
4	temporary	d	streets
5	official	e	horses
6	cobbled	f	sherry
7	pale golden	g	señoritas
8	children's	h	homes





Woman profile

Stella McCartney - More than a Beatles' Daughter

As the daughter of ex-Beatle Sir Paul McCartney, some people might think that Stella had success handed to her on a plate but unpick the stitching and you'll see that it's all her own work. Stella was born in 1971 to parents Linda and Paul; before meeting Paul her mother, née Eastman, had already made a name for herself as a celebrity rock star photographer capturing immortal and often candid images of the likes of The Rolling Stones, Bob Dylan, Jimi Hendrix and Janis Joplin. She would have a profound influence on Stella's beliefs in terms of her conviction to vegetarianism and animal rights. After the vacuum left by the breakup of the Beatles in 1970, Paul, joined by his wife, formed the band Wings. For the next decade, Stella was part of the tour entourage, along with her brother and sister. An early refuge from life in the limelight for the family was a farm that Paul owned in Kintyre, in Southwest Scotland where home-grown organic veg was the order of the day.

Keen to ensure she had as normal life as possible, her parents sent Stella to a state school in East Sussex. As she reached her teens, she showed a strong interest in fashion, making her own clothes. At 16, she got an internship with haute couture designer Christian Lacroix, after which she gained a degree in fashion design at the art and design college, Central Saint Martins in London. Part of the graduation project involved putting on a fashion show. Naturally, the young designers called upon their friends to do some free modelling but with her celebrity connections, Stella's friends weren't just anybody but supermodels Naomi Campbell, Kate Moss and Yasmin Le Bon. In reply to criticism that this gave her a somewhat unfair advantage, she quipped:

"Other students ask their friends to model, I've asked mine."

With an all-star cast on the catwalk and dad in the audience, the fashion media and buyers were out in force. The entire collection was snapped up by London Boutique Tokio and licenced to other luxury goods stores such as Browns, Bergdorf Goodman and Neiman Marcus. It would be the start of her stellar success.

She opened her own boutique in London selling her sexy and stylish silk Italian slips. With limited experience under her belt, just two years later she landed a plum job as creative director of Paris fashion house, Chloe. The previous incumbent Karl 'Kaiser' Lagerfeld was rather disparaging, suggesting her popularity was based on her father's musical success.

Despite those who thought Stella was just a rich daddy's girl, she made a great success of her time at Chloe, improving the balance sheet and bringing in a new era of romantic yet simple, classy designs. She also introduced a less expensive, casual range called See. The only setback during her rise in the fashion hierarchy was the death of her mother in 1997 after a three-year battle with breast cancer. In 2000, she won VH1/Vogue Fashion Designer of the Year, which was presented by her father. In her acceptance speech, she dedicated the award to her mother.

BRANCHING OUT

By 2001, she'd outgrown Chloe and, with the backing of Gucci, established her own Stella McCartney brand. While she was quick to put out a collection, she made a misjudgement, moving away from her trademark slightly flirtatious look to something more austere and hardcore.

Vertically integrating her business, she started opening retail outlets to sell her wares, first in New York in 2001, followed in consecutive years in London and Los Angeles.

There are currently 53 stores with McCartney products sold in 72 countries worldwide. There has also been more than a bit of brand stretching through the development of a range of clothing and accessories. This now includes children's clothing, knitwear, lingerie, bags, shoes, eyewear and fragrance. In 2004, she entered into a lucrative partnership with Adidas, which has seen her enter the realms of sportswear, dressing brand ambassador, tennis player Caroline Wozniacki.



Stella has established herself as a leading designer



Given the nature of her mother’s death, it’s perhaps not surprising that she’s even gone into the design of mastectomy bras. It seems that she has an iron in many fires but it is important that they burn eco-friendly fuel. Ethics form an integral part of the business and this is demonstrated on the sustainability tab on the website that reads:

OUR COMMITMENT

“We are a vegetarian company committed to operating a responsible, honest, and modern business.”

Stella is aware that a ‘vegetarian company’ might be a strange concept to some and this ideal is expanded upon:

A VEGETARIAN COMPANY

“We are the world’s first and only vegetarian luxury brand. We do not think that any animal should give their life for the sake of fashion.”

“We do not use and have never used leather, skins, feathers or fur in any of our products, collaborations or licensed products. This is a decision that we stand behind both ethically and environmentally.”

Further information about materials used is provided on the website, as well as details of the Ethical Trading Initiative in which the company participates. It also supports and partners a wide range of charities and not for profit organisations including the National Breast Cancer Foundation, the National Society for the Prevention of Cruelty to Children, the White Ribbon Campaign, which seeks to prevent violence against women and War Child, a charity to help child victims of war.

This is all highly laudable but there is one fly in the ointment; the Stella McCartney company is 50 percent owned by Kering, a French luxury goods



Stella McCartney retail outlet - Barcelona

company that owns 100 percent share of Gucci and Saint Laurent Paris, 86 percent of Puma and many other designer brands. These unashamedly use animal products such as leather, feathers and furs.

There may be questions about how big a leg up in life she got in the early days but having fitted out Madonna for her wedding and dressed the likes of Gwyneth Paltrow, Kate Hudson, Amber Heard and Penelope Cruz, there has to be genuine merit in her work. She’s won countless fashion industry awards and in 2013 was honoured with an OBE for services to fashion. At the age of 45, she still has many years of designing ahead of her and may climb still higher. Her father’s success and celebrity is a hard act to follow but so far, she hasn’t done such a bad job.

Vocabulary

Ex - former, e.g. ex-wife

To have something handed on a plate - to receive something easily without effort

To unpick - to undo

Stitching - the row of stitches sewn onto cloth

Née - born, of a woman - the maiden name before marriage

Candid - informal, honest and revealing

Vacuum - void

Entourage - a group of people surrounding and following an important person

Refuge - sanctuary, escape

Limelight - public glare and attention

Veg - vegetables

The order of the day - the rule or custom

State school - a free school for ordinary children

Haute couture - very expensive and exclusive clothes designed by the leading fashion houses

Snapped up - bought very quickly

Stellar - having the qualities of a star (as in performer)

Slips - (noun) here: a thin loose-fitting skirt or underskirt

To have X under one’s belt - to have gained X experience

Plum job - a really good job

Disparaging - critical, dismissive

A daddy’s girl - a girl or young woman spoilt and indulged by her father

To branch out - to develop and expand into other areas of activity

Flirtatious - sexually playful, suggestive

Austere - severe, lacking in luxury or comfort

Hardcore - here: extreme

Vertical integration - a business structure in which a company controls all elements of the supply chain from production through to retail

Brand stretching - the application of a well-known brand to new products

Mastectomy - the surgical removal of breasts

Laudable - worthy of praise

A fly in the ointment - something negative that spoils something otherwise perfect

Unashamedly - without shame or any attempt to hide

A leg up - help in getting to a higher position

A hard act to follow - difficult to equal or surpass

Comprehension Test

Based on the text, say if the following statements are true or false.

- 1) Linda McCartney (nee Eastman) was already famous before she met Paul.
- 2) Stella McCartney went to a private school for rich children.
- 3) Living on a farm, the McCartney family slaughtered their own meat.
- 4) While studying at fashion college, Stella’s friends already included supermodels.
- 5) Designer Karl Lagerfeld was a mentor and supporter of her work.
- 6) She has 100 percent financial control of the Stella McCartney brand.
- 7) Her clothes are often decorated with feathers and fur.
- 8) She has designed wedding dresses for many A-list celebrities.



Health and beauty

Advertising Chanel

Chanel is synonymous with class, luxury, elegance and sophistication yet despite being the most famous and popular fragrance in the world, it's had to adapt to social changes and competition to hold its own in a tough market place.

The famous scent started way back in the 1920s when Gabrielle 'Coco' Chanel was already queen of the Paris fashion scene. She employed Russian perfumer to the Tsars Ernest Beaux. He had to create a number of versions of the magic concoction before arriving at one the picky Coco was happy with. In fact, it was the fifth sample and being a superstitious lover of the number five, Chanel No. 5 was the name given to the first perfume created and sold by a fashion house. A few years later, the brand went global and became the perfume of choice of the rich and famous.

The first ever advert for the new fragrance was a drawing by French cartoonist Sem, featuring a sylphlike woman and the iconic bottle. But as times and tastes changed, so did the fashionable shape of women, epitomised by the voluptuous Marilyn Monroe in the 1950s. She gave the perfume a welcome and free product endorsement in an interview - when asked what she wore in bed, she replied, "Just a few drops of No.5."

Nonetheless, by the 1960s, the fragrance started to be perceived as something of an old ladies' perfume so to counter this, the company ran an ad featuring the popular young actress of the time, Ali McGraw, who appeared nude in water. Only her back was visible but the advert was suggestive and trying to imply that the fragrance was sexy.

The 1950s and 1960s were perhaps the golden age for the perfume but by the 1970s, the market was quite competitive as other fashion houses started to develop their own fragrances. There was an experimental return to the

poster format in 1997, with a pop art work created by Andy Warhol but the brand's next plan of attack would be the movies.

The company responded by reinforcing its luxury brand image through opulent television advertisements. This reached its zenith in 2004 with Chanel No. 5 The Film. This was a three - minute extended advert screened in cinemas and on TV. The budget for the film was a staggering USD 42 million with lead actress, Nicole Kidman pocketing USD 12 million.

In answer to the question which beautiful woman of the era should we have to represent the brand next, Chanel came up with a highly novel answer - a man. Of course, it wasn't just any man but the handsome Brad Pitt. The message being, dab on a few drops of No.5 and you too could bag your dream husband. It's impossible to know if it paid off because Chanel kept mum about the success of the campaign.

Chanel is without doubt a leading brand but it has one Achilles' heel that has hampered its progress throughout its life and that is the difficulty of shaking off its image as an older woman's scent. How can they make it appeal to a younger audience who will go on to buy it for another 40 or 50 years? Enter the pouting, delinquent It girl, Lily-Rose Depp, daughter of Johnny Depp and Vanessa Paradis. She is the sultry face of the new scent, No.

5 L'eau, which aims to convey a mixture of youthful playfulness and rebellion.

Nearly 100 years since its inception, Chanel No.5 is still very much in touch with women. Like all good brands, it's not just a product but a reaffirmation of identity and confidence and while ever it continues to make women feel special, No.5 will continue to be No.1.



The first ever No.5 advert - 1921



Classic perfume, classic design

Test

Based on the extract from the text, fill the gaps with articles, the, a, an, or zero for no article.

(1) _____ first ever advert for (2) _____ new fragrance was (3) _____ drawing by French cartoonist Sem, featuring (4) _____ sylphlike woman and (5) _____ iconic bottle. But as (6) _____ times and tastes changed, so did (7) _____ fashionable shape of women, epitomised by (8) _____ voluptuous Marilyn Monroe in (9) _____ 1950s. She gave (10) _____ perfume (11) _____ welcome and free product endorsement in (12) _____ interview - when asked what she wore in (13) _____ bed, she replied, "Just (14) _____ few drops of No.5."



Vocabulary

- Synonymous (with)** - closely associated with

Concoction - a mixture of ingredients

Picky - choosy, very selective, not easily pleased

Superstitious - belief in supernatural

Sylphlike - slender and graceful

Epitomised (by) - represented as a perfect example of its type

Voluptuous - of a woman, curvaceous and attractive

Product endorsement - a public recommendation of a product by a celebrity

Suggestive - inferring a sexual nature

Opulent - luxurious

Zenith - peak, highest point

Staggering - here: incredible, hard to believe
- To pocket** - to receive, to get paid

To bag - to get, to acquire

To keep mum about something - to keep it a secret

Achilles' heel - weak spot

To shake off - to get rid of

To pout - to push one's lips forward in a way that is either petulant or sexual

Delinquent - a young person who antisocial or involved in petty crime

It girl - a young woman famous for the life of a socialite

Sultry - of a young woman, suggestive of sexuality

Inception - beginning, creation

Reaffirmation - confirmation, strengthening



Lily-Rose Depp is helping to attract a younger audience to the established brand

Just the Tonic

Nowadays, the pharmaceutical industry claims to have the solution to most everyday health complaints but increasingly, people are turning to natural medicine to provide a pick-me-up to restore lost energy or to shake off feelings of lethargy. Wellness tonics, also known as herbal or immunity tonics, are the latest in complementary health and contain a variety of ingredients believed to target different health needs.

The principle behind health tonics is nothing new. Since time immemorial healers have been using the health-giving properties of plants, herbs and spices to address medical complaints. Chinese herbal medicine is a tradition that goes back thousands of years while Indian Ayurvedic medicine, which is closely connected with yoga, is becoming more and more known and used by people who prefer not to use conventional medicines prescribed by doctors or bought from the shelves of a pharmacy.

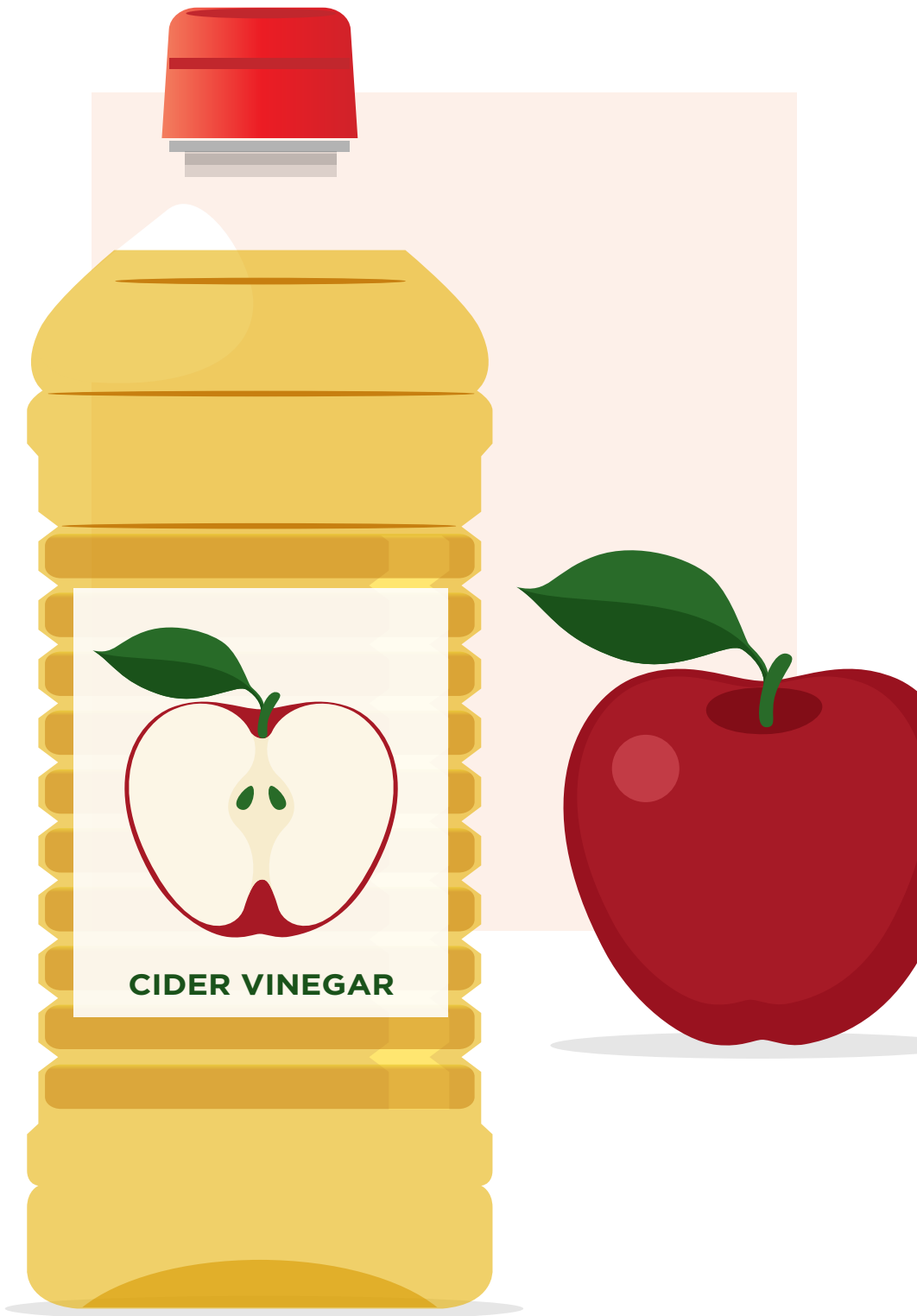
While some people swear by these natural drinks, there are many, including the medical profession, who are more sceptical. Part of the problem lies in the fact that these products have not been thoroughly researched using proper scientific methods so there is little concrete evidence for their efficacy. However, some of the individual ingredients have been studied more closely so there may be good reason to support their use.

Health tonics can be regarded as a fad because new ones are coming along all the time. Currently, turmeric is a widely-used ingredient, believed to be beneficial for joint, heart and skin health. Ginger, however, has long been used in traditional Asian medicine, and scientific studies carried out in the West have backed suggestions that it is excellent for the digestion. Apple cider vinegar has similar properties.

One negative aspect of these products is that they often don't taste very pleasant. They frequently contain unusual combinations of ingredients and for some people, the result can be unpalatable. The solution can be to make your own hydrating health tonics using your favourite flavours.

If you don't want to spend time preparing your own tonics, there are plenty of ready-made products to choose from. Metatone is one of the closest to conventional medicinal products and is widely available from pharmacies. Teas represent one of the best ways to address your own specific health needs and are widely available. Brands like Dr. Stuart's, Pukka and Higher Living can be bought in supermarkets as well as health food stores, or from many online retailers.

Are tonics genuinely beneficial or just trendy placebos? Without double-blind testing it's hard to say but if you think it will do you good, it probably will. That said, you can't beat the restorative properties of a good old-fashioned gin and tonic.



Apple cider vinegar is a popular wellness tonic ingredient

Vocabulary

- Just the tonic** - exactly what is needed
- Tonic** - something that restores wellness
- A pick-me-up** - a substance that provides an energy lift
- Lethargy** - the feeling of being tired, lazy and unmotivated to action
- Immunity** - the body's system of fighting and resisting infection
- Complementary health** - medicines that are not conventional or drug-based
- Since time immemorial** - since the beginning of time
- Efficacy** - effectiveness
- Fad** - short-lived fashion

- Turmeric** - a bright-yellow, aromatic powder made from a rhizome of the ginger plant family
- Joints** - the places where bones connect
- Unpalatable** - unpleasant to taste and so difficult to eat or swallow
- Placebo** - a substance with no real benefits but having an effect because the taker believes it works
- Double-blind testing** - a medical experiment in which two groups receive different substances (one just a placebo) and neither the recipients nor the administrators know which group receives which
- Good old-fashioned** - traditional and reassuring



The Baseball Cap - A Major League Hat

The iconic baseball cap seems to have been around for donkey's years and is frequently seen worn on the heads of men and women but this hasn't always been the case.

The brimmed cap was an essential piece of sports kit from 1858 when the Brooklyn Excelsior's introduced a cap that was similar to what a jockey wore. It had a round crown and a little brim. Other teams like Boston, Philadelphia and Chicago got in on the trend and initiated their own styles on the form. Eventually, it became standardised as other designs were rejected like the old pillbox cap. In 1954, Buffalo's New Era Company, who are now the market leader, started to produce caps for newsboys and introduced the woollen 59Fifty model, which is still worn today and made from polyester. The design consists of six panels with air holes, a brim measuring two and a seven-eighths of an inch and a steel button that is covered in fabric and attached to the peak of the crown.

However, no matter how dashing the new model was, men weren't allowed to wear it off the field. It didn't become socially acceptable until the 1970s due to sports being broadcast widely on television. But it was the stylish way that actor Tom Selleck wore the Detroit Tigers cap, in his portrayal of the character of Magnum, P. I. in the eponymous TV show. Consequently, a lot of interest was created in the



real Major League Baseball caps, the perfect opportunity in 1979 for the company New Era to advertise its mail order company in the Sporting News.

The turning point in fashionable caps came about when the American film director Spike Lee requisitioned a red version of the quintessential Yankees cap in the 1966 World Series. He wanted a change from the iconic blue cap because it didn't match his jacket. From then on it wasn't obligatory to wear caps in team colours only and new materials were introduced.

Today, baseball caps are worn by young and old of both sexes. You can wear them at an angle, backwards or slightly tilted. How many times do you see people taking their cap on and off, twiddling it about? This is part of the fun of being in the baseball tribe. You can communicate your own style. If you want to be part of the street scene then wear your cap with torn jeans, baggy jumper, a pair of cool pumps and some funky shades. They can be embellished with sequins, chains and studs and you don't have to stick to the polyester model - how about leather, suede or tweed?

By Ric man at English Wikipedia, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=10699892>

As they say, if you want to get ahead, get a hat and whether you're a rapper or a golfer, a baseball cap is just the ticket.

Comprehension test

English uses a number of colourful hat idioms; match the idioms to their meanings.

1	If the cap fits, wear it	a	to rescue a situation at the last minute
2	To go cap in hand	b	to focus hard to solve a problem
3	To pull a rabbit out of a hat	c	to say you will do this if something very unlikely happens
4	To eat your hat	d	to have to go submissively to someone and beg for their help or forgiveness
5	To take your hat off to someone	e	to have to accept a description about one that is critical but accurate
6	To put on your thinking cap	f	to show respect and admiration for something that someone has done

Vocabulary

- Major league** - a major player in a field such as a business sector

For donkey's years - for a very long time

Brim - the projecting edge at the bottom of a hat

Jockey - a rider of a horse in horseracing

Crown - the top part of a hat

Pillbox cap - a hat with a cylindrical crown

Dashing - handsome, stylish

Eponymous - of the same name

Requisition - to officially claim

Quintessential - representing the perfect example of its type
- Tilted** - in a sloping position

To twiddle - to fiddle with nervously

Tribe - here: group of people with common interests or identity

Pumps - trainers or plimsolls

Shades - inf. sunglasses

Embellish - decorate, make more ornate

Sequin - a small, shiny disk sewn onto material

Stud - a piece of metal that pierces material and is used as a decoration

Suede - the skin side of leather treated to make it soft

Just the ticket - exactly what is needed



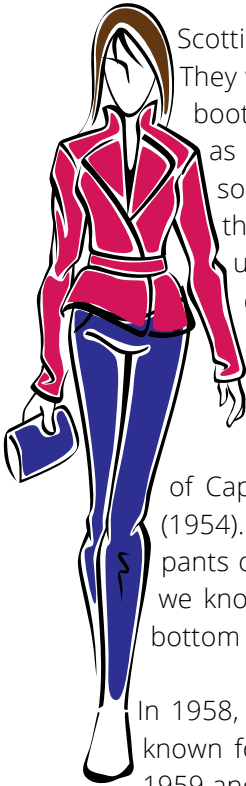


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Leggings - Always in Fashion

Leggings, or skinny pants as they are also known, are making a comeback this year in fashion circles but did they ever go away? To wear they must be one of the most comfortable garments on this planet. They are easy to put on and take off, they stretch with your body and you can wear them with short or long tops, baggy jumpers or even with a leotard over the top if you feel that way inclined like Jane Fonda way back in the 1980s when the aerobics craze was all the go.

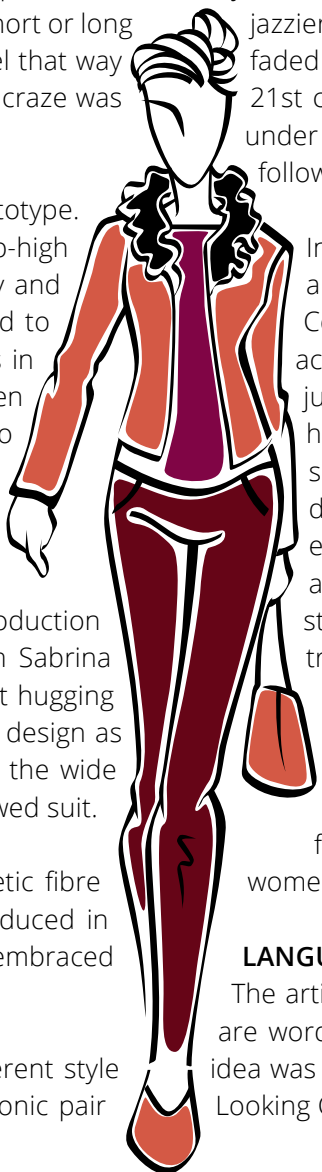


Scottish males in the 14th century wore a legging prototype. They were made up of two separate pieces, more like hip-high boots made out of chain mail or leather, worn casually and as a part of a military uniform. The materials changed to something more substantial and were worn as tights in the Renaissance. They remained fashionable for men up until the 19th century and then women began to design and wear their own styles.

One Hollywood actress who made cropped black pants fashionable was Audrey Hepburn. She was the queen of style and was renowned for her introduction of Capri pants in the 1950s. She wore them in the film Sabrina (1954). Hepburn certainly had the figure to carry the waist hugging pants off although they weren't exactly the same stretchy design as we know today. However, they were more flattering than the wide bottom trousers worn in the 1940s and many women followed suit.

In 1958, Joseph Shivers invented Lycra (Spandex), a synthetic fibre known for its elasticity. The first Lycra leggings were introduced in 1959 and from then on, the slim elasticated leggings were embraced by fashion designers like Mary Quant in the 1960s.

Debbie Harry, lead singer in the punk band Blondie, wore a different style of leggings, more shiny and disco looking. Who can forget the iconic pair



worn by Olivia Newton John in the film Grease and how she had to be stitched into them? Madonna took to the stage wearing these tight stretchy pants and they featured in her Like a Virgin music video. The designs in the 1980s were jazzier, keeping in tune with the boldness of the decade. Leggings almost faded into oblivion in the 1990s but re-emerged at the beginning of the 21st century as stars brought back the Capri style leggings to be worn under dresses and skirts. Paris Hilton and Lindsay Logan were followers of this fashion.

In 2015, we saw the athleisure trend begin to grow, a cross between business casual and athletic wear. Celebrities who wore this fashion made leggings acceptable once more as fashionable trousers not just to be worn in the gym, although they did have a higher waistband than previously. Now in 2017, we are seeing leggings take on a new look with black and white designs, nature inspired designs, bright pink, stars and even treggings. What are they, you may ask? They are a trousers-leggings hybrid that come in a slim-fitting style that are suitable to wear for business while still looking trendy.

Whatever strange direction fashion may take us in, it's likely we'll still find leggings on the fashion shop racks. Their combination of comfort, flexibility and perennial fashionableness means they'll always find a place in women's hearts and wardrobes.



LANGUAGE NOTE

The article uses two portmanteau words, athleisure and treggings. These are words made of two other words combined to form a new word. The idea was first introduced by Humpty Dumpty in Lewis Carroll's Through the Looking Glass.

Portmanteau word test - Complete the table

	portmanteau word	first word	second word
1	bionic	biology	electronic
2	bromance		romance
3	chillax	chill	
4	Chunnel	Channel	
5	edutainment		entertainment
6		fan	magazine
7		glamour	camping
8	malware		software
9	smog	smoke	
10		television	marathon

Vocabulary	
<p>Skinny - thin</p> <p>Baggy - very loose-fitting</p> <p>Leotard - a close-fitting stretch garment that goes from the shoulders to the thighs and is worn by female dancers or exercisers</p> <p>Over the top - too much, excessive</p> <p>All the go - popular at the time</p> <p>Chain mail - flexible armour made of small metal rings joined together</p> <p>The Renaissance - 14th -16th centuries in Europe during which art and literature developed</p> <p>Cropped - cut short</p>	<p>Pants - US term for trousers</p> <p>Capri pants - trousers with legs cut short but longer than shorts</p> <p>Stretchy - of a material, being capable to be made longer or shorter without tearing</p> <p>Flattering - of clothing, showing one's body in an attractive, positive way</p> <p>Jazzy - bright and colourful</p> <p>Oblivion - here: the state of being totally forgotten</p> <p>Athleisure - a portmanteau of athletic and leisure to describe clothing that performs both functions</p> <p>Perennial - permanently present, lasting all the time</p>



Food and drink

Tom Kitchin - Food Fit for a Laird



The aptly named Tom Kitchin, was the youngest winner of a Michelin star

But for one letter, Scotland's Tom Kitchin has the perfect name for a chef, and he is one of the best. The youngest chef ever to be awarded a coveted Michelin star, Tom started his culinary career learning the ropes at the Gleneagles Hotel, situated at the world-famous golf course of the same name. He progressed to train under the likes of Pierre Koffman in London, Alain Ducasse in Paris and Guy Savoy in Monaco, all of whom have been decorated with three Michelin stars, the height of victual achievement.

Today, he oversees an array of business interests from his flagship Edinburgh restaurant The Kitchin, which he runs with his wife Michaela, to books and television series. It was at The Kitchin in 2007 that the chef gained that first Michelin star, just six months after launching the venture. With impressive modesty, Kitchin says that gaining a Michelin star was never his intention. He describes his time, aged 18, with Koffman as tough and says that he simply wanted "to survive" and return to his native Scotland.

Understandably, given the chefs he trained with, Tom's style is heavily influenced by French cuisine and techniques, but focuses on Scottish produce, as highlighted in his first book "From Nature to Plate." The chef is well known for cultivating close relationships with local suppliers, and diners at The Kitchin know that the best Scottish fish and seafood, as well as local meat, is delivered

daily and filleted or butchered in the restaurant kitchen. Delicacies such as hand-dived Orkney scallops and roe deer from the Scottish Borders region are typical ingredients in Kitchin's dishes.

Kitchin was delighted to be able to showcase this terrific produce in London in 2016 when he was invited to open a week-long pop-up at the famous Harrods store in London's Knightsbridge. The event saw Tom take over the fourth-floor Conservatory restaurant, as well as create a range of special products which were sold in the department store's iconic food hall.

In spite of his Michelin star and many other awards - Chef of the Year, UK Restaurant of the Year, and Best Restaurant in Scotland - Tom Kitchin isn't resting on his laurels. There is a sister restaurant Castle Terrace, also in Edinburgh, run by Tom's long-time friend Dominic Jack; and The Scran and Scallie, a gastropub in Edinburgh's trendy Stockbridge district.

Tom's managed to combine the highest quality Scottish fare and skilful French cooking techniques to produce food fit for a laird. There's every chance he'll continue to reign supreme and that booking a table at one of his revered restaurants will be an essential part of any foodie culture vulture's Edinburgh tour.

Vocabulary

- But for X** - if it were not for X, with the exception of X
- To learn the ropes** - to learn the skills of a profession
- Victual** - pertaining to food and drink
- Array** - an impressively wide selection of something
- Modesty** - being unassuming in the estimation of one's qualities and abilities
- Pop-up** - a food or retail outlet that appears suddenly and temporarily

- To rest on one's laurels** - to be complacent and rely on past successes
- Sister (company)** - a related business
- Laird** - Scottish form of Lord, a person who owns a large estate
- To reign supreme** - to be the dominant force
- Culture vulture** - a person who thrives on culture

Andalusian Aromas

In keeping with the theme of our cover story, we take a look at Andalusian cuisine and in particular, the role of its regional drink, sherry in an excerpt from Praski's Mini-Guide to Andalusian Food.

VINO DE JEREZ

The region between Jerez de la Frontera, Sanlúcar de Barrameda and El Puerto de Santa María is the home of Vino de Jerez sherry.

The new wine is fermented in oak barrels and fortified with pure alcohol up to 15 per cent for fino or 18 per cent for oloroso. It is then left to age, a process known as the solera system, which can take from three to nine years. During this time, the sherry acquires its characteristic flavour. As many as six rows of butts are placed on top of each other. Over a period of time, the wine is gradually

transferred from the top barrel to the bottom. Because sherries are blends of wine from different years, they are not designated by date.

There are two basic types: the light fino, and the dark, golden oloroso. Amontillado is a type of fino. Manzanilla, from the Atlantic-coast town of Sanlúcar de Barrameda, is the finest of the finos. The old, light and very dry sherry has a pale colour, reminiscent of chamomile tea, which is called manzanilla in Spanish. Classic sherry is always dry. Medium dry and sweet sherries are the result of blending. The solera system guarantees consistent quality year after year, as the lowest barrels always contain some of the older wine and this passes its flavour down to the new wine.

Not surprisingly, sherry is used not only as an aperitif but also as a cooking ingredient. Here's a recipe for one of the regional classic dishes.



Recipe for Andalusian Chicken with Sherry

Ingredients

- 4 chicken breasts (skinned and boned)
- 8 shallots, peeled
- 1 lemon
- 6 sprigs of tarragon
- 2 tbsp olive oil
- 3 cloves of garlic, chopped roughly
- 75 ml dry sherry
- 150 ml chicken stock
- Salt and black pepper
- 2tbsp crème fraîche

Method:

- Carefully cut the rind from the lemon into thin strips. Squeeze the juice and roughly chop the fresh tarragon.

- Heat the olive oil in a large frying pan. Season the chicken and add to the pan. Fry on either side until browned. Remove from the pan and place at the side on a plate.
- Add shallots and garlic; fry for about five minutes on a medium heat, stir.
- Stir in the lemon zest, tarragon, dry sherry and chicken stock. Stir well. Season and stir in lemon juice. Bring to the boil and place chicken in the pan.
- Reduce heat to low, cover the pan and simmer for 10-15 minutes. Remove the chicken from the pan; slice thickly and keep warm. Stir crème fraîche into the sauce and bring back to the boil. Boil quickly until liquid reduces and the sauce becomes thicker; season once more.
- Serve the slices of chicken with the sauce and long grain rice that has been cooked in saffron and chicken stock.

Comprehension Test

Without referring back to the recipe, put the cooking instructions in the right order.

	a	Add shallots and garlic; fry for about five minutes on a medium heat, stir.
	b	Serve the slices of chicken with the sauce and long grain rice that has been cooked in saffron and chicken stock.
	c	Stir in the lemon zest, tarragon, dry sherry and chicken stock. Stir well. Season and stir in lemon juice. Bring to the boil and place chicken in the pan.
1	d	Carefully cut the rind from the lemon into thin strips. Squeeze the juice and roughly chop the fresh tarragon.
	e	Heat the olive oil in a large frying pan. Season the chicken and add to the pan. Fry on either side until browned. Remove from the pan and place at the side on a plate.
	f	Reduce heat to low, cover the pan and simmer for 10-15 minutes. Remove the chicken from the pan; slice thickly and keep warm.

Vocabulary

In keeping with - being consistent, in relation to
To ferment - to turn some of a liquid into alcohol
Fortified - made stronger
Butt - here: barrel or cask for wine or beer
Reminiscent - reminding of, similar to
Aperitif - an alcoholic drink taken before a meal
Skinned and boned - with the skin and bones removed
Shallot - a small, mild tasting bulb sometimes used in place of onions
Peeled - with the outer skin of a fruit or vegetable removed

Sprig - a small stem of a plant with leaves
Tarragon - a herb of the daisy family
2tbsp olive oil
Stock - a liquid made from meat, fish, bones or vegetables as a base for a meal
Crème fraiche - a thick cream with buttermilk, cream or yoghurt added
Rind - the tough outer skin of citrus fruit
To simmer - of liquid, to heat so it bubbles gently but does not boil
To season - to add flavour, particularly salt and pepper

Catch up with the Latest
Food and Drink Gossip over a Coffee



Coffee Break



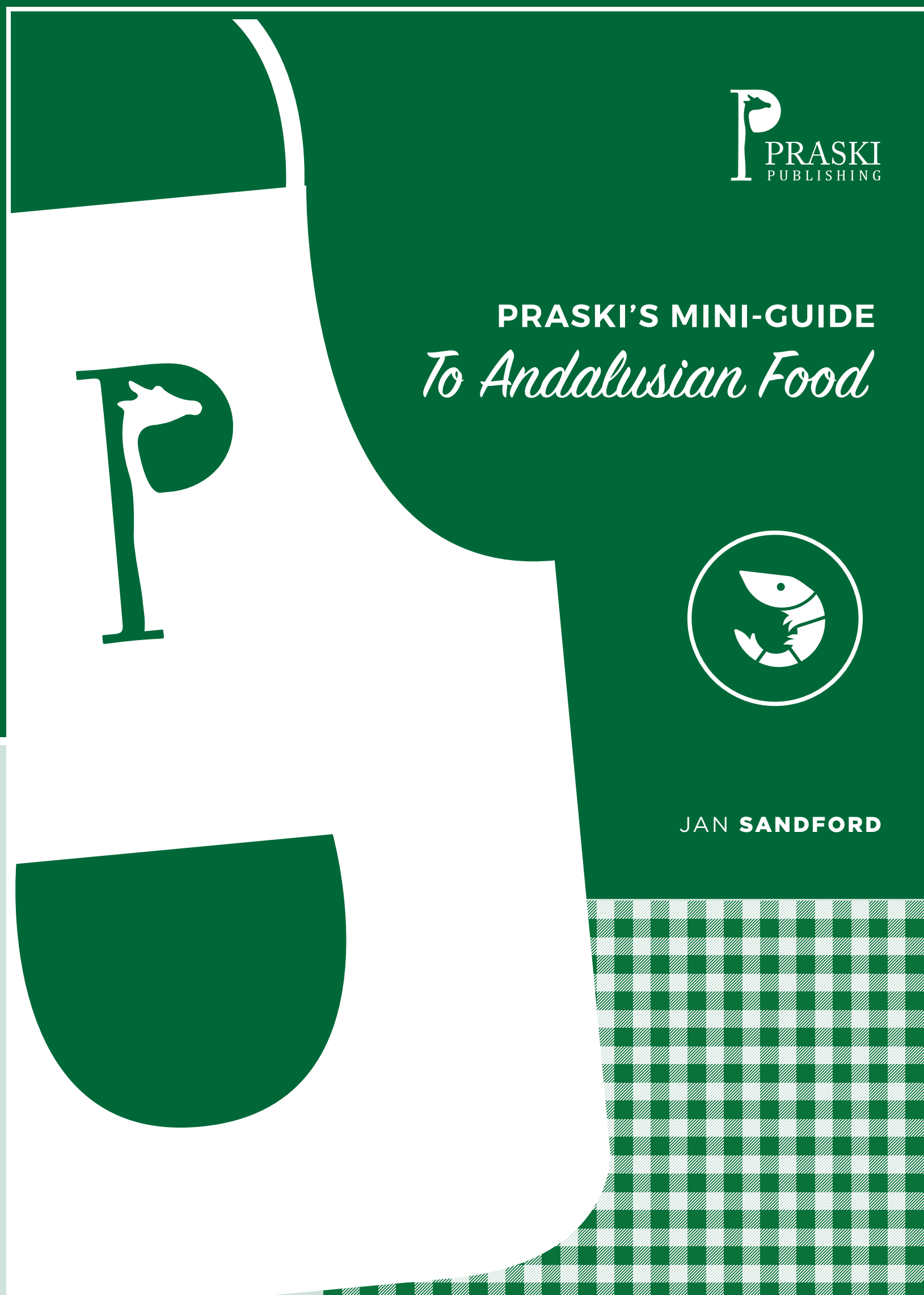
This customer is spoilt for choice in a coffee roasting shop in Palermo, Italy

NEED A COFFEE? GET AN APP.

Are you the kind of person who can't survive without that first caffeine hit of the day? It's not a problem at home but what if you find yourself in a place you don't know? You could use your nose and hope you can catch a whiff of some delicious coffee beans roasting or more wisely, you might

invest a few cents in an app. One such is Find me Coffee, which will not only locate cafes near you but also allow you to search by other parameters such as free Wi-Fi, Fair Trade and organic beans. So, what are you waiting for? Come on, wake up and smell the coffee!

An interesting and practical introduction to Andalusian food and cuisine including recipes and pictures.



GET IT ON AMAZON



Adventures in Cape Verde: Boa Vista



Best not to take the hump with these dunes

In the second and final part of Daniel Sandford's account of his visit to Cape Verde, we explore the spectacular island of Boa Vista to see what it has to offer.

BOA VISTA

The majority of visitors to Boa Vista arrive on one of the many charter flights from northern Europe and stay at one of the two gigantic resorts that are located either end of the island. Staying at one of these all-inclusive meccas for sun worshippers would not be doing the island justice though, because, despite its diminutive size, Boa Vista has plenty to offer the independent traveller.

Boa Vista's population is a mere 6,000, of which there are around 300 Italians who are heavily involved in the hospitality and dining industries. Other notable immigrant groups include a handful of West Africans who sell souvenirs near the port of Sal Rei or along the beach near the resorts. Chinese, often from Macau, tend to run the supermarkets.

THE AIRPORT

While the seas are too rough to rely on ferry travel, TACV has regular flights that connect the island to neighbouring islands Sal (12 minutes) or Santiago (35 minutes) and the island's airport is as relaxed a gateway as you will find. Airport staff wear leather jackets and police and customs officers ooze coolness. Windsurfers mooch around the oversized luggage section in flip-flops and the many resident Italians greet their visiting relatives or friends. This is where we met Claudio, a man who fell in love with the island 17 years ago and could no longer tolerate the European winters having experienced the African alternative. He drove us across the arid landscape and into Sal Rei in his pickup, where he

familiarised us with all the amenities, pointed out good fish restaurants and live music venues. Driving at a snail's pace, it was evident that Sal Rei embraced Cabo Verde's 'No Stress' motto to the max. Dogs lay in the street sunbathing, and the only things remotely fast were the quad bikes that locals and visitors use to navigate the sandy terrain, creating a strange Mad Max like feel to the town.

Our apartment, Studio Boteto, was part of a new block of flats on the outskirts of town near two Italian bakeries and a couple of 100 metres from the beach. It was fully equipped and came with a handy mobile Internet token which could be used anywhere on the island. We scoured the island in search of beaches but nothing topped the one that was on our doorstep, the lovely Praia Carlota. Just before the narrow strip of sand that connects Praia Estoril and Praia Carlota is a tranquil beach bar that serves up basic snacks and drinks; it's the perfect spot to laze away an afternoon.

QUAD BIKING

We rented a quad bike from Turtle Quad Biking who took a 200 euro deposit. The quad itself cost 80 euros for a full day's rental. We covered the island except for the rugged east coast and only used up a quarter of a tank of fuel, which cost a further six euros to replace. If you're new to quad biking or in any way worried about having an accident, then it would be wise to go with a group; driving it on the road is simple enough but on the dirt roads, in particular, the ones near the beaches, requires a certain skill to maintain a consistent speed while bumping somewhat hazardously over small dunes. We got ourselves buried deep down in the sand near the Santa Maria beach on the north coast close to the shipwreck

and it took a great effort to dig ourselves out several times before finally getting on our way. Throughout the island, it is forbidden to drive on the beach, due to the presence of protected turtles.

A GOAT TOWN

The interior of Boa Vista is dry and dusty with several large rock-like mountains rising up out of nowhere. In the northern part of the island, the Desert do Viana is made up of sand that has blown in over the Atlantic from the Sahara. Slightly south of that is a road that runs from Rabil towards Gata in the north-east of the island. Branching off this are desert paths, one of which used to be the old north-south road on the island and now looks like something from the original Paris-Dakar Rally. After several kilometres of motoring through this barren outback, we saw two large trees which marked the oasis of São Jorge. We didn't see a soul but there were lots of goats. In fact, the whole island is dotted with goats in faraway locations; we wondered how they got milked. This road eventually leads to the deserted village of Curral Velho, which was originally the island's first settlement that thrived on fishing. Piracy and strong winds sowed the seeds for Curral Velho's demise but it was the isolation from the safe haven of Sal Rei that proved to be its ultimate downfall and saw its inhabitants relocated.



Goats get everywhere



Time to cachupa

CATCH UP OVER A CACHUPA

A lot of the restaurants on Boa Vista are run by Italians and have a good reputation for the standard of cooking. However, they looked a little fancy for our taste and we wanted to keep things simple, so we dined at the pizza place 'Esplanada Municipal Silves' in the central square of Sal Rei. This was a real hive of activity where locals, expats and visitors chinwagged as onlooking stray dogs waited for titbits by the tables. We were treated to a parade of drummers and dancers who were making their way around the town in preparation for a carnival performance.

Our favourite place to dine was 'Cafe Kriola' in Sal Rei. Their lunchtime dishes were fantastic value. Their cachupa was superior to any other in Cape Verde that we tried. This is the staple dish in Cape Verde and can be eaten at any time of the day. It is a stew made of maize, beans and cassava accompanied by egg, meat or fish. The one with grilled sardines was particularly scrumptious. Wholesome and delicious, if you have any room left afterwards, we recommend the Ice Cream Creole, which is the restaurant's signature dessert and features biscuit crumbs on the top. Attempts to reproduce it at home have so far proved fruitless.

If you're looking for a winter destination that doesn't involve jet lag, then you'll be hard pushed to find a better place to spend your holiday than Boa Vista.

Vocabulary

- A mecca for X - a major draw or place of attraction for X
- Sun worshipper - here: someone who loves sunbathing
- To not do justice to X - to fail to fully appreciate or recognise X's attributes
- Diminutive - small
- Mere - this and no more
- A handful - a small number
- To ooze X - to exude, to give a powerful impression of X
- To mooch around - to loiter or wander around aimlessly
- Flip-flops - light sandals, typically of plastic or rubber with a thong between the big and second toe
- At a snail's pace - extremely slowly
- Outskirts - the outer part of a city or town
- Handy - convenient, useful
- To top - to beat, to exceed
- On one's doorstep - very close to home
- Rugged - rough, rocky, uneven

- Shipwreck - the remains of a ship destroyed at sea or on rocks
- A protected species of animal - protected by law, including its habitat
- To branch off - to go off on a small subdivision of a larger road or track
- Barren - of land, poor quality land on which few plants can grow
- Outback - remote, sparsely populated inland area
- Not a soul - not a person in sight
- To thrive - to prosper
- To sow the seeds of X - to lay the foundations of X, to start X
- Safe haven - refuge, sanctuary
- A hive of activity - a very busy and bustling place
- Chinwag - chat
- Titbit - a small piece of tasty food
- Cassava - the starchy tuberous root of a tropical tree
- Signature dish - a meal for which a restaurant is best known
- Fruitless - unsuccessful
- Jet lag - extreme tiredness as a result of flying across different time zones



Technology

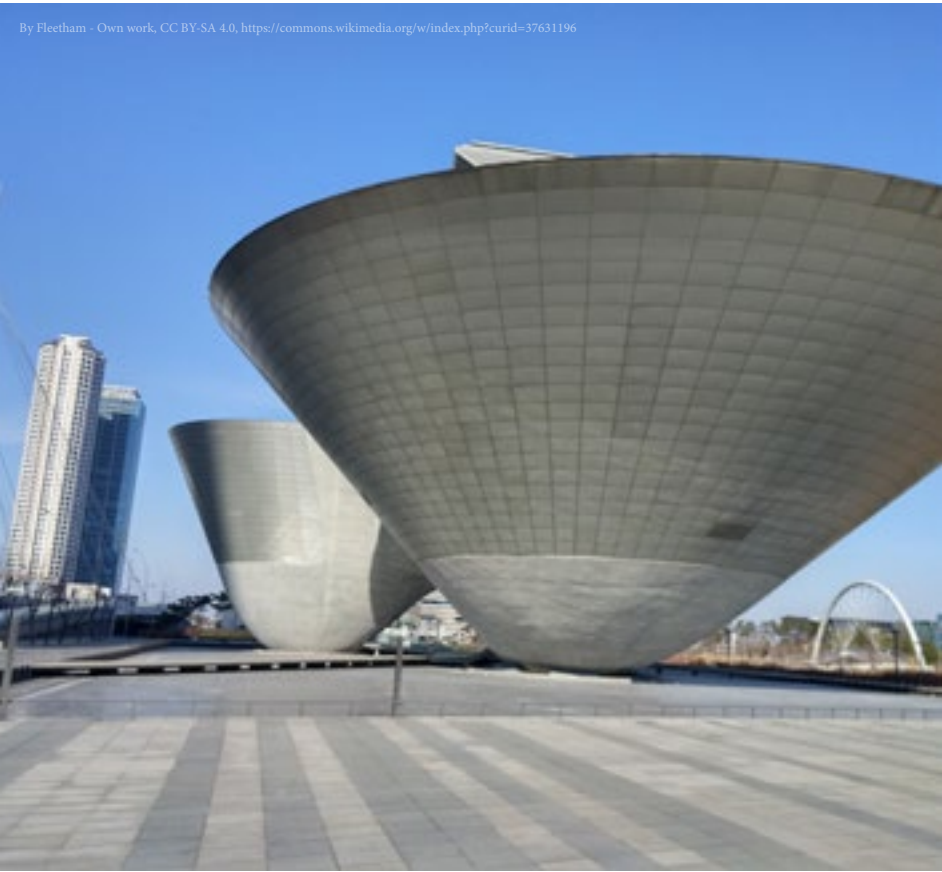
The Internet of Things

Like cloud computing, the Internet of Things (IoT) has become one of those trendy buzzwords that people like to bandy about to sound with it - but does it really mean anything and if so, what?

Although IoT has only recently become a widely used term, the idea has been around for almost 30 years. Programmers and technology developers have long dreamed of connecting objects with the Internet and controlling them remotely. So, in short, that's the essence of the concept.

There are many domestic applications to which this could apply. For example, monitoring and remotely controlling heating and security systems. When it comes to domestic appliances, we can welcome them into the community of the Internet of Things by giving them an upgrade and calling them smart. What if your fridge could send a message to tell you that it's out of milk and remind you to buy some on the way home? It may sound far-fetched but it's just around the corner.

However, IoT in the home is only the tip of the iceberg and there are many more environments where things can be networked and controlled from afar. It begs



Songdo, South Korea - where the Internet of Things is an entire smart city



By Wilgengbroed on Flickr - Cropped and sign removed from Internet of things signed by the author.jpg, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=32745645>

the question, in the Internet of Things, what exactly is a 'thing?' In fact, it can be anything and everything, including a person.

We already have smart buildings that can monitor their temperature, ventilation and footfall and adjust building management systems accordingly. But buildings, large as they can be, still represent an isolated unit, one thing called a building. Go to the next level and you start to create a smart city, such as Songdo, in South Korea. Built from scratch and totally interconnected, it has smart traffic systems that can adjust traffic light changes according to traffic volume. Residents can get information on their likely journey time to work, which brings us to the almost forgotten, human being.

So, it's all well and good if your fridge looks after the milk supply and your cooker prepares a roast for you, taking into account the traffic and your ETA but in real terms, what are the benefits to people? Some of the greatest opportunities of IoT are in the field of medicine and healthcare. Smart patches can monitor a range of body functions, transmit the data to a remote computer system (cloud-based of course), which may decide to automatically activate the smart pills that you've swallowed that will only be triggered when certain parameters are reached. It's not impossible, but for now, we'll probably have to make do with smart watches that monitor our heart rate and calorie burn while we run.

It only takes a little imagination to see that the possibilities for the Internet of Things are virtually unlimited. Once all things are networked, talking to each other and responding to events in real time, who knows where that might take us? You sit in your room feeling thirsty and suddenly the kettle switches on to make you a cup of tea. Your body monitor noticed you were dehydrated, recommended you had a drink and sent a message to the kettle to switch on. Sounds crazy? Well you can already buy the [Water Drink Reminder app](#), which will nag you to take a drink when you need to. The Internet of Things is already here, the only question is how long it will take before it becomes an integral part of our lives. For some people that's an exciting prospect, for others, it may seem like a freaky, dystopian world in which we are spectators in our own lives watching appliances managing themselves and buildings turning off the lights when it's time to go to sleep. Good night and sweet dreams.

Discussion Point

Do you think the Internet of Things is a good thing or a bad thing?

Vocabulary

- Trendy** - hip, fashionable
- To bandy about** - to use freely and carelessly
- With it** - up-to-date, in with the latest developments and fashions
- Domestic applications** - washing machine, cooker, etc.
- Smart** - here: something that connects to a phone or computer
- Far-fetched** - incredible, very unlikely
- Just around the corner** - here: close in time
- The tip of the iceberg** - just a small part of something much greater, yet to be revealed

- To beg the question** - to force one to ask
- Footfall** - the measurement of people moving through a building or space
- From scratch** - from nothing, from the very beginning
- A roast** - a roast dinner
- ETA** - estimated time of arrival
- To nag** - to irritatingly and persistently criticise or remind
- Freaky** - strange, weird
- Dystopian** - an imaginary totalitarian, negative world in the future



Music

Songhoy Blues

Songhoy Blues have played some of Europe's most well-known events over the last two summers, including Roskilde, Green Man and Glastonbury. This year, they are set to appear at several more of Europe's festivals and add a touch of exoticness to line-ups featuring mostly European and North American bands. But just who are Songhoy Blues?

The Songhay is a tribe of people from Mali and Niger to which the band members belong. In 2012, stability in their home town of Timbuktu in Mali came to an end and after a struggle for power, the jihadist group Ansar Dine took control, banning cigarettes, alcohol and music. The musicians fled to Mali's capital, Bamako, where they continued playing music and quickly grew a following with displaced refugees.

Bamako has long been a hotbed of musical talent and it did not take long for them to catch the eye of well-known Western musicians and producers looking for local bands to collaborate with. In the case of Songhoy Blues, it was Nick

Zinner, the emo-looking guitarist of The Yeah Yeah Yeahs who helped spur them on to success with the song “Troubour.”

On the back of their debut single, they released the album “Music in Exile.” Malian bands tend to get lumped into the World Music category and while West African melodies are definitely present, Songhoy Blues insist they do not play traditional music and take much of their inspiration from 1960s blues and pop artists like Jimi Hendrix and John Lee Hooker. Though the lyrics may be a bit of a mystery, blues fans will be endeared to the band by the relentless guitar playing and overall grooviness.

The band's second album Resistance is due out on June 16th. Bamako, a funky number that is reminiscent of James Brown, is set to be the big hit and Sahara, a collaboration with ageing rocker and radio DJ Iggy Pop, could also prove somewhat intriguing. Songhoy Blues' rise to fame shows no sign of letting up and the new genre of 'desert punk' has even been coined to describe them.



Vocabulary

- Line-up** - the list of performers or players at an event
- Tribe** - a social division of a traditional society
- Jihadist** - Islamic militant
- To ban** - to prohibit
- To flee** - to leave quickly from danger
- Displaced** - forced to move from one's homeland (usually through war or conflict)
- Refugee** - a person forced to move through war
- Hotbed** - an environment in which something (often a social or political movement) grows vigorously

- Emo** - a musical and fashion subculture
- On the back of X** - building on X, because of X
- Debut** - first
- Lumped into/with/together** - crudely and often inaccurately grouped together
- To endear** - cause to be loved or greatly liked
- Relentless** - without abatement or let up
- Groovy** - fashionable, cool.
- Reminiscent** - causing an association with



Film review

Popcorn's Film
Review



Baywatch - The Movie



The 1990's classic TV show Baywatch has been a notable absent over the last two decades but this is all set to change. Baywatch is back in movie form and it's bigger and brasher than before. It offers a chance for a new generation to leer at the tanned and ripped lifeguards of the bay and enjoy the everyday drama that awaits this fictional LA beach. Fans of the original will be casting a watchful eye over it, unsure of whether it can live up to their expectations.

The Baywatch hunks and babes might be donning their famous red uniforms once again but there aren't too many familiar faces. Can the new cast be as popular as the original? David Hasselhoff is replaced by former wrestler The Rock (Dwayne Johnson) in the role of Mitch Buchanan, who has to contend with a new upstart joining him in the form of bullish Matt Brody (Zach Efron).

The beefcakes have to put their differences aside if they are to unravel the plot to destroy the bay and stop charming baddy Victoria Leeds (Priyanka Chopra). Swimsuit model Kelly Rohrbach makes her first appearance in a feature film as she takes on Pamela Anderson's famed role as CJ.

Waiting in the wings to watch these onscreen newcomers to the Bay bellyflop are two of the original cast, fan favourites The Hoff and Pamela Anderson, who will both be making cameos of their own.

Will this film be a resounding success and create waves of spin-offs or is it an attempt to cash in on a legacy that is best left untouched? The film hits the cinemas at the end of May so pop down and see if the filmmakers were able to give Baywatch the kiss of life.

[watch trailer](#)

Vocabulary

- Brash** - self-confident in a loud, overbearing way
- To leer** - to look at a woman in a lascivious manner
- Ripped** - full of muscles
- Hunk** - a big, strong, sexually attractive man
- Upstart** - a person who has risen quickly in status and is arrogant about it
- Bullish** - aggressively confident
- Beefcake** - an attractive, muscular man
- To unravel** - to untangle, here: to solve a mystery
- Waiting in the wings** - not currently active but ready to step in

- Bellyflop** - 1) a poorly executed dive in which one's body hits the water first, 2) to fail spectacularly
- Resounding** - emphatic, unmistakeable
- Spin-off** - a by-product of a larger project, often a television series
- To cash in on X** - to gain financial benefit from X
- To hit** - here: to appear for the first time
- Pop down** - go casually and briefly
- The kiss of life** - 1) mouth-to-mouth resuscitation, 2) rescue of a failing enterprise



English eccentrics

Harry Bensley

More commonly known as the Man in the Iron Mask, Harry Bensley was a wealthy playboy with business interests in Russia. His hobbies were womanising and gambling. In 1908, his life changed dramatically as he undertook one of his most ambitious trips, which despite never being fully achieved, still draws interest today, perhaps because the facts remain uncertain.

The official line is that two wealthy millionaires, John Pierpoint Morgan and Lord Lonsdale (known as the Sporting Peer), disagreed on whether or not it was possible to travel the world without showing your face. With money coming out of their ears, they thought nothing of wagering GBP 100,000 on the outcome, but they struggled to find a man who was willing to travel around the world wearing an iron mask over his face. That was, until 31-year-old Harry Bensley stepped up to the challenge.



There is, however, another version, which was supposedly told on his death bed to Harry's illegitimate son. According to this version, Harry was gambling with the two gentlemen in question and was down on his luck. In desperation, he gambled away his Russian investments but then begged his fellow gamblers to let him off the hook.

To renege on a bet would have alienated him from his circle of friends and so they thought long and hard about a near impossible forfeit in exchange for writing off the debt. Harry, who would not have done much long-distance walking and who, according to records, already had a wife at the time of the bet, was required to visit three cities in every county in England and places as exotic as Singapore and Cape Town. He was not to remove his iron mask during the trip or the agreement would be void. He was also supposed to get a woman to marry him. Crowds of curious people saw off the Man in the Iron Mask in Trafalgar Square as he embarked on his trip with a perambulator, one pound and a clean change of undies. He was not allowed any more money during the trip and was to earn his corn by selling postcards of the places he visited along the way. Peddling postcards aroused interest and some well-known buyers paid over the odds for them and helped him on his way. It wasn't all rosy though, he had to stand up in court to explain why he was selling postcards without a licence. During the court case, he was requested by the judge to remove his iron mask but after retelling the tale of his bet, the judge allowed him to keep it on.

Old newspaper articles support the truth of the story by suggesting that he made several appearances across the country. One newspaper even offered a reward of GBP 1,000 if someone could successfully reveal the identity of the Man behind the Mask. There is, however, little evidence of his foreign exploits. The tale that is most commonly told is that Harry Bensley was in Italy when World War I broke out and as a patriotic fellow, felt compelled to fight for his country. The bet was called off six countries short of the agreed target but Bensley received a consolation prize for his valiant efforts, which was donated to charity. His newly found generosity was said to have been rather out of character.

He may have regretted not hanging on to it, because a couple of years later he was invalided in the war. Then disaster struck, his Russian investments that he undertook the bet to protect, were deemed worthless due to the Russian revolution. Bensley would never achieve fame or fortune again, working in several menial jobs between the wars and then finishing off as a bomb checker at an ammunition factory during World War II. He died in Brighton in 1956, aged 79.

Harry Bensley in his trademark mask

Vocabulary

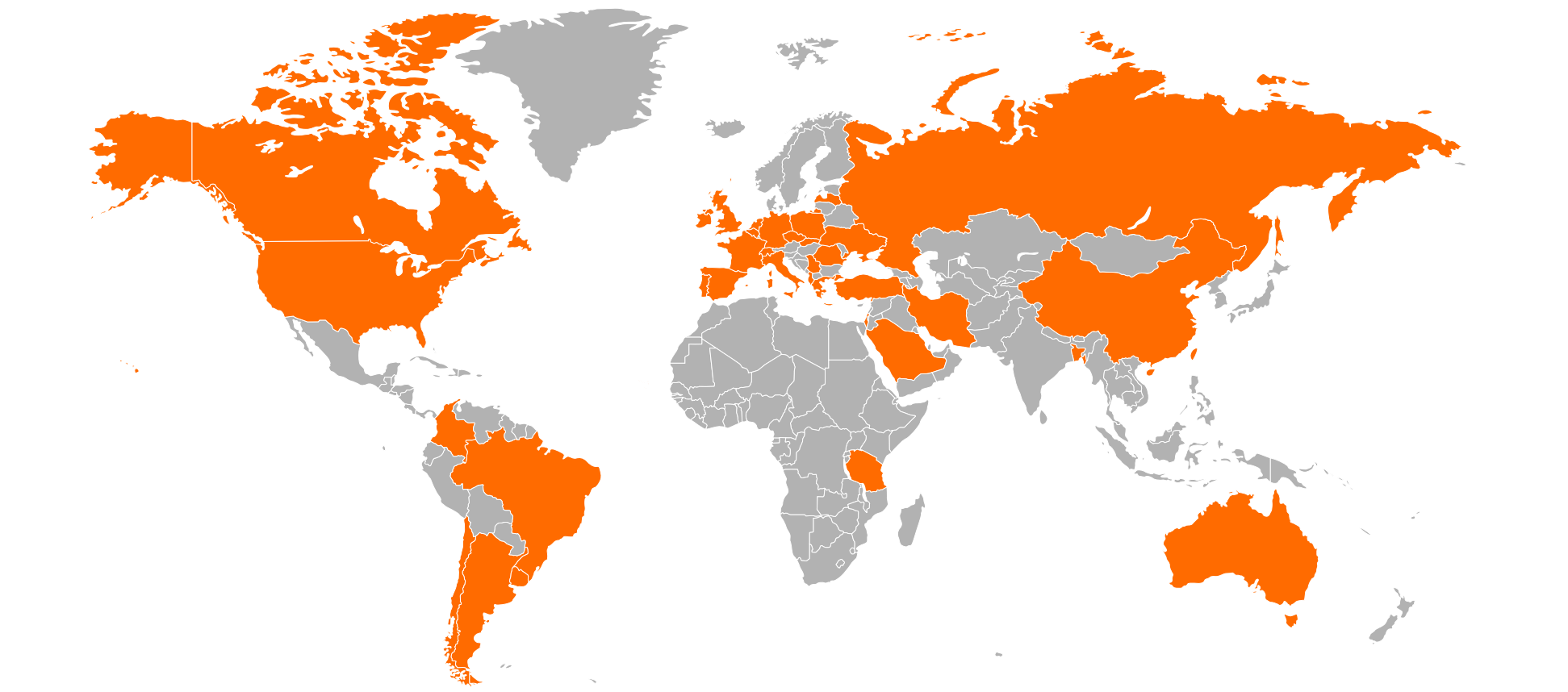
- Womanising** - engaged in many sexual encounters with women
- To have X coming out of one's ears** - to have a great deal of X
- On one's death bed** - lying in bed, close to death
- Illegitimate son** - a son born out of marriage
- To be let off the hook** - to be released from a difficult situation
- To write off a debt** - to cancel a debt
- Perambulator** - old-fashioned word for pram, vehicle for carrying babies in
- A change of undies** - a clean pair of pants

- Peddling** - selling on the street
- To pay over the odds** - to pay more than the value or market rate
- Consolation** - something comforting after a loss
- Valiant** - brave, heroic
- Out of character** - not consistent with one's normal behaviour
- Invalided** - disabled
- Menial** - lowly, low paid, unskilled
- Ammunition** - bullets and shells





Praski news & answers



Praski Tribe

Praski's English Monthly is extending its global reach and now going to businesses, governments, universities and language schools in over 30 countries worldwide. Check out the map below. Sorry, Cape Verde and Maldives, you might not show up but we know you are there; greetings also to our rapidly expanding South American audience. Wherever you are, we're delighted to have you as part of the Praski tribe. Spread the word and help us to shade in more of the map.



The future development of third world countries depends on education and the future of education in those places is digital. That's because books are costly to produce and transport, and they wear out. Worldreader is a non-profit organisation that delivers e-book readers and devices to schools with a digital library of 45,000 titles. Devices are donated or purchased through fundraising and the content is made available free by publishers. For the last five years, Praski Publishing has made its entire catalogue available to the project and last year alone gave over 20,000 free downloads. Access to education and greater literacy is the hope of the developing world but also a basic human right of every child. We are glad to do our little bit to support that. Check out the [Worldreader](#) site to see how you might get involved.

Answers

Business and Finance - Growing money - conflicting advice from the experts

Dave Ramsey - 1 c, 2e, 3b, 4a, 5f, 6d; Robert Kiyosaki - 1d, 2f, 3e, 4a, 5c, 6b.

Just doing my job - Jerry Nelson, photojournalist

1g, 2e, 3a, 4f, 5h, 6d, 7c, 8b.

Jerez - Where horses and señoritas dance

1g, 2e, 3a, 4h, 5b, 6d, 7f, 8c.

Stella McCartney - More than a Beatles' daughter

1T, 2F, 3F, 4T, 5F, 6F, 7F, 8T.

Health and Beauty - Advertising Chanel

1) The, 2) the, 3) a, 4) a, 5) the, 6) zero, 7) the, 8) the, 9) the, 10) the, 11) a, 12) an, 13) zer0, 14) a.

Fashion - The baseball cap - A major league hat

1e, 2d, 3a, 4c, 5f, 6b.

Fashion - Leggings - Always in fashion

1) bionic, 2) brother, 3) relax, 4) tunnel, 5) education, 6) fanzine, 7) glamping, 8) malevolent, 9) fog, 10) telethon.

Food and Drink - Andalusian aromas

1d, 2e, 3a, 4c, 5f, 6b.



Children at a school in Uganda are reading something hilarious





Praski's English Monthly

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