



## SNUCK

Yuck! People used to use this word jokingly as the past tense of sneak. Now you hear them use it without so much as a glint in their eye. Past tense of sneak is sneaked.

## INSURE, ENSURE

To insure something means to take out an insurance policy. To ensure something means to be sure of it. To ensure peace of mind, he insured his valuables.

## LESS, FEWER

Less refers to extent, degree, or aggregate quantity. Fewer refers to number. Now that the grocer stocks less produce, he has less spoilage. The quick check line is for people with ten items or fewer.

## FURTHER, FARTHER

In a similar manner, further refers to extent or degree. Farther applies to actual distance. There's no point in further argument. My dog can run farther than yours.

## TOWARD, AFTERWARD, BACKWARD, FORWARD

American English uses these words without an "s" on the end; British usage adds the s.

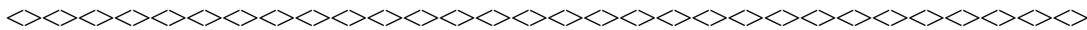
## AGGRAVATE, IRRITATE

To aggravate means to make something worse. The cold weather aggravates my cold. It is often misused to mean "make angry." His stubbornness irritates me (not aggravates me).

## CONTINUAL, CONTINUOUS

Something that is continual recurs frequently or continues for a time without a break. Continuous refers to events that proceed without end. The East Coast had continual snowstorms for a week last month. Police patrol the city continuously.

More next month on how to your marketing efforts more effective.



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