

Reading: an advertisement

1 Read the advertisement, then complete the sentences.

The perfect guitar for **Rock and Roll!**

Des Paul designed **The Fretocaster** in 1956.

It's the instrument of the guitar heroes who made musical history.

Today, well-known guitarists such as Peter Brown, Derek Cloptan and Johnny Book play this beautiful instrument.

And now it can be yours for a **very special price!**

For one week only you can buy your very own Des Paul for £350! That's 50% cheaper than normal! What are you waiting for? Buy a Des Paul Fretocaster now!

Available in all good music shops or at
www.despaul.com

Wow! Whose guitar is that?

It's mine!



- 1 Des Paul created the guitar in 1956.
- 2 Many famous _____ play the Des Paul.
- 3 It usually costs _____.
- 4 You can buy it for a special price: _____.
- 5 The special price is available for only _____.
- 6 You can buy the guitar online or in _____.

- 1** Add more instruments to the instrument word families below.

String family

guitar,

Percussion family

Brass family

Help with Writing

Adverts try to make readers feel something. When we are excited or happy, advertisers think we are more likely to want to spend money. Look at the advert for the guitar. The Des Paul is 'beautiful' and it's 'the instrument of guitar heroes'. The advert uses these phrases to make people want to own one of the guitars.

- 2** Write an advertisement for a musical instrument. Use the advertisement for the Fretocaster to help you write yours. Include:

- The name of the instrument.
- The people who play it.
- The places where you can buy it.
- The types of music which you can play with it.
- The price.