

Before You Read

Interesting Ads

Rett's Alligator Luggage

- ⇒ Unbreakable case
- ⇒ Comes in many attractive colors
- ⇒ Easy to wheel around

Clean-Up Kwik Set

- ⇒ Everything you need to clean the house
- ⇒ Pretty and color-coordinated
- ⇒ Easy to store when you're done

A Think about answers to the following questions.

- 1 What kind of customers would buy the products above?
- 2 How would you advertise each product? Be creative!

B Discuss your answers with a partner.**Reading Skill**

Making Inferences

Information in a reading passage is not always stated directly. Sometimes a reader has to infer (make guesses about) events or a writer's opinion, using the information that is available in the reading.

A Skim the first paragraph of the passage on the next page. Make inferences to answer the following questions.

- 1 What do you think the main topic of the passage is?
 - a advertisements that no one liked
 - b famous commercials and slogans
 - c advertisements that caused problems
- 2 The two examples in the passage were mostly (positive / negative) experiences for the companies.

B Skim the remaining paragraphs. Make inferences to answer the following questions.

- 1 American Apparel was (happy / unhappy) about Nancy Upton winning the contest.
- 2 People felt bigger women were treated (well / badly) by the fashion industry.
- 3 Some people did not like the Chevrolet Tahoe because of its (price / size).

C Now read the entire passage carefully. Then answer the questions on page 132.