OPERATION: SPOT THE SNEAKY SALES TRICKS
(AKA, DON'T BE MISLED BY FALSE ADVERTISING)

DR. SPENDIT AND THE ME-MES ARE POSTING FAKE ADS ALL OVER MEGATOWN. THEY'RE USING LIES TO GET PEOPLE TO SPEND THEIR HARD-EARNED MONEY. USING THE LIST BELOW, WRITE THE LETTER FROM THE SNEAKY SALES TRICK IN THE BOX NEXT TO THE AD THAT USES IT. THEN, SEE IF YOU CAN FIND ALL THE LIES IN THE ADS AND CIRCLE THEM.
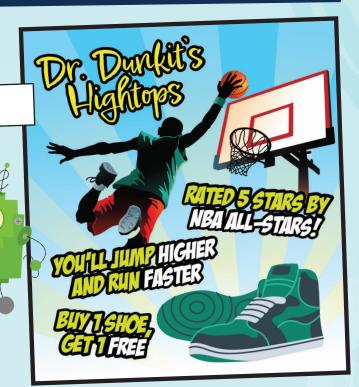
A. USES A CUTE MASCOT
B. USES FAMOUS PERSON(S)
C. USES IMPOSSIBLE PROMISES

Dr. Dunkit's Hightops

RATED 5 STARS BY NBA ALL-STARS!

YOU'LL JUMP HIGHER AND RUN FASTER

BUY 1 SHOE, GET 1 FREE

Puffy Panda Pizza

PUFFY SAYS, "I LOVE IT!"

EVERY PANDA'S FAVORITE MEAL

10X MORE TOPPINGS

SNOW CONES by Spendit

Made using imported snow from the Alps

Full of vitamins & protein

Over 300 flavors to choose from

SAVETTE'S AD AWARENESS TIPS

Everywhere you look, people are trying to influence you to buy things. Commercials during your favorite shows, billboards on your way to school, and videos reviewing the newest toys are meant to encourage you to buy. But if you can spot how they do it, you can avoid falling into a spending trap. Be on the lookout for:

AMAZING PROMISES: If it sounds too good to be true, it probably isn't (Example: a wireless toy that holds a charge for a year).

CELEBRITIES: Remember, famous people in ads are paid to say nice things about what they're selling (Example: An NBA superstar selling shoes).

CATCHY SONGS: Just because you like a song in an ad doesn't mean you should buy the product (Example: Fast food ads use popular songs and jingles to help sell meals).

FREE STUFF: Advertisers will include extras with the product to get you to buy it (Example: A cheap toy inside a cereal box).

CASH'S ADWORD WORDSEARCH

Find the advertising words in the list to the right...

Advertisement
Commerical
Billboard
Product
Influencer
Sign
Poster
Price
Brand
Celebrity
Free
Jingle

B U J I N G L E C I R P
S T A L A Z R A P A W Q
J M N Y C B P D L A K E
J F G G E C M V P B Z E
L M I R N R N E O X E R
C D S I I E E R S R T F
D K I P Q C Q T T O C F
Q B X G D N A I E F W C
S I L R U E N S R O O V
B L D Q H U D E Q M Z C
E L C C D L T M M U U E
Y B G Q N F K E Y F N L
R O U A T N R N F A B E
P A H C E I L T W R Y B
U R N D C U B F A Q S R
X D U A J J M N A G Z I
W U L P R O D U C T W T
V U P Y D N S K A O Y Y

Youth Savings Rewards

Rewarding you for saving! Make 15 Deposits to your savings account and Altra will deposit $5 to your regular savings! Visit www.altra.org for details.