

# advertising: school kids sell PEPSI for credit

NEW YORK (LNS-CUP) - Right now in schools across the U.S., children are busy selling Pepsi-Cola in the name of education. They are part of Pepsi's "Learn and Earn Project" -- an annual competition set up by Pepsi and the Distributive Education Clubs of America (DECA) which encourage students to sell the soft drink at pep rallies, basketball games and other school functions -- all for class credit.

"The students get involved in setting up the sale of Pepsi," one DECA representative explained. "They go through the whole concept of how much to buy, whether or not to sell the big cups or the little cups..."

Then, each spring, the students write up their Pepsi-selling success stories for a chance at national prizes: shares of stock in the Pepsi-Cola company.

According to materials the company sends to teachers, the project professes to "help strengthen students' broad understandings of business -- particularly its broad marketing and management aspects."

Whether it fulfills this objective or not, it does succeed in selling Pepsi.

The "Learn and Earn Project" is just one example of the hundreds of ways foods companies (as well as other types of corporations, public utilities, and trade associations) promote their products in schools. Particularly in the fields of nutrition and home economics, companies send numerous "teaching aids": highly professional films, shiny

work-books and pamphlets -- all available to teachers at well below commercial rates of free. For example, the Savannah Sugar Refining Corporation puts out a booklet for students called "Sugar through the Ages", which includes statements such as "Scientists have found that generous amounts of sugar are a valuable part of well-balanced diets for growing children."

But nutrition is not the only area where corporations have found a lucrative form of advertising. A mathematics textbook called "Mathematics Around Us", published by Scott, Foresman and Company, features illustrations of 58 different corporate brands and businesses, including Tootsie Roll, Cracker Jack, Jujufruit, Hershey, Baby Ruth, McDonald's and

Dairy Queen.

On one page in the textbook, 15 Coca-Cola caps are used to illustrate the division of five into 15. On another page, under a box of Jujufruits that costs 12 cents in the illustration (but 20 cents in most stores) is the mathematical problem: "How many boxes of Jujufruits for 75¢? How much money is left?" What ever happened to apples and oranges?

**WIN A '78 FORD COURIER**

**IN THE KODIAK SWEEPSTAKES**

**ALSO HANG GLIDERS AND KODIAK BOOTS**

**The Original KODIAK**

1. To enter, complete an entry form or print your name, address and telephone number, as well as your T-shirt size (S, M, L, XL - MALE, FEMALE) on a plain piece of paper and mail to:  
**GREY-KODIAK SWEEPSTAKES**  
 Box 2139  
 Toronto, Ontario M5W 1J1

Enter as often as you wish. Be sure each entry bears sufficient postage.

2. Contest closes with entries received as of April 1, 1978.

3. There will be one grand prize consisting of a 1978 Ford Courier, including 1.8 litre engine, 4 speed chrome bumpers, mag wheels, RML tires, Radio, Free Wheeling Package including roll bar, push bar, black out hood and customized exterior paint job. Dealer pre-delivery inspection, license, provincial and municipal taxes (if any) are included in prize. Winner must be responsible for driver's permit and insurance. Prize must be accepted as awarded at a specific location with no substitutions. Estimated value of prize is \$5,500.00. There will be three second prizes of hang gliders each consisting of a 19 foot leading edge and 13 foot keel, cambered sail with wheels, pins and bag, together with lessons which will be available at a specific location. Estimated value of each second prize is \$350.00. There will be 25 third prizes each consisting of a Retail Merchandise Certificate good for one pair of Kodiak boots, style 3555 mens or 3556 ladies. Estimated value of each pair of boots is \$50.00. All prizes must be accepted as awarded and no substitutions will be made. Only one prize per household or family.

4. Following the close of the contest, selections will be made from among eligible entries received. Selected entrants, in order to win, must first correctly answer a time-limited, skill-testing question. Decisions of the judges are final.

5. This contest is open to all residents of Canada except employees and their immediate families of Greyhound Limited, its advertising agency and the independent judging organization. The odds of winning any prize will be determined by the number of entries received. This contest is subject to all Federal, Provincial and Municipal Laws.

6. **EARLY BIRD BONUS:** The first 200 contestants whose entries are received at the contest address will be mailed a Kodiak T-shirt in the size as indicated on their contest entry form.

ENTER EARLY - FIRST 200 TO RECEIVE A KODIAK T-SHIRT

Circle the size and sex of your choice

T-SHIRT SIZE: S, M, L, XL - MALE - FEMALE Contest closes April 1, 1978.

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**THE BYRDS**

WHAT'S SO SCARY ABOUT DREAMING THAT I AM DROPPED BY FOR LUNCH?

I WAS LUNCH.

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