

\$mart path

Level 4, Lesson 1 Adapted Guide Level A



The Alpaugh Family

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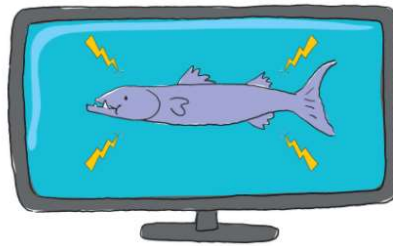
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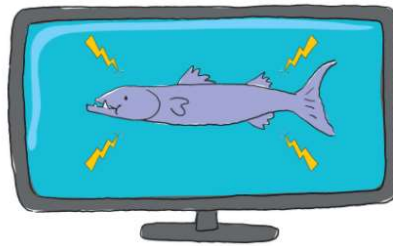
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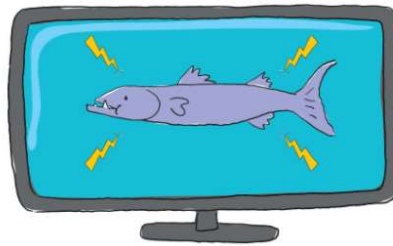
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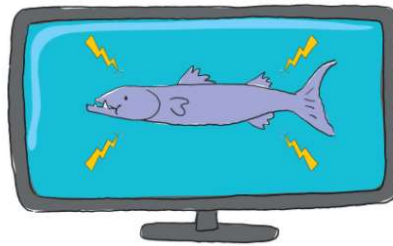
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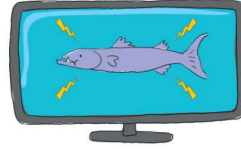
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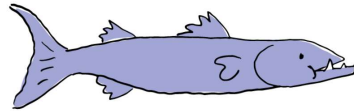
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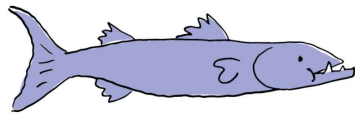
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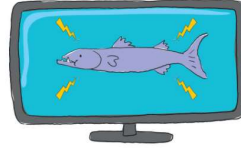
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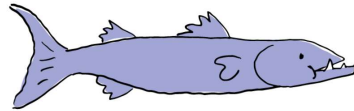
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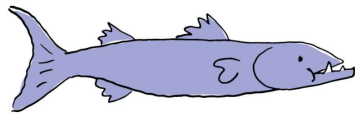
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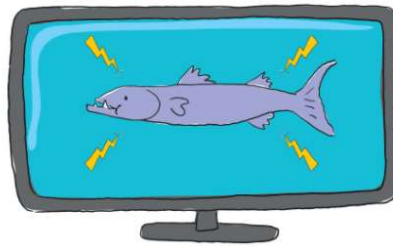
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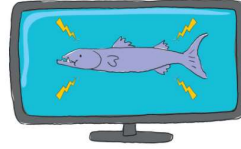
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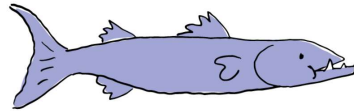
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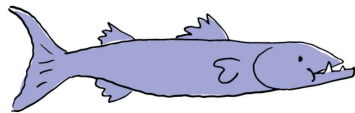
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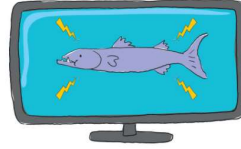
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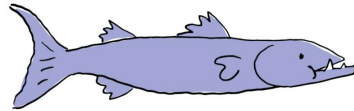
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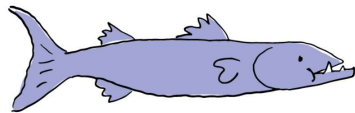
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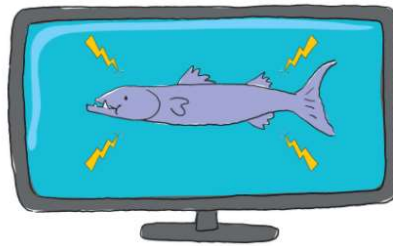
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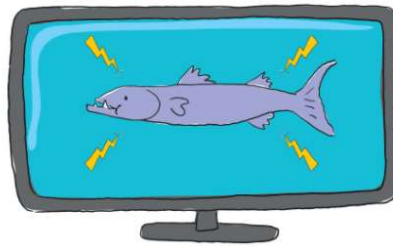


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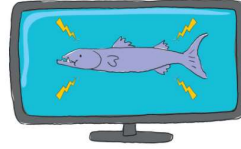
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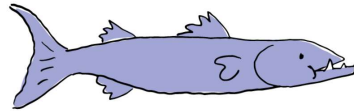
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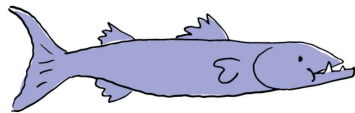
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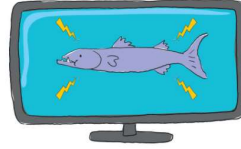
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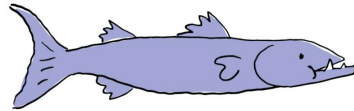
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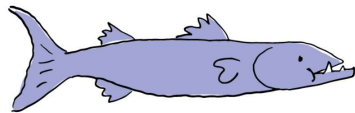
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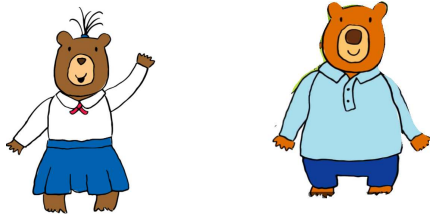
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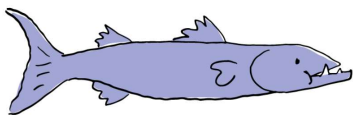
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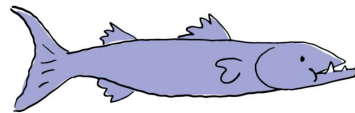
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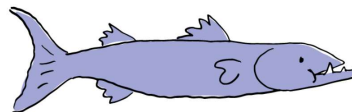
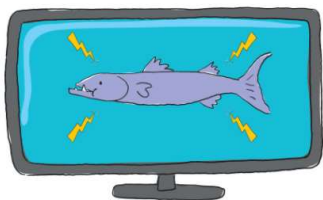


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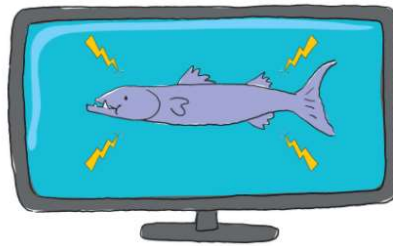
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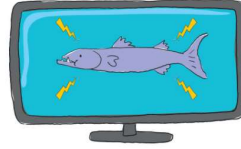
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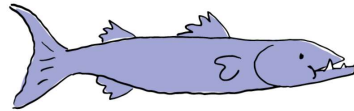
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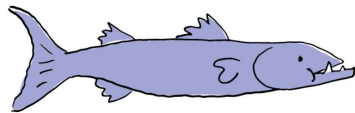
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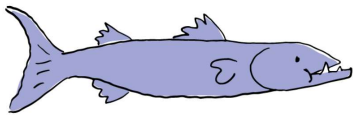
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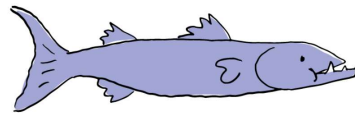
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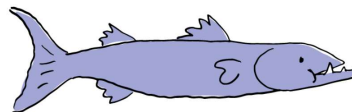
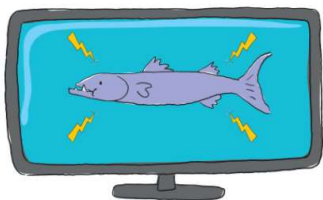


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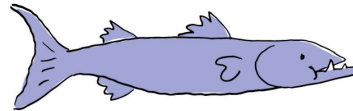
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A trend can make you want something you

don't need. Jacqui's mom says she will



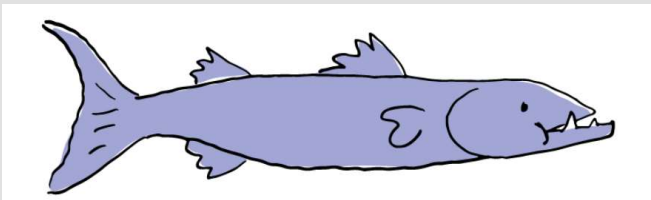
take them to see the barracuda at the pet



store.



Trend



An intense and widely shared enthusiasm for something that is often short lived.

24-Hour Rule



Don't buy a products right away, go away and think about it before making a purchase.

Trend or Time Tested

Read the description of the item below and decide if it is a TREND or TIME TESTED!

Remember Trends have a lot of intense energy, but usually do not last long. A Time Tested product is long lasting.

The EXTREME YO-YO has come out! This yo-yo lights up and whistles. Quickly, everyone at school has one! After a few weeks you notice not many people are still playing with the EXTREME YO-YO!

Trend or Time Tested

When your older brother was in 4th grade, he always talked about how awesome it was to decorate his locker. Three years later, your friends love to decorate their locker too.

Trend or Time Tested

You go to the mall and everyone is wearing and buying a shirt with a small dolphin on it. You notice the price is very high, but you want one too. After spending the money, you notice that your friends aren't wearing the shirt much anymore. -

Trend or Time Tested

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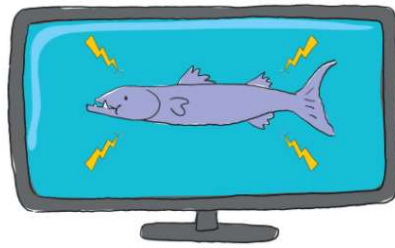
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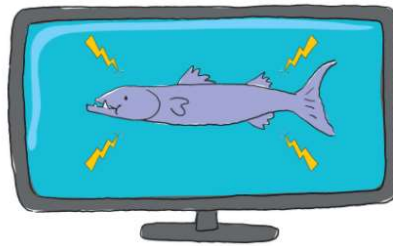
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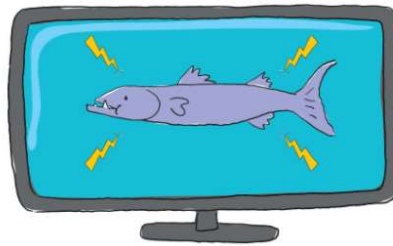
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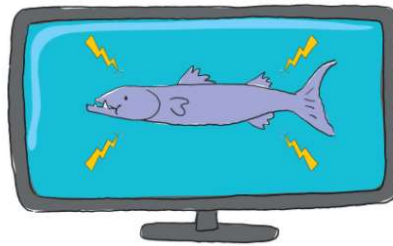
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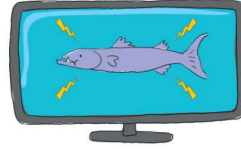
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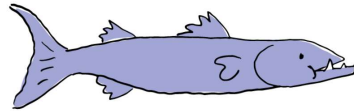
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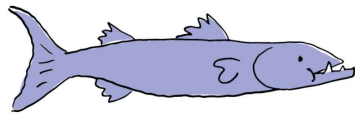
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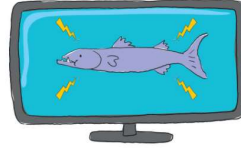
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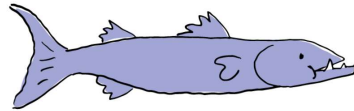
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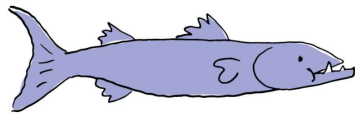
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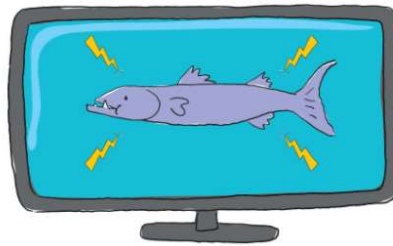
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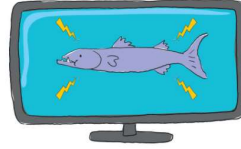
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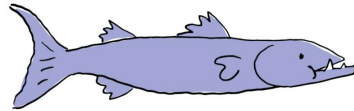
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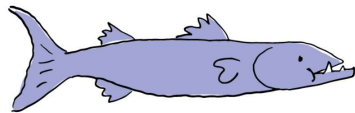
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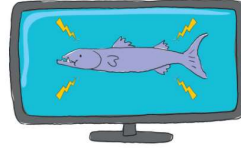
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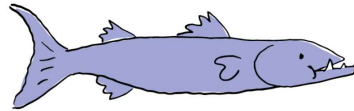
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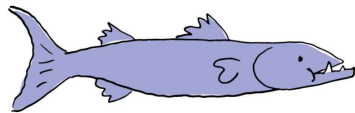
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The Alpaugh Family

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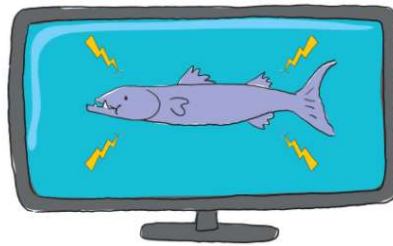


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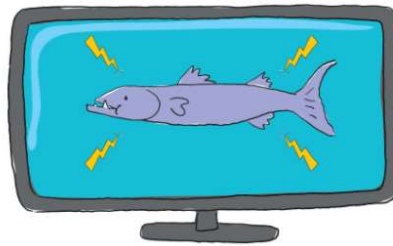
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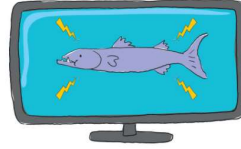
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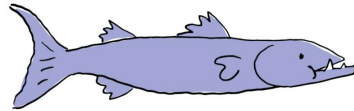
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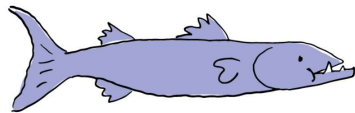
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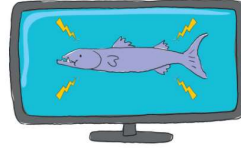
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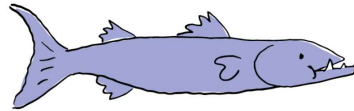
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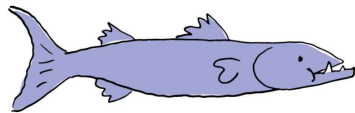
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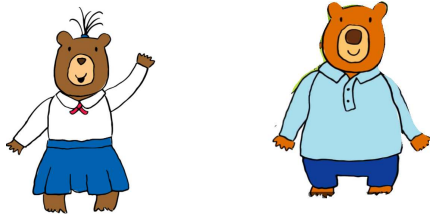
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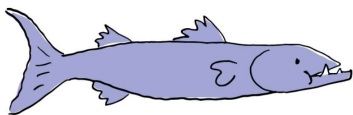
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Jacqui and Gil ask their parents for a



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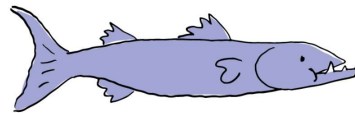
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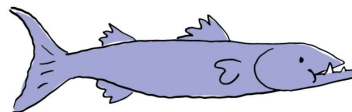
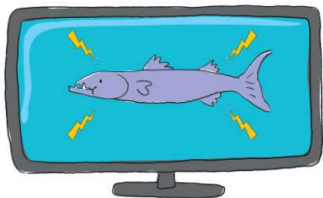


or items people really want for a short

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The Alpaugh Family

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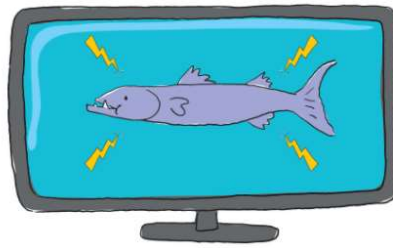


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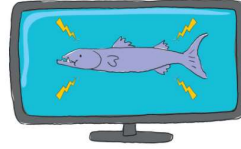
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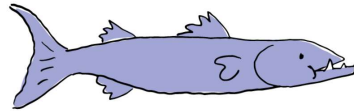
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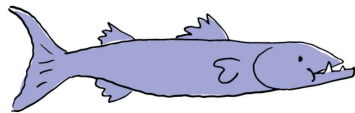
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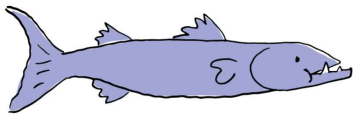
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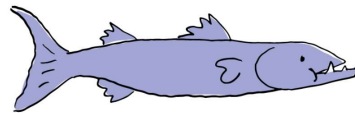
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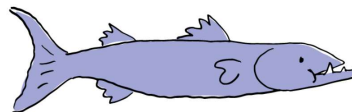
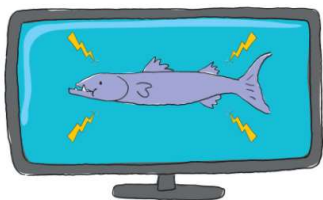


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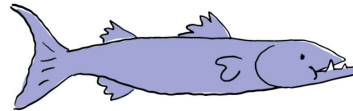
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A trend can make you want something you

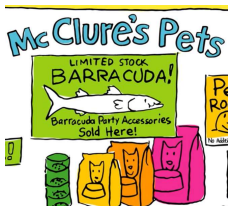
don't need. Jacqui's mom says she will



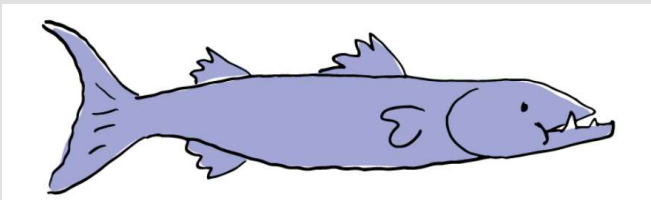
take them to see the barracuda at the pet



store.



Trend



An intense and widely shared enthusiasm for something that is often short lived.

24-Hour Rule



Don't buy a products right away, go away and think about it before making a purchase.

Trend or Time Tested

Read the description of the item below and decide if it is a TREND or TIME TESTED!

Remember Trends have a lot of intense energy, but usually do not last long. A Time Tested product is long lasting.

The EXTREME YO-YO has come out! This yo-yo lights up and whistles. Quickly, everyone at school has one! After a few weeks you notice not many people are still playing with the EXTREME YO-YO!

Trend or Time Tested

When your older brother was in 4th grade, he always talked about how awesome it was to decorate his locker. Three years later, your friends love to decorate their locker too.

Trend or Time Tested

You go to the mall and everyone is wearing and buying a shirt with a small dolphin on it. You notice the price is very high, but you want one too. After spending the money, you notice that your friends aren't wearing the shirt much anymore. -

Trend or Time Tested

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The Alpaugh Family

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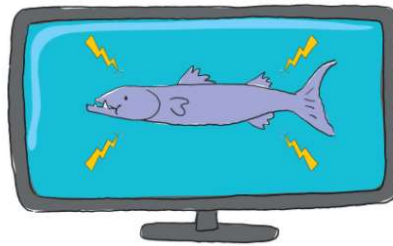
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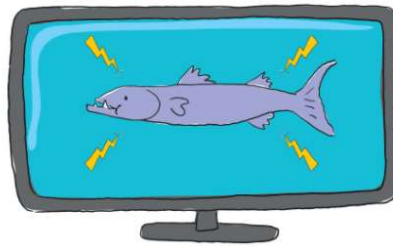
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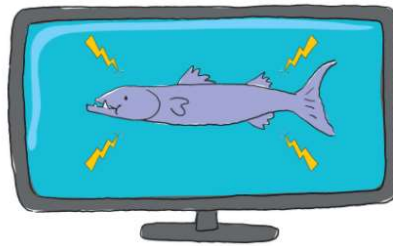


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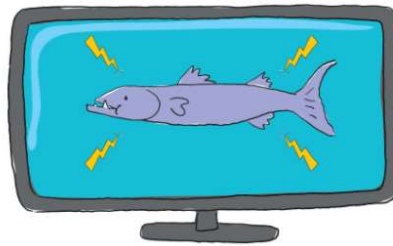
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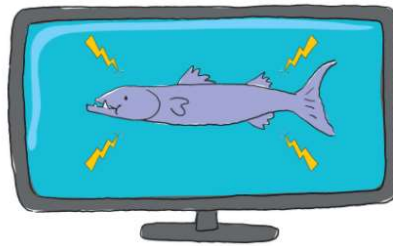


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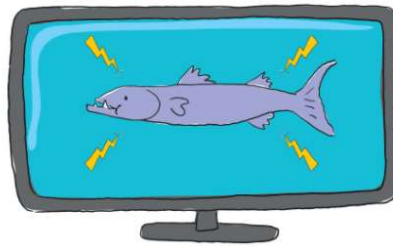
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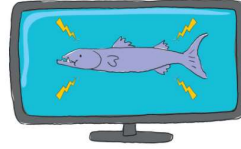
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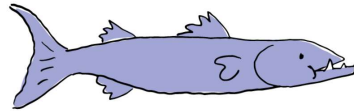
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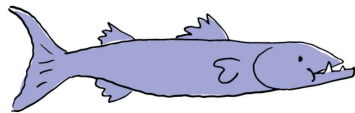
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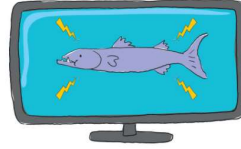
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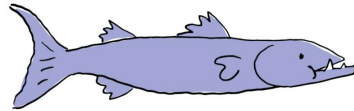
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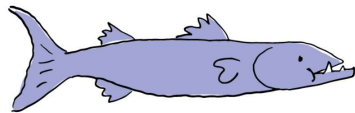
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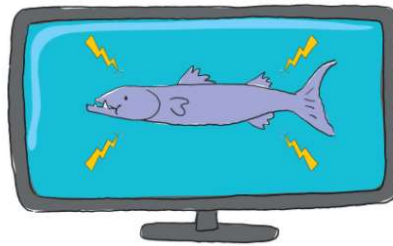
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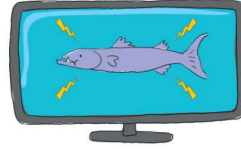
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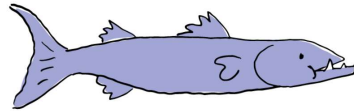
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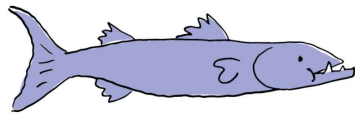
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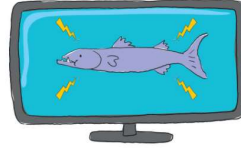
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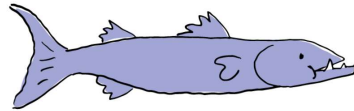
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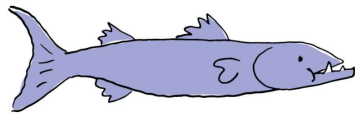
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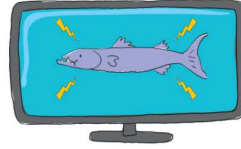
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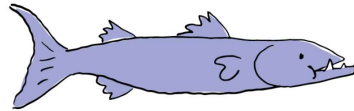
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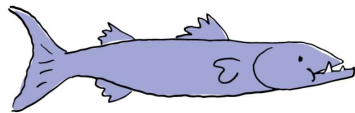
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\$mart path

Level 4, Lesson 1 Adapted Guide Level A



The Alpaugh Family

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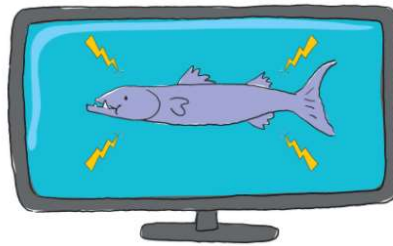


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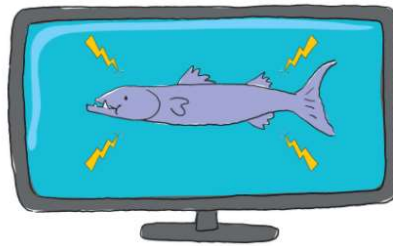
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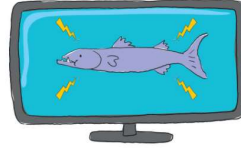
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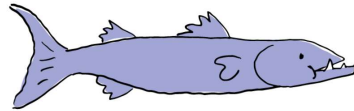
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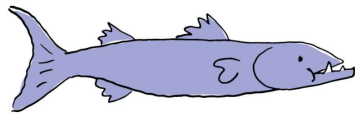
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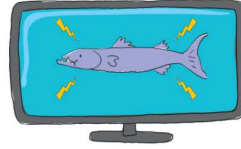
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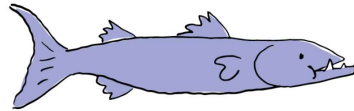
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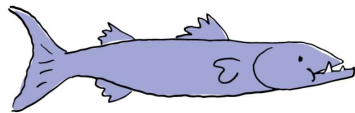
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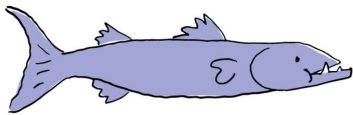
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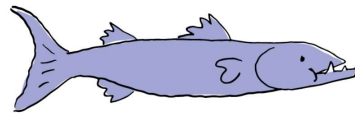
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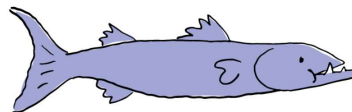
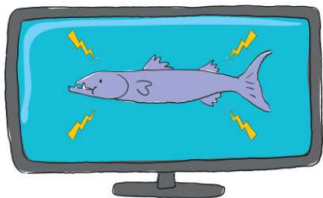


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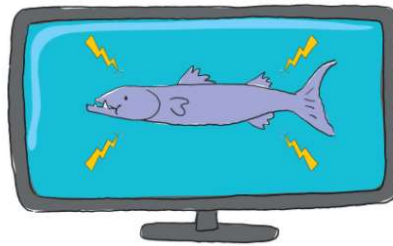


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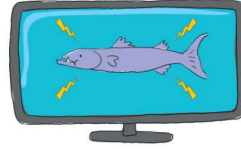
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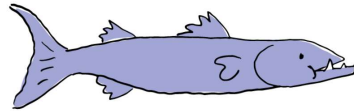
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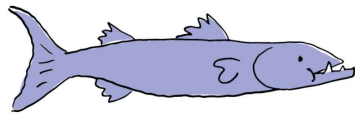
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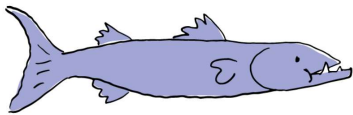
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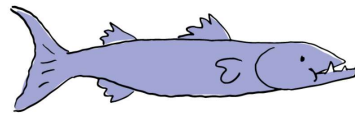
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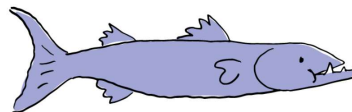
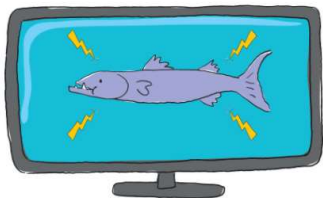


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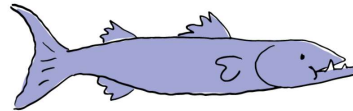
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A trend can make you want something you

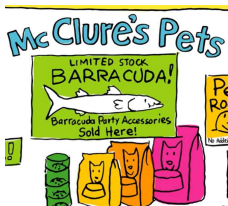
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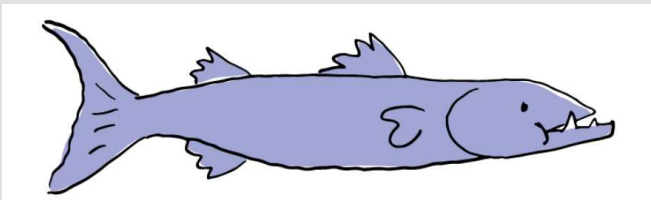
take them to see the barracuda at the pet



store.



Trend



An intense and widely shared enthusiasm for something that is often short lived.

24-Hour Rule



Don't buy a products right away, go away and think about it before making a purchase.

Trend or Time Tested

Read the description of the item below and decide if it is a TREND or TIME TESTED!

Remember Trends have a lot of intense energy, but usually do not last long. A Time Tested product is long lasting.

The EXTREME YO-YO has come out! This yo-yo lights up and whistles. Quickly, everyone at school has one! After a few weeks you notice not many people are still playing with the EXTREME YO-YO!

Trend or Time Tested

When your older brother was in 4th grade, he always talked about how awesome it was to decorate his locker. Three years later, your friends love to decorate their locker too.

Trend or Time Tested

You go to the mall and everyone is wearing and buying a shirt with a small dolphin on it. You notice the price is very high, but you want one too. After spending the money, you notice that your friends aren't wearing the shirt much anymore. -

Trend or Time Tested

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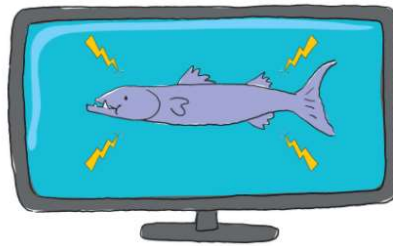
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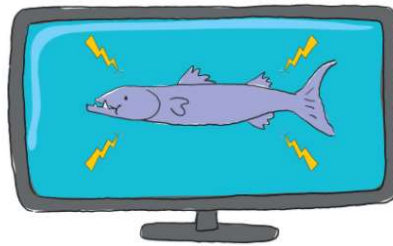
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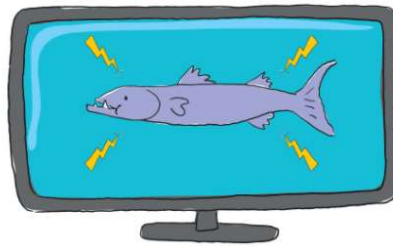
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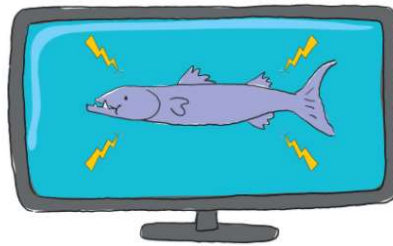
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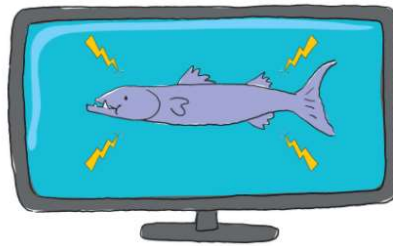
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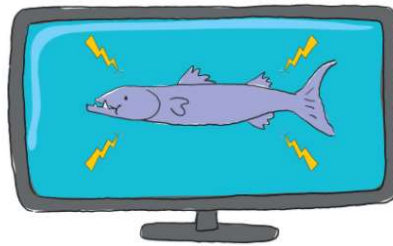


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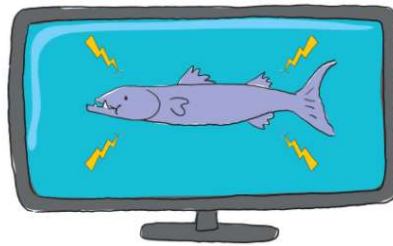
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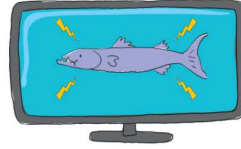
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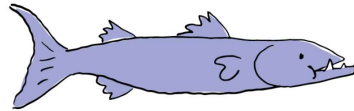
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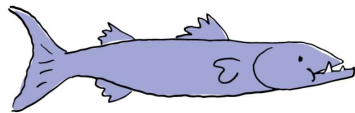
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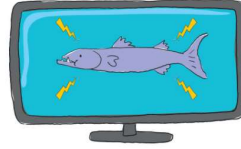
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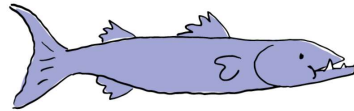
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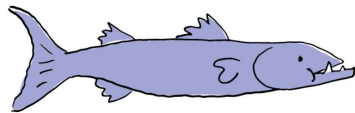
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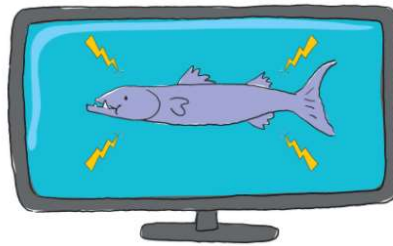
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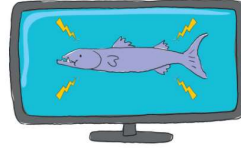
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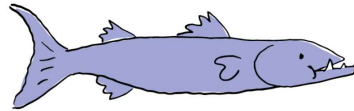
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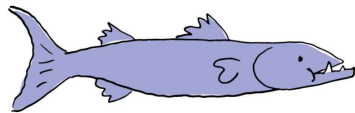
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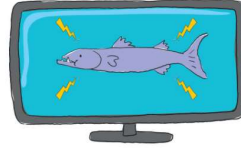
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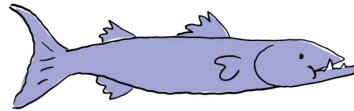
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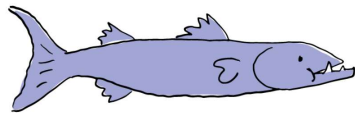
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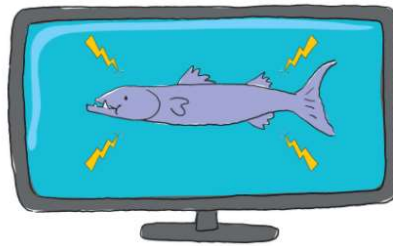
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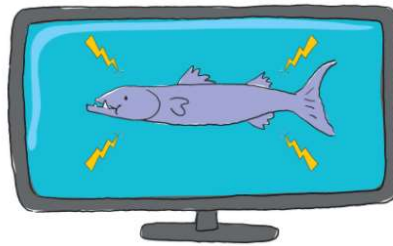
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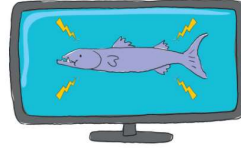
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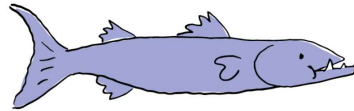
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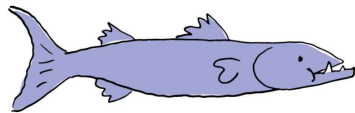
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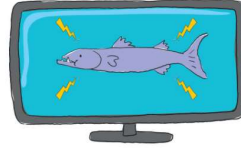
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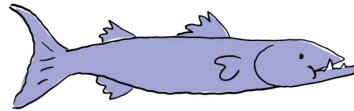
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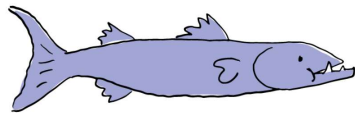
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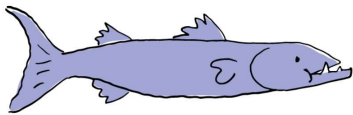
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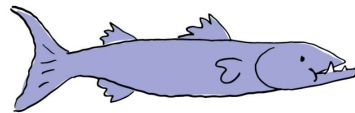
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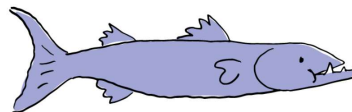
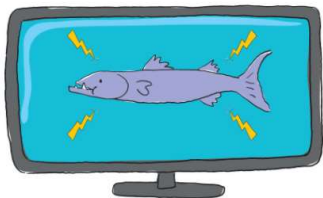


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Level 4, Lesson 1 Adapted Guide Level A



The Alpaugh Family

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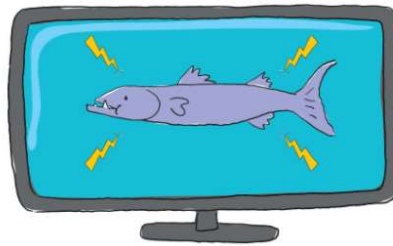
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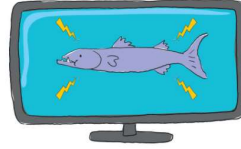
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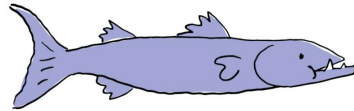
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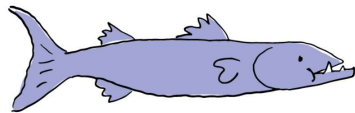
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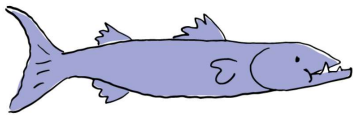
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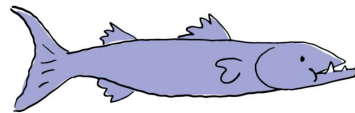
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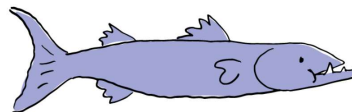
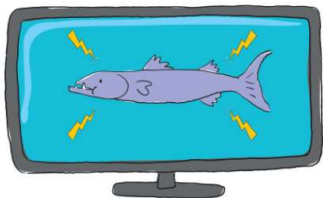


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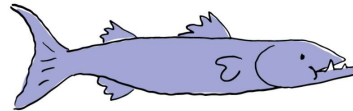
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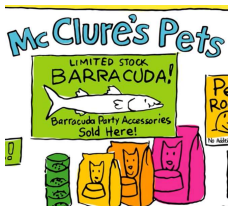
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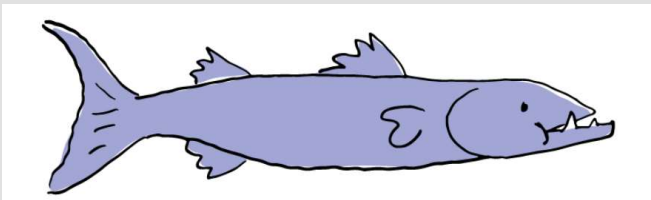
take them to see the barracuda at the pet



store.



Trend



An intense and widely shared enthusiasm for something that is often short lived.

24-Hour Rule



Don't buy a products right away, go away and think about it before making a purchase.

Trend or Time Tested

Read the description of the item below and decide if it is a TREND or TIME TESTED!

Remember Trends have a lot of intense energy, but usually do not last long. A Time Tested product is long lasting.

The EXTREME YO-YO has come out! This yo-yo lights up and whistles. Quickly, everyone at school has one! After a few weeks you notice not many people are still playing with the EXTREME YO-YO!

Trend or Time Tested

When your older brother was in 4th grade, he always talked about how awesome it was to decorate his locker. Three years later, your friends love to decorate their locker too.

Trend or Time Tested

You go to the mall and everyone is wearing and buying a shirt with a small dolphin on it. You notice the price is very high, but you want one too. After spending the money, you notice that your friends aren't wearing the shirt much anymore. -

Trend or Time Tested

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Level 4, Lesson 1 Adapted Guide Level A



The Alpaugh Family

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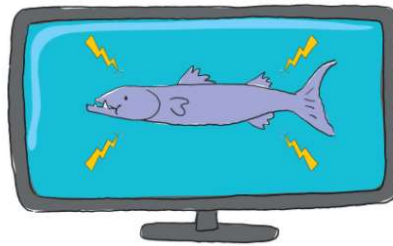
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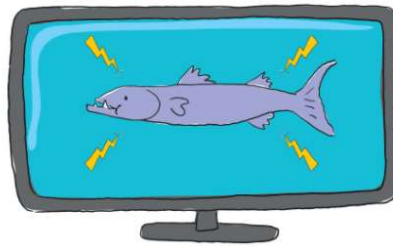
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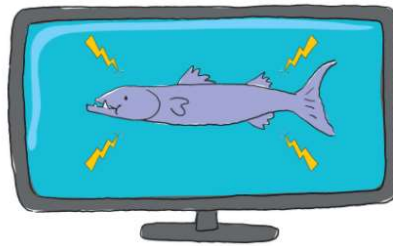


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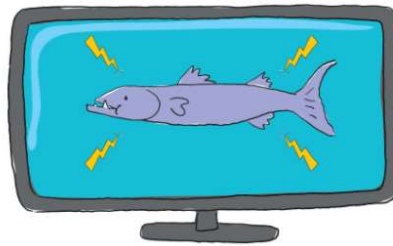
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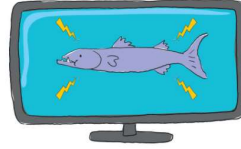
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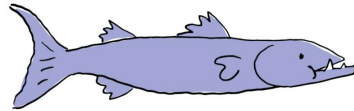
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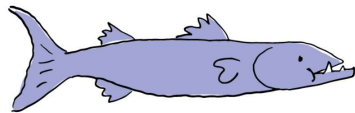
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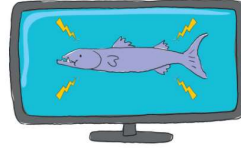
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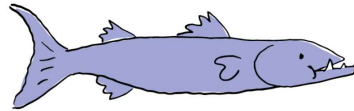
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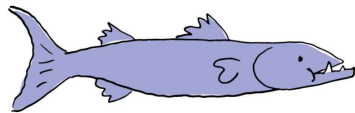
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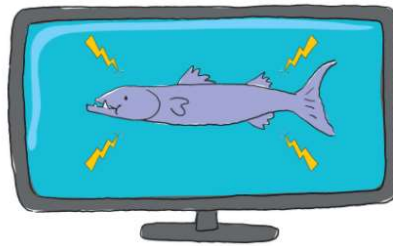
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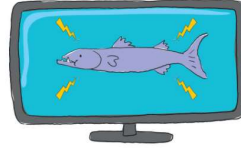
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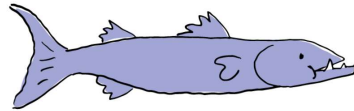
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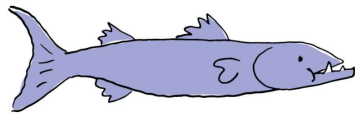
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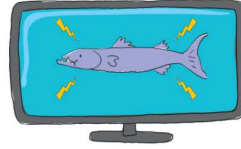
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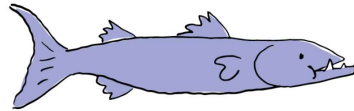
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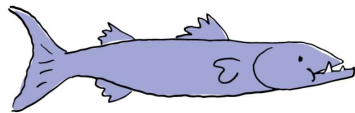
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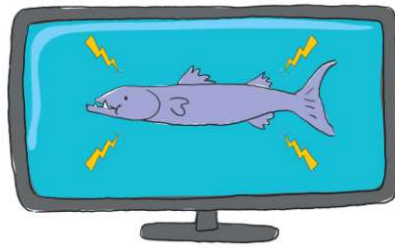
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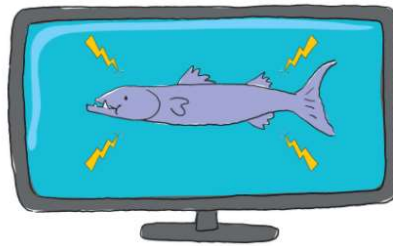
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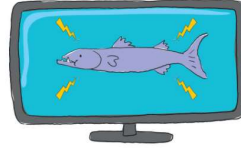
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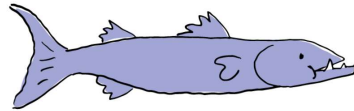
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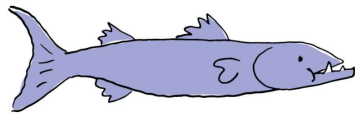
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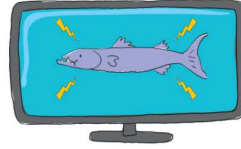
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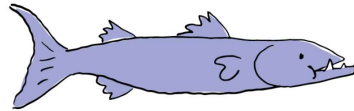
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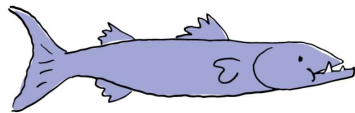
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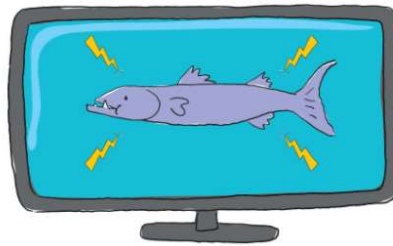
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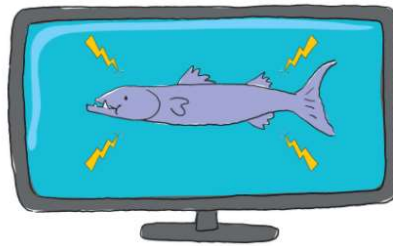
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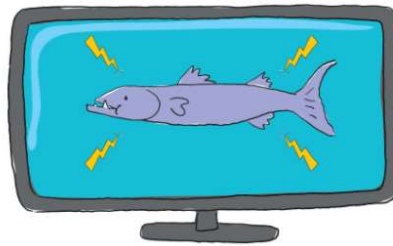
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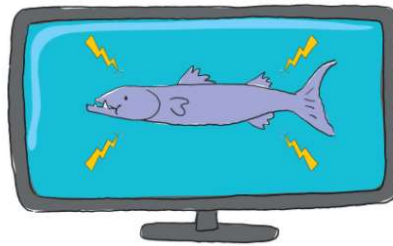
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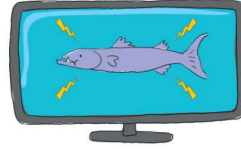
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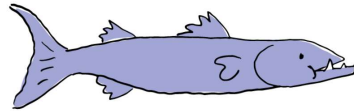
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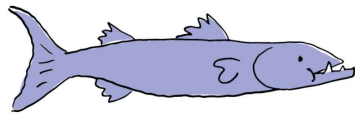
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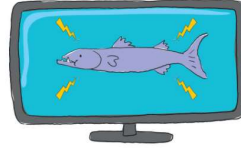
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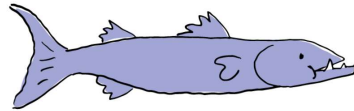
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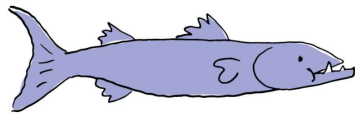
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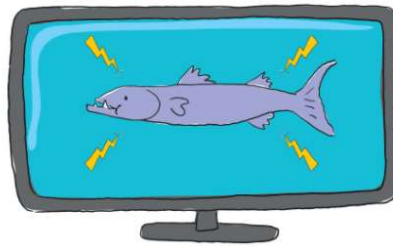
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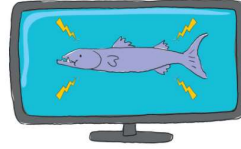
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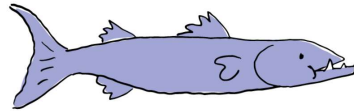
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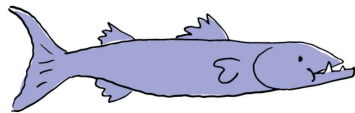
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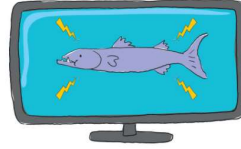
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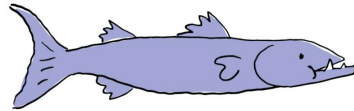
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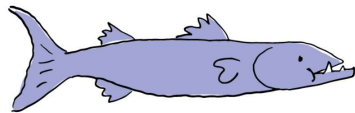
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The Alpaugh Family

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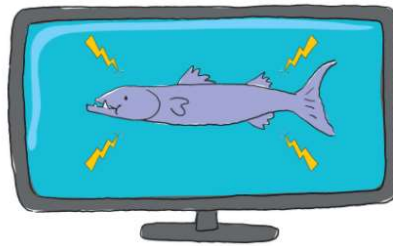
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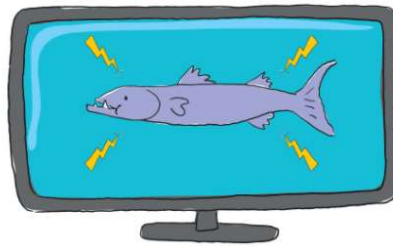


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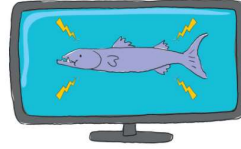
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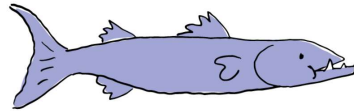
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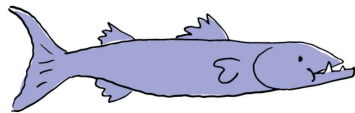
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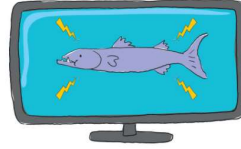
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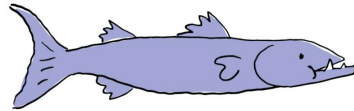
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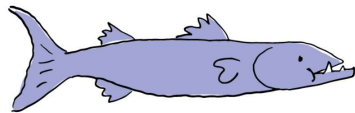
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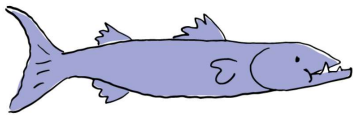
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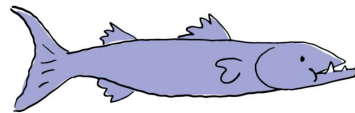
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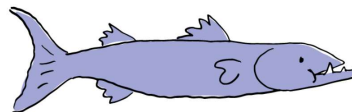
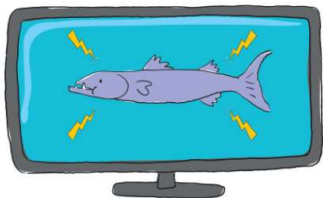


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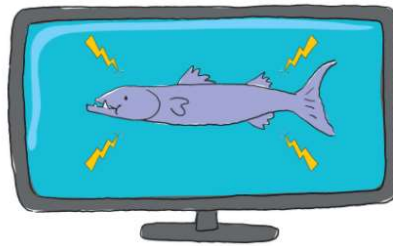
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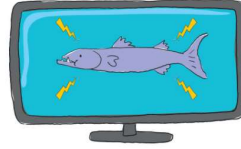
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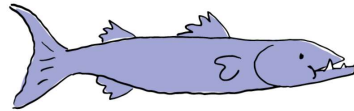
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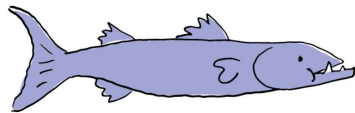
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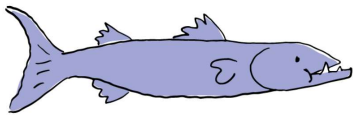
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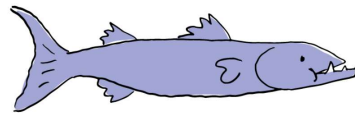
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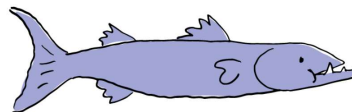
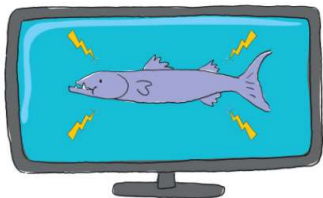


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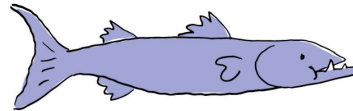
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A trend can make you want something you

don't need. Jacqui's mom says she will



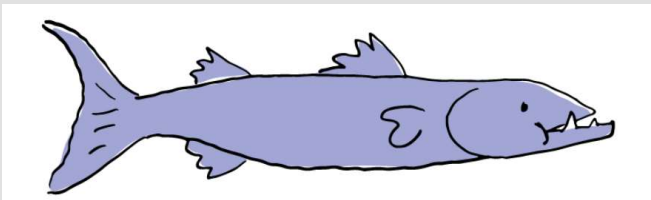
take them to see the barracuda at the pet



store.



Trend



An intense and widely shared enthusiasm for something that is often short lived.

24-Hour Rule



Don't buy a products right away, go away and think about it before making a purchase.

Trend or Time Tested

Read the description of the item below and decide if it is a TREND or TIME TESTED!

Remember Trends have a lot of intense energy, but usually do not last long. A Time Tested product is long lasting.

The EXTREME YO-YO has come out! This yo-yo lights up and whistles. Quickly, everyone at school has one! After a few weeks you notice not many people are still playing with the EXTREME YO-YO!

Trend or Time Tested

When your older brother was in 4th grade, he always talked about how awesome it was to decorate his locker. Three years later, your friends love to decorate their locker too.

Trend or Time Tested

You go to the mall and everyone is wearing and buying a shirt with a small dolphin on it. You notice the price is very high, but you want one too. After spending the money, you notice that your friends aren't wearing the shirt much anymore. -

Trend or Time Tested

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Level 4, Lesson 1 Adapted Guide Level A



The Alpaugh Family

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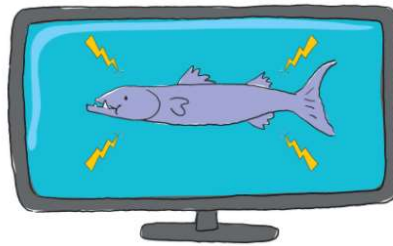


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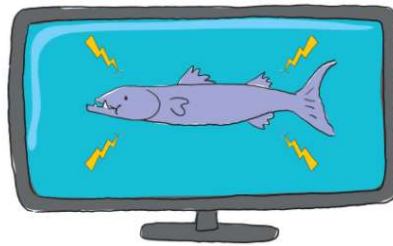
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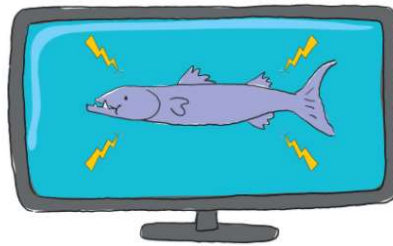
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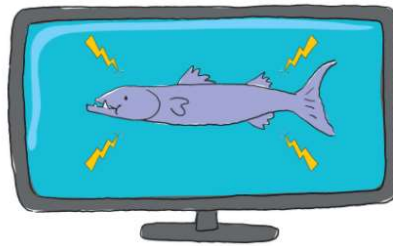
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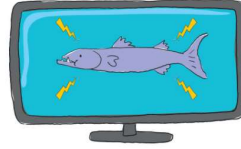
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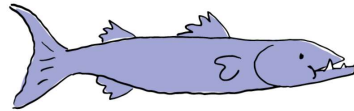
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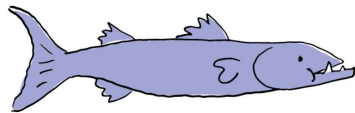
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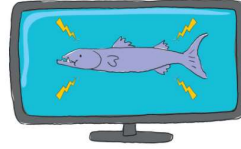
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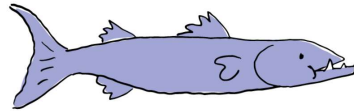
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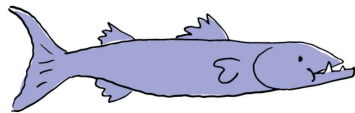
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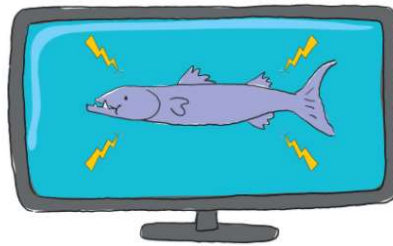


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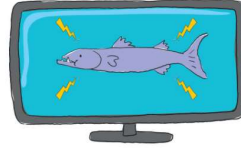
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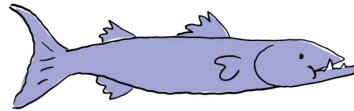
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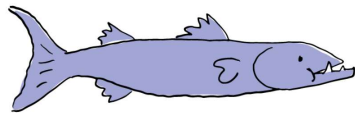
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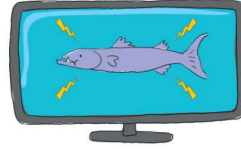
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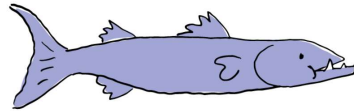
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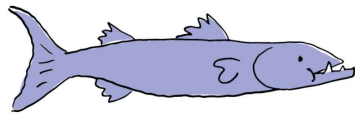
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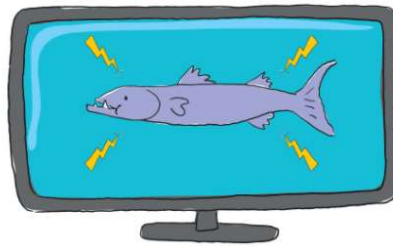
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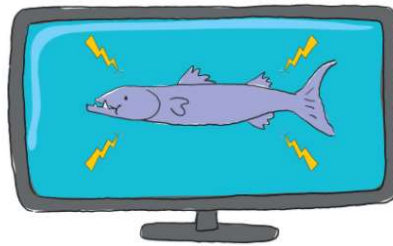
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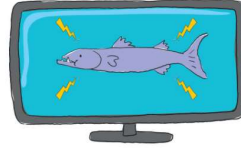
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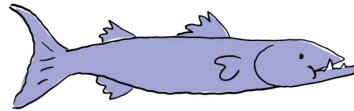
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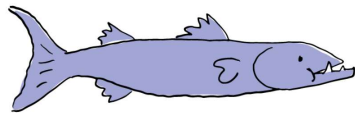
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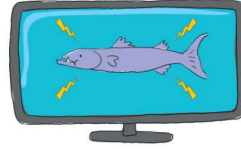
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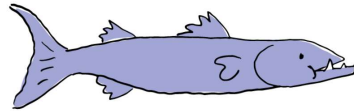
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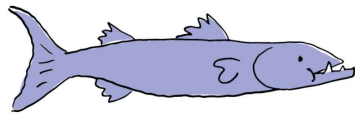
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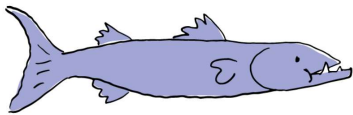
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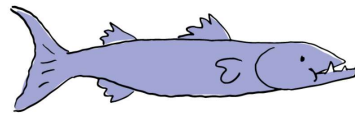
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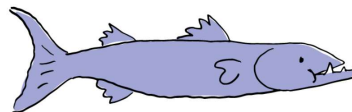
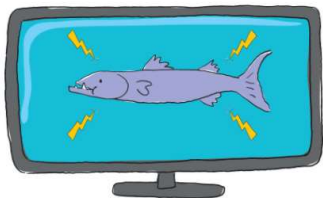


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\$mart path

Level 4, Lesson 1 Adapted Guide Level A



The Alpaugh Family

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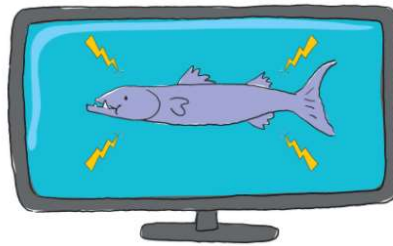
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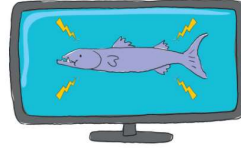
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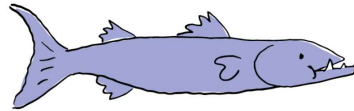
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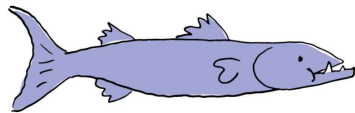
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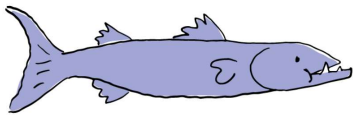
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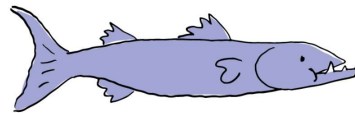
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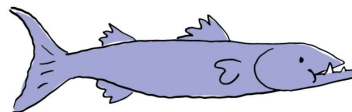
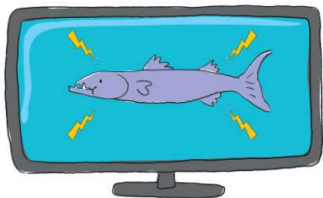


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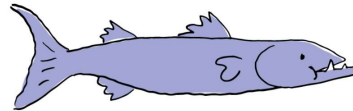
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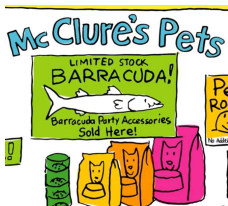
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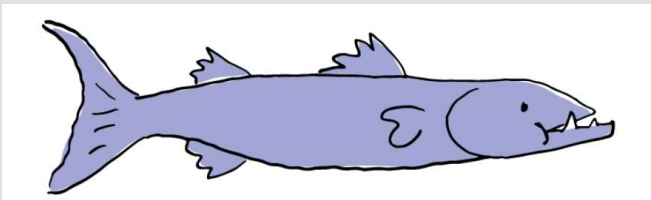
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Trend



An intense and widely shared enthusiasm for something that is often short lived.

24-Hour Rule



Don't buy a products right away, go away and think about it before making a purchase.

Trend or Time Tested

Read the description of the item below and decide if it is a TREND or TIME TESTED!

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The Alpaugh Family

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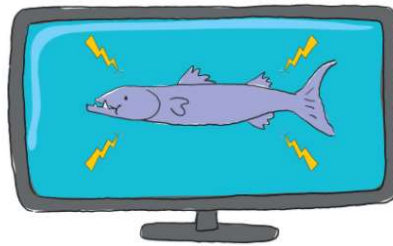
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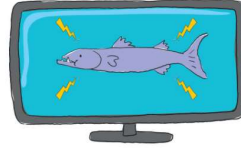
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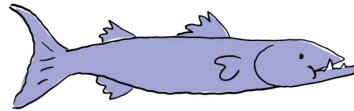
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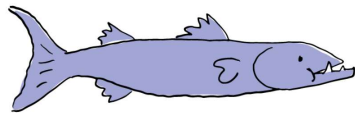
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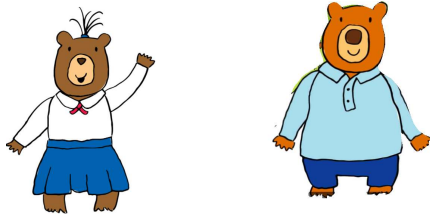
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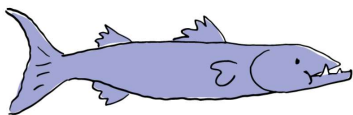
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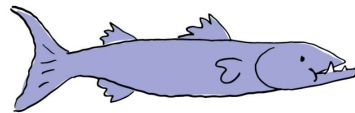
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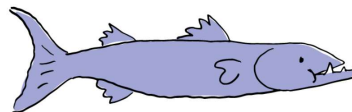
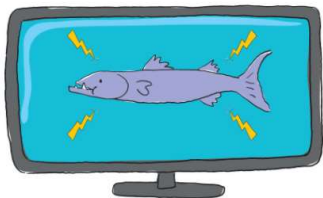


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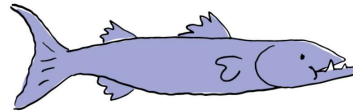
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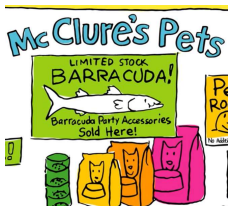
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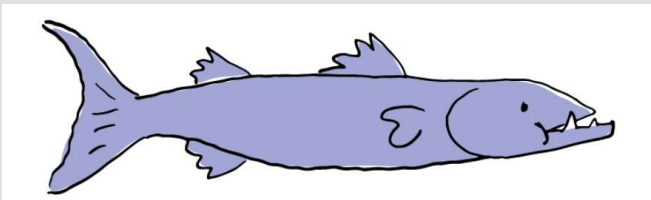
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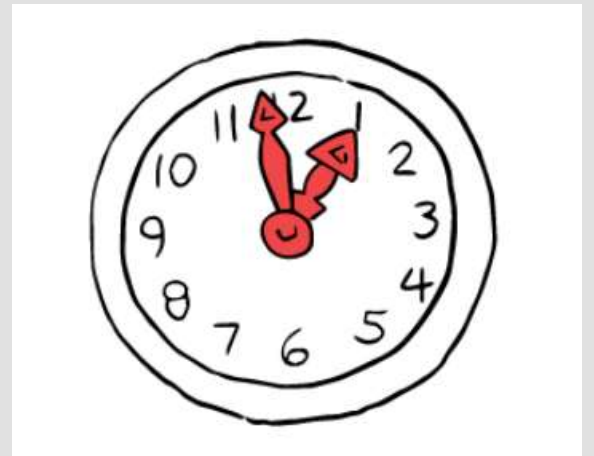


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The Alpaugh Family

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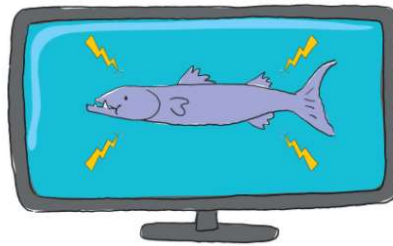
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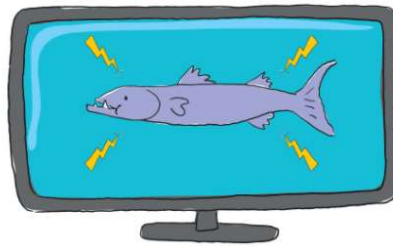


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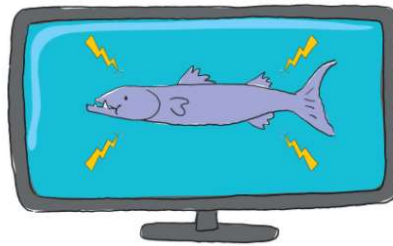
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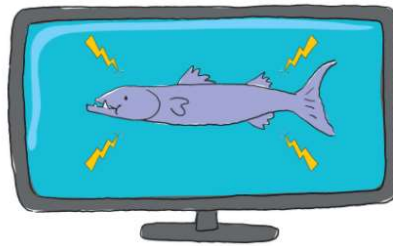
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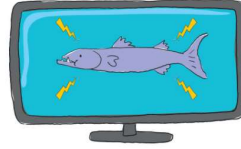
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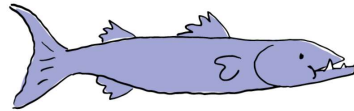
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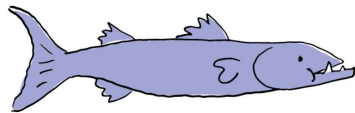
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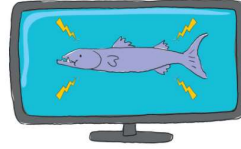
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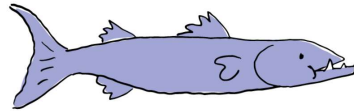
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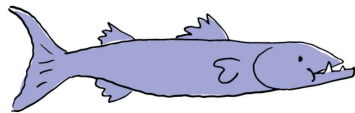
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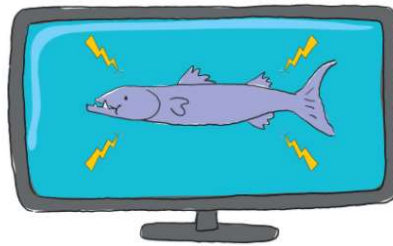
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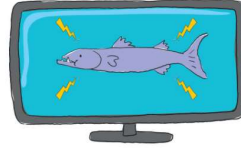
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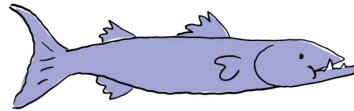
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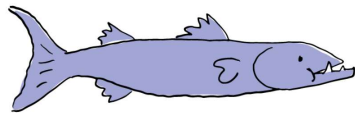
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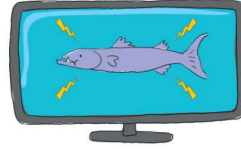
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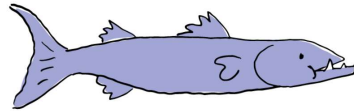
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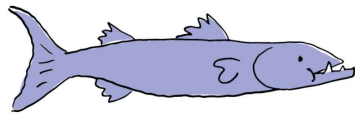
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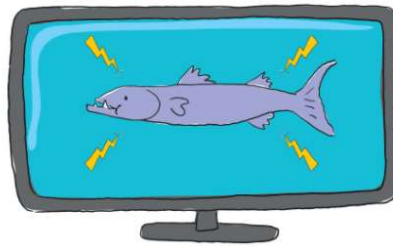
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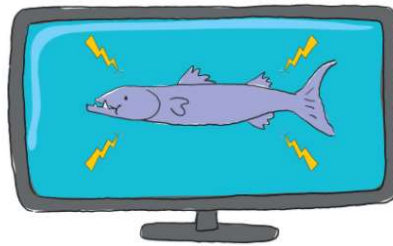


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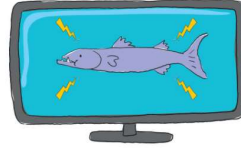
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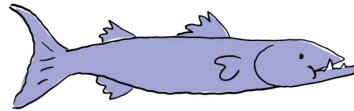
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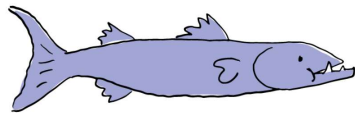
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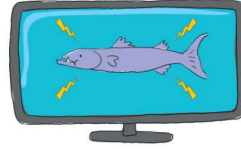
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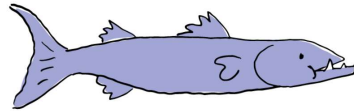
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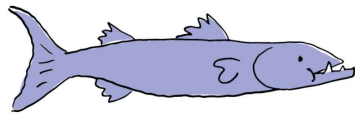
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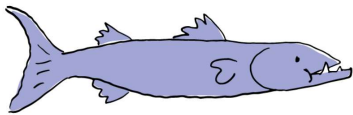
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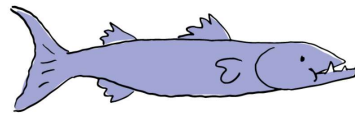
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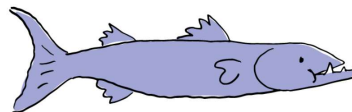
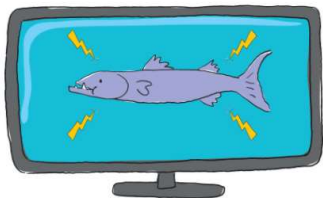


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Level 4, Lesson 1 Adapted Guide Level A



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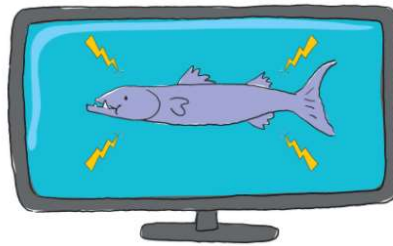
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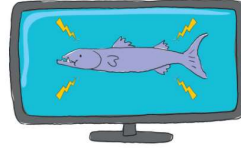
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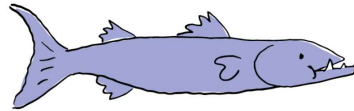
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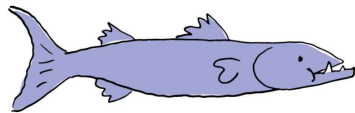
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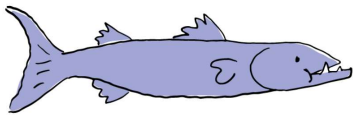
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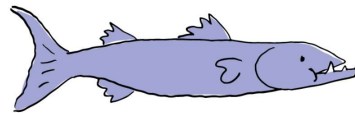
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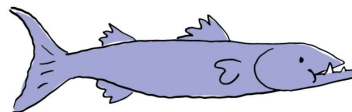
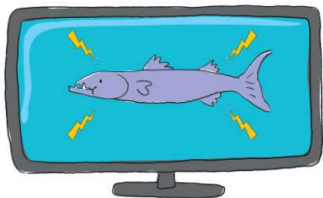


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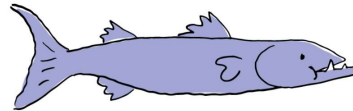
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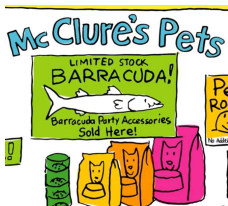
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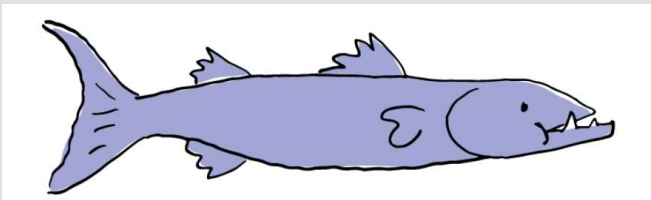
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Level 4, Lesson 1 Adapted Guide Level A



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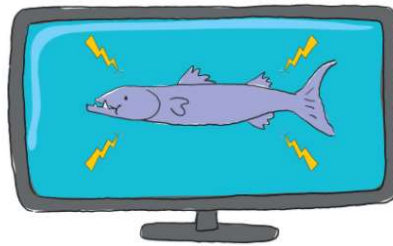
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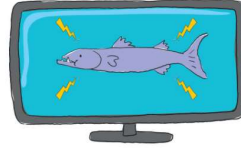
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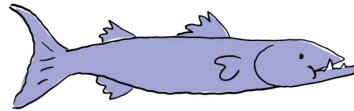
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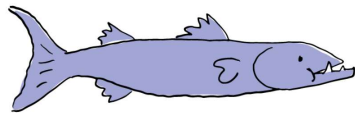
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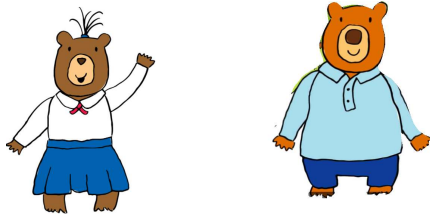
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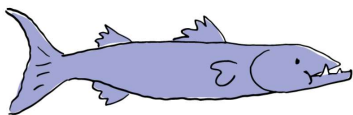
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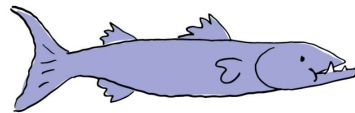
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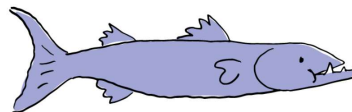
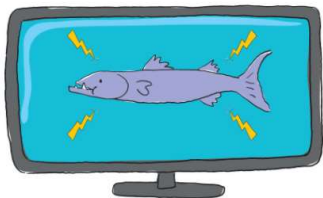


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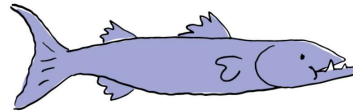
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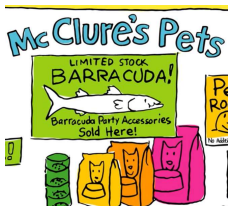
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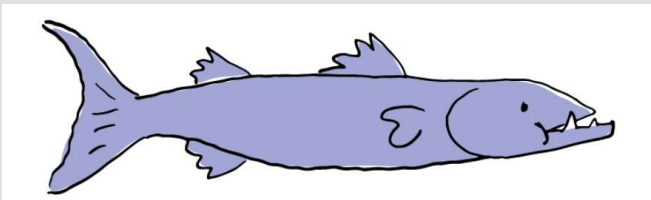
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Advertising Techniques

Review the definitions of the three advertising techniques. Match the picture of the advertisement with the correct technique.

Hype- Using words that make the products seem really exciting

Must have- Suggests that you must have the product

Endorsements- Featuring someone, like a celebrity, saying how the product worked for them can be convincing



Hype



Must have



Endorsement

Level A

\$mart path

Level 4, Lesson 1
Adapted Guide
Level B

\$mart path

Level 4, Lesson 1 Adapted Guide Level A



The Alpaugh Family

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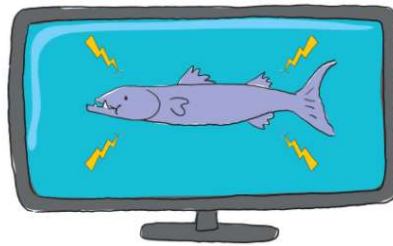
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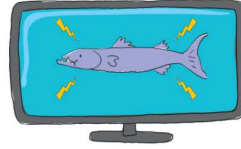
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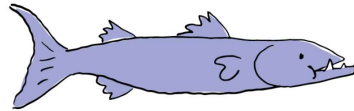
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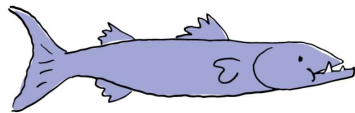
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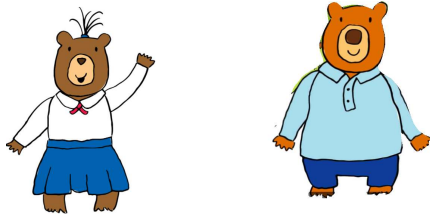
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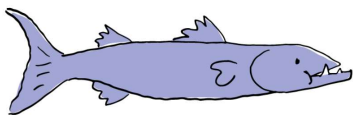
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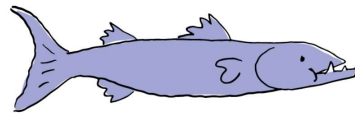
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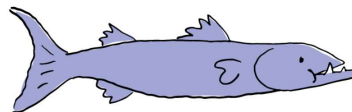
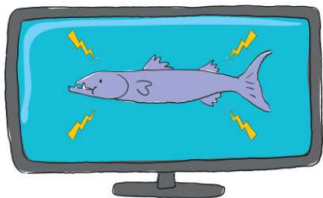


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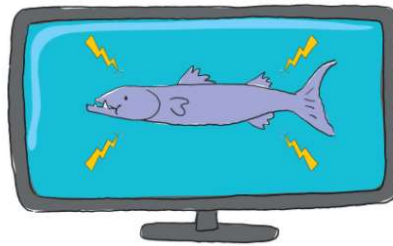
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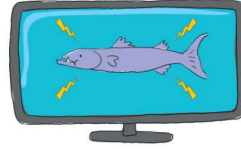
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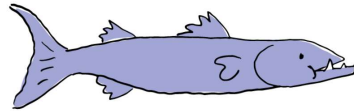
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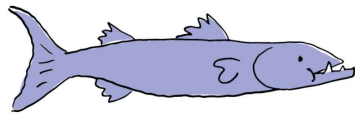
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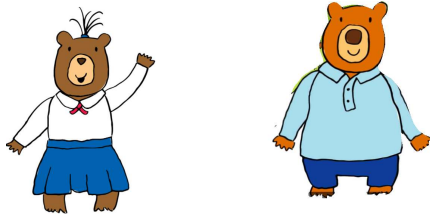
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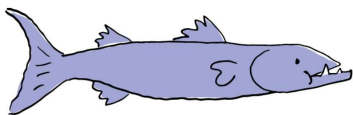
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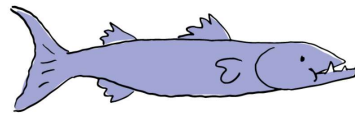
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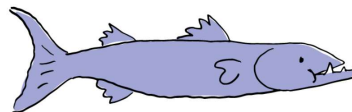
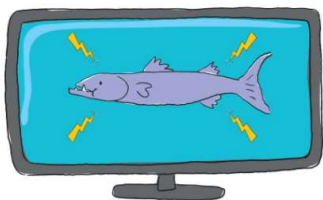


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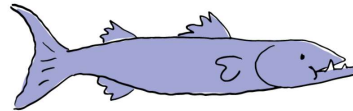
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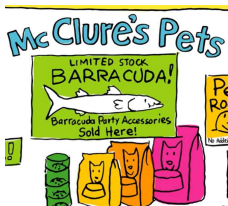
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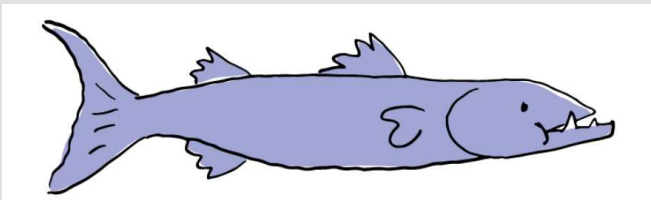
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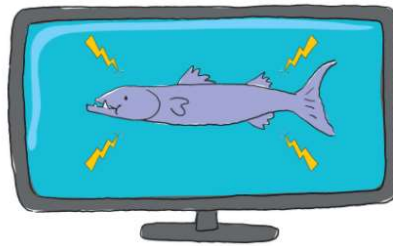
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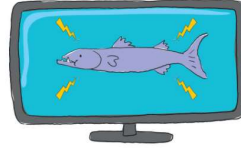
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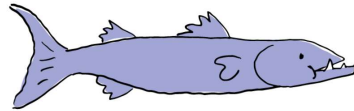
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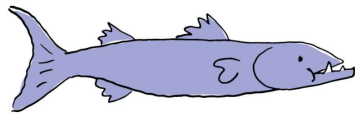
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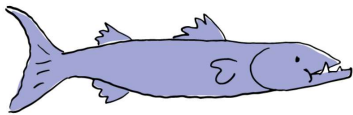
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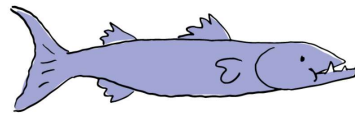
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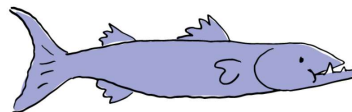
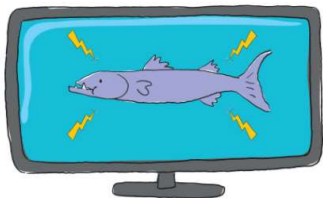


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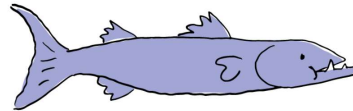
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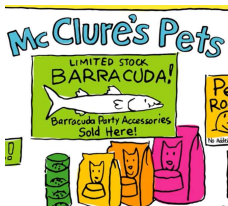
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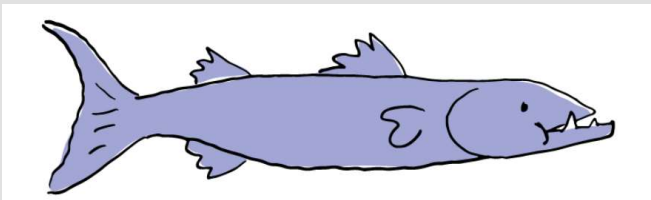
take them to see the barracuda at the pet



store.



Trend



An intense and widely shared enthusiasm for something that is often short lived.

24-Hour Rule



Don't buy a products right away, go away and think about it before making a purchase.

Trend or Time Tested

Read the description of the item below and decide if it is a TREND or TIME TESTED!

Remember Trends have a lot of intense energy, but usually do not last long. A Time Tested product is long lasting.

The EXTREME YO-YO has come out! This yo-yo lights up and whistles. Quickly, everyone at school has one! After a few weeks you notice not many people are still playing with the EXTREME YO-YO!

Trend or Time Tested

When your older brother was in 4th grade, he always talked about how awesome it was to decorate his locker. Three years later, your friends love to decorate their locker too.

Trend or Time Tested

You go to the mall and everyone is wearing and buying a shirt with a small dolphin on it. You notice the price is very high, but you want one too. After spending the money, you notice that your friends aren't wearing the shirt much anymore. -

Trend or Time Tested

Advertising Techniques

Review the definitions of the three advertising techniques. Match the picture of the advertisement with the correct technique.

Hype- Using words that make the products seem really exciting

Must have- Suggests that you must have the product

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Hype



Must have



Endorsement

Level A

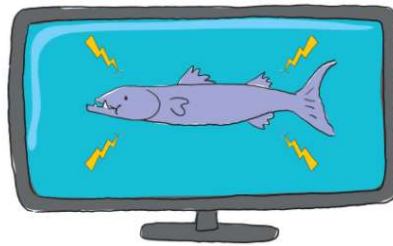
\$mart path

Level 4, Lesson 1
Adapted Guide
Level B

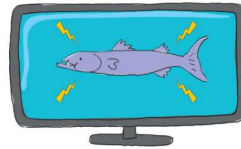
Level 4

Lesson 1

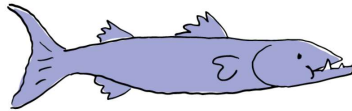
Jacqui and Gil Want a Barracuda



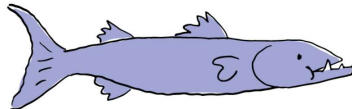
Jacqui and Gil see a commercial about



the AMAZING barracuda fish. Jacqui and



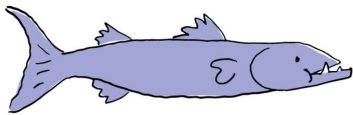
Gil want a barracuda.



Jacqui and Gil ask their parents for a



barracuda. They say the fish is awesome and



they need one. Their parents want them to

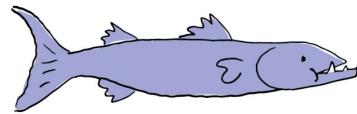
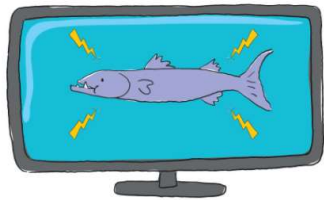
wait, they need to consider their options.

Jacqui and Gil need to think about trends,



or items people really want for a short

time. The commercial for the barracuda

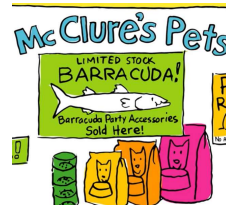
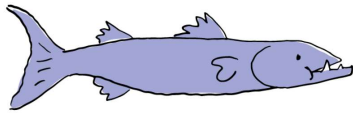


was so good it made them want the fish.

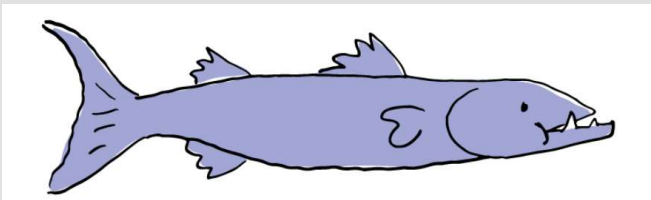
Jacqui's mom says she will take them to



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When your older brother was in 4th grade, he always talked about how awesome it was to decorate his locker. Now you and your friends love to decorate your lockers too.

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Hype



Must have



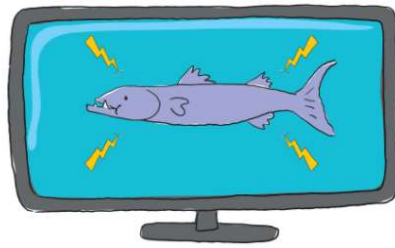
Endorsement

Level B

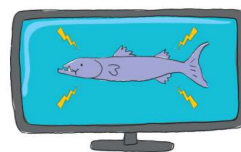
\$mart path

Level 4, Lesson 1
Adapted Guide
Level C

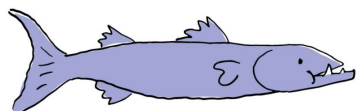
Level 4
Lesson 1
Jacqui and Gil Want a
Barracuda



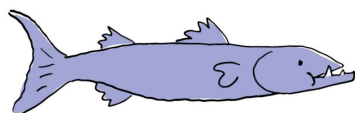
Jacqui and Gil see a commercial



about a barracuda. Jacqui and Gil



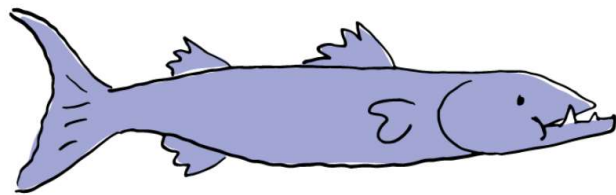
want a barracuda.



Jacqui and Gil ask their



parents for a barracuda. They



want the fish. Their parents

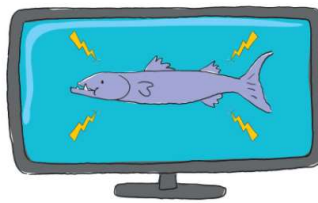
want them to wait.

Jacqui and Gil need to think about

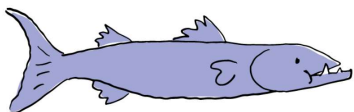


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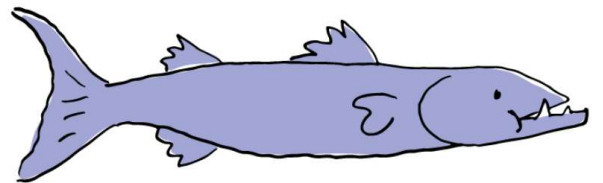


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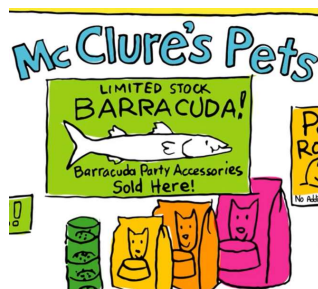
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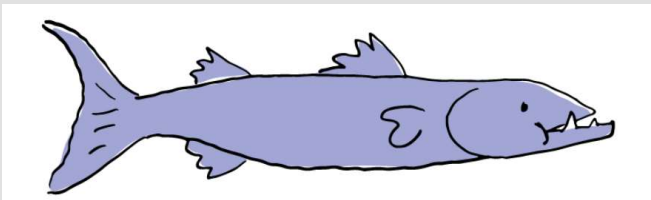
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TREND

TIME TESTED

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Hype



Must have



Endorsement

HYPE

MUST HAVE

ENDORSEMENT



IT JUST TASTES BETTER 



**IT'LL BLOW
YOUR MIND AWAY**




\$6.25 MEAL

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

THE 2014 EXPRESS NEXT REWARDS PROGRAM HAS STARTED*

DON'T MISS OUT!

