The setting is Hester Poland's kindergarten class at Greenbriar School on Indianapolis' far northside. Approximately 20 5-and 6-year-olds sit Indian fashion on the schoolroom floor and listen to a slightly nervous college marketing professor tell them about becoming intelligent consumers.

The professor is Thomas P. Hustad from the I.U. School of Business. Hustad feels he has a responsibility as both a marketer and a father to see that today's little "consumer trainees" become tomorrow's informed and responsible consumers.

He is nervous because, for the first time, his students are kindergartners and not collegians -- and because his daughter Kathy is in the class. Unlike his geared-to-adult presentations with marketing terms and complicated issues, his presentation for this audience starts with Jack and the Beanstalk, and a discussion of Jack's hasty trade of a cow for a bag of beans. He reminds the children that Jack took his cow to market for money, not beans, and the only way Jack knew that the beans were magical was that the man who wanted to sell them told him so.

He asks the children what they would do if a man promised them some candy in their favorite flavor if they would give him all their money, then what they would do if they gave the man their money and he had only one piece of candy in a flavor they did not like. One little girl replies that she would throw a pie in the man's face; another, more restrained, says she would be most upset.

Hustad points out that the children would be wiser after such an experience, and notes that advertisers are somewhat like the men with the beans and the candy. They try to get your money from you. Hustad's message: Know what you're buying.

"You have to remember that the advertisements don't lie," he emphasizes. "They just don't tell you everything you need to know. For example, what if you just ate cookies like the Cookie Monster? Cookies are fine, but the ad doesn't tell you that you will get sick if you eat only cookies, and that you need to eat lots of other things, too."

Hustad then discusses toy commercials on television. "The next time you see an advertisement, play a game," he tells them. "Ask questions about the things that the ad doesn't say, like how much does that toy cost? Will it break? Will it be fun to play with more than once? The people who write those ads want your money, and sometimes the things they advertise aren't as good as they sound."
Hustad acknowledges that advertising is here to stay and emphasizes that he
would not want it any other way. "Advertising has come a long way," he notes.
"Outright deception has been all but eliminated from advertising. However,
you must consider that the major goals of advertising are to get the attention
of the consumer and provide persuasive information. This entails selling a
product's strong points in a very short amount of time, so you can see why
advertisers use gimmicks and sometimes even puffery to hold that attention.
Also, much information is not given to the consumer just because there is
not time.

"Through trial and error, adults have built up a reserve of information to
draw on so that they can see advertisements and realize that there are unanswered
questions, and a good deal of exaggeration.

"Children are another story, however. They are very naive, very trusting.
They react literally to what they see and hear. If they see a kid in a space
shuttle launching into outer space from the kitchen floor, they expect to buy
the toy and do the same. Unfortunately, it is through disappointments that
children learn to be intelligent consumers. With education in the schools, some
of that disappointment could be avoided," he says. "We need a concerted effort
beginning in nursery school and continuing into grade school to explain the role
of the seller and the role of the consumer.

"We need to teach our children that advertising does not lie, but it does not
always tell you everything. Later, we can introduce the ideas of price
comparisons, how to judge quality in merchandise and so on. The process can
continue through the school years. The societal payoffs would be support of
the companies that offer good merchandise and a move away from those that don't"
Hustad says.

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WHO, WHAT, WHEN, WHERE & SOMETIMES WHY

Biochemical -- "Hormonal Regulation of Hepatic Lipogenesis: Studies on Labeled
Water, Octanoate and Acetate Incorporation with Isolated Hepatocytes,
Biochemistry Seminar by Dr. Takahide Nomura, research fellow; Medical Science
Building, Room 205, 2 p.m. Monday.

Genetic -- "The Structure and Function of Chromatin, or How to Pack Three Feet
of DNA into a Bag 1/10,000 of an Inch in Diameter and Still Make It Work,
Medical Genetics Seminar by Dr. Robert S. Young, postdoctoral fellow; Riley
Research Conference Room (Room 138), 4 p.m. Tuesday.

Display -- Parke, Davis & Co. will have a pharmacy display in Riley Hospital on
Wednesday from 8:30 a.m. to 3:30 p.m.

Oncological -- Grand rounds in oncology are held each Wednesday at 11 a.m.
in Room R-104 of the Radiation Therapy Building. This tumor conference is open
to all residents and medical, dental and nursing students. Dr. Varoujan Chalian
will speak Wednesday on "Maxillofacial Prosthetics."

Chemical -- "Photochemistry of Excited Ionic Species," Department of Chemistry
Seminar by Dr. William Cherry from the University of West Virginia; Krannert
Science Building, Room 225, Friday at noon.
Workshop -- The importance of the family in the treatment of drug, alcohol and other substance abusers will be the topic of a two-day workshop for social work practitioners in Cavanaugh Hall. Saturday is the first day of the workshop; March 15 is the second. The program is part of the continuing education program of the School of Social Work. For information, call Ext. 7221.

Gala -- The first annual Mardi Gras Night at the Indianapolis City Market is slated for Saturday from 7:13 p.m. to 12:02 a.m. On the agenda are fun, food, surprises, music, costume prizes -- something for the whole family. At the door, tickets are $2.50 (children under 12 with parents admitted free).

Coming Up -- "Relative Contribution of Specific Factors to the Development and Maintenance of Hypertension," Physiology Seminar by Dr. Shirley Mueller, assistant professor of neurology; Medical Science Building, Room 205, 4 p.m. next Monday (March 3). . .History-in-the-Making Dept. -- The ground-breaking ceremony for Classroom-Office Building #2 will be held Tuesday, March 4, at noon at the southeast corner of the Lecture Hall.

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NEWS 'N' NOTES FROM HERE 'N' THERE

Written Any Good Books Lately? -- The American Medical Writers Association announces its Annual Book Awards competition for "Best Medical Book Published in 1979." There are three categories: books for physicians, books for allied health professionals and trade books. Awards will be made at the annual meeting of the association in October in Atlanta. Direct entries and inquiries to: Doris Bressler, AMWA Book Awards Program, 5272 River Road, Suite 370, Bethesda, Maryland 20016.

Films -- The IUPUI Honors Council and the School of Education will sponsor a special film showing next week called "The Search for Solutions." The program includes three 20-minute films: "Adaptation," "Trial and Error" and "Context." The films, geared to interest students and faculty in all disciplines, will be shown March 5 at noon in Cavanaugh Hall, Room 129.

Hansen to Speak -- The Combined Faculty/Staff Meeting for this spring will be held March 6 at 3:30 p.m. in the Champions Room of the Indianapolis Sports Center. Arthur G. Hansen, president of Purdue University, will be the guest speaker and a reception will follow the meeting.

Plan Ahead -- The Department of Medical Illustrations will not be doing any rush slides, personnel photos or patient photos March 13-14 because they will be taking medical student photos from 7 a.m. to 11 p.m. both days.

"500" Royalty -- Did you notice that five of the 33 princesses chosen for the "500" Festival pageant attend college here: Jody Lynn Crouch, nursing, sophomore; Lori Lee Jacobsen, junior; Fawn Elizabeth Kimbrough, freshman; Michelle Marie Mezev, nursing, senior, and Beth Anne Tully, nursing, sophomore.

Islam -- The spring conference of the Indiana Consortium for International Programs will focus on "Islam in the Contemporary World" during a program March 5 in the Tirey Memorial Union at Indiana State University. The program is sponsored by ISU, Rose-Hulman, St. Mary-of-the-Woods College and the Russian-East European Institute at IUB. For information, call Dean Myers at ISU, (812) 232-6311, Ext. 5670.
Position -- University physician to join Student Health Service with staff of 15 full-time physicians. Salary negotiable. Application deadline is March 31. Probable starting date is July 1. Send resume to: Medical Director, I.U. Student Health Service, Bloomington 47405.

GREEN SHEET'S FRIENDLY AD SERVICE

Getting Here -- A couple would like to commute from Martinsville area (Hwy 67) or Mooresville to the Medical Center, Monday through Thursday, 8-5. Willing to drive every other week. Please call Ext. 4414.

House Sit -- Responsible, young married couple want to "house sit" starting this spring for faculty member who will be on sabbatical or leave of absence. Call 299-7845 days or 255-8711 evenings.


House for Rent -- 38th and Kessler area, new gas furnace, quiet setting, access to private swimming pool, couple with no children preferred. $310+ depending on amenities desired. Call 291-2088 or 299-4434.

Mobile Homes -- Must sell mobile home, 15 minutes from campus, includes stove and refrigerator, air, skirting, washer hook-up. Asking $2,200, negotiable. Call 635-7576. 20-foot motor home, Champion body, '71 Dodge newly painted cab, five new steel-belted tires, new front seats, carpet, four-burner gas stove with oven, refrigerator, power steering, brakes, AM/FM eight-track stereo, sleeps six. $6,500. Call 784-4713 after 5 p.m.

Home for Sale -- Three-bedroom Colonial brick ranch, oil heat, wall-to-wall carpet, draperies, washer and dryer, disposal, electric range, dish washer, air, storm windows and doors, paved drive, approximately 2,300 square feet, recreation room, hardwood floors. Call 849-1754.