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Easy way to get rich—

There is an easy way for someone to become immensely wealthy. This writer has had it in mind for many years, but has found no way to put his plan into operation. The way this writer has in mind to get wealthy would take nothing from anyone else, in fact would at the same time save millions for the persons who would furnish the money to make this writer wealthy. The amount of postage stamps the government would sell might be reduced, but the postal department is losing money on every stamp it sells, so by reducing the postal business, the plan would save money for the government. Briefly, here is the way someone may become a multi-millionaire: Every newspaper receives every year at least a thousand letters which are never so much as opened. They contain free publicity stuff of one kind and another. Those who open letters for the newspapers can spot these free publicity letters from a distance. No editor has time to read them, even were he interested. So into the waste basket they go. It costs a lot of money to prepare the material that goes into these letters that go into waste baskets without being opened, without getting any attention whatever. It costs money to put the material into the envelopes. It costs newspapers money to sort envelopes of this kind from those that contain something worth while. It costs the editor something to have his waste basket emptied and the refuse burned. Under the present administration about half the free publicity material reaching the editorial desk comes from some alphabetical department of the government. Some day some bright person is going to go around emptying editorial waste baskets, making collections of these discarded free publicity letters. Then he is going to charge a small percentage for showing those who prepare the material how much they can save by not sending out the material, and in an incredibly short time he is going to be wealthy. Uncle Sam might be able to balance his budget merely by eliminating the expense connected with sending out material that is never seen by the editorial eye for which it is intended. This writer will claim a commission from the person who takes hold of this idea and gets wealthy from its operation.

Sliced Bread—

In a trade magazine we find this one: In one of his daily cartoons, J. R. Williams presents a scene in a kitchen. A daughter of about 17



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years is holding in her hand a partially unwrapped loaf of bread and is indignantly exclaiming to her mother, who is standing by: "Ma, oh, Ma! Look here—this bread isn't sliced."
 Ma is saying: "Well, uh, take it back. No—have them come and get it."

It is rather odd that during the depression we have developed to the utmost the little services that make it almost unnecessary for us to exercise our muscles in going through life, as well as some other services that would have made our forefathers howl derisively.

And don't think that these little services don't cost us money. We have all heard about the woman who had a five-cent spool of thread delivered when she could just as well have put it in her handbag at the time of purchase.

Of course, it cost the merchant more than the price of the thread to make the delivery, but he didn't go out of business because of making sales the cost of which were more than he received from the sales.

He didn't go out of business because the total cost of delivery was added to total sales. This woman paid on a larger sale for the cost of delivering the spool of thread.

Years ago there was not a piece of machinery in a bakery. Today the machinery in a bakery costs hundreds or thousands of dollars. Years ago a grocer or a baker grabbed a loaf of bread from a show case with a hand and wrapped it up the same as any other item was wrapped.

Today a person wouldn't carry away a loaf of bread that could be touched by the hand of the person selling it.

These little additions to service haven't been made without adding to the cost of things we buy, but we are willing to pay the added cost.

And the larger part of these little things that add slightly to cost of our foodstuffs have been added during the period that we have been complaining about not having enough to pay our bills.

Wonder what another depression would do for us?

Isle Royale—

The federal government contemplates adding Isle Royale in Lake Superior to its string of national parks, which leads the Eugene Register-Guard to speak of the beauty of the lonely island, "a blue smudge on a blue horizon to the passing freight steamers . . . a remote and almost untouched bit of wilderness out of America's historic past."

Isle Royale is a bit of mysterious beauty, but it is far from remote and untouched. For many years it has been visited regularly several times a week during the summer seasons by steamers plying Lake Superior. The steamers pick up cargoes of fish and leave supplies for the fishermen.

The R-G mentions that long ago Indians in frail canoes crossed to the island from the mainland of what is now Michigan (Isle Royale being Michigan territory) and mined copper ore. These Indians may have come from as far south as

Mexico and how they learned of the deposits of copper ore, how they mined them and how they learned to fashion the copper ever will be a mystery lost in the ages.

More mysterious still, unless they are the work of Nature, are great waterways which thread the island, so symmetrical in width and depth that they appear to have been the work of engineers. Steamers thread their way through these channels without fear.

It is just as easy to believe that these channels were constructed by some prehistoric commercial race as it is to believe that Indians from Mexico travelled by the primitive methods of their day to this far-off region for mineral supplies. Isle Royale, fittingly named to describe its beauty and glamour,

may hold the secrets of great races that preceded us, that flourished, grew wealthy, carried on commerce across a continent, knew the secrets of metals, performed great engineering feats and then disappeared from the face of the earth, their history and their knowledge forever lost.

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Your subscription to The Sentinel is just a little thing to you. But don't allow yourself to forget that it is a frightfully important thing to someone who is competing for a \$300 CASH AWARD!

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