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POOR MAN'S PHILOSOPHER

Quickest Way to Wealth Is To Better Some Simple Thing

NEW YORK On — The quickest way to wealth is to improve some simple object millions of people buy or use every day.

Example: The man who first thought of putting a crinkle in the old-fashioned wire hairpin — so it would stay in better — made a million dollars.

By HAL BOYLE
times the area of the old-type comb," said Cosby, "and it gives the scalp a gentle massage.

"It is particularly helpful to men with thinning hair as it glides over the bald spot without scratching. Balding men are physically as well, as emotionally sensitive."

"When you think of the hundreds."

"It's the only comb in the

a million dollars.

"When you think of the hundreds of millions of human beings who lived and died trying to have an original idea, it seems odd that none thought of improving the ordinary comb, isn't it?" asked Eric L. H. Cosby.

"But no one really had a new idea in combs for the last 6,000 years."

No one, that is, until Cosby bent his brow to the task.

Cosby is managing director of comb-lore.

They Say Today

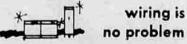
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What a joy . . . drying clothes in an electric dryer. Why it's just like magic . . . so easy, so quick; and clothes come out ever so soft and fluffy, looking like new, Cloudy days, rain, or freezing winter winds don't interfere with washday plans either, not when there's an electric clothes dryer in the house. How wonderful to be free from eluttered basements and weary trips to the clothesline; no more pulled muscles or aching backs. And talk about economy! An electric dryer costs just pennies to operate, and initial cost is low, too. Gives you years of dependable, trouble-free service.

So why not visit your appliance dealer right away and get all the facts. You'd be surprised how easy it is to turn your washday dreams into a reality . . . with an ELECTRIC CLOTHES DRYER!



If you need wiring for a new electric clothes dryer, or ANY NEEDED WIRING for that matter, PGE will finance it for you, Any amount from \$18 to \$330, on easy terms to fit your budget. Payments as low as \$3 a month, right along with your electric bit. Get details from your favorite dealer or electrical contractor. No delay!

saves time



saves work

An electric dryer saves you miles of frudging to the clothesline ... ends lugging heavy baskets of wet wash out-of-doors or down the basement. You can do your washing whenever you choose ... day or night, rain or shine.



saves clothes

When hung on a clothestine clothes often dry rough and hard. Not so with an electric dryer. For an electric dryer a gentle action keeps clothes soft and new; makes them last longer.



PORTLAND GENERAL ELECTRIC COMPANY

Oregon's Pioneer Electric Utility

