

# Working to Get Rich Slower, Surer

SO many ways to "get rich" are being promoted that it's a wonder that everybody isn't wealthy.

Probably the promoters are deriving good incomes for themselves, or they couldn't continue advertising their generosity and willingness to share their money-making ideas.

Evidently, somebody is buying what they offer, but proof that the schemes really work as suggested in the ads is lacking. Those who get rich by the secret plans apparently keep it to themselves; so do those who fall short of success.

A flyer that came through the mail, addressed simply to, "Dear Friend," makes available "the opportunity of a lifetime." It is a report on how to make from \$50,000 to a million dollars from federal oil and gas leases.

"Not a get-rich-quick scheme," it says, "but \$10 conservatively invested could bring you over \$100,000 in 30 days."

A Utah man has published a book titled "How to Wake Up the Finan-

cial Genius Inside You." His formula is to pyramid real estate mortgages and collect lots of rent.

He also offers hopeful buyers a speech on tape cassette for \$14.95: "How You Can Make a Million Dollars." His publishing operations, he claims, grossed \$5 million last year, but he didn't say how much he made from his real estate system.

You can also borrow your way to riches, according to an announcement from Maryland. "Amazing new book tells you how you can beat the banks at their own game," it says.

For only \$12.95, you can discover "How to borrow \$25,000 overnight," the leaflet says. How to pay it back isn't described, and one wonders what would happen if the prospective lender also had read the book.

A Los Angeles firm offers information on how to utilize inflation, invest with zero cash down, attain low risk with high flexibility, and minimize your taxes to build up a fortune.

Another California publisher has

sent a catalog of business start-up manuals that unfolds dozens of handsome opportunities waiting for some book buyer to grab and get rich.

There also is a monthly magazine called "Free Enterprise" which is devoted to descriptions of money-making ideas.

Possibly someone could follow the advice offered and get rich, but the promoters do even better. They collect in advance.

In spite of inflation and taxes, America does provide opportunities to get rich. And many people have acquired fortunes overnight — by wise investment, by inheritance, by striking oil, or by hard work. The latter course may be slower but it's surer.

The classified advertising columns are packed with appeals for capable people willing to work to earn a fortune and not just to dream of getting rich without working.