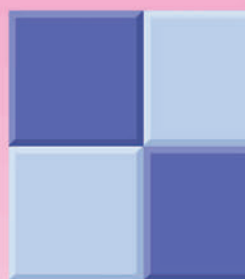


GENIUS BRANDS INTERNATIONAL & ARCHIE COMICS PRESENT:

Secret Millionaires Club. #15

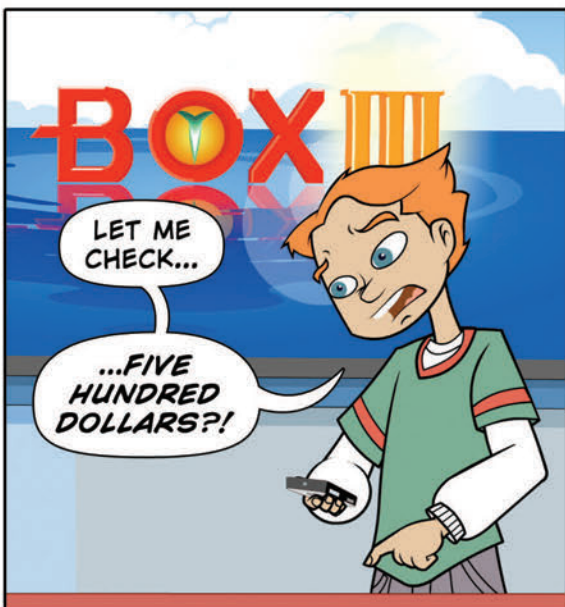
FEATURING
WARREN
BUFFETT

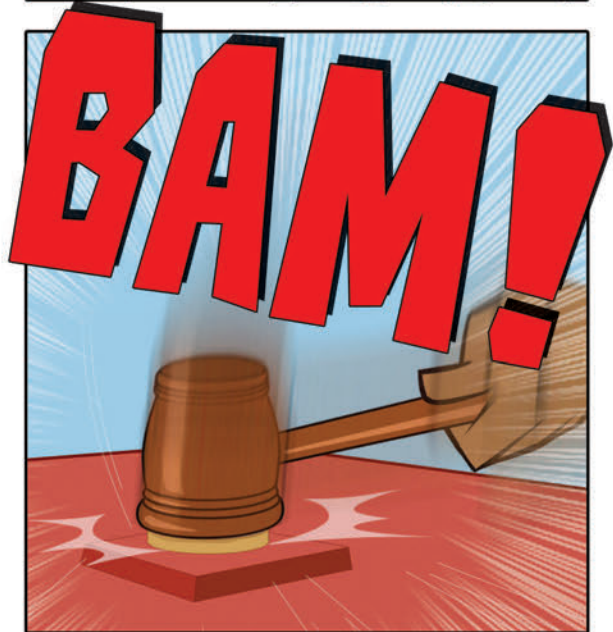
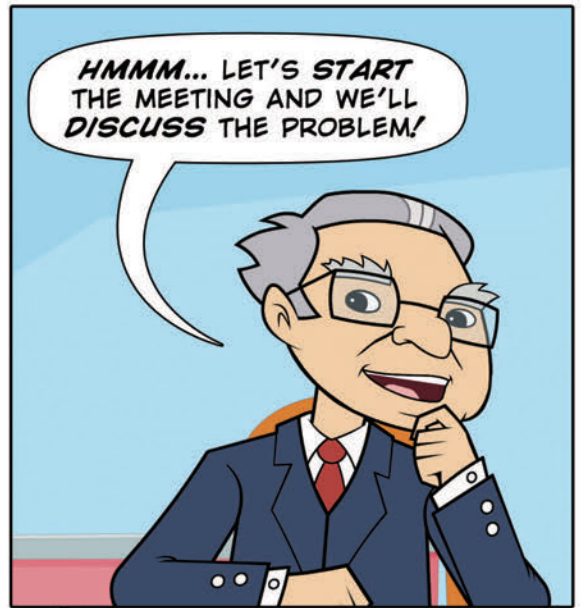
SCORE: 120,300



IN THIS ISSUE:
"THE HIGH COST
OF HIGH DEMAND"







SORRY I'M LATE! THE LINE OUTSIDE **CIRCUIT SHACK** WAS AROUND THE BLOCK AND I STOPPED TO SEE WHAT WAS HAPPENING...



JUST SOME **STUPID GAME!**

IT'S THE NEW **Y-BOX 3!** IF I DON'T GET IN LINE RIGHT NOW, I'LL BE BE OUT OF LUCK!

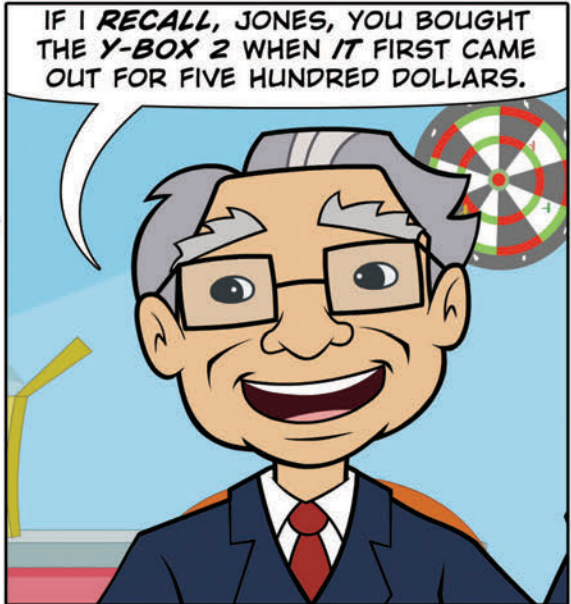


STUPID GAME..?!

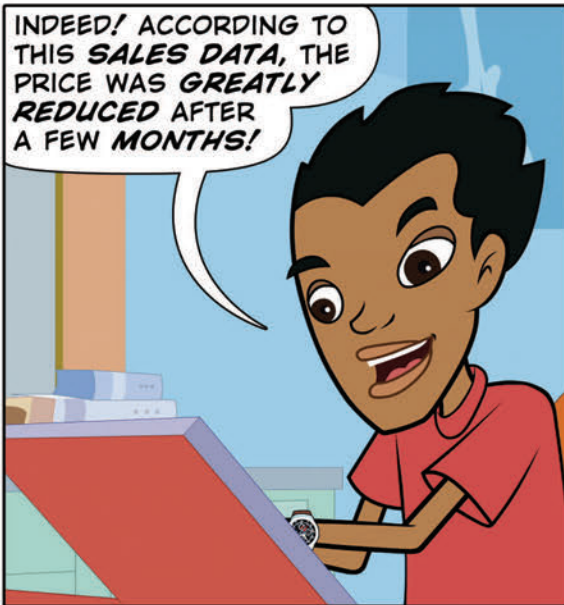
THERE IS THE LITTLE MATTER OF **FIVE HUNDRED DOLLARS!**



IF I **RECALL**, JONES, YOU BOUGHT THE **Y-BOX 2** WHEN IT FIRST CAME OUT FOR FIVE HUNDRED DOLLARS.



INDEED! ACCORDING TO THIS **SALES DATA**, THE PRICE WAS **GREATLY REDUCED** AFTER A FEW MONTHS!



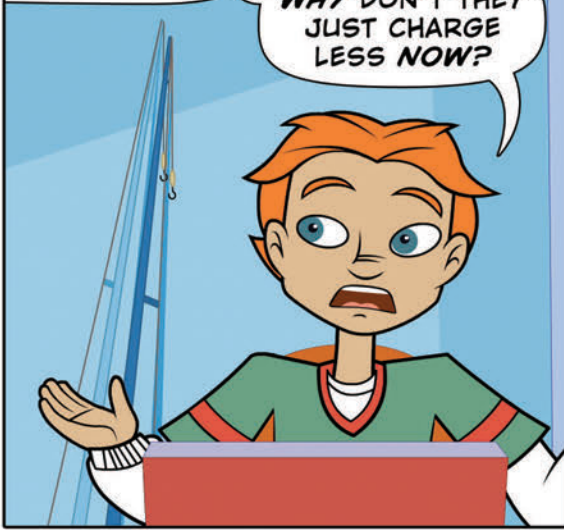
SEE **THAT**, JONESY?

ALL YOU HAVE TO DO **THIS TIME** IS WAIT FOR A LITTLE **WHILE!**



I DON'T GET IT, MR. BUFFETT!

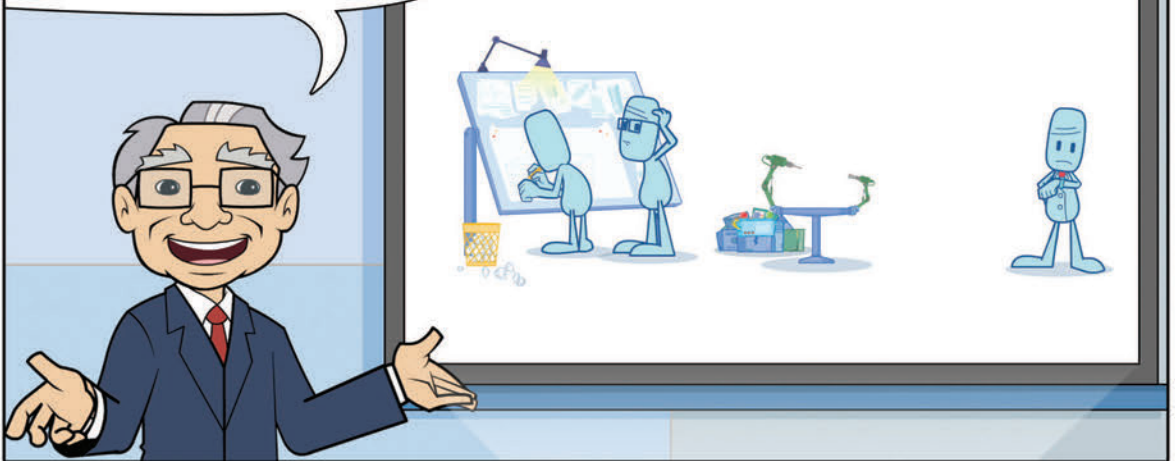
WHY DON'T THEY JUST CHARGE LESS NOW?



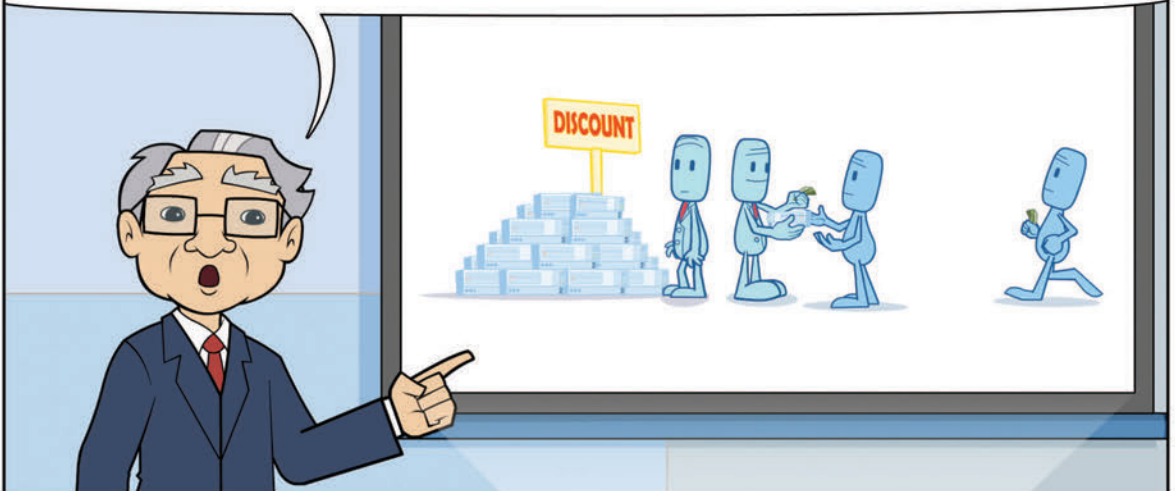
DEVELOPMENT COSTS CAN BE HIGH AND HAVE TO BE RECOVERED. ALSO, THE MANUFACTURER MAY HAVE TO COMPENSATE FOR LOSSES HE'S TAKEN ON OTHER PRODUCTS THAT DIDN'T WORK OUT AS WELL...

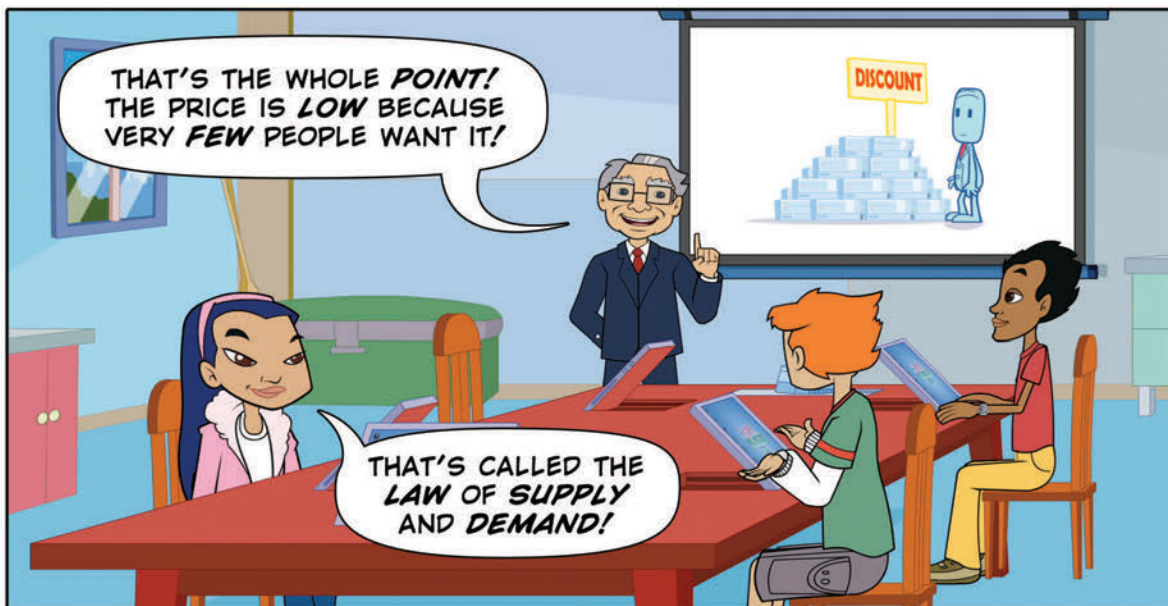


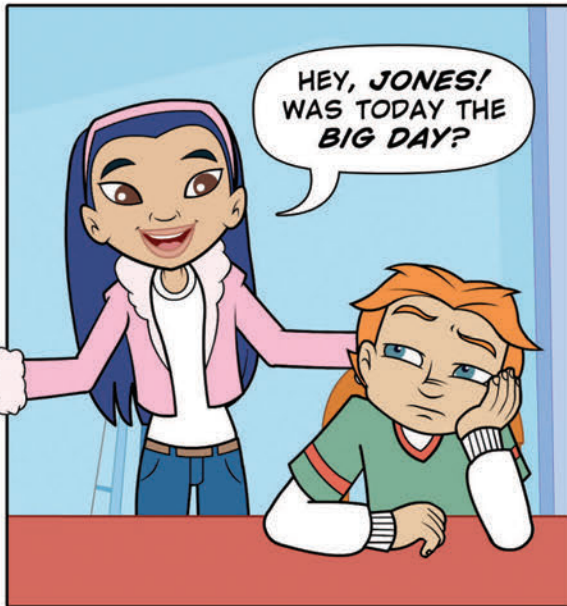
INNOVATION REQUIRES RISK, AND RISK MEANS THAT SOMETIMES YOU FAIL. FRANKLY, IF THE PRODUCT IS IN HIGH DEMAND, THE MANUFACTURER HAS AN OBLIGATION TO GET AS MUCH FOR IT AS HE CAN TO REPAY HIS INVESTORS FOR THE RISK THEY TOOK.

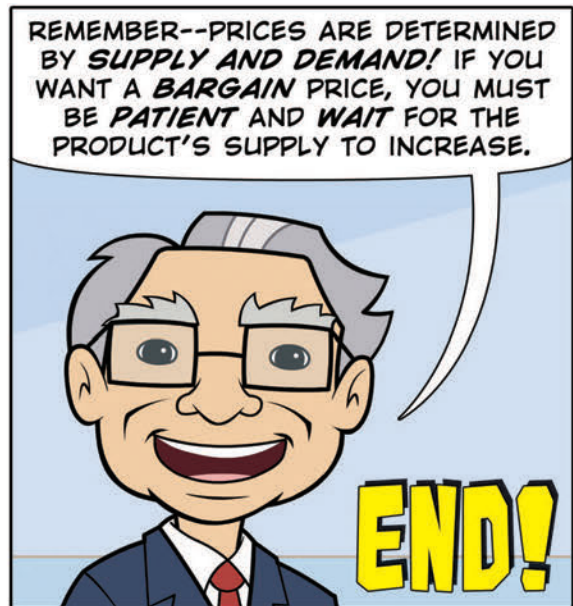
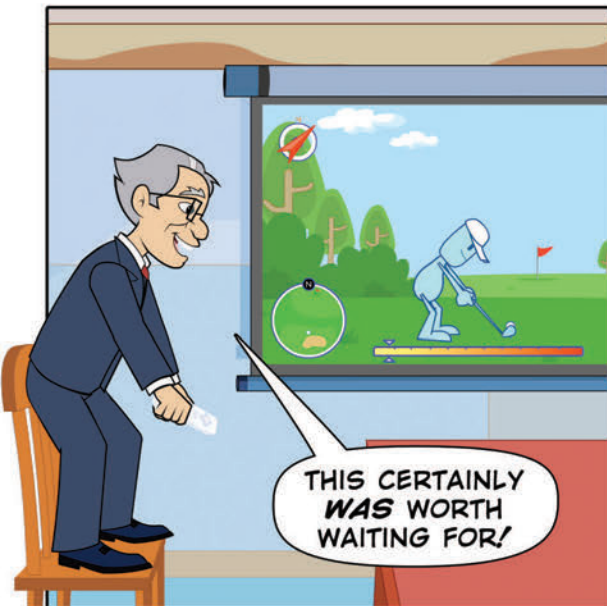
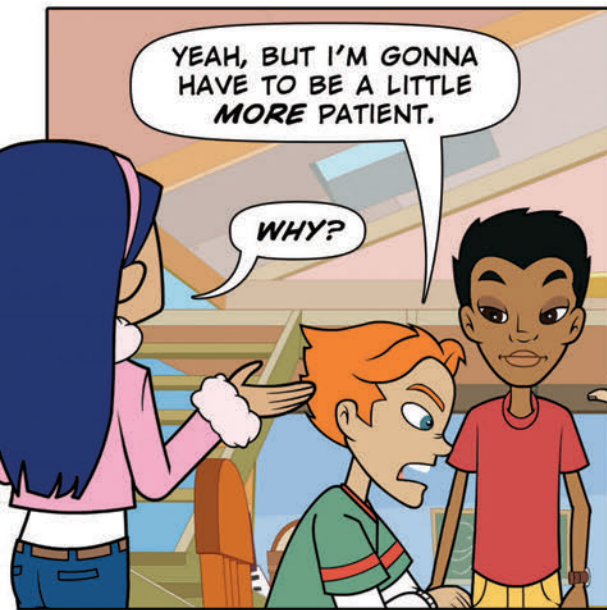


AS DEMAND TAPERS OFF, THE CONSUMER STARTS TO HAVE THE ADVANTAGE. THE MANUFACTURER WANTS TO KEEP SELLING AN ESTABLISHED PRODUCT, SO HE'LL TRY TO ATTRACT MORE CUSTOMERS BY LOWERING THE PRICE.









WORDS FROM WARREN

Hey kids, Warren Buffett here!

Every business supplies their merchandise at a price that is determined by the demand for a product. The greater the demand, the higher the price someone should expect to pay. Individuals are also subject to the law of supply and demand! There are two things that everyone can give an unlimited supply of: knowledge and love. You should always concentrate on sharing these with your family and friends.

So remember: Share your knowledge and be lovable--supply the good things in life to people, and your friendship will be in demand.

