

GENIUS BRANDS INTERNATIONAL & ARCHIE COMICS PRESENT:

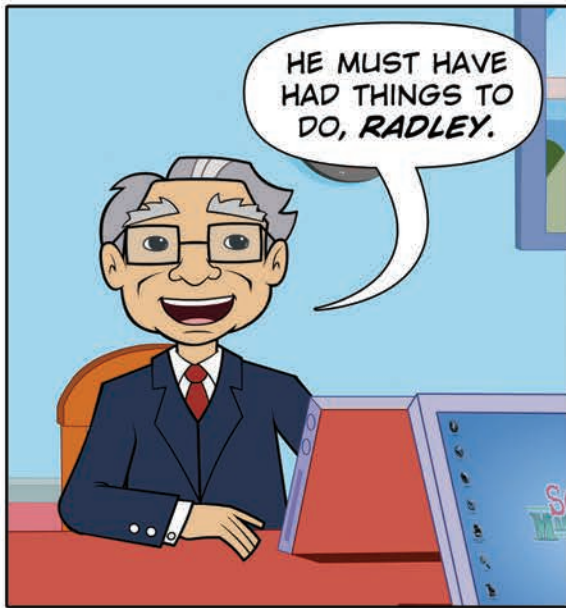
Secret Millionaires Club #24

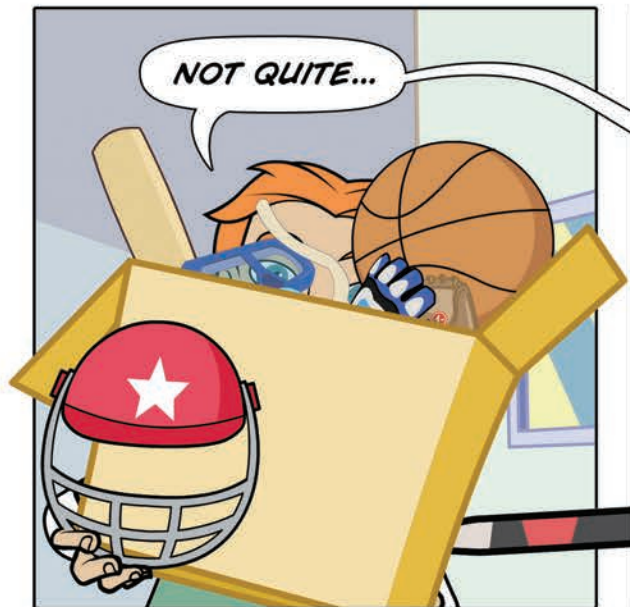
FEATURING
WARREN
BUFFETT



I'VE GOTTA FIND
A WAY TO SAVE MY
FAVORITE STORE!

IN THIS ISSUE:
"GOING MENTAL
FOR RENTAL"





NOT QUITE...



...BUT I DID HAVE THINGS TO CARRY!

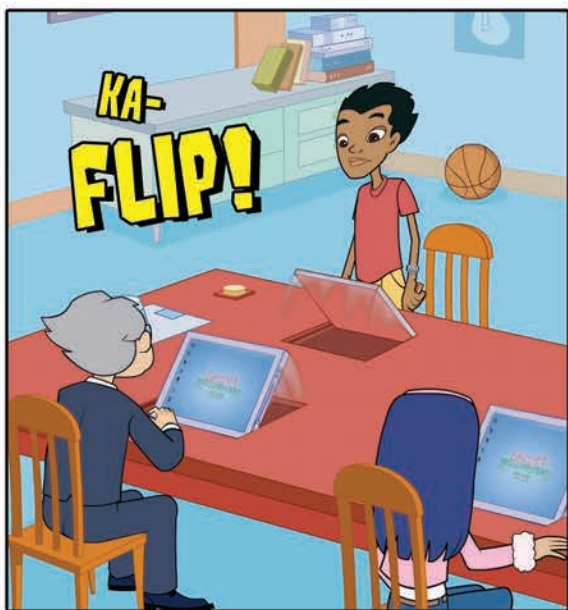


OOPS.

BOING!



BAM!



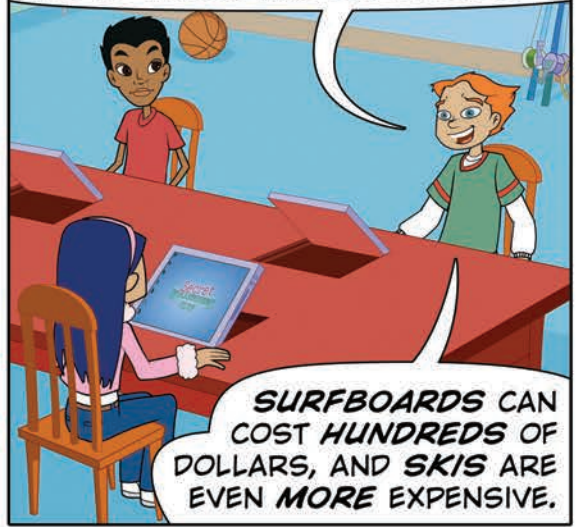
KA-FLIP!



YEAH--LIKE **SKIING** STUFF FOR **WINTER** AND **SURFBOARDS** FOR **SUMMER**?



HE'S GOT THAT PART DOWN, BUT THOSE THINGS ARE **EXPENSIVE!**



SURFBOARDS CAN COST **HUNDREDS** OF DOLLARS, AND **SKIS** ARE EVEN **MORE** EXPENSIVE.

PRICE CAN **ALWAYS** BE A PROBLEM IN GENERATING **SALES VOLUME**.



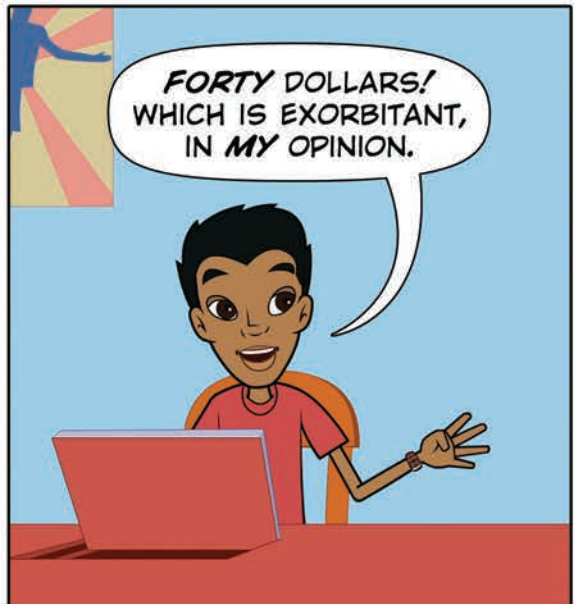
MOST FAMILIES CAN'T **AFFORD** TO **BUY** THAT STUFF, SO THEY JUST **RENT** THE SKIS UP AT THE **SLOPES**.

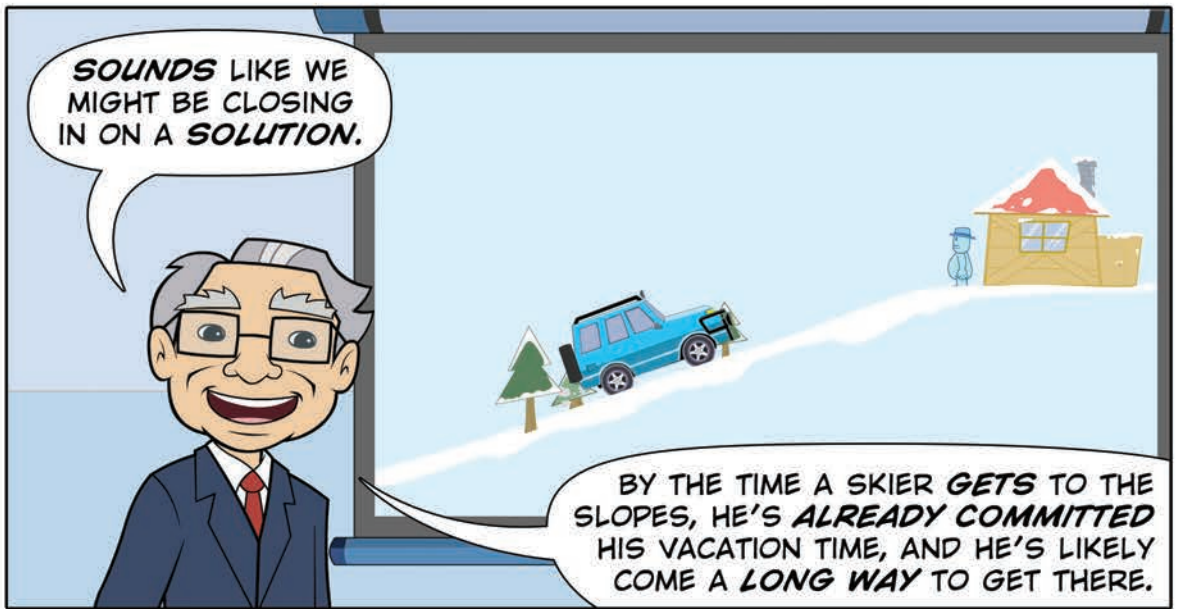


HOW MUCH DO THEY **CHARGE** TO RENT SKIS UP THERE?



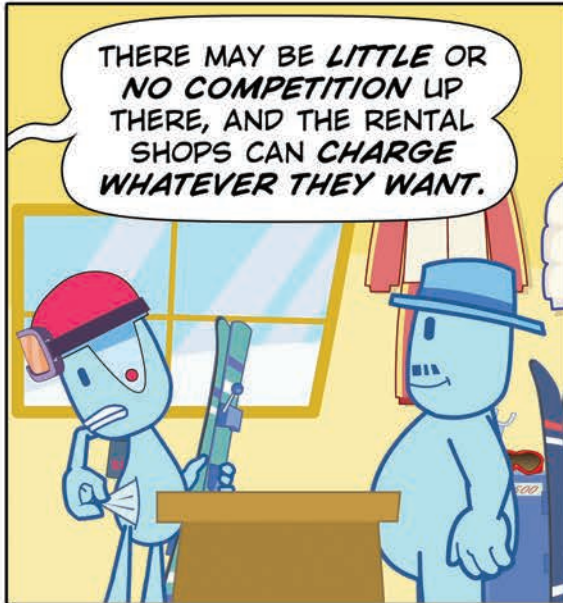
FORTY DOLLARS! WHICH IS **EXORBITANT**, IN **MY** OPINION.



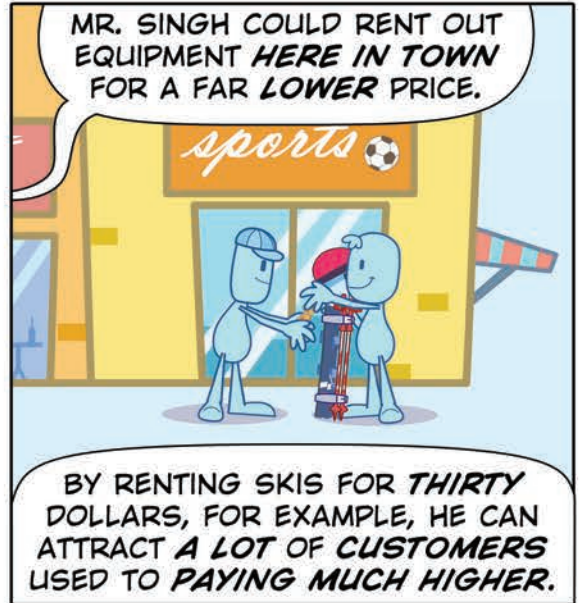


SOUNDS LIKE WE MIGHT BE CLOSING IN ON A **SOLUTION**.

BY THE TIME A SKIER **GETS** TO THE SLOPES, HE'S **ALREADY COMMITTED** HIS VACATION TIME, AND HE'S LIKELY COME A **LONG WAY** TO GET THERE.



THERE MAY BE **LITTLE OR NO COMPETITION** UP THERE, AND THE RENTAL SHOPS CAN **CHARGE WHATEVER THEY WANT**.



MR. SINGH COULD RENT OUT EQUIPMENT **HERE IN TOWN** FOR A FAR **LOWER PRICE**.

BY RENTING SKIS FOR **THIRTY DOLLARS**, FOR EXAMPLE, HE CAN ATTRACT **A LOT OF CUSTOMERS** USED TO **PAYING MUCH HIGHER**.



HE'D ONLY HAVE TO **RENT OUT** THE SKIS **SEVEN TIMES** TO MAKE THE SAME MONEY HE'D MAKE FROM **SELLING THEM!**



THAT'S **TRUE!**

KEEP IN MIND, **THOUGH...**

MR. SINGH WOULD NEED A SYSTEM FOR **KEEPING TRACK** OF ALL THE EQUIPMENT, TO **PAY TO MAINTAIN** IT, AND HE'D NEED TO **SET ASIDE** SOME SPACE **SPECIFICALLY** FOR HANDLING **RENTALS**.

SKIS TO PURCHASE

SKIS TO RENT



BUT HE'D **PROBABLY** GET MORE CUSTOMERS!

ALL THOSE RENTAL CUSTOMERS MIGHT BUY **OTHER STUFF** WHILE THEY'RE IN THE **STORE, TOO!**

LIKE **HATS** AND **MITTENS!**



HE COULD DO **THE SAME** WITH **SURFING, GOLF** AND **SCUBA GEAR** IN THE **SUMMER!**

I'LL TELL MR. SINGH HE'D BETTER GET OVER TO THE **STATIONERY STORE**.







WORDS FROM WARREN

Hey kids, Warren Buffett here!

Managers of a business are constantly faced with roadblocks on how to grow their business or what to do when competition increases. The best businesses are always thinking of alternative ideas and new ways to do things. It's important to do this in everyday life as well. Sometimes when we do something the first time it will not work out the way we expect. You should be flexible and think of other ways of making something work.

So remember: It's always good to think of alternative ideas and new ways of doing things!

