

# ***Fool's Gold: A Circle that Goes Up its Own Nickers***

*Leo Rutherford*

---

Lots of people believe in chain letters. They must do, otherwise these things would have died out years ago. The most recent manifestation is the Golden Circle TM which purports to be ethical, honest and to make money out of nothing and nowhere. The Golden Circle works by you buying a certificate for £10, sending £10 to the name at the top of a list of 7, and sending £10 to the database company in Germany. They give you three new certificates which you then sell for £10 each. Then you wait expectantly for 2,187 people to send you £10 each. Look at the numbers:

Step 1: First person sends out 3 certificates

Step 2: Three people send out 3 certificate each = 9

Step 7: 729 send 3 each = 2,187

So far so good and exactly as it states on the Golden Circle TM leaflet. But now look what happens as this thing grows.

Step 15 4,782,969 send 3 each = 14,348,907

Step 30: = 205,884,180,000,000

In only 30 steps from the start, if all the chains hold together, there are over 200 trillion letters in circulation. And £10 will have been sent to Germany for every one. That

means £2,000,000,000,000,000 will have gone from Britain to Germany. More than enough to seriously drain the wealth of Britain, and that means you and me.

The Circle of Gold TM is just the latest wheeze to draw on the willing suspension of grounded common sense by many who would like to have something for nothing. The key is to realise that nothing of value whatsoever is created. Certificates and money simply change hands with 300 per cent inflation happening every time.

Golden Circle TM and all such wheezes rely on people believing the New Age cliché which says 'money is energy', a statement which is manifestly untrue. Suppose you are sitting on the toilet and you have just one sheet of bog paper and a fifty pound note. Which is more valuable to you at that moment? On the toilet, the fifty pound note has less value than a single sheet of bog paper. Countries such as Germany in the 1920s and Russia quite recently have found that out the hard way when their currencies lost their value in inflationary spirals. The Golden Circle TM relies on people being unable to differentiate between real value and mock value.

And, as usual, its the clever buggers who got in first who get away with the loot.

*Leo Rutherford is the Director of the Eagle's Wing Centre for Contemporary Shamanism.*