



YOU TOO CAN BE SUCCESSFUL!

By Willing D. Buckpassre

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It seems but yesterday I was a Two Martini Man with the 117th Battalion, Assistant Radio Research Division of the agency . . . then came my chance for success!

While running through the Radio (Midcontinent) File one day I over reached myself and fell in . . . and some snook closed the drawer! It was three weeks before I was released from my strange prison—during which time I had the opportunity to thoroughly digest the file material.

Naturally, my secret knowledge (gained when I finally had time to get my teeth into

the subject), that Omaha, New Orleans and Kansas City were juicy markets . . . served as a stairway to success for me!

Of course everyone knows there's only one choice time buy in each of these areas: WTIx, New Orleans, WHB, Kansas City; and KOWH, Omaha. I headlined them on each media list, and success was mine! By popular client acclaim, I reached my present eminence!

The moral? *It pays to get right in and learn your facts!*



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