

Sayeth the Professor: "Don't be a 'Wish-I-Had-da.'"

Sam, in his "How To Win" lectures to civic groups, clubs and organizations, admits: "Actually, there's a little gimmick here. I don't

really mean you will always win MONEY, but you'll improve your chances."

Sam loves people. You can tell how much he loves his work and his personal contacts. He gets more mail and telephone calls than others

employed at the Aladdin Hotel.

He gives as his supreme ambition: "I want to help my fellow man as well as myself, to a deep fulfillment in life."

Sam is rich with friends.

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