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## The "Telephone Handclasp'

Perhaps you've been called by a man who believes that gruffiness and impa tience bespeak the real man of business "good-bye" you sense a growing resent good-bye you sense a growing resent

Then a second call! This man identifies himself at once, perhaps venwhich he would greet you on the street There's a recognizable note of cordiality in his voice Without overdoing it, he seems to hold out his hand to you; in the hustle of the day's work he has not forgotten that business is based on the confidence which this breeds. Rather a sharp comparison, perhaps; but it's that proffered handclasp yience. And your own hand handclasp you welcome man with whom it is a pleasure to deal

Can it be summed up better than that COURTESY PAYS?
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