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According to this publisher, many people do not realise how much they could influence others simply by what they say and how they say it. Whether in business, at social functions, or even

in casual conversations with new acquaintances, there are ways in which you can make a good impression every time you talk.

To acquaint more readers of this paper with the easy-to-follow rules for developing skill in everyday conversation, the publishers have printed full details of their interesting self-training method in a 24-page booklet, which will be sent free to anyone who requests it. Please send 6d in stamps to cover postage and despatch. The address is Conversation Studies, Dept. RL2, Totara Park, Kerikeri Central, North Auckland.

N.Z. LISTENER, JULY 2, 1954.