

## "HOW, WHEN AND WHY TO CALL"

BILLIE BURKE TELLS WHAT  
GOOD CALLING MANNERS ARE

BY BILLIE BURKE

There is an old Persian proverb which is translated thus: "Very few know how much they must know in order to know how little they know." There is a distinction about the person who always reveals good manners that no one can attain other-



The Length of a Formal Call Should Not Exceed Half an Hour.