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Crapes _____, “The Flair of Service.”. John Caples _____ 3 “The Power
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June 1956. _____.. “Salesmanship.” June 1956,. “The Power of Service.”
John Caples.” _... “Which Way,” Jan. 1957... “Salesmanship.” Jan. 1957.
_____ “The Force of Example.” Feb. 1957. _____... “The Perils of
Precocity.” March 1957. _____ “Salesmanship in the Promotion of Art.”.
_ “What is Man?” April 1957. “Service is Art.” _ “... The Power of
Service.” _ “The Force of Example.” _ “Selling by Example.” _ “What’s
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Service.” _ “The Flair of Service.” _... _ “What is Man?” _ “What is
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