

**Watch Telephone Manners,
Beauty Specialist Advises**

Who says beauty is but skin deep? Edna Kent Forbes doesn't think so and she ought to know, for she conducts a series of "Beauty Chats" which are syndicated to papers all over the country.

Beauty, as Miss Forbes views it from the standpoint of an expert, is at least voice deep. Discussing "Telephone Personality" in a recent "chat" she writes:

"If you call a strange number and a disagreeable voice says: 'Hallo, huh, what do you want?' think of the disagreeable impression you immediately receive! That is one way, though, not a very admirable one, of projecting personality.

"How different from the impression received when a pleasant voice gives a courteous answer and you have the feeling of smiling good will at the other end of the wire. Most people do not know how to answer a tele-

phone. The statement applies particularly to the young girls sitting at switchboards in our modern business offices. There may be quickness and efficiency behind the crisp, curt tones, but there is absolutely no personality and no feeling that this firm would go out of its way to be nice to you. In these modern days your home or your office is usually visited first by telephone. What sort of impression do you give out when you pick up the receiver?

"I do not know which is worse, the voice which is crisp, curt and impersonal, or the voice which may mean to be pleasant enough, but which lacks force and spirit. This lack of spirit is often due to nothing but the inability to throw the voice properly or to enunciate properly.

"These are defects which can and should be overcome. If you put pleasantness and good will into your manner you will give a good impression of yourself over the telephone wire. Remember that the other person has only your voice and words by which to judge you."

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The W. C. T. U. has offered a \$50 prize to the student who composes and delivers the best oration on "Prohibition." Liberal Arts students in Northwestern university are eligible to compete in the contest. The five contestants who receive the highest marks will be entitled to compete in a public contest and the winner will receive the Francis Willard prize. He will also be eligible to compete for a \$100 prize in the Illinois Federation contest.

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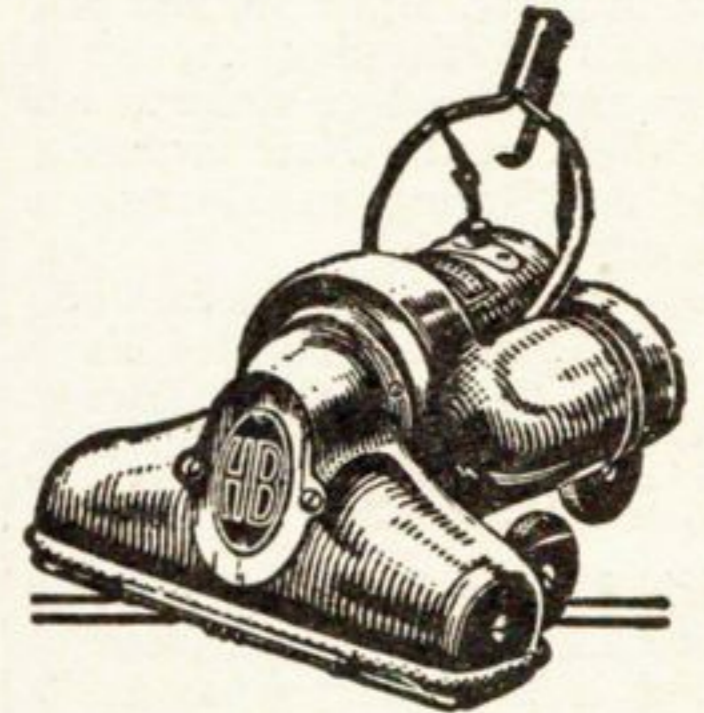
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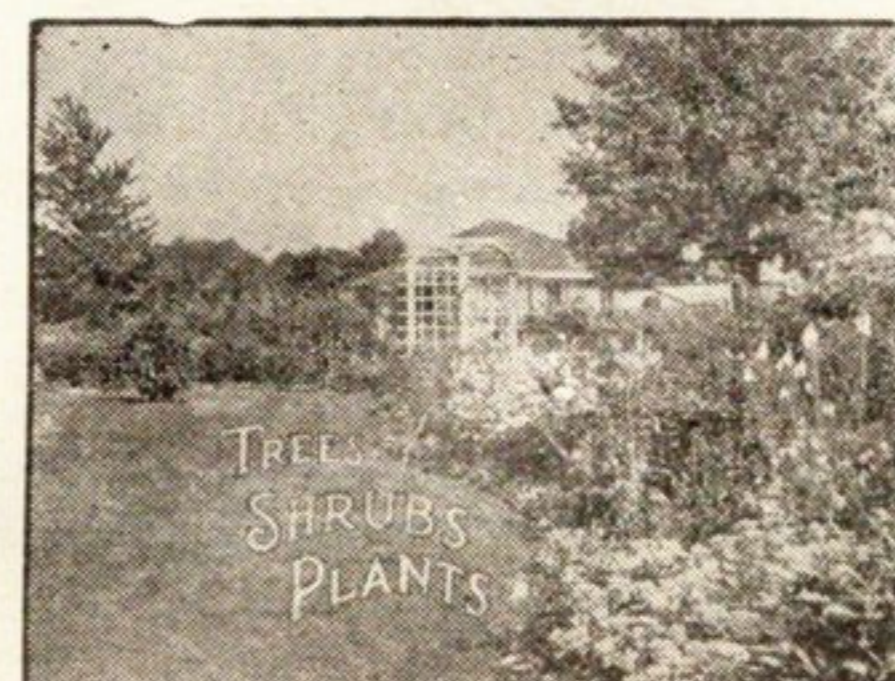
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