

LADIES ENTERTAINMENT REPORT

The Ladies' Entertainment Committee held a meeting April 16th at the Sherman Hotel and a good many subjects were discussed that we could use to make up quite a complete Ladies' program.

It was decided that a Ladies' Hospitality room was essential but the daily continental breakfast brought about quite some discussion and upon further investigation I found this breakfast was rather costly, and we also might be setting a precedent in supplying the women with a free breakfast.

Some of the subjects that were discussed were either too costly or arrangements could not be made to hold them. After thoroughly filtering all the material I have and pricing same, I am submitting a tentative Ladies' program which would require \$2500.00 in expenses from our local association to put this into effect.

I am using a figure of 250 as an expected Ladies' registration. This is merely a guide for setting up this program and I have tried to stay away from activities requiring transportation as past experiences have proven transportation to be very costly.

The tentative program is as follows:—

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| Mon. Jan 26th | A.M. Registration
2:30 P.M. Cinerama-Palace Theatre
Evening-mixed get acquainted cocktail hour |
| Tues. Jan. 27th | A.M. Open for personal shopping
Hospitality room open for "coffee clutch"
2:00 P.M. Sightseeing tour and "Top of the Rock Observatory"
8:00 P.M. Lillian Brodahl-Lecturer and Humorist |
| Wed. Jan. 28th | A.M. Open for personal shopping
Hospitality room open for "coffee clutch"
12:00 Noon Luncheon and Fashion Show at Marshall Fields
2:30 P.M. Matinee - "My Fair Lady" or "Music Man"
8:00 P.M. Celeste Carlyle-Beauty & Fashion Expert |
| Thurs. Jan. 29th | A.M. Open for shopping
Hospitality room open for "coffee clutch"
12:00 Noon Brunch at Thorne Galleries-Art Institute
6:00 P.M. Mixed cocktail party and banquet |

Orchids will be passed out to the ladies for the banquet.

The foregoing program is quite complete and is planned with thought for inclement weather and plenty of time allowed for the women that wish to have time to shop the stores of Chicago. Most of the activities are centered around and in the close proximity of the hotel, therefore should provide enjoyment for all who attend.

Trusting the Directors will see fit to allocate the required expense money to make this the biggest and best conference to date.

Respectfully submitted, Gordon Brinkworth
Chairman, Ladies Entertainment Committee

DO YOU HAVE TO INTRODUCE THE SPEAKER?

It is not a difficult job to introduce the key speaker at a big banquet or a small gathering—if it is taken a step at a time.

Whether you are introducing one or more speakers, these steps may be helpful to you. First get a package of 3" by 5" cards. Hand one of these cards to the speaker and have him: 1, write down his name; 2, where he is from; 3, his position and title and; 4, the subject of his talk; then, politely tell your guest how long he is expected to talk and that the group would appreciate it if the time limit is observed.

In making your introduction: (a) address the audience—not the speaker—and NEVER APOLOGIZE in case the speaker is a substitute; (b) be brief; (c) tell a few of the qualifications which make the speaker the appropriate choice for this meeting, but avoid too big a build-up; (d) give a couple of reasons why the listeners should be interested in the talk; (e) don't embarrass the speaker with humor or other devices to warm up the audience for him.

In closing the introduction refer to the written information the speaker has provided on your 3" by 5" card and pronounce his name CORRECTLY. Always close your introduction with the speaker's name; remain standing on the platform, then sit down.

After the talk: 1, appropriately lead the applause for the speaker; 2, thank him in behalf of the group, 3, AVOID—as poison—rehashing what the speaker has said. If in a question and answer period a point needs clarification or repeating, let the speaker do it himself.

—By H. E. Thimas, N. Y. S. College of Agriculture.

SOCIETY HEADLINES

The Dominic Grottis have moved into their newly completed home adjoining the grounds of Sunset Ridge Country Club. They are always glad to have their friends visit with them and will be home from now on, as Dominic intends to spend a good deal of his time on the golf course this summer.

The William Saiellis attended the Spring Dinner Dance at River Forest. They had a wonderful time and Saielli intends to enroll at the Arthur Murray Dance School this winter.

Mrs. Frank Dinelli is becoming famous as an African Violet breeder. At a recent local show she had by far the best entry, but lost out on a technicality. Frank says that the Violets take up so much of her time that she isn't of much help to him anymore in his Zoysia planting.

Frank Mastroleo claims that the electric cart is, in his opinion, the greatest invention in golf in many years. Although his cart broke down on the 14th hole at Aurora, he was still able to finish the 18 on foot.

Warren Roseman is laying in a stock of fine cigars. He expects to be passing them out soon.

Pete Peterson of South Shore Country Club and Miami, Florida, expects to retire to his Miami home in the near future. Pete claims that he can sit in his backyard and catch all the fish he wants without getting out of his rocking chair.

Oscar Borgmeier is playing golf every chance he gets. He hopes to be able to break 100 regularly by the end of the summer.