Hostess Big Help for Women's Business at Club

A CROSS this desk comes scores of golf clubhouse organs that exhibit the the real inside workings of golf clubs and the personalized characters of the organizations behind these little papers. Editing a club house organ is no easy job if a fellow wants to do it right. Usually some ex-reporter is picked as the editor and told to go ahead. “Sure, everybody will co-operate.” But everybody’s business usually ends up by being nobody’s business and the house organ editors go along doing their level and lonely best for the good of the cause.

You get someone like Hopkins, editor of the *Spoom*, published by a Cincinnati district club, a reformed reporter who writes because the yen urges him, or his old running mate, Ed Doty, editor of the Westwood (Cleveland district) paper and these graduates of the city desk experience throw-backs to reportorial snooping sufficient to get out expansive and newsy sheets. But the commonest house organ fault is that the same old names run issue after issue. They are the folks the editor knows and the rest of the club do nothing to help supply copy.

Names Make Club News

If “names make news” is the ranking feature of club house organs the *Tee Tattler* of the California C. C., Culver City (Los Angeles district) is the premier golf club paper of this country. The sheet runs 12 to 16 pages a month and is crammed with names of guests and visitors. Joe Reddy is chairman of the publicity committee and from our long distance analysis he is getting a better break in his club duty than any other holder of such a chairmanship. The main reason for congratulating Mr. Reddy, from our point of view, is his good fortune in having a peerless team of news-hawks.

You run over to six or eight copies of naming the gives of people who threw the dope on who the people are, what the party was all about and what menu or entertained features marked the event. You know this California club must be a great place to have a party. Those columns come under the head “Down the Social Fairway” and carry a by-line, “Mrs. D. Howard Hawk.” Then you see several columns of news about house events that have been held or are scheduled and they are credited to D. Howard Hawk. Hawk is the club manager and Mrs. Hawk is the club hostess.

Unless all signs of the last few years fail the club that can count on making its house operations successful must emphasize the club’s appeal for women. In this respect the way in which women’s business is handled at the California C. C.,
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clear through from the solicitation of individual or private party business to the publicity chronicling the affair is a bright guide for the activities of other clubs. The manager whose operation does not permit of the engagement of a hostess may be able to get some tips from the remarks of Mr. Hawk on how the work of handling women’s parties is done at California C. C. Mr. Hawk tells GOLFDOM:

Handling Women’s Parties

“In the first place we have very good facilities for handling bridge luncheons, dinners and special parties. We have a spacious lounge and sun rooms, ample dining room space and a well equipped kitchen with a chef and staff who are all experts in their individual lines. We cater to our members, just the same as any high class catering institution, arranging well balanced menus, carrying out color schemes, etc. It is needless to recite what is necessary in that direction, as anyone in charge of a club should know—from the manager down.

“We are indeed fortunate in having a competent staff, including all departments. The office can and does take reservations, and do it intelligently, if called upon, but the final arrangements are generally made by the manager or hostess, and right here is one of the secrets of our success—personal contact, disposition to please, assist; offering proper suggestions and displaying an interest in each individual case, conveying to the host or hostess an air of competency with an assurance that their party will be a success. Then seeing that it is a success. The club operation is distinguished by harmony, efficiency and the desire of each one of the employees to please.

“I have withheld the most important feature until the last, the one that is most essential—that being the post our hostess Mrs. Hawk takes and to her is due much credit. In fact, it is rather hard to estimate the amount, as she personally talks to members who are entertaining regarding artistic decorations, favors, color schemes, etc., making each one an individual and personal affair. Just as she would, if it were herself entertaining in her own home.

“We have two afternoon club bridge parties each month for the ladies, two night bridge parties for men and ladies each month, and a dinner dance once each month.”