

Hostess Big Help for Women's Business at Club

A CROSS this desk come scores of golf clubhouse organs that exhibit 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 *Spoon*, 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 snoopiness 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 six to eight columns of copy giving the names of people who threw parties at the California club, and the names of their guests, you get the dope on who the people are, what the party was all about and what menu or entertainment 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.,

THE TATTLER

page five

DOWN THE SOCIAL FAIRWAY

By MRS. D. HOWARD HAWK



On Saturday evening, February 1st, Mr. and Mrs. V. H. Meadows entertained at a most attractive dinner. The Valentine motif was used in the table decorations. Low baskets of red blossoms centered the dinner table with tall red tapers and heart shaped place cards marking the places of the sixteen guests. After dinner bridge was enjoyed at the Meadow's home.

Mrs. Phineas Prouty was hostess for seven guests at dinner on Saturday evening, February 1st.

Mr. and Mrs. Douglas Lee, Mr. and Mrs. E. F. McCobb, Mr. and Mrs. Alexander Rennie and daughter had dinner together on Saturday evening, February 1st, in honor of Mr. Rennie's birthday. Others having dinner reservations where they entertained guests were: Morton Castor, T. J. VanDeKamp, B. F. Rouse, and H. K. Weeks.

The dining room was filled with members and friends on Sunday evening, February 2nd. The Neapolitan Trio who rendered the Concert was enjoyed as usual. Mr. and Mrs. F. L. Cook were hosts for eight guests. Alexander Rennie had eleven guests at his table and others having reservations, who entertained that evening were Messrs. J. H. Grohman, M. Jackson, Wm. Jackson, T. O'Reilly, Zell Henley, Homer Atterbury, James J. Regan, F. W. Morrison, Charles Kerrigan, F. C. Charles, L. M. Rosenber, Helen Gray, Phillip T. Hoefler, C. E. Cheney, Walter Callahan, Guy Hanson and D. P. O'Keefe.

Mrs. A. J. Bale was hostess for six at luncheon on Wednesday, February 5th.

Mrs. McLaughlin had a foursome for luncheon and bridge on Wednesday, February 5th.

Mrs. George Kern entertained ten guests at dinner on Wednesday evening, February 5th.

Mrs. George P. Rubsch was hostess for eight guests at luncheon and bridge on Thursday, February 6th. Mrs. Rubsch used garden flowers for centering her luncheon table and later played cards in the sun room.

At our regular bridge dinner on Thursday evening, February 6th, Mrs. Ray Hinkler was assistant hostess and many informal dinner parties were held preceding the bridge. Some of these entertaining that evening were Messrs. and Madames Ray Hinkler, Jay Welton, Louis Supple, Ben Jarrett, George Hupp, Alexander Graham, R. P. Carman, Walter A. Hodgie and Dr. and Mrs. A. R. Rogers. At the bridge following, Mrs. Nelson Shall and Dr. Rogers held high scores with Miss Montgomery netting the game prize.

Mr. and Mrs. W. G. Brown were hosts for eight at dinner on Thursday evening, February 6th.

Mrs. Eugene H. Lamb entertained with a lovely bridge luncheon on Saturday, February 6th. Mrs. Lamb's long T-shaped table was centered with wonderful spring flowers in low baskets—magnolias, marigolds, stocks, scabiosa, ranunculus, sweet peas and feathery ferns were used in profusion. The tall tapers tied with maline bows held in crystal holders were in pastel shades, as were the dainty place cards and nut cups. Mrs. Lamb was assisted by her mother, Mrs. W. A. Lincoln, in receiving her guests and the other guests of honor were Mrs. Jack McChes of Pittsburgh, Mrs. James McFarland of Watertown, S. D., and Mrs. Edna Hoen of Oakland. Other guests were Mesdames J. Parkin, E. Caskey, Elizabeth Squire, W. J. Caskey, Anna Parkin, G. C. Higbee, Wm. Soule, F. W. Conway, H. C. Andrews, Fred Detmers, C. S. Glimm, Perry Conner, I. B. Webster, Al Black, D. H. Hawk, W. M. Boye, Jr., A. A. Peterson, Weller Reed, Ella Boye, Jr., C. K. Bruce, F. W. Williams, Curtis Marks, Fred Lang, W. B. McConnell, F. M. Slade, W. O. Fryer, Paul Hunsberger, C. E. Cheney, E. R. Hurst and L. S. Tragg. Beautiful prizes were awarded at the bridge following luncheon. Besides the guests of honor, who received gifts, the Mesdames Meeks, Williams, Pryor, Caskey, Parkin, Smith, Andrews, Peterson, and Cheney were the lucky winners.

Mr. and Mrs. Fred Morrison were hosts at a most attractive bridge dinner on Saturday evening, February 6th, when the losing side of their bridge club tendered a dinner to the winners. Pastel shades of flowers with pink candles, nut cups and place cards marked the places for the twelve guests. Bridge was played in the solarium following dinner.

One of four to six pages of names in this "Tee Tattler" feature shows the big run of names.

EVERGREENS

AND EVERGREEN BROAD-
LEAF, FLOWERING SHRUBS,
RHODODENDRONS

Maximum Bushy Plants

Select Clumps, 2 to 3 ft., 10 for.....\$8.00
Per 100.....\$70.00 Car Lots.....\$250.00

RED CEDAR and HEMLOCK TREES

Finest Specimens, 2 to 3 ft., 25 for....\$7.50
Per 100....\$27.50

Well Packed — Cash Please

THE TENNESSEE EVERGREEN CO.
Box 578 Elizabethton, Tenn.

Another Record--

This issue of GOLFDOM
sets a new high record
for advertising

"results is the reason!"

ALLERTON HOUSE

701 N. MICHIGAN AVE.

Official Chicago Residence 102 Colleges

25 Floors—1000 Rooms

No Surrounding Buildings

R. C. A. Radio Speaker in
every Room at no extra cost.

World's greatest receiving
installation.

An Outstanding Residence
of Executives

Route Your Staff to the
ALLERTON

14 floors exclusively for Men.
7 floors exclusively for Women

\$ 2.50 to \$ 4.00 Daily
12.50 to 25.50 Single
8.50 to 15.50 Double

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."