

**40** Taking a persistent rap for operating defects caused by basic defects in the clubhouse architectural plan.

**41** How about the "rain check" trick. A member gets his lunch and either pie, ice cream or a pudding comes with it. He is in a hurry to get out so asks the waiter to give him a "rain check"

on the dessert. After he finishes his game he comes to the grill and tells the waiter that he is ready for his dessert although perhaps 6 or 7 hours have elapsed between lunch-time and "rain check" time. If he is not hungry and his wife is with him, he sends the ice cream up to her with his compliments.

## Manager's 'Beat' Is Best News Source

**A**MONG the jobs that often become part of the manager's work, although supposedly to be handled entirely by a committee, is that of getting out the club paper.

The committee starts hopefully and actively enough but soon finds it has a tough job in trying to get club news. When the same names appear often the other members criticize the publication, and few cooperate. The club magazine's editor has a low budget and a sideline job that very quickly can soak up a lot of time he would prefer to enjoy without care at his club.

So the manager, as the one who is in close contact with almost everything that's going on at the club, becomes the club magazine editor's most important helper. The manager learns to keep news notes and to develop a nose for news.

A surprisingly large number of excellent club magazines are put out by golf clubs. In the way they play up club event announcements and results, in their breezy, friendly personal items, and in editorials for the good of the cause, they do a definitely valuable job.

One of the punchiest of club house-organs is a comparatively new one. It's the Salem (Mass.) Country Club News, now in its second year.

An especially interesting thing about this is that it's edited by Robert M. Dorion, manager of the club, with John L. Counsell, the Salem CC greenkeeper, as contributing editor. Tony Manero is the club's pro.

With department heads of the club chiefly responsible for the News it's natural that a clear picture of the club's business operations should be presented. It's deftly done by the News so members get the idea that the club is a pleasant enterprise run on a business basis, rather

than a place where business problems intrude.

A regular feature is presentation of menus at the club, and prices, so a real selling job is done. One of these features described the Children's Menu at Salem. Another smart and subtle selling job on the clubhouse as a No. 1 eating place in the community was done in the News' publication of a two column piece on vitamins.

Jack Counsell extends the club's service to its members by having frequent items on lawn care. This dope is "closer up" than members would get in articles in the home and garden magazines, and as specific information applied to local conditions is highly rated by the Salem CC people.

Tony Manero gives instruction tips that are brief and simple. Tony's policy on this stuff is to give them just enough to make them think and talk and come to him for fuller explanation and demonstration. The plan is working out in good shape, not only in helping lesson sales but in letting members know that the pro can be talked to about one's golf game without being high-pressured.

John "Zack" Ryan, the club's caddie-master, covers all the club's tournament results for the News and handles results of other sports events at the club.

The complete tie-up of the club's operating organization makes this Salem News coverage of club activities thorough.

Not many items concerning members' personal activities appear in the publication due, probably, to the conservative New England attitude toward this type of material in a club magazine. However, the news interest is keen and sharply personalized in the way the stories about club operations are presented as applying to each member's enjoyment of club facilities.