Puts "Snap" Into Meadowbrook
A New Club That Got Going Quickly

By HERB GRAFFIS

W. P. Hubbard, Meadowbrook's Manager

Meadowbrook’s members are kept stirred up by weekly mailings of folders with copy like above
Just to remind you that your Club-House is open, the above is a sample Menu that will be served from 1:30 to 6:30 P.M. Sunday, May 6th, for $2.00.

Frequent mailings of menu suggestions are building big house business

Staff as Advertising

One of the astute details of the Meadowbrook operation is apparent in its selection of manager and professional of such reputations that they fit into the plan for quickly and widely establishing the high type of the enterprise. Harry Cooper is its professional. As manager Meadowbrook picked W. P. Hubbard, formerly steward of the very ritz-y and exclusive Squash and Tennis club. He was there for 10 years and made for himself a great reputation in running the house operations of that select organization with the perfection demanded.

Hubbard is a great believer in not worrying, or at least not showing it. With the chances of 50 per cent of a manager’s misery coming from the membership and the rest with his own staff, the manager needs to keep his balance so that no suspicion of anything other than tranquility and complete efficiency will be aroused, or there will be plenty of hell quickly developed among both members and employees, Hubbard comments. “The manager always has plenty to contend with,” Hubbard says, “so what’s the use of him magnifying his troubles? You have to take the bull by the horns every so often.

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but most of the times calmness and tact will iron out your difficulties."

Grub's Golden Days
Hubbard is fortunate in having a clubhouse that is laid out for elasticity in handling peak-load meal business. The main dining-room and lounge, the porch and the grill-rooms can all be consolidated for service of big parties. He has a big, well ventilated and well laid-out kitchen. With 650 members, when the resident membership roster is full, he stands the chance of heavy rushes, and with foresight on the part of the architect, he is prepared for any stampede.

The vanishing American, Hubbard laments, is the epicure. The younger generation is fairly content to “grab, gulp and git,” and that condition, combined with his interesting theory that the war bumped American culinary art, is inclined to lower the well-to-do American’s expert judgment of cuisine. Despite that combination Hubbard is determined to make his club a staunch outpost of the old standard of feeding.

“A lot of boys came out of war service after serving as camp cooks and then got jobs as commercial cooks,” Hubbard points out. “In the old days with chefs who often had to serve a two year’s apprenticeship without pay in their native lands, we got a class of artists with the cookstove. Now there is less discriminating eating. There is a tendency in modern club operation to put the strong emphasis on the service, and with the club’s frequently not wanting to pay the price of this service, the manager is up against a stiff problem. Let him combine these two major elements of skilled and speedy service and superb cooking and he’s a wonder. Let him always remember the importance of “atmosphere.” It’s a delicate and intangible thing, but it certainly makes a club."

Read and Weep
A thoughtful item in this development of “atmosphere” at Meadowbrook is the presence on the staff of one of Buffalo’s notables of a period that some are, at times, inclined to term halcyon days. This gentleman, now in charge of the service-bar at the club, formerly was the famed head bartender of the old Iroquois and though still as vigorous as ever his heathen talent is debased to a level that brings tears to some eyes.

Cooper, Pro, Is Attraction
Meadowbrook got national publicity when it was announced earlier this year that it had signed “Light-horse Harry” Cooper as its professional. With Harry at Meadowbrook is his daddy, the estimable Sid. The Meadowbrook shop is a separate building, and it presents one of the most attractive and nicely laid-out shops in the country. Young Cooper has taken full advantage of the selling possibilities afforded him by his excellent shop design and has a stock that would inventory approximately $10,000. He has one of the most complete arrays of clubs it has been our pleasure to see in pro shop stocks at private clubs. These are arranged in two decks, with five or six clubs in line from the front of the rack to the back, and held in place by ingenious wood supports. There is a separate double-decked shelving arrangement for women’s clubs, of which Harry has a great stock. He has a corner in his shop devoted to wearing apparel. There is a checker-design grass rug over the entire flooring and brightly colored wicker furniture. It’s an inviting merchandising establishment and although the season was just at its threshold when

Harry Cooper’s shop at Meadowbrook is ideally laid out and equipped for golf good merchandising. Note separate display for women’s clubs
this writer visited the shop, business already was brisk. Cooper has a full line of golf accessories and shoes, well displayed in a showcase that runs along one part of the shop, dividing it from the room in which the club racks are located.

Although Cooper’s fame has been attained by his performance as a player, don’t think for a second that the kid isn’t a merchant. He’s a good example for a lot of younger pros in his happy combination of playing and merchandising ability. A young fellow in Buffalo who is quite a golfer and a first class merchandising authority gave an insight into the deftness and thoroughness of the clever Cooper boy’s methods in telling that when Cooper came onto the job at his new club he hired one of the older caddies at the club to stay with him in the shop and tip him off on the QT, to the identity of the members visiting the shop and something about them. It was a pleasant surprise for a member to come in, and seeing Harry for the first time, be greeted by name and with some informal and personal comment.

Cooper has an able assistant in young Jack Waters who is on the job at the shop all the time. Waters used to caddy for Cooper and when the news of the new job came Jack started on an intensive campaign to make himself a merchant. He knows his stuff, both from the standpoint of merchandise and the proper approach and handling of prospective customers. What is highly valuable in addition to these qualifications is his pleasant patience. To one of the members, the night prior to the visit resulting in these comments, he had spent two hours with one member, picking out a set. That time would drive a lot of pros nutty, but the Waters youngster knows the importance of getting started on the job right, so the Cooper shop, right from the beginning is identified as a great place for service and merchandise.

**Fairway Turf Nursery Important Item**

By John MacGregor

Greenkeeper, Chicago Golf Club

A LOT of greenkeepers have the idea that a turf nursery adequate for the requirements of greens is sufficient for a golf course. A spring like this has been may remind them that considerable attention should be paid to a nursery for fairway turf, for it frequently is the case that early tournament schedules or other important factors demand that fairways be in perfect condition quicker than is permitted by growth from spring seeding.

It is a subject that requires foresight for it, as many other operations in greenkeeping, calls for the greenkeeper looking into the future several years.

At Chicago Golf we have an area of about three acres that has been employed as a fairway turf nursery for three years. It is planted to chewings fescue and creeping bent. In eliminating clover on our fairways we had planned for heavy use of this fairway nursery turf, and this winter, which was especially hard on clover in the Chicago district, made this fairway patching an urgently important job.

In June I will plow up the parts of the nursery from which I have taken sod and plant soy beans. When they get about two feet high I will plow them under. About the latter part of August I will seed this section of the nursery after I have disced and otherwise cultivated the soil for clean growth of new grass.