

# Puts "Snap" Into Meadowbrook

## A New Club That Got Going Quickly

By HERB GRAFFIS



W. P. Hubbard, Meadowbrook's Manager

**I**N ONE year and four days after the Meadowbrook Golf and Contry club of Buffalo was organized there were almost four hundred members in the fold, the courses and clubhouses were soundly financed and there was a surplus of \$50,000 in the kitty.

Note "courses" and "clubhouses." The plural comes from the fact that Meadowbrook, in keeping with the thorough up-to-date ideas that characterize the entire operation, has a separate clubhouse and nine-hole course for the women. The course is shorter than the 18-hole course for the men, but it is sporty and excellently designed. Furthermore, it is in condition that gives the greenkeeper reason for bragging about the speed in which he got the entire new layout in shape.

The women's clubhouse, about 300 yards from the pretentious main clubhouse, is a remodeled farm building that was once the property prior to the establishment of the golf course. Instead of turning it into a toolshed, or demolishing it, the architect

did an exceedingly nifty job of remodeling.

In passing it might be mentioned that the toolhouse is only about 100 feet from the women's quarters, but it is concealed by being set in the side of a hill, with its roof being an automobile parking space.

The women's clubhouse is daintily furnished. It has two maids in attendance, playroom for children, a soda bar, and a playground for children, immediately adjoining. There are first class bath and lounge facilities. It comes about as near to being a private club for women as you could ask, and to this reporter seems to reveal a practical solution of the problem raised by the women's demands of the modern country club.

Meadowbrook is about 12 miles east of Buffalo in beautiful rolling territory. Roads into the heart of Buffalo are main highways and highest class of suburban home development is reaching out in its direction. The problem of organizing the club properly and having it financed on a correct basis involved a delicate adjust-



### Last of the Spring Series

**FORMAL DINNER DANCE**  
SATURDAY, MAY 24

As an added attraction Entertainment Chairman Harry Heston has arranged a diversion for those in day attire to enjoy and brighten the gathering. You can't lose that.

While the matter of refreshments will be fully handled, the arrangements are almost without a flaw in the gift, as well in the actual and prompt.

Use the Reception Desk Entrance. Dinner will be served in the dining room. Ladies will be seated in the parking lot.

Meadowbrook Club • 214 Delaware Street



### NEW MANAGEMENT

Pro Harry Cooper, from his wide knowledge of golf equipment, has selected the Meadowbrook Golf Club with the finest clubs, balls and sports clothes available. The list is complete, containing all the latest makes of clubs in all weights and lengths.

Write your order, with "Meadowbrook" on the order slip, Cooper's assistant is glad to give the order and you too.

Also, you can give a gift by mail. The list includes the five-hour and more of a delightful place to use and address club gift supplies.

When you buy new golf equipment with the golf club, the help you will get in selecting the right clubs will mean infinite satisfaction in your playing and your equipment. Meadowbrook is a thoughtful offering of your pleasure in having everything of the best on hand for your needs.



### BRIDGE

EVERY WEDNESDAY EVENING

If you are a bridge devotee and who like to play on Wednesday evenings come to play in the Club. Play will be informal. Just drop in and make up a foursome. Perhaps you will want to come out early, play some holes and have dinner at the Club.

This entertainment, it is reported, will without further remarks, bring you a greatly satisfying new Wednesday. Seek the opportunity to play in any club and have some parties during the summer, let's make the Club the Mecca for bridge every Wednesday. Tournament will be arranged here when the popularity of the idea is determined.



### KEELEY'S TOURNAMENT

Tuesday and Friday, April 23rd and 25th

Removal of the hot ball from the weather has worked the first Keely's Tournament will be played near Buffalo and nearby. The course is in great shape.



### LUNCHEONS, DINNERS, PARTIES

Meadowbrook has arranged appetizing meals for all occasions in most attractive forms. For example, luncheon will be served daily for 75¢, dinner for \$1.00 and \$1.50.

A special occasion and how great you could be held only when passage to home and Mr. Hubbard brings you will plan to eat at the Club frequently.

Special meals for you, better and more in the style. The Club is a most delightful place to entertain.



Meadowbrook's members are kept stirred up by weekly mailings of folders with copy like above

MENU SUGGESTIONS  
FROM  
MEADOWBROOK GOLF AND COUNTRY CLUB



Club House - Clarence Center Ct.

Celery      Olives      Radishes  
Fresh Fruit Cocktail  
Cream of Tomato or Clear Consomme

Chafin

Jointed Shallops with Tarragon Sauce  
Roast Spring Lamb with Brown Gravy or Mint Sauce  
Braised Fresh Beef Tongue with Piquante Sauce  
Half of a Roast Boned Squab Chicken  
with Savory Dressing and Giblet Gravy  
New Bermuda Potatoes in Cream or French Fried Potatoes  
Assorted Bone Baked Rolls  
French String Beans      Asparagus Tips au Bourge  
Spring Salad and Dressing  
with Cheese Dressing  
French Fresh Strawberry Cream and Cake  
Old Fashioned Strawberry Shortcake  
Leeds Merguez Pie  
Coffee      Tea      Milk

Just to remind you that your Club-House is open, the above is a sample Menu that will be served from 1:30 to 2 P. M. Sunday, May 26th, for \$1.75 telephone reservation. The House and Staff are yours to use.

Call us at Clarence Center Ct. and we will be glad to furnish you with Menu Suggestions for your Bridge Luncheons, Bridge Tea and Dinners, and equally pleased to listen to suggestions from you. Regular Luncheons and Dinners are available at all times. Make use of your Club.

W. P. HUBBARD, Manager.

Frequent mailings of menu suggestions are building big house business

ment between restriction of membership to the people who really "belonged" and the investment angle. The basic financing was done by the sale of 250 units ranging from \$2350 to \$3000, and averaging \$2750 apiece. These syndicate units involved non-assessable, non-due-paying and transferable memberships and the ownership of a lot 70 ft. by 200 ft. bordering the course. Ownership of each parcel of property was decided by lot. In addition to these 250 syndicate units there are 400 resident memberships in the Meadowbrook plan. These sell for \$100 apiece and have \$150 a year dues. With the high character of the membership and the whole club established by the original 250, the resident memberships naturally are such a bargain that the admission committee can be very choosy and it is taking its own sweet time in picking the candidates and maintaining the high character of the roster.

### 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 ritzy 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,

MENU SUGGESTIONS  
FROM  
MEADOWBROOK GOLF AND COUNTRY CLUB



Club House - Clarence Center Ct.

Sample of a \$4.00 Bridge Luncheon, for eight or more people. Reservations to be made twenty-four hours in advance.

Four of Tomato or Clear Consomme in Cup  
Saltine Wafers  
Chicken a la King in Pasty Shell  
Lettuce Potatoes      French Faux  
Lettuce Salad - Dressing  
Assorted Rolls or Muffins, Bone Made  
Ice Cream      Apple Tapioca  
Rice Custard Pudding  
Coffee      Tea      Cocoa

We also serve a Coffee Special Luncheon for Seventy-Five Cents, consisting of Cup of Soup, Entrée, Pie and Coffee.  
Also Sandwiches, Hot and Cold at a La Carte price, or as a La Carte Menu, at reasonable prices.

W. P. HUBBARD, Manager.

Meadowbrook is making persistent play for bridge luncheons. This is one of the mailing pieces in the campaign

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 del-

cate and intangible thing, but it certainly makes a club."

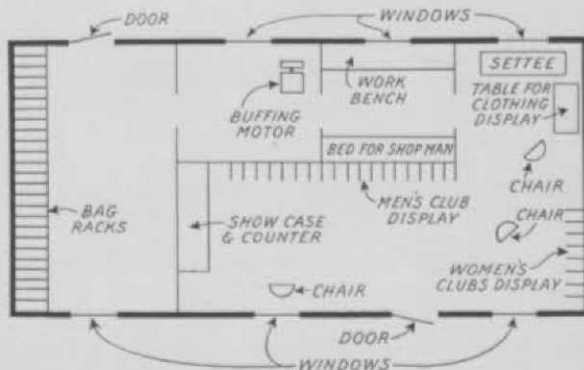
### Read and Weep

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 heaven-sent 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





Pro shop at Meadowbrook occupies central part of this building. Fire equipment and caddie quarters flank the pro shop

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 Q. T., 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.