

with a hose but do not run the water on the green in one spot until it floods. Instead, water the green as a whole, going over and over it so that it soaks in without flooding or running-off into the low spots.

The second method of applying bichloride to turf consists in dissolving the chemical in water and watering the green with the resulting solution. The accepted dosage consists of one ounce of bichloride to 30 gallons of water, the solution being applied at the rate of a quart to a square foot of turf. Bichloride does not dissolve readily in plain water hence it should be prepared for use as follows: dissolve eight ounces of ammonium chloride in one gallon of water and then add eight ounces of the bichloride and stir thoroughly until everything is dissolved. One pint of this stock solution will contain one ounce of bichloride and this is the amount to be added to 30 gallons of water for application to the green. Incidentally some green-keepers use one ounce to a barrel of water and secure good results, hence the dosage is more or less up to the operator.

Don't Flood

In applying the solution to the turf do not make the mistake of flooding the green with the solution but rather apply it so it has a chance to soak in. Burning will result on many occasions when any portion of the green gets more than its share of the solution. Here is where low spots on the green, spots where there is little surface drainage, cause trouble in the application of worm eradicators. These spots get more than their share of the chemical, mainly due to the run-off from the higher portions of the green, and burning results in these dished-in depressions, no matter how much care is used in the application.

Properly Applying

Very few clubs have the apparatus for the job of properly applying bichloride in solution. The chemical is very hard on metal, hence it is poor business to use an expensive sprayer or proportioning machine. One enterprising firm, sensing this situation, manufactures a simple outfit for the application of bichloride solution to turf. It consists of a barrel mounted on wide-tired steel wheels. A pipe leads from the bottom of the barrel to another pipe which runs parallel to the ground, this latter pipe having holes every inch or so.

This machine is simply pulled up and down the green and the solution flows out through the pipe and is spread evenly over the turf. It is a very simple outfit, nothing to get out of order and should last for years. It impresses me as the answer for those who wish to apply bichloride solution. This same firm also supplies the bichloride in solution all ready to be mixed with water, a product which will often save the busy green-keeper a lot of time and annoyance in procuring the ammonium chloride and in mixing the stock solution. Say what you will, it is often possible to be penny wise and pound foolish in buying the ingredients of an elaborate chemical mixture and then going to all the nerve-racking trouble of mixing them up with the limited equipment of the average tool shed. I have seen more than one man mix up bichloride and water in a tin bucket and then lose it all when the bichloride ate a hole thru the tin.

Where Compounder Serves

There are a few firms in the golf course supply business who manufacture first class mixtures of standard worm control chemicals and put them up in shape all ready for use with full directions on the can or glass bottle. I am strong for this sort of product just as I am strong for any other form of service which saves me time and annoyance. In this respect I am only one of a crowd, hence there will always be a sale of any proprietary turf remedy which is scientifically correct in formula and which is marketed in a form all ready for instant use.

There is plenty of room for improvement in the degree of cooperation between the so-called technical turf expert and the manufacturer of turf maintenance supplies. The former should quit knocking the latter while the latter should pay more attention to the findings of the former.

ARSENATE OF LEAD—This chemical is rapidly coming into use for the control of earthworms in fine turf. Inasmuch as I am the discoverer of this chemical as a grub, worm and weed control agent I will not go so far as to say that it is the best means of controlling earthworms. I will say, however, that those who have used the arsenate of lead method are not, as a rule, forsaking it for other methods.

The chemical owes its worm controll-

ing properties to the fact that earthworms are constantly swallowing soil and when the latter is impregnated with the chemical the earthworms are killed. This means that a golf green which has been grubproofed with arsenate of lead according to the methods described in several of my articles which have appeared lately in GOLFDOM will rarely have a worm cast on them and especially so if the area immediately around the green proper has also been grubproofed.

Any earthworm which invades a grub proofed green is automatically killed as soon as it begins to take in a little soil during the course of its burrowing operations. There is nothing spectacular about the use of arsenate of lead as a worm control agent. It doesn't bring the worms up to the surface when you apply it, but nevertheless it is a sure way of keeping the turf free from the objectionable worm cast.

In the last analysis the greenkeeper can make his own choice of worm control methods. Bichloride or Mowrah meal will clean up what worms are present in the turf but they won't prevent reinfestation, hence they must be applied at frequent intervals in order to keep down the worm population. Arsenate of lead, on the other hand, is always there ready for business the moment an earthworm pokes its head on the green.

In next month's GOLFDOM will begin the discussion of the June Beetle and methods for its control.

Ralph Hoagland Represents Buchart-Nicholls

BUCHART-NICHOLLS, Glenbrook, Conn., makers of the BTN line of laminated bamboo-hickory shafted clubs, have appointed Ralph Hoagland, 71 East Wacker Drive, Chicago, as their mid-western representative.

Their Buchart-Nicholls line consists of 5 models of woods (driver, brassie and spoon) registered wood sets and regular and matched irons. Hoagland's territory includes the northern part of Indiana, Illinois, Wisconsin, Iowa, Kansas, Missouri and Minnesota.

A complete stock of clubs will enable the Chicago office to promptly fill professionals' orders.

Thanks for Help Like This— It's Valuable

MR. VAIL, green-chairman of the Champlain Country club at St. Albans, Vt., has been kind enough to send GOLFDOM a copy of a letter addressed to the maker of a sewage disposal system. The letter reads:

We are after some information regarding sewage disposal for the club.

We have about 300 members but only on rare occasions do we have as many as 100 at the club at a time. The clubhouse closes about the middle of October and is not opened again until June 1 and there is no one at the club evenings. We have fine drainage on account of the hilly country.

Last season we opened a club restaurant and served about 2,000 meals with a possibility of the number of meals increasing considerably this year.

At present we are using a cesspool which has worked very satisfactorily for 9 years but, with a restaurant hitched on, the writer is fearful that the old, antiquated method will soon give us trouble.

Will you please furnish further information and quote prices on a septic tank equipment to take care of our problem. Also figure on separate equipment for greenkeeper's house which is situated at a considerable distance from the clubhouse. Greenkeeper's house takes care of four people in the family.

Why don't you people advertise in GOLFDOM so that we poor over-worked club officials might find you without so much loss of time?

This is the co-operation that is helping us make GOLFDOM achieve its ambition. In the golf field the buying guidance of advertising in a business publication is of definitely practical value. Manufacturers do well to take cognizance of this fact in preparing their copy.

Co-operation like this extended by Mr. Vail helps us greatly in getting the advertising we must get to stand the gaff. We'll appreciate all this sort of team-work we can get. Send us a carbon of your letter to GOLFDOM advertising prospects and reap your reward in this world and the next.

WOES OF THE PROS —but Some

*of These Troubles Are Being Eliminated
by Workers and Thinkers of P. G. A.*

By HERB GRAFFIS



To our friends, Golf Illustrated of London, we are indebted for this picture of James Bradbeer, pro at Porters' Park. Note the tidy, business-like arrangement of this corner of the shop. It's a reminder that the bench department of shop operations needn't look like a billy-goat's nest. A neat layout like this makes work easier and impresses people favorably with order and a general air of competency

HAVING just completed a 1,500 mile swing around the eastern circuit and bearing sharply in mind recent talks with a number of pros and makers of golf goods, I still am willing to go on record stating that the pro isn't getting the full appreciation that is due him for his efforts to improve as a business man.

What seems to be the biggest fly in the ointment is the indifference of some

of the pros to their credit rating. Pinning down the complaining parties to actual cases, there is confession of a marked improvement in the pro credit situation, but still a legitimate howl because certain professionals who actually have the money are reluctant to put it into circulation by paying their bills for merchandise.

There is no doubt of the pro being the

most important factor in making the market for golf goods. If the pros endorse and push any certain brand of golf goods, the product is "made". The department and sporting goods stores follow suit. The stores, alone, have no case to cite of ever having made a commercial success of a golf product that depended principally on them for retail selling. So, with this fact of the pro's vital importance in merchandising admitted, the pros to maintain and strengthen their positions must go through a first class house-cleaning on the credit situation. This work must be done from within if it's to be done right.

There are some cases—a bunch of them, in fact, where the pro is honest and diligent, but either through over-ordering or slowness in collecting from his club, is put into the slow-pay spot. The over-ordering part often is the manufacturers' fault as much as the pros' but even that is no excuse for a stubborn disregard of bills.

Manufacturers are rejoicing at a record volume of business this year. The growth of the golf market is such that the old-line maker of golf goods who isn't experiencing a boom may be uncomfortably certain there is something wrong with his business.

On the pro's side the lineup presents a majority of the pros who are conscientiously striving to make themselves first class business men, the P. G. A. organizations that are doing splendid jobs of getting professional golfers on a business basis, and GOLFDOM which is doing its persistent damndest to make the manufacturers deeply conscious of the value of the pro as the all-important retailing unit, and to help the pros develop as business men.

We want to thank the pros for patronizing the GOLFDOM advertisers. These advertisers are getting results that plainly indicate the pros are strong for an influence that is alone in its crusade for greater pro profit through better merchandising.

Manufacturers who are helping the pros on this platform are profiting. You need not look far to see new names in the manufacturing end of golf that have been quick in coming to the front by taking advantage of the present lively and large golf market and the betterment of the pro as a retail outlet.

How California Stands

The golf business seemingly revels in making snap judgments that are allowed

to become accepted facts without appraisal. One of these statements is that the majority of California clubs operate their own pro shops and give the pros no chance for shop profit.

Some very definite proof of the untruth of this statement has been handed to me by Ed Conlin, manager of U. S. Royal ball sales. Conlin made a survey of clubs in the Pacific coast territory and found out that of 87 clubs reporting, 55 of them gave the pro the ball sales privilege, at only 9 did the club control the ball sales, at 2 the greenkeeper sold the balls and at 21 no balls were sold.

In California, as in other places, there are clubs that are experimenting with club operation of the shop. I have seen a number of annual statements of clubs operating in this fashion, and if the clubs went into shop business with the idea of making much money, they at least came out with some inside and accurate information that the pro has to keep stepping to make half of what he is reputed to make out of his shop.

A Club Shop Case

Before me is a copy of a letter on the club shop situation written by a professional whom I regard as one of the best of the substantial and capable younger school. He was in line for the pro job at a fine club. The directors are men who haven't been active in golf long and don't know what a good pro can mean to the club. The presiding powers, wanting to get all the club profit possible—and you can't rule them off for that—saw nothing but the gross profit at the pro shop and neglected to consider the expense of shop operation. They wanted the young fellow as pro but they didn't want to let him have the operating of the shop.

The letter the pro wrote the club's president in telling his side of the case follows:

"I have been running my present shop for about one and one-half years, and it was not only difficult to make a living at first, but it took some 'tall' thinking to get the business, as the members are of the middle class or working people. The experience has been a wonderful education in business, and it impresses on my mind the fact the professional is entitled to all he can make as long as he advances the interests of his club as he forwards his own. This opens the whole thing up, for obviously a professional can promote his own business only by promoting the game, and his efforts cannot but directly benefit his club.

Do you really believe that the professional who is willing to associate himself with a club that administers the golf shop, restricting him to what he can earn from lessons and club repairing, is ambitious to better his own condition, or stimulate the interest of his members in the game. Hardly, for the professional willing to tie up to such a proposition demonstrates at once that he is not particularly anxious to undertake the responsibilities of running a business and that his ambitions are of secondary calibre.

From another point of view: The banker, lawyer, doctor, and other professional men spend many years learning their professions, but when their educations are completed they reap their rewards, which are considerably more than the professional golfer can hope for, notwithstanding the fact that he has spent just as much time learning his business as they did in theirs, not to mention the fact that in his years of preparation the professional golfer does not acquire the general education which their careers afford.

When a club proposes to run a golf shop it does the game a serious injustice, for it reduces its professional to the condition where he pretty nearly becomes an object of charity. I'll demonstrate:

My records indicate that my steady and most reliable source of income is my club racks. Some reasons follow:

In the case of established clubs, golf club sales return inconsequential profits calculated on a time basis, because the life of a stick, barring accident, is long and it is not necessary to replace them frequently, and in established organizations the members all have their equipment.

With respect to lessons, it is my experience that the demand for the services of a teacher decreases as the age of the club advances, and the results of practice and play reflect betterment in the players' games. And aside from this, income from lessons is spasmodic due to unseasonable weather conditions, etc.

Small, Steady Profits

The income derived from club cleaning and club rack rental together with the small but steady profits on ball sales pay the professional his salary on the days when he neither teaches nor sells clubs, and there are many such days.

As I told you Mr. ———, I am most interested in your club because it appeals to me as a club of good possibilities, and a very congenial mem-

bership to be associated with, but realize that the differences of our points of view afford but little ground for hope, excepting that my exposition of professionalism may enlist your aid in putting it on a high plane, thus benefitting the game, and paying the clubs more substantial profits than they can possibly hope to make in operating golf shops in the manner they must where the personal interest and responsibility of the professional is lacking.

I certainly am pleased to have made your acquaintance, and feel that you will not interpret this as an argumentative effort to cause you to alter your position, but that you will take it at its face value as a sincere, genuine plea that the status of the professional golfer be maintained on the same high status as is that of teacher, friend and business man in other walks of life."

The Pro Is Awake

Doesn't that letter show that the pro is deeply interested in establishing and maintaining a high regard for his position in the golf business. It is a statement from a pro who is far more representative of his profession than are some of the minority whose shortcomings are cited in blaming the entire group.

J. A. Patterson, secretary of the Professional Golfers' association of Southern California is one of the P. G. A. officials who is vigorous in making the P. G. A. bodies strong forces for the good of the cause. In getting the close-up on the shop merchandising situation in California we wrote Pat, knowing that he would call a spade a spade. He writes true to form in the following paragraphs and gives pros, their clubs and the manufacturers plenty of food for thought in giving the conclusions of a qualified analyst.

Patterson's comment:

"The whole golf life is changing and developing with such rapid strides that it requires keen foresight and deep study to approximately anticipate even the immediate problems and it is a brave man who would attempt to prophesy the future of the game.

I shall expect severe criticism for my statements on the 'professional's shop' issue but I am firmly convinced that honest criticism is justifiable and it is only when these problems are discussed from all angles that a satisfactory solution can be reached.

Perhaps there are more clubs here where the club holds the concessions than in other parts of the country

and if so it is to be regretted. My observation convinces me there are several reasons which I will not presume to name in the order of their importance but name them as they have occurred to me:

First: The carelessness with which many professionals treat their accounts. I could name you many pros who at times have been behind in their payments who do not even extend the courtesy of a reply to the wholesale houses when asked for an accounting. Nothing will cause a dealer to bear down on a debtor quicker than being ignored and it will be only a short time before that house will take other means of collecting. In justice to oneself and in courtesy to the wholesale house an acknowledgement should be made and a candid statement will always be listened to.

Second: In several instances observed, the pros have seemingly no desire to assume the responsibility of overseeing the details of merchandising but are content to accept a salary and make what they can out of their teaching. This is sheer laziness and if clubs working under these conditions by installing a capable businessman in the job and show a profit therefrom it does not take long for other clubs to look with covetous eye at the added profit.

Third: There are numerous professionals who have the idea that because they are gifted with a certain swing in the playing of the game that that club is under obligation to allow them to play when and where they please, forgetting that their first duty is to the members of the club and not to display their score when attention to their own work requires their attention.

There may be other reasons and they may be perfectly good reasons but I believe that these few will give you one side of the question anyway.

If this creates a controversy and brings a reply probably we can get at a better understanding of the whole situation."

Anxious to Learn

Generally we consider the pros the most eager men for business information we have run across during a number of years spent in reportorial activities in various industries.

Club officials and manufacturers will do well to give the professionals credit for this inquiring and receptive attitude of theirs. One of the pleasing evidences of GOLFDOM'S campaign for the pros is the favorable co-operation of club officials.

We may suggest in all due respectfulness that some of the manufacturers whose help we have been endeavoring to enlist think of the professional situation today as one calling for constructive and intimate merchandising co-operation and not paternalism.

Some Cost Cutting Ideas That Work for Us

By J. H. LOWREY, Greenkeeper

Louisville (Ky.) Country Club

ONE of the most important factors in doing golf course maintenance work for less money is *good* equipment. Some, you know, will stand the gaff. You also must have men capable of handling this equipment and reward them with a good word and favors such as outside work. Many a time a member comes to me and wants his lawn seeded or put down in bent. I take these jobs and turn them over to my men. I superintend the work and give them the profit and when I want a favor done such as staying two or three hours after working time on a rush job, they are always ready and willing. There are no drones and no drinking on the job.

Now the mowing question: When I went to work here the rough was so rough they were using two teams to two McCormick hay mowers trying to keep down the rough. The first thing I did was to fill all ditches and sod them with sod cut 4 inches thick. This spring I gave the rough two rollings, just after the frost was out of the ground. Now I have three fairway mowers set 4 inches high that do the work quickly and smoothly. I also have one man and tractor to take care of all rough and fairways on 18 hole course. We never water at night here in this section. Greencutters do the watering. I have six greencutters who take care of three greens apiece, such as cutting every day, watering every other day, taking care of all sand traps cutting and raking and keeping all banks and tees mowed. I have 34 sand traps and 22 tees. I have a year's supply of compost supply ahead. When I mix for using I mix my fertilizer, sulfate of ammonia and arsenate of lead and put all three on at one application. It takes a little longer to mix but you save time in long run and answers the same purpose. We do all of the work on machinery maintenance ourselves, such as over-hauling mowers, tractors. No work is sent out. This is a great saving.

Puts "Snap" Into Meadowbrook

A New Club That Got Going Quickly

By HERB GRAFFIS



W. P. Hubbard,
Meadowbrook's
Manager

IN 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 26th

As an added attraction Entertainment Chairman Percy Heston has arranged a diversion (two-chested in day attire) to entertain and delight the gathering. You can't guess what.

While the number of entertainers are not strictly limited, few entertainers are allowed to be played in the golf, so said in the enclosed card promptly.

Use the Shuttle Desk Entrance. Gossip and society comments. Ladies will mark the time and Club card. Ample arrangements will be made for the parking of cars.

Meadowbrook Golf and Country Club

NEW MANAGEMENT

For Harry Cooper, from his wide knowledge of golf equipment, has worked the Meadowbrook Golf Shop with the best clubs, balls and sports clothes available. The line is complete, containing all the better makes of clubs in all weights and lengths.

You're sure, with Hanks or the other Mr. Cooper's assistance to find just the clubs that suit your hole.

Old Pro has got a new feature! He has installed the Pro House and made it a delightful place to visit and purchase your golf supplies.

Before you buy any golf equipment with the golf shop. The help you will get in selecting the right clubs will save undue restriction in your playing and your equipment. Hanks Pro is thoroughly deserving of your patronage in having everything of the best on hand for your needs.

BRIDGE

EVERY WEDNESDAY EVENING

Bridge started has prospered every week one evening a week for bridge, beginning Wednesday, May 2nd.

If you want a bridge dinner—and who isn't these days—on Wednesday evenings come for 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 nine holes and have dinner at the Club.

This movement, it is reported, will without further reminder, bring out a pretty gathering every Wednesday. With less opportunity to play in any clubs and lower house parties during the summer, let's make the Club the Mecca for bridge every Wednesday. Tournament will be arranged later when the popularity of the idea is determined.

KEYES TOURNAMENT

Thursday and Friday, April 26th and 27th

Because of the hot kick in the weather last weekend the Keyes Tournament will be played next Thursday and Friday. The course is in great shape.

LAUNCHING DINNER PARTIES

Samuel Hubbard has arranged opening means for all occasions at most attractive prices. For example, luncheon will be served daily for 75c, dinner for \$1.00 and \$1.50.

A special luncheon and how guests go hand in hand only when patronage is large and Mr. Hubbard hopes you will plan to eat in the Club frequently. Special menus for your family and parties are also made. 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

Choline

Junior Sallotops with Tartar 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 Gilet Gravy
New Bermuda Potatoes in Cream or French Fried Potatoes
Assorted Bone Baked Rolls
French String Beans Asparagus Tips au Bourree
Spring Salad and Dressing
with Cheese Dressing
French Fresh Strawberry Cream and Cake
Old Fashioned Strawberry Shortcake
Lemon Meringue 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 5:30 to 8 P. M. Sunday, May 26th, for \$1.50 Telephone your 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 Luncheon, Bridge Tea and Dinners, and equally pleased to listen to suggestions from you. Regular Lunches 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 \$1.00 Bridge Luncheon, for eight or more people. Reservation to be made twenty-four hours in advance.

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

We also serve a Golfer's Special Luncheon for Seventy-Five Cents, consisting of Cup of Soup, Entree, Pie and Coffee.

Also Sandwiches, Hot and Cold at a Carte price, or on 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 deli-

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

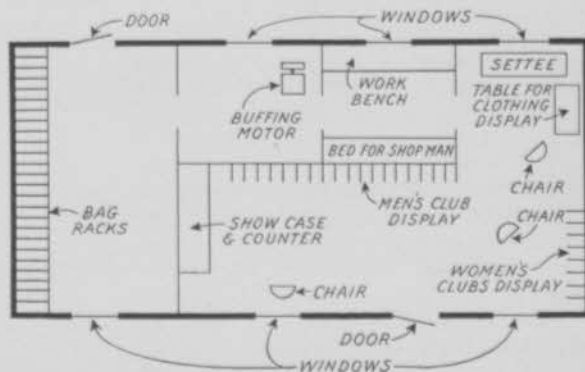
Read and Weep

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.