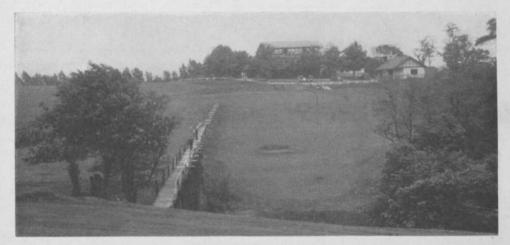
Golfdom The Business FREG. U. S. PATENT OFFICE

VOL. 4

JULY, 1930

No. 7



This rugged terrain comes to its apex at the site of the Wheeling Country Club's comfortable clubhouse.

Push of New Business Regime Pays Veteran Club

By HERB GRAFFIS

THIRTY-FIVE years ago, C. Russell Hubbard of Wheeling, W. Va., laid out three golf holes and announced to the whirling world the birth of the Wheeling C. C. The slight comment which residents of this compact, seething industrial center passed on Mr. Hubbard's information was, "What of it?" There were just enough dissenters to this casual judgment to expand the course to six holes the following year.

As casually as the Wheeling C. C. was begun, just about that casually the club

continued to grow until it had a beautifully located course, an attractive and roomy but unpretentious clubhouse, and just a dandy little annual deficit. The boys rubbed their eyes one day and found that the golf club had grown out of that happy, simple stage of being one of those enterprises of serene sportsmanship that just operated itself and had grown into a runaway business.

That's not the first time this has happened in American golf history. A \$6,000 deficit for 1927 brought the Wheeling club

face to face with the urgent necessity of bridging the transition that has proved so trying for many of the older organizations. The Wheeling club had long been known as a quite high-hat enterprise, with membership in it being out-and-out evidence of having "arrived" on the West Virginia gold coast. But just because a high-hat is a high-hat in Wheeling is no indication that beneath it a cerebellum doesn't twist and squirm its patient way to another million in the steel, stogie or glass business. The distinguished gentry of Wheeling regarded it as a personal affront when their country club was discovered among those missing in the roster of successful Wheeling businesses.

Ordinarily the procedure at Wheeling was to have no man eligible for the club's presidency unless he had served three years on the board. The members surveved the whole field for an emergency candidate to the throne who would step in to fill the vacancy unexpectedly caused by bereavement in the family of the current president. The prospect was not alluring to whatever new men would be chosen for a drastic revision to business methods of operation had been commanded and one of the Wheeling bankers, H. R. Jungling had made an appraisal of the situation along the same lines he would consider a business applying for a loan, so the field for action was well defined.

The membership picked an able-bodied

citizen named Ralph Kitchen as the new president. This Kitchen is a successful steel man with a smile as bright as sunrise at the Grand Canyon and a physique that would discourage even a well-oiled puddler from any jaunty and critical repartee. Steering him into the presidency at such a point in the club's affairs was a master stroke for obviously the need was for a man who would gang with no one clique, could say "no" to any of the idea inclined to divert the planned course without having the proponents of the idea take the negation as a direct and sassy personal affront, and who could and would hew to the set line just as brutally as the occasion demanded.

Cut Out Winter Loss.

One of the first things that was done under the new regime was to eliminate clubhouse operation during November and December. The club used to have almost a full force of employees but very little patronage during these months. Now only the locker-room is kept open for the hardy souls who keep pecking at a few scattered pars all the year around. Then membership solicitation activity began. There were good people in Wheeling still outside the fold for they needed some signs of sprightliness around the club to make membership desirable to them. In the last three years the club has increased its membership from 230 to 282 resident

```
OA LA CARTE SERVICE
                                                                                                                                                                                             COLD MEATS
                                                                                                                                                                                                     Assorted Cold Cuts w Potato Salad 35. Smoked Torigue 30
Baked Sugar Cured Ham 360 - Sliced Chicken w Potato Salad 30
Salmon or Tuna Fish, Mayonnaise 30 - Imperted Sardines 30
Virginia Ham, Fruit Salad 1,00
Club Sandwich, Sierd Tomatores, Bottle Budweiser 39
APPETIZERS
      Hearts of Celery 40 . Queen Olives 30 . Stuffed or Ripe Olives 35
Sweet Pickles 30 . Fresh Shrimp or Crabment Cocktail 50
Fruit Cocktail 30 / Fresh Lobster Cocktail 1.00 . Stuffed Celery
Stuffed Celery Market Cocktail 1.00 . Hors D'Ocuvres 1.00
                                                                                                                                                                                             SALADS
                                                                                                                                                                                                      Mead Letture 40 . Letture and Tomators 50 . Fruit 50
Waldarf 50 . Sliced Tomators 25 . Cucumbers 25
Combination 50 . Vegetable 50 . Cold Slaw Mayannaise 20
Hawaitan 50 Potato w Egg 25 Tomato Surprise 50 Chicken 25
Mayannaise Dressing 20 Thousand Island 25
Roquefort Cheese Dressing 30
SOUPS
        Cram of Tomato .20 . Mock Turtle .20 . . . Os Tail .20 Clam Chowder .20 Chicken Broth's Rice .20 Consummers Vegetables .20
                                                                                                                                                                                                                              FRENCH DRESSING SERVED WITH ABOVE ORDERS
STEAKS AND CHOPS
        Sirloin Steak ala Minute, w Potators 1.10 . Sirloin Steak for (1) 1.35 for (2) 2.60 . Tenderloin Steak for (1) 1.35 for (2) 2.60 . Fliet Mignon w Stuffed Green Pepper, Long Branch Potators 1.90 Perk Chops Saute, Grean Gravy .00 Grilled Lamb Chops on Toat .90 Half Broilled or Fried Spring Chicken 1.10 . Grilled Ham Steak .90 Call's Liver Saute, Rasher of Bacon .:0 . Sweethreads Provensale .90
                                                                                                                                                                                              SANDWICHES
                                                                                                                                                                                                      Chieken .50 on Toast .55 Club .60 Baked Ham .25 American Cheese .20
                                                                                                                                                                                                       Fried Ham or Bacon Sandwich on Toast 35 . . . Swiss Cheese 25
Ham & Egg 40 Western 40 Smoked Tongue 25 Sardines on Toast 40
                                                                                                                                                                                              CHEESE
                                                                                                                                                                                                      American .20 Philadelphia Cream .20 Camembert .25 Swiss .25
Requefort .30 Cuttage Cheese .20 Cream Cheese w Bar Le Due .50
EGGS AND OMELETTES
        Boiled, Fried or Scrambled Eggs (2) .50 Posched Eggs :35
Shirred in Butter .35 Plain Omelette .50 Spanish Omelette .60
Omelette with Fresh Mushrooms .75 Chees, Jelly or Fruit Omelette .60
Ham or Recon and Eggs .60 Posched Eggs Benedictin .35
                                                                                                                                                                                               DESSERT
                                                                                                                                                                                                      Chocolate Eclair .20 . Marangue Glace .30 . Banana Split Special .50
        Mashed or Boiled Fotators 20 . Cottage Fried Potators 20 French Fried, Sauje, Hash Browned or Lymnniase Potators 25 Sweet Potators Any Style 30 Fresh Spinach w Egg 25 New Bests 25 Fresh String Beans, Pess, Lina Beans or Stewed Tomators 20 Cauliflower in Gream 25 . Fried Horning 20
                                                                                                                                                                                                      Coffee-Cup .10 Pot .20 Tea-Pot .20 Cocos-Pot .25 Hot Chorolate .30
                                                                                                                                                                                                      Contestup (10 '10 '12' teat-10' 12' Caccas-Tot (23 '10' Chocoste (3)' Butter-milk (10 'Nevet Wilk (10 Glass of Cream 33 'Half and Half (20 Canada Dry or Busch Ginger Ale (25 'Budswiser Beer (25 Coca Cola (10 White Bock Split (20 Pint (30 Quart (6) Apollinaris Split (20 Pint (30 Quart (6) )
```

The a la carte prices of the Wheeling menu are reasonable but wise buying brings the club out even.

members, at \$250 initiation fee and \$160 annual dues. There are, in addition, 44 associate members who pay \$10 a year dues. Most of these are widows of deceased members. The percentage of active house accounts has almost doubled during the last three years so it now runs over 60 per cent with the remaining 40 per cent spending enough at the club to keep them from being handicaps to the club's advance. One of the difficulties the club has in this respect is the comparatively small number of active women golfers. The rugged topography of the course is pretty hard on women. However this loss is more than made up by the volume of women's party business the club handles.

Two years ago, Jungling, a ringleader in the revision of policies and methods, became president. One of the first jobs that he tackled was a general over-hauling of the clubhouse, which some of the members refer to as "the only fire-proof wooden clubhouse in the world." From time to time additions had been made to this clubhouse and, although the general re-

WHEELING COUNTRY CLUB NEWS

Wheelings West Virginia. Mar. 28, 1929

Special Events of Decoration Day and Evening, May 30th, 1929

To the galler who deepert of wear one [Magent at season and per beep continuingly in pursuit of least properties of the season o

What would Decoration Bay be without a Fing Taunthonors' R. Eleptone hashes, your handways after to pay, and a little law growth as pay, and a little law growth as the control of the law of the law

Epecial luminum, and their a medihandings event that you can wind up on early on you chome. and if you we it you get a real prize—really unnething sports of us at least could cause by alkard ulmar the minous began weather you must help think the a weegpraker work rails for a fullbur a hande competition start free.

Sommer Golf As Last farrows, (We know some who had been playing winter golf in the same some who had been playing winter golf or the same with the gold or bad, and play is the winter should be dispanded of dispanification.

Who Said Lightning?

Who had Lightness; Lightness of Cornelscope Merc Med Parents. Inter of Options of Cornelscope Merc Med Parents. The of Options of the Med Parents. The of Options of Collecting Cornels and the office of Collecting Cornels and the office of Collecting Cornels and the option of Talla had been taken of the option of the option

District Dance In The Evening
As usual, but not the small districdance will be the order of the reeng Thursday May 10th. Messages
Schwarz will be ready to serve you to
the queen's taste. Bring her along
Dancing until our, surject owers of our
business marked to the servery of the
Dancing until our, surject owers of our
business marked the servery of the
Dancing until our, surject order
Dancing until our surject or surject or

ional.

Look Aloust You When At The ClubSe much for Decoration Day, It is
to be hoped you enjoy pourself and
company of your friends, fellow
members. How cake time to shoup
above a bit. What has happened up
here this apting?
Your streeties in called to the help

quarters. Nite new building spirit and spirit with some building spirit and spirit with some building admittable processing and spirit some spirit sp

now thus the chair The three relies aread in good date. The service round is quarted a revolution. The street relief is the control of the relief three relief the mean include a relief the mean include a relief three means and the relief three relief three relief to the relief to the relief to the three relief to the last Gordon wave the gift of the Engine A. Belliery. You have hand it is Gene, he is always girm an sunstituting except straken.

he hell rooms, you find three private and remms. They are available to be made members on come days on one a matter of privaty and economy. On the third floor hed rooms listen removated and are a credit to think.

New drop over and see Chappia. You know Chappie contentrates his time on golf, now that MacPherson has assumed full responsibility for

the thirder and grounds under supersisting of the Green Committee. This vises him tours time for lessons and for service to meetibees in the way of opagement. Insidentally his has quick the finest prefusationally should the we have seen anywhere, installing the committee of the committee of the first prefusational and other places we have been this winter. We ware seen have been this winter.

A word about mash. Have you med the regular support as a delizated the regular support as a delizated at quarter? Or, the regular stank on this or his order and the result of the regular stank on the result of th

New Members

We are pleased to annuance th
following new members. Treat the
well and make them feel at home.

Sember Members

Jerman Athen, Dr. J. P. Belgrads.

L. Berry, Dr. R. C. Hand, Kabest

en Bolgy, Garney, B. Renn, E. A.

Berry, Dr. R. C. Hand, Kabest

en Bolgy, Garney, B. Renn, E. A.

Berry, Dr. R. C. Lander, B. C. Lander, J. P. Lander, J. P. Lander, J. P. Lander, B. Lander, B. C. Lander, B. C. Lander, B. Lande

Non-Resident Membert H. K. Hartings, Hall H. Bhaller, H. F. Crites, Was, Wilkeman, J. E. M. Auliffe, Tellman Lodd.

Associate Members
Ins Elizabeth Hugun, Mrs. Mett.
O Brien, Mrs. L. C. Schaffer, Mrs.
anie P. Whitaler, Mrs. Gene A.
ilion, Mrs. Mas Warver.

Weiting List
Applicants for membership was listed in order received and the mosted on the built heard. Those listed at the power receive wall receive consideration in

The Wheeling house-organ is issued as occasion demands. It's a one-sheet paper edited in a terse, breezy fashion.

SUGGESTIONS FOR YOUR BREAKFAST

FRUITS and PRESERVES

Grapefruit Half .25 . . Whole Orange .20 . . Sliced Orange .20 Baked Apple with Cream .25 . Sliced Bananas .20 . Apple Sauce .20 leed Tomato Julee .20 . Sauer Kraut Julee .20 . Orange Julee .25 Individual Preserves .25 Marmalade .25 Bar Le Duc Currant Jelly .30

Cereals with Pure Cream .25

BREAKFAST SPECIALS

Dry or Buttered Toast .15

POTATOES

French Fried, Saute, Lyonnaise or Hash Browned Potatoes .20 Hashed in Cream .25 Au Gratin .30 Cottage Fried Potatoes .30

BEVERAGES

With clubhouse rooms the morning business mounts up at Wheeling. Plenty of city patronage for this menu, too.

sult is highly pleasing, the ensemble still shows that any club is wise to have its original building of such design that unity may be preserved when growth of the club makes enlargement of the headquarters advisable.

Plenty of bright paint on the interior made the clubhouse take on a new appeal. A new pro shop and caddie shelter was built, a new building for the colored help constructed and a laundry installed. All improvements and additions were financed out of club income with the exception of the pro shop. At a club stag party one night some of the members spoke of the crying need of a new pro shop and caddie headquarters. By pre-arrangement one of the conspirators suggested the lists be opened for voluntary contributions. He opened for \$100 and in ten minutes the \$3,500 for the new building was subscribed.

The kids have good quarters with showers, reading room and lockers on the building level below professional Chapman's well appointed shop. Chappie stands in strong with his members for he is one of the fellows who goes out of his way to show an interest in each member's pleasant employment of the club facilities.

To show how the professional stands at

INCOME .

Club)

WHEELING C. C. STATEMENT OF INCOME AND EXPENSE FOR THE YEAR 1929

INCOME.		
Dues\$	44,969.34	
Locker Rent	2,480.00	
Green Fees	1,472.50	
Rental from Rooms .	1,230.50	
Restaurant - (Sales		
\$34,976.37)	5,770.95	
Refreshments —		
(Sales \$6,989.01) .	2,130.49	
Cigars & Cigarettes		
(Sales \$2,353.92) .	406.92	
Miscellaneous	500.00	
Total Income		\$58,960.70
EXPENSES:		
House	18,170.46	
Grounds	18,252,45	
House Automobile		
General and Admin-		
istrative	2,855.86	
Road Repairs	8.55	
Taxes	299.87	
Insurance	2,896.51	
Rent (Highland Golf		
A STATE OF THE PARTY OF THE PAR		

Profit befo	re Bond	Interest	7,623.05		
Less Intere	st on Bon	ds and Notes	1,943.34		

Mint	DuoGt		4	5	679	71	

Total Expenses 51,337.65

7,283.75

the Wheeling C. C., the day GOLFDOM'S editor visited the club Chappie had just set a new course record of 65. The members passed the word around the lockerroom and promptly \$65 bonus for Chappie was collected. Last year, for the first time in the club's history, a greenkeeper The able and industrious was engaged. MacPherson who was Emil Loeffler's aidede-camp at Oakmont came down to Wheeling and immediately launched into the first stages of a long-time course conditioning program that was made possible by the improvement in the club's finances. Already the course is showing marked evidence of the success of the program.

The accompanying statement of income and expenses for 1929 gives a good picture of the financial side of the operation although it is difficult, in practically all cases, to get a helpful comparative picture of golf club financial status due to the wide variance in bookkeeping methods. President Jungling, as a banker, is one of the golf club officials who heartily endorses the effort of the Club Managers'

association to establish a standardized bookkeeping system for golf clubs, but in the absence of such standardization he maintains that the Wheeling system gives them an accurate close-up.

It will be noted that the full membership is the detail that puts the club on the black side of the ledger. house expense runs behind income but the figures don't tell the whole story. From specimen menus shown herewith it will be seen that the Wheeling C. C. puts out meals at prices astonishingly low. perpetual bargain day is a prominent part of the club's attraction. Manager Chris Paulsen does his own stewarding and has as a team-mate a young Swiss chef whose skillet wizardry and thrift are up to the highest traditions of that aggregation of master chefs. The club has its own refrigeration equipment and finds that it saves money decidedly over the former purchase of ice. The club used to have a laundry bill, including laundry for its guest rooms, of \$250 to \$300 a month. It put in its own laundry and after amortizing that investment is saving \$100 to \$150 a month. The locker-room man handles members' golfing laundry through the club routine. He polices the lockers and each member is always certain that his linen will be clean and carefully stowed away. Clothes and shoe-drying equipment also are provided.

The matter of rent as shown in the statement calls for an explanation. The Highland G. C. is the land-owning company. It owns all of the club property except seven acres right around the clubhouse. Each member of the Wheeling C. C. buys a \$500 bond of the Highland organization.

The course topography is one of those nature intended for golf. A few years' time and money devoted to the conditioning plan adopted by J. L. Grimes, greenchairman and being carried through by MacPherson, will make it an outstanding playground. The green-chairman of a pioneer club who inherits the legacy of drifting maintenance policy has one of the down-right tough jobs. Grimes resigned in despair and disgust punctually on Mondays, Wednesdays and Fridays during his first year's administration, but now only resigns alternate Mondays. President Jungling points to this improvement in the situation as the most pleasing and positive indication that the Wheeling C. C. has successfully passed the reefs that threatened a few years ago.