

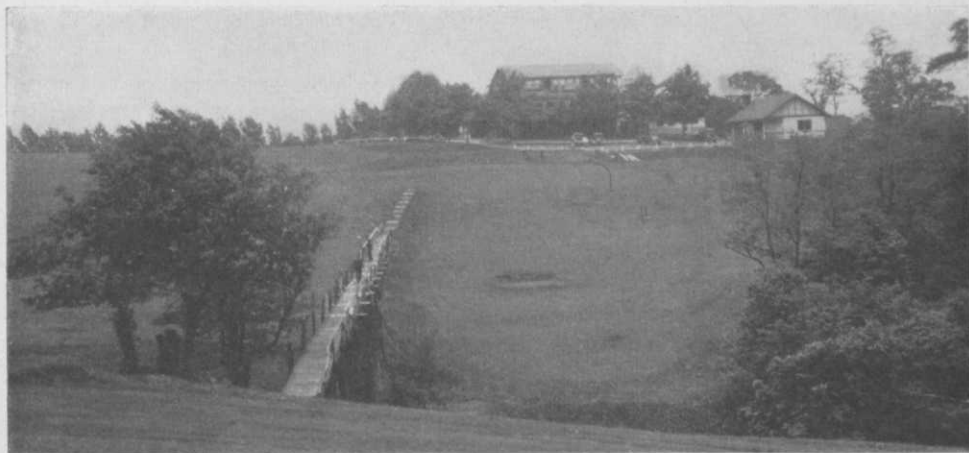
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This rugged terrain comes to its apex at the site of the Wheeling Country Club's comfortable clubhouse.

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 surveyed 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 pudgler 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

A LA CARTE SERVICE

APPETIZERS

Hearts of Celery .40 . Queen Olives .30 . Stuffed or Ripe Olives .35
Sweet Pickles .30 . Fresh Shrimp or Crabmeat Cocktail .50
Fruit Cocktail .50 . Fresh Lobster Cocktail 1.00 . Stuffed Celery .60
Sliced Bermuda Onions .20 . Hors D'Oeuvres 1.00

SOUPS

Cream of Tomato .20 . Mook Turtle .20 . On Tail .20
Clam Chowder .20 Chicken Broth w Rice .20 Consomme w Vegetables .20

STEAKS AND CHOPS

Sirloin Steak a la Minute, w Potatoes 1.10 . Sirloin Steak for (1) 1.35
for (2) 2.60 . Tenderloin Steak for (1) 1.35 for (2) 2.60
Filet Mignon w Stuffed Green Pepper, Long Branch Potatoes 1.50
Pork Chops Saute, Cream Gravy .60 Grilled Lamb Chops on Toast .90
Half Broiled or Fried Spring Chicken 1.10 . Grilled Ham Steak .90
Cal's Liver Saute, Basher of Bacon .10 . Sweetbreads Provencale .90

EGGS AND OMELETTES

Boiled, Fried or Scrambled Eggs (2) .30 . Poached Eggs .35
Shirred in Butter .35 . Plain Omelette .50 . Spanish Omelette .60
Omelette with Fresh Mushrooms .75 Cheese, Jelly or Fruit Omelette .60
Ham or Bacon and Eggs .60 . Poached Eggs Benedictine .85

VEGETABLES

Mashed or Boiled Potatoes .20 . Cottage Fried Potatoes .30
French Fried, Saute, Hash Browned or Lyonnaise Potatoes .25
Sweet Potatoes Any Style .30 Fresh Spinach w Egg .25 New Beets .25
Fresh String Beans, Peas, Lima Beans or Stewed Tomatoes .20
Cauliflower in Cream .25 . Fried Hominy .20

COLD MEATS

Assorted Cold Cuts w Potato Salad .85 . Smoked Tongue .60
Baked Sugar Cured Ham .60 . Sliced Chicken w Potato Salad .90
Salmon or Tuna Fish, Mayonnaise .50 . Imported Sardines .50
Virginia Ham, Fruit Salad 1.00
Club Sandwich, Sliced Tomatoes, Bottle Budweiser .90

SALADS

Head Lettuce .40 . Lettuce and Tomatoes .50 . Fruit .50
Kaldorf .50 . Sliced Tomatoes .25 . Cucumbers .25
Combination .50 . Vegetable .50 . Cold Slaw Mayonnaise .20
Hawaiian .50 Potato w Egg .25 Tomato Surprise .60 Chicken .75
Mayonnaise Dressing .20 Thousand Island .25
Roupefort Cheese Dressing .30

FRENCH DRESSING SERVED WITH ABOVE ORDERS

SANDWICHES

Chicken .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 .10

CHEESE

American .20 Philadelphia Cream .20 Camembert .25 Swiss .25
Roupefort .30 Cottage Cheese .20 Cream Cheese w Bar Le Dur .30

DESSERT

Pie per Cut .15 . Ice Cream or Sherbet .20 . Layer Cake .20
Sundae or Parfait .30 . Custard .20 . Cup Custard .25
Chocolate Kclair .20 . Marangue Glace .30 . Banana Split Special .50

BEVERAGES

Coffee-Cup .10 Pot .20 Tea-Pot .20 Cocoa-Pot .25 Hot Chocolate .30
Butter-milk .10 Sweet Milk .10 Glass of Cream .25 Half and Half .20
Canada Dry or Busch Ginger Ale .25 Budweiser Beer .25 Coca Cola .10
White Rock Split .20 Pint .30 Quart .60
Apollinaris Split .20 Pint .30 Quart .60

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

**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 ..	1,570.20
General and Admin- istrative	2,855.86
Road Repairs	8.55
Taxes	299.87
Insurance	2,896.51
Rent (Highland Golf Club)	7,283.75

Total Expenses 51,337.65

Profit before Bond Interest.... 7,623.05

Less Interest on Bonds and Notes 1,943.34

Net Profit\$ 5,679.71

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 locker-room and promptly \$65 bonus for Chappie was collected. Last year, for the first time in the club's history, a greenkeeper was engaged. The able and industrious MacPherson who was Emil Loeffler's aide-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. The total 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. This 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 skilful 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, green-chairman 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.