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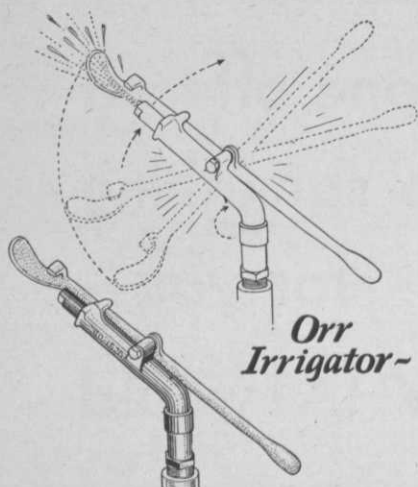
... that is what the P. G. A. is offering to do for any harassed chairman who feels he would like a little more information about a professional. Records of all professionals belonging to the Association are kept, which, added to the fact that members in good standing have passed tests that show them to be qualified to act as professionals, give the Association a firm basis on which to make replies.

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The Professional Golfers' Association of America

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. . . weeks earlier . . . weeks later*

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CHOICE OF CHAMPIONS

The Davis Cup Matches in 1930, on the courts of the Chevy Chase Club, Chevy Chase, Md.

The Davis Cup Matches in 1929 between United States and Canada, on the courts of the Mount Royal Tennis Club at Montreal.

The British Junior Championships, 1929, at All-England Club, Wimbledon.

British Hard Court Championships, 1930-1-2-3-4, West Hunts Club, Bournemouth.

The French Championships—1929-30-1 on the courts of the Stade Roland, Ganos, Paris.

Illustrated Booklet O sent on request.

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American Plan

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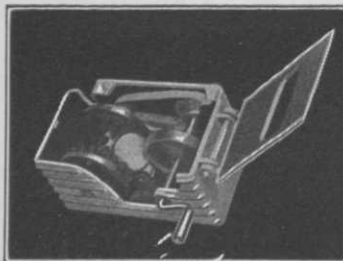
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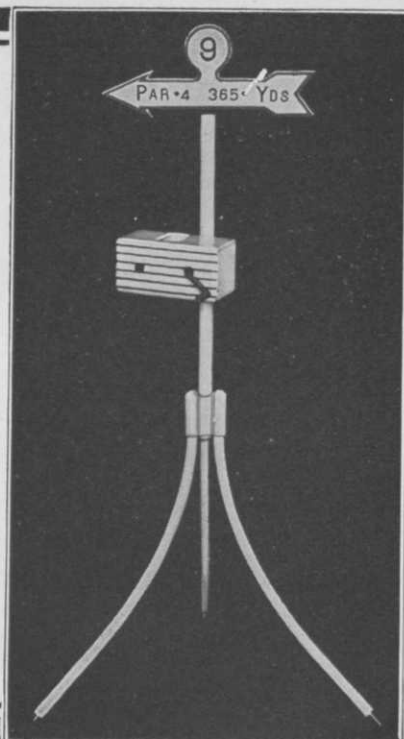
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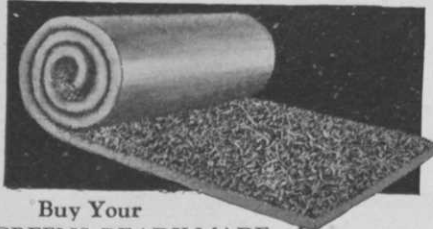
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Clow-National Cast Iron Pipe will make your golf course water system absolutely safe from rust, leaks and deterioration as long as the good old game of golf endures. Easily laid by unskilled labor . . . furnished with all fittings.

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Address either company.*

James B. Clow & Sons,
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Acknowledged to be the best in their lines.

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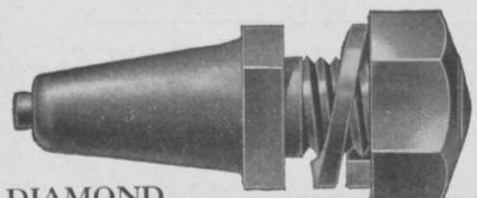
EQUIPMENT

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World's Largest Golf Course Equipment House
MORGAN, HURON, SUPERIOR STS.

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Steel Center TRACTOR
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For Mower Tractors.
Easily inserted to provide
traction. Hardened steel
center keeps spuds sharp.
Write for samples and
prices.

4702 Grand Avenue,
Duluth, Minn.

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COMPANY

"...it makes a perfect top dressing"

The greenskeeper of a famous golf club writes: "Our Kemp shreds the soil and separates the fine from the coarse, making a perfect top dressing. This machine has reduced our costs from \$4 to 30c per cubic yard."



No. 1 Kemp with
sifter attachment —
Gasoline or electric
Drive

KEMP POWER SOIL SHREDDERS

You, too, can have
better greens, tees
and fairways — at a
tremendous saving in
cost. WRITE FOR
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of prominent golf
clubs using Kemp
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KEMP MANUFACTURING COMPANY,
Dept. C, 2001 Peach
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Low first cost is false economy

EACH year for the past ten years more than one hundred progressive metropolitan district golf clubs have replaced side wheel with hollow roller type mowers for Fairway and Rough.

During the same period more than ninety per cent of all golf clubs have standardized on roller type PUTTING GREEN mowers.

Ninety per cent of OUR ROSEMAN business comes from golf club officials who have learned the deficiencies and false economy of side wheel mowers.

Which do you prefer, a turf building, non-breakable and long-lived hollow roller mower at a legitimate first cost, or low first cost, turf scalping short-lived side-wheel mowers, and constant repair bills?

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Think it over. _____

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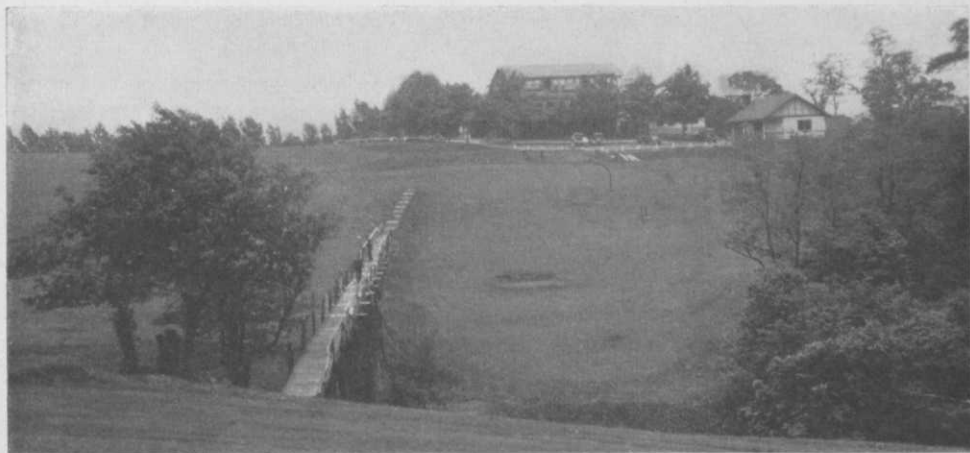
Golfdom

The Business Journal of Golf
REG. 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 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 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

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 . . . Mock 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 Sauté, Cream Gravy .50 Grilled Lamb Chops on Toast .90
Pork Chops Sauté, Cream Gravy .50 Grilled Ham Steak .90
Calf's Liver Sauté, Basher of Bacon .50 . . . Sweetbreads Provencale .90

EGGS AND OMELETTES

Baked, 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 Bendelaine .85

VEGETABLES

Mashed or Boiled Potatoes .20 . . . Cottage Fried Potatoes .30
French Fried, Sauté, 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 .35 . . . 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 .30
Hawaiian .50 Potato w Egg .25 Tomato Surprise .60 Chicken .75
Mayonnaise Dressing .20 Thousand Island .25
Rouquet 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
Rouquet .30 Cottage Cheese .20 Cream Cheese w Bar Le Duc .30

DESSERT

Pie per Cut .15 . . . Ice Cream or Sherbet .20 . . . Layer Cake .20
Sundae or Parfait .30 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 Bush 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.

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

Wheeling, West Virginia, May 28, 1929

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

To the golfer who despairs of wearing Hagen's crown and yet keeps existentially in pursuit of lower scores, Decoration Day means a two-round opportunity for a simple birdied stroke, more at less. To others, it means a very fine opportunity to wear the new special ensemble with the "X" but which crushes the very life out of the most recent mauler, and to dine and dash in the evening.

There has been too much rain this spring for golf and good clothes but here comes a change for the better on Thursday May 30th. (If we're wrong we won't leave any address.)

What would Decoration Day be without a Flag Tournament? Right. Eighteen holes, your handicap added to par, and a little flag provided you to stick in the ground where you play the last stroke. To the owner of the flag carried farthest in this competition a neat and useful reward that will be most acceptable.

In The Afternoon
Special luncheon, and then a model handiwork event that you can wind up as early as you choose, and if you win it you get a real prize—really something some of us at least could scarcely afford since the money keeps a weather eye on our check books. Not a sweepstakes which calls for a dollar, but a stroke competition that free of

Summer Golf At Last

No more tying up the ball in the laundry. (We know some who have been playing winter golf in the rough.) Play them where they lie, be them good or bad, or suffer the penalty, which in medal play is the terrible disgrace of disqualification.

Under the critical supervision of Greenkeeper "Mac" MacPherson, line of Oakmont, who now gets all his bills in care of the Wausau Country Club, says he is going to "talk back to me," as Mac puts it. "With some of some of the top dressing on most of them during previous weeks these greens are alive so we have never seen them. Fast as a son of Sam O'War, true as Steel, they reward courage and skill and spirit the way you can see. You can see these greens you are ready to put anywhere, even at Oakmont, and your golf will be severe."

MacPherson has not had the aid of much good weather but he has put the links in mid-season shape. When July Bulluck says so it must be so.

Dinner Dance In The Evening
As usual, but not the usual dinner dance will be the order of the evening Thursday May 26th. Manager Schwartz will be ready to serve you to the queen's taste. Bring her along dancing until one, unless some of our opinion marathoners start collecting on an extra hour. Some p.m. never know when to go home—president will lock up the

So much for Decoration Day. It is to be hoped you enjoy yourself in company of your friends, fellow members. Now take time to snore a bit. What has happened a

Your attention is called to the headquarters. Nice new building open and open, with shower baths for the men and blankets and Turn and Dean. Name how their faces shine! The new building admirably accommodates the crew and brings new zest to the pleasure of serving you.

And papa will strike that in. I have seen the new building is a top-to-date laundry, in which all the linens of the club are laundered. It has been said, but we have not verified it, that this particular laundry is operated by a Chinaman by the name of Yang Ling. Gaffer's shirts and sweaters delivered to Dean one evening are delivered trouble-free.

Of course you have observed how that the club has been redecorated in good taste. The service is quite a revelation. The atmosphere before the door prevents a casual visit to the bar.

The new amenities in the Grosvenor would be the 60-ft. (18-m.) swimming pool, the lounge, the billiard room, the gift of Mr. Eugene A. Halsey. You have heard it to Gene, he is always giving something except strokes.

In the rear of the second floor, through the door at the south end of the ball room, you find three private bedrooms. They are available for male members on every day or as a matter of privacy and economy.

On the third floor, bed rooms have been renovated and are a credit to

Now drop over and see Chappie. You know Chappie concentrates on time on golf, now that MacPherson has assumed full responsibility.

the course and grounds under supervision of the Green Committee. This gives him more time for lessons and for service to members in the way of equipment. Incidentally he has quite the finest professional's shop that we have seen anywhere, including Florida, Bermuda and other places we have been this winter. We were unable to get as far as Honolulu as we were blocked and blocked the far last year.

A word about meals. Have you tried the regular suppers at a dollar and a quarter? Or, the regular steak or chicken dinners at two bucks? We boast a new and capable chef under the direction of Herman and with a kitchen that even you would be proud of he is sending out the kind of food

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

Regular Members
Herman Arbena, Dr. J. P. Belgrade,
R. L. Berry, Dr. R. C. Bond, Robert
Lee Boyd, George B. Bruza, E. A.
Ruckhalter, Don J. Byrum, George
B. Cunningham, F. S. Evershow, R.
W. Swing, John M. Felton, J. L.
Fleming, J. F. Gilmer, D. L. Hanson.

J. L. Harrison, H. F. Jones, J. F. McIlhenny, Harry W. Meyer, E. C. Whitley, Mahom E. Mussler, E. N. McGowan, Harry W. McClure, Sr., Chas. Norstrom, E. M. Platts, Dr. J. O. Rankin, Lawrence Riley, A. H. Rockstrand, R. Norstrom, E. M. Scott, Henry D. Scott, R. E. Slinger, R. H. Smith, Louis R. Sprague, J. L.

Non-Resident Members
H. K. Hastings, Hal H. Shuler, H. H. Cross, Wm. Wilkenson, J. E. McAuliffe, Talman Ladd.

Miss Elizabeth Hogue, Mrs. Mary
S. O'Brien, Mrs. L. C. Schaffer, Mrs.
Jessie P. Whitaker, Mrs. Gene A.
Wilson, Mrs. Mae Weaver.

Waiting List

Applicants for membership will

be listed in order received and their names will be posted on the bulletin board. Those listed at the present time will receive consideration in the event of vacancies.

~ 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
Iced Tomato Juice .20 . Sauer Kraut Juice .20 . Orange Juice .25
Individual Preserves .25 Marmalade .25 Bar Le Duc Currant Jelly .30

Cereals with Pure Cream .25

BREAKFAST SPECIALS

Boiled, Fried or Scrambled Eggs .30	Shirred in Butter .35
Poached on Toast .35	Ham or Bacon and Eggs .60
Plain Omelette .45	Spanish, Cheese or Jelly Omelette .60
Chicken Hash on Toast .75	Corned Beef Hash w Poached Egg .50
Broiled Sugar Cured Ham .60	Broiled or Fried Bacon .60
Calf's Liver and Bacon .60	Small Breakfast Steak .90
Grilled Lamb Chops on Toast .90	French Toast w Jelly .50
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

Coffee Cup .10	Pot .20	Orange Pekoe or Green Tea .20
Sweet Milk .10	Butter-milk .10	Hot Chocolate .30
Glass of Cream .35	Half and Half .20	Cocoa Pot .25

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 classes.

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

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

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-de-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 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, 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.