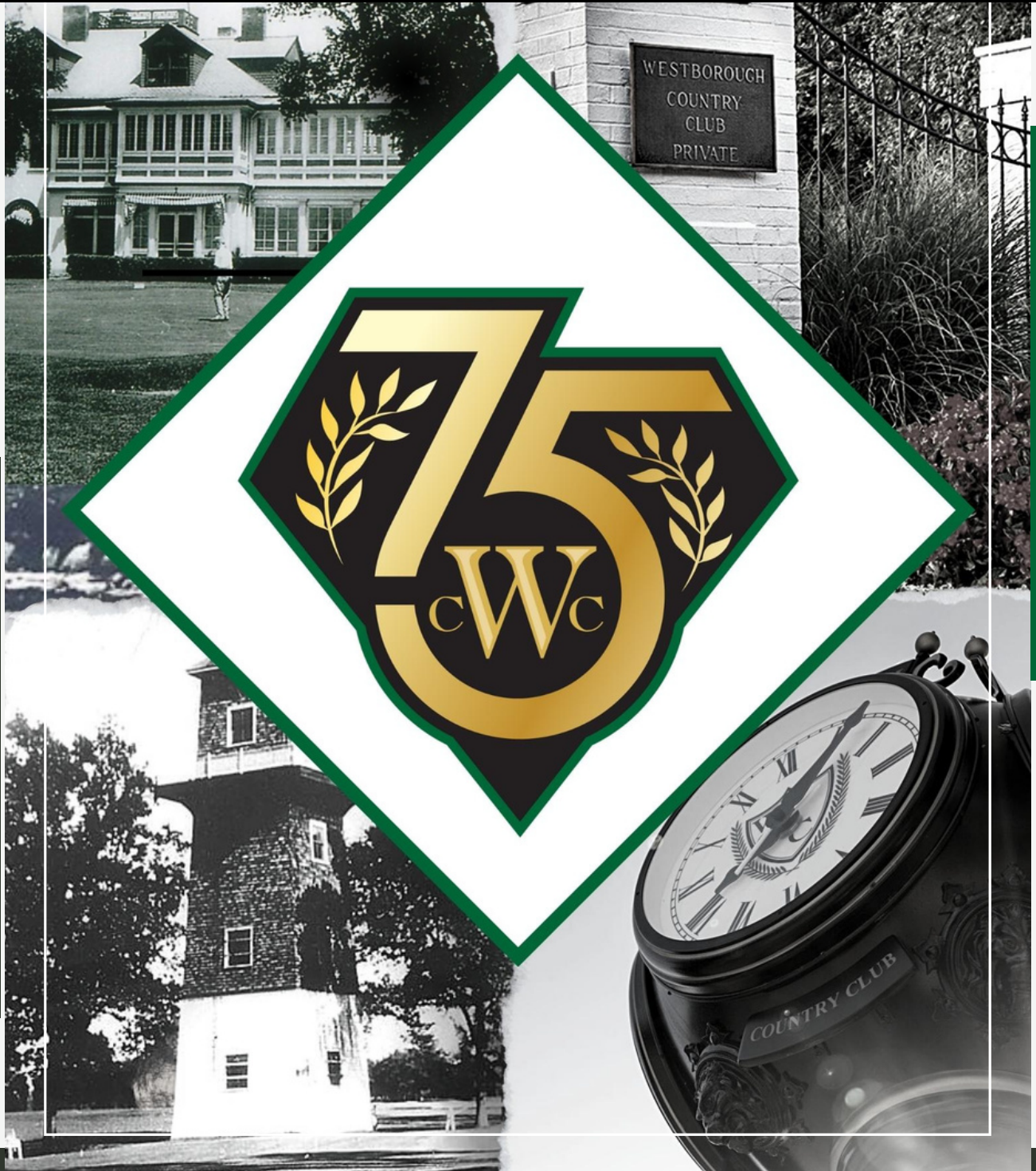


A DIAMOND IN THE ROUGH

WESTBOROUGH'S RICH & RESILIENT HISTORY



VOL. 2 BECOMING WESTBOROUGH



WESTBOROUGH COUNTRY CLUB

GENERAL OFFICE
730 CHESTNUT STREET
SAINT LOUIS

OFFICE OF THE
PRESIDENT



Photos around Westborough Country Club in 1928

Framed collage created by Robert Niver Pfeffer (8/26/1923 - 10/5/2001), son of Walter Pfeffer, Sr., and generously gifted to Westborough by Walter L. Pfeffer, II, Robert's son.

Foreword

April 30, 2023

Dear Fellow Westborough Members, Families, and Friends:

Welcome to the second installment in our e-publication *A Diamond in the Rough: Westborough's Rich & Resilient History*. In this installment, we begin as the calendar changes from 1927 to 1928. Westwood is leaving for its new location, and Westborough is born at the "Glendale" site. For a decade thereafter, Westborough would make its mark as one of the area's premier clubs, with its president, Walter Pfeffer, Sr., leading the improvement of leisure facilities and even expanding the Club's dining and dancing operations to a ballroom at the Chase Hotel. However, Westborough suffered a devastating setback during this period with its historic "Bridge/Myers" mansion clubhouse and adjacent buildings destroyed by fire. At that point, it would have been easy for Pfeffer and his ownership group to take the insurance proceeds and sell or subdivide the property. Instead, like the proverbial Phoenix rising from the ashes, Pfeffer wasted no time designing and building new clubhouse facilities that were, in his view, better suited to the leisure activities at that time, and even before those new facilities were completed, was able to announce full club membership.

As you read this installment it is important to keep in mind the local, national, and international circumstances of the time: the stock market crash of 1929, the Great Depression, FDR's New Deal, and political crises that set the stage for a second world war. Imagine the courage, effort, creativity, and certainly luck that was necessary to navigate Westborough through those treacherous waters. Thankfully, for all of us today, Pfeffer and his team pulled Westborough through the 1930s. They will face additional challenges in the 1940s, which will be the subject of our third installment.

Enjoy!



Ted Zimmermann
Club Historian



Jim Capek
General Manager



Hannah Rowland
Communications Manager



Rachel Barr
Membership & Marketing Director

TIMELINE

BUILDING THE FOUNDATION

1928 - 1939

March 1928

Westborough is admitted into the St. Louis District Golf Association.

March 19, 1928

Members of the newly established Westborough Country Club get the first chance to inspect their new facilities.

June 29, 1928

A full membership of 1,000 was obtained by Westborough and membership was closed with a lengthy waiting list.

**WEST BOROUGH CLUB
TO OPEN WEDNESDAY**
\$75,000 Improvements
Made on Old Westwood
Country Club.

**WESTBOROUGH CLUB
HAS 1000 MEMBERS**

The deed of conveyance of the Westwood Country Club property, located in Glendale, between Webster Groves and Kirkwood, at the northwest corner of Lockwood and Berry roads, was filed during the past week to the purchaser, the Westborough Country Club.

The Westborough Country Club was organized by Walter L. Pfeffer and Henry R. Weisels. The price paid for the Westwood property was \$300,000. The grounds contain approximately 94 acres, with a frontage of 2625 feet on Lockwood avenue, 1312 feet on Berry road, 1900 feet on the Missouri Pacific Railroad tracks and 1175 feet on the Sappington road.

The Westborough Country Club membership of 1000 has been fully completed, with quite a number on the waiting list. The membership was closed Friday night. Memberships in the new club were sold for \$33 a year, with no dues and assessments, but a charge is made on the pay-as-you-play plan.

The officers of the new club are: Walter J. Pfeffer, president; Henry R. Weisels, vice president, and Richard H. White, secretary and treasurer. Pfeffer will be the active manager in addition to his presidential duties, and the club will be under his direct supervision. He is one of the best-known golf experts in the city.

July 4, 1928

After claiming official ownership of the former Westwood property on July 1, 1928, Westborough hosts a grand opening on July 4th.

Nov. 26, 1933

A fire destroys Westborough's Bridge/Myers clubhouse mansion and adjacent buildings.

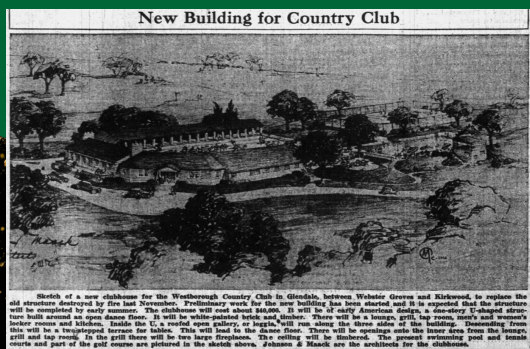


Jan. 1934

Pfeffer calls a meeting of Westborough "active supporters" to detail plans for a new clubhouse. The new building was expected be ready in June and to cost \$40,000.

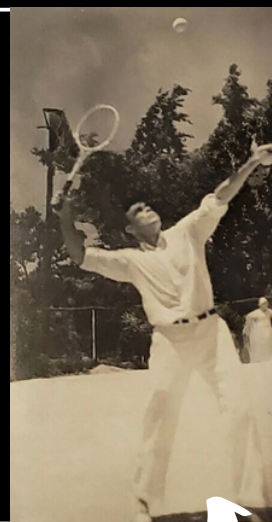
June 1934

Westborough hosts a formal opening of their new clubhouse and facilities with a dinner dance on its new terrace gardens.



July 1937

Pfeffer announces Westborough's intention to add tennis to the Club's activities and hires A. B. Lynn as Chairman of the Westborough Tennis Committee.



Walter Pfeffer, Sr. playing tennis in 1939.

1938

Pfeffer begins working with a real estate developer to build an apartment complex with 96 units onto the property. After receiving much resistance, he abandons the project and continues to operate Westborough as a private country club, advertising membership to local neighbors.

WESTBOROUGH-OAKLAND SQUABBLE SETTLED.

The curtain has been lowered on the last act of the Westborough-Oakland Squabble, according to Mr. W. L. Pfeffer, President of the Club.

The stockholders of the club always did insist that no building would be built that would ruin the valuation of any of the surrounding property, as ninety percent of the stock is held by residents of Webster Groves; also it was always understood that at least a part of the tract would remain intact as a club.

The stockholders were greatly surprised upon viewing the prospectus of the promoters and learning of the organized opposition. They decided to drop the matter for at least one year, and notified Mr. Harris Armstrong of their intention as explained in the following letter from Mr. Pfeffer to Mr. Armstrong.

SETTING THE STAGE

The 1910s and 1920s were an era of tremendous growth in golf in our country, with over a million Americans playing on public and private courses. People had more money in their pockets thanks to industrialization, and this wealth and an increase in leisure time led to a rapid rise in the number of country clubs throughout the 1920s. In fact, by the time Westwood listed its Glendale property for sale in April 1927, there were actually three country clubs within roughly a mile of one another: Algonquin GC, Kirkwood CC (later named Woodlawn CC), and Westwood CC. Also at that time, the area surrounding

Westwood was experiencing significant residential growth and, as such, it would have been no surprise had the grounds been sold to a real estate developer for subdivision into single-family homes or other forms of housing. However, because the interest in golf continued to grow rapidly in the late 1920's, demand for country clubs remained high. This period was part of what is now called the "Golden Age of Golf," with courses being designed by many of the most prominent course architects in golf history and many iconic professional and amateur golfers performing at the top of their game.



Whip and Spur | June 1930

Pay-Play Members Take Over St. Louis Course

WESTBOROUGH COUNTRY CLUB is the new name of the old Westwood Country club property at Webster Groves, Mo. (a St. Louis suburb). Westwood has moved into one of the district's new show-places, leaving its old plant to be operated on an interesting combination membership and daily fee basis until the inevitable subdivider steps in.

Louis Gund, formerly connected with Glen Echo at St. Louis, is operating the Westborough plant for Walter Pfeffer, the owner. Gund also managed Westwood for three years in its old location.

Westborough has 900 members at \$30 a year. These members pay \$1 week-days and \$2 Saturday, Sundays and holidays for their golf. Other charges are: 50 cents for tennis, 50 cents for swimming, 25 cents for handball, 25 cents for horseshoes and 25 cents for archery. Everything is on a cash basis.

The plant has a swimming pool 40 feet by 120 feet, surrounded by a terrace seating 300 people and with dance space for 200 couples. The dance floor surrounds a fountain and gold-fish pool that is brilliantly illuminated with multi-colored lights. The dining room has seating capacity for 500, giving the whole operation a feeding capacity of 800. This summer Gund is making a play on buffet lunches with the club's own bakery goods as specialties. This detail should get a great play for about 400 of the members live within a mile of the Westborough club. Gund also is making a bid for delicatessen business. He figures that even if some of the nearby members are not eating at the club, the operation can profit by supplying some of their home food requirements.

Undoubtedly, these factors played an important role in the decision of Walter Pfeffer, Sr. and the other members of his ownership group to purchase the Westwood property and continue to run it as a country club. The new club would hold a different membership and structure than the traditional one used by Westwood. Their new structure would be a hybrid membership, combining a modest annual fee with pay-as-you-play or daily fees. However, the looming threats of redevelopment and subdivision remained, as shown by reporting in *Golfdom* magazine saying that Westborough "would be operated on an interesting combination membership and daily fee basis until the inevitable subdivider steps in."

This hybrid structure may have been unique in St. Louis, but according to Pfeffer, was quite common elsewhere. He claimed that, at the time, the Chicago-area had 50 or more clubs using that very structure. In fact, Westwood, in its advertisement of the Glendale property, while noting that it's property was "wonderful for subdivision," also suggested that the location was ideally suited to a "PAY-AS-YOU-ENTER GOLF CLUB." Westwood's suggestion of the very type of unique club that Pfeffer's group created, along with Westwood's assistance in financing the sale and participation in the new club's governance (see information about Henry R. Weisels on page 11), demonstrates how influential Westwood was in preserving the property for golf.

WESTBOROUGH PAY-AS-YOU-PLAY

- | | |
|---------------------------|------------------------------------------|
| Ⓢ \$30 per year | Ⓒ 50-cent tennis |
| Ⓢ \$1 weekdays | Ⓒ 50-cent swimming |
| Ⓢ \$2 weekends & holidays | Ⓒ 25-cent handball, horseshoes & archery |

ST. LOUIS ARCHERS AND GOLFERS IN MATCH PLAY



April 21, 1933, scene on the 16th green of Westborough. Archers shoot at targets placed at the edge of the green for their "putts," with a bulls-eye counting as one putt, first circle as two putts, and second circle as three putts.

In December 1927 and February 1928, when announcing the purchase of the Westwood property and introducing the new Westborough Country Club, Pfeffer laid out his plan for \$75,000 in improvements and a Club opening of July 1, 1928.

Improvements costing about \$75,000 will be started tomorrow at the Westborough Country Club, formerly the Westwood Country Club, which has already 493 paid-up members. A swimming pool, 40 by 120 feet, with marine illumination and all tile, surrounded by polished flag stone terraces, and a flag stone dancing floor, that adjoins the dining and locker rooms, will be constructed.

Globe-Democrat | Feb. 12, 1928

His ambitious plans also included athletic classes with specialized instructors for swimming and life-saving, tennis, volleyball, handball, archery, horseshoe pitching, and quoits. To accomplish his plans, Pfeffer hired Washington University football star Elwin Comstock as Westborough's director of athletics. Comstock would be in charge of swimming, boxing, and track. Pfeffer also knew how important a prominent golf professional would be so he hired Charley Held, whose twin brother Eddie was then one of the top amateur golfers in the country and is recognized as one of the best golfers ever in the St. Louis District.

According to news reports, Charley had been a pro since 1920 and "was considered by many to be the equal of his twin brother." Another brother, Bill Held, was hired as Charley's assistant.

Quoits? Think ring toss! Competitors pitch metal, rope, or rubber rings, aiming to land them over a spike in their opponents' pit.



Summer Camp for Children

Ages 6 to 16

SUPERVISED PLAY AND INSTRUCTION FOR 8 WEEKS

Westborough Country Club
Webster Groves, Missouri

Handcraft, Swimming, Diving, Tennis, Boxing,
Baseball, Track

2 FOUR-WEEK COURSES

June 15th to July 11th—1st Term July 12th to Aug. 8th—2nd Term

\$20 for 4 Weeks > > \$40 for 8 Weeks

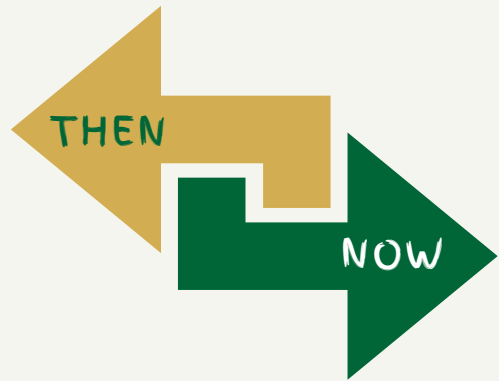
COMPETENT EXPERIENCED INSTRUCTORS

For information call Webster 3090 or STerling 3006

Transportation can be arranged for children living outside Webster.

The New-Times | May 22, 1926

WESTBOROUGH JUNIOR SPORTS ADS



2023

WESTBOROUGH JR. PROGRAMS

**TENNIS
GOLF
SWIM
DIVE
KABOOSE**



SO, WHO WAS WALTER PFEFFER?

Walter Louis Pfeffer, Sr. was born in Lebanon, IL on June 22, 1888. He attended nearby McKendree College and then the University of Mississippi Law School. In June 1913, Pfeffer married Margaret Niver (1888-1936), and by 1920, the couple had moved to 240 Rosemont Avenue in Webster. He and Margaret had three children: Juel Suzanne Pfeffer (1915-1985), Walter Louis Pfeffer, Jr. (1917-1944), and Robert Niver Pfeffer (1923-2001).

By the 1920s, Pfeffer headed a furniture jobbing business and was also a highly-regarded figure in the golf communities in St. Louis, throughout the Midwest, and even at the national level. Pfeffer was a member of Algonquin GC where he had been chairman of the greens committee, was Vice-President (and later President) of the St. Louis District Golf Association, a member of the boards of the Trans-Mississippi Golf Association and Missouri Golf Association, a member of the advisory board of the U.S. Golf Association, and had been recently nominated to be a director of the Western Golf Association. He had also been an official referee in major golf tournaments through both the city and the District.



As seen by the \$75,000 worth of improvements he made upon acquiring the site, Pfeffer had a keen sense of the breadth of leisure activities that would be needed to operate a country club in the tumultuous times of the late 1920s and early 1930s.

He was also entrepreneurial and quite adventurous. For example, just after officially launching Westborough in July 1928, that

October he had Joseph Solari, who ran the Solari Guild School of Allied Arts in Kirkwood, put on a three-day "Gypsy Fair" on the Club grounds. A gypsy colony descended upon on Westborough with six wagons, tents, and colorful lighting, and provided gypsy entertainment including fortune tellers and "wild passionate songs and dances of their race." They served food from large, iron pots hanging from tripods.

'GYPSY FAIR' TO BE HELD AT WESTBOROUGH CLUB

"Gypsy Fair" will be produced by Joseph Solari at the Westborough Country Club on the nights of October 4, 5 and 6. The fair will be carried on within an enclosure formed by the wagons and tents of a Gypsy colony camped on the grounds.

Star and Times | Sept. 29, 1928

GYPSY FAIR AT WESTBOROUGH COUNTRY CLUB

To Be Held on Evenings of October 4, 5 and 6, Under Direction of Mr. Joseph Solari:

Mr. Solari and his staff have developed a most unusual fair, and we are led to believe that this, which is the first of four similar events, will prove to be an outstanding feature this season in a dramatic and social way.

The Gypsy Fair is made up of a seemingly large Gypsy fraternity who are camped on a verdant area near a grove of trees. About six covered wagons and a number of tents form an extensive ellipse in which the main activities of the Fair are carried on.

At the end of the inclosure is a board platform built close to the surface of the earth. Upon this a group of bewitching Gypsy maidens entertain the visitors with songs and the wild, passionate dances of their race.

Plain rustic board benches are arranged before the platform to accommodate the spectators. At one end of the platform is a great bonfire to illuminate the performers and suffuse its warm glow upon the camp.

Several of the Gypsy wagons are inhabited by clever fortune tellers. Numerous Gypsy maidens mill through the visitors selling confections and fancy trinkets. An accordionist adds to the animation with his music as he saunters from place to place during the intervals of the platform entertainments. Numerous contests are in continuous progress, where the victor receives an enduring prize.

Long rough tables and benches are placed between the tents and wagons at which the guests are served from large iron pots that hang from heavy tripods. From time to time the visitors mingle with the Gypsies upon the platform and dance to the colorful and sprightly orchestra.

Many queer lanterns shed their light upon the scene, aided by the warm and flickering glow from the camp fires.

The constant movement of the Gypsies—the dark skirts and vivid colors, flashing eyes and festive spirits—situated in a beautiful spot on the club grounds—create a mood of primitive glamour both artistic and unusual.

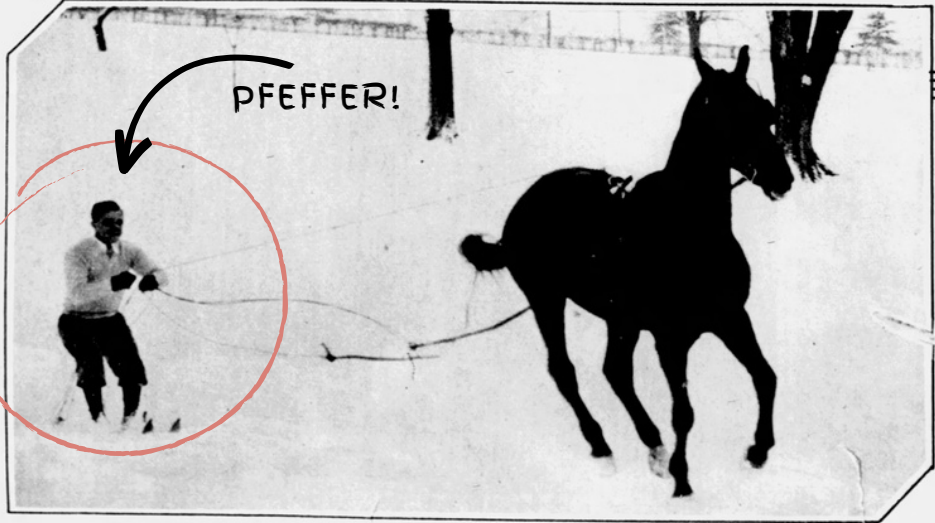
An arrangement of professional talent has been perfected for the stage show which will be alternated with dances with the Gypsy orchestra. A beautiful effect will be secured by the natural surroundings of the camp. Wierd, colorful lights will be focused on the scenes from Mr. Solari's lighting arrangement, which he is now working on.

Webster News-Times | Sept. 28, 1928

PFEFFER FAMILY FUN AT THE CLUB



TAKING EVERY ADVANTAGE OF "WINTER" AT WESTBOROUGH COUNTRY CLUB—The hoofers: Misses Ann Luckett, Peggy Gross and, at the left of the sled, Betty Gross; Miss Caroline Tavior, driving, and Miss Florence Walbancke, out for a ride.



This form of locomotion evidently is pleasant. The man sliding along is Walter Pfeffer.

Post-Dispatch | December 18, 1932



Mrs. Walter Pfeffer and Mrs. Sam Snyder, who took part in the District Association play at Crystal Lake Country Club.



Suzanne Pfeffer, daughter of Walter Pfeffer, and Mary Jane Conger, two charming mermaids of Westborough Country Club.

Whip and Spur 1930



GOLF AFTER DARK
One green of the nine-hole illuminated pitch and putt course at Westborough Country Club, Webster, Mass.

One of the greens being illuminated for play.
Union Electric Magazine, August 1930

PITCH & PUTT COURSE

On Saturday evening, April twenty-sixth, one of the most artistically conceived miniature golf links was opened for play on the grounds of the Westborough Country Club.

On account of unusually cool and unpropitious weather the guest list was more limited than it would have been otherwise, but exclamations of praise and admiration were heard on all sides. The narrow stream that trickles down the slope from the Westborough hole over smooth rocks, is an attractive feature.

Praise for the new miniature course from
Whip and Spur, May 1930

GOLF AFTER DARK!

One of Pfeffer's most ingenious endeavors was a "Tom Thumb" golf course on the Westborough grounds launched on April 26, 1930, where "members may try their skill with niblick and putter." The nine-hole miniature course had grass fairways and greens and was illuminated by nine 1,000 watt floodlights to permit play at night. It was located on the eastern slope of the clubhouse (essentially between the clubhouse and No. 10 fairway). The nine holes were named for different country clubs in St. Louis:

- | | | |
|--------------------|-------------------------|----------------------|
| 1 <i>Algonquin</i> | 4 <i>Glen Echo</i> | 7 <i>Sunset</i> |
| 2 <i>Bellerive</i> | 5 <i>Midland Valley</i> | 8 <i>Westwood</i> |
| 3 <i>St. Louis</i> | 6 <i>Normandie</i> | 9 <i>Westborough</i> |



Where interested groups gather each evening at Westborough Country Club to enjoy the popular game of miniature golf.

As an all-around sportsman, Pfeffer enjoyed horses and held an annual horse show at Westborough for several years. He also enjoyed coursing (the "sport of hunting game animals such as hares with greyhounds using sight rather than scent"), a hobby that led to a fun anecdote in Westborough's history, when, in December 1931, Pfeffer was stuck with 48 jack rabbits intended for a coursing event "but arrived too late to be schooled in escaping from the coursing pen."



Walter Pfeffer, president of the Westborough Country Club, and one of his greyhounds. —By a Post-Dispatch staff photographer.

Post-Dispatch | Dec. 13, 1931

Pfeffer's first wife, Margaret, passed away in 1936. In 1949, he married Louise Seibert and they remained married until his passing on May 31, 1956 in Port Washington, NY, where he had lived for the past seven years and was a governor of the Southampton Yacht Club. In the summers from 1953 to 1955, Pfeffer also lived at Shinnecock Hills Golf Club in NY where he would play golf in the morning and sail his boat in the afternoon.

Much more will be written about Pfeffer in this installment and in future ones, but suffice it to say that Pfeffer's influence upon and significance to the history of St. Louis golf and to Westborough's legacy was profound. He saved the property from subdividers, sustained it through a depression and world war, and, while almost giving it back to the real estate developers, in the end helped it stay true to its origins by helping the members buy the Club in 1948.

48 JACK RABBITS PROVE A PROBLEM AT COUNTRY CLUB

Animals Brought From Kansas for Coursing Meet Are of No Use Now.

Walter Pfeffer, president of Westborough Country Club, is seeking someone who will take off his hands 48 Kansas jack rabbits that are making inroads into the supply of alfalfa hay at the club's barn.

The rabbits were imported from Kansas for the coursing meet held at St. Louis Country Club a week ago in which Pfeffer was interested, but arrived too late to be schooled in escaping from the coursing pen, and were not used.

When not eating hay the rabbits keep in trim by attempting to leap over the six-foot walls of two box stalls in which they are quartered, Pfeffer reports. There were 50 rabbits in the shipment, but two solved part of Pfeffer's problem by escaping from the barn and are shifting for themselves on the Westborough golf links.

There is some talk among sportsmen of a second coursing meet here soon, in which case the rabbit problem would be solved. If the proposed plan does not materialize, Pfeffer probably will present the inmates of some institution with jack rabbit stew.

Post-Dispatch | Dec. 6, 1931

Thank you, Mr. Pfeffer!

WESTBOROUGH IS BORN

In March 1928,

Westborough was admitted to the St. Louis District Golf Association. On March 19th, members of the new Westborough Country Club would get the first chance to inspect their new facilities, although Westwood was still operating out of that location until Westborough's formal opening in July. Westborough's membership filled quickly, with over 500 members in February 1928, and 700 by inspection in March. As of June 29, 1928, full membership of 1,000 was obtained by Westborough and membership was closed with a lengthy waiting list. Also during that last week of June, the deed of conveyance was filed, and on July 1, 1928, Westborough officially took ownership of the former Westwood property. A grand opening was held on July 4th. Pfeffer was the Club's first president, and interestingly, Henry R. Weisels was the vice-president. You may recall that Weisels was the Westwood CC member and prominent real estate agent who listed the Westwood property for sale in April 1927. It was reported that Pfeffer and Weisels had organized Westborough, and Weisels' position in the new Club further demonstrates the integral role that Westwood CC leadership and the Jewish community played in establishing, financing, and governing Westborough, and helping achieve its instant success. Interestingly, a few years later in 1933, Weisels joined Richard A. White, former secretary/treasurer of Westborough, to take over Meadow Brook Golf Club and Tavern and reorganize it as Meadow Brook Country Club.

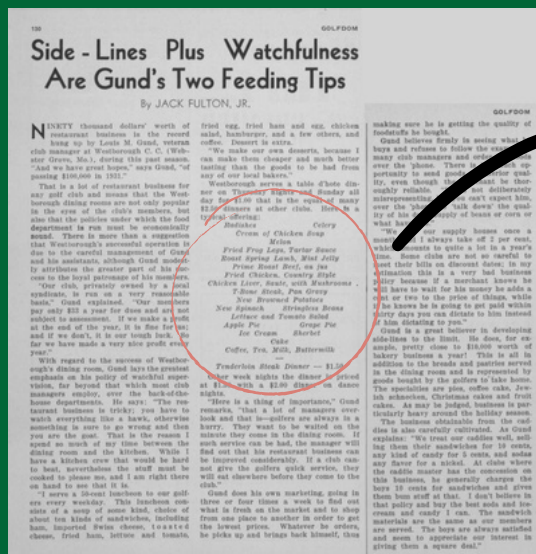


WESTBOROUGH COUNTRY CLUB, WEBSTER GROVES, MO.

119262

Westborough Postcard

making sure he is getting the quality of foodstuffs he bought. Gund believes truly in seeing what he buys and refuses to follow the easy way of many club managers and only ordering what they please. There is no such opportunity to send orders to the kitchen, even though it is not a particularly reliable one. Gund's deliberate interpretation of the word "don't" is the quality of his food. He is not a man who is a "don't" man.



What's on the Menu?

- ✓ FRIED FROG LEGS
- ✓ CHICKEN LIVER
- ✓ GRAPE PIE

...oh my!

Aren't you glad we've changed a few things?!

Golfdom | May 1931

The Club's first manager was Louis Gund, who had previously managed Glen Echo CC and was also at Westwood CC for a three year period. Westborough's food service operation was highly successful under Gund, registering \$90,000 in sales in 1930. His successes were featured in an extensive article in *Golfdom* magazine in May 1931, in which he detailed his approach to club management. While he was criticized for boasting about his successes because Westborough was syndicate-owned, not member-owned like most other country clubs, his accomplishments were certainly noteworthy.



LOUIS GUND
Manager of Westborough Country Club.

Whip and Spur | Jan. 1930

Westborough Country Club

Located between Webster Groves and Kirkwood, Missouri. Twenty minutes ride from St. Louis. A country club offering exceptional opportunity for the *entire family* to enjoy out of door recreation and the pleasures of a country and golf club at a cost per year little more than other clubs cost per month.

WESTBOROUGH with dues of thirty dollars per year, operating on the pay as you play plan is an innovation in this part of the country in so far as it leaves the total annual expenditures of its members entirely up to each individual member.

WESTBOROUGH COUNTRY CLUB is a *strictly private* club with its membership very carefully selected.

Golf • Eighteen holes fully developed, one of the finest *old established* golf courses in the middle west. Bent greens and splendid fairways. Course record held by A. Mitchell established years ago in competition with George Duncan, Walter Hagen and Joe Kirkwood.

Club House • Beautifully appointed, comfortable lounging and reception rooms, ladies' and men's locker rooms and shower baths, card rooms, an *unexcelled cafe*, a place for dining, parties, bridge and dancing.

Swimming Pool Entirely filtered each day. Capacity one thousand people. Swimming lessons, Red Cross life saving courses, supervised athletics for the kiddies, all under the direction of well known and qualified instructors.

Tennis • Four courts maintained in the best of condition, with others to be added. Special tournaments and trophies.

Play Grounds Children to have special attention. Wholesome amusements are provided under careful supervision.

Archery • Handball • Quoits • Clock Golf and Horseback Riding
Are provided for the members amusement. Open air terraced gardens with cafe service and dancing will be a special feature. Most of the above facilities will be available in the evenings.

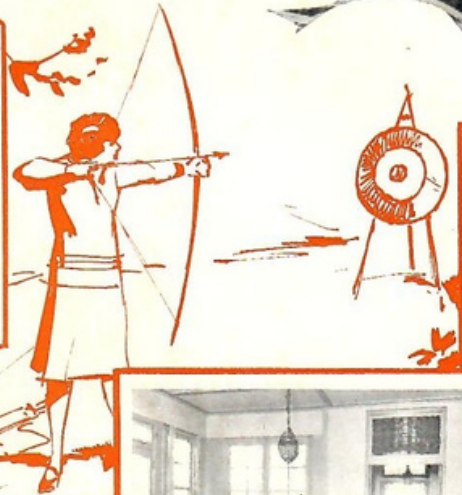
The Board of Governors assure its members and guests that WESTBOROUGH will be maintained at the highest possible standard.

Reviewing the many advantages of WESTBOROUGH COUNTRY CLUB you owe it to your family and yourself to have a membership so as to be able to enjoy its many activities, this even if you are affiliated with other clubs.

Westborough Country Club

Activities of WESTBOROUGH COUNTRY CLUB





ON THE WESTBOROUGH GOLF LINKS



CLARENCE COFF

While Gund was managing the social side of the Club, the golf side landed a new professional in March 1929 when Charley Held left Westborough to run a bowling alley and 28-year-old long-drive phenom and Triple-A assistant pro Clarence Coff took over. He chose his brother, Joe, as his assistant (Joe had been previously been the caddie master at Algonquin). Coff was well-known as "the longest driver in the St. Louis district," and during his three years as Westborough's head pro, he scored a hole-in-one on two different par 4 holes: October 1929 on 298 yard No. 6 and September 1930 on 355 yard No. 11. He even drove the green on Westborough's No. 2 lake-hole which, at the time, was 351 yards – 275 yards from the tee to the front of the lake and 75 yards to carry the lake to the green. Interestingly, Coff started playing golf at age 14 and never took lessons. He caddied at Triple-A "and learned the game by watching good players."

Whip and Spur 1929

BRYAN WINTER

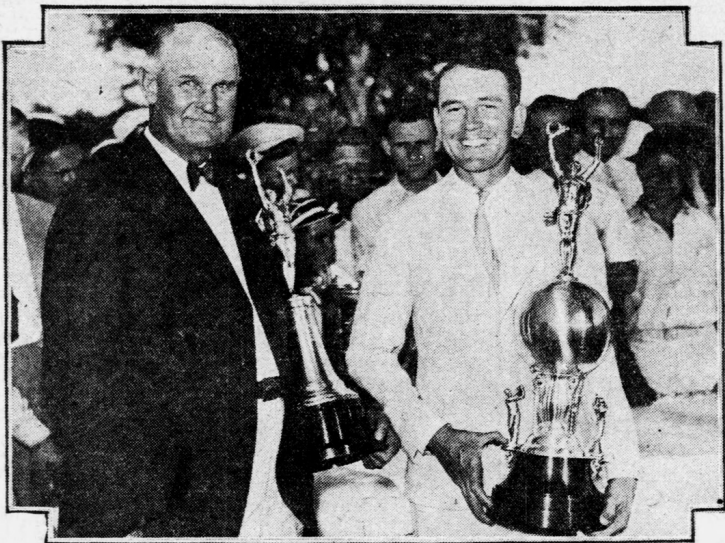
During its early years, Westborough quickly made a name for itself both as a golfing venue and through a number of its highly skilled golfers (members and professionals) who cemented their place in St. Louis District golf history. One of the first was Bryan Winter, who in 1928 finished second behind Jimmy Manion at the St. Louis District Championship. Winter would go on to win that title back-to-back in 1931-32.

Post-Dispatch | May 27, 1928



WESTBOROUGH'S CUP WINNERS

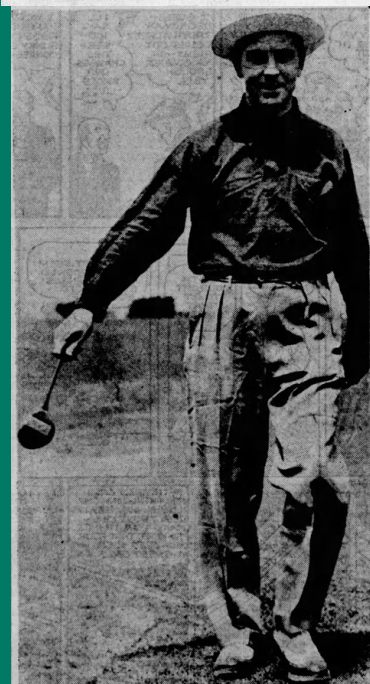
F. H. SCHWARTZ, at the left, is shown holding the trophy he won as champion of the Veteran's Class, while CHESTER O'BRIEN, right, exhibits the Missouri Amateur Golf Championship Cup, his prize for defeating Sidney Salomon in the final. Both Schwartz and O'Brien are members of Westborough Country Club.



CHESTER O'BRIEN

Another historic Westborough golfer was Chester O'Brien, winner of back-to-back state amateur titles in 1933-34 and a St. Louis District title in 1938. He also played in the U.S. Open in 1939, of course as an amateur. One of Westborough's most proud accomplishments of this era was that in the 1933 Missouri Amateur Tournament held at Westborough, not only did O'Brien win the championship but fellow member F. H. Schwartz also won the Senior Class.

O'Brien Defeats Salomon



ELLIOTT WHITBREAD

Much like Chester O'Brien, Westborough star golfer Elliott Whitbread was a regular local champion. He won back-to-back state amateur championships in 1928-29, was the top amateur golfer in the District in 1935, and was champion of the St. Louis District twice (1930 and 1936). Later in life he was the Executive Director of the Missouri Golf Association from 1942-1967 and inducted into the MGA Hall of Fame in 2006. As a Westborough member throughout the 1930s and 1940s there will be more to report on Whitbread in the next installment (including a noteworthy relationship with a fella who loved golf named Bing Crosby), but suffice it to say that he was another in the group of noteworthy golfers that roamed our links during this decade.



Globe-Democrat - June 6, 1937

PHOTO FROM
MISSOURI GOLF
ASSOCIATION HALL
OF FAME;
WHITBREAD
INDUCTED
IN 2006

WHITBREAD
DEFEATS JIMMY
MANION IN THE
DISTRICT SEMI-
FINALS IN 1937



WHITBREAD NO. 1 GOLFER

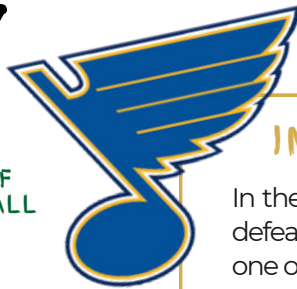
Held Close Up in District Rankings

With an average of 71 strokes in four rounds of tournament play, Elliott Whitbread of Westborough topped the golfers enrolled in the St. Louis District Golf Association for the 1937 season, according to figures released yesterday by Corrie Schnecko, secretary of the association.

Whitbread has been rated at scratch in the new handicap list just released and along with him is Eddie Held of Algonquin, who averaged 76 for the four rounds he played here during his short sojourn in the district last season, but received his ranking because of the fact he won the St. Louis championship.

Held defeated Whitbread on the fortieth green of the 1937 tournament.

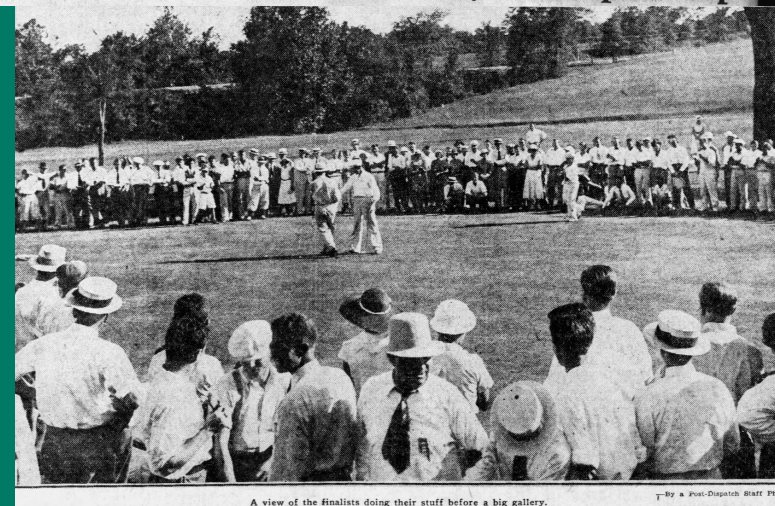
Globe-Democrat | Jan. 30, 1938



IN GOOD COMPANY

In the 1933 Missouri Amateur Golf Championship, O'Brien defeated Sid Salomon, Jr. Mr. Salomon was then known as one of the finest amateurs in the state, but he may best be known today for bringing the Blue Note to town! That's right, Salomon Jr. and Sid Salomon III are the men behind the origin of our St. Louis Blues! They were awarded Blues ownership in 1966 and oversaw the early success of the team, including Stanley Cup Finals appearances in the team's first three seasons!

on, 4 and 3, for State Golf Championship



A view of the finalists doing their stuff before a big gallery.

By Post-Dispatch State Ph

O'Brien and Salomon, Jr. drawing a crowd on the 16th green at Westborough. Post-Dispatch | June 18, 1933



MISSOURI'S TWO BEST AMATEURS



THE new champion, Chester O'Brien, is shown on the right with the victor's spoils, including the Lloyd Crouch Trophy symbolizing the state championship. On the left is Sidney Salomon, Jr., the runner-up.

Globe-Democrat | June 18, 1933

ORVILLE WHITE

Orville White replaced Coff as the Westborough pro in January 1932, and while his predecessors Held and Coff were highly-regarded golfers, White trumped them both. In fact, local golf legend (and eventual Westborough professional) Johnny Manion gave high praise to White in an interview after Manion had played in the 1936 U.S. Open. Manion was asked to rank U.S. Open champ Toney Manero, and Manion replied saying Manero wasn't even one of the best 11 golfers at the time. He said that Henry Picard was better and one of the best 11. He went on to say, "Next to Picard I think Harry Cooper comes, then Gene Sarazen, Johnny Revolta, MacDonald Smith, Horton Smith, Olin Dutra, Tommy Armour, Walter Hagen, Byron Nelson, and Orville White."

His first year as Westborough's pro was remarkable, and he brought great notoriety to the Club. In April 1932, White teamed up with Algonquin GC legend Roger Lord in a match against another local great Chris Kenney, and more importantly, Ralph Guldahl, the St. Louis Country Club professional and one of the best golfers in the world. In the mid-1930s Guldahl was one of the top names in golf, winning U.S. Open titles in 1937 and 1938, the Masters in 1939, and three consecutive Western Opens. White and Lord bested their opponents largely due to White carding a 68 to Guldahl's 70.



Orville White, Westborough professional, surprised golf followers yesterday by turning in a 68, in competition with Ralph Guldahl, Country Club pro, who played a 70, in a four-some with Chris Kenney as Guldahl's partner and Roger Lord as White's. In the picture White is driving. Kenney is in the center foreground and Guldahl at the right.

Post-Dispatch | Apr. 25, 1932

Then, only a few weeks later, White broke Westborough's 14-year-old course record by a whopping four strokes, shooting a ten-under-par 62!

White did not stay long at Westborough, departing in November 1933 for Meadowbrook, and a year thereafter, he left Meadowbrook for a position on the East Coast. White was succeeded by Harry Walker, who would guide Westborough as golf professional through the rest of the decade.

GENE FEHLIG

While O'Brien and Whitbread were starring in District play, budding Westborough superstar Gene Fehlig was making a name for himself in junior play during this era. Fehlig, who would win multiple district titles in the 1960s, set the Forest Park Municipal course record in 1937

FOURTEEN-YEAR-OLD GOLF RECORD BROKEN

Orville White Shoots 62, Ten Under Par, at Westborough.

While Ralph Guldahl drew golf interest to Algonquin for the day, big things were stirring across the Berry road, on Westborough Country Club's course. Orville White, 22-year-old professional of the latter club, went around in 62, slashing four strokes from the course record that has stood for fourteen years.

White had a most unusual round, getting ten birdies and never going over par. His putting was deadly and his woods were sensational. On the fifth he was hole-high in two. It is a 581-yard hole. He drove the green, 331 yards away, on the ninth, and drove the 266-yard seventeenth. No putts were conceded, and every ball was played from where it rolled.

This is White's first year in competitive golf, though he served two years in apprenticeship locally, one at Westborough and one at Algonquin, with the Harrison brothers. He came to St. Louis from Memphis. The rest of White's foursome yesterday could not offer him much competition. Paul Kronuge had a 79, George Scovell 116, and Lou Shepard 103.

Westborough's record was formerly held by Abe Mitchell, noted pro, in an exhibition with George Duncan, Walter Hagen and Joe Kirkwood in 1918. The club was Westwood then.

White's card, with par:

| | | | | | | | | | | |
|---------------|---|---|---|---|---|---|---|---|---|----|
| Par, out.... | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 36 |
| White | 5 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 29 |
| Par, in | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 72 |
| White | 4 | 5 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 62 |

Globe-Democrat | May 9, 1932

with a four-under-par 68. He would take runner-up honors in the 1938 District junior championship, then win the District title in 1939. He also won a local men's pro-am tourney in 1939 as a junior! Check back for more about Fehlig in future installments.

White Takes Spotlight Away from Guldahl in Westborough Match

Memphis Product Shoots 68 as He and Lord Defeat St. Louis Country Club Pro and Kenney, Two Up.

Globe-Democrat | Apr. 25, 1932



... with a 62 for 18 holes ... 10 strokes under par ... 4 under the record ... 10 birdies and never over par ... with a

PRO ROYAL
75¢ EACH

Orville White, Professional at the Westborough Country Club, St. Louis, Missouri, scored a record breaking 62 over Westborough's eighteen-hole course, which measures 6,340 yards, on May 8, 1932.

His putting was deadly, and his woods were sensational. On the fifth he was hole high in two. It is a 581-yard hole. He drove the green, 331 yards away, on the ninth; and drove the 266-yard seventeenth. Every inch of this marvelous round of 62 was played with a PRO ROYAL.

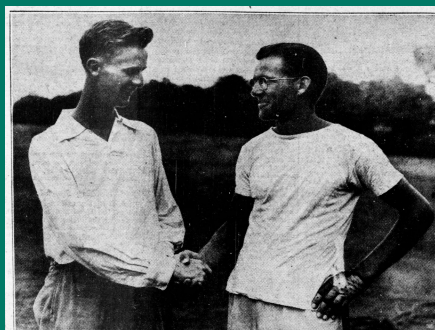
The previous record of 66 was made by Abe Mitchell in a match against Walter Hagen, played in 1918.

This wonderful score by Orville White and the PRO ROYAL gives us every right to say that the PRO ROYAL is the best ball for the better-than-average golfer.

If you have not hit the PRO ROYAL, play one on your next round, and let the PRO ROYAL tell you its own story of accuracy and distance.

"U.S." TRUE CENTER Golf Balls
A PRODUCT OF THE UNITED STATES RUBBER COMPANY

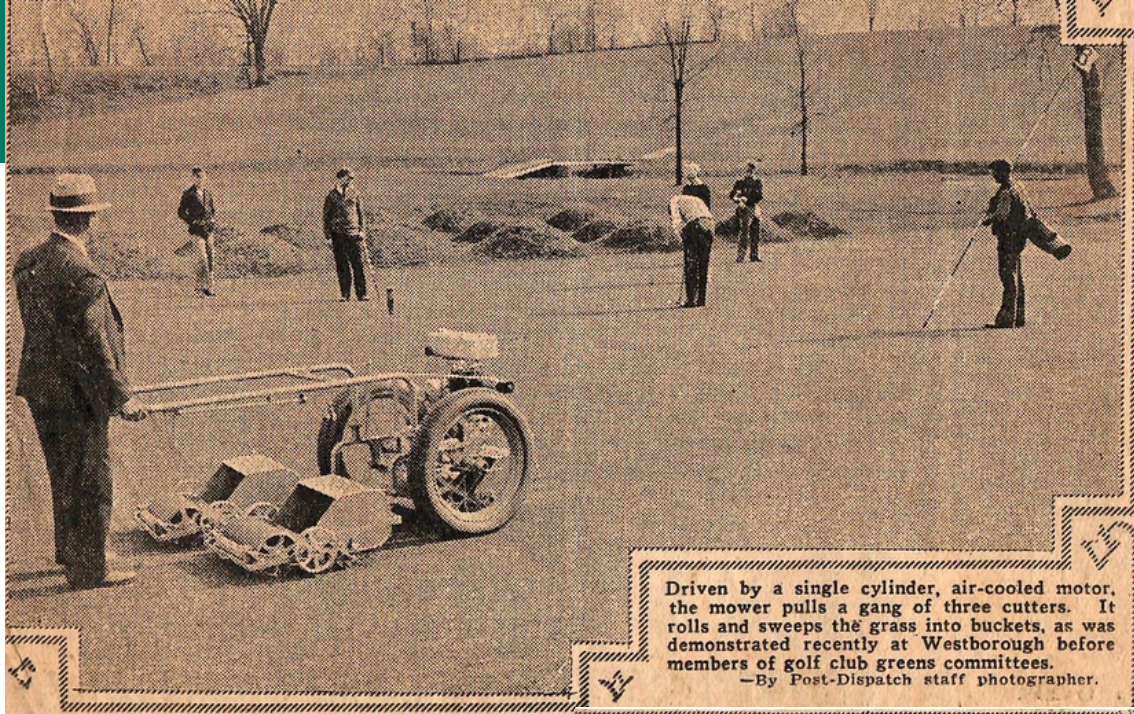
Ad from Golf Illustrated Aug. 1932



Fehlig congratulating winner Louis Wasson after their 36-hole battle for the Jr. Championship in 1938.



During the 1930s, the golf course remained largely as it was when Westwood left in 1928. In fact, in 1931, two holes on Westborough's course (No. 2 and No. 12) were voted in as some of the best 18 holes in the St. Louis District. No. 2 had the same layout as present day No. 2 (but was 351 yards at the time) and No. 12 was present day No. 13. The course continued to draw plenty of tournament activity, with one unique tournament using experimental larger 5¼" cups versus the standard 4¼" cups due to the USGA's new larger and lighter ball.



Driven by a single cylinder, air-cooled motor, the mower pulls a gang of three cutters. It rolls and sweeps the grass into buckets, as was demonstrated recently at Westborough before members of golf club greens committees.
—By Post-Dispatch staff photographer.

Photo on Westborough's par-3 16th green, in front of current-day #17 creek. (April 20, 1932)

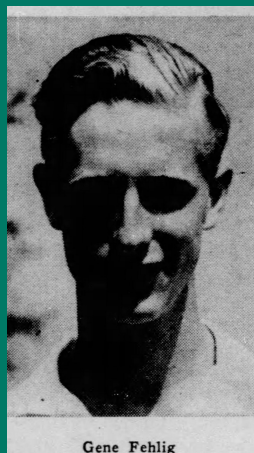
"MACHINE AGE" ON THE GOLF LINKS



"All-Star" Golf Course

"All-Star" golf course picked from St. Louis district courses with yardage, par and outstanding characteristics of each hole:

- NO. 1—ALGONQUIN, 420 yards, par 4. A fine starting hole with a wide fairway and not too much trouble. Its length makes par difficult to obtain; also it has a tricky, rolling green, well trapped.
- NO. 2—WESTBOROUGH, 351 yards, par 3. A wide lake in front of the green forces player to stroke his tee shot carefully to put it in position to get over the water with his second. There are traps and out-of-bounds on the right of the fairway.
- NO. 3—NORMANDIE, 210 yards, par 3. The tee shot here must carry to the green in the air, for the green is surrounded with every kind of golf trouble—ditches, water, traps and out-of-bounds to the rear.
- NO. 4—GLEN ECHO, 500 yards, par 5. Out-of-bounds to the right and a rolling, rather narrow fairway. The green is rolling and well trapped.
- NO. 5—MIDLAND VALLEY, 173 yards, par 3. Here is another par 3 which requires a tee shot which carries to the green, for the putting surface is well trapped.
- NO. 6—COUNTRY CLUB, 322 yards, par 4. Narrow undulating fairway, sloping sharply to the left where there are trees and trouble. Out-of-bounds to the right. The green is elevated slightly and is severely trapped.
- NO. 7—SUNSET HILL, 408 yards, par 4. Similar to No. 1 at Algonquin, only there is more trouble, for the fairway slopes to the left where there are traps and rough. It requires two good, long shots to get home.
- NO. 8—COUNTRY CLUB, 340 yards, par 4. A decided dog leg. Ditch crosses the fairway about 200 yards in front of the green; there is trouble to the left and right. The green, heavily trapped, opens to the left and requires a fine pitch shot second.
- NO. 9—COUNTRY CLUB, 518 yards, par 5. Out-of-bounds to the right, but because of the fairway sloping into a ditch to the left, it is necessary for the player to place his tee shot to the right in order to get a second which will cross the ditch and put him in position to reach the green with the third, although two very well placed shots, powerful and long, can get home.
- NO. 10—NORMANDIE, 425 yards, par 4. Particularly with the new ball this is an extremely difficult 4, rated by numerous golfers as the hardest par 4 in the district.
- NO. 11—NORMANDIE, 465 yards, par 4. The fairway bends to the right and runs abruptly uphill to the green. There are trees to the left, rough and a ditch to the right. It requires a good drive and a second which will carry to the green, for if the ball hits in front of the green it usually rolls down an embankment to the left or down a hill to the right.
- NO. 12—WESTBOROUGH, 359 yards, par 3. One of the hardest five in the district. Requires two long and straight shots to get over a deep ditch which crosses the fairway and the third shot must be made uphill to the green.
- NO. 13—SUNSET, 130 yards, par 7. A picturesque hole with the tee high up on a hill, the green, nestled in the valley below, with artificial water hazards in front and to the left.
- NO. 14—SUNSET, 344.5 yards, par 4. A decided dog leg to the right with a narrow fairway for the first shot, rough to the left and ditch to the right. The first shot must be straight and long to put the player in position to reach the greens with his second.
- NO. 15—MIDLAND VALLEY, 384 yards, par 4. A blind hole with a good drive frequently winding up in a valley facing three deep traps which guard the green.
- NO. 16—COUNTRY CLUB, 180 yards, par 3. The tee shot must carry to the green, for the putting surface is large and affords one of the most severe putting tests in the district. The green is elevated and severely trapped.
- NO. 17—NORMANDIE, 500 yards, par 5. Out-of-bounds to the left and rough to the right. Deep traps cut into fairway far enough from the tee so that there will be many seconds landing in them this year because of the new ball. The green is severely trapped.
- NO. 18—COUNTRY CLUB, 419 yards, par 4. The fairway is hilly and the first shot must carry long and be so placed as to give the player an iron shot second which must cross a very deep trap in front of the green. Out-of-bounds to the back of the green.



Gene Fehlig

GENE FEHLIG SETS NEW MUNY COURSE RECORD

GENE FEHLIG WINS AGAIN, THIS TIME IN MEN'S TOURNEY

Junior Golf Champion Tops Field in Pro-Amateur Meet At Glen Echo With 73.

Left: 1937 Aerial photo of Westborough with lines drawn to show tee and green placements. Note that 12 and 17 greens may have shared a larger combined green. Imagery from the St. Louis County GIS Center.

Right: Westborough's holes 2 and 12 make the St. Louis "All-Star" list in the March 1, 1931, *St. Louis Post-Dispatch*.



A few members of the "old guard" of the district's golfers are shown just before teeing off yesterday at Westborough in quest of the senior golf championship. Reading from left to right in the back row they are: R. K. Louny, Norwood; J. R. Schwartz, Crystal Lake; Dick Schoenhard, Triple A.; C. I. Albach, Crystal Lake; Charles Hatfield, Triple A.; Tom Draper Sr., Forest Park; W. L. Cole, Triple A.; L. L. Scott, Westborough; G. B. L. Carter, Westborough; Dr. J. J. Vizgard, Triple A.; Dr. J. S. Homan, Triple A. Seated, from left to right, are: R. O. Cranston, University City; Grover Holthaus, Triple A.; Scott Gardner, Triple A.; Bob Volz, Triple A.

Globe-Democrat | Oct. 13, 1939



Father-and-son golf champions, new and old, are shown in the above two groups, snapped during the tournament at Westborough yesterday. The top photo shows the foursome that included the Lord family, which had won the trophy the last three years and retired it last fall. In the group, from left are: Paul Jamison, senior and junior, from St. Louis Country Club, and Billy and Roger Lord of Algonquin. The Lord combination was a new set-up, Billy replacing Roger Jr., who had teamed with his dad during the championship domination. Below are the new champions, Son Jack and Dad Arthur Peat of Westborough, who fashioned a par 72 to take over the new trophy donated by the Lords to replace the one they retired.

District Father-Son Champions Jack & Arthur Peat of WCC.
Globe-Democrat | July 11, 1939

A STYMIE?

This Westborough scorecard includes a "Stymie Gauge." What in the world is a "Stymie" and why does the card have that measurement?

Per a 2016 article by Jamie Wallace, manager of USGA's Rules Education and Digital Content, "The stymie is one of the most famous, now-extinct Rules in the Rules of Golf. It was eliminated worldwide with the release of the first joint USGA and R&A Rules that went into effect in 1952. Prior to this, if one player's ball on the putting green interfered with another player's line of putt, the interfering ball could only be marked if the two balls were

within 6 inches of each other. If they were more than 6 inches apart, there was no provision for marking the ball nearer the hole and the player simply had to play around or over the interfering ball. Leading up to the 1952 change, the USGA modified this Rule in 1938 to allow an interfering ball within 6 inches of the hole to be lifted regardless of the proximity to the other ball." Thus, a Stymie gauge is for the measurement of the 6-inch distance requirement for "stymies" to help determine whether a player's ball should be marked.

SCORE CARD

WESTBOROUGH

COUNTRY CLUB

Webster Groves Missouri

You are expected to Replace the turf

Practicing on or approaching to the regular greens is not permitted.

Ladies and children will not be permitted to play golf on the mornings of any public holidays or Sunday mornings, or on Saturday afternoons before 5 p.m.

All matches must start from number one or number ten tees.

Special sunrise and sunset rates are for one round of golf only.

If there is a clear hole ahead you are not holding your place and the match following has the right to go through.

The rules of the United States Golf Association govern all play.

Practicing except putting is not permitted on any public holiday, Sunday or Saturday afternoons.

GROUND RULES

Out of Bounds: (Penalty, distance only)
All property outside of club property.

No. 1—Stable yard, auto parking space, greenskeeper's yard, and outside of boundary stakes.

Nos. 2, 8 and 12—Outside of boundary stakes.

No. 9—Tennis courts.

No. 10—Outside of boundary stakes.

Ground Rules:
Ball played into shrubbery, bushes or hedges may be lifted and dropped not nearer the hole. Penalty, one stroke. Ball lying on or within three feet of a bench, tee box, water pipe, drain plug, drinking fountain or on unfenced parking space, archery range or athletic field may be lifted and dropped not nearer the hole without penalty.

No. 2—If after ball has been played across the lake the approach shot rolls into the lake, a ball must be dropped and replayed from point at which shot was made. Penalty, one stroke.

Nos. 9 and 10—Ball may be dropped one club's length away from tennis court fence without penalty.

No. 11—Ball driven from tee onto auto road crossing fairway may be lifted and dropped back of road without penalty.

"Couple up with Cupples" For All Kinds of Envelopes and Tags

SAMUEL CUPPLES ENVELOPE COMPANY
SIXTH & CERRE STS., N. E. ST. LOUIS, MO.

| PLEASE REPLACE THE TURF | | | | | | WESTBOROUGH COUNTRY CLUB | | | | | |
|-------------------------|-------|-------|-----|----|----|--------------------------|-------|-------|-----|----|----|
| Hole | YARDS | Bogey | Par | H | | Hole | YARDS | Bogey | Par | H | |
| 1 | 508 | 5 | 5 | 4 | 5 | 10 | 331 | 4 | 4 | 9 | 5 |
| 2 | 351 | 5 | 4 | 6 | 4 | 11 | 355 | 4 | 4 | 7 | 5 |
| 3 | 336 | 4 | 4 | 8 | 5 | 12 | 579 | 6 | 5 | 1 | 6 |
| 4 | 198 | 4 | 3 | 18 | 4 | 13 | 230 | 4 | 4 | 15 | 4 |
| 5 | 581 | 6 | 5 | 2 | 6 | 14 | 192 | 4 | 3 | 11 | 4 |
| 6 | 298 | 4 | 4 | 10 | 3 | 15 | 443 | 5 | 5 | 3 | 6 |
| 7 | 205 | 4 | 3 | 16 | 4 | 16 | 103 | 3 | 3 | 17 | 3 |
| 8 | 294 | 4 | 4 | 14 | 4 | 17 | 266 | 4 | 4 | 13 | 4 |
| 9 | 331 | 4 | 4 | 12 | 4 | 18 | 407 | 5 | 4 | 5 | 5 |
| Out | 3102 | 40 | 36 | | 39 | In | 2906 | 39 | 36 | | 41 |
| Player _____ | | | | | | Out 3102 40 36 | | | | | |
| Attested _____ | | | | | | Total 6008 79 72 | | | | | |
| Date _____ | | | | | | HANDICAP | | | | | |
| | | | | | | NET SCORE | | | | | |

JOE COFF SIGNATURE

STYMIE MEASUREMENT

WOMEN'S GOLF AT WESTBOROUGH

From the founding, Westborough has always been supportive of women and girls in the sport of golf. In a time when many private clubs were restricted to male access, Westborough women's leagues were gaining traction each year. In 1930, Walter Pfeffer even instituted a policy which allowed women to play for just 50-cents in hopes of growing interest in the game!

City's Youngest Tournament Golfer



Marilyn Jean Herpel, the city's youngest tournament golfer, gets a little coaching from her father, Homer Herpel, professional at the Crystal Lake Country Club. Marilyn, 8 years old, was one of the participants in the girls' district tournament at the Westborough Country Club. (Staff Photo.)

Star and Times | July 1, 1938



MRS. F. H. BONSAK
a promising pupil of Clarence Coff,
pro, at Westborough Country Club.

Whip and Spur June 1930



WINNERS OF MASCHMEYER TROPHY—Golf team representing Westborough Country Club, which first tied and then triumphed in the play-off at St. Louis tournament for women golfers. They are, left to right, Mrs. R. I. Coughy, Mrs. I. S. Hynes, Mrs. Elmer Lyon and Miss Flora Hilger.

—By a Post-Dispatch staff photographer.

Post-Dispatch | Nov. 8, 1931

AGES: 8 TO 18 --- SCORES: 88 TO 208



The girls' golf tournament got under way yesterday at Westborough and what it lacked in expert ability it made up for in courage, determination and fun. In the left photo, a group of the contestants are standing around the trophy table to receive instructions from Mrs. Raymond Sievers (left), president of the Women's District Golf Association, and Mrs. G. A. Bedell, tournament manager. In the group, left to right in the rear, are Virginia Frauenthal, Mary Jane Muckerman, Faire Ernes, Mary Louise Mullen, Joy Wolff, Dorothy Dean and Lucille Draper. In the front are Marilyn Jean Herpel (next to table), Betty Emerson and Mary Janet Kinsella. At the right, little Marilyn Herpel looks up to her caddy for advice on what club to use. Marilyn kept well inside the 14-club rule by carrying but four sticks in her tiny bag, which the caddy might have toted in his hip pocket.

Globe-Democrat | June 28, 1938

Champion, Former Champion and a Surprise Player at Westwood



Mrs. Doris Spalding, (left), of Westborough Country Club, who surprised followers of the District Women's Championship at Westwood Country Club by defeating Former Champion Mrs. I. S. Hynes (center) of Westborough in the second round. Present Champion Sara Guth, (right) Algonquin Golf Club, who defeated Mrs. S. E. Wolfe of Glen Echo and meets Mrs. H. H. Scott of Glen Echo in the third round.

Post-Dispatch | June 11, 1936

WESTBOROUGH WOMEN DISPLAY GOLFING SKILL



DESPITE the unfavorable weather conditions, this group of members and guests gathered at Westborough Country Club yesterday for ladies' day on the links. Mrs. Elbert Dekker, chairman of the Sports Committee at the club, awarded prizes to Mrs. Rossmore Kohn of St. Clair for best guest score and to Mrs. W. L. Hoffman and Mrs. George Schierberg for best member scores. The players (left to right): Mrs. W. D. Taylor, Mrs. Ivan Lodge, Mrs. B. B. Dew, Mrs. Kohn, Mrs. Schierberg, Mrs. Doris Spalding, Mrs. L. C. Wetterer, Mrs. Hoffman, Mrs. W. D. Noe, Mrs. S. F. L. Snyder, Mrs. Dekker, Mrs. C. C. Cramer of St. Clair and Mrs. W. F. Anderson.

Globe-Democrat | June 19, 1935



Mrs. Russell S. Whitaker and Mrs. C. F. Prehn enjoying a beautiful day on the lawn at Westborough.

Whip and Spur | Nov. 1929



Mrs. H. A. Thomas, Mrs. Elmer Lyon, and Mrs. Ray Wice await their turn at the Women's District Handicap tournament.

Whip and Spur | Oct. 1930

SOCIAL LIFE AT WESTBOROUGH



Drama in a Real Barn to Be Made Fashionable by the Barnstormers

New Little Theater Group Remodeling Big Stable at Westborough and Will Open With 'Tarnish' Nov. 10.



MARY INSTITUTE GRADUATES ARE LUNCHEON GUESTS
Left to right, Miss Veda Wilson, daughter of Mr. and Mrs. John A. Wilson, 128 Paul Hill road; Miss Marion Penney, daughter of Mr. George Penney, 1310 Delmar boulevard; Miss Suzanne Fox, daughter of Mr. H. G. Fox, 41 Kingsbury place; and Miss Mary Ann Bunting, daughter of Dr. and Mrs. John L. Bunting, 1844 Cedar avenue. They were photographed at a luncheon given Thursday at the Westborough Country Club, to the graduating class of Mary Institute, in honor of Miss Bunting by her mother and Miss Mary J. Dupont of Wilmington, Del. (Staff Photo)

Star and Times | June 6, 1939



THE LATEST ADDITION TO THE BIRD HOUSE—A jungle setting for some of the St. Louis Zoo's feathered treasures. Here is supplied a temporary stage for the 12-couplet show entitled 'Birds with the great bills who come from South America, the herons from Asia and Africa and the Turkeys, a species rarely seen in captivity, which is found in Southern and Eastern Africa.

Globe-Democrat | May 21, 1933

MRS. DONNELLY'S CONTACT AT WESTBOROUGH TO CONTINUE ALL WINTER
Mrs. Denmark Donnelly will continue her Tuesday all-day contract bridge classes at Westborough Club through the winter months. So num-

The News-Times | Sept. 2, 1932

Out at the Westborough Country Club on Berry Road the day will be exceptionally interesting. Just before dark a fleet of government planes will hover over the grounds in army formation. Daylight fireworks will start one hour before dark and the main exhibition promptly at dark. The fireworks exhibition will cost in the neighborhood of \$3,000, according to officials of the club. All during the day members and friends will enjoy the fine swimming pool which has created so much favorable comment.

The News-Times | June 28, 1929



Left to right, Robert Weigel, Rosemary Haley and Daniel Bishop looking over some sketches for scenes.



Rosemary Haley (left), and Mrs. Lydia Craig rehearsing for their parts in "Tarnish."



Mrs. Thomas F. Leonard (left), and Mrs. A. W. Petersen who are working hard in behalf of the new theater group.

Post-Dispatch | Apr. 29, 1938

QUADRILLE?

Think a mix of cotillion and square dancing! The historic dance is made up of four couples, with each one forming a single side of the square. A fun way to meet other couples and make new friends—and apparently very successful, as this dance dates all the way back to 1740!



In late 1929,

Pfeffer acquired the stock ownership of Weisels and his associates, which sounds simple enough, but there were subtle implications in articles about those events suggesting that Pfeffer's view of certain club policies differed from those of Weisels and his associates. Regardless, Pfeffer continued to make improvements, including adding a new entrance, a two-way roadway, and a complete redecoration of the clubhouse, adding a lounge and reception room, and additional lockers to a total of 1,150 while installing marble shower baths.

The emphasis on the social side of the Club prevailed throughout the 1930s, with a wide variety of activities including Bridge classes, a Quadrille dancing club, lavish July 4th celebrations, and the repurposing of the Club's barn by a local theater group called the Barnstormers, who would perform in the barn, and after the performance, guests would dine in the Westborough clubhouse.

dancing under the stars

OPENING SAT. JUNE 3rd

The Smart Place to be this Summer

**TERRACE
GARDENS**

WESTBOROUGH COUNTRY CLUB

*(Drive On Big Bend Road and Lockwood
Avenue Through Webster Greens)*

DANCING NIGHTLY

(Except Mondays)

To the Dance-Provoking Tempes of
BUD WAPLES AND HIS ORCHESTRA

Floor Show Extraordinaire! Featuring
POLLY AND MARGARET STEVENSON
AND THEIR POLMAR GIRLS

also **ESTHER YOUNG** Sensational Torch Singer
who drew an offer from Paul Whiteman


Dinner Nightly \$1.00
Convert after 9 P. M. 50¢ • Saturday 75¢

Sunday Dinner and Concert . . . \$1.00
Dinner Dancing after 9 P. M. . . \$1.50

TELEPHONE WEBSTER 3690
FOR TABLE RESERVATIONS

Illustrations include: a couple dancing on the left, a couple dancing in the center, and a group of people sitting at tables with a pianist on the right.

Globe-Democrat | May 28, 1933



OPEN for
PUBLIC INSPECTION
Sunday, April 5
**WESTBOROUGH
COUNTRY CLUB**

We extend a cordial invitation to you to visit Westborough Sunday, April 5.

The Westborough Country Club is the pioneer in exploiting the theory that country club costs should be borne by those enjoying and using the club privileges in proportion to their use.

There are those who play golf twice a year; and those who play golf fifty times a year; yet the dues and the assessments under the old plan are the same!


The "Westborough" theory of country club costs is a nominal membership charge of \$30.00 per year plus tax—a total of \$33.00. There is *no other charge*, unless the member plays golf, uses the swimming pool, rides horseback, plays tennis or patronizes the dining room. For each such use there is a small charge. Thus the cost of the whole club is in proper proportion to *use* and the individual cost is governed by the individual member.

There are many fine people, including splendid young married couples, such as compose our membership, who have been frightened away from the idea of enjoying private club membership by the fear of exorbitant dues, assessments, and other charges. The "Westborough" plan makes available for the entire family the finest and most diversified country club facilities at a cost within the reach of everyone.

Our experience of three years, with a carefully chosen membership, convinces us that our theory is popular and sound.

**WESTBOROUGH
COUNTRY CLUB**

LOCKWOOD & BERRY RD. WEBSTER GROVES, MO.



Globe-Democrat | Apr. 4, 1931

ANYTIME
ANY PLACE
IT'S SMART
TO DRINK

Peverly

**WHITE IN THE BOTTLE
pink on the cheeks**

Drink with... Nature's most scrumptiously
balanced diet... health allies for infant
or adult... and Peverly is milk up to the brim!
As a Summer beverage to replace the
sweaty sweat in work or play... drink
Peverly... good for every member of
the family.

Peverly

**REFRESHING MEXICAN ORANGE
and INVIGORATING COCOA DRINK**

Peverly Mexican Or-
ange... made from
concentrated juice of
California or-
ange... has a fixed
fresh every day.

Peverly Cocoa Drink
... a blend of the
finest Cocoa and
Peverly Milk... sweet-
ened for health.

Serve hot or cold.

DADED PEVERLY

Peverly BRAND 4000

Globe-Democrat | May 31, 1936

PROSECUTOR ASKS WRIT AGAINST CLUB ORCHESTRA

Taking exception to outdoor orchestral noises, Prosecuting Attorney C. Arthur Anderson of St. Louis County yesterday petitioned the Circuit Court to enjoin the Westborough Country Club, Lockwood and Berry avenues, Oakland, from permitting sounds which might disrupt the sleep of persons residing near by.


Walter Pfeffer, president of the two companies against which the suit is directed, said he attached no importance to the action, as outdoor dancing at the club will be terminated Monday night.

He said he understood a group of objectors have reported they have secured between 40 and 50 signatures on a petition in which they expressed their aversion to the outdoor orchestra.

The club, Lockwood and Berry avenues, Oakland, is bordered on three sides by residences, according to the petition.

Globe-Democrat | Aug. 31, 1935





**CAN YOU BELIEVE
YOUR EYES?**

Here are the magnificent, new Westborough Terrace Gardens—more captivating than even open to the public for dining and dancing every night except Mondays.

**WESTBOROUGH NIGHTS
ARE THE TALK OF THE TOWN**

Now featuring the return of
THE POLL-MAR DANCERS
 and
GEORGIA FLYNN
 also
LA MAE AND LOUISE
 with
Paul Charon & His Chronometers

Table d'hôte and à la Carte Diner by
 Margaret Ross.
 No cover charge with Dinner.
 Telephone Tam for reservations—Woburn 3489-1334.

WESTBOROUGH TERRACE GARDENS
 West on Manchester to Berry Road—South on Berry to Westborough

Globe-Democrat | July 7, 1934

WESTBOROUGH MUSIC HAS NEIGHBORS DIVIDED

Some Like It Loud, Some
Don't, But All Hear It,
Anyway.

Residents in the vicinity of the Westborough Country Club, Lockwood avenue and Berry road, which opened its summer dancing season June 8 with loud-speaking equipment for the orchestra, are divided in two camps, those who like amplified syncopation until the wee hours, and those who don't.

Post-Dispatch | July 14, 1934



A part of the crowd of 350 people who attended the St. Louis Accounting Forum dinner and dance at the Westborough Country Club on the evening of Dec. 5th. In the picture are J. E. Hughes, W. F. Shregardus, E. W. Meyer, Walter Guhman, W. D. Kenniston, George B. Whissell, Edwin J. Bean, C. V. Kuppinger, Arthur W. Whorton and R. L. Shaw. Can you find them?

St. Louis Accounting Forum dinner dance in Dec 1929 as reported in
Southwestern Telephone News Jan. 1930



With the success of his summer dining and dancing outdoors at Westborough, Pfeffer found a way to take that success indoors for the winter. As reported on the website *Lost Tables*:

The [Westborough] Terrace Gardens provided first class entertainment, attracted large crowds and proved a financial success. It was so successful that the Westborough Country Club contracted with the Hotel Chase to use their Palm Room as a complimentary winter venue for their entertainers, with a complimentary name – the Westborough Town Club... The Westborough Town Club attracted country customers and town customers alike, and was an immediate success.

Unfortunately, the Westborough Town Club only lasted one season. For reasons that will be explained in the pages that follow, Westborough did not plan to open its dancing facilities to the public in 1934, and because “a members-only venue in a public hotel was problematic, Westborough sold its Town Club to the Hotel Chase.”

Forty debutantes and young men
will attend the debutante dinner
Friday night to be given in the
Westborough Town Club at the Ho-
tel Chase.



...Yes, All the Gossip is True!

WESTBOROUGH'S TOWN CLUB OPENS WEDNESDAY, OCT. 4th AT HOTEL CHASE

IN AN ENCHANTING NEW SETTING

With all the Appealing Features that made West-
borough so Popular this Summer! Many New Surprises!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

A Glorious "FIRST NIGHT" Veiled Prophet Night, Oct. 4th

Special Veiled Prophet Supper : : : : \$3.50
For Table Reservations, Phone ROsedale 2500

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The Incomparable Dance Music of

IRVING ROSE AND HIS SUPERB ORCHESTRA

Broadcasting Nightly, except Monday, over KWK

★ ★ ★

POLLY and MARGARET STEVENSON
and the Polmar Girls in their Brilliant
Interpretive Dances

HAZELLE & KLATOFF

International Entertainers

Favorites at the Central Park Casino and Hotel New Yorker,
New York—Casino de Paris, London—Club Ambassadeurs,
Paris—Edgewater Beach Hotel, Chicago

SPECIAL TANGO DEMONSTRATIONS AND
LESSONS SUNDAY AFTERNOONS (No Charge)

GEORGIA FLYNN

Westborough's Own Blues Artiste

★ CELEBRITY NIGHT Every TUESDAY ★

★ CAMPUS FROLICS Every FRIDAY ★

★ TEA DANCANTS 4 till 8 P.M. Every SUNDAY ★

★ DINNER DANCING Every SUNDAY EVENING ★

A Marvelous Program of Gala Nights
to be Announced

Wonderful Chase Dinners, \$1.00... Rose Dinner Orchestra, Covert
after 10, 75c; Saturdays, \$1.00... Sunday Afternoon Tea Dancants, 4
till 7, including Tea Plate, \$1.00... Sunday Dinner Dancing, \$1.50



Post-Dispatch | Sept. 26, 1933

ETHEL PENNEY DINNERS

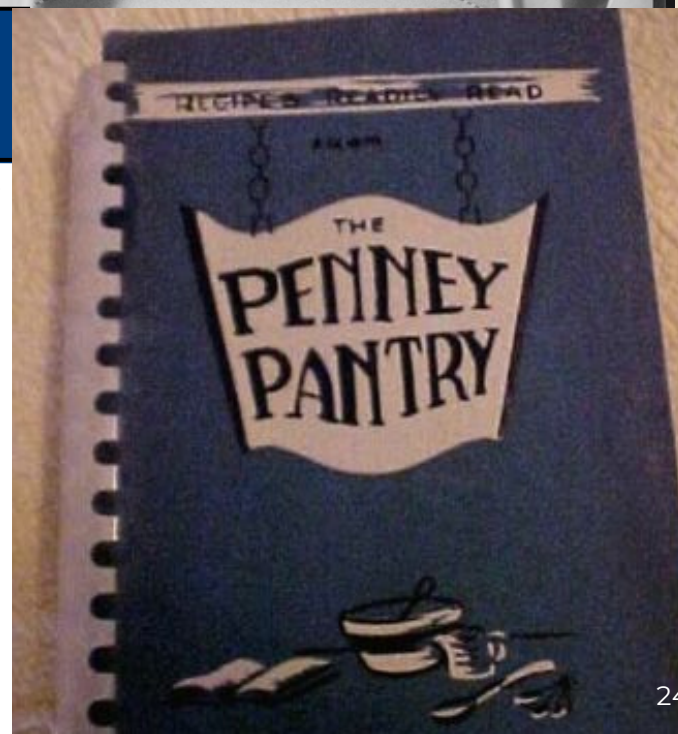
For several years, Westborough regularly advertised modestly
priced dinners from renowned local chef Ethel Penney, who would
in 1948 publish her book of recipes called *The Penney Pantry*.

A Select Place to Dine WESTBOROUGH COUNTRY CLUB

Ethel Penney Dinners 65c, 85c, \$1.00

Lockwood and Berry Roads, Webster Groves
WEBster 3690

Webster News Times | May 15, 1936



BIG CHANGES ON THE HORIZON

Westborough's first few years were certainly noteworthy and by most accounts successful, in terms of the Club's finances, improvements, and membership. In October 1932, Westborough announced that Mrs. Robert Ross would assume duties as house manager. Mrs. Ross "was well known among the St. Louis and County golfers because of her culinary skill," having for many years run the dining room at Midland Valley (Meadowbrook) and Triple-A. The next month the Club held its opening with the clubhouse having been newly redecorated.

However, as people nationwide were losing much of their income and net worth during the Great Depression, the number of country clubs dramatically decreased due to lack of membership funding. It was said that total membership declined 78% due to the 1929 stock market crash and that "[r]oughly one country club in seven went

under between 1929 and 1939 as a result of the Great Depression, and countless new and expansion clubhouse and golf course projects were canceled." Surviving clubs largely fell on hard times and had to discount membership fees and engage in money-making social activities like benefit dances. Due to these circumstances, Westborough and the other District country clubs reduced their fees in 1933.



PRICES & MEMBERSHIP NUMBERS FROM 1933

Then, in late 1933, the trajectory of Westborough's future was forever changed. On Sunday, November 26, 1933, a spectacular fire destroyed Westborough's clubhouse and adjacent buildings. The historic Bridge/Myers clubhouse mansion was gone, as were the dance hall and dining room on the east wing of the building, the north wing with the locker room, and three

buildings to the west with the boiler room, caddie and servants quarters, and golf shop. Luckily the stables were saved, including the horses boarded there. Mrs. Ross had noticed a fire in the boiler room 20 feet west of the clubhouse around 1:00 p.m. and phoned the Glendale, Webster Groves, and Kirkwood fire department. Three fire companies from St. Louis also arrived.

Nine Golf Clubs in District Cut Membership Fees

By JOHN G. SCOTT.

The adage that golf is a rich man's game is slowly, surely taking its place among the obsolete. Last year the first trend to place "the royal and ancient game" within ordinary means was noticed. This year it is more than a trend. With a sweeping gesture, nine private clubs of the St. Louis district have lowered their financial barriers of 1932, and only four are maintaining the same initiation and entrance fees of former years.

Bellerive, Glen Echo, St. Louis Country Club and Westwood are the four whose prices for entrance and pay still are prohibitive. And the Country Club now is the only club in the district with a full membership, up to its limit.

The dropping of golf prices might indicate an unsound condition in golf here, but the situation is hardly that. The majority of clubs lowering their fees have done so in order to let more members share the flat expense. Then, too, the clubs are not under the same high expenses that were theirs three or four years ago.

Algonquin Reduction.

Algonquin, Sunset and Normandie are among the nine clubs with reduced prices. In the case of Algonquin the dues have not been lowered, remaining \$16 a month, but a man can buy a share of stock in the club, necessary for membership, for about \$325. A few years ago the same share, based on demand plus a percentage of the valuation of the premises, would have cost about \$325.

Normandie made the biggest cut among the outstanding golf clubs of the district, giving a man a full membership for self and family for the year at \$90. Initiation fees were dropped by Normandie last year.

The least expensive club now is Osage, where a man and his family

can belong for the year for \$50, good for golf, tennis and swimming. Woodlawn made a substantial cut in dues, while Sunset, Norwood Hills (formerly North Hills) and Triple A eliminated initiation fees. Sunset had an initiation fee of \$500 two years ago and \$200 last year.

Eight Fee Courses.

St. Louis now has eight fee courses, including the Forest Park and University City municipal links. Prices range from 25 cents a round on the Forest Park nine-hole course to \$1, which is the top quoted for eighteen holes of play on a fee course this year.

The courses open to the public are the Forest Park nine and eighteen hole courses, University City, Hillcrest, Creve Coeur, Norwood Hills East, course, Crystal Lake and St. Clair. St. Clair is classified as a private club in that it still has a list of 100 members who own the club and hope to make it a strictly private club soon again, but the course is thrown open to the public for a while to get funds to help meet expenses.

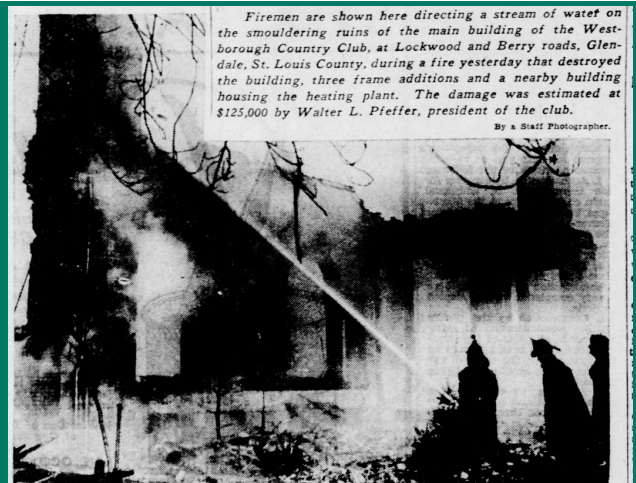
Few clubs anticipate major improvements this year. Crystal Lake will erect a new locker room and a dining room, these having burned last winter. Another swimming pool with salt water drawn from wells 2000 feet deep and a cascade dancing establishment also are in the offing at Crystal Lake.

ST. LOUIS DISTRICT GOLF CLUBS—1933

| Club | 1932 | 1933 | Desired | 1930 | 1932 | 1933 | 1930 | 1932 | 1933 |
|-------------------|------|------|---------|-------|--------|--------|-------|-------|-------|
| Algonquin | 265 | 250 | 300 | \$192 | \$192 | \$192 | \$325 | \$400 | \$325 |
| Bellerive | 350 | 260 | 350 | 150 | 150 | 150 | 1250 | 1250 | 1250 |
| Glen Echo | 300 | 240 | 300 | 200 | 200 | 200 | 1000 | 1000 | 1000 |
| Meadowbrook | 160 | 200 | 750 | 200 | 24-100 | 20-100 | 250 | | |
| Normandie | 200 | 160 | 300 | 260 | 165 | 90 | 1000 | | |
| North Shore | 160 | * | * | 225 | 165 | * | 200 | | |
| Norwood Hills | 300 | 180 | 300 | 240 | 120 | 120 | 250 | 50 | |
| Osage | 250 | 100 | 400 | 100 | 125 | 50 | 100 | | |
| St. Louis Country | 475 | 475 | 475 | 150 | 150 | 150 | 1750 | 1750 | 1750 |
| Sunset | 180 | 100 | 120 | 180 | 120 | 120 | 100 | 100 | 100 |
| St. Clair | 325 | 275 | 350 | 180 | 180 | 180 | 800 | 200 | |
| Triple A | 583 | 583 | 800 | 35 | 35 | 24-35 | 20 | 30 | |
| Westborough | 800 | 800 | 1000 | 128 | 33-128 | 18-58 | | | |
| Westwood | 325 | 325 | 350 | 180 | 180 | 180 | 1600 | 1600 | 1600 |
| Woodlawn | 165 | 135 | 220 | 150 | 150 | 95 | 50 | | |

*North Shore will be reorganized.
Most figures are exclusive of tax.
Every initiation fee listed includes an equity in that club.
Meadowbrook, North Shore, Norwood are new corporations this year.

Globe-Democrat | Feb. 12, 1933



Firemen are shown here directing a stream of water on the smoldering ruins of the main building of the Westborough Country Club, at Lockwood and Berry roads, Glendale, St. Louis County, during a fire yesterday that destroyed the building, three frame additions and a nearby building housing the heating plant. The damage was estimated at \$125,000 by Walter L. Pfeiffer, president of the club.

By a Staff Photographer.

Star and Times | Nov. 27, 1933

Fire Destroys Westborough Country Club

DESTRUCTION OF THE WESTBOROUGH COUNTRY CLUB BY FIRE



**FLAMES RAZE
MAIN GROUP
OF BUILDINGS,
\$75,000 DAMAGE**

**Burning Frame Boiler
House Discovered by
Stewardess, Who Calls
Fire Departments of
Two Cities.**

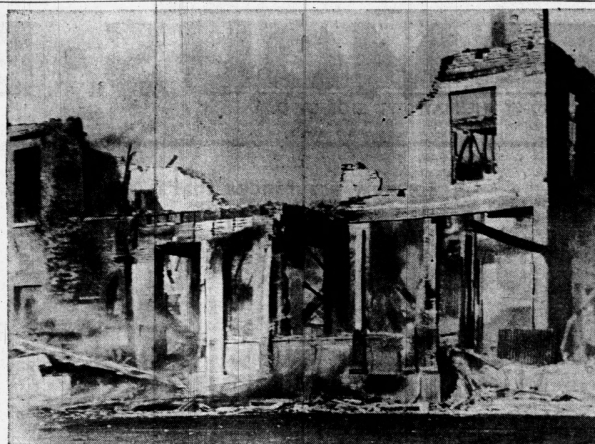
**VOLUNTEERS AID
SALVAGE WORK**

**Caddies and Employees
Help in Carrying Fur-
nishings and Property
of Members in Lock-
ers from Structure.**

Post-Dispatch | Nov. 27, 1933

Water was pumped from the Westborough lake about 600 feet west of the clubhouse and hoses were run from distances over 1,000 feet via fire plugs on both Berry and Lockwood. At the height of the fire, there were thousands of people on the Club's grounds watching flames shoot over 100 feet into the air. Mr. Ross gathered about 40 Club employees, including 25 caddies, to retrieve items from the clubhouse. When the fire began there were no Club members on the golf course or in the clubhouse, but as many members heard the news and arrived on the scene, they helped the staff remove items to safety.

Westborough Country Club Ruins



RUINS of the main building of the Westborough Country Club, destroyed by fire yesterday afternoon. In addition to this brick structure the flames also destroyed two frame wings and three detached frame buildings. Only a frame stable seventy-five yards west of the main group escaped destruction.

At Height of the Fire That Destroyed the Westborough Country Club



—By a Post-Dispatch Staff Photographer
Front (south) side of the Westborough Country Club as the flames mounted before a sharp breeze.

Left: *Globe-Democrat* | Nov. 27, 1933

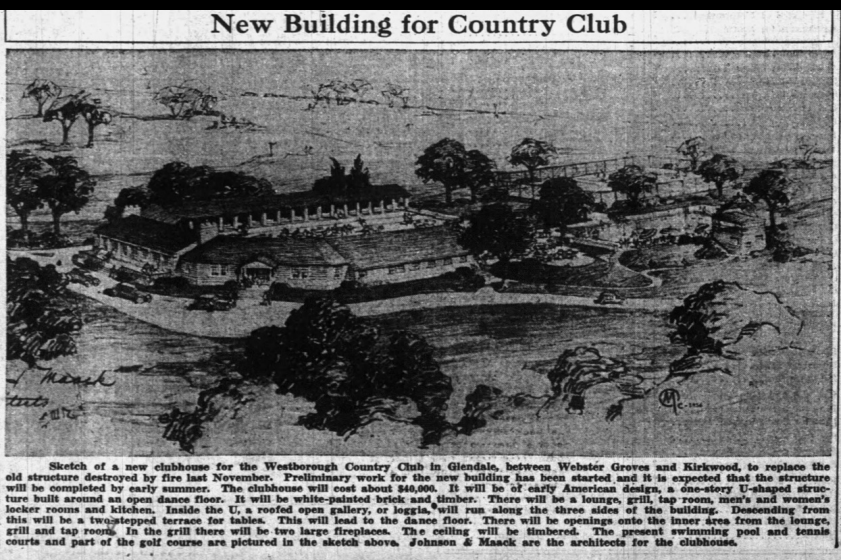
Right: *Globe-Democrat* | Nov. 27, 1933

Even members of nearby Algonquin CC pitched in to help save items from the fire. Ultimately all employees were able to get out safely (some did experience minor burns), and all of the clubhouse furniture, club records, member property in the lockers, and most of the golf shop stock was saved.

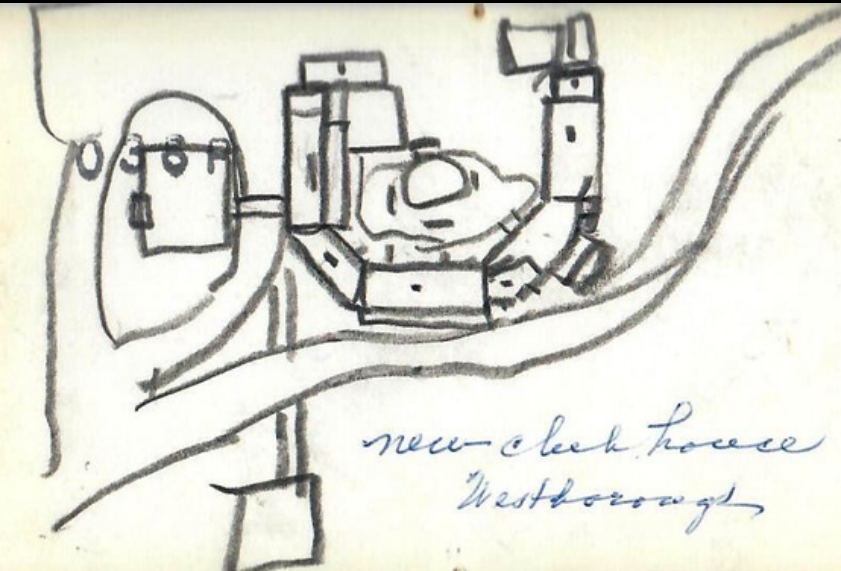
Insurance adjusters said that the buildings were insured and placed the loss at \$75,000. However, they also said that it would cost well more than that amount to replace them at current prices. Pfeffer, who had been away on a hunting trip, estimated the loss at \$125,000. In January 1934, the insurance was adjusted to \$73,000. Per the terms of the mortgage Westborough CC had with Westwood CC, the insurance proceeds were paid to Westwood and the deed of trust was then transferred to First National Bank.

Pfeffer called a meeting of Westborough "active supporters" in January 1934 to detail plans for the next year. He announced plans were already in motion to build a new brick clubhouse and that work to clear the debris had already begun. To build the new clubhouse in 1934, Pfeffer bought used bricks by the truckload from a building that had been destroyed by the infamous 1927 tornado that hit St. Louis. It was described as a low, rambling, U-shaped white brick modification of English and Spanish architecture with men's locker rooms on one side, women's on the other, and a grill in-between. It also would have a kitchen, lounge and taproom, and a patio filled with gardens and brick terraces with America's largest outdoor Terraza dance floor. The existing pool and tennis courts would remain. A new pro shop was built and the golf course remained open for play after the fire.

By March, Westborough's board of governors had reorganized the Club to be exclusive and announced the success of their membership drive as the ranks were full and no more applications would be accepted. In June, Westborough held the formal opening of its new facilities with a dinner dance on its new terrace gardens.



Globe-Democrat | Feb. 4, 1934



Handdrawn sketch on new 1934 clubhouse.



Star and Times | June 1, 1937



THIS LOOKS FAMILIAR!

Of all the changes throughout the years, this 1935 photo of the Westborough Room proves the original design to be timeless!

Grand (RE)Opening

Post-Dispatch
June 10, 1934

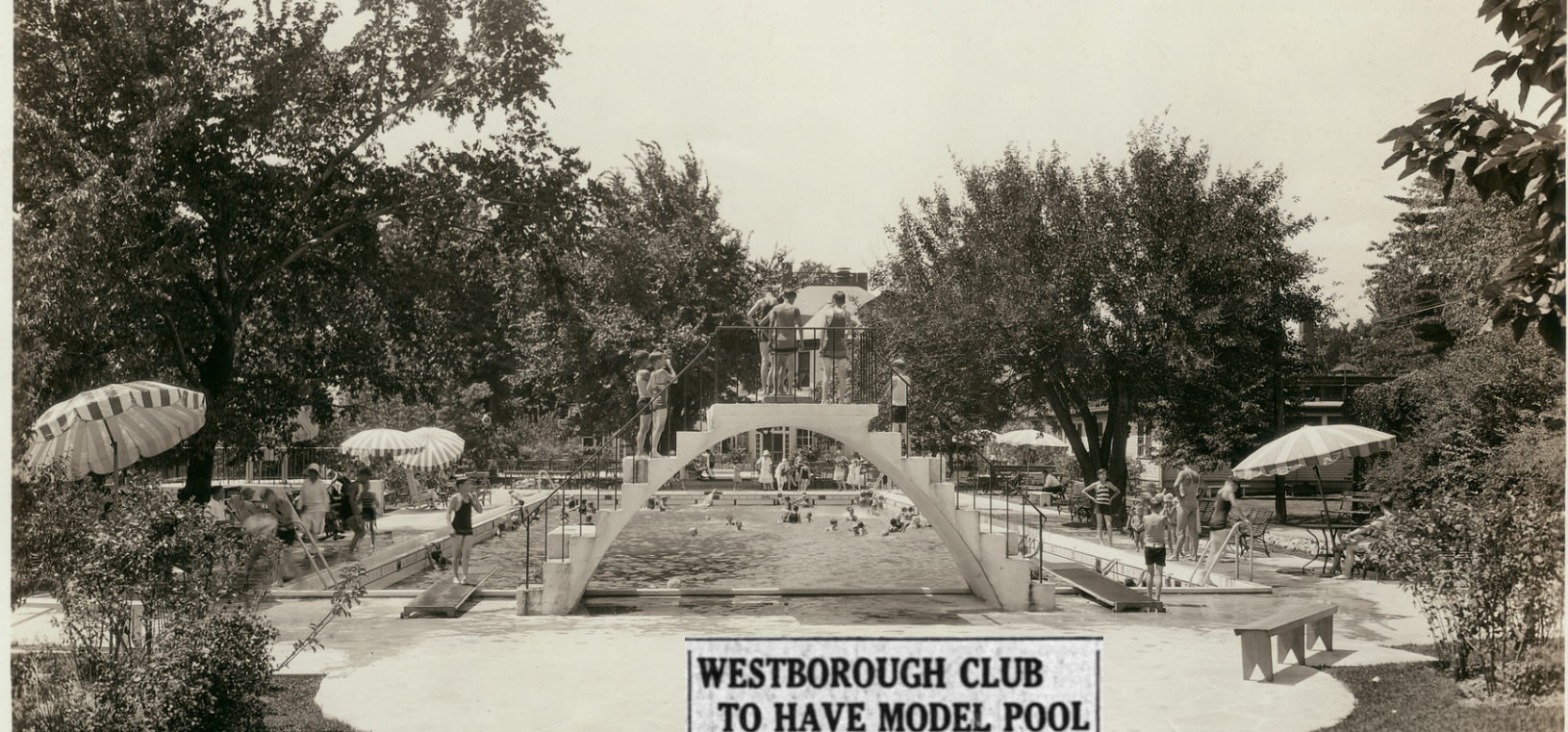
27

New Westborough Club Holds Formal Opening

WESTBOROUGH COUNTRY CLUB, Berry road and Lockwood avenue, rebuilt after a fire last summer, held its formal opening Friday evening, when a dinner dance was given on the terrace surrounding the sunken garden. This garden, laid out in Mexican style, is filled with blooming plants, and all through the evening colored flood lights played on the garden and fountain.

Cobble stone pats led through the garden down to the fountain in the center and around to the pool at the end. Surrounding the clubhouse garden, terrace and pool are large trees that formed a fitting background to the picturesque scene.

Dances will be held throughout the summer season on the terrace.



Pfeffer outdid himself with the spectacular pool, tennis courts, and social areas that were part of the initial \$75,000 in improvements in 1928. The pool was the centerpiece of the summer social and family activities, with its flamboyant diving platform (as designed by Margaret Pfeffer) and beautiful surroundings. This would have been no surprise to anyone at the time because Pfeffer himself was a decorated swimmer, having set the Missouri Athletic Association's long-distance swimming record in 1920 when he was also a member of Algonquin GC.

He also was vocal about the sanitary nature of the pool which, for the time, was critical to ensuring that families felt safe at the Club.

Not only was the pool key to leisurely enjoyment, but it was the home of Westborough's swimming and diving teams, that were hugely successful in the St. Louis swim scene during the 1930s. In fact, by 1937, the Westborough swim team had won the District championship four times out of five events!

WESTBOROUGH CLUB TO HAVE MODEL POOL

The Westborough Country Club, a newly organized golf club, which has acquired the former property of the Westwood Country Club, in Webster Groves, is erecting a large model pool, 40 feet by 120 feet, which will be fully equipped for diving and swimming events.

Overlooking the pool is a tremendous terrace, with fountains, provision for chairs, tables, benches, with a dance floor in the center around a decorative fountain.

The pool is of the most modern type of construction and contains all the latest improvements. Special attention has been given to the indirect flood lighting system, which will produce very scenic effects on the dance floor. A special filtering plant, consisting of filters, pump and chlorinator, has been installed in order that the most sanitary conditions can be maintained at all times.

The pool has been designed by and is being erected under the supervision of Maritz & Young, Inc., architects.

Globe-Democrat | March 18, 1928

WESTBOROUGH SWIMMING POOL PERFECTLY SANITARY

Sanitary precautions for swimming pools required under stringent regulations of eastern states but not required under Missouri laws have been inaugurated by Westborough Country Club this season, according to an announcement by Walter Pfeffer, president.

Two medical examiners will be in attendance at the Westborough pool to examine bathers and exclude from the pool all swimmers with skin ailments. They will also be empowered to enforce rigidly a rule common to all pools but not always observed, a thorough use of shower baths before entering the pool. Daily bacteriological chlorine and alcohollinity tests of the water will be made and charts showing the results will be posted daily. Last year the Westborough pool, according to records maintained at a large local hospital, averaged daily through the season a purity eight times greater than the standard legal requirement for public swimming pools in St. Louis and St. Louis County.

A new chlorinator, containing the latest improvements in sterilization and new filter tanks, have been installed in the pool through which 40,000 gallons of fresh water will be pumped every day. The entire capacity of the pool, 250,000 gallons, will be circulated through the sterilization plant three times every twenty-four hours.

The Westborough pool is 40 feet by 120 feet and is open to the public from 8 A. M. to midnight daily.

The News-Times | May 31, 1935

**OPEN 'TIL MIDNIGHT!
IMAGINE THOSE PUDDLE BILLS!**

28

Summer Days Are Swimming Days at Westborough



Miss Bobbie Cullen, 414 Tuerle avenue, Webster Groves, among those enjoying the Westborough Country Club pool.

Left to right: Miss Adele Pim, 52 Webster Acres, and Miss Kathleen Reardon, 29 North Elm avenue, Webster Groves.

Above: Miss Virginia Thurston. Left: Miss Ann Geggins, 16 Sylvester avenue, Webster Groves. [Staff Photos.]

Star and Times | June 15, 1936



Star and Times | June 9, 1933

A. A. U. SWIM MEET AT LORELEI WON BY WESTBOROUGH

Club Scores 18 Points When Stars Take Three Firsts—Miss Morrison Wins.

St. Louis Star and Times | July 1, 1933



Whip and Spur | July 1930

Westborough Country Club swimming pool is the most popular spot on the club grounds.

CHECK OUT THAT LOGO!



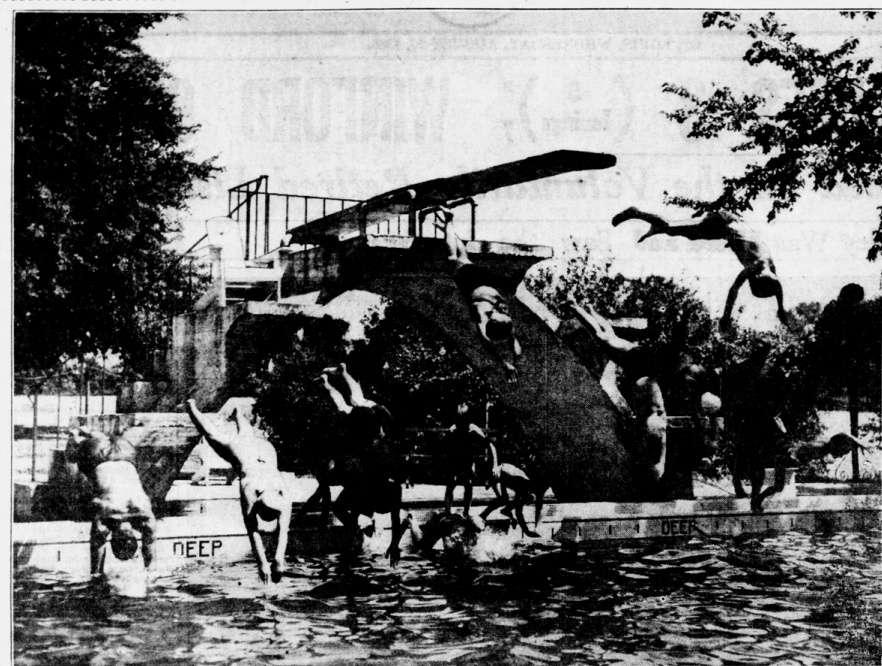
Miss Fern Phipps and Miss Florence Walbancke

Post-Dispatch | June 9, 1933



29 Photo from 1932 KEEPING COOL AT WESTBOROUGH

This May Be a Winning Team Some Day



Steve Nielson, swimming instructor at the Westborough Country Club, believes in getting them young and working them hard, and his system has proved a good one, as his Westborough team has won the municipal championship in four of the last five years. The boys and girls in the picture are taking a community dive. Here Coach Nielson is putting a class of youngsters through their water paces. Dwight Hafeli, Washington U. football player, is Nielson's assistant.

Post-Dispatch | Aug. 26, 1936



HEAT WAVE!

In June of 1931 much of the midwest was experiencing a brutal heatwave with temps over 100. Records were set for water consumption, and *The St. Louis Post-Dispatch* mentioned that 1,500 lbs of ice were placed in the Westborough swimming pool to cool the water, but even then, swimmers reported little effect. The same thing was done in 1932.



GETTING AN ARCTIC CHILL IN THE SWIMMING POOL

Post-Dispatch | Aug 7, 1932

NEW *Leisure*

ACTIVITIES



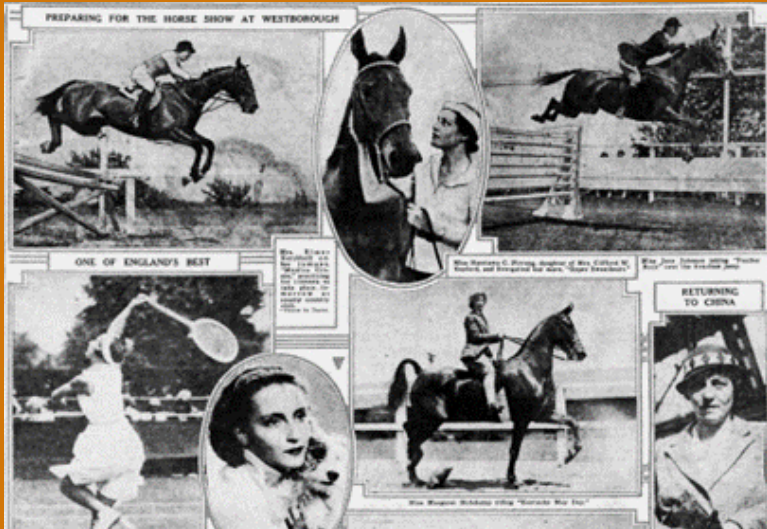
WHEN IT ALL BEGAN!

Pfeffer's passion for tennis was on display in 1937 when he announced Westborough's intention to "foster tennis [that] season," and to that end, that the Club had hired A. B. Lynn as Chairman of the Westborough Tennis Committee. Lynn had for many years held the same position with the Woodlawn Club. Pfeffer went on to announce that Westborough had secured the July 1937 county tennis championship, which had been held at Woodlawn for the previous 23 years. There would also be a special tennis membership separate from the Club's regular membership classes. Upon completion of the tournament in July, Pfeffer kindly thanked the staff of the *St. Louis Star and Times* for their coverage of the event.

Thanks From Tournament Comm.

Editor Star-Times: On behalf of the tournament committee of the recent St. Louis County tennis championships held on our courts, I write to thank your sports department for the splendid co-operation and publicity given them by your paper. It helped greatly to make a success of the event.

W. L. PFEFFER, President,
Westborough Country Club.



Post-Dispatch | July 8, 1933

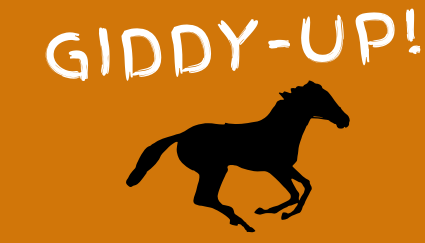
FAVORITES OF FORMER Horse Show Ride in Westborough Event

Annual Country Club Affair Attracted High Class of Performers.

Four performers of noted ability... (text continues with names of riders and horses)



Globe - Democrat | June 25, 1934



Stables and horse events were also part of the Westborough leisure activities, utilizing facilities that were in place when Westwood vacated the Glendale property (see the advertisement to board horses at Westborough). Pfeffer took the horse activities up a notch with a new "arena" venue created specifically for horse shows, with a capacity of 2,400 spectators. Pfeffer claimed that the arena was a duplicate of the one at Southside Country Club in Chicago. The first of what were to be annual horse shows took place in 1933, and the second (and presumably final) show was in 1934. Also in 1934, a new organization was formed called the Associated Country Club Horse Shows, which would give a series of horse shows starting in May at area country clubs followed by dinner and dancing. Westborough was a charter member of this organization along with Bridlespur Hunt Club, Glen Echo Country Club, Meadowbrook Country Club, St. Louis Country Club, Sunset Hill Country Club, and Westwood Country Club.



Star and Times | July 10, 1933

HORSE SHOW WILL INAUGURATE ARENA AT WESTBOROUGH

Continued from page one)

Clarkson Valley Farm, Fleetmount Farms, Kahler Wrape, Holekamp Farms, Trails End Stables, Country Side Club, Westwood Country Club, Missouri Stables, Inc., and Bridlespur Club.

Dinner Dance To Follow.

Following the show a large number of guests will stay for the dinner dance to be given on the terrace garden. Reservations have been made for over 1000 dinners.

A floor show will be given later in the evening, supplementing the dancing, stated Walter Pfeffer, general manager of the club.

Webster News-Times | July 7, 1933

BOARD your horse at the exclusive Thor-oughbred Stables, Westborough County Club; rates very reasonable. WEB. 2625.

HORSE SHOW WILL INAUGURATE ARENA AT WESTBOROUGH

Arrangements Made to Accommodate 2400 at Exhibition of Horses Sunday—New Arena Larger Than One in St. Louis.

One of the largest events of the year at Westborough Country Club, Lockwood and Berry Road, will take place next Sunday afternoon in the form of a horse show to be held in the new arena on the grounds.

Arrangements have been made to accommodate 2400 persons in the box seats and general grandstand seats. The arena has been recently built on the grounds and has been fashioned after the prominent show grounds in Chicago.

It is larger than the one in St. Louis and plans have been made to have a spring and fall show each year. This is the first major show which has been held in Westborough.

Over 50 horses, from local stables and some from out-of-town, have been entered in the 14 classes.

The program calls for three and five-gaited saddle horses, cutters, jumping, hunters, and harness horses and children's mounts. William Sitton is chairman of arrangements.

The show is being sponsored by Westborough Country Club in conjunction with the St. Louis Horse Show Association.

CHANGING TIMES

By the mid-1930s, it was evident that local clubs were struggling and Westborough was no exception. Given its highly desirable location and the breadth of leisure facilities its property offered, the city of Webster Groves took interest in Westborough to become its "rec center." There was to be a bond issuance, and competing groups argued for a newly constructed facility while others argued loudly that Westborough was the straight-forward option, with all desired facilities already in place. Since taking over the property from Westwood, Westborough had constructed a swimming pool, 4 additional tennis courts, large terrace gardens,

a new clubhouse, and locker rooms. Thankfully for our current Club members, the latter group lost the argument.

In 1937, Westborough made fundamental changes to their membership and fees structures, essentially eliminating the fee-based structure for a closed membership and gave management of the club to its members. The members voted a slate of officers and embarked on a membership drive seeking 400 members at \$100 per year. The new membership structure would have no assessments, transfer fees, stock purchase, nor additional membership charges.

Then, in 1938, Pfeffer began working with a real estate developer to put an apartment complex with 96 units on the property. As you would expect, this effort was met with huge resistance, especially from neighboring homeowners. The project was estimated to cost \$5,000,000. Pfeffer and the developers then modified their plan to instead seek to build 300 1½ story five-room houses on the property, but in the end, Pfeffer decided to abandon the effort and continue to operate as a private club. He suggested to those neighbors who were protesting the redevelopment that they were welcome to join for the \$110/year family complete membership fee or the \$22/year membership fee for occasional users (who would pay additional facilities usage fees).

**Westborough Club
Seeks 550 Members**

With the abandonment of the plan to sell Westborough Country Club, L. H. Lindsey, president of the club, said yesterday a campaign to obtain a full roster of 300 regular members and 250 associate members has been inaugurated.

WESTBOROUGH-OAKLAND SQUABBLE SETTLED.

The curtain has been lowered on the last act of the Westborough-Oakland Squabble, according to Mr. W. L. Pfeffer, President of the Club.

The stockholders of the club always did insist that no building would be built that would ruin the valuation of any of the surrounding property, as ninety percent of the stock is held by residents of Webster Groves; also it was always understood that at least a part of the tract would remain intact as a club.

The stockholders were greatly surprised upon viewing the prospectus of the promoters and learning of the organized opposition. They decided to drop the matter for at least one year, and notified Mr. Harris Armstrong of their intention as explained in the following letter from Mr. Pfeffer to Mr. Armstrong.

January 14, 1939.

Mr. Harris Armstrong, Secretary,
Home Owners' League,
3 Sappington Spur,
Oakland, Mo.

Dear Mr. Armstrong:

Through all our recent negotiations to develop various type housing on the Westborough Country Club property your organization has expressed only one hope and desire; namely, that it remain perpetually intact as a club.

The probability of its being sub-divided, quickly brought home the realization of what its loss would mean in property values, in social, health and recreation conditions for entire families in the whole immediate community.

The damage to us through recent acts and statements is unquestioned and the liability definitely lies somewhere but we are at this time disposed towards neighborly co-operation for the coming year to ascertain its ultimate value to all concerned in this community.

We propose to delay, at least a year, all building operations and operate a club on a basis so economical that every property owner can participate and lend his support and if during that time we do not receive the support of the property owners to commence building operations next year.

This support in an intense way is the only factor that can make it possible to overcome the many obstacles endangering the perpetuity of present conditions, but honest and practical co-operation on the part of neighboring citizens will largely determine our policy.

Will you kindly telephone the writer upon receipt of this letter.

Yours very truly,
WESTBOROUGH COUNTRY CLUB
By W. L. PFEFFER, President.

The membership fee has been reduced considerably and you are invited to join and make the Westborough Club your club, a place where you can enjoy all the privileges of one of the finest clubs in the state—a wonderful asset to St. Louis County.

Webster News-Times | Jan. 20, 1939

WOULD BUY COUNTRY CLUB FOR PARK

**Webster Groves C. of C.
Favors Purchase of
Westborough.**

A suggestion that the City of Webster Groves purchase the Westborough Country Club grounds and buildings for a municipal park and playground was contained in a letter sent yesterday to Mayor J. B. Chipman of Webster Groves by the St. Louis County Women's Chamber of Commerce. The letter was by Mrs. James E. Crossman of 807 Venneman avenue, Glendale, president of the group.

The letter says the management of the Country Club was approached on the subject and the representatives of the chamber had been assured the purchase price would be reasonable, no cash would be necessary for the transaction and the revenue from the golf course, tennis courts and swimming pools would pay the interest charges on the bonds.

The letter also drew attention to the expense of developing recreational facilities on new ground.

The request is the latest in a move to provide Webster Groves with a park, the City Council last week having asked the Mayor to appoint a committee to consider a proposal for laying out a park. Petitions have also been filed by the Knights of Columbus, the Lions' Club, The Catholic Women's League and the League of Women Voters.

Municipal and county parks will be discussed at a meeting of the St. Louis County Plan Association at 8 o'clock tonight in the Webster Groves City Hall. A P. Greensfelder is president of the association.

WHAT COULD
HAVE BEEN...



96

3-STORY
APARTMENTS



300

FIVE-ROOM
HOUSES

PROTEST MEETING

Your Community Needs You!

ATTEND THE MASS MEETING IN OPPOSITION TO THE
WESTBOROUGH MANOR, INC., APARTMENT PROJECT

Ninety-Six, 3-Story Brick Apartments Are to be Built on the Westborough Country Club Grounds Unless You and All of Us Stop It.

Your immediate action and moral support will show where you stand on maintaining our neighborhood as a beautiful residential section.

PLACE:

3 SAPPINGTON SPUR
OAKLAND VILLAGE

TIME:

7:30 P. M. TUESDAY
AUGUST 22, 1938



(IN CASE OF RAIN TUESDAY MEETING WILL BE POSTPONED TO WEDNESDAY, AUGUST 23, SAME TIME. SAME PLACE.)



HOME OWNERS LEAGUE

WESTBOROUGH

A Family Club

WESTBOROUGH

For eleven years Westborough Country Club has been operated for the families of its members. Eighteen holes of golf, one of the best swimming pools in the country, beautiful tennis courts and other features have attracted not only those in the immediate vicinity of its grounds, but also from all sections of St. Louis and the County.

All speculation as to whether the Club would be turned into a sub-division has been eliminated by the announcement that its beautiful rolling slopes and commodious clubhouse will be devoted to club purposes from now on. Consistent with this announcement is the fact that the Club has been entirely redecorated and refurbished under the direction of one of the leading interior decorators of St. Louis. A new building is taking the place of the old barn, a familiar landmark that was burned last fall.

A FINE GOLF COURSE

Devotees of golf have always been high in praise of the Westborough course, which is one of the oldest and best known golf courses in this section of the country. It is an ideal business man's course, having every shot in golf and at the same time not a strenuous course to negotiate. Its players have been leaders in the district and state tournaments, and the District Championship cup for last year is now on display at the Club.

Socially, Westborough has been a center for family activities. Parents can send their children to the swimming pool and be certain that watchful lifeguards will protect them and that all the knowledge of modern science is available for the protection of their health.

DINING AND DANCING

Outdoor dining and dancing at Westborough has always been one of the de luxe attractions of the summer. Its flowers and shrubbery provide a setting that is delightful and restful.

Inside the clubhouse are ample lockers, both for ladies and gentlemen. The Grill Room, Dining Room and Tap Room have that desirable homey atmosphere. The charming patio is reminiscent of the southwest.

TWO CLASSIFICATIONS

Westborough Country Club is operated as a strictly private club with two types of memberships—Regular and Associate.

Regular membership entitles the member, his wife and their unmarried children under twenty-five years of age, provided they are listed with the Club, to the usual and customary use of all facilities without additional membership fees or

assessments until March 31st, 1940. Regular Membership dues are \$110.00 for the year, payable \$22.00 with the application, \$22.00 March 15th, \$22.00 April 15th, \$22.00 May 15th and \$22.00 June 15th, including tax.

Associate Membership dues for the member, his wife and their unmarried children under twenty-five years of age, provided they are listed with the Club, shall be \$22.00 (tax included) for the period ending March 31st, 1940, payable with the application and in addition \$1.00 for golf on week days and \$1.50 for Saturdays, Sundays and holidays. Charges for swimming, lockers, lessons, tennis, etc., shall be such reasonable charges as shall be determined from time to time by the respective committees.

NO ASSESSMENTS

Members shall not be individually or collectively liable for any of the debts of the Club or for its operations or maintenance of its properties, nor subject to any assessment during the life of a membership.

A Board of Governors is elected annually by the membership and is empowered to represent the membership in all transactions with the Club.

Members desiring use of lockers, towels and shower service must procure a locker, which is payable in advance.

After March 31st, 1939, an initiation fee of \$25.00 will be added to the Regular membership cost and an initiation fee of \$10.00 to the Associate membership cost.



LOCKWOOD AND BERRY ROAD
WEBSTER GROVES, MISSOURI
Webster 3690

THE 1939 MEMBERSHIP BROCHURE AND INVITATION THEN, IN 1940...

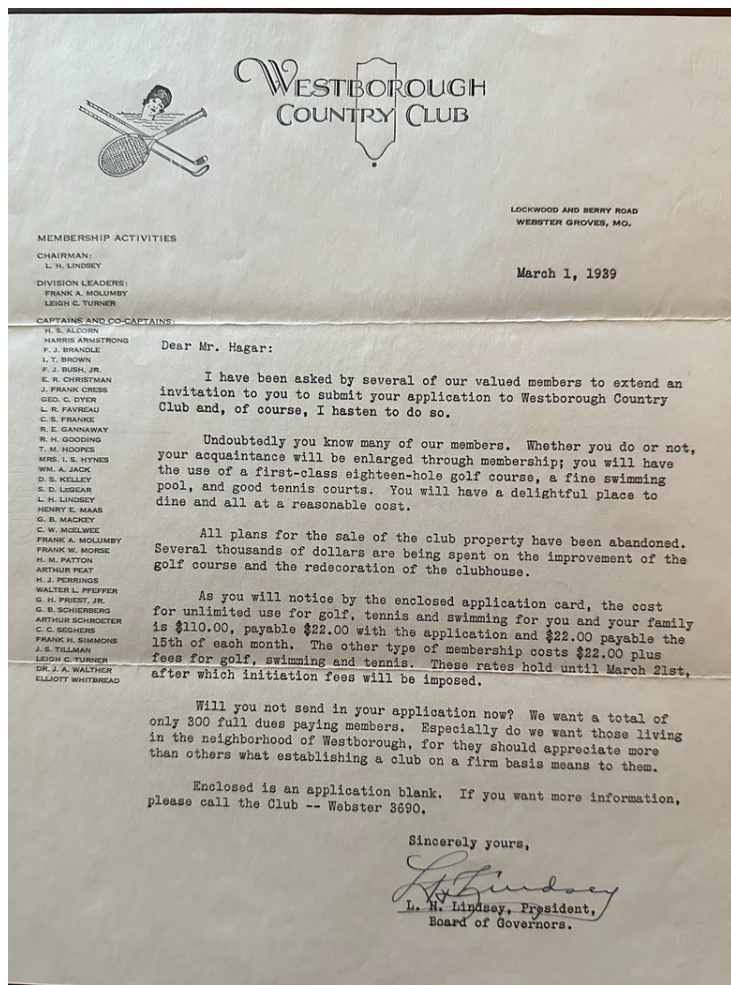
Acknowledgements

We wish special thanks to these individuals and institutions who helped guide us in our research and provided wonderful images to help us tell our story and make it more enjoyable for you, our readers.

Walter L. ("Wally") Pfeffer, II, son of Robert Niver Pfeffer and grandson of Walter L. Pfeffer, Sr. Wally has for many years been deeply engrossed in researching and sharing his family's rich history and his contributions to our Club's archives are invaluable. Wally, thank you so very much for all you've done and continue to do to help our Club, its members, and friends appreciate our heritage and the associated legacy of your grandfather. His impact upon our Club and the greater St. Louis golf, tennis, and swimming communities is immeasurable.

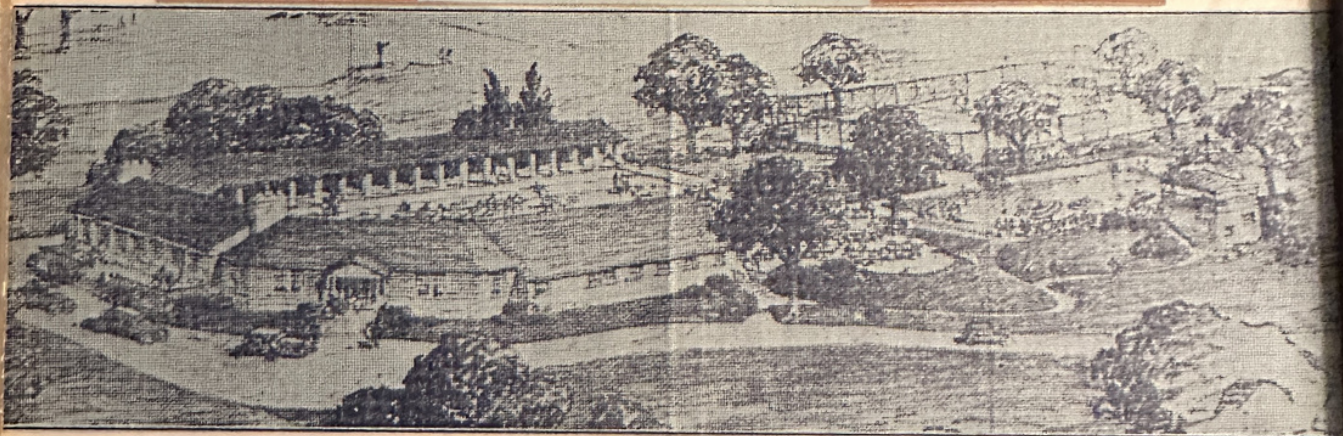
Deb Hill-Jablonski, President of the Kirkwood Historical Society. Deb went out of her way on short notice to help research our Club's history and unearthed several extraordinary relics, especially from the 1930s, that put into sharp focus the state of the Club during that era and the challenges it faced in terms of marketing and membership.

Lauren Sallwasser, Associate Archivist - Photographs and Prints, Missouri Historical Society. The MHS is a treasure trove for anyone performing research projects involving our community. Lauren and her colleagues generously shared a wealth of country-club specific information from the 1930s as well as high-resolution imagery of our Club and its grounds, which answered countless questions about the evolution of the facilities during that important time in our history. All St. Louisans are fortunate to have MHS as a resource.





Westborough



Westborough Country Club 1934-1948

Collage created by Robert Niver Pfeffer (8/26/1923 – 10/5/2001), son of Walter Pfeffer, Sr., and generously gifted to Westborough by Walter L. Pfeffer, II, Robert's son.

