"It wasn't too difficult selling North Hills," recalled Maas recently as the stock membership quota of 300 was within sight and the new project, the most complete in the big Met area, was being launched.

The new Manhasset site features swimming pools, tennis courts and a super Robert Trent Jones course with provision for an additional nine holes. It has a completely air-conditioned clubhouse with six Brunswick bowling alleys, billiards, a banquet hall that can accommodate 800, two grill rooms and other modern facilities. All are the talk of the country club set in Long Island suburbia.

$3 1/2 Million Investment

It all adds up to an investment of well over $3,500,000, but proves that if you build a better mouse trap and maintain quality, eventual success will be achieved.

Joseph A. Martino, president of National Lead Company and one of the nation's top executives, headed a syndicate that purchased 167 acres in Manhasset which eventually became the site of the new project. Currently, Martino's syndicate holds some 40 acres for the additional nine, when needed.

"We should have easier sledding in Manhasset," opined Treiber in discussing the transition from the Big City to its suburban area. "For one thing, we were faced with a tax load of $160,000 at the old location. Now, the annual bill should be about $30,000 — a big difference when it comes to deciding on a dues structure. Of course, with many more facilities than we had at the old club, our cost of operating will be greater. But then we'll have far better patronage from a younger and more vigorous membership."

Move Sets Precedent

North Hills, in relocating in Nassau County, became the first Queens, or New York City club, to build a new course after abandoning the old site. Fresh Meadow CC, which sold its Queens holdings in Flushing to New York Life Insurance Company for a housing development, purchased the old Lakeville CC, Great Neck, to perpetuate its club.

Playing a major role in North Hills' fight of survival was Eric G. Koch, former president of the Club Managers Assn. of America and prominent in the Metropolitan CMAA. Eric's knowhow was vital in the mammoth job of creating the outstanding club of the world's greatest golf sector, now enjoying tremendous growth.