



(Above) North Hills president, Russ Treiber cuts ribbon to get play underway on course designed by Trent Jones. Clubhouse, which represents \$ million plus investment, is seen below.

North Hills Is Re-Born

Taxes Force Club to Relocate, Build A Super Layout

By **JOHN M. BRENNAN**

Golf Writer, Long Island Daily Press

From the Skyline Terrace of North Hills GC, located in Douglaston, L.I., one had an excellent view of Manhattan's superb skyline. But the vista of the magic city proved costly to the members of the 37-year-old New York club, whose city tax rate within a decade rose from \$50,000 to \$160,000 annually.

When Walsh Construction Co. of New York City submitted an offer to North Hills members to buy the club three years ago for \$5,500,000, the bid was accepted. Certificate holders, who paid a mere \$1,500 a dozen years earlier, enjoyed a wind-



fall, getting about \$20,000 apiece.

Things looked bleak for North Hills' future because the majority of the members, many of whom are in the twilight hours of life, decided against relocating. In fact, when a decision to perpetuate the club was made by President Ed St. John, prominent Radio City attorney; Russell C. Treiber, VP, a Brooklyn insurance executive; George Washington Herz, a former president and one of the nation's top trial lawyers, plus a few more, there were fewer than 100 persons willing to produce \$7,500 for stock in the new venture.

Envisioned Superclub

"You have only to work up imagination to the state of vision and the thing will be done," declared Russ Treiber, who became head of the club shortly before it closed at Douglaston. What Treiber had in mind was the creation of a superclub, one unparalleled in the great and sprawling Metropolitan area that embraces New Jersey, Westchester county, part of Connecticut and Long Island.

With Treiber at the helm, and backed up by a dynamic membership chairman, Stanley Maas, Whitestone industrialist, North Hills was re-born in a stately wooded setting on Long Island's fabulous Gold Coast — about five miles from the old site, but outside the high tax area of New York City.



Some of the men who helped to get North Hills reactivated are (l to r): President Treiber, John T. Clancy, Timothy W. Foley, George W. Herz and Edward St. John.

"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.

\$3½ 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.



Lady Gascoigne, wife of the governor of Bermuda, recently unveiled a memorial plaque honoring Archie Compston, longtime pro at the Mid-Ocean Club, who died about a year ago. Plaque was sculpted by George Gach and will be placed inside a shelter on the club's practice tee.

While North Hills, as a private club, managed to survive through its ability to relocate, the old course will remain intact and become a part of the chain of New York City municipal layouts.

Located within a few miles of the 1964 World Fair, old North Hills will be reconditioned and opened for play by the dept. of parks in the spring. That will give the city an eleventh 18-hole course. Also due for launching in the spring will be a 27-hole layout built on repossessed land by the city in the vicinity of International Airport at Idlewild.

Jaycee Golf Tourney

The 18th International Jaycee Junior golf tourney will be played Aug. 18-23 at Midland and Ranchland Hill GCs, Midland, Tex. For the first time there will be special qualifying events at the local, state and national levels for novice as well as championship flight players. More than 25,000 youngsters from 1,000 communities are expected to participate in the Jaycee qualifying rounds through June, July and the early part of August.

1964 Senior Women's

The 1964 Senior Women's Amateur of the USGA will be played at Del Paso CC, Sacramento, Calif., Oct. 14-16. It will be a 54-hole medal play event. The 1957 USGA Women's Amateur was played at the same site.