



The Golf Chronicles

The story of golf at Reading Country Club and in Berks County



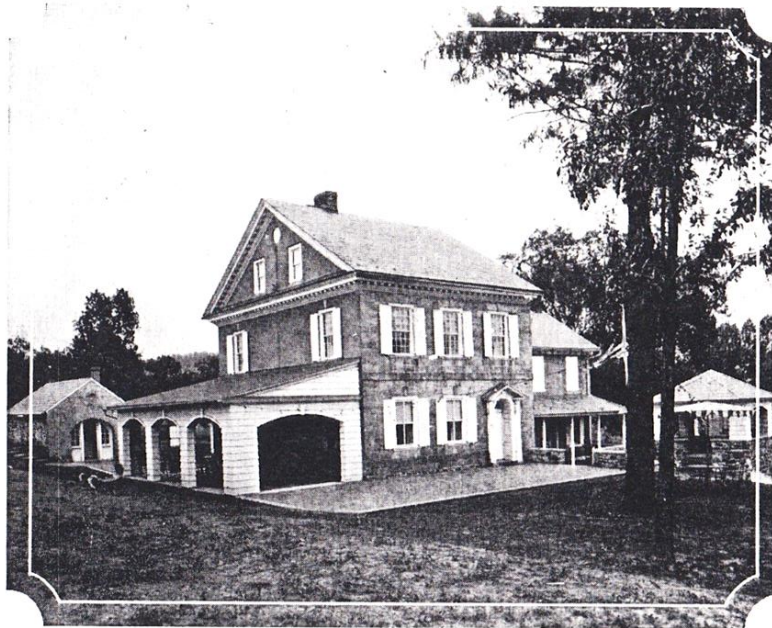
Number 28 • December 28, 2015

You can build it. But will they come?

Some will. Most won't. They need a push and that push is called marketing.

In 1923, the nascent Reading Country Club reached out for members. The club got good press. Witness articles in the *Reading Eagle* in 1922 and 1923. You can read them in *The Golf Chronicles*, number 13, "Roarin' in the '20s". RCC was touted as "...an ideal club, complete in every particular and designed to care for future growth as well as the present...". The golf course was described thusly: "...when completed, it will compare favorably with any in the state."

RCC's first marketing brochure appears on the following pages. Thanks to **Brian Aherns**, RCC course superintendent, and **Jimmy Hafer**, a long-term course worker, for preserving an important link to our heritage.



READING COUNTRY CLUB

1923

READING, PA.

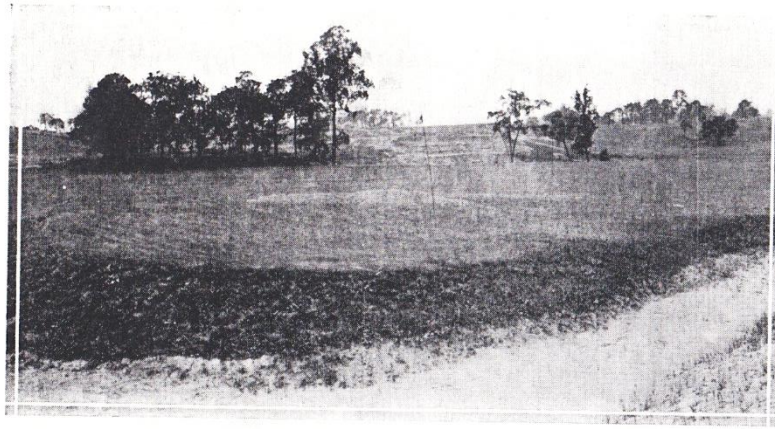


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VIEW NO. 1 FAIRWAY

THE purpose of this pamphlet is to introduce the Reading Country Club.

The Club was chartered by the Court of Common Pleas of Berks County, Pennsylvania, on June 6, 1922, as a corporation not for profit, and is authorized to issue 750 shares of stock which have a par value of \$200.00 each. Thus far about 210 shares have been subscribed for.

The Club promptly purchased two farms and four additional tracts of land in Exeter Township, Berks County, having a total area of 237 acres. Upon these farms there are three dwelling houses. The one shown on the first page of this pamphlet has been remodeled under the supervision of competent architects by adding porches, terraces, etc., and is used as

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RCC Pro
1937-39



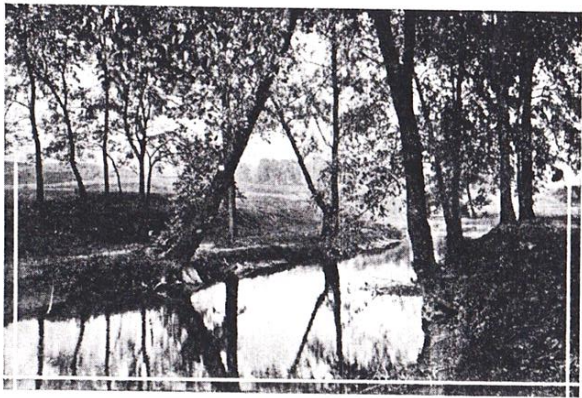
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*Editor's note:
The fort was razed
during the Filippini
years, 1979 to 1990,
to create an area for
another 4th tee. The
tee was never built
and the fort is gone
for all time.*

our present Club House. It has been attractively painted, papered and furnished in such a way as to preserve and display the wonderful beauty of its hand-carved door-ways, stair-ways, closets, fire-place and panel moldings, which are of Colonial design. We are told this house dates from 1763.

To the rear of the Colonial home is an old stone fort, dating from the days of the French and Indian war. This has been repaired and to it has been added a frame temporary locker house, equipped with showers and lockers for use of members. The entire home is electrically lighted by the Club's own plant.

Upon the land an eighteen hole golf course has been laid out under the supervision of Mr. A. H. Findley, of Philadelphia, Pa., America's veteran golfer. The course is built around the Antietam Creek, which



PICTURESQUE SCENE ALONG THE GREENS

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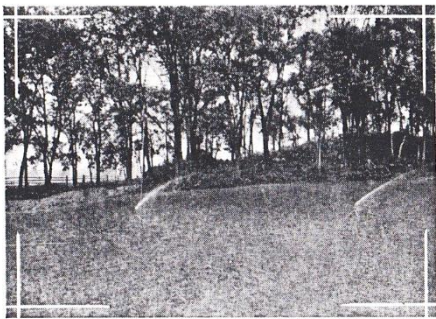


A RUSTIC REST SPOT

Editor's note:
The "new and commodious club house" was completed in 1931. It was renovated in the fall of 2015 and re-opened as the Viva Castle Pub.

runs through the premises, and which the golf course crosses eight times. Nine greens, tees and fairways have been seeded, seven of which are now in use. Work is now in progress to seed the remainder of the course, so that, in all probability, eighteen holes will be ready for use a year from date.

Architects are at work upon the preparation of plans for a new and commodious Club House which is to be located about 1200 feet from the main highway, upon a high spot in front of a wooded knoll. It is the aim of the members to erect a Club House modern in every detail, and of sufficient size and comfort to provide for the social need of the members and their families. From this spot a most picturesque view of the Schuylkill Valley is obtainable.



WATERING THE GREENS



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Editor's note:

Two tennis courts were built between the present first and former tenth fairways (now the practice range). They no longer exist.

A pool was built in 1971 adjacent to the 11th tee on the land than is now home to a medical building.

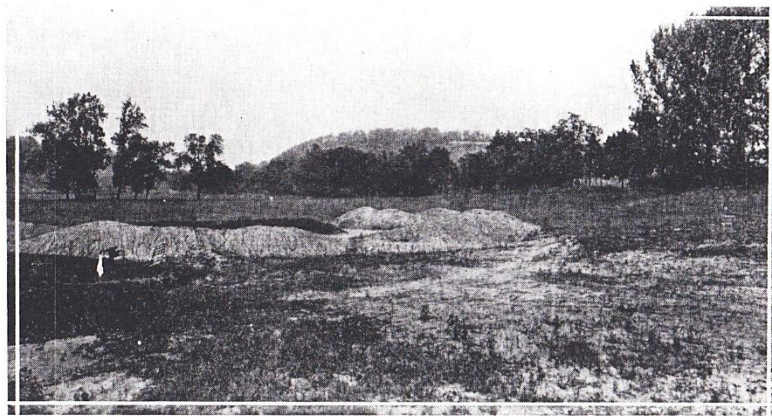
The water for the irrigation system was pumped to a holding tank on the hill to the north of the 14th fairway. The system was gravity fed.

A number of tennis courts are to be located near the proposed new club house. There is at present a court located near the present club house.

The land furnishes several excellent sites for a swimming pool, upon which, it is hoped, there will be one built in the near future.

Over the entire golf course there is a water system conveying water to all greens and tees. This water is pumped from the large spring located at the present club house. This spring has a normal flow of about 200 gallons of pure water per minute.

Our present club house is furnished for the use of the members. It affords the members an attractive place for holding parties and meetings. The steward will, upon order, furnish meals to parties of not more than 30 at a time.



LANDSCAPE VIEW SHOWING BUNKER

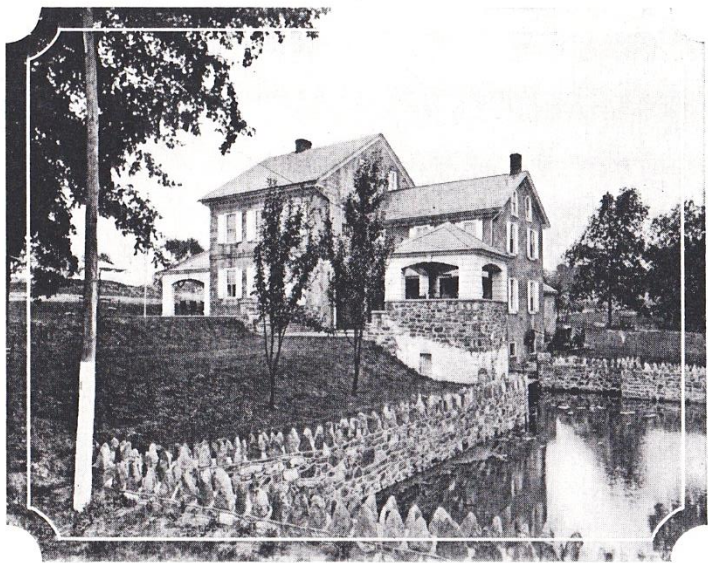
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VIEW OF PRESENT CLUB HOUSE SHOWING LARGE SPRING

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ONE OF THE GREENS

*Editor's note:
A second golf course
was not built. There is
no evidence of
shooting ranges or
winter sports
conducted on the
grounds. There was,
however, a riding
academy and stables
to the north of the
13th fairway that
opened in 1925 and
closed in the 1970s.
Shows at RCC
attracted hundreds
of horses and
thousands of
spectators.*

Within a few years the club will have one of the best golf courses in the state. We have the natural features—hill, dale, meadow, stream, gullies, trees and rocks, all but the luxuriant growth of grass, which only time can give.

The present course of 18 holes occupies about 105 acres of the club property. Upon the remaining area there is ample space for the

proposed new Club House, driveways and parking space, and also sufficient ground to lay out another 9 or 18 hole golf course, which could, it has been suggested, be reserved for the ladies. There are sites for trap-shooting and rifle-ranges. We have the natural locations for skiing and tobogganing in winter; the old dam affords opportunity for skating.



NATURE'S BEAUTY SPOT



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The classes of membership are as follows :

Regular. All adult males residing within 25 miles of Reading are required to purchase and to hold at least one share of the capital stock of the Club. If the regular member pays family membership dues (\$75.00 per year), his wife and children under 21 years of age are entitled to the privileges of the Club.

Associate. Ladies can become members in their own right by paying an initiation fee and annual dues.

Junior. Young ladies and men under 21 years of age can similarly obtain the privileges of the Club.

Non-resident members, being those residing more than 25 miles from Reading.



ANOTHER REST SPOT