



Since the opening of Lancaster's pool, the club has boasted a full membership and waiting list at all times. Women's bath house on left, men's bath house in center, children's wading pool on right.

Lancaster Swimming Pool Has Big Part in Club Well-Being

THERE IS no doubt a swimming pool adds tremendously to the attractiveness of a country club. Not only is a plunge welcome after a hot summer day's round of golf, but presence of swimming facilities solves in fine fashion the problem of how to keep the families of members amused while the "old man" is golfing.

From what information GOLFDOM can secure, direct income from a pool in the course of a season is rarely sufficient to pay for its operation during the same period, although under smart operating control and a thorough policy of "selling" the pool to the members it seems to be possible to take in enough money to offset approximately 75 per cent of the operating cost.

However, club officials today are not frightened by this almost certain annual swimming deficit, as indicated by the number of clubs now constructing or planning pools of various degrees of elaborateness. They are not frightened because they feel that any investment the club must make to build the pool will be returned to the club in the form of increased departmental business, particularly foods and refreshments, and in a more satisfied membership and a more completely filled roster, with a very fair possibility of achieving that final aim of all clubs—a waiting list.

Obviously, not every club is justified in building a pool. Local conditions, the presence or absence of natural swimming sites in the region, the size and ambitions of the club are factors that must be taken into account. It would be absurd for a club located in the Minnesota lake region to expect its swimming pool to pay out; but in the semi-arid districts of the Southwest it is a different story.

Pool's Worth to Average Club

A good example of what the average 18-hole club can expect a pool to mean in the entire club's well-being is obtained by considering the experience of the Lancaster (Penna.) Country Club. This organization ranks well up among the better of Pennsylvania's 300 golf organizations.

Here is the 1930 story of Lancaster's pool, as supplied GOLFDOM by John H. Wickersham, chairman of the swimming-pool committee:

"Our pool is 105 feet long and 45 feet wide, varying in depth from 3 feet to 12 feet. In addition there is a small wading pool for children, about 10 feet by 20 feet and varying in depth from 18 inches to 30 inches.

"The two houses shown in the photograph are—the one on the left the women's bath house, occupied exclusively on the

first supported floor by the lockers, toilets and showers for women; the basement underneath is used for storage. The first supported floor of the men's bath house, on the right, contains the men's locker room, a swimming pool office and a public shower, which can be seen in the photograph. In the basement of the men's bath house is located the pumps, filters, and chlorinator for the swimming pool and in addition a laundry with the necessary laundry equipment to care for the bathing suits and all the towels used at the club daily. During the swimming season, one man is engaged full time to operate the pumps and filters and the laundry.

Four Employees Needed

"The personnel operating the balance of the swimming pool equipment consists of a girl in the swimming pool office, a life guard, who is likewise the swimming instructor, and a man of all work, who cares for the policing of the ground around the pool and the cleaning of the pool itself with the vacuum pool cleaning apparatus, which has been installed. We find a satisfactory operation of a pool of this character requires during the swimming season four individuals.

"There are no direct charges to the members of the Lancaster Country Club for the privilege of swimming. The receipts of the swimming pool during 1930 were as follows:

<i>Receipts from lockers, at \$4.00 to \$5.00 per season</i>	\$200.00
<i>Suit rentals, at 50c per use</i>	92.25
<i>Guests—Juniors 50c, Seniors \$1.00</i> ..	415.50
<i>Care of suits, at \$1.50 per month</i>	216.00
<i>Sale of Misc. Supplies</i>	59.80
<i>Total receipts</i>	\$983.55

EXPENDITURES—

<i>Equipment</i>	\$111.90
<i>Supplies</i>	634.30

(This item includes the additional supply of towels as well as soap for the laundry, which was required by reason of the operation of the pool. These expenses likewise include all the expenses for the operation of the laundry, which made a considerable saving in the laundry bills of the Country Club during the summer months.)

<i>Wages</i>	964.15
<i>Toys</i>	267.08
<i>Miscellaneous</i>	137.35

"I have deliberately not added up the expenditures because the supply of towels now on hand will be ample for the coming year and no credit was given the swimming pool on account of the laundry work done for the men's and women's locker rooms and towels of the Club itself.

"The pool itself was authorized by a meeting of the club membership at which time a slight increase in the dues of all members for the purpose of caring for the operation of the swimming pool was likewise authorized. The total cost of this installation was slightly less than \$60,000.

"It was not the idea when building the swimming pool at the Lancaster Country Club that this pool should be self supporting. In fact the plan was and is that the increase in dues authorized before the pool was started will cover the increased expense of the Club by reason of the pool.

"We find the swimming pool adds considerably to the attraction of the Club. Our membership is filled; in fact, we have had a satisfactory waiting list of desirable prospective members at all times since the completion of this pool.

"In addition the Board of Governors believe the fellowship among the membership of the Club has been much improved by reason of the pool and that the swimming pool has made a definite increase in the use of the other facilities at the Country Club, including the restaurant.

Movie Night Good Stunt on Entertainment Schedule

MOVING PICTURES of the clubhouse and golf course and informal shots of the members while playing the game can be used as a first class entertainment feature by a country club. Take the pictures one day and show them for an evening's entertainment a few days later.

Movies may be taken either by an amateur with a 16 MM camera or the club can hire a professional camera-man to visit the club and take the shots.

Mt. Hood Golf Club (Oregon) recently pulled this stunt and found the members enthusiastic over the showing of the films. To get some exceptional scenery pictures, the professional camera-man who exposed the reel, in addition to action shots of the members and close-ups of the club grounds, also traveled to the top of a nearby mountain and took birds-eye views of the entire course.