

The shelter, on the left in this view of Inverness' new pool, houses the refreshment stand. Income from this feature plus pool fees more than paid operating costs of the pool this season.

New Pool Puts Pep and Cash Into Inverness Operations

By PLUMMER WHIPPLE

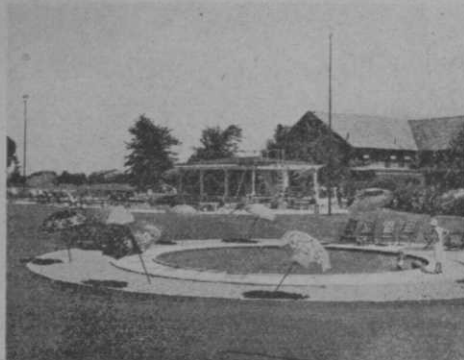
INVERNESS Golf Club (Toledo, O.), the newest big club in the Middle West to install a swimming pool in its grounds, hopes to achieve three distinct aims by its move according to Dr. Robert Vollmayer, president. The club expects the pool to result in cheaper golf for the golfing members of Inverness; to be a big aid in holding present membership in these troubled times; and to be a big feature in bringing new members into the club.

The pool has been in operation only since July 2, yet Dr. Vollmayer is enthusiastic over results obtained at this early state in the pool's operation. As yet, of course, it is too early to reduce the cost of golf to golfing members, but it has resulted in improving the morale of the club's membership and it has attracted some new members, entirely without solicitation.

In a research conducted by Inverness be-

fore the pool building contract was let, it was estimated that the average golfing member of a country club contributes about \$75 per year to the "front end" of the club. In a club with a membership of 300 this is not sufficient revenue to carry the overhead. Inverness has one of the bigger clubhouses in the Middle West. It takes \$50,000 per year to run the club, whether the membership is maintained at 50 or 300.

Now, when you convert that club into a country club and offer new inducements to members you are certain to increase the dining room and other "front end" business. For example, the day after the Inverness pool was opened there were less than 100 reservations for dinner. Yet a total of 230 dinners were served. An increase in business in keeping with that example has been the order since the pool has been opened.



An extra popular feature—the children's wading pool. Depth runs from 1 ft. to 2½ ft.; diameter, 30 ft.

Members may bring guests to the pool upon payment of a \$1.00 fee. A soda fountain and light lunch stand is operated at the pool and the revenue accruing from that stand is surprising in itself. Laundry is, of course, the big item of expense in connection with the pool, but the guest fees aid to offset that item.

Social Membership Established.

A type of membership new to the Toledo area was created when the pool was built. It is a social membership. The initiation fee is \$75 for the first 100 members, increasing to \$100 for the next 50 members. The dues for this new membership, \$50 per year, gives the social member every club privilege except golf, and golf is made available on week days only upon the payment of a greens fee of \$1.00.

When the quota of new memberships is sold, these new dues are bound to result in a lowering of the dues for golfing members, since the swimming pool does not increase materially the cost of overhead in the club.

The Inverness pool presents a new idea in construction. It is 90-feet long. Instead of sloping steadily from the shallow end to the deep end the Inverness pool is sloped so that for at least 65-feet of the pool the water is five feet or less deep. The deep end is available for diving from four and ten foot boards. Thus, both swimmers and those who never venture out beyond a safe depth have plenty of room. This, too, results in less water being used in the pool, and to Inverness, which draws upon city water at extra cost, this represents a respectable saving.

The pool, designed by W. H. Eichelman,

consulting engineer of Chicago, was built in 35 days. It is illuminated and draws a large number of swimmers and spectators to the pool each night. This, naturally, results in increased revenue to the dining room and to the soda fountain at the pool. A 10 a. m. to 10 p. m. schedule is maintained. Members are gathering at the pool nights and fraternizing with other members. It has already resulted in a better club morale, Dr. Vollmayer believes. No drive has been made to sell the new social membership. None will be made until the pool has been in operation long enough to determine its popularity.

Cunard Line Features Redmond on World Cruise

GOLF BUGS who want to hack divots out of alien soil are invited to join the round-the-world cruise on the Cunard liner *Carinthia* starting in early summer of 1933. The cruise will take 139 days.

Jack Redmond, trick-shot golfer, will conduct golf lessons on board during the cruise and pilot the cruisers through the hazards of the courses visited along the itinerary.

Redmond has appeared in the *Vanities*, vaudeville and at numerous golf clubs in exhibition performances. He is a real trouser and the right sort of a fellow for Cunard to sign up for assuring customers a happy combination of interesting golf and entertainment.

Details of the tour may be obtained from the Cunard line agencies.

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