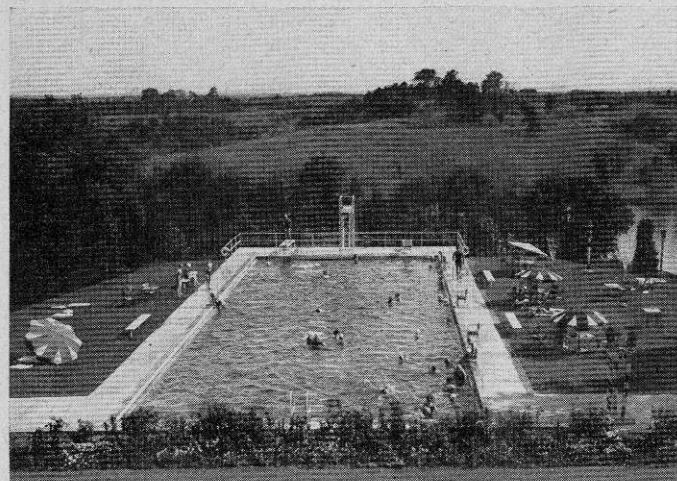


Overcome Indifference and Install Paying Pool

By FRED E. KUNKEL



This pool is the result of digging for funds by live ones.

FOR MANY YEARS at the Congressional CC we had been talking about an outdoor swimming pool but nothing ever came of it.

We have a stream of water running through our property and two dammed-up lakes, but we would no more think of building a make-shift pool out of this running water than we would think of taking the clubhouse on a stratosphere flight.

A pool here would have to be modern and up-to-date, for to this club belongs a list of dignitaries that would choke a blue book register.

Yet all we did was talk. Times were hard. The club didn't have the money. But in January, 1934, we got some new members on the Board of Governors—some younger business men who were alive with ideas and to whom nothing seemed impossible. We also elected a new president. He appointed some of the younger progressive members of the club (also some of the chief kickers, who however immediately became the club's chief boosters) to head various important committees.

In other words "Bill" Denning, the new president, followed the Democratic policy of creating a "brain trust."

But the idea of building an outdoor swimming pool was hard to sell to the new Board of Governors. In fact, the idea has never been successfully sold to them, yet today the pool is built and in actual operation. It only cost \$12,500 with all equip-

ment and paraphernalia, including lawn chairs and tables to serve drinks and sandwiches.

The whole idea started by appointing an outdoor swimming pool committee, which never consisted of more than a half dozen members until the pool had been laid down in solid concrete, when the committee was increased to 15, with chairmen of various subcommittees, such as "pool operation," "maintenance," "furnishings," "printing," "publicity," and so on.

Getting Pool Started.

The chairman of the swimming pool committee was on the Board of Governors and also in the real estate business. He enlisted the aid of the club's president, who sent out circular letters over his signature to all the club members, inviting them to a mass meeting to discuss the prospects of building an outdoor swimming pool.

The first meeting was a frost. Eight people showed up after 800 letters had been mailed out. But did that discourage the committee? Hardly.

They had pink faces, but they went around among their personal friends and pled with them to come out to the next meeting. Each member of the committee brought at least one friend or two. One man alone got out ten of his friends. The next meeting was considerably larger in numbers and developed some enthusiasm.

But still the results were not up to expectations.

Then we decided to tie in with the Thursday night family dinners—an innovation at the club, whereby a member could obtain a first class dinner for \$1 and 65c for his children, and thus bring out the whole family and feed them at a reasonable figure. The idea had attracted a constantly increasing number. Members were beginning to come out to patronize these dinners with their wives and children.

So we circulated another letter, over the signature of the president, calling a mass meeting for Thursday. As a result we got the whole family into these meetings and pretty soon we were all waxing enthusiastic and it looked to us as if the swimming pool idea was firmly launched.

We decided we were ready to start our campaign to raise funds. We would issue 5 per cent debenture bonds, the interest of which would be paid from revenues and each year we would retire a certain amount of bonds, so that in five or ten years the club would own the pool free of any indebtedness.

We then began issuing subscription cards for anything from \$10 to \$100 and broadcast these among the club members by mail, but the response was not so hot. We got about \$2,000 in subscription cards but *no funds*. But we never once let up. We enlisted the aid of some of the live wires of the club and pretty soon we had more subscriptions and *some* actual cash.

Then we broke ground for the pool. We said to ourselves "it cannot fail." We wanted to show that something was actually being done so we could collect our money and go to them with the urge of paying their subscriptions in cash. And we could get new subscriptions on the basis of having started something.

Digging Gets the Cash.

The scheme worked. Pretty soon our subscriptions had swelled until we had \$11,500 in actual cash by July 1st and \$2,000 still unpaid on subscriptions. By July 4th, when the pool was opened, we had enough money to pay every one of our bills and we had one of the finest outdoor pools in the City of Washington.

The cost was kept down because the real estate man heading the committee had drawn all the plans in his office; an electrical contractor belonging to the club, also on the committee, handled all the

electrical work and lighting; a plumber handled all the plumbing; a constructor handled the concreting, and so on.

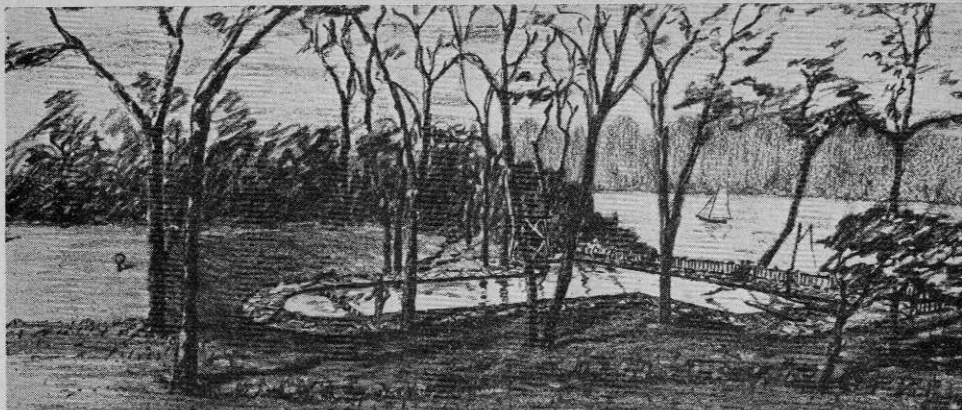
In other words, the Outdoor Swimming Pool Association of the club, as the committee was known, handled the finances and was really a separate corporation. It collected all the money on subscriptions and made all disbursements in connection with the building of the pool. It collected all the revenues, paid the salary of a swimming instructor in charge and his assistant, while the club housed and fed them, without expense to the association, and also provided the necessary locker space, towel service, shower facilities, wash wringers, etc.

The Pool Itself.

Within seven weeks after ground was broken, the outdoor swimming pool was opened for use. Located on the site of the old tenth tee, south of the clubhouse, and below the pavilion porch, the new pool is completely landscaped and sits on a hilltop overlooking a lake set in a grove of trees. This outdoor pool gives the Congressional, one of Washington's largest country clubs, complete swimming facilities, both in winter and in summer, and makes it the only country club in the national capital which has both an outdoor and an indoor pool.

Venetian and Italian in architecture, the pool is designed, with its equipment to be able to hold intercollegiate meets or any A. A. U. championship matches. It can accommodate comfortably more than 300 bathers, being 100 feet long by 35 feet wide, with the shoal end 2 ft. 6 ins. sloping down gradually to a 6 ft. depth for a distance of 72 ft. At its deepest point it is 9 ft. deep. Here are one high and two low diving boards.

Landscaping surrounding the pool is very artistic and effective, adding as it does an unusual view from the terrace of the clubhouse where diners may enjoy a full view of the pool. One side of the pool has a spacious lawn, flanked with trellis work from which ultimately rambler roses will shed a profusion of color, interspersed with eight artistic wrought iron lamps (Floridian), each of a different design and containing different colored glass. Two 1500-watt lamp flood lights, one on each side of the pool, throw light on the water and diving boards at night. Tables, with lawn umbrellas, are spread at intervals over the lawn.



Rockford (Ill.) CC is building an unique swimming pool with wading pool for children at shank of a T-shaped tank. Deep water will be in the bar section of the T, which will run parallel to the Rock river. Location and design of this modernly-equipped pool make it one of the feature jobs of the many pools golf clubs are constructing.

The pool soon became as popular with members as the beach resorts. It was a popular social rendezvous during the entire outdoor swimming season. A swimming meet of club members, a style show with parading mannequins, and an A.A.U. meet completed the unusual events for the summer.

Unique Filter System.

The filtration system used in the pool is also worthy of mention. It is different in its operation from any other pool in the United States at the time it was opened. With it water is not only run in and out, but it is also filtered and then sterilized through an electric silver process, known as the Katadyn system—a method brought over from Germany for this pool.

This method has been successfully used in the past two years abroad, but this is the first installation in America. It is now being used in dozens of pools in England. The system does not have the bad effects on the membranes of the nose, eyes, ears and throat to which other systems occasionally fall heir.

Selling Season Tickets.

The price charged for use of the indoor pool is 25c for members and 50c (plus tax) for guests. No higher charge was put on for the outdoor pool, although it was felt the guest fee was too low, being no more than in some of the public pools, but this proved a good idea for many club members brought guests and had night parties, coming out in dozens instead of singly. The

first month of operation the club took in nearly \$3,000. This was due to many guests and members using the pool, but primarily from the sale of season tickets.

The idea of raising quick revenue impelled the committee to sell season tickets, \$5 for a member; \$6 for a member and his wife; \$7.50 for a member and his entire family, including children. In order to sell the maximum number of these tickets, an "Order Coupon," was enclosed with the July *Bulletin* (which also carried an announcement of the opening), and in addition a committee was appointed (of the most popular members who were well known to a great many club members) to dispose of them. Of course, after the pool opened the operator in charge suggested, when a member signed up (if he did not display a season ticket), that it would be cheaper for him to buy a ticket. Thus nearly 400 were sold the first month.

August was a cold month, with many cool nights, and revenues fell off considerably over July, which was a hot month, thus demonstrating the value of selling season tickets. However the club took in over \$500 in guest and member fees, and made enough money the first year over all expenses to retire more than 20 per cent of the bonds issued and left enough to pay interest on the investment.

NEW BENT GREENS are frequently wavy and rough the season following planting, and a considerable number of topdressings may be needed to fill up the waves and obtain an even putting surface.