



G. F. Erich, Lehigh CC pres., credits the recently installed swimming pool with having pulled his club out of the depression depths.

"OUR POOLS SAVED US"

*. . . so testify two country clubs
after first year of pool operation*

ONCE again this year swimming pools have proved greatly effective in increasing memberships, extending the scope of club interest to take in the entire family and raising restaurant and bar revenue.

A typical case of swimming pool help to a country club is that at the Lehigh CC, Allentown, Pa. About 10 years ago a new and excellent course and clubhouse were built by the Lehigh club. During the depression the club, like many others, lost so many members that maintaining club facilities became a serious problem.

The president of the club, G. F. Erich, and three more of the club's prime movers called together various groups of 8 to 10 members, instead of calling a general meeting, and proposed a pool. After laying the details and appeal before entire family groups, especially the active younger people in the community, the Lehigh people had enough subscription promises to finance the pool. The proposition was as follows:

Subscribers to be paid in four monthly payments. Subscribers to be repaid out of earnings of the pool. Family memberships for use of the pool per season were set at \$15. Guest fees to be 50 cents weekdays and 75 cents Saturdays, Sundays and holidays. After operating ex-

penses are paid, balance to be returned to members at end of season. As the result of the first season's operations, practically 20% was returned to subscribers.

President Erich describes the Lehigh pool:

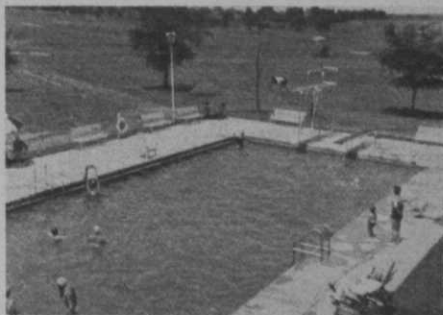
"The pool is built of Gunite, which is a form of concrete applied with a machine known as the Cement Gun. Due to its method of application, Gunite is more dense and water resisting than concrete and for that reason is extensively used for lining reservoirs over concrete or directly against earth bottom and slopes. The design of this pool was therefore premised on this theory of using the solid earth slopes as a backing for the major depth of the pool thereby reducing the vertical wall cantilevered section to a minimum height, which naturally meant a reduction in thickness.

"An accompanying illustration of this pool after completion and prior to being

filled shows the unique feature of this design. It will be noted that at the base of the 4 ft. vertical wall there is a step standing out 12 in., from which step the bottom slopes on a 45 degree angle to the variable depth. The Gunite in the bottom is 2½ in. thick, and on the slope varies from 3 in. thick at the bottom to 5½ in. thick at the base of the vertical section. This step serves the double purpose of providing a landing or resting place, and is of importance in the design. The sidewalk section shown is a horizontal and cantilever beam binding together the entire pool.

"Expansion joints have proved a great handicap to the construction of concrete swimming pools, and consequently advantage was taken of the characteristics of Gunite to build this pool without such joints. This was made possible with the design of horizontal beam slabs, and the elimination of square corners and joints, with the result that this main pool, 40 ft. x 75 ft. has no joints and shows no evidence of any cracking. Corners are especially heavily reinforced.

"The illustrations show a division wall across the pool. This divides the main pool from the children's pool, and provides a definite stop for competitor swimming. The children's section, 25 ft. x 40 ft., makes the total surface area of the pool 40 ft. x 100 ft., with depths of from one to two feet in the children's pool, and a minimum depth of 4 ft. to a maximum of 10 ft. 6 in. in the main pool. An expansion joint is provided between the two



Joliet CC has added 75 new members since pool opening last summer.

sections and circulation is obtained through holes in the dividing wall.

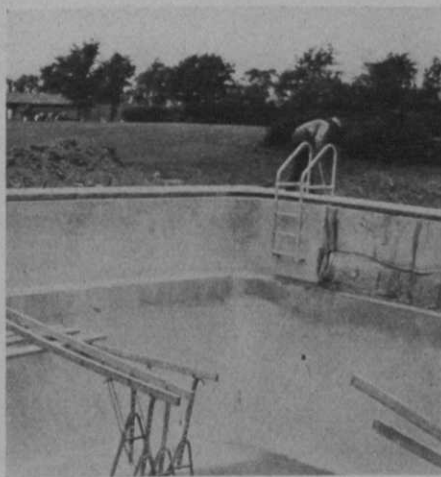
"One of the construction features is the scum gutter, which eliminates the hazard of the generally accepted type. The gutter has sufficient drainage capacity and yet the water level is only four in. below the sidewalk level. The face of the vertical wall is only three in. out from the edge of the sidewalk. Exceptionally pleasing lines have been obtained on this gutter.

"This pool is equipped with every modern device for safety and health. In addition to the step referred to, there are four ladders. Double drain outlets eliminate the suction hazard of one outlet. A triple system of filtration tanks, with necessary pumps and chlorinators, provides continuous purification and change of the water. Water passing through these filters is pumped back into the pool through four inlets at the children's end. Through the addition of about 3,000 gallons of new water each day the loss through scum gutter waste is made up, and the proper temperature maintained. Scum gutter waste is carried through separate drains to sewage outlets.

"A subaqueous lighting system assures safety to night bathing, besides adding to the beauty. These lights are placed two feet below the water level on both sides.

"In designing this pool, the engineers took advantage of the design of a similar pool they had built for a hotel in Bermuda, centering the entire plan on the axis of the clubhouse. By this method it was possible to take advantage of the natural slope of the ground and improve the landscape feature by creating a level lawn from the pool to the clubhouse steps, and at the same time partly conceal the pool locker-room. This has produced a very attractive effect, and has allowed the use

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Section of Lehigh pool showing step around walls. Scaffold shows comparative pool depth.

SWIMMING POOLS

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of the roof of the locker-house for sun seats and spectators.

"The result of the construction of this pool was most gratifying. Immediately after the breaking of ground on April 20th new applications for membership began to come in and before the formal opening in the latter part of June more than seventy-five new members had been admitted. This number has increased since that time, and the daily attendance at the club has increased more than 100 per cent. A club which showed sign of decadence has become one of the most active and attractive."

Joliet Pool Puts

Club on Sound Basis

Another significant and highly successful demonstration of the value of a swimming pool to a country club is that at the Joliet (Ill.) CC. J. MacKeever, of that club, tells the story of the Joliet pool:

"During the last three or four years, prior to this one, our membership shrunk to under 100 and the outlook was very discouraging due to the competition of public and fee golf courses.

"A small group of members who were not golfers had continued their membership but many had resigned. They felt that the club was controlled entirely by golfers, and it is a fact that all the improvements, to the locker-rooms, the course and other features had to do with the golf activities.

"For the last four or five years the members have been scrapping at each annual meeting in attempting to get some club feature that would cater to the entire family.

"At our last annual meeting, held in February, 1936, a motion was made to change the name of the club to the Joliet Golf club instead of the Joliet Country club. It was put in a joking way but developed into a serious argument, at which time a committee was appointed to look into the possibility of a swimming pool.

"This committee visited many clubs, secured information from contractors and builders and reported back with a definite plan for building a swimming pool on the club property at a total cost of approximately \$12,800.

"The committee assumed responsibility of going out, from a community and civic standpoint, and asking for straight dona-

tions. We solicited approximately 12 or 14 men who contributed amounts of \$500; a few contributed \$150 and \$200 and the balance gave \$100. Over half the amount was acquired in cash and the balance was financed through our local bank for a period of three years on a 4 per cent interest basis.

"Ground for the pool was broken May 25 and it was completed and opened for use June 27. The pool is 30 x 75 feet. A filtration system changes the water completely every eight hours. There is underwater lighting, consisting of 14 500-watt lamps and every feature for sanitation and safety has been provided.

"Contract work was done by Powers-Thompson Construction Co., a local contractor. The filtration system was furnished by Everson.

"The pool is surrounded by a 12-foot walk on three sides. At one end is a deck or outside dancing platform—of cement—approximately 30 ft. by 60 ft. A life guard is employed who is also the pool manager. Contributions were presented to the club of colorful umbrellas, tables, chairs and benches. The whole outlay is so complete in appearance that it looks as if it had been there for a number of years.

"A charge of \$10 for the swimming season was made to the entire membership, the assessment being spread on the July and August bills.

"The regulations as to guests are as follows. Each member is allowed to have one guest a month where the guest resides in our county. A fee is charged for each guest for swimming privileges—50 cents for adults, 25 cents for children.

"A portion of both the men's and women's locker-room was set aside for bathers.

Pool Brings

75 New Members

"From June 1st to July 15th approximately 75 new members were secured. The return of old members plus these new members doubled the membership in a period of about 60 days.

"During the last five or six years there has been little activity at the club outside of golf. Since the first day of July and until cool weather set in we had an average of 100 bathers each day. Response among the membership and the community as a whole has been greater than any other move made at the club and it is a mecca for women and children morning, noon and night.

"It has made it possible to employ a new manager for our dining-room and the increases in receipts in the restaurant and bar have been great. Where there were formerly three employees, there are now about 12. The entire membership feel that the future of the Joliet country club is assured—due entirely to the existence of the pool and the action of about 50 of the members who made the pool possible through their contributions.

"The officers and directors of the Joliet Country club will highly recommend the acquisition of a swimming pool by any club that wants to be lifted out of the doldrums."

Swimming Classes Popular Feature of Country Club Programs

THIS year, more than ever before, country clubs have answered the parents' question of what to do with the kids in summer. Pro group lessons for youngsters, now a usual thing at most first class clubs, proved so successful that tennis classes and swimming classes have followed.

It is needless to comment on the increase in membership value as a result of this development and supervision of juvenile recreation. The trend also points to broadening of pro influence and responsibilities as a recreational director.

At the pool of the Hillcrest CC, Indianapolis, Ind., the following schedule of swimming and diving classes was offered:

Children's Classes

Beginners—
Wednesday and Friday—10:00-10:40 A. M.
Intermediate—
Wednesday and Friday—10:40-11:20 A. M.
Advanced—
Wednesday and Friday—11:20-12:00 A. M.

Women's Classes

Beginners—
Tuesday and Friday—3:00-3:45 P. M.
Advanced—
Tuesday and Friday—3:45-4:30 P. M.
Red Cross Swimmers' Button Tests—
For Children Under 12—Monday, 1:30-2:30
Junior Life Saving Class—
(12 years of age and up) Saturday, 10:00-11:00 A. M.
Senior Life Saving Class—
(17 years and over) Saturday, 10:00-11:00 A. M.
Ten Class Lessons for \$5.00.
Private swimming and diving lessons, by appointment only, \$1.00 each.

An interesting detail of the Hillcrest pool operation is a small charge if more than one towel is used. Heavy use of towels at club pools, at some clubs averaging three per swim, has been a shock to managers. Pool popularity has been great for food and drink sales and for family patronage. At many clubs this year, guest fees were found to be too low.

"GUNITE" Pool at Lehigh Country Club, Allentown, Pennsylvania



A Swimming Pool

wins the whole family!

- fills the membership roster ● livens club spirit ● increases social interest ● raises club income.

What type of pool to install is the one question that puzzles club officials.

"GUNITE" POOLS

provide the right answer because "GUNITE" construction meets every requirement of economy of initial cost, flexibility in design and minimum of maintenance charges.

"GUNITE" is denser and more water-resistant than concrete. It is applied with the "CEMENT GUN" to firm, natural earth backing with steel reinforcement.

Have your pool committee investigate a "GUNITE" Pool for your club. We'll gladly supply you at no cost with complete details of a "GUNITE" Pool installation that will be ideal for you.

CEMENT GUN CO.
ALLENTOWN, PENNA.