

"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

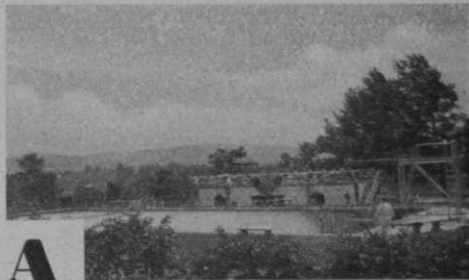
Beginners—
Wednesday and Friday—10:00-10:40 A. M.
Intermediate—
Wednesday and Friday—10:40-11:20 A. M.
Advanced—
Wednesday and Friday—11:20-12:00 A. M.

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 ● liv-
ens club spirit ● increases social in-
terest ● 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.