



Evansville's beautiful pool has helped business in other departments.

By HENRY HOLL

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IT is well established that the present day country club has become a family recreation center. But your club can't qualify as such an institution until you have installed a swimming pool. You don't realize how really lacking you've been in entertainment facilities until you've had a pool for a while.

Renewed family interest, additional club activities and a noticeable increase in total revenue can be directly traced to any club pool.

Our pool was completed in May, 1957, just in time for a formal Memorial Day dedication. It includes the main pool, two wading pools, bathhouse, and snack bar. With landscaping, a surrounding cyclone fence and miscellaneous equipment, it cost \$105,000.

The L-shaped pool has a 165,000 gal. capacity. It is 40 ft. wide, 82 ft. long and has a 35 ft. square diving well. The water that is fed to it is filtered and sterilized in an eight-hour period. The pool staff consists of four qualified life guards who give group and individual swimming



Henry Holl

You Shouldn't Be Without A Pool

lessons and three attendants who take care of the snack bar.

The snack bar is set up so as to serve food to both swimmers and non-swimmers. Its main feature is a cafeteria type serving counter which, in my estimation, is important because it enables our employees to handle large crowds without the usual fuss and confusion that mark holidays and special events.

Why Pools Help Business

Last year in three month's operation, we realized \$3,000 in direct snack bar sales. It is impossible to estimate how much our restaurant and bar business increased as a result of having our fine, new pool, but my guess is that it was substantial. Special aquatic events can't help but boost business in the food and liquor departments. Too, I noticed people I had never seen around the club before in the evening, having dinner and then going over to the poolsite to sit and relax. It's a fine spot for conversation and, I might add, watching the stars.

I'm sure that many kids, who want to go swimming in the evening, persuade their parents to bring them to the club for

(Continued on page 110)



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You Should Have A Pool

(Continued from page 38)

dinner so that they'll have quick and easy access to the pool. As a selling point for prospective members, I feel that a swimming pool has almost as much import as a fine course and a comfortable clubhouse. This is particularly true where the wife is making the final decision. She is just as interested in having adequate recreation facilities for the children as her husband is in a good course.

If your club is giving consideration to building a pool, sell the persons who are behind the plan on the idea of appointing a pool chmn. who is a hustler. This especially holds true if you think members are rather indifferent in the matter. They need to be sold and you have to have a person who will take the time and make the effort to do it. As mgr. of the club, you can help the chmn. by rounding up as much information as possible to show that swimming pools pay their way.

Our new pool replaced an older one and members, for the most part, weren't reluctant in approving the changeover. But that doesn't mean that Dr. E. A. W. Montgomery, our pool chmn., didn't have to do a lot of work in putting over our pool project. He's a real hustler. I'm sure that if he had met much resistance, he would have worked twice as hard.

Bill Tucker, Jr., Returns to Golf Architecture

Wm. H. Tucker, Jr., son of one of the pioneer American golf architects, who was engaged with his late father in designing and building courses before young Bill went into the Army, is returning to golf architecture. His address is 4515 Santo Tomas Dr., Los Angeles 8. Tucker, Jr., retired from the Army in 1955 after serving in both world wars.

Tucker, Sr., was brought from Scotland by John Reid to lay out St. Andrews at Yonkers, the first planned course in the U. S. He was architect of hundreds of courses, worked with other notable architects, such as George C. Thomas, and pros and prominent amateurs in designing courses. He was responsible for the remodeling of many courses. He also pioneered as a golf turf specialist. His son was brought up in the profession. Among the courses on which the Tuckers, father and