

In order to have the pool in operation for the major part of the first season, the contractor started construction as soon as only \$2,000 had been raised.

At Weleetka, Oklahoma, the city furnished the land, water, light and power and the Lions built and operated the pool for five years at the end of which time the city was to operate the pool and turn the profits over to the Lions Club Park Funds for beautifying the city parks.

Various types of benefits may comprise part of the public campaign to raise funds. These may include all sorts of athletic events, theatrical performances, concerts and exhibitions.

Before the days of the WPA the cash required for some pools was reduced by contributions of labor. In Garden City, Kansas, merchants agreed to cancel some of their old accounts if the debtors would donate the equivalent in labor on the construction of the new pool. This obtained considerable construction labor, cost the merchants practically nothing since they had considered the debts uncollectable, and reestablished the debtors self esteem. In other cities, members of the sponsoring organization, and sometimes others, have contributed labor as well as cash.

The public should be definitely sold on the idea of a new pool even though it is not necessary to have their approval of a bond issue or other direct aid in financing. This requires good publicity.

The first source of publicity is the local newspaper using both news stories and paid ads. The editor will usually be very glad to cooperate and should be furnished with stories and with data from which he can prepare his own articles. These should explain the advantages of a swimming pool to any community and especially to this specific one. Some of the points which may be stressed are: Swimming is healthful exercise; pool eliminates danger of swimming in insanitary and unguarded places; keeps youngsters out of mischief by providing something definite to occupy their time; attracts non-residents resulting in more business for local merchants.

In addition to the newspapers, publicity may be obtained through talks before all local organizations; posters - possibly a contest for the best one; handbills which can be distributed by the Boy Scouts; and many other methods which can be developed by an active committee.

Both when planning the pool and when promoting it, consideration should be given to its uses outside of the swimming season. A few of the larger pools have been used for ice skating and I know of one at a private school which is used for boating during the spring and fall.

In New York City, the large pools with fairly level bottoms are used for games such as paddle tennis, badminton, handball, shuffleboard, and even tennis. Empty wading pools also give excellent sports for the youngsters to roller skate and ride their tricycles.

Small pools are not as adaptable to "off-season" uses but the bathhouses can be used for many other purposes. Where built in a park, the bathhouse can be used as dressing quarters for participants in other sports. Equipment may be removed from the dressing rooms and the space used for game and reading rooms or handicraft projects.

Many of you undoubtedly noticed in the last issue of Beach & Pool that the new project at Charlotte, N.C., includes a community house and bathhouse the second floor of which consists of one large room serviced from the kitchen below by a dumb-waiter. This may be used for dinners or dances. The dressing stalls and lockers will be removed from the women's dressing room and the space used for other purposes between swimming seasons. The building will also contain special locker rooms for golfers.

These special uses of pools and bathhouses can be used to advantage to gain support for the project by showing that the facilities can be used the year around and will serve persons other than those who swim.

To summarize, a swimming pool may be successfully promoted for various conditions in a wide variety of ways but each campaign should be based on a