

"THE PROMOTION OF A SWIMMING POOL"

By

C. M. Roos  
Manager, Peoria Water Company

The adage, that there is more to the grapefruit than that which enters the eye, can very aptly be applied to swimming pools. Long before excavation begins or concrete is poured, there has been effort put forth by civic minded individuals. The mere promotion of a swimming pool is not often difficult to accomplish, but the promotion of a successful swimming pool involves careful planning and selling to the public. The ideas expressed by Dr. Roos are workable as evidenced by the most successful results in the shape of the municipal pool at Cairo. (Where he formerly was manager of the water company). Practical ideas in swimming pool planning combined with personal experiences in the field of public relations give the author special and outstanding qualification to present his most important topic.

\* \* \* \* \*