

LEARN-TO-SWIM WEEK

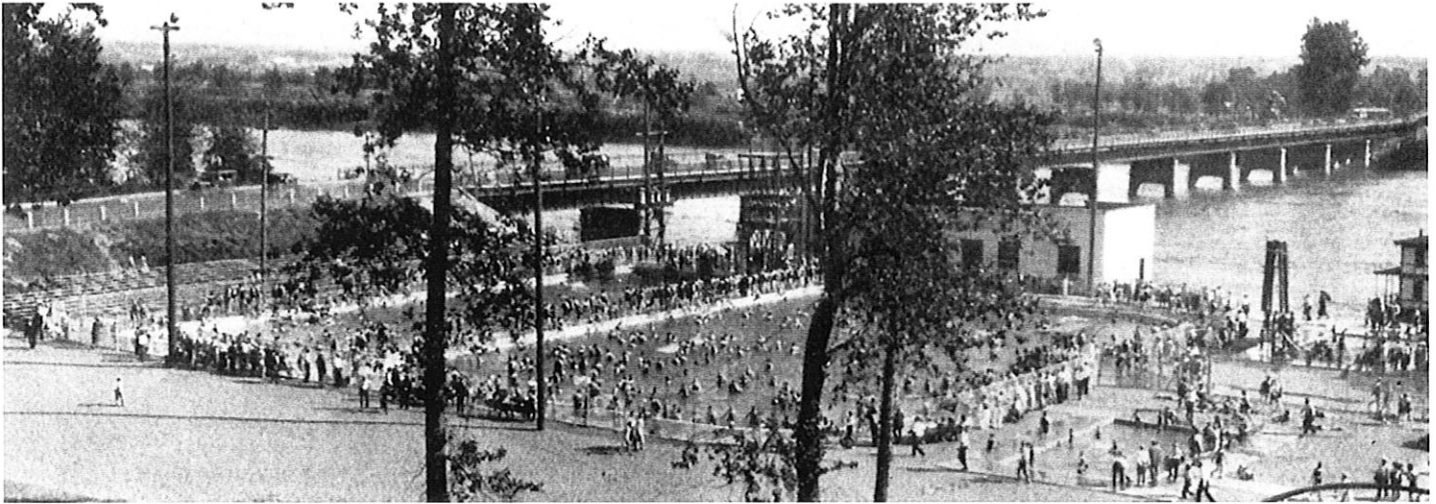
WITH COOPERATION OF THE NEWSPAPER, JANTZEN BEACH CONDUCTS VERY SUCCESSFUL "LEARN-TO-SWIM" WEEK

The "Learn-To-Swim" movement started many years ago among the more enthusiastic swimming instructors and will continue until swimming is made a major sport in schools and colleges throughout the nation.

July 9 to 14 was "Learn-To-Swim" week at the mammoth pools in Jantzen Beach, Portland, Oregon. Fully three thousand people were given instructions during this week, many of whom learned to conduct themselves in the water.

The "Learn-To-Swim" week was sponsored by the Morning Oregonian, the leading newspaper in the Pacific Northwest. Full publicity copy was given to the paper and they in return gave full cooperation with a generous allotment of space.

One of the most important results of the week was the goodwill that the campaign effected; both in regard to the pool and to the newspaper. One never forgets the place he first learned to swim.



Jantzen Bathing Beach, Portland, Oregon where instruction was held.

Similar campaigns were conducted this year in Portland, Denver, Pittsburgh and Indianapolis. All reported splendid success, and in each instance the campaigns brought goodwill to the newspaper and natatorium that sponsored them. Each of these swim weeks will be put on again next year, and no doubt many more of the Jantzen Swimming Association members will be interested in the promotion of swimming through this method.

It was not an astonishing thing to see, especially among the children, eight or ten of a group swimming a distance of twenty to forty feet in their first lesson. Adults who had never dared the water before came and went away swimmers. The course included swimming for beginners, advanced swimming, lifesaving and fancy diving.



Ready to put faces under water for first time, while group of prospective pupils watch from outside the fence.