



Quality and Reliability Since 1954

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1950's

Gary Pools was established in 1954 by Leif Zars, with a loan of \$600. The pools were sold at Scrivener's store in San Antonio.

Our First Showroom - 1954



HOLIDAY* Swimming Pools



- THE MODERN POOL
- THE NATIONAL POOL
- CIRCULATING SYSTEM
- THE FULL-SIZE POOL
- THE PRACTICAL POOL
- FILTRATION UNIT

\$1345

COMPLETE

A POOL ESPECIALLY ADAPTABLE TO THE SOIL CONDITIONS IN THIS AREA...
DESIGNED TO GIVE A LIFETIME OF BEAUTY AND SERVICE WITH A MINIMUM
OF MAINTENANCE.

On DISPLAY Daily and Sunday
Till Dark at

Scrivener's
(North Military Hwy.—End of Broadway)

* MATERIAL BY BAKELITE CORPORATION



1950's

Owning your own pool was a novel concept back in the day.



Our 2nd Location - 1955

Our First Billboard - 1955



1950's

In our early days,
advertising help
put us on the map.



OUR THIRD LOCATION

111 NE MILITARY

1956

SAN ANTONIO, TX

Now YOU can have the luxury and fun of a
HOLIDAY SWIMMING POOL!
The Largest Selling Swimming Pool in America — Built By The Largest Pool Builders in Texas
SEE DISPLAY POOL 557 N.E. MILITARY DR.
100 YARDS EAST OF MUNICIPAL AIRPORT ON LOOP 161
at call — **THE GARY CO. — TA 6-3501**
Nothing Down
36 MONTHS TO PAY! **\$1045**
Plus Excavation
CALL TA 6-3501



LUXURIOUS SWIMMING POOLS
at moderate prices

IT'S LATER THAN YOU THINK!
Own Your Swimming Pool Now While You and Your Children are Young Enough to ENJOY IT!

WHY WAIT
13' by 28' Pool
Only **\$1045**
Plus Excavation

DRIVE OUT AND SEE DISPLAY POOL TODAY
500 Yards East of Municipal Airport Entrance on
NE. MILITARY HIGHWAY
(Nothing Down 36 Months to Pay)

THE GARY CO. TA 6-3501
Largest Swimming Pool Builders in Texas

1950's

Service after
the sale is just
as, if not,
more important
than the sale.



Our Service Dept. - 1956



*Organization even in
the details*



1960's

We opened a
retail store for
our customers
in 1960.



*The Gary Pool Store Opens
in 1960*

*Meeting Our Customer's
Pool & Patio Needs*



1960's

The store expanded to sell patio furniture and pool accessories.



The Gary Pool Store



1960's

As the company
grew our standing
in the community
did also.



New Sign and Billboard



1960's

Opening a second office in Austin we began to really take off.



Our first Austin office



1970's

The start of the boom years for Gary Pools the 70's brought continued growth.



Gary Pools Co. growing

In its 22nd year now Gary Pools of San Antonio, Austin and Dallas continues to grow and increase in its status as a force for good in the local community and many other parts of Texas, according to Leif Zars, founder and president.



LEIF ZARS

Today there are thousands of individual, satisfied Gary pool owners, in addition to hundreds of cities, motels, apartments and clubs, whose swimming facilities have been installed by Gary, a major member of Aquatech.

Nation-wide

Aquatech is a nation-wide group of pool builders to whom quality is a cornerstone, and quality, according to Zars, is a synonym for Gary.

"We have such a smooth operation," said Zars, "that we can start eight pools a week and complete eight pools a week. And each of them reflects our integrity, our pride in our work, the latest in design and craftsmanship."

Gary Pools features a cantilever design, unique among pool builders, in stressing a rare combination of beauty and service. Everything is designed for the enjoyment and safety of the pool owner and user, it is emphasized by Sales Manager Bill Joyner. Communities which re-



GARY pools increase in popularity as more orders come in



SHOW STOPPER — "The Great Gary Unwinder" was the title used to promote hot tubs by Gary Pools Inc., when the company exhibited at the San Antonio (Texas) Apartment Association's Rent Fair IV. Manning the booth were three Gary employees: (from left) Patti Knowles, Sheri Campbell and Shari Hopkins. The annual event attracted hundreds of persons affiliated with the apartment industry.



Gary Pools Win Awards

Two swimming pools built by Gary Pools Inc., 111 N.E. Loop 410, won awards in the annual international design contest sponsored by the National Swimming Pool Institute. The Gary pools were the only ones from this part of Texas to receive

won recognition, and Gary entered half of them. The Gary pools were the only ones from this part of Texas to receive

Dallas, has won similar awards in other years, but Zars believes this year's results are more significant because of the intensity of competition.

The Gary award winners were a concrete residential pool at the home of a prominent North Side business and community pool, 36 by 12 feet at Green Spring Valley subdivision on Wetmore Road north of E. Loop 410. The latter is a modified L-shape with depths of three to 12 feet. It has an island at mid-point, and the structure is connected by two rustic bridges.

Gary pools win award

Two swimming pools built by Gary Pools Inc., 111 N.E. Loop 410, won awards in the annual international design contest sponsored by the National Swimming Pool Institute. It has been announced by Leif Zars, Gary president.

"This is prestigious achievement," Zars pointed out, "when it is considered that there were 480 entries from throughout the world from 125 companies and Gary captured two of the prizes presented."

Gary Pools wins honor

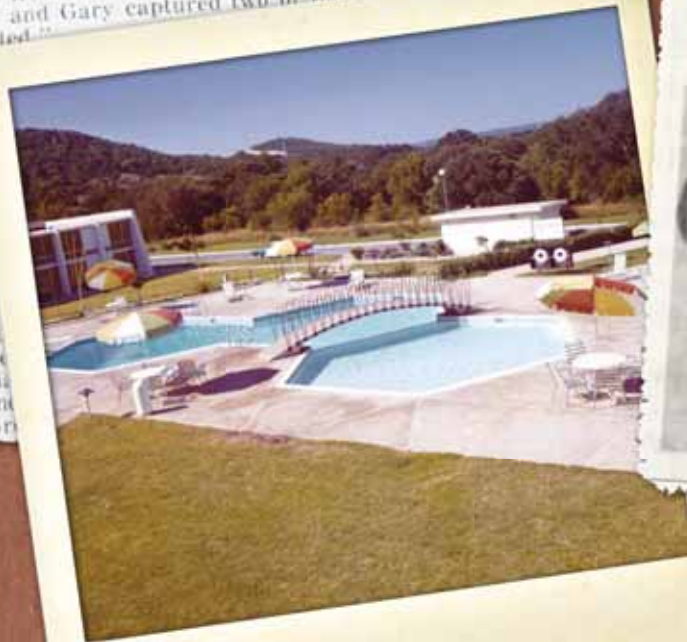
Gary Pools Inc., 111 N.E. Loop 410, has been presented the "Good Samaritan" award by Pool News, national trade magazine of the swimming pool industry. It has been announced by Leif Zars, president.

The award, which is given only a few times a year, is in recognition of Gary's contribution toward "the betterment of the community and the swimming pool industry."

Swim meets

Specifically, it is based on Gary's sponsorship of four development swimming meets at the Northeast YMCA during the Summer and early Fall months. To insure success of the AAU-sponsored program, Zars presented a \$4,000 check to Jerry James, executive director of the Northeast Y.

Hundreds of youngsters, from the age of eight to 18, will compete in these meets open to both boys and girls throughout the area.



LEIF ZARS

1970's

Giving back to the community and gaining recognition for our designs.



1970's

Mastering our craft; some of the Gary Pools employees from back in the day.

Gary Pools employees





TWO CUTE little members of the Northeast YMCA Swim Club accept a check for \$2,000 from Leif Zars, president of Gary Pools, Inc., San Antonio, guaranteeing that two swim meets for youngsters from five to 18 could be held. They are left to right Kristi Brasel and Brenda Lee, both five. Looking on is Dave Hawkins, aquatics director of the Y.

Gary Pool donation finances swim meet

SAN ANTONIO — Two swimming meets, which will attract hundreds of young swimmers from throughout the state, are assured at Northeast YMCA here, due to a \$2,000 donation by Gary

that Gary has financed this program which is attended by hundreds of parents and relatives and has developed into one of the most popular aquatic events in Texas. Zars explained Gary's support in presenting the money to the Y.



2-K

Sunday, April 29, 1979

THE SAN ANTONIO LIGHT

11 Design Awards Tell the Story

The high standards of beauty and workmanship stressed by Gary Pools is best exemplified by its record of winning 11 awards in seven years of competition in the prestigious International Pool Design Contest sponsored by the National Swimming Pool Institute.

No other San Antonio or even Texas pool builder can approach the Gary achievements in this contest, which is judged annually by a distinguished panel of judges in fields of building, architecture, landscaping and health.

Gary's most notable award in this contest was five awards in 1978 contest, awarded at the convention in Atlanta.

The firm received Silver Medal for construction of a \$1 million dollar four-story complex at Eagle Point. It was one of only two public pools to win prize from hundreds of entries.

Gary also won four other honors in the same contest. These included two for residential pools, one for a country club and one for an apartment complex. These awards

range and Gary's pool

from a little time for a prize

continue to our design

ship in its official an-

ity similar

ture com-



Here's How You Can Make It Happen BACKYARD POOL A REALITY



This is only one of many Gary-built pools, which have won awards in the annual international pool design contest sponsored by the National Swimming Pool Institute. This particular pool was built at the home of a northside doctor and shows how Gary takes advantage of the natural growth of trees and shrubbery to furnish a jewel-like setting for the pool. Now is the time to plan a pool for your yard.

So you'd like to have a swimming pool in your backyard this summer?

That's great, but there are a few things that should be taken care of first, according to Gary Pools, Inc., 111 N.E. Loop 410, the leading pool company in this part of the state.

Leif Zars, president of Gary, says all factors should be considered before you get in the swim. A home pool is a major investment, he points out. It not only will enhance the value of your property, but it represents untold hours of recreation and exercise for your family and friends.

The first step is to select a dealer whose reputation and experience practically guarantees top value. As friends or neighbors who have pools to recommend several builders. Then doublecheck on such things as how long the company has been in business, a good sign in this highly competitive industry.

Next, Zars says, get estimates. Gary will send a representative to check on your potential site since this could affect the estimate. Then look at a sample contract and question the builder on such matters as zoning, regulations, permits, fees and possible damage to shrubbery, driveways and

fences. Gary has all the answers to these and other potential problems based on its 25 years of experience.

Next, according to Zars, the homeowners should decide such questions as the size and shape of the pool. Every yard is different, so the landscaping must be considered. Most prospective pool owners fail to realize how much time will be spent enjoying the pool for its soothing beauty.

Consultation with your Gary representative will help answer all these questions. The company then will produce a scale drawing of the pool.

At this point, all parties can sit down and make the final decisions. Once all questions are answered and problems solved to the homeowner's satisfaction, final papers can be signed and you are on your way to joining the thousands of satisfied Gary pool owners throughout Texas.

GARY POOLS

111 N.E. LOOP 410
SAN ANTONIO, TEXAS 78216
512/431-3331

1970's

Community projects and winning national design competitions furthered Gary Pools to an outstanding reputation.



1980's

Our flagship design & show room built in 1980, provided our customers a demo pool.



1982

OUR 4TH AND

& CURRENT LOCATION



Gary Pools Inc. building new headquarters complex

Construction is scheduled to be completed March 1 on the new \$750,000 headquarters complex of Gary Pools Inc.

The project, under way at 13800 San Pedro Ave., will include two buildings totaling 9,300 square feet of space to hold the company's spa, residential and commercial sales department, as well as its display area of pools and accessories.

Land sold

These departments are now located at 111 N.E. Interstate 410 along with Gary's service and parts departments and warehousing space.

That land, along with property that up until a few weeks ago held a seafood restaurant, has been sold to Drury Investments of Missouri, according to

\$750,000 project to include 9,300 square feet of floor space.

Gary officials

Drury is constructing a five-story, 300-room hotel in Austin at the intersection of I-35 and Hwy. 290 and Gary officials say they believe preliminary site work is now being done on the In-

terstate 410 location in San Antonio for a similar project.

Drury officials declined to comment.

"We are not ready to announce it for another month," said company spokesman Carolyn Boner. Drury, described by one hotel experts as "a budget chain similar to La Quinta" currently has hotels in Illinois, Indiana, Kentucky, Oklahoma and Tennessee.

Architects named

The Gary Pool headquarters on San Pedro was designed by Frank Valdez and Associates. General contractor for one of the buildings is by Future Properties of San Antonio, while the other building is being constructed by The Gary Co., the pool company's parent firm.

1980's

Quality
craftsmanship
and outstanding
customer support
all the way.



*Lee Brandt, Leif Zars and
Keith Zars at Grand Opening*



1980's

Enjoying some
of our success
with the Gary
Bullet Racer.



Gary Pools marks 31 years



Gary Pools, Inc. recently held a three-day sale to celebrate the company's 31st anniversary. At the sale, buyers of the first 31 residential pools were given a very special price by Richard Quick, left, general manager, and Al Martinez, San Antonio sales manager. Gary Pools, 13800 San Pedro, also provided refreshments during the anniversary sale.

Fastest pools in South Texas



Season's Greetings Gary's Aqua News

Dec. - Jan., 1984

3 Gold Medals In Design Contest FOUR AWARDS FOR GARY

It was a golden shower for Gary Pools, Inc., in the 1983 International Design Awards Competition, sponsored

by the National Spa & Pool Institute at the 27th annual convention-exposition held in Atlanta last month.



POOL AT HOME OF MR. AND MRS. RON WALKER WON GOLD MEDAL



ANOTHER GOLD MEDAL POOL BUILT AT HOME OF BILL TIBBETTS

is an unprecedented sweep. Gary was awarded three gold medals and one bronze medal from more than 100 entries from all parts of the globe.

A panel of five judges, consisting of NISP builders, remodelers and experts from the fields of landscaping, design and communications, reviewed the entries and based their decision on design excellence and quality of construction.

"We have won many awards in the past," said Keith Zar, president of Gary Pools, who submitted the entries, "but this must be one of our peak performances."

The awards represent a tribute not only to the well-known Gary brand of workmanship, but also to the pool owners themselves, whose cooperation and understanding family recreation centers."

Owners of the gold medal pools are: Dick Jerry and Jeanie Franz, 11 Fairview Park, St. Louis, Mo. and Mrs. Ron Walker, 10000 Walker Drive, and Bill Tibbets, 100 Dan Lane.

A bronze medal went to a pool built by Gary for Fred Schoenfeld, Bedford.

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YMCA Honors Gary ... See Page 6

More Gary Party Pictures ... See Page 8

People



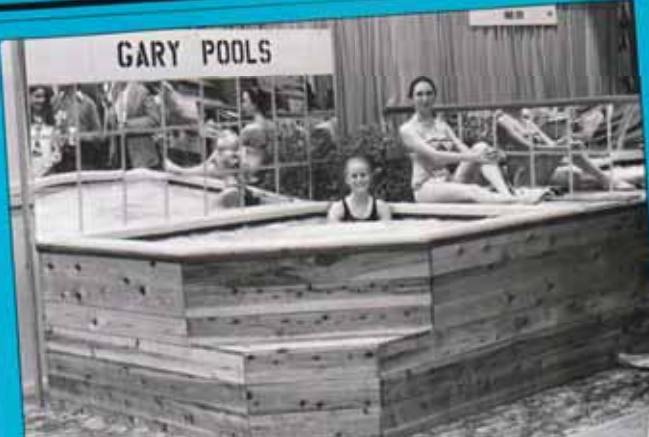
COME ON IN! — That seems to be the message from these two lovelies who graced the fully-operating spa of Gary Pools, Inc., at the 25th annual Sport, Boat and Camper Show in San Antonio

recently. The girls, who ably demonstrated the health and fun aspects of the spa were the hit of the show. They are (L-R) Sharon Evans and Lindsay Allison.

SPA and HOT TUB

- Fiberglass or Acrylic?
- Assembling a Hot Tub
- Repairing Spa Walls
- Setting Profit Margins
- Hot Water Expo Schedule

Special Section for the Spa and Hot Tub industry



Personality Profile

Streamlined Operation Keeps Gary Pools On Target



"If our car doesn't, the others will not work."

Keith Zar is joining the strength of his sales and reputation in the swimming pool industry behind a 1983 effort to establish a workmanship standard for pool builders and their customers.

Highly-respected and well-recognized as a national leader in the industry, Zar first advocated the program to an up-country pool builders and contractors conference at a leadership conference in Dallas last year. He proposed the end for the industry to produce acceptable pool building standards which can stand up to the toughest court case.

"Sometimes it's tough to collect that last payment after a pool is finished," Zar said.

shop standards. He predicts the long-range results will raise the quality of products and service for the customer, since the builders will be more knowledgeable in adhering to standards within his own industry.

The standards project is but another example of the working leadership qualities of Keith Zar—a 20-year veteran in the pool industry. His management and organizational abilities have played him in the halls of industry activity. In leadership "inner circles" is the ability to identify future trends and develop them for his own line of special and business.

1980's

As spa technology grew we gained interest and began selling spas.



1990's

After mastering residential pools, Gary Pools set its eyes on larger commercial projects.



Fiesta Texas, San Antonio

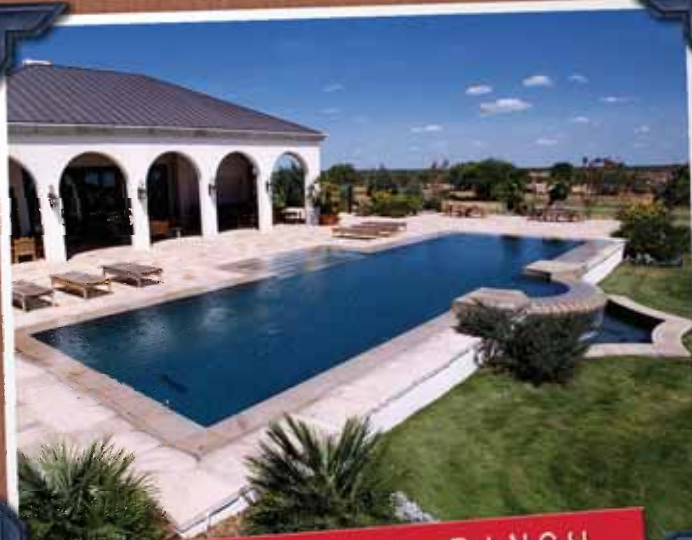
MOODY GARDENS

GALVESTON, TEXAS



1990's

The size of the projects introduced new challenges for the company.



CHAPARROSA RANCH

LA PRYOR, TEXAS



La Cantera, San Antonio



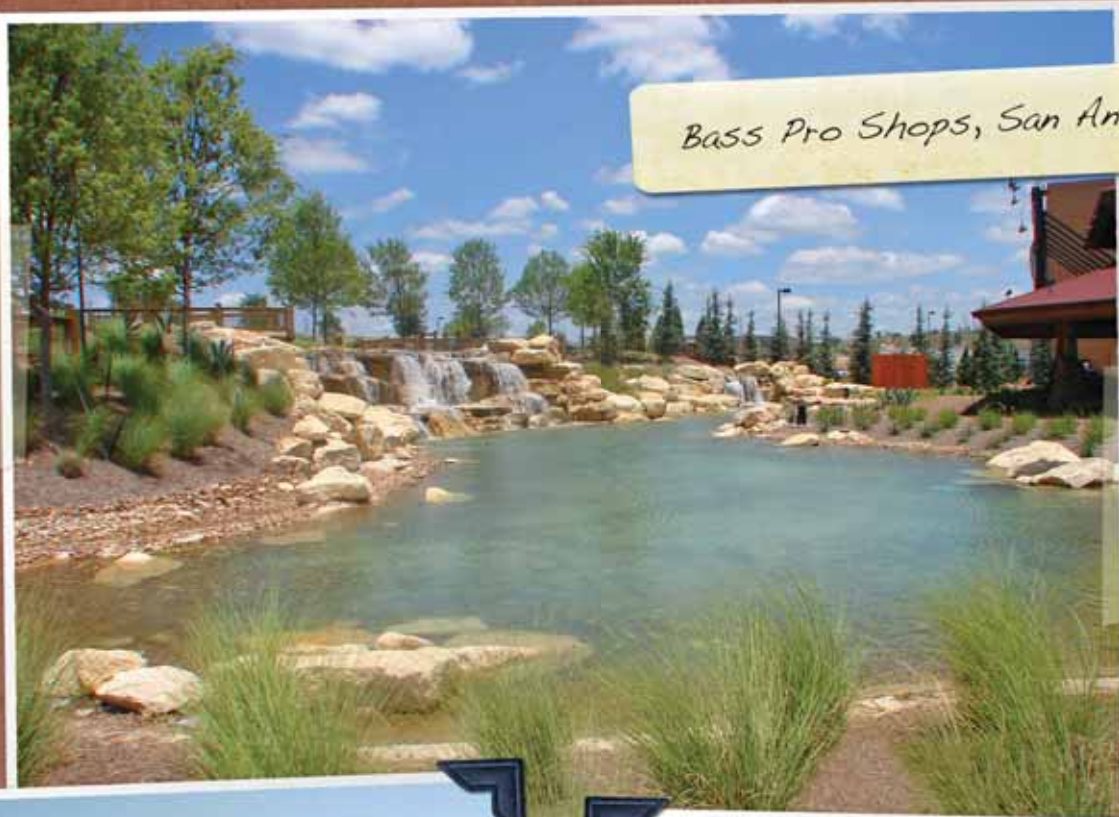
SUN CITY

FITNESS CENTER



2000's

Theme parks and natural water features add another skill set to our abilities.



Bass Pro Shops, San Antonio



Bulverde Village, San Antonio



*Alamo Ranch Community Center,
San Antonio*

2000's

Our reputation
provides us
with projects
all across Texas.



Georgetown Recreation Center



*The Haven at Blanco,
San Antonio*



*The University of Texas
at Brownsville*



2010's

Our new service building is currently under construction.

From this new location we plan on serving happy pool owners for decades to come.



Our New Service Building - 2011