



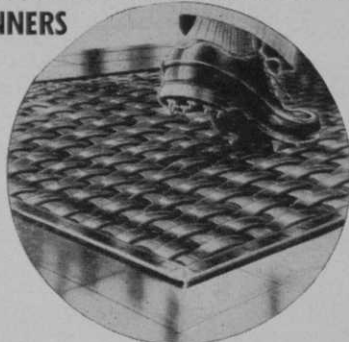
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Ladies' Day Sure-fire for Club Publicity

Ed Livingston, pro at Minnehaha CC, Sioux Falls, S.D., reminds pros that the most certain publicity for a club is that which newspapers give to well arranged Ladies' Day programs. Ed has plenty of clippings to prove his case. This year he started out his women's programs with more than 100 playing golf in the morning, having lunch, then staying around for prize awards, rules discussions, a question-and-answer session and announcement of future events.

Even with the opening day of the women's program being early in the season and caddies not being available until the afternoon there was news and pictures in that assembly. Newspapers don't want to miss such affairs and the women don't want to miss being at something so certain to get newspaper coverage.

Ladies' golf events get the first page in Minnehaha's very attractive program is-

sued covering the year's activities at this lively club. The cover of the program has a cutout key outline and beneath it the line "Your key to a full summer's enjoyment."

Western Seniors Fourth Meet, Edgewater, Chicago, July 10-11

From its more than 500 members the Western Seniors' Golf Assn. is receiving many early entries for its 4th annual championship to be played at Edgewater GC, Chicago, June 10-11.

There'll be 18 holes played each day. Jim McAlvin of Knollwood Club (Chicago dist.) won the 1951 Western Seniors from a field that included sharpshooters over 50 from all parts of the U.S.

Details of Western Seniors' Golf Assn. membership and tournament entry may be secured from the organization's headquarters, 910 E. Kessler Blvd., Indianapolis 20, Ind.

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