

HELPFUL SERVICE

To the Editor of The Argus-Leader:

I want to take this opportunity to express to you my sincere appreciation for the advertisement The Argus-Leader has given the city and WPA recreation center in helping us to provide opportunities in recreation for our children, youth, and adults of Sioux Falls.

When I was first appointed as city recreation director of this city, and set up a program, no one seemed to understand what it was all about. I went to The Argus-Leader and explained the full set-up to Mr. Shoebotham. He came out to the recreation center at 10th and Cliff avenue and looked and thought it was a fine program. He was very much interested and thought it was a fine thing for Sioux Falls. Notice of our program began to appear in the paper. People began to call us by phone, others came to the recreation center personally to see and ask about what they had read in The Argus-Leader. They were all amazed that this was a free program.

If it had not been for the publicity we have received from The Argus-Leader it would have been impossible for us to put on such a good program. I believe Sioux Falls is very fortunate to have such a fine newspaper. They are also fortunate to have a recreation program which is free to everyone. We can take for example the free swimming lessons given at Drake Springs, Covell lake, McKennan park, and Library park. Thousands of children and adults are taught the fundamentals of swimming, diving, life-saving, and watersafety. Exhibitions are given in surrounding towns by our best swimmers and divers each year. Our junior softball league which was organized last year and sponsored by business concerns reaches 150 boys. Other phases of the program include skating at Drake Springs park during the winter months, skiing at the ski hill northeast of the city on the Brandon road; supervised programs in the parks and city recreation center under trained leaders which consists of athletics, music, dramatics, social recreation, and arts and craft.