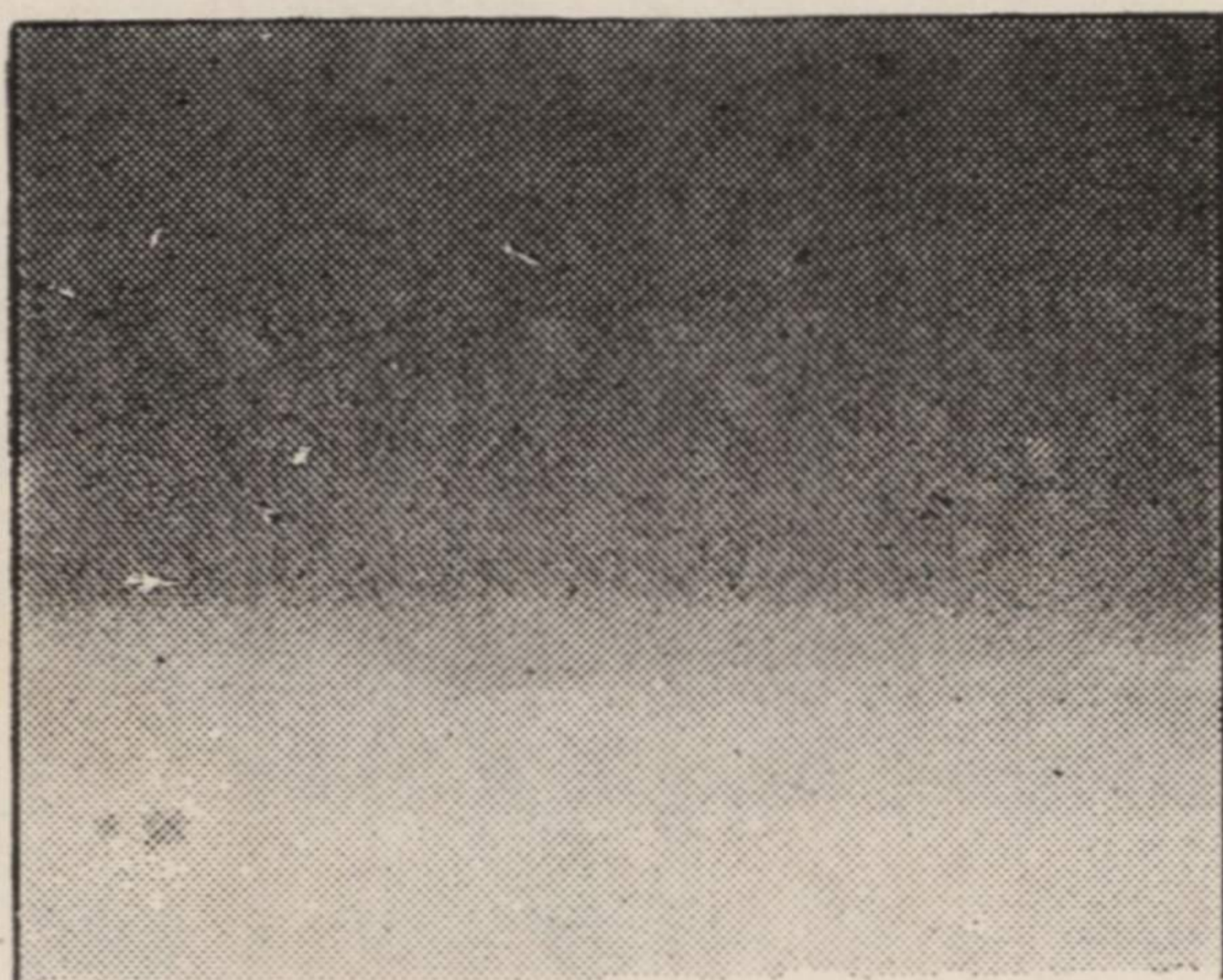




Brunswick

MINERALITE

LAWN BOWL



NOW "OFFICIAL A. L. B. A."

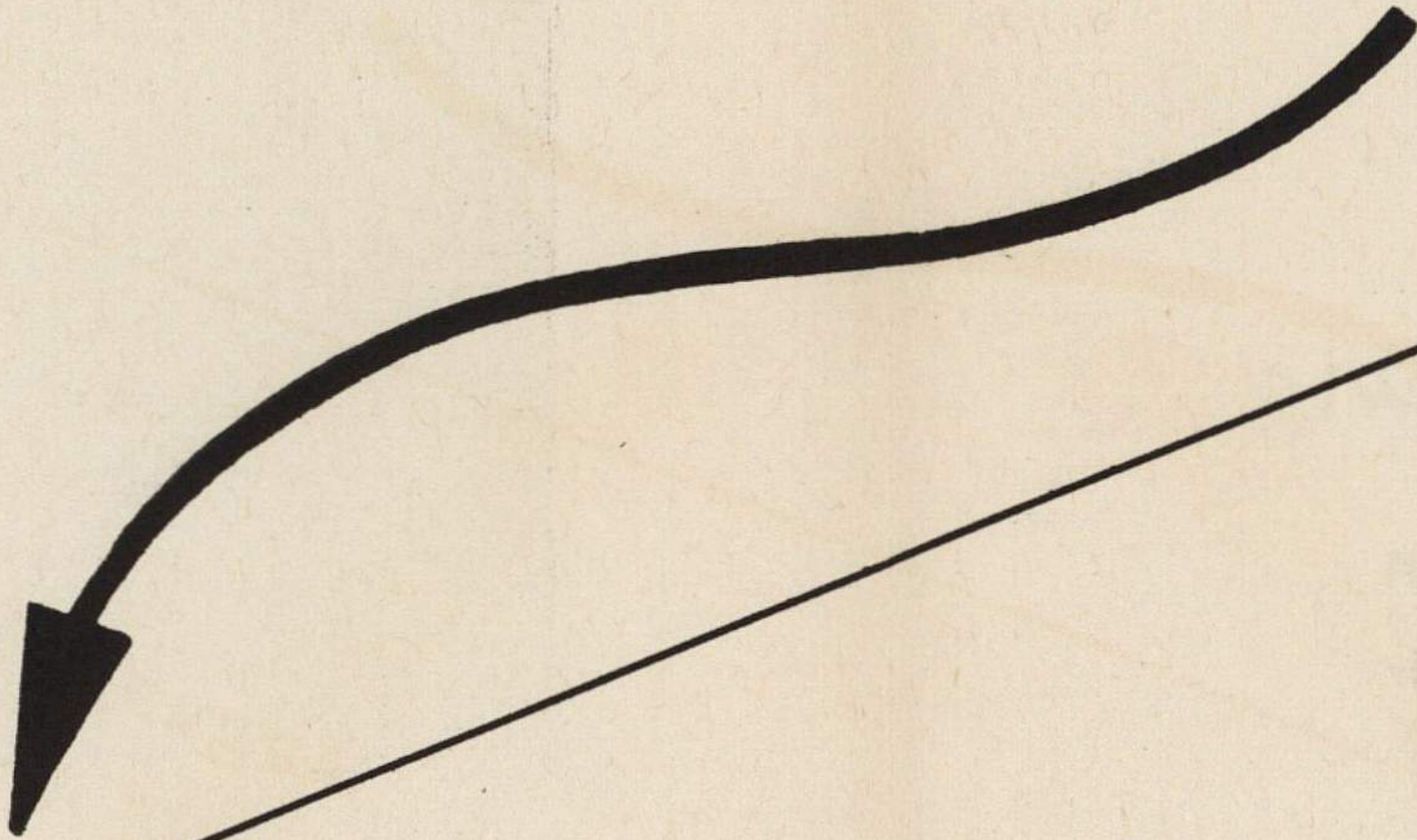


*The Lawn Bowl of
the Champions!*

THE *Brunswick* MINERALITE

THE LAWN BOWL OF THE CHAMPIONS

*Has been awarded this Important
Official Endorsement.*



August 1934

To The Brunswick-Balke-Collender Co.
Chicago, Illinois
Attention W. V. Thompson

This is to give your company the authority
of the American Lawn Bowling Association to
mark or stamp all number 3 bias Mineralite
Lawn Bowls "Official A.L.B.A."

AMERICAN LAWN BOWLING ASSOCIATION

W. Lawson Fred
Secretary-Treasurer

NATIONAL CHAMPIONSHIP

won with

Brunswick

MINERALITE LAWN BOWLS

17th Annual American
Lawn Bowling Associa-
tion Tournament—
Boston, Massachusetts,
August 13-16, 1934.

FRED CHAPLIN

Bronx, New York, N. Y.

Won The Individual
National Championship

BOB SAVAGE,

Chicago,

Finished Second

**BOTH BOWLING WITH
THEIR BRUNSWICK
MINERALITE LAWN BOWLS**





THE LAWRENCE PAPER COMPANY · PAPER MILL AND FACTORY · LAWRENCE, KANSAS · CORRUGATED FIBREBOARD · JAYHAWK BOXES ·

July 6, 1938.

Mr. F. C. Allen,
Director of Physical Education,
University of Kansas,
City.

Dear Phog:

Thanks very much for yours of July 2nd and drawings of the bowling green are returned herewith. I note dimension of the actual green is 112 feet in length. I wonder if it wouldn't save you and me some trouble and possibly mistakes, if Brunswick, Balke, & Collender would send a man up here who is familiar with the game and the construction of the links. If you decide to do this and an appointment is made, I would like to be advised.

Much obliged.

Respectfully,

Irving Hill
Irving Hill

IH B

July 9, 1938.

Mr. Irving Hill,
Lawrence Paper Co.,
Lawrence, Kansas.

Dear Mr. Hill:

I acknowledge with thanks your letter, and enclosure from "The High Road". Thank you for remembering me.

I have written the Brunswick-Balke-Collender people in Chicago, asking them to send a representative here from their concern who might be familiar with the game of lawn bowling and the construction of the links. As soon as I hear from them I will advise you.

Very cordially yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

July 9, 1938.

Mr. W. V. Thompson,
Brunswick-Balke-Collender Co.,
623-633 So. Wabash Avenue,
Chicago, Illinois.

Dear Mr. Thompson:

I have just been talking to Mr. Irving Hill, president of the Lawrence Paper Mill and Factory, and he expresses the opinion that it might save us some trouble and possibly mistakes if your Brunswick-Balke-Collender representative would stop in Lawrence some time on his tour over the country. Mr. Hill would want some one who is familiar with the game and construction of the links.

If your representative should decide to do this and could make an appointment, I would like to be so advised.

We at the University here are perhaps not considering the construction of the bowling green until next year, but Mr. Hill has already planned on his green but is rather waiting for me to hear from you before he goes ahead.

I wrote you on June 10 concerning the possibility of including lawn bowling in our intramural program here at the University of Kansas.

I will thank you for an early reply.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

July 2, 1938.

Mr. Irving Hill,
Lawrence Paper Co.,
Lawrence, Kansas.

Dear Mr. Hill:

Confirming our conversation, I am
sending herewith the drawings for Lawn Bowling.
When you have finished with them I should be glad
to have the drawings returned.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH
Enc.

June 21, 1938.

Mr. George Veenker,
Director of Athletics,
Iowa State College,
Ames, Iowa.

Dear George:

Mr. Irving Hill, one of our very prominent citizens here, is very much interested in building a court for his lawn bowling. The Brunswick-Balke-Collendar Company have written us saying that you people at Iowa State are tremendously interested in your very fine lawn bowling set up.

I am wondering if you will be kind enough to write me telling me in detail of your arrangements on lawn bowling. Where are your bowling greens, and how do you conduct the meets? Is it an evening or afternoon recreational program for the summer session, or do you run it as part of the intramurals, or what? I imagine that lawn bowling would be good for very early fall and summer.

How large are your courts and what elevation do you give the courts?

I would appreciate it, George, if you would write me your full set up on this. It will be beneficial to us and our department, then I can see what can be done toward establishing this very fine recreative game here on our campus.

With every good wish, I am

Very sincerely yours,

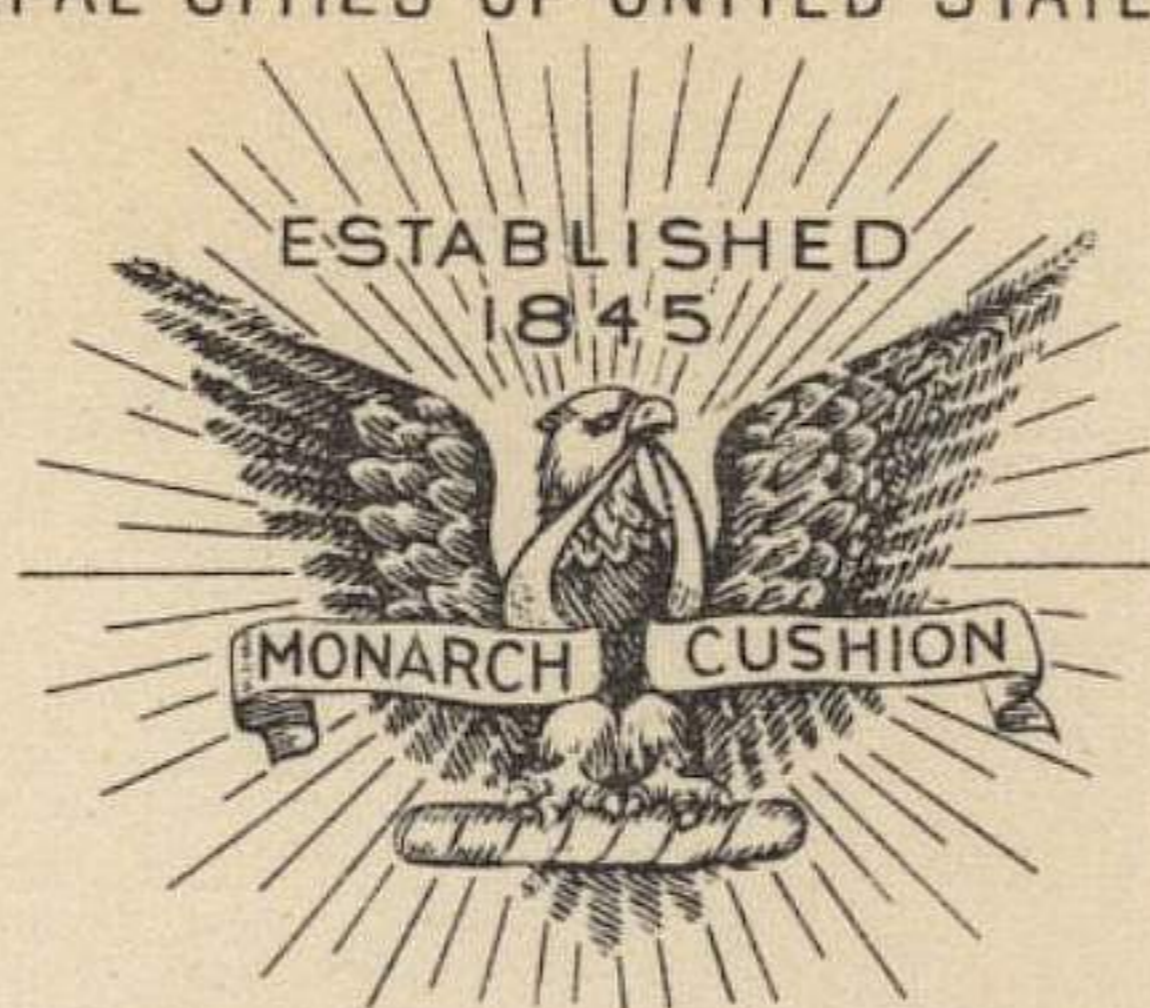
Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

THE BRUNSWICK-BALKE-COLLENDER CO.

BRANCH HOUSES IN PRINCIPAL CITIES OF UNITED STATES CANADA MEXICO AND FRANCE

BILLIARD TABLES



BOWLING ALLEYS

623-633 SOUTH WABASH AVENUE

CHICAGO

June 13, 1938.

University of Kansas,
Lawrence, Kansas.

ATT: F. C. ALLEN, Director of Physical Education,
Varsity Basketball Coach.

Gentlemen:

Complying with your request of the 10th we hand you here-
with the American Lawn Bowling Association's instructions
how to build a green; also the rules and regulations, a
pamphlet describing and quoting prices on lawn bowls and
equipment, and other pamphlets and printed matter that we
believe furnish sufficient information to convince you that
Lawn Bowling is now the most popular outdoor recreation.

We call your particular attention to copy of letter from the
Iowa State College, at Ames, Iowa. Since receiving this
information from Mr. M. M. Jones we have received additional
orders for bowls and equipment, and we understand that they
are now contemplating installing another full size green.

If the information furnished is not sufficient and we can
be of further assistance, advise please and the matter will
receive our immediate attention.

Very truly yours,

THE BRUNSWICK BALKE COLLENDER CO.

MANAGER - LAWN BOWLING DEP'T

W. V. THOMPSON: EML

IOWA STATE COLLEGE
OF AGRICULTURE AND MECHANIC ARTS
AMES, IOWA.

Department of Physical Education
for Men.

August 26, 1936.

The Brunswick-Balke-Collender Co.,
Chicago,
Ill.

ATTENTION - MR. W. V. THOMPSON

Gentlemen:

I never saw a new game introduced that gripped the public like Lawn Bowling has here in Ames. Our green is open two nights a week and while we have equipment to accommodate 36 bowlers at one time, we have never had room and equipment enough for all. Many sit and wait and watch for hours for their chances to play.

Besides those interested in playing, many times I think we have 200 to 300 spectators.

I am -

Yours respectfully,

(signed) M. M. JONES

Equipment Man
Men's Gymnasium
Ames, Iowa.

We have 64 of your Mineralite
Lawn Bowls and they are entire-
ly satisfactory.

AMERICAN LAWN BOWLING ASSOCIATION
INSTRUCTIONS - SPECIFICATIONS
HOW TO BUILD A GREEN

SIZE:

120 ft. by 120 ft. if possible, but not less than 110 ft. by 110 ft. from ditch to ditch.

PREPARATION:

The ground should be levelled to the level of its lowest point before being covered with loam, etc., so as to make a good foundation and prevent future settling.

Excavate sufficient to form bank, walks and borders 18 inches above finished surface of green, bringing all the ground to a true and uniform level for receiving loam. Do not attempt to get levels in any other way than by a surveyor's instrument. Use sufficient pegs so that straight-edge may be used without any fear of inaccuracy.

DRAINING:

Dig trenches for and supply 4-inch tile drains all around ditches of green, also ten lines of parallel drains through ground of 3-inch tiles. Drains to be not less than 30 inches deep.

It is most essential to have drains clear of frost line, to avoid any disarrangement during the winter season.

LOAM:

Provide and spread over area of green eight inches of good loam free from stones and hard substances. The whole lawn should then be made properly level and allowed to remain for a month or six weeks, so that any weed seeds in the loam would germinate and be destroyed before seeding is done.

DITCH:

Provide and place in position all around green and bottom of banks margin wood 6 inches by 1-1/2 inches, nailed to stobs 24 inches, by 4 by 6 every five feet. Provide a complete set of ditch slats made in the usual spar and space style, of 2-inch spars and 2-inch space, so that when ditch is complete, it will be 9 inches wide and 4 inches deep. Coarse sand or gravel may be used instead of wood-work, if preferred.

All wood-work to be dipped in creosote or other preservative.

BANKS, WALKS and BORDERS:

Form banks, walks, and borders all around green. Walks and borders to be each eight feet wide, or as near that as configuration of ground will permit.

SEEDING:

For a very close-matted turf sow 1 lb. to every 50 square feet Bowling Lawn Grass Seed, which must contain only the best fine-leaved, deep-rooting grasses, then add a light coat of the fine-screened loam enriched with well rotted cow manure.

Be careful to have top dressing free of weed seeds.

* * * * *

The Brunswick-Balke-Collender Co.,
623 South Wabash Ave.,
Chicago, Illinois

LAWN BOWLING DEP'T. - ATT: MR. W. V. THOMPSON

Gentlemen:

Have been a lawn bowler for 22 years, playing in England, Ireland, Scotland and Wales, also for the past 10 years in Canada and United States 1935--1937 in Chicago.

My Bowling experience and travel have given me the opportunity of playing on all kinds of greens, incidentally of winning a few singles titles. Having used practically all types of Bowls made, I wish to congratulate you on the Bowls you now manufacture, namely, the 5 inch, No. 3 Bias, C Model, Mineral-ite Bowls.

Owning a set of this model Bowls and using them for the past 3 years I claim they are the finest Bowls I've ever handled, both in feel, balance, draw and finish, and further contend they are by far the finest and most superior Bowls on the market today.

Eighteen years of play in international and national championships are good grounds for the above statement. Once again - congratulations on producing a fine Lawn Bowling Bowl.

Respectfully yours,

(signed) ARTHUR H. HARTLEY.

Bowling on the Green

or

LAWN
BOWLING



RULES

and

REGULATIONS



Compliments of

The

Brunswick-Balke-Collender Co.

American Lawn Bowling Rules

I. Bowling Greens

1. The green shall be divided into spaces called rinks, not less than 14 feet in width, numbered consecutively; the center of each rink being marked on the bank at each end by a pin or other device, and the four corners of the rink by pins driven into the ditch.

2. The side boundary of the rink shall stretch from bank to bank.

3. To prevent disputes, it is recommended that pins be placed at the opposite ends of the rink.

II. Bank and Ditch

The ditch shall consist of a trench 9 inches wide and about 4 inches deep, having a bank immediately at the back thereof at least 18 inches high, with an angle to the green of not more than 120 degrees.

III. Bowls: Size and Bias

No bowl shall exceed $16\frac{1}{2}$ inches in circumference, nor $3\frac{1}{2}$ lbs. in weight, nor have a less bias than the standard No. 3 bias bowl adopted by the Association. Any bowl to which exception is taken shall be tested by comparison with a standard bowl bearing the American Bowling Association stamp. Any objection must be taken not later than the 6th end of the game.

IV. Bowls Burned

The term "burned" is applied to a jack or bowl which has been interfered with, or displaced otherwise than with a bowl in play.

A. While in Motion. 1. When a bowl during its original course and before it has passed the jack is burned by any member of the rink to whom it belongs, it shall be counted dead. If by an opponent, the player's skip may have it played over again, or let it lie where it rests, or begin the end anew. If by a neutral person, it shall be played over again, and if after being burned in the manner, the bowl disturbs the shot bowl, the side lying shot may replace the bowls disturbed or play the end over again.

2. When a bowl which in its original course has passed the jack, and being still in motion is burned by any member of rink to whom it belongs, it shall be counted dead, whether it has touched the jack or not. If by an opponent, the player's skip may choose to let it lie where it comes to rest, or to have the end begun anew.

3. When a bowl which had come to rest is afterwards set in motion by a bowl in play, and while still moving is burned by any member of the rink to whom it belongs, it shall be counted dead. IF by an opponent, the party to whom it belongs may choose to let it lie where it comes to rest, or place it where he thinks it probably would have rested had it not been interfered with. If by a neutral person, it may be allowed to lie, or be placed to the mutual satisfaction of both skips. Where agreement cannot be attained, the end shall be played over again.

B. While at Rest. When a bowl while at rest is burned by either party, it may be replaced by the opposite party, or in the latter's opinion be allowed to remain where it lies. If by a neutral person, or by a bowl not in play, it shall be replaced as near its original position as possible, and in the event of disagreement shall be placed by the umpire.

V. Bowls Going Over Bank

Bowls played or driven over the bank, whether they be touchers or not, shall be counted dead.

VI. Bowls in Ditch or Dead Bowls

A bowl played or driven to the ditch (which is not a toucher) shall when it falls into the ditch, be out of play, and should at once be removed to the bank.

VII. Bowls Moved While Being Marked

If a bowl be moved while being marked it must remain as it is, or be replaced by the opposing skip.

VII. Bowls Played by Mistake

A bowl played by mistake shall be replaced by the player's own bowl.

IX. Bowls Played Out of Turn

When a player has played before his turn, the opponents may stop the bowl in its course, or allow it to remain where it comes to rest, or cause it to be played over again in its proper order. If it has moved either jack or bowls, the opponents shall have the power to cause the end to be begun anew.

X. Bowls Played Too Soon

No one shall play until his opponent's bowl has ceased to run. A bowl so played may be stopped and sent back to be played over again.

XI. Bowls Going Beyond Side Limits of Rink

Bowls played or driven beyond the side limits or boundary of the rink shall be counted dead, but not unless they are **wholly** outside the boundary when they come to rest, even though they may have been so in their course.

XII. Changing Bowls During Game

No player shall change his bowls during the game except with the consent of the opposing skip.

XIII. Conditions of Game

1. A game may consist of any number of ends or points, or may be played for any length of time as previously agreed upon.

2. When a match consists of more than one rink on each side, the total scores of the respective parties shall decide the contest.

3. When a game consists of a stated number of ends, should it be found when the given number of ends have been played that the scores are equal, one or more extra ends shall be played so as to decide the contest.

XIV. Ditchers or Dead Bowls

1. A bowl which does not touch the jack in its original course on the green and runs against the bank or into the ditch, or is driven into the ditch by the effects of the play, is called a **ditcher**, and must be immediately removed to the bank.

2. Should a ditcher under any circumstances return to the green, it must be placed on the bank.

XV. Following Up Played Bowls

A player, after delivering his bowl, shall not follow it up in such a manner as to interfere with its course, nor shall he approach within one yard of his bowl during its course; and if after being cautioned, he persists in so doing, the opponents shall have the option of playing out the end or beginning the end anew.

XVI. Jack Burned

The term "burned" is applied to a jack or bowl which has been interfered with or displaced otherwise than by a bowl in play.

A. While in Motion on the Green. When a jack while in motion on the green is burned by one of the players, the opposing party shall have the option of letting it lie where it stops and playing the end out, or beginning the end anew. If by a neutral person, or by a bowl belonging to a neutral person, the parties shall come to an agreement as to its position, otherwise the end shall be begun anew.

B. While in Motion in the Ditch. Bowls in the ditch, which are not touchers, should be immediately removed to the bank (see Rule XIII), but in the event of an omission to remove them, the jack or touchers coming in contact with them shall be allowed to lie where they rest. In such a case these bowls should then be removed to the bank.

C. While at Rest on the Green. When a jack, while at rest on the green, is burned by one of the players, the opposite party may replace it in its original position, or allow it to remain as moved. If by a neutral person, or by a bowl belonging to a neutral person, the parties shall come to an agreement as to its position, otherwise, the end shall be begun anew.

XVII. Jack Driven Beyond Limits of Rink

Should the jack be driven beyond the limits of the rink, that is to say, over the bank, or past the side boundary of the rink by a bowl in play, it shall be counted dead. But if moved by a bowl out of play, it shall be restored to its place.

XVIII. Jack Driven Into Ditch

If the jack be driven into the ditch, within the limits of the rink, its place shall be accurately marked, but it shall not be moved from its place, except by a toucher.

XIX. Jack Out of Bounds

When a jack is driven into the ditch and comes to rest outside the boundaries of the rink, it is a dead end.

XX. Jack Driven Over Bank

Should the jack be driven over the bank by a bowl in play, it shall be counted dead.

Note—Whenever the jack is dead, the end must of necessity be played over again, and it shall in no case be counted a played end, not even though all the bowls have been played.

XXI. Jack Driven to Side of Rink

The jack, though driven to the side of the rink (if not beyond its limits), may be played to on either hand, but any bowl played to it, which when it has come to rest, lies wholly outside the rink, shall be counted dead.

XXII. Broken Jack

In the event of the jack being broken, the end shall be begun anew.

XXIII. Jacks or Bowls Rebounding Onto Green

Should the jack run against the bank, or a bowl in the ditch, or a board, or any obstruction intended to stop the bowls at the end of the rink, and rebound onto the green, or after being played into the ditch, it be so operated upon afterwards by a toucher as to change its location on the green, it shall be played to where it comes to rest, providing it is still within the boundaries of the rink, but a bowl similarly rebounding, shall, **unless it be a toucher**, be counted dead and removed to the bank, and any bowl or jack moved thereby shall be put back in its former position.

XXIV. Keeping of Score

The duty of keeping the score and of announcing the state of the game at the close of each end should be assigned to the second player. (See also Rule XIII, conditions of the game.)

XXV. Markers or Scorers

1. In single handed games one marker only shall act in each game, and he may answer queries as to the position of bowls and their distance from the jack, but shall not give directions to, nor consult with, either players as to the play.

2. Markers shall be appointed by the directors of tournaments, local secretaries, or umpires, whom failing, by the competitors themselves.

XXVI. Mat, Where Placed and How

(It is recommended that the size of the mat be 22 x 14 inches.)

1. The mat shall be placed in the center of the rink, and not less than one yard from the ditch, by the lead of the rink which is to play first, and in every subsequent end by the lead of the party which lost the previous end.

2. Each player when delivering his bowl shall stand with at least one foot on the mat, and the bowl must leave his hand before, or at the same time that the foot leaves the mat.

3. The mat shall not be moved until the end is finished, but if moved by accident, it shall be replaced as near its original position as possible.

4. The last player should remove the mat to the bank.

XXVII. Measuring Shots

1. When the last bowl in an end stops running, half a minute shall elapse, if either party so require, before the shots are counted.

2. Neither jack nor bowls shall be removed until both skips or vice-skips are agreed as to the shots.

3. If a bowl, requiring to be measured, is resting on another bowl which prevents its measurement, the best means available shall be taken to secure it in its position, whereupon the other shall be removed. The same course shall be followed when more than two bowls are involved.

4. No measuring shall be allowed until the end is played out.

5. When at the conclusion of an end a tie for the first shot occurs, it shall in a game of ends, be counted a played end.

XXVIII. Must Not Disturb or Annoy

The party in possession of the rink for the time being, must not be disturbed or annoyed by their opponents.

XXIX. Objects on Green

Under no circumstances is any object to be laid on the green, or on a bowl, or on the jack, but it may be displayed in the hand for guidance of the player.

XXX. Players Not Engaged and Where They Stand

The players not engaged must stand behind the jack.

XXXI. Players Wasting Time

During the game the players must succeed one another without unnecessary loss of time. Each bowl shall be played within one minute after the preceding bowl has come to rest. When complaints of unreasonable delay are made to the umpire, it shall be his duty to award the game to the complainants if satisfied that this rule is being willfully violated.

XXXII. Possession of Rink

As soon as each bowl stops running, the possession of the rink is transferred to the other party, time being allowed for making a toucher.

XXXIII. Rink or Team of Players

1. A rink or team shall consist of four players, each playing two bowls and called respectively, according to the order in which they play, lead, second, third and skip.

2. The party to play first shall be determined by tossing, or by playing a trial end, the winner to have the choice, or it may be mutually agreed upon by the skips. In all subsequent ends the party which won the previous end shall play first.

3. The leaders play their own bowls alternatively, and so on, each pair of players in succession to the end.

4. If the game is played with three players, the side using only three, shall be penalized one shot for every four ends or fraction thereof, and the lead and second shall each play an extra bowl.

5. If less than three players appear on either side, the game, so far as that Rink, is concerned, shall not proceed, and the rink with which this occurs shall be held as having **failed to appear**, and shall forfeit the game.

6. The order of playing shall not be changed after the first end has been played.

7. No one shall play until his opponent's bowl has ceased to run. A bowl so played may be stopped and sent back to be played over again.

8. The last player should remove the mat to the bank.

XXXIV. Skips and Their Powers

1. The skips shall have sole charge of their respective rinks, and their instructions must be obeyed by the other players.

2. The skip shall have control of the play, but he may delegate his duty at any time to a substitute, who is usually the third player.

3. As soon as a bowl is greened, the director must retire behind the jack.

4. The two skips shall be judges of all disputed points, and when they agree their decision will be final. If they cannot agree, the point shall be decided by the umpire previously appointed.

XXXV. Size of Jack

The jack shall be 2½ inches in diameter, and round in shape.

XXXVI. Throwing Jack

1. The leader of the party, which is to play first, shall throw the jack.

2. If the jack, runs into the ditch at the first throw of the game, it shall be placed two yards from it. If it be thrown into the ditch at any subsequent end, the opposing party shall throw it over, but shall not play first. When thrown less than two yards from the ditch, the jack must be moved out to that distance.

3. The jack shall be thrown not less than 25 yards from the mat, and if it runs to one side, it shall be moved straight across and placed in the line of the pins numbering the rink. If it be thrown less than 25 yards it shall be treated according to the rule applicable to a jack thrown into the ditch after the first lead. (See Clause 2 of this rule.)

4. If none of the foregoing rules have been transgressed the jack shall be played to wherever it has been thrown, or if moved it must be by mutual consent of the parties.

5. After having been played to, it shall not be touched or interfered with in any manner otherwise than by the effects of the play until the result of the end has been determined.

XXXVII. Touchers

1. A bowl, which touches the jack during its original course on the green (although previously it may have touched one or more bowls), is called a **toucher**, and counts in the game wherever it rests, if on the rink. But should a bowl, after it has ceased running, fall over and touch the jack, **after another bowl has been delivered**, it is not to be counted a toucher. A bowl, touching the jack when the latter is in the ditch, is not a toucher.

2. If a toucher run into the ditch when played, or be driven into the ditch during the course of the subsequent play, the place where it rests may be marked, but its position shall not be altered except by the action of another toucher.

3. A toucher must be distinguished by a chalk or other distinct mark. Unless it be marked before the succeeding bowl has come to rest, it is not to be counted a toucher. If the mark be not removed from the bowl before it is played in the succeeding end, it may be regarded as a **burned** bowl and be removed to the bank.

4. Touchers may act on the jack or other touchers in the ditch.

XXXVIII. Unfinished Games

Should a game be interrupted for any cause, so that it cannot be finished during the day in which it was commenced, it shall be proceeded with at the point at which it was interrupted, but if the position of jack or bowls has been changed, the last end shall be begun anew.

XXXIX. Violation of Rules

Many of the preceding rules have no penalties attached to them, and all are framed on the understanding that none of them will be willfully violated. When any of them are violated that have penalties attached, the penalty cannot be invoked after the next played bowl has ceased to run.

Don't Purchase a

Lawn Bowling Bowl

until you have seen and
experimented with the

NEW Brunswick

MINERALITE

BOWL

Weight, size and bias made to conform
with the governing rules as established
by the Lawn Bowling Associations.

The
Brunswick-Balke-Collender Co.

623-633 South Wabash Avenue

Chicago, Illinois

*Branches in Principal Cities of United States
and Canada*

June 10, 1938.

Mr. W. V. Thompson,
Manager, Lawn Bowling Department,
The Brunswick-Balke-Collender Co.,
623-633 So. Wabash Avenue,
Chicago, Illinois.

Dear Mr. Thompson:

I received your mimeographed letter together with your booklet on the Mineralite Lawn Bowl.

Our intramural program here at the University of Kansas is finished for the year, but we are interested in a recreative program which we are carrying out very extensively this summer. We have badminton, darts, deck tennis, archery, golf, croquet, handball, tennis, and softball, and it strikes me that lawn bowling would be a very fine co-recreative sport. Our summer enrollment will be about 1400.

I am very much interested in getting a lawn bowling set. What discount is there for educational institutions? Just how smooth and level does the rink have to be if it is well sodded? Another thing I would like to know - does each set include the mat and all accoutrements of the game?

For five summers I have taught at Springfield, Mass., Y.M.C.A. College, and at Springfield they have bowling on the green, but I imagine that is somewhat different from lawn bowling. The bowl at Springfield seemed smaller than this bowl appears to be.

I would be glad for your personal help in explaining these points. Also, is there any athletic firm in Kansas City that handles your equipment?

Very sincerely yours,

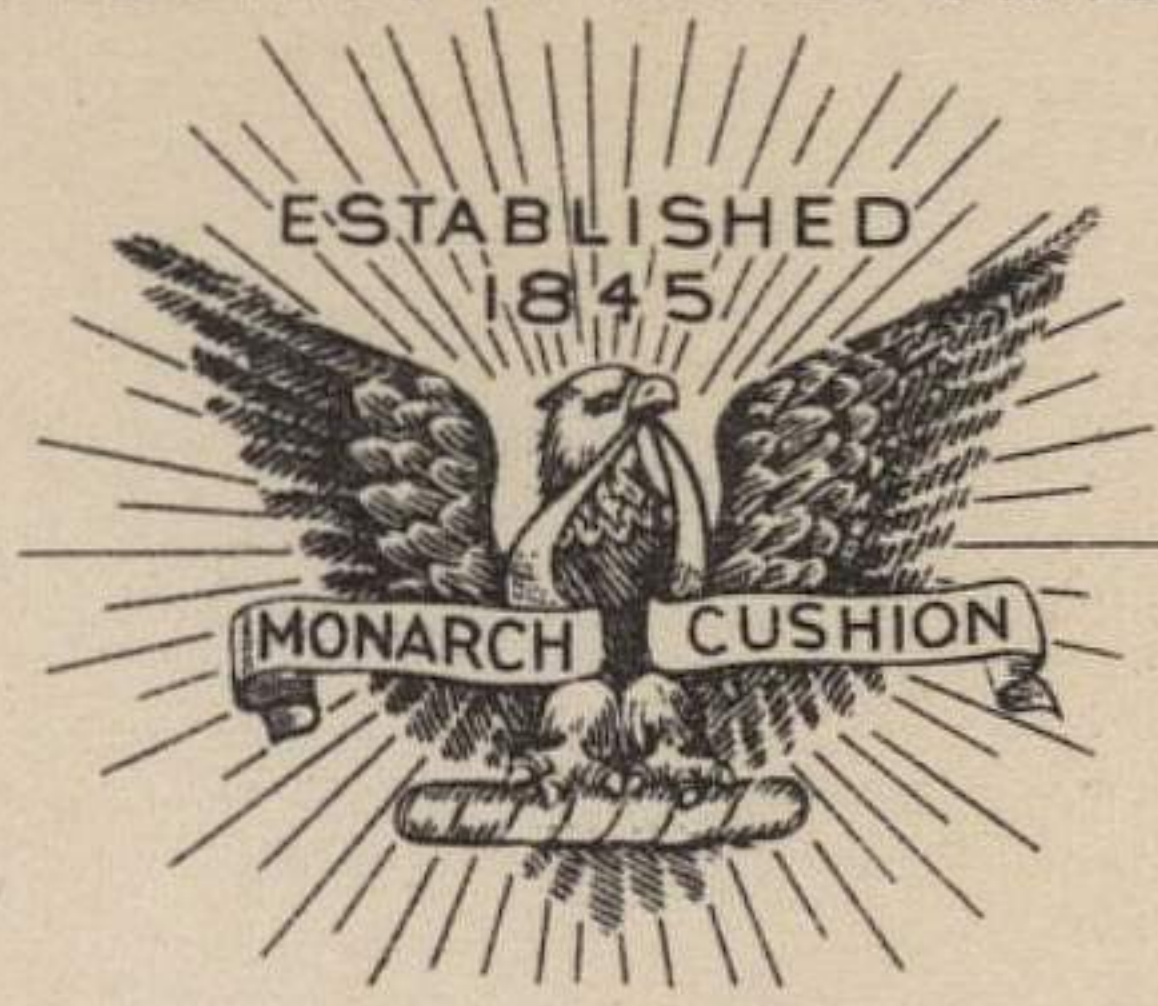
Director of Physical Education,
Varsity Basketball Coach.

FCA:AH

THE BRUNSWICK-BALKE-COLLENDER CO.

BRANCH HOUSES IN PRINCIPAL CITIES OF UNITED STATES CANADA MEXICO AND FRANCE

BILLIARD TABLES



BOWLING ALLEYS

623-633 SOUTH WABASH AVENUE

CHICAGO

Dear Sir:

Referring to our recent correspondence
re - Lawn Bowling.

We are interested in knowing if we furnished the information desired.

If you have not been convinced that Lawn Bowling is the most fascinating, healthful outdoor recreation, we will be pleased to furnish additional information, reports from club secretaries and others who claim that there is an enormous increase in the interest, made possible by better greens and courts; and with the improved Mineralite bowls and equipment the game is more fascinating and scientific.

You undoubtedly know that not only indoor but outdoor bowling leads all other sports in creating sociability, good fellowship, with sufficient exercise to keep one physically fit at all times.

Advise, please, if we can assist you and others in promoting the game, forming a club, or arranging for leagues and tournaments. Send full particulars, with the name and address of any and all you think we could interest, and greatly oblige

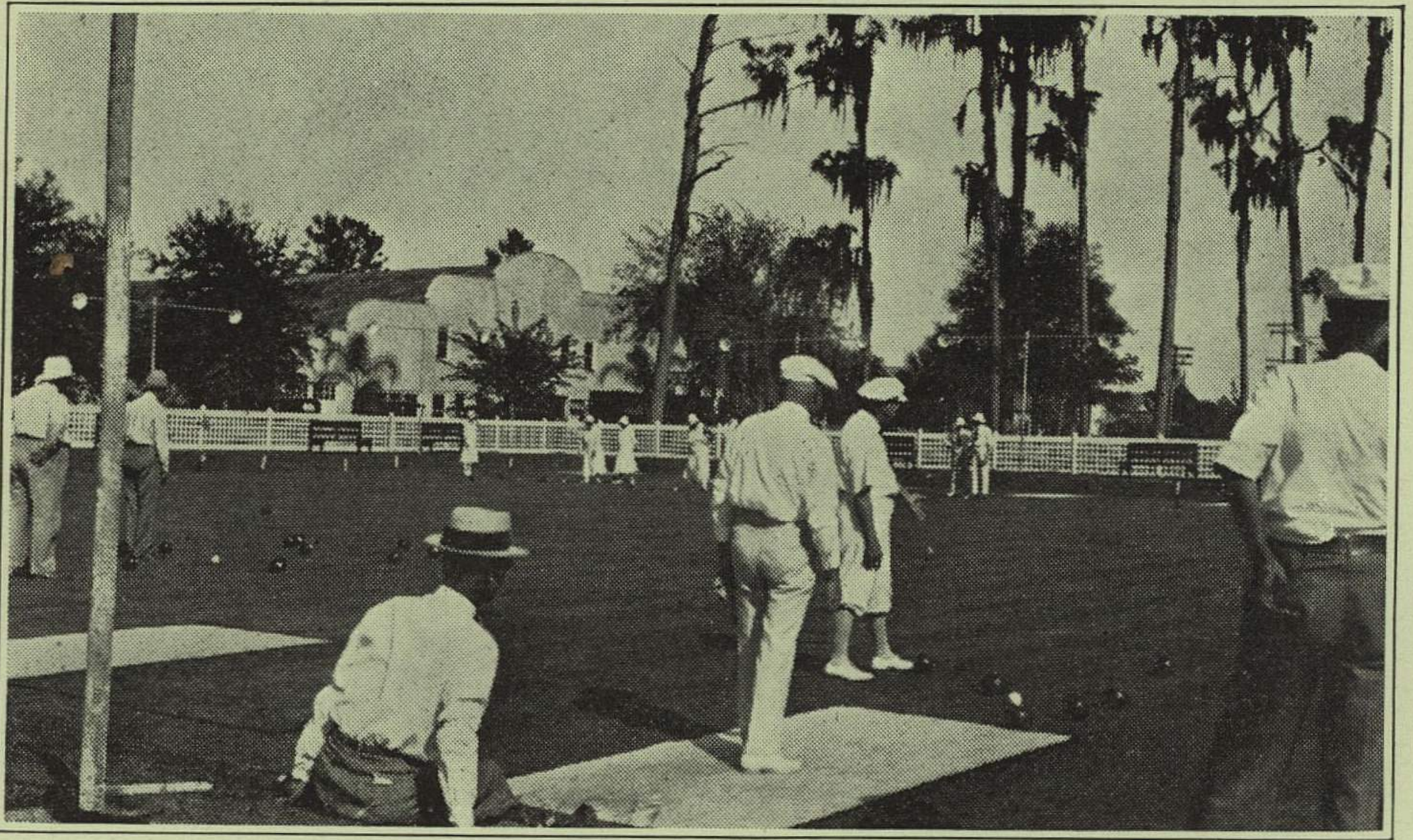
Yours very truly,

THE BRUNSWICK-BALKE-COLLENDER COMPANY

MANAGER-LAWN BOWLING DEP'T

W. V. THOMPSON
EML

Recreation *For all*



Lawn Bowling *Is the Game*

21st Annual
NATIONAL RECREATION ASSOCIATION
CONVENTION
HOTEL SHERMAN, CHICAGO, U.S.A.

::: 1935 :::

THE RECREATION CONGRESS

W. V. Thompson, a delegate to the Congress at Atlantic City, reports a most interesting and worthwhile meeting, calling together all of the solons of the Playground and Recreation Associations of the United States. At this congress much was accomplished in forwarding the physical and mental well being of the whole nation, both for the "Kiddies" and the adult population.

It was stressed and shown, by the speakers and illustrations on the screen, the absolute necessity—in these "Hurry up" days, of relaxation in the life of the world's workers by healthful RECREATION of some kind to build up and renew the "wasted tissue" caused mentally and physically in the human body by too much work and not enough PLAY.

The story told at this congress of workers and thinkers in this respect was most illuminating and convincing—we must all play a little each day if we want to keep well, be happy and survive to a good old age. Of course, there is nothing new in this teaching—it has been in vogue and practiced for centuries, possibly more by the Romans in the days of Caesar, but—

We are living today in an age of "Speed up"; THE DO IT TOMORROW leisurely policy has long since passed away. The fellow who practices this easy going plan in this age is "Left at the post." If one seeks to succeed today, he must be mentally and physically "Fit" not once in a while but ALL THE TIME or he drops behind in the race and is forgotten . . . A FAILURE.

Now in considering this great question—Recreation at the congress in Atlantic City, its sponsors very carefully considered the question in reference to the thousands of world's workers, who by reason of their calling or work might not and have not the opportunity to indulge in and benefit from some form of OUTDOOR recreation in so doing strongly recommend—after working hours, when daylight has passed, that they take up some form of INDOOR recreation, that would provide the same relaxation to mind and body and at the same time afford recreation and pleasure to the tired and jaded business man or woman.

In this respect they suggested a regular attendance at some Gymnasium for a strenuous or mild course of ex-

ercise, according to the taste and ability of the devotee. Should this not appeal to many who find it too much trouble or who like a more leisurely fascinating indoor recreation—one that would provide mental and physical relaxation, with a minimum of effort, I strongly recommended Bowling.

As a devotee of bowling, with a thorough knowledge of the benefits in healthful recreation and pleasure, I was pleased to find that many present favored bowling, both indoor and outdoor or Lawn Bowling.

Particularly so as, in the past few years, there has come into being all over the United States, many sumptuous and palatial recreation establishments featuring bowling, and many Lawn Bowling greens were built, where the benefits can be enjoyed in full measure at a very small cost of time and money and the beauty of which is—it can be enjoyed at any time, night or day, without in any way interfering with a man's work or business. "Bowling one hour a day will keep the Doctor away." This is an assured fact—try it.

• • RECREATION • •

America is the greatest country in the world for the fostering of sports and sport activity. In every hamlet, village, town and city in every State of the Union, some form of sport and recreation has gained favor with the public, attracting to it hundreds of players and thousands of fans. All this is well enough but in most of the games being sponsored, one discovers, sadly enough, that only a small proportion of the people actually participate—in some cases less than 1% of the total number of people interested in the particular game—while the great majority are merely "fans" or enthusiastic onlookers whose sole enjoyment rests in witnessing the victory of the particular individual or team in which they are interested. Why pay to see others play?

People who are daily working and engaged in the task of earning a livelihood require some form of recreation and exercise in which they can actually indulge, a game in which they can "relax" their mind and play with the knowledge that they are combining recreation with exercise and enjoyment with a degree of skill. In so many games, it is requisite that the contestant be young or be particularly skilled in order to face competition; quite frequently it is necessary that the beginner devote a considerable amount of time to practice and secure expen-

sive instruction or equipment; all too often the game is too strenuous for the older man or woman—or sufficient interest is lacking due to the fact that the contestants become too easily discouraged because of their lack of ATHLETIC ABILITY or because the pastime involves too much time and money.

For these reasons we sincerely believe that Bowling-on-the-Green, or LAWN BOWLING (as it is commonly referred to), is the Utopia among sports and pastimes, because it calls for little practice and just ordinary ability in order for the player to become sufficiently skilled to become greatly interested in the game. It calls for no expensive equipment or long drawn out instruction; it requires no particular physical prowess nor is it the kind of game in which "only youth shall be victorious." LAWN BOWLING adequately combines a sufficient amount of exercise with a pleasant form of recreation, attractive surroundings with congenial companions and it calls for just the right amount of skill and determination to prompt the contestant to do his best and "be on his mettle." It is the kind of game that even the beginner can enjoy and yet one in which the player feels a glow of pride and satisfaction as he gradually improves and learns of the intricacies, variety and fascination of the sport.

In recent years LAWN BOWLING has increased in popularity by leaps and bounds and today it is being recognized as among the prominent sports and fascinating recreations wherever good fellowship, competition and the desire for exercise and relaxation are prevalent.

We are of the firm conviction that gradually but surely LAWN BOWLING will take its place in the hearts of men and women everywhere as the ideal sport; one in which everybody can participate; one in which everybody can be a contestant rather than simply a "fan" or "on-looker." And psychologically speaking, it is the spirit and zest of competition that holds people's interest in a game or sport—but so long as people are merely "fans," competition can hardly ever reach its maximum value.

Being of the opinion that LAWN BOWLING will be of great benefit to the youth and to the older men and women in your town or city, we unreservedly recommend it to you and ask that you please give this game due consideration and thought as a really valuable and necessary sport to promote the well-being, health, and general upliftment of the group in which you may be interested.

HISTORY OF LAWN BOWLING

LAWN BOWLING is not a new game or "fad." The game first originated in the 13th century, in England, and its popularity has since spread throughout the world, so that, today, it is the "preferred" game of thousands of men and women of all ages throughout the United States.

There are over 7,000 lawn bowling greens in England, Scotland and Australia, and over 800 in Canada. In these countries the game is one of the oldest sports and played by royalty, social leaders and the masses.

Although the game is in its infancy in the United States, it is experiencing such rapid growth that before long it will pass the foreign game in the number of participants. The American Lawn Bowling Association is successfully fostering the increased interest in the game and urging city park commissioners, golf clubs and other recreational groups to provide greens to meet the demands of this fast growing enthusiasm.

Its popularity is daily increasing, and it is well that you should know about this ancient and honorable game; about its fascination; about the pleasant and wholesome recreation and exercise it affords; about its possibilities for good association and conviviality. Here's an age-old game that will add new and exciting interest to the life and well-being of people in all walks of life.



YOUR HEALTH

HEALTH is worth more than anything in the world. Millions of dollars are spent annually in the search for it. As a health-builder of acknowledged merit, try Bowling. It has that refined touch which has met with the instantaneous approval of society. The social and recreative aspect, coupled with the competitive nature of the game, has won the way into the hearts of millions of men and women. It has helped to keep the eye keen and the mind alert and, as a medium for meeting people and making new acquaintances, it cannot be beaten.

All

Recreation centers

Public and private parks

Golf and country clubs

Industrial concerns

Private lawns

Resort hotels

should have at least one Lawn Bowling green.

If interested in building and equipping a Lawn Bowling green—how to organize a Lawn Bowling club—rules and regulations—or any information regarding the game, and particularly the equipment—address—

Lawn Bowling Department
THE BRUNSWICK-BALKE-COLLENDER CO.
General Offices, 623 So. Wabash Avenue
Chicago, Ill.



Form E3967—DM—60886—L-Printed in U. S. A.

(Bowling-on-the-Green)
or
-- LAWN BOWLING --
Information and Instructions
by
a Recognized Authority

Lawn bowling is an ancient game, first played with round stones by shepherds in charge of their flocks.

Then came an improved form, using level sections of grass and wooden bowls. These bowling "lawns" were perfected, followed by sand rinks in sections where the proper grass growth could not be developed.

A bowl is not round, but slightly oval, causing a curved path of travel from the delivery mat to the objective, a small round ball, termed the "jack." The fascination of the game lies in the development of ability to locate the right curve, and the correct distance. The factors are never constant, being altered by changing the length between mat and jack, while the rink surface varies daily.

Any slight change on the surface of a bowl or in its weight affects its balance and correct run. Unless given careful attention, wood bowls become imperfect due to these causes. The necessity for better and more permanent bowls become evident as interest in lawn bowling increased throughout the United States. Applying the methods and material used in the manufacture of ten pin balls, the Brunswick-Balke-Collender Co., are now able to supply an "American-made" lawn bowl meeting all requirements. These are of composition body, sturdy and accurate. They have been subjected to mechanical and personal tests, receiving the approval of skilled players in all sections of the country where rinks exist.

Neither expert nor beginner may hesitate in adopting the Brunswick-Balke-Collender lawn bowl.

(signed) R. N. Clark
 Secretary
Peabody Lawn Bowling Club
Daytona Beach, Fla.