

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.