

THIS BOOK follows Tommy Armour's guiding principle of instruction — *simplicity*. He doesn't believe in teaching all the details which constitute a golf swing, because they just confuse a pupil. In these pages, as he does on the lesson tee, he reduces golf theory to the things he considers essential. Armour teaches you simple, sound techniques, he tells you how to save strokes by using your brain on a golf course, and he lets it go at that. His pupils can take in what he teaches them and can apply it, because they don't get taught involved, complicated, or confusing details which they can't remember in the middle of a swing. You will find that these same advantages will work for you.

Golfers of all sorts regularly come to Armour for help. He brushes up the

games of champions when they need tuning up. (Such pupils have included Lawson Little, Julius Boros, Frank Stranahan, Babe Didrikson Zaharias, Betty Jameson, Grace Lenzyck, Patty Berg, Jackie Pung, and many others.) He takes beginners in hand and makes capable golfers of them. He cuts strokes off the scores of any golfer he coaches, and shows him how to perform consistently up to the very best game of which he is capable.

Armour's golf lessons are widely recognized as being unique, effective—and expensive! His lessons in this book are equally unique and effective. That means that the purchase of *How To Play Your Best Golf All the Time* is one of the most spectacularly good investments any golfer can make.

Praise from famous golf experts:

"Tommy Armour is responsible for whatever success I have had in golf. He is, in my opinion, the greatest golf teacher — both in the mechanics of the golf strokes as well as the psychological phase of golf tournament and everyday play. He teaches with astonishing clarity and ease. His book is filled with treasures that no golf lover will want to miss."

—LAWSON LITTLE

"As a teacher, he is the greatest. He is able to explain clearly so the pupil understands easily — and if the pupil does what he says, he can start playing good golf right away. He has helped me a great deal to play as well as I do."

—BABE DIDRIKSON ZAHARIAS

"I consider Tommy Armour a master teacher. His method is always simple. I cannot measure my personal debt to him as he was directly responsible for whatever success I have had in golf."

—BETTY JAMESON

"Tommy Armour is one of the keenest instructors golf has today. I have always thought that a book on golf by him would be a treat — and worth its weight in gold to a golfer. Tommy has never written one until now. But finally he has, and it is a book that can speak eloquently for itself."

—GRANTLAND RICE

"Sitting under the spreading beach umbrella at Boca Raton, the Great Armour has been dodging the sun and imparting his incomparable wisdom at very fancy rates per hour. Now, he's come out from under to spread the same wonderful golf instruction to the four winds at a price that anyone can afford."—WALTER HAGEN

"Tommy Armour is a genius at teaching you how to play your best golf. His way works with every pupil. He shows you how to use your brains, as well as your muscles in learning a sound game."

—JULIUS BOROS

Praise from delighted users:

Names and addresses of the people quoted below, plus hundreds more, are on file at the publisher's office.

"Have bought most of recent books on the subject. But Tommy Armour's book is the 'golfer's Utopia.' I've bought my last golf book—there can't be any better ones!"

Dr. J. W. S., Manchester, N. H.

"I've read them all. This one is tops. Almost makes the reader feel Mr. Armour is sitting at his side—coaching him as he practices. The use of drawings for the more important phases of the swing is very beneficial. The red print for important points greatly appreciated too."

J. J. H., Cleveland, Ohio

(Continued on back flap)