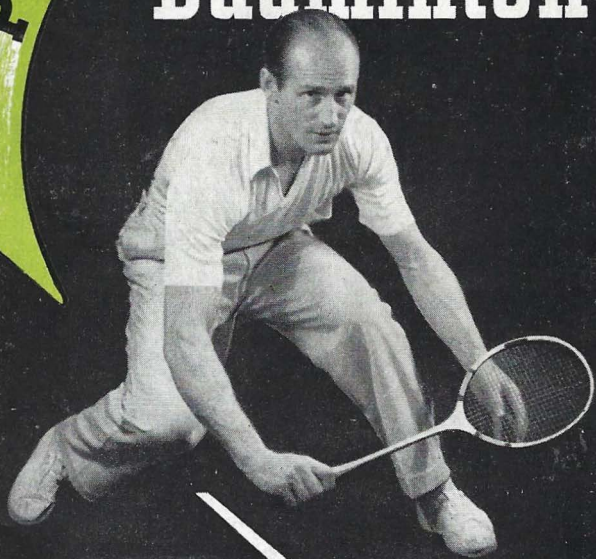


# PUTTING PUNCH IN Badminton



by **JESS WILLARD**

Nationally Known Player and Teacher  
of Badminton

Published in the interest of Better Badminton  
by Armour and Company, Chicago, U. S. A.

1922

1937

*Jess Willard*

has reigned as undisputed champion of professional badminton in the United States since 1922. He is also acknowledged as the greatest teacher of the game on this side of the Atlantic, having taught the game to a majority of the leading players on both the Pacific and Atlantic coasts.

But he is not only a great player and a great teacher—Jess Willard is also the father of modern badminton in the United States. He introduced the game in Boston, and as professional at the University Club there, was responsible for the building of the first group of indoor badminton courts in the United States.

Removing to the Pacific Coast, he founded the first exclusive badminton club in the country—Los Angeles Badminton Club.

He also starred in the first—and to the present time the only—badminton motion picture to be produced in the United States, and with his playing and teaching partner, Bill Hurley, Pacific Coast professional champion, scored another notable "first" by playing demonstration matches on theater stages throughout the country to introduce championship badminton to the American public.

In publishing this booklet under the sponsorship of Armour and Company, Mr. Willard hopes to further popularize good badminton in North America.



**B**ADMINTON used to be played in full dress—but so did baseball. The game that has come to be regarded as America's national sport may have "grown up" earlier, but badminton has developed farther.

Badminton today is the fastest game played with a racket. Although I may be letting myself in for some argument, I will say that there is little room in badminton for the large preparatory swing and the heavy follow-through characteristic of many tennis strokes. Badminton's speed demands straight punching—not round-house swinging. Lost time on a prepara-

tory swing lets the bird go by or drop—lost time on the follow-through misses the return.

Modern badminton is more like skilled boxing than any other sport. The footwork is the same. The speed is the same. And the stroke is a jab, with the extra "wrist" that puts speed into a boxer's blows.

But if you're a beginner, don't let this discourage you. There is no game that you can play with enjoyment with less preliminary instruction. And there is no game where the rewards of correct play and skill are greater.

The fundamentals presented in this little booklet are the beginner's ABC's. But I believe that the experienced player will find them valuable, too.

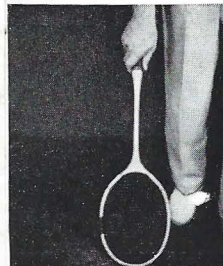


## THE GRIP



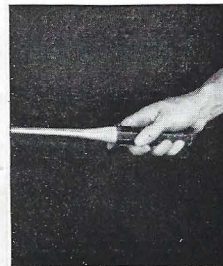
### CORRECT

"Shake hands" with your racket. Carry it loosely, thumb on striking side, fingers on driving side.



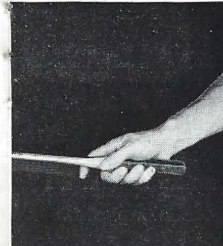
### INCORRECT

The Western grip (thumb on side of racket) imposes an absolute limitation on wrist, finger and forearm power.



### CORRECT

Racket grasped at extreme end, butt cushioned on heel of hand. Fingers loose. Grip should be completely relaxed until moment of hitting.



### INCORRECT

Fingers too far up handle. This grip loses the leverage that makes wrist snap do its maximum work, may permit racket to twist in hand without player's knowledge.



## THE STANCE



### CORRECT

Up on toes, knees bent, racket in position. No lost motion getting started. Please note position of the racket. IT MUST BE CARRIED IN AN "ALERT" POSITION ALL THE TIME THE BIRD IS IN MOTION.



### INCORRECT

Back on the heels, legs straight, racket at side. Loses valuable split second in getting body and racket into position for shot.

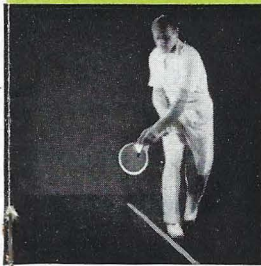
## Special Announcement

Armour and Company has arranged with Jess Willard and Bill Hurley to answer your questions about badminton strategy and play. Send them to Jess Willard, String Department, Armour and Company, Chicago, Ill., through your Armour dealer. All questions will receive personal answers. (Because exhibition tours frequently take Willard and Hurley away from Chicago for extended periods, please remember that it is not always possible to get you a prompt answer.)

If you wish to arrange for an exhibition by Jess Willard and Bill Hurley at your club, write to **String** Department, Armour and Company, through your Armour dealer. You will be given first choice of available dates.

*Cover Picture—Jess Willard poised for the shot that made him famous—his return of a smash.*

## SERVICE



### CORRECT

Right foot forward. Used by many players, but not by majority. (This position has been slightly exaggerated in the picture to illustrate its difference from No. 3.)



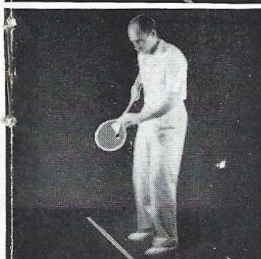
### INCORRECT

High, illegal. Legal serves must be made below the waist.



### CORRECT

Facing sideline. The easiest serve to learn. Used by a majority of players, including top rankers. (Note foreshortening of right arm.)

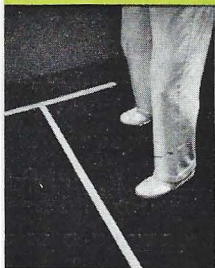


### INCORRECT

The bird is held close to the face of the racket, drops at most a few inches to it for service. The wrist snap does the entire driving job.

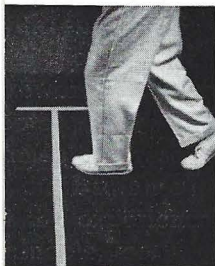
## FOOT WORK

### (Forehand Drive)



#### CORRECT

Facing sideline, feet 18 inches apart, left foot slightly forward. Body completely balanced.



#### INCORRECT

"Tightrope walking." Puts body off balance, impossible to make quick recovery.



### (Forehand Overhead)

#### CORRECT

Facing net not quite squarely, left foot toed in to give complete balance. Position same as baseball pitcher's.



#### INCORRECT

"Tightrope walking" again. Precarious balance.



## STROKING



### The Three Positions in Forehand Overhead



#### NO. 1

Drag up. Elbow high, head of racket low, hand and wrist completely relaxed.



#### NO. 2

Snap back. Hold head of racket low as long as possible, then give a quick snap back to this position. This snap-back must come just before contact with the ball. **THE RACKET MUST NOT BE STOPPED IN BACK POSITION.**



#### NO. 3

Just after contact. The wrist has done its work. Note how little change there is in the position of the right arm throughout the stroke. Note also how the extended left arm keeps the body in perfect balance at all times.



# STROKING



## Point of Contact



### CORRECT

The correct position of the racket at moment of contact. **THE HEAD OF THE RACKET MUST BE WELL AHEAD OF THE HAND** when the bird is struck. Use the racket like a rug beater, the wrist and fingers as if you were throwing a baseball.



### INCORRECT

"Beating with knuckles." The wrist and fingers haven't begun to get in their work, and the bird is hit in back of the hand instead of ahead. **99% OF ALL BEGINNING PLAYERS MAKE THIS MISTAKE.**

*Jess Willard says:*

**"GOOD GUT  
IS WORTH  
6 POINTS"**

"I regard the strings in my racket as the most important single piece of equipment for playing badminton.

"Any other string but genuine gut would cost me at least six points against a good player. In a championship match, it would probably make an even bigger difference."

# The Champion's Choice:

## Jess Willard Professional **BADMINTON GUT**



*"The gut to which I have given my name is superior to any other that I have found in 15 years of play and stringing."*

*(Signed)*

*Jess Willard*

Developed especially for Jess Willard, and made to his rigid specifications, this lightning-fast gut is a new thrill to badminton players.

Identified by its distinctive gold color, Jess Willard Professional badminton gut is now generally available for the first time.

Ask for it on your next restring, and see what speed it adds to your game.