



## OMEGA UPDATE

The introduction of the **Omega Cast Acryllium Cover™** bowling ball on the PBA Tour in Lakewood, California, was met with winning results. Jess Stayrook used the Omega to capture the first place prize of \$42,000 when he defeated Bob Learn, Jr. 247 to 215 during the AC-Delco Classic. Stayrook had his Omega drilled with "A" at 12:00 o'clock in the leverage position. This drilling gave Stayrook a length down the lane of 4 and a backend reaction of 5. Dave Arnold qualified 3rd with the Omega, but he lost his opening match with a 223 score. Arnold had his Omega drilled with "A" at 12:00 o'clock which is the Omega Drilling #1 on the Drilling Spec Sheet. This drilling gave Arnold a length rating of 4 and a backend rating of 3. The following finishers in the AC-Delco Tournament also used the Omega bowling ball: Mike Miller 6th; Mike Scroggins 9th; Del Ballard, Jr. 12th; Dave Traber 15th; and Bobby Knipple 23rd.

The following week the Tour moved to the Reno Hilton Bowling Lanes in Reno, Nevada. Once again, Ebonite had two Omega bowling balls on the T.V. show with Mike Scroggins the #1 seed; and, for the second week in a row, Jess Stayrook. Scroggins had his Omega drilled with "A" at 12:00 o'clock, the #1 drilling, but his pin was 4-1/2 inches from his axis. This reaction gave him a length of 4 and a backend of 4. Jess Stayrook used an Omega drilled with "E" at 12:00 o'clock in a leverage position which gave him a length of 3 and a stronger backend of 5. Also in Reno, other finalists using Omega bowling balls were: Dave Wodka 16th;

Chris Warren 17th; Ryan Shafer 19th; Richie Wolfe 23rd; and Steve Sonnen 24th.

For the third week, the PBA Tour went to the Showboat Bowling Lanes in Las Vegas, Nevada. Brian Goebel qualified 4th for the T.V. Show used both the Turbo X and the Omega to defeat Walter Ray Williams, Jr. while finishing in 4th position. Goebel's Omega was drilled with "E" at 12:00 o'clock, #5 Drilling, which gave him a length of 4 and a backend of 5. Other finalists for match play using the Omega bowling ball were: Walter Ray Williams, Jr. 5th; Brian LeClair 6th; Jason Couch 9th; Mike Aulby 14th; Dennis Rakauskas 16th; Mike Scroggins 17th; Dave Wodka 18th; Roberto Silva 19th; Mike Miller 20th; Doug Kent 22nd; and Rick Easley 24th.

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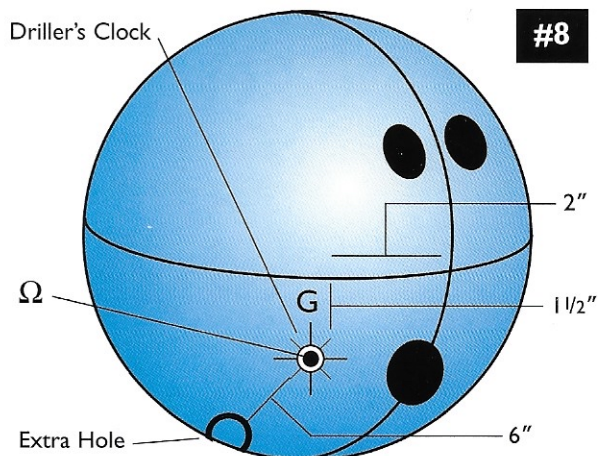
## ABC TOURNAMENT RESULTS:

Matt Surina of Spokane, Washington, tied an ABC Singles Record when he bowled an "826" series which included a "300" game. Surina used the Omega drilled with "B" at 12:00 o'clock with the center of the Driller's Clock at the center of grip which gave him a length of 5 and a backend reaction of 2. Surina tracks extremely low and throws a spinner. He did not have an extra hole in the ball, and he used a top weight of 2.5 ounces before drilling.

Various other award scores have been shot in the last 60 days with the Omega. Should you have any unique drillings you have found successful for yourself or your customers, please contact us here at Ebonite so that we can include them in our next "OMEGA UPDATE."



# NEW DRILLING TECHNIQUES



#8

Rating Length – 2 Backend – 6  
Stronger Leverage Reaction than #3 on original drilling sheet

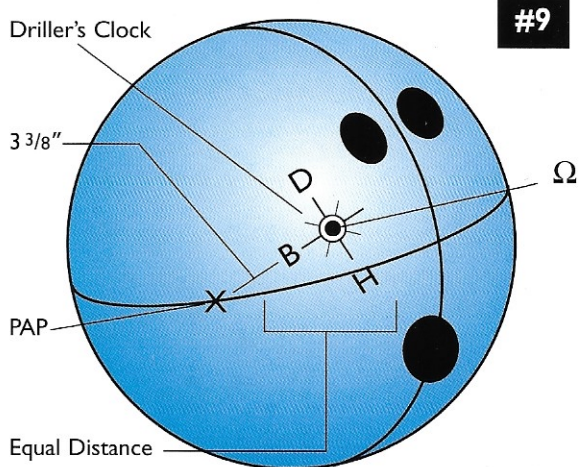
## LEFT HAND

### Drilling #8

Place G on the Driller's Clock at 12:00 o'clock (See Diagram). Measure 1-1/2" from the center of the Driller's Clock through the letter G. From this point, draw a perpendicular line 2" right. This is the center of the span. Drill the extra hole on a line from the center of the Driller's Clock through D at 6".

### Drilling #9

Place D on the Driller's Clock at 12:00 o'clock (See Diagram). Measure 3-3/8" from the center of the Driller's Clock through the letter B. From this point, draw a line the distance from the bowler's horizontal axis measurement through the letter H. This is the center of the span. Drill the extra hole on the bowler's Positive Axis Point (PAP).

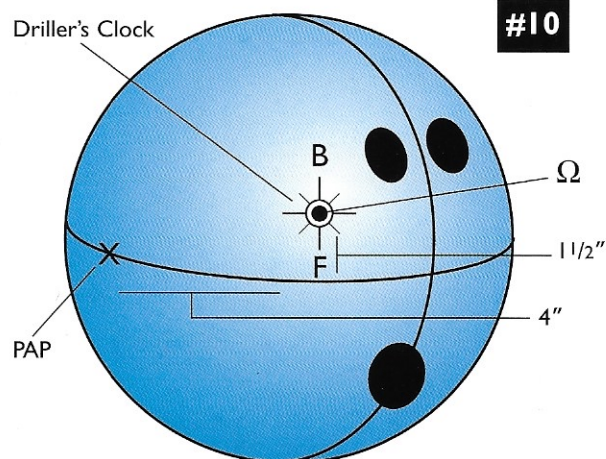


#9

Rating Length – 2 Backend – 3  
Axis Leverage Reaction  
Leverage Reaction with Controlled Backend

### Drilling #10






Place B on the Driller's Clock at 12:00 o'clock (See Diagram). Measure 1-1/2" from the center of the Driller's Clock through the letter F. From this point, draw a perpendicular line 4" left. Reverse the bowler's horizontal axis coordinates only and find the center of the span. If an extra hole is needed to meet ABC specifications, place the hole on the bowler's PAP.



#10

Rating Length – 3 Backend – 4  
Good for Wet/Dry lane conditions

For accurate, easy drilling, following these markings:

-  Driller's Clock
-  Small Pin
-  Center of Gravity
-  Extra Hole
-  Positive Axis Point (PAP)

All drilling patterns can be used with Omega CG IN or CG OUT. Make sure the small locator pin is always in line with the letter B.



# RIGHT HAND

## Drilling #8

Place E on the Driller's Clock at 12:00 o'clock (See Diagram). Measure 1-1/2" from the center of the Driller's Clock through the letter E. From this point, draw a perpendicular line 2" left. This is the center of the span. Drill the extra hole on a line from the center of the Driller's Clock through H at 6".

## Drilling #9

Place H on the Driller's Clock at 12:00 o'clock (See Diagram). Measure 3-3/8" from the center of the Driller's Clock through the letter B. From this point, draw a line the distance from the bowler's horizontal axis measurement through the letter D. This is the center of the span. Drill the extra hole on the bowler's Position Axis Point (PAP).

## Drilling #10

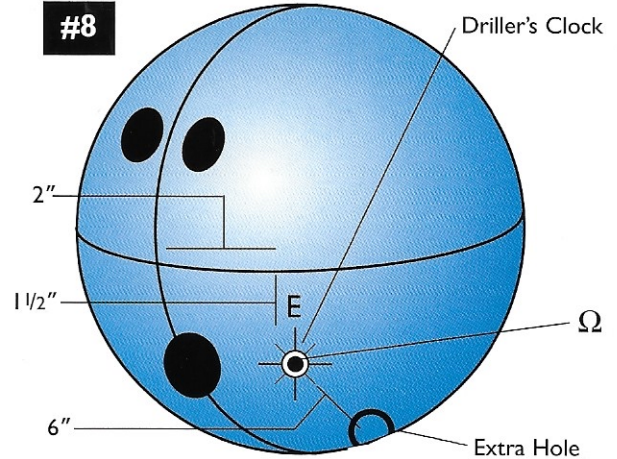
Place B on the Driller's Clock at 12:00 o'clock (See Diagram). Measure 1-1/2" from the center of the Driller's Clock through the letter F. From this point, draw a perpendicular line 4" right. Reverse the bowler's horizontal axis coordinates only and find the center of the span. If an extra hole is needed to meet ABC specifications, place the hole on the bowler's PAP.

Ball Rating System: Defining Hook in two (2) components.

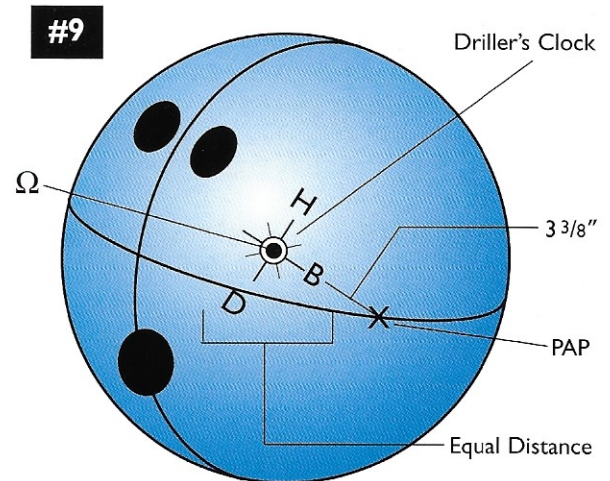
- (1) Length to Breakpoint
- (2) Degree of Backend Reaction

Ratings:

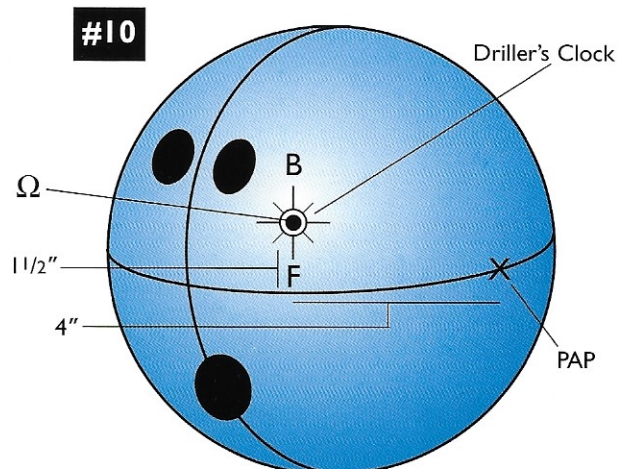
- (1) Length (L) — 1 being earliest hook point to 5 being the latest hook point.
- (2) Backend (B) — 1 being least amount of hook to 5 being the most hook potential.



Rating Length – 2 Backend – 6  
Stronger Leverage Reaction than #3 on original drilling sheet



Rating Length – 2 Backend – 3  
Axis Leverage Reaction  
Leverage Reaction with Controlled Backend



Rating Length – 3 Backend – 4  
Good for Wet/Dry lane conditions

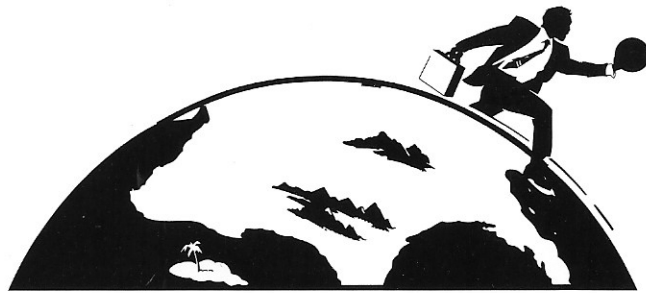


# Pro Shop Operators Push Bowling Industry Into The Next Century

As this headline implies, Ebonite believes that the time has come for bowling's front line pro shop operators to take control of the battle for the survival of bowling as a sport in America. Many of you have heard and read about our controversial, revolutionary new concept of the Ebonite Professional Equipment Retail Merchandising System. Ebonite's Regional Sales Managers are in shops every day spreading the news about how we will help pro shop operators remodel, re-merchandise and re-stock their stores. We are explaining in great detail the direct mail program that helped turn out a 23% sales and profit increase in our test stores during the fall of 1994. If we have somehow missed you with these details, please call 1-800-626-8350 today, so that you don't miss out on this great opportunity.

One question that keeps coming up is "Why?". Why has Ebonite spent over a year developing this program? Why has Ebonite already spent most of one million dollars in developing a program that sells almost as much product for our competitors as it will sell for Ebonite?

Ebonite believes that of all the potential leaders in the bowling industry today there is none closer to the competitive league and tournament bowler than the pro shop operator. We also believe that this bowler is the key to our **sport**. Casual bowlers, bumper bowlers, birthday bowlers, red-pin, and promotion bowlers are all important beginners. But sport bowlers pay the bills for both pro shops and manufacturers. They are the pro shop's life blood and they are Ebonite's life



blood. Our industry needs these dedicated bowlers, and this relationship is what makes bowling a fun and vibrant sport to promote.

If you keep that in mind, it is easy to understand Ebonite's commitment to the Professional Equipment Retail Merchandising Program. Our program develops retail pro shops that customers and owners can both be proud of, and it increases sales and profits for the pro shop operators by over 20%.

During the summer of 1995 over 100 pro shops will plunge full speed into the future along with Ebonite. These 100 shops are owned and operated by the true pioneers of our industry, and Ebonite is proud to be associated with each and every one of them. Ebonite's commitment is to a future filled with bright, clean, well-stocked pro shops that provide an honest, fair living for their owners. We won't stop at these original 100 shops. In fact, Ebonite won't be satisfied until we have helped every pro shop in the country who is interested in transforming their business from the practices of yesterday to the realities of today. Making these changes in the way we do business and in the way we maintain our pro shops will take time and commitment. As we go about the process of transforming typical pro shops into sporting goods showplaces, we are going to have a very busy summer, and an incredibly profit-filled fall of 1995 for pro shops across the country.