

PLAYBALL INTERVIEW: THE YELLOW DOT™

A striking conversation with Columbia 300's leading tournament winner.

The Columbia 300 Yellow Dot talks about its love for victory, its well-rounded personality, its ever increasing popularity, and what it takes to make it in the big leagues.

INTERVIEWER: You've been rolling in the pro circuit quite some time, but there's still a lot of interest in where you got your start.

YELLOW DOT: Well, my first ancestors hit the circuit in 1960, hailing from San Antonio. We were the first polyester ball used by pros. It was love at first strike. San Antonio still is the home of Columbia 300. That's where I was made. My cousins, the Blue Dot™, the White Dot™ and the youngest member of the family, the Lite Dot™, are made there, too.

INTERVIEWER: You've become the clear-cut favorite of many pros. What do you feel sets you apart from other bowling balls?

YELLOW DOT: Quality. I'm part of the Columbia 300 family. The finest polyester bowling balls in the world. I'm better balanced, rounder... and I hate bowling pins with a vengeance.

INTERVIEWER: You hate bowling pins?

YELLOW DOT: Love to hear them fall. My whole family does. Every year, Columbia 300 balls hit more pins to win than any other

ball. We can't help it. We're all from the same mold, and striking out at bowling pins is in our blood.

INTERVIEWER: You seem very confident. Where do you get all this confidence?

YELLOW DOT: Well, when I'm

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in hands like Mark Roth's or Donna Adamek's, anybody's, really, I'm consistent, game after game. No new angle. It's just that constant success breeds confidence to spare. On a scale of 1 to 10, I rate 300.

INTERVIEWER: There are other balls on the market claiming to be better than you. But the pros still choose you as their ball, tournament after tournament.

YELLOW DOT: Yes, I've heard

those claims. But, being a pro, you learn to roll with the punches. Listen, I've been on the rack with every ball on the market, and none of them match my thunder. Lots of those guys are put together by companies which make shoes, pool sticks, sleds, bicycles and toys! Columbia 300 manufactures one thing. Bowling balls. There's nothing else to split our attention. We just keep on making the finest balls in the world.

INTERVIEWER: What about your plans for the future?

YELLOW DOT: We're going to keep winning. That's what we do best. On the PBA '81 Winter Tour, I made 31 TV appearances. My nearest competitor made only 17. Of \$712,000 TV prize money, plastic balls won all but \$82,500! And with little modesty, I, the Yellow Dot, am the finest polyester ball made today!


COLUMBIA 300
SOLD ONLY AT LANES AND PRO SHOPS
5005 West Avenue • San Antonio, Texas 78213



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I'm a very modest ball... on a scale of 1 to 10, I rate a 300.