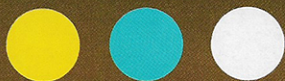


# 1980 YEAR OF THE DOT!



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First polyester bowling ball manufactured in San Antonio, Texas 1960.

First bowling balls were made of wood, then of rubber. In 1960 Columbia introduced the polyester ball and the industry and game were revolutionized. Today, beginning The Decade of the Dot, Columbia 300's are not only the biggest sellers in the bowling world but are the finest bowling balls ever made. Velvet Touch Yellow Dots, White and Blue Dots — Columbia 300's all, are super adaptable to lane conditions, magnificently colorful and, records prove, give higher pinfall to professional and amateur alike.

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