

OUR M.A.D.* SCIENTISTS ARE SMILING . . .

Our M.A.D.* scientists are smiling because they have just perfected the state-of-the-art URETHANE bowling ball. It's the COLUMBIA 300 URETHANE, now available at your local bowling lane or pro shop.

No expense was spared in constructing the most up-to-date, modern urethane manufacturing facility ever built.

Advanced technology, equipment, and highly trained personnel have produced a urethane ball

that rolls true, with the inherent problems of lope and wobble virtually eliminated — a ball that meets slide/hook requirements without over reacting — to insure consistency.

Start improving your game today with a new COLUMBIA 300 URETHANE.

Columbia
U300[®]
Urethane

Sold at lanes
and pro shops only.

COLOR: WINE
WEIGHTS: 15 & 16 LBS.

Columbia
U300
4V00757