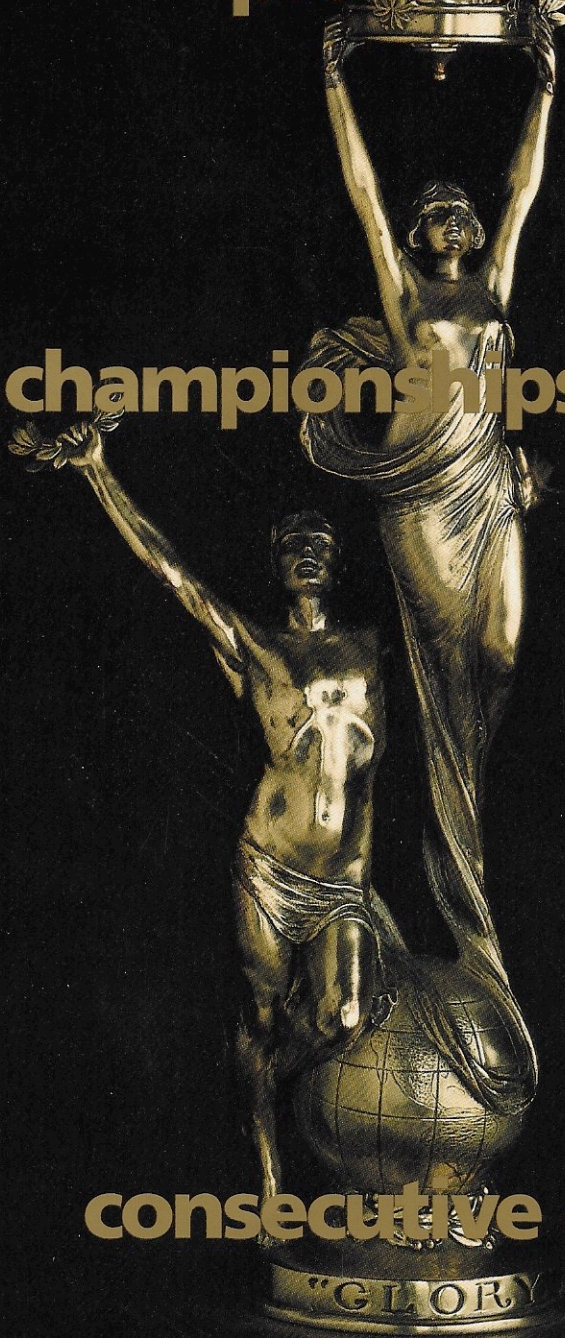


The only...



professional bowler...

to win championships...



in five...

consecutive decades.

"GLORY"



**You can sum up the legacy of
Dick Weber in those 11 words.**

Dick Weber
ARCADE
☆☆☆☆☆

**Or you can sum it up in
10 to 16 pounds of solid energy.**

The Dick Weber Legacy line from AMF Advanced technology for league bowlers

"This is the first new bowling ball in 25 years that I've wanted to put my name on.

The Dick Weber Legacy line grew out of something that had been troubling me in recent years. I noticed that **the new, high-tech ball designs that were helping pros like me improve our games weren't getting into the hands of many league bowlers**—the folks who really make bowling the great sport it is.

There's no good reason, I thought, for league players to miss out on all the exciting action and the higher scores these new ball technologies can provide. The trick, it seemed to me, was to come up with **a design that adapted the advanced technology of today's pro balls to the skill level of league players.** That would allow more league players to move up to the next level of performance without having to buy more ball than they needed. Would that be possible? I called my colleagues at AMF.

I've been on AMF's Staff of Champions for 37 years, so I knew this idea would get some serious attention. Ball designer Mo Pinel and I got together with the rest of the AMF staff and started bouncing around ideas. Six months later, after extensive designing and testing, we had it. Two new balls I'm proud to call the Dick Weber Legacy and the Dick Weber Legacy Reactive.

The design of these balls combines a unique, horizontally asymmetrical core with AMF's pioneering pin-out technology. This design puts the weightblock in the optimum position relative to the center of gravity so drilling can be done right on the label. The result? High-performance balls that are easy to drill to match the skills and individual styles of league bowlers.

The Dick Weber Legacy is an even-arcing urethane coverstock ball—ideal for the bowler who wants improved performance and hook with a high degree of control. **The Dick Weber Legacy Reactive** produces a broader spectrum of ball reactions and offers the hook and hitting power of reactive-resin coverstock.

There is no doubt in my mind that each of these balls can make league bowlers better players. And it's **a great opportunity for pro shop owners, as well—to give the league bowler much more for his or her money than just another traditional ball design.** AMF is so excited about the potential of these new balls, they're going to put major promotional effort behind them.

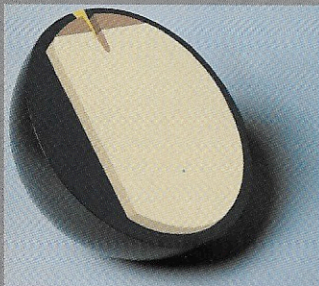
And me? I'm going to be using the Dick Weber Legacy and the Legacy Reactive on tour.

In five decades of professional bowling, I've been lucky enough to pick up a few titles—Bowler of the Year, Hall of Famer, All-Time All-American. Seeing my name on over 100 tournament trophies has been pretty exciting. But seeing my name on a new ball that can do so much for so many bowlers is as satisfying as anything in my long career."

Dick Weber



lers from a pro who knows the score.



"In this new line, Dick Weber and I have adapted the advanced technology of today's pro balls for league players. The core design creates a dynamic imbalance as the ball rolls, increasing hook and angle to the pocket. The core is horizontally asymmetrical, making the ball easier to drill for the desired ball reaction. There's no other ball like it!"

Mo Pinel — Ball Designer

Legacy

Performance characteristics: Even rolling, controllable on a variety of lane conditions. Excellent durability.

Weightblock: Unique horizontally asymmetrical core

Coverstock: Urethane

Available weights: 10 to 16 pounds

Finish: 400 grit sanded (matte)

Color: Black with neon yellow logo

Legacy Reactive

Performance characteristics: Generates a long skid with pronounced snap for added hitting power on the backend.

Weightblock: Unique horizontally asymmetrical core

Coverstock: Reactive resin

Available weights: 10 to 16 pounds

Finish: 400 grit sanded (matte)

Color: Dark green with neon yellow logo

The Dick Weber Legacy Collection

Bowlers can score high marks for appearance when they wear AMF's 100% cotton Dick Weber bowling shirts.

These high-quality, comfortable shirts come in a black/khaki combination with black trim or in a light-green/khaki checkerboard design. Both feature the Dick Weber 5-star logo and the Dick Weber signature. Dick Weber Legacy bowler's towels are also available in a choice of two colors.

Dick Weber's Guide to Better Bowling Video

In five decades of championship bowling, Dick Weber has been not only a great competitor, but also a great instructor. Now he's put some of his most important tips into a special home video designed to help league bowlers improve their technique and their scores. Includes highlights of Dick's championship tournaments.

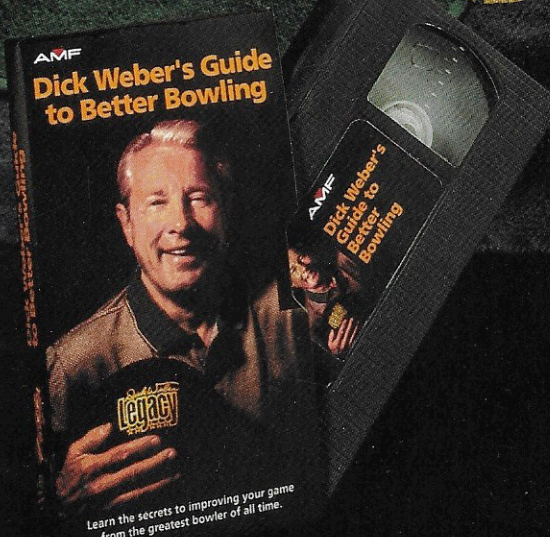
The AMF logo consists of the letters 'AMF' in a bold, white, sans-serif font. A red triangle is positioned above the letter 'M', pointing downwards.

AMF Consumer Products & Parts

P.O. Box 15060 Richmond, VA 23227

1-800-DIAL AMF (1-800-342-5263)

FAX 1-804-730-4464

A VHS video box set for 'Dick Weber's Guide to Better Bowling'. The box features a photograph of Dick Weber smiling and holding a bowling ball. The text on the box includes 'AMF Dick Weber's Guide to Better Bowling' and 'Learn the secrets to improving your game from the greatest bowler of all time.'

AMF
Dick Weber's Guide
to Better Bowling

Learn the secrets to improving your game
from the greatest bowler of all time.