



STARFIRE \$27.95

BANTAM \$19.95

CROWN JEWEL \$34.95

## Roll your own...and watch your

Wear your own — carry your own!



ELECTRA CASE \$9.95; LADIES' PIXEE SHOES \$7.95



NEW EXECUTIVE BAG \$14.95; MEN'S PROFESSIONAL SHOES \$19.95.





GOLD CROWN \$50

BLACK BEAUTY \$24.95

LADY BRUNSWICK \$27.95

## average go up



CHEVRON BAG \$3.95; NASSAU SHOES \$4.95

It's a familiar fact that people who roll their own personally-fitted bowling balls score highest . . . and that more people own Brunswick balls than any other kind.

Proper ball fit is the key to score-building and Brunswick Pro Dealers have fitted more balls than all other dealers combined. Their exclusive Custom-Matic System measures finger size, span and grip with telling accuracy. And the Brunswick Pro Fitter knows how to improve your swing by putting the right *weight* in your hand (Brunswick balls now range from 8 to 16 pounds and come in every popular color).

Properly fitted Brunswick bowling shoes can help your average, too, and a Brunswick bag carries the whole thing off in style. Shoes from just \$4.95, bags from only \$3.95. Bowling has never been more fun and Brunswick has never offered a finer selection of personal equipment — over 60 beautiful new bowlers' accessories to choose from. Score extra pins this fall and enjoy the game as never before. See your Brunswick Pro Dealer now!

**Brunswick**   
THE NO. 1 NAME IN BOWLING