



What do these bowling balls have in common?

Obviously, each of these bowling balls is a Black Beauty by Brunswick.

One belongs to Don Carter, recognized as the world's greatest bowler—5-time winner of the World's Invitational Tournament and 4-time winner of the All-Star.

Another belongs to Marion Ladewig, current world's champion woman bowler—8-time winner of the All-Star women's title, 3-time winner in the World's Invitational Tournament.

The other ball could be any of millions sold to America's bowlers, for the Black Beauty is far and away the world's largest-selling bowling ball! Among amateurs and



professionals, this is the ball in which bowlers have the most confidence. It's the ball with *Predictable Performance*.

An exclusive crescent counter-weighting system gives the Black Beauty unerring Rolling Balance. Its hard lustrous Durajet Finish improves both its appearance and its lane-holding power. And *only* Brunswick balls are fitted and drilled by the precision Custom-Matic system that is exclusive with franchised Brunswick dealers. There's a Black Beauty for you in your choice of 10- to 16-pound weights. See your Brunswick man now and bowl your best this fall!

The No. 1 Name in Bowling
Brunswick

