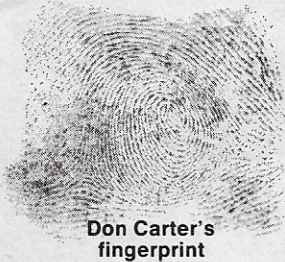


# We think your bowling ball should be as personal as your fingerprint.



Don Carter's fingerprint

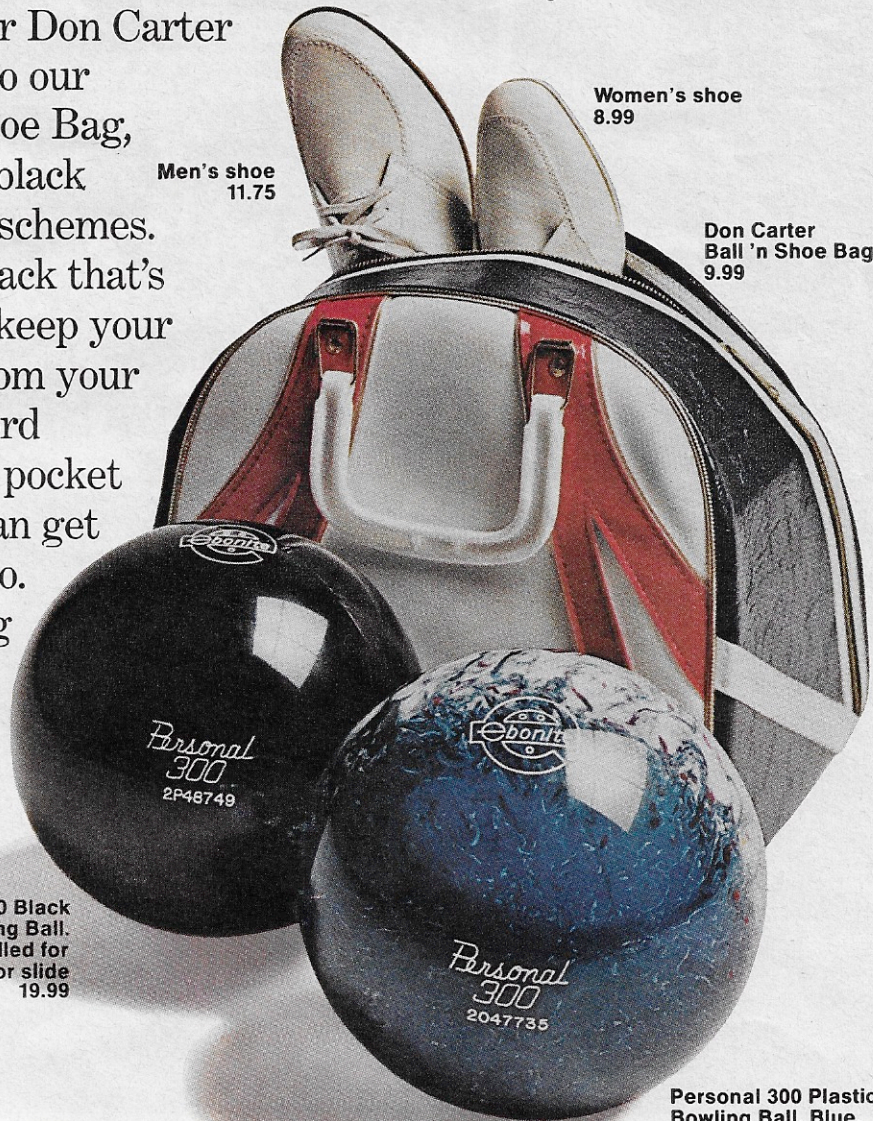
We wouldn't think of selling you one of our Personal 300 bowling balls without custom-drilling it to your specific grip. Free. So you get a ball that's uniquely balanced for just one person. You. Anything less, and it wouldn't be endorsed by Don Carter!

You'll find that our Don Carter ball fits just nicely into our Don Carter Ball 'n Shoe Bag, which comes in plain black or four striking color schemes. With a welded steel rack that's specially designed to keep your Personal 300 away from your JCPenney Bone Oxford bowling shoes! And a pocket for accessories. You can get them at JCPenney, too. In fact there's nothing the bowler *can't* get at JCPenney — except, maybe, guaranteed strikes!

Men's shoe  
11.75

Women's shoe  
8.99

Don Carter  
Ball 'n Shoe Bag  
9.99



Personal 300 Black Rubber Bowling Ball. Roll-controlled for your hook or slide  
19.99

Personal 300 Plastic Bowling Ball. Blue, green, plum, bronze or red-white-and-blue  
22.99

## JCPenney

We know what you're looking for.