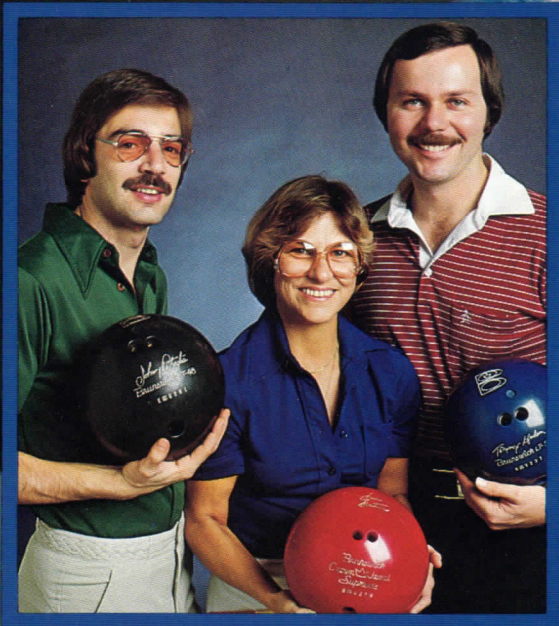


TAKE IT FROM THE PROS:

"BRUNSWICK'S GOT THE
WINNING LINES FOR '79!"



**'THE SIGNATURE BALLS THAT WERE
'BORN TO WIN,' ARE NOW THE
WINNING-EST BALLS IN BRUNSWICK HISTORY!'**



Judy Soutar

Judy Soutar

Brunswick Signature balls were built to meet the standards of Johnny Petraglia, Judy Soutar and Tommy Hudson—the pros who helped design them. The same pros who signed them, bowl with them, and win with them!

Today, they're the favorites of pros and non-pros alike.

Proven winners among Brunswick's fine family of high scoring rubber and polyester balls for '79.

*Brunswick
Crown  Jewel
Supreme*

6 M 6 3 4 9

Tommy Hudson
Brunswick
1 m n 2 5 5

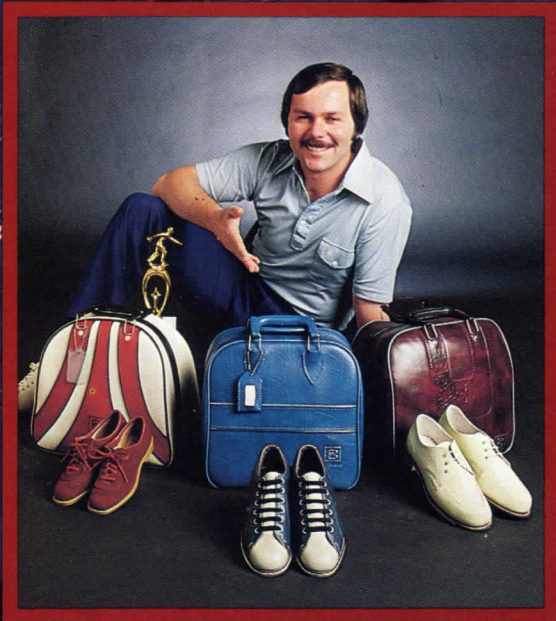
THE NEW CROWN JEWELS

Introducing the silver swirl, and the brown and bronze swirl. Striking new 10, 12, 14 and 16 pound polyester balls.



Tommy Trabaglia
Brunswick LT-48
1 m y 0 1 3

**'STYLE, QUALITY AND VARIETY...
THAT'S WHAT MAKES
THIS '79 LINE SO EXCITING.'**

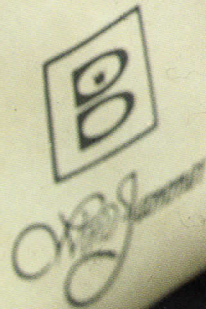


This year, Brunswick's got what it takes to win. Terrific new bags. Perfect for the "pro look" in mix n' match ensembles. Bags for balls and shoes, designed for every kind of bowler.

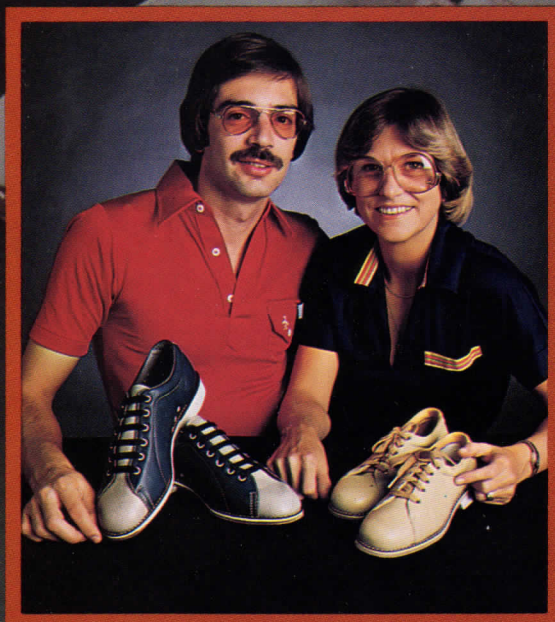


THE NEW LE BARON BAG

Heavy duty and handsome.
Wrapped handles, raised ball rack,
shirt pocket flap and more.



**'THE PROS AT BRUNSWICK
DESIGNED THEIR SHOES
TO GIVE BOWLERS EVERY ADVANTAGE.'**



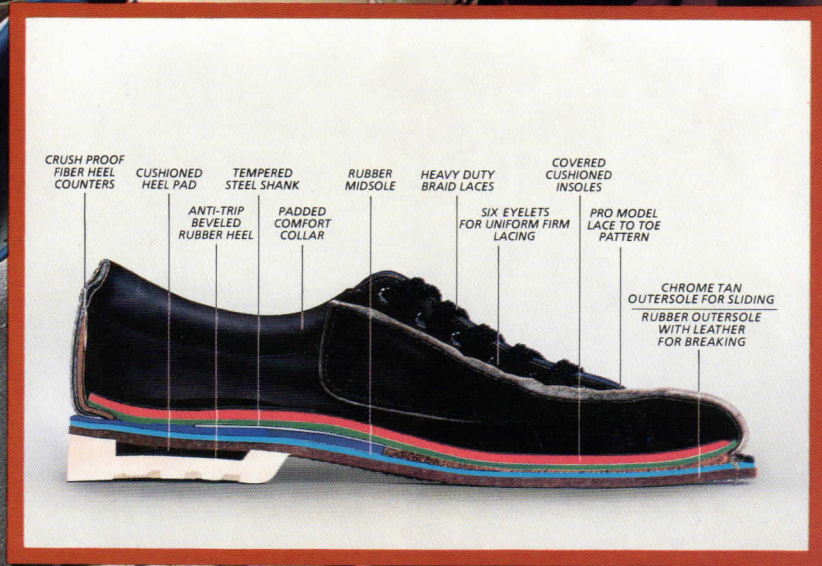
Brunswick's got better looking, better performing shoes in the exciting new '79 line.

Shoes with real style. Genuine durability and the kind of comfort and support that serious bowling demands.



THE NEW PROFESSIONAL SHOES FOR MEN & WOMEN

Introducing the best. Superior bowling shoes that could improve the quality of your game.



**"WATCH FOR
BRUNSWICK'S GREAT
AND THE GREATEST
TOURNAMENT '79.
IT'LL BE ON NATIONAL
TV THIS FALL."**



Pro Bowlers Joe Joseph & Tommy Hudson

You remember last year's tournament, and your customers will never forget it!

Pros Tommy Hudson and Joe Joseph rolled their way to victory against some of the great and greatest names in the game. Names like Buddy Bomar, Don Carter, Earl Anthony and Buzz Fazio.

It was one of the greatest moments in bowling history.

From coast to coast, folks saw Tommy Hudson and his new Brunswick LT-51 ball in action.

This year the tournament promises to be even more exciting.

THE 1979 COMPETITION INCLUDES WOMEN. Current PBA greats and celebrated pros chosen by The Bowling Writers Association of America.

The Great and the Greatest will be better than ever in '79!

PHONE YOUR ORDERS IN
ON THE BRUNSWICK

HOTLINE
800/323-1812

EXCEPT FOR ILLINOIS.
(CALL COLLECT 312/966-2476.)
IN CANADA CALL TOLL FREE
1-800-268-2910



Brunswick 
DIVISION
THE NO. 1 NAME IN BOWLING™

A BRUNSWICK COMPANY

One Brunswick Plaza, Skokie, Illinois 60077
THE BOWLING PROS
SINCE 1888.



**"YOU CAN TAKE IT FROM
THE PROS"--THIS WILL BE A
SUPER YEAR FOR SALES."**



PROMO '79

This is the year of the pro.

The best Brunswick year yet, featuring pro bowlers in an all-star promotional program.

The success of last year's "Born to Win" campaign helped to sell Brunswick Signature balls and introduced the public to star bowlers Johnny Petraglia, Judy Soutar and Tommy Hudson.

Now they're coming on strong with continuing sales support that's sure to make this year a record breaker.

There will be TV advertising on the ABC Pro Bowlers tour and other national sports

events. Colorful advertising sales builders in leading national magazines. And powerful point of purchase materials designed to send your '79 sales figures soaring!

This year there are new bowling balls, new colors in proven best sellers. New bags and a selection of new bowling shoes that will bring your customers running.

Only the number one name in bowling could create a pro program as exciting as this, that's Brunswick. The bowling pros since 1888.

**"TAKE ADVANTAGE OF THE EARLY ORDER
PROGRAM...IT'S A TERRIFIC MONEY SAVING
OPPORTUNITY."**

It's a real chance to stock up on the newest... fill in your current stock... and save!