

LINE THAN THE ONE YOU'RE LOOKING AT.

BRUNSWICK'S NEW PRODUCTS, NEW PRICING, NEW PROMOTIONS.

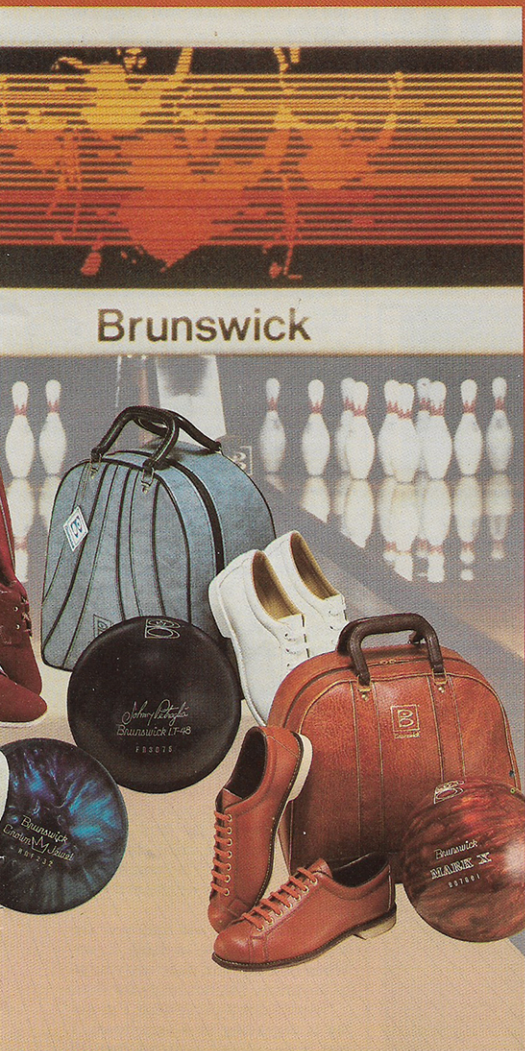
40 exciting new products including 6 new balls (The Horizon, 2 new Crown Jewels[®], a new Crown 2000[™]), 21 stylish new bags, and 13 new shoes (including 9 for women, and 4 for men). Brunswick has what your customers want.

Sensible new pricing and packaging.

In balls, there's a price point for every customer from beginner to professional. Bags are now sold in convenient 4 packs, making it easier for you to stock more variety, while minimizing your inventories. Shoe pricing has been changed to make it more profitable for you, while still offering your customers greater variety.

The strongest ever promotional program. Heavy consumer advertising. Special seasonal promotions. New and more extensive point of purchase materials. All designed to help you make the most of the best selling line in the industry.

Brunswick is pulling out all the stops to make 1981 a banner sales year for you. Just what you'd expect from Brunswick.



Brunswick



BRUNSWICK
MAKING BOWLING BETTER