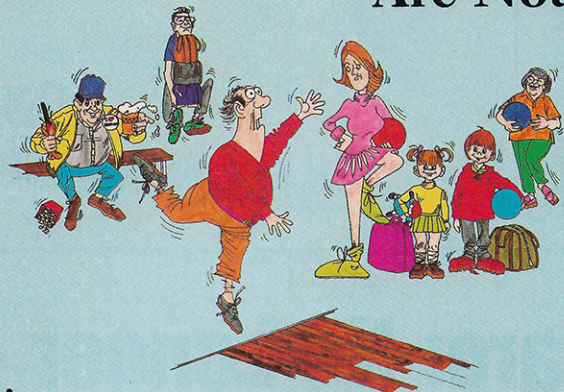


Columbia 300 Knows That All Bowlers Are Not Created Equal



In the Columbia 300 family of bowling balls, there is just the right weapon for every person: male, female, tall, short, young or . . . ahem! Not young.

There is a ball for every occasion and lane condition. And there is a color for every taste.

To even out the odds in your league, for serious tournament play, or just for an occasional outing on the lanes, get the right ball for yourself. See the full lineup at your favorite nearby Bowling Establishment or Pro Shop. That's the only place they've been sold for more than a quarter-century.



Columbia 300 Evens The Odds

YELLOW DOT®

World famous all-condition ball.

Color: scarlet

Weights: 12, 13, 14, 15, 16lbs.



WHITE DOT®

The widest selection of weights and colors.

Color: blue, scarlet, caramel, green, charcoal, cherry, violet*

BLACK KNIGHT®

An old favorite back by popular demand.
Weights: 12, 13, 14, 15, 16lbs.

LITE DOT®

For youngsters and those who need less weight.
Colors: strawberry, light blue
Weights: 6, 7, 8, 9, 10, 11, 12lbs.**



WINE U-DOT™

For the serious bowler on average conditions.
Weights: 12, 13, 14, 15, 16lbs.

BLACK U-DOT™

For money-winning performance when you need more hook.
Weights: 12, 13, 14, 15, 16lbs.

BLUE DOT™

For less hook and corner-pin spares.
Color: silver
Weights: 15, 16lbs.