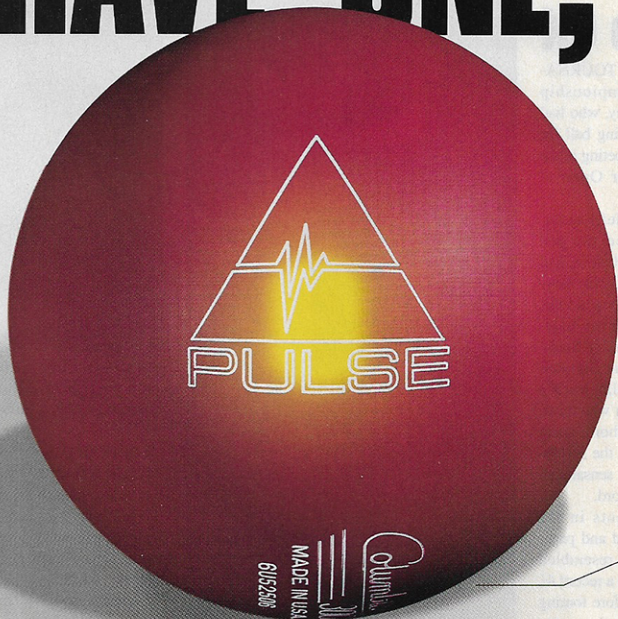


IF YOU DON'T HAVE ONE,



YOU'RE DEAD.

Introducing the new PULSE™ featuring the exclusive POWER POINT PIN™ design.

Our on site C.A.D. (Computer Aided Design) team has united the optimum high performance ball characteristics in one ball to create the strong, even rolling arc necessary to minimize common over/under reactions. The PULSE™ is composed of a pressurized polymer core with a Ceramicore® satellite, encased in our proven Super-Flex Resin™, the hottest coverstock around. And now, for the first time, the new POWER POINT PIN™ technology concentrates more weight toward the top of the core, enhancing hitting power.

Columbia is listening to the pulse of today's bowlers. The Crimson Red PULSE™, you can't survive without one.



— PULSE
- - - Current arcing technology



COLUMBIA 300



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