

THE ART AND SCIENCE OF BOWLING

Introducing HyPower™

"I remember Fresno, California. It was the 10th frame on lane 21. I was bowling for the title. My ball hooked early, rolled out, and I left the 8-10.

I lost the championship. Then there was Long Island, New York. Again, it was the 10th frame. My ball hit oil, skidded out, and I left the solid 5. Poor ball performance cost me those two titles. I'm sure there have been times when you've run into situations similar to these. The bottom line? *No matter how sharp your game is, you need the best performing ball as your partner.*

Why am I reliving *losing* stories? Because, as it turns out, they're really *winning* stories. Over the years, I have discovered specific shortcomings in ball performance that I knew needed to be solved. I waited and waited for the solution — to no avail. So, I did it myself!

I studied chemistry and physics, combined my knowledge of bowling, and formulated the best performing ball I have ever used. I call it *HyPower™*. *HyPower's* secret coverstock formulation, called *HyTherm™*, is an entirely new material, scientifically balanced to easily

get through the front end with a powerful hook at the back end, finishing into the pocket with stored energy for maximum carry. *HyPower* will provide you with the highest strike percentage on a wide variety of lane conditions. Bowl with a *HyPower* and you will literally *feel* the power of years of research and bowling knowledge — yes, the art and science of bowling — in your hand.

I created *HyPower* for all of us who love the sport of bowling. And, I enjoy it more now after 42 years than ever before. That is why I am convinced that *HyPower* will enable you to reach your winning potential.

From the initial research through *HyPower's* final development, we at CSI have been focused on a single goal, to deliver the finest products and service in the bowling industry.

Please contact your local pro shop soon regarding *HyPower's* extraordinary performance. You can trust their expertise. And keep your eyes open for *HyPower* — it will be moving fast!

Carmen Salvino
Carmen Salvino,
Member of Five
Halls of Fame

HYTHERM™
A NEWLY-DISCOVERED
HIGH-FRICTION
POLYMER COVERSTOCK
FROM CSI



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