



During his inimitable career,  
Carmen Salvino was always  
fired up to win a tournament.  
Now he has dedicated his  
knowledge and experience  
to making bowling better  
through better technology.

## We know how to put a fire in your backend.

At CSI, we've earned a reputation for technological innovation. During the past year, our exclusive high-friction HyTherm™ coverstock quickly brought our HyPower bowling balls global attention. And since we are always listening to your bowling needs for every lane condition, we began getting inundated with requests for CSI to introduce a surefire reactive urethane. It seems that with oil carrydown, it's difficult predicting your reactive's backend. Just when you think you're lined up, you shoot high, and the very next shot you're light. Stop the frustration, now!

*Introducing Wildfire™ radical new reactive science, exclusively from CSI.*

*Wildfire packs the kick you've been looking for in your backend. Call CSI toll-free today.*

We're jumping at the chance to tell you all about it.

Questions? Suggestions?

At CSI we are always  
ready to listen.

Who knows, you may  
even get a chance  
to talk to Carmen!



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**WILD  
FIRE**  
Reactive