



## *The Ebonite Challenge*

Develop a new performance ball that gives consistent, high-energy sales action.

## *The Result: Ebonite Firebolt*

A powerhouse of extra urethane that assures **score-boosting** performance on the lanes and **profit-boosting** performance at the counter.

## *Explosive Engineering*

Ebonite Firebolt is the result of years of planning, testing and retesting that pushed the bounds of modern bowling technology to the limit.

No easy task when you're the world's leading maker of urethane balls. But Firebolt is more than just a jolt of technological brilliance.

It's an integral part of a new Ebonite merchandising package designed to give you **optimum** sales response.

## *The Ebonite Pro Shop Display Deal*

Just for pro shops. Buy a new Firebolt performance ball and the unique new Ebonite Ball Display/Consumer Information Center for \$99, and get an Ebonite Magnum<sup>®</sup> 12 FREE!

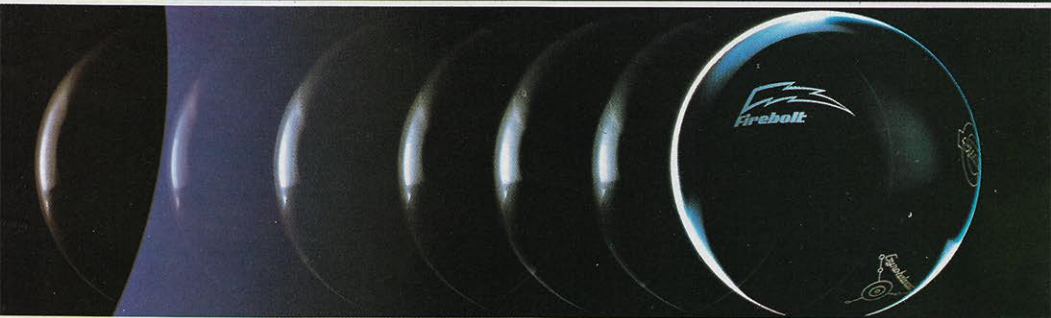
The attractive Ebonite pro shop display comfortably holds both Ebonite bowling balls and 50 copies of Earl Anthony's two consumer brochures, yet occupies only two feet of display space!

## *Pro Shops get an Ebonite Magnum 12 FREE!*

The Magnum 12 is Earl Anthony's "Million Dollar" ball—and it's yours FREE with this exclusive pro shop offer from Ebonite!

## *Take the Ebonite Challenge. Reserve your display pack and FREE Magnum 12 today!*

This incredible, cost-saving offer is available exclusively to pro shops for a **limited time only**. So call today and reserve your Ebonite Firebolt, Ebonite Display Pack and FREE Magnum 12.



*It strikes with lightning power.*

The intelligent approach to bowling.

**EBONITE**<sup>®</sup>  
EBONITE  
INTERNATIONAL

