

# Announcing a soft rubber ball deal that's hard to beat.



## When you buy 11 Magnum 10 performance balls, you get a FREE Magnum 10 and a FREE Magnum 10 Challenge Display!

### The excitement is building.

Magnum 10, the soft-rubber entry in Ebonite's award-winning Magnum Performance Series, has been improved for '85. It's a lane-tested, new design that outperforms the leading heavy oil rubber competitor *point by game-breaking point*.

### Ebonite wins the Challenge.

Bowlers throughout the country are comparing the "new" Magnum 10 against their "favorite" heavy oil rubber ball — and they're consistently choosing Ebonite!

### Build your pro shop traffic with the Magnum 10 Challenge Display.

When your customers purchase the Ebonite Magnum 10, they qualify for a FREE Ebonite Accessory Kit. A \$10 value!

Ebonite advertisements in national magazines will urge bowlers to look for the Magnum 10 Challenge Display and take the Magnum 10 Challenge in your pro shop.

So you'll want to give the display maximum visibility to assure *top sales performance*.

### Take the Ebonite Challenge. Order today!

This hard-to-beat offer is available for a *limited time only*. So call your Ebonite distributor today and tell him you want to take the Ebonite Magnum 10 Challenge.

### Watch for Ebonite on the Pro Tour on ABC and NBC.

The intelligent approach to bowling.

**EBONITE**   
INTERNATIONAL