

MAGNUM 12

NEW
MODEL

Increased Urethane Level Improves Performance

5 out of 6 Professional Bowlers Chose New Model Magnum 12 as the Top Performance Ball

Six professional bowlers evaluated the performance of the **New** High Urethane Model Magnum 12 in a recent lane test. Each compared five different unmarked balls, including the **New** Magnum 12, with two of their favorite competitive balls currently used in tournament play.

The six bowlers represented a variety of bowling styles. Extensive tests were held at three bowling centers, each with a different lane finish: lacquer, water base, and urethane. Each center prepared three pairs of conditioned lanes: light oil, fresh house condition, and heavy oil.

In the final evaluation, all the bowlers rated the **New** Model Magnum 12 "excellent" on all conditions. Five out of six chose Magnum 12 over their own favorite competitive balls.

HIGH URETHANE MODEL
MAGNUM 12 — PERFORMANCE SPEAKS
FOR ITSELF.

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INTERNATIONAL

P.O. Box 746 • Hopkinsville, Kentucky 42240

