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Weekend of December 5-6, 1970

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\*Many colors to choose from, SUN GOLD - CHERRY RED - AVOCADO \*We also handle wicker, maple, wrought iron and contemporary furniture.

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## Fashion Pacesetters Can Improve Your Game

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YOU'LL BE THE KINGPIN IN HER LIFE — she'll set the fashion pace with a "new look," color coordinated bowling ensemble. In fashionable raspberry tones, the brushed suede shoes, high performance ball and sleek racing stripe bag are perfect color match-mates. This wonderfully wild ball, bag and shoes, created with the aid of Nancy Walker, nationally famous fashion and color consultant, combines this season's newest colors with the best in styling. By Brunswick Corporation's bowling division. Want your gift to make a fashion hit with that special someone this Christmas?

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Well, it's in the bag. The bowling bag that is, - and the ball and shoes, too - if that's what you've placed under the tree.

Sleck designs and explosions of color, two hallmarks of the current fashion revolution in men's and women's apparel, have appeared on the sports equipment scene in time for Christmas giving.

Fortunate bowlers who open a package containing "new look" equipment, will be seen on the lanes in handsome, color coordinated ensembles in vibrant tones of raspberry, blue, green and souttle.

Imagine the surprise and pleasure if she finds a wild raspberry Fling bowling ball, color-mated suede shoes and bag with sporty racing stripes waiting for her on Christmas morning. Raspberry is this season's best fashion color; suede the most important fabric; the hardware buckle trim on the shoes and the white accents on all piecces in the ensemble are the latest in styling details.

You can't miss scoring a direct hit with this gift — unless raspberry  $\sin^2 t$  her favorite color. In that case, you could please her by color-mating her equipment in blue, green or lilac. Whatever the choice, you can be certain she'll be a fashion standout both on the lanes and off.

For men, those newly emancipated fashion peacocks, Brunswick has a selection of "new look" coordinates in a rich, brushed antiqued souffle beige. A handsome pair of buckled slip-on style shoes in soft, souffle beige leather (the newest color for men) with matching beige bag will turn that special man in your life into a real fashion pacesetter. And, if you thoughtfully fill the bag with a tournament quality Custom LTD ball, you'll have created that extra bit of holiday excitement he'll remember all year long.

The person responsible for muc of the "new look" bowling equipment is Nancy Walker, nationally known color and fashion consultant from Chicago. At the request of Brunswick Corporation's bowling division. Mrs. Walker aided in the design of new balls, bags and shoes that incorporate today's most important colors and fashion details.

"Today, people are very fashion conscious," declares Mrs. Walker, "and that includes the more than 40 million Americans who bowl in their leisure time. They are concerned with how they look on the way to the bowling center and also while bowling."

That's why exciting "new look" bowling equipment heads the list of holiday gift selections for active men and women.



