

EXCLUSIVE!



# BOWL

FEBRUARY 1987  
**MAGAZINE**

OFFICIAL PUBLICATION OF THE NATION'S CAPITAL AREA BOWLING ASSOCIATION



# BOWLING: A Super Sport?

## How WE Can Make It Happen

by Arnie Goldman

*When I was younger, I used to watch the Professional Bowlers Tour on television, and I created several ideas about it. I looked up to the players on TV, and I couldn't wait to become a professional. I had formulated my opinions and my values on the basis that the Professional Bowlers Association was an honest and a very highly-rated organization, which I believed that it was when I first joined it. I appreciated the fact that I was part of this organization, and I held it in high esteem, along with the people who ran it.*

I believe that basically they gave birth to an idea several years ago. It was a hustle, if you want to call it that. A few people got together and built a machine. They called it the Professional Bowlers Association. It was a group of guys who wanted to have a vehicle to promote professional bowling and raise the integrity of the sport.

However, I don't believe the machine was designed properly or, shall I say, mathematically as perfect as it could be. In fact, I don't believe any sport has ever done that.

That's not to say it can't happen. It is my belief that if you have a complex machine, with 50,000 parts for example, as long as the machine turns out a product to the owners' satisfaction, they're content with that machine.

If one day, however, they come in and push the button and the machine doesn't operate, they can do a couple of things: they can call a repairman or a technician to come in and pinpoint the problem, or they can try to locate it themselves.

If you are unfamiliar with the inner workings of machine, you can stand there and fool around for twenty years, and it still isn't going to run when you push the button—I don't care how long you work

with it. You can fool around with 49,999 parts, but until you attack the part(s) that caused it not to run, it's not gonna run. So the logical thing to do is to call in a technician or somebody who has some knowledge of the machine, and he may be able to narrow it down.

Currently there are some technicians in this association, such as the executive board, the commissioner, and other people who can pinpoint problems.

But these folks have been taking the easy way out, subsequently placing blame for the problems on everything other than their real cause. They're not really searching for solutions because they're basically content with the current structure. The



operators of the PBA machine are making enough money to thrive, and so are the top 50 bowlers on Tour. They don't want to change anything because when you alter something, it automatically either gets better or worse—it never stays the same—and [PBA Commissioner] Joe Antonora knows that. He's worried about taking a chance on somebody else's ideas because he knows his system will work because it has worked for over twenty-five years.

I agree with the logic, with no doubt it

does work. The problem is, for whom? And for how many?

Now make no mistake, I'm concerned with everybody, Antonora and [PBA Founder/Exclusive Agent Eddie] Elias included. I don't care how much they are making now; they will earn many times that figure upon the institution of my proposal. Likewise, anyone who has anything to do with bowling—even remotely—will gain substantially through this plan's inception.

At present, it would seem the PBA strives to keep its organization simple on purpose. They want less paperwork, minimized labor, and only a few people involved because the more people involved in the system, the greater the chance for change, and they don't want to jeopardize anything that they are making a living off of already. That's one of our major problems that we will have to deal with.

Remember, Eddie Elias founded the PBA with the intent of making money primarily for himself, and he's doing quite well, thank you, the way things are.

So, why should Mr. Elias change anything?

Because he stands to gain so much, with little or no risk, that's why.

Returning to the problem, I believe that there are several flaws in this machine that have been present ever since it was created. Nothing is perfect; nothing in this world—especially a man-made machine, which this is. However, I believe that if the machine is not running satisfactorily for all, it can be redesigned or reconstructed if the right person could be consulted. Maybe the designer of the machine, maybe not. Maybe somebody who doesn't exist.

Theoretically, if they could find this one

such person who knows the inner workings of this machine and he could locate in maybe twenty minutes the eleven or twelve flaws that are simultaneously wrong, and then transform these negatives into positives, they would be left with a finely-tuned machine that functions for everyone. You don't have to fool around for twenty years. It's a matter of simple troubleshooting, or the finding, removing, and replacing of defective parts with working ones.

**I believe I can do that if given the opportunity.**

\*\*\*

In consideration of all these current technicians, so to speak, in the association today, it seems that all I've heard over the years are nitpicking and henpecking, as they display a truly devoted concern of the immaterial, while ducking the real issues. Everyone's got ideas and they're all worried about their own well-being—what they stand to gain. They totally ignore other peoples' expense. That has to be rectified. We, as an association, must learn to become more sensitive to the problems of others as well as our own.

If everybody had the right idea, or if these people assembled and decided on things, and they were the correct ideas, we wouldn't have the problems we have today. They've been talking for twenty-five years, and all we have is a jumbled up excuse for a profession. Quite honestly, our (PBA) machine isn't going to keep running if it continues to fail to benefit the majority. There is currently a great deal of internal turmoil, substantiating the fact that some major repair is definitely in order.

I don't think the solution for all this is as complicated as everyone else believes. I believe there are simple solutions, but we need to attack the problem systematically and strategically. If our problems are approached on a methodical basis, they can be solved because even the most difficult problem has a simple solution. The way to go about finding it isn't always clear, but an answer obtained through the use of mathematics will be found with greater efficiency.

With that in mind, I believe our major problem is we don't have enough revenue, and that we have yet to involve 100 percent of the population of organized bowlers. Presently, we have lodged and ignored over 99 percent of these people. All we use them for—actually use and abuse these people—are for our own purposes and for the purpose of some sponsors that we allow to market their products through our vehicle. We work hand-in-hand with the sponsors basically, but I still feel that the 99 percent

of the regular bowlers as well as the general public are expected to pay too high a price for something that is lacking in both quantity and quality.

I believe we, the PBA—that other one percent—owe something to them, and we need to put a great deal back into the game. The way we do this is to set up a pyramid system based on 100 percent. I don't believe it's unrealistic in any endeavor you pursue that the top one percent should be able to derive a living off the 99 percent below it. That one percent in turn should return something back to the system, supporting it to keep the pyramid in balance. Input equals output—it's simple mathematics.

Another example would be this: You wouldn't bowl in a tournament if the entry fee was \$25 and they told you on the entry blank that they were going to pay off on a 1-to-100 ratio. You'd say, "That's ridiculous! I'm not going to play in that; the odds are too great." In retrospect, therefore, *Why should you base your life on something that only fifty people in eight million can make a living at?* You're not going to knowingly base your life on something like that. You're not betting \$25 here; you're betting your whole life's ambition. And the odds against your success are 160,000 to 1. That is absolutely astronomically ridiculous! If only they would reevaluate carefully before committing themselves, eventually they would probably come to reason. Currently, they have a very bad bet at best.

But people don't stop yet; they'll go right ahead and do it anyway, not looking ahead and checking the figures and the mathematical probabilities. Few of them make it and most of them don't, and they don't understand the reasons why they didn't crack the top circle. They just go home with great dismay. It's really tragic.

Inevitably, we must make pursuing a bowling career realistic, numbers-wise. Simultaneously all over the country, you have younger people watching television along with their parents. They're seeing things—the "Professional Bowlers Tour" in particular—that are enticing them into the association and becoming professional bowlers which they really believe they have a fair chance of becoming, obviously, or they wouldn't go into it. They wouldn't quit their jobs, leave their families, and abandon their lifestyles to participate in an endeavor which requires the amount of determination and perseverance that is required to bring about the awards that they attempt to achieve in the long run.

They want to be highly-paid professional athletes, and they assume the odds are reasonable. They know it's tough, but they believe it's somewhat realistic. I don't

believe it is realistic. And I don't think the administration or the association is very realistic either because these same people are averaging 220 at home—a lot of them—and have gained much confidence. Maybe it's false confidence in their own ability and in their own knowledge. They are led to believe, because of the averages that are flashed on the screen every week—they are led to believe falsely—that they have the means to make money, which, for the majority, is untrue. It's a falsehood.

That's false advertising, actually, because the medium they're going to compete on is nothing like they've ever seen before in this world, and that is fact. They should be much more aware of that, not just at the general meeting of the two-day PBA Members School. They should be made aware on television how tough it is. But then, that would more or less defeat the purpose—wouldn't it?—of the association to lead people into this, what I would call a trap.

I don't think it's fair to the country, I don't think it's fair to the youth of America, I don't think it's fair to the families or the potential families of these people to take them away from reality and bring them into this, whatever you want to call it. I don't call it reality; I consider it something unnaturally created, with an artificial ring to it. Once you get used to it, it can become your reality. I believe it's unfair because you're playing people who are already acclimated, and it may take you considerable time to ever get adjusted, if you're presented with an even chance, which I believe a lot of people are denied. They simply don't know what they're getting into. This to me is like asking why all insects should not feel comfortable and move about freely within a spider's own web. After all, the spider is not uncomfortable there.

I believe once you become a member of the PBA, you must learn to bowl on artificial. Everything that you have come to understand, all of the learned processes are inverted out here. Instead of learning about bowling, you are learning about anti-bowling. You train on a block for months and raise your average to high numbers, and then you go out on Tour and you're greeted by something that closely resembles a reversed block condition. You're then forced to compete on something that you've possibly never had to deal with before. This can be a crushing and irreversible feeling for an individual, for his family, and for the town that may have sponsored him. Some never get over it when they're inevitably forced to go home.

I really think this is a great negative that we put back into the country. I realize

in any system that only the strong can survive, but I don't believe it's necessary to degrade people's integrity to the extent that it's being done every week out here—including the higher talents. I don't feel it's a necessary part of the administration's job to exhibit the game in this fashion. I think it's been seriously downgraded.

I don't think spectators understand; they just become confused. They don't know what to make of it. I think a part of them is very glad when they watch what they see because they feel they can do that, and that makes them happy in a way. It exalts them; before they thought we were God-like people and that they could never do what we do.

But in a way, they also feel cheated when they pay eight dollars to watch us bowl, because why did they pay to watch us when they could score better than that on Wednesday nights? So really, I think there are a lot of mixed feelings.

It's ridiculously detrimental. Therefore, it has to be changed; it doesn't have to be that way. It just is because the initiators threw the PBA together without giving it enough thought because they derived enough at the end. And they're not considering what everybody else is getting out of it. It's not set up structurally correct.

They've chosen to have gone about the route of begging up sponsors. And they can do that; they're good enough salesmen, the PBA, to go out and talk a tire company or a beer company into coming up with \$100,000 added money and they may not really care about bowling at all, their primary concern being with selling their beer or tires or whatever.

They're good enough salesmen to do that, but yet they're not good enough salesmen to find a way to tap the major source of revenue for us today, and that's the league bowler himself. All they have to do is find a way to get one dollar out of each league bowler's pocket for each league that he or she participates in at the beginning of the year. You multiply that times the eight million men and women league bowlers and add that amount to the six million dollars they've already begged up on and you've got a substantial increase in what we'll call the PBA Fund.

With all of that money each year, do you know what we could do? We could make the fallacy at the top a reality. Everybody out on Tour and everybody at home who has an orange card or a green card or whatever the color the PBA makes the members' card that year can derive a living off of the sport of bowling. Then it will have become a reality.

\*\*\*

Right now, the American Bowling Con-

gress and Women's International Bowling Congress aren't willing to give us a dime because, after all, why should they? What must be done is evaluate the situation from their standpoint, try to understand their needs, and finally, to institute a situation where we could deservedly derive the dollar—we haven't done that yet because it hasn't been given ample thought. We did come up with an idea ten years ago to approach the ABC and beg them up on a dollar, or solicit them for it. We were turned down. Thus the idea was forgotten. They simply said it wouldn't work. Ultimately we didn't like the ABC because we were turned down, and the ABC didn't like us because we begged for something we didn't deserve—which is the reason we didn't get it.

What we have to do is revert back and see why the ABC turned us down to begin with—put ourselves in their place, so to speak.

What are we and what have we done to deserve a dollar? Are we professional bowlers, or are we professionally overrated bums looking for a handout from an organization? We're trying to hustle off them. What does the ABC/WIBC have that they can be giving it away? Do you understand? Everybody's condemning the ABC...They're doing everything wrong...Nobody likes them...Where do we get the nerve to ask them for anything? Meanwhile, we created the problem indirectly because people look at the PBA and formulate what bowling is off of our negative image. So we actually caused the problem.

\*\*\*

Now for the solution: We can undo the problem that we caused by becoming what we're supposed to be, and contributing something back into the 99 percent below that we have chosen to displace. I think we'll then have earned the dollar. To quote an old friend: "You reap what you sow." You've got to put something in...to get something out. We haven't put anything in but negatives. We've abused, extracted, and taken...all undeservedly.

Well, here's how we do both. We've got an organization with roughly 3,000 members, 200 of which are touring pros. That leaves around 2,800 non-touring. They have colored cards that say they are professional bowlers, when in reality they are not because by definition of the word "professional" means you can derive a living off what you do. We're not professional bowlers because we're not making a living off what we do; just 50 of them are. The other 2,950 aren't professionals yet.

We then take these 2,950 and send them out all over the country, two at a time, to

every single bowling center in the country—in the small towns especially. Approach the proprietor, or the local group they represent, and say,

"Mr. Proprietor, we represent the PBA and we come to you today with a trial program that we want to offer to you at no cost. We believe it will be beneficial, and we owe something to the game. We chose your center because it's important to us, and we want to put something back into the game of bowling. All we ask of you is your cooperation. We want to offer you a free instructional, a free question-and-answer, and a free exhibition on whatever weekend is convenient for you. We'll give you this banner. It says,

'The pros are coming' with the actual date placed underneath. Put it up across your masking units and maybe run an ad in your local paper. Put some flyers out, advertise to your league bowlers and just fill the house in general. That's what we want you to do.'

The PBA can help prepare their members by having a mandatory course that trains them how to teach the public the fundamentals of the game. Many pros are only experts at their own games and wouldn't be able to just go out in front of the public and teach. This course would at the very least ensure that they were prepared to teach the essential things. Many of their own special tips or procedures would serve as an added bonus for their listeners.

\*\*\*

The proprietor runs an ad in the local paper. This may not seem important, but it is highly relevant. This elderly couple reads it at home. The wife, Mildred, says to her husband, Clifford, 'Hey, the pros are coming. They're going to be here this weekend. Why would they come to our town? Such a little town—a spot on the map.'

'I quit bowling,' grunts Clifford. 'I don't wanna go. I bought that ball Nelson Burton told me to buy on TV for ninety bucks and my average dropped 22 pins. You know I quit the game, Mildred. I don't wanna have nothin' to do with bowling.'

'Well, why don't we go anyway?' says the wife. 'Maybe Nelson Burton will be there, and you can ask him why it didn't work for you or tell him off. Maybe he'll even give you your ninety bucks back or something—he's rich, you know.' Besides, it says, 'bring the kids' and it's all free, so why don't we take a ride, up there?'

'Oh, all right, Mildred. Maybe we will stop up there. We're not doing anything

this weekend anyway. Hell, the kids'll enjoy it, even if I don't."

So he goes up there basically for no reason other than maybe to yell at somebody, to get something off his chest because he's aggravated. So off they go and the whole place is packed.

I arrive there with another pro and we put on a little exhibition and we answer some questions, and here comes this guy Clifford. He says, "Hey, Buddy, what about this new Angle that came out last year? I thought it was supposed to knock pins down. I listened to Burton on TV and he said..."

"Arnie Goldman, sir, and your name is?"

"Clifford. Clifford Anthony."

"Anthony, huh?"

"No...no relation."

"I'm very happy to meet you, Mr. Anthony, and I'm glad you brought the problem up here. Now let's see if we just can't help you. What did you throw before?"

"My average dropped 22 pins! Why did that happen? I spent all that money..."

"Yeah, I can see why you're upset. But luckily, there are reasons for things. Lane conditions are different. They vary. They're one way on the Tour; they may be another way in your little town here. Ideally, you should try to use the correct ball for the appropriate condition at the time. The way it's drilled has a lot to do with it, too. Do you have your old ball with you?"

So he goes out and gets his old ball. And all of these other people are listening and watching and wondering. He brings in the ball, and I put my hand in this ball and his new one. The new one might have an eighth of an inch shorter ring finger. This can cause him to do many things with the ball—a lot of them negative. So basically I tell him that that eighth of an inch may be the difference between him bowling better and bowling worse than with his old ball.

Cliff says, "Well, that's crazy! How can an eighth of an inch make a difference?"

"Well, don't take my word for it, maybe I can prove it to you. Got any tape?"

The guy happens to have some tape, so I stick a few pieces in front of the hole, thereby lengthening the span on his ring finger only. Using the same lanes we used for our exhibition, I now direct Mr. Anthony to now try the ball after the correction, which he does.

Before, I had noticed that he turned his hand over as he released the ball; that shortened ring finger span can sometimes cause that. Now, with that an eighth of an inch longer, the overturn disappears. His swing straightens up, and now the ball hits like it's supposed to. It also puts

balance back in his hand and increases his forward roll.

"Well, I'll be damned!" Cliff says. "I'll be damned! I didn't know that could make such a difference." Yeah, a lot of people don't know, but things like that do make a difference. *One-eighth of an inch.*

So basically, we teach him something. And we teach all of those other people something at the same time. They find out that they're not as helpless as they thought they were, and that bowling isn't all practice. It's other things: It's mental, it's mechanical, it's practical, and there are other things that they can do about it once they get to a certain level. Improvement doesn't stop there, whereas they're as good as they can be for that age or whatever. We've shown them that they can go beyond.

When you help somebody learn something in twenty minutes that they couldn't learn in twenty years on their own, you make a friend. That is, without a doubt, the most important point of this get-together in the bowling center. That's what you have to work on doing. Not filling their heads with irrelevant and outdated fallacies, which will only succeed in confusing them more than they already were, plus telling 'em to practice all of this senseless stuff.

---

### *"The PBA is not marketing our most valuable product."*

---

*Practical experience and modern knowledge:* Those are the most valuable assets we have to offer as professional bowlers, and they're being totally ignored today by pro bowling. The PBA is not marketing our most valuable product. And I don't believe we should market it anyway; I think we owe it to the other 99 percent below us. We have to give it to them. Then—and only then—will we have earned the dollar a year from ABC/WIBC.

When my pro partner and myself drive home after shaking a lot of hands, making a lot of friends, and promoting good will, as well as sharing our knowledge, we will have helped generate interest in the sport. The happy proprietor thanks us, and he tries some new ideas and his pro shop succeeds, hopefully having been enhanced by our influential guidance.

Our friend Clifford goes out and practices these new ideas that he's learned, and so do many of these other people. In turn, these ideas are passed on when they tell others, thereby benefiting from each

other. This is the principle that *growth* is based on. Also, people who have left the game like Clifford might want to rejoin a league or two, which greatly enhances the ABC and WIBC membership.

When we go home and look in our mailboxes, there's a sizable check for our weekend's work from the PBA Fund that was generated from the ABC-WIBC Fund.

Now we're all well-paid professional athletes by definition, and there will soon be a boom to become what we now are, instead of the image of what we are supposed to be.

When we return to the center to do our follow-up, here comes the proprietor. He's really ecstatic because he had only two lanes going before because no one had a reason to bowl. To get a lane now, however, we must wait until our name has been called from the waiting list. He assures us that they cannot practice enough the knowledge they gained from our seminar.

The best part is they're practicing all these things with a realistic hope of becoming something one can be proud of for their diligent efforts. Some will still just bowl for fun, but because it is real, many more will strive to reach the goal at the top of the sport: *the highly-paid professional athlete.*

All the while the pro shop owner is busy drilling out these new ideas that everybody's thought up and trying, just like out on Tour. For you see, when you've given a person knowledge, quite naturally he'll want to use it. You'd be amazed what the mind can do when it's turned on.

People, especially in these small towns, upon hearing that card-carrying professional bowlers will be arriving soon to offer these free pro clinics, will become ecstatic. I know it because I've been there before. People in such towns have offered me money before to appear, and who the heck am I? Remember, it's not like a pro tournament where we're selling tickets, so the names aren't really that important. We're not charging anything; we're giving away something; knowledgeable experience.

It is my desire to convince Joe Antonora, as well as the ABC/WIBC, that I have a mathematically sound, near-perfect solution for all of these problems within our machine as is humanly possible. Again, let me emphasize to Mr. Antonora that whatever you're earning either before or after your increase is not my major concern. It is only fitting that the originators of the machine be able to prosper. My major concern is for the opportunity for all of us to earn what we're entitled to, and that is...a decent living. I, personally,

See GOLDMAN, page 17

GOLDMAN, from page 11

will settle for nothing less, and I don't believe anyone else should either!

Eighty thousand people could derive a living out of bowling, and that's with a 100-to-1 ratio. The resulting possibilities are endless.

Twenty-five million dollars is a minimum figure that we could be adding to our revenue next year. With \$25 million added to our present \$6 million per year, we [the PBA] will be doing considerably more than dressing up the package of a product. We will in fact be beefing up the product itself.

Image is important, but it should not be overstressed. The very word *image* is deceiving by nature. Webster defines it one way as "a mental picture of something not actually present." Another meaning of the word *image* is "to imitate." **I would not need to imitate or impersonate a professional athlete if, in fact, I really were one!**

Multiplying our income five or six times may not be the total answer, but it is a great step in the right direction. At the very least we will cause a lot of attention in the sports world, which will greatly enhance our marketability for sponsors, thereby raising our overall value.

Three thousand is nothing in relation to eight million—nothing. There currently is no goal at the top. Why would you invest your life into reaching the top of a sport only to find a dead end? What's the use of it? Why even bowl?

**Would you create this goal. Would you go to work everyday for free?** Pro bowlers are working for other people and not being paid for it. We're not—not relative to what we should, in relation to the present membership of the sport. They're not involved yet, but we can involve them very easily, as we have the means to do it, the structure is already there: the ABC, PBA, and the BPAA. All we really lack is cooperation.

\*\*\*

Skeptics...keep reading 'cause there's more:

We go back into the community for the follow-up, and here's where we get all of the money. The \$25 or so million is nothing in relation; it's a mere drop in the bucket. We worked extremely hard on the previous trip, and we tried to help as many people as we could. Upon our return the proprietor tells us, "Yeah, it's great. Look at my business, look at the pro shop, look at all these people. This makes it all worthwhile."

Bowlers come up and say, "Thanks a lot. You really helped me out. I won two jackpots..." and all this, that, and the other things. *Positive* things.

We talk with the proprietor about our seminar and possible upcoming ones, and

## I've Got a Question!

I recently heard a friend say that, in one way, the 3-10 split is the same as the 7-9 split. Is this guy nuts?

Dee Pointer  
McLean, Virginia

Dear Dee,

As crazy as it sounds, the answer is no. As you know, the 3-10 or "baby" split is not that tough to make, and a 7-9 conversion is perhaps a once-in-a-lifetime event. What your friend was probably referring to is that the pins in both lanes are—believe it or not—the same distance apart: 24 inches from the center of each spot.

If, for example, you can picture it if you just turn a normal rack around so that the 10-pin spot is placed in the headpin position as shown below.

As you can see, the 9-pin is now in the 3-pin spot, and the 7-pin is now in the 10-pin position.

Thus, in one way, the 3-10 is the same as the 7-9. You might want to make a friendly wager with your friends on this one!!!

he says if we come back, we can have dinner at his house and so on and so forth. Then he adds, "If there's anything that I can do for you guys, just let me know." "Well, there is one thing, Mr. Proprietor. Did you bring it?" I ask my partner.

"Sure, it's out in the car."

"Go get it."

"My partner soon returns cradling in his arms the likes of a Kentucky Fried Chicken bucket done over."

"We want you to take this and help us out if you can. If you don't mind, we'd like you to set this next to your cash register. It's a bucket with a slot in the top, and you know what it says? 'HELP PROMOTE THE PBA, AND GIVE YOUR KIDS SOMETHING TO SHOOT FOR.'"

Now I'll tell you what: Our association was built off a few beggars in the beginning, and I don't think they had such a bad idea initially. They got it off the ground, and it's worked on the same premise ever since, because what they did do, they did well: They've solicited tire companies and beer companies out of varied sums of money in return for more than their money's worth in advertising. So basically, what are they doing?

All right, so we plant these buckets. Now here's this guy whom we helped; in fact, you know him—his name's Clifford! He rejoined a men's league. It just so happens that the very first night of bowling he wins \$48 in a jackpot that night for a 243 game. Now he goes up and talks to the proprietor and while boasting, he looks down and sees the bucket. He might have fifty cents in his pocket, and he might drop it in just because he remembers the fact that we helped him get there.

Another steps up to pay his lineage after bowling really well that day, following a



Priest Bridge Business Park

- Ultra-Modern Computerized Scoring
- Snackbar
- Beautiful Cocktail Lounge "The Roost"
- Blue Pin Bowling on Weekends!
  - FRIDAY  
midnight to 2 a.m.
  - SUNDAY  
10 p.m. to midnight
- STRIKE WITH BLUE HEADPIN UP WIN FREE GAME
- Rent a Lane!
  - FRIDAY  
Midnight to 2 a.m.
  - \$13 a lane
  - SUNDAY  
8 a.m. to 10 a.m.
  - \$9 a lane
  - 10:15 a.m. to 12:15 p.m.
  - \$10 a lane

For Information Call

**721-2401 261-6670**

2115 Priest Bridge Dr., Crofton Md.

tip we may have given him. It costs him \$4.20 and he's got eighty cents left and he throws it in there.

The buckets will fill up by the month all over the country simultaneously.

Should we feel guilty accepting all this newly-acquired wealth? Absolutely not, for two reasons: (1) Because we are *earning every penny*; and (2) Because people will now willfully contribute to further support what we stand for, which I believe is *true professionalism*.

Sure, we will get only the initial dollar a year from some. From others we may get an extra dime or quarter a week. Who knows, a few may even give more!

How many millions and millions of dollars is that poured into the PBA? They'd have to hire people to handle it all! And that could feed 80,000 plus people.

That figure is based on one percent of the total population of organized bowlers. These figures should both grow, pending our efforts. We'd do well to remember as our total pyramid grows, so too does our one percent goal at the top. The truly fantastic part about the entire concept is the fact that at present we only need to support some 3,000 people, which is a far cry from the 80,000 projected target goal realistically possible. There will not be enough professional bowlers in accordance with the amount of people below

them. Everybody will be striving to get to where we are.

Twenty-five million dollars is a minimum initial-year figure that we would be adding to our base. Oh, by the way, I should also mention that with all of this surplus revenue we would be able to substantially upgrade our Tour prize fund—perhaps double or even triple it instantly, with even more growth to follow.

I see no inhibitor preventing bowling from becoming the most attractive of all sports at every level of the game.

We should be the greatest sport professionally, based on our numbers. Unfortunately we're not—not yet anyway!

There aren't eight million regular organized tennis players, boxers, baseball players, or golfers, to which you can add a governing body, already established, with the ability to generate such a tremendous amount of revenue internally.

So why are their professionals earning ridiculously large amounts of money? Simple! Their revenue comes from external sources. These sports have succeeded because they have learned to use what resources they had at their disposal to their *potential*.

It's time we do the same. We must stop dwelling on external resources, for our own key to success lies within our ability to organize and structure *ourselves*.

We have the source and the means to tap the source at our disposal. Now let's all stop talking about the many reasons why we can't do things, and we'll have a lot of time left over for thinking of ways to get them done.

I guarantee I know how we can become as great as we can be. All we have to do is one small thing:

**GET STARTED!**

### **Bowl America Twinbrook Thursday Mixed Scratch League**

After 13 weeks of the 1986-87 season, our league is going strong.

The league was formed at the beginning of the season in order to give the bowlers a chance to bowl in a scratch league open to both men and women. Individuals were placed on a team based on the individual's average using last year's highest book average. Teams were formed consisting of three individuals per team. After the teams were formed there was a four pin difference between the highest team average and the lowest team average. It was hoped that using this type of team make-up the league would be more competitive. It was determined that the point structure would consist of 9 individual points and 11 team points for a weekly total of 20 points.

With this structure, it seems to be competitive. During the course of the first 13 weeks, 5 of the 8 teams in the league have been in first 13 weeks, 5 of the 8 teams in the league have been in first place at least once with no team being in first place for more than two consecutive weeks at any one time.

As of week 13, Ron Wellman has high game with a 274 followed by Walt Ludlam with a 267, and Ted Borkowski with a 266. Ron Wellman also has high set with a 673 followed by Joe Barker's 670 and Ted Borkowski with a 668.

Joe Barker currently has high average with a 188. Shane O'Neill and Herm Witsach follows close behind with a 187 and 186 respectively.

The league bowls on Thursday night at 9:00 p.m. and finishes before 11:00 p.m. Anyone interested in bowling in the league can contact Fred Bevenour, 279-5162 or 949-3598 or Bowl America Twinbrook, 762-5900.

... Fred Bevenour



## **RESTON BOWLING CENTER**

*for Family Fun  
and Recreation*

- 32 Modern 10 pin lanes
- Game Room
- Spare Room Restaurant/Lounge
- Larry Roberts Pro Shop - Engraving Done on Premises

**League Bowling - Open Bowling - B-day Party Packages  
Special Events**

**Call 471-9666  
For Information**

1805 Michael Faraday Ct., Reston, VA 22090