

## CONTENTS

**THE DESIGN ISSUE**

**22 BOWLING SHIRTS**  
Customization is a snap today with advances in fabrics and processes.  
*By Bob Johnson*

**40 LANE PATTERNS**  
Can there be such a thing as a 'perfect lane pattern'?  
*By Gianmarc Manzione*

**54 BOWLING BALLS**  
The design concepts may start on the inside, but shelf appeal counts.  
*By Bob Johnson*

**74 BJI DESIGN AWARDS**  
Architecture and design standouts among new and renovated centers.  
*By Gianmarc Manzione*



**7**  
**Inside Line**

*News, Notes and Perspective*

**8 TIME CAPSULE**  
The great Alaska bowling match.

**16 ALMANAC**  
All-time 10-time PBA champions.

**26 MUSEUM & HALL OF FAME**  
Bob Gudorf: What's new in Texas.

**33**  
**Pro Bowling**

*Results, Schedules and More*

**34 PBA INSIDER**  
Surprise: PBA is growing again.

**44 MARK ROTH**  
The PBA legend's biggest battle.

**48 REGIONAL ROUNDUP**  
From alternate to a \$4,500 champion.

**49**  
**Clinic**

*Pro Tips and Ball Reviews*

**50 THE PRO APPROACH**  
A simple approach to "Beef Stu."

**60 NO HOLES BARRED**  
10 pre-holiday gift ideas.

**69**  
**Business**

*Industry Updates and Insight*

**70 HALL MARKS**  
Bowlmor: potential for much good.

**72 BUSINESS NEWS**  
PBA gets a surprising new partner.

**MORE**  
*Columns, Departments, Etc.*

**6 LEADING OFF**  
*By Keith Hamilton*

**13 FLASHBACK**  
Should a baseball star bowl for free?

**14 CHAT ROOM**  
Ex-pro soccer player Steve Badovinac.

**14 BY THE NUMBERS**  
240.

**18 TOURNAMENTS**

**28 MARKETPLACE**

**33 PRO-POURRI**

**49 PRACTICE**

**73 PEOPLE/PLACES/THINGS**

**92 CLASSIFIED SECTION**

**96 STRIKES ME**  
*By Bob Johnson*