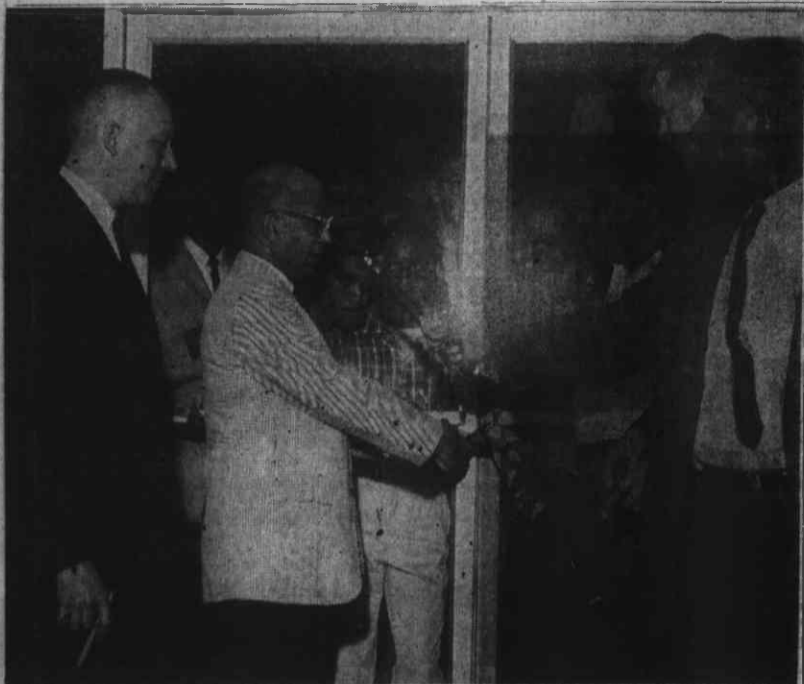


"Bowling Strikes Durham Like A Tornado"



OPENING CEREMONIES AT THE COLLEGE PLAZA LANES—Asa T. Spaulding, president of North Carolina Mutual Life Insurance Company, cuts the ribbon, signaling the opening of College Plaza Lanes last Friday night. Shown with Spaul-

ding are Walter Fowler, Manager, Marty Dreyfus, president Southern Bowling Corporation, Nickley Whitted, Program Director, Radio Station WSRG and Mr. Abe Greenberg, behind Spaulding.

Thousands swarm College Plaza at opening last Friday night

Thousands converged on College Plaza lanes, Friday night August 31, 1962 as it swung its doors open for the first time. Before the ribbon cutting occasion at eight o'clock, persons had started gathering outside the lanes awaiting to get in.

Asa Spaulding, president of North Carolina Mutual Life Insurance Company, cut the ribbon marking the opening of Durham's newest recreation center.

Walter Fowler, General Manager, Marty Dreyfus and Abe Greenberg, lessee of the building to the Southern Bowling Corporation of North Carolina, operators of the lane, assisted Mr. Spaulding with the ribbon cutting session.

"I take great pleasure in cutting this ribbon marking the opening of College Plaza Lanes," Spaulding said as he clipped the hunting. "This is something that Durham has waited for a long time," Spaulding continued.

Rose Marie Morrow, member of the AMF Bowling Advisory staff, and Fowler gave an exhibition in bowling to the gathering. Miss Morrow defeated Fowler.

Young John Frazier was the first person to turn in a free Car-

olina Times ticket permitting him to bowl a free game.

He had the distinction of being the first Durhamite to roll a ball down the 24 lanes alley.

The new \$500,000 bowling center was literally bulging at the seams over the weekend as Bull City natives took turns in trying to hit the magic 300 game.

The Management said that they would give a total of games rolled next week. According to them "Bowling has struck Durham like a tornado." "We have never seen so many persons taking advantage of bowling as this town has."

Miss Morrow, who has been at many Bowling center openings, told the Durham gathering that "Durham can be proud of College Plaza lanes, it's one of the finest."

In an opening ceremonies, narrated by WSRG's Norfolk Whitted, Dreyfus welcomed the people to the Lanes, along with Greenberg and Spaulding. Fowler told the gathering that bowling lessons are free and we want you to enjoy College Plaza Lanes.

Every department, Pro Shop, Concessions, Meeting Room, was opened and used by the gathering in the first three nights.



PERFECT FORM, SCORE?—Clifton Williams, Morehouse College junior, gets in a few hours of bowling at Durham's new College Plaza Lanes before he departs for studies at the Atlanta col-

lege. Williams displays perfect form in executing for the hopeful strike. He's among the many that are displaying their bowling ability at the 24 AMF lanes center.

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HERE'S THE WAY TO HOLD THE BALL—Miss Rose Marie Morrow, AMF Advisory Staff, shows an unidentified bowler the proper way to grip a bowling ball. She was one of the many Durhamites taking advantage of bowling tips from Miss Morrow at the College Plaza Lanes' opening.

Walter Fowler, ex-NCC student is appointed acting manager

A former North Carolina College student and an A. & T. College graduate, Walter Fowler, has been named acting Manager of the College Plaza Bowling Lanes. This was announced today by Marty Dreyfus, President, Delta Bowling Corporation of New York.

Fowler, Vice President-General Manager, Delta Bowling Corp., brings with him a wealth of experience which should make the College Plaza Lanes a success. He received his B. S. Degree from A. & T. College in 1952 and served in the U. S. Army in 1943-46. He held the rank of Second Lieutenant at the time of discharge and later attended New York University.

He formerly served as Manager of Harlem Lanes, in New York's Harlem, where he was employed by Dreyfuss Bowling Enterprises, Inc. He has been employed by the Delta Bowling Corp. for the last few years, and was active in setting up Bowling Centers in New Orleans, and Columbia, South Carolina. He was recently made a Vice-President of the concern and put in charge of training personnel and the overall management of Delta.

Fowler's main concern at the lo- (Continued on page 5)

FAST GROWING SPORT . . .

Over 26 Million Have Become Bowling Fans

The opening of College Plaza Lanes, Durham's newest bowling center, puts the Bull City Lanes in the fastest growing sport in the United States. Since 1956 over 6,000,000 new bowling enthusiasts have taken the sport and it is still growing.

In 1956 there were 20,000,000 people bowling, according to figures compiled from the World Almanac. Today there are over 28,000,000 persons rolling the big ball

down the lanes in hopes of a perfect 300 game.

The total number of American Bowling Congress teams jumped from 415,000 in 1956 to a whopping 872,805 in 1961. On the other hand the total number of alley beds increased from 86,000 to a cool 107,906 in '61.

Automation had its effects on bowling as well as other industries. The total number of persons employed in 1956 was 150,000,

while today there are only 100,000 persons employed in bowling establishments. Automatic pin setters and other modern equipment eliminated the human and according to College Plaza Lanes Bowling Center Manager, Walker Fowler, "These persons eliminated from bowling establishments have hooked on with other parts of the industry not shown in the survey. College Plaza Lanes featured 24

(Continued on page 5)

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