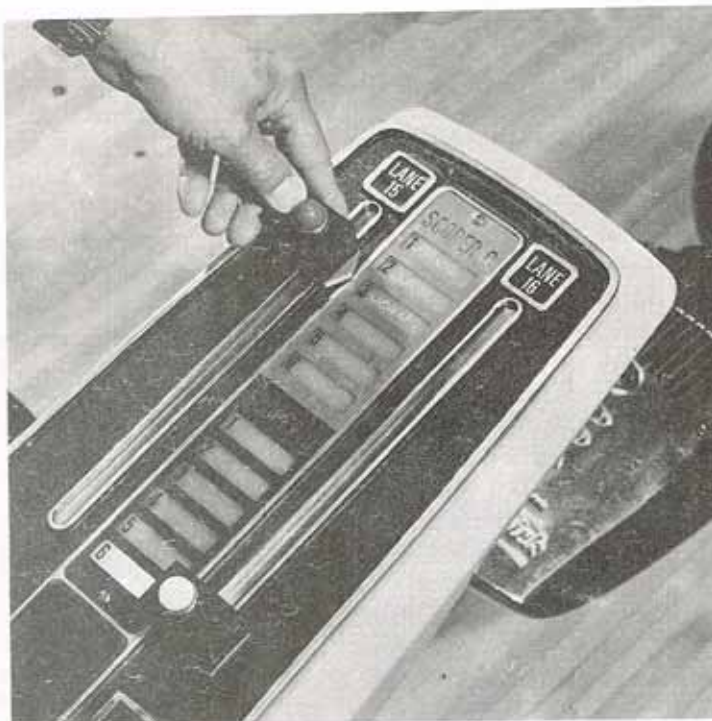


MR. BRUNSWICK'S ADDING MACHINE

*Automation Whipped
the Pinboy*

*Now it's After
the Scorekeeper.*



Bowling with the Automatic Scorer is simplicity itself! As the bowler's turn comes up, he moves the lever on the bowler identification panel to his name - - and then bowls! There is one bowler identification panel for each pair of lanes; thus, two for each console.

by HAL DAVIS

It's your turn to bowl. You step up and go after your ball, but on the way you move a step sideways to a slim, oblong, lighted panel and move a little lever so that it points to your name. You have just set in motion a remarkable by-product of space age electronics: the automatic scorer.

Without realizing it you have become the operator of a complex computer that "watches" you bowl and marks down your score faster and more accurately than any human could.

The Brunswick Automatic Scorer is a computerized system that automatically records pinfall - - ball by ball and frame by frame - - computes and totals individual and team scores, and prints them on a permanent score-card while projecting them onto an overhead viewing screen. And it's all done in a fraction of a second.

Once you have recovered from the staggering enormity of what you have done with a flick of the finger, you can go ahead and bowl freely, unencumbered by worries about the accuracy of your score, or for that matter, whether your score is even being kept. And when you have bowled your frame you can drift casually back to a more modern seating

arrangement and resume your social chatting without first checking to make sure somebody scored you accurately.

Brunswick's Automatic Scorer has been on the market a little over a year. The first complete installation was made at Brunswick's Village Lanes in Chicago the latter part of 1967.

The heart of the scorer is a digital computer linked to a detection system in the automatic pinsetter. One master console handles four lanes. There is a bowler identification panel for each pair of lanes. The console prints a horizontal type score-sheet. When a game is complete, the score-sheet may be removed as a permanent record.

It sounds complex, but as far as the bowler and the team captain are concerned, it's simple. The team captain merely writes the bowlers' names on the score-sheet in the console, and again on the bowler identification panel at the lanes. The individual bowler's only responsibility is to move the indicator on the panel to his name when his turn comes up. Then, forget it and concentrate on the bowling.

There is even a built-in safeguard against someone bowling out of turn.

So, you say, what about bowlers who

arrive late, or provisional balls, or error correction? No worry. The scorer is flexible, and any unusual situations can be handled right at the console. The automatic scorer can do everything a human can do . . . except add incorrectly. There are provisions for entering fouls and team handicap on the console.

Milt Rudo, president of Brunswick's Bowling Division, philosophizes about some of the changes the automatic scorer will bring to each bowling center. "First of all, the seating arrangement at the lanes will have a sort of 'living room mood' because the automatic scorer console and other fixtures require very little space. Since there will be no need to keep score, there will be more time for good conversation and more relaxation."

"Perhaps best of all," he adds, "the automatic scorer lets the bowler concentrate on his game."

The Brunswick Automatic Scorer had been in the research and development stages for more than a decade, but it passed the American Bowling Congress qualifications for approval the first time it was presented. After ABC approval it took some time to get the equipment tooled up at the Muskegon, Michigan plant, and



A scoring pencil with the Brunswick Automatic Scorer? "No!" says Ann Brown, "Miss Brunswick". "Simple take this pencil . . . and you print your name on the bowler panel by the lanes . . . and you bowl! No scorekeeping. Just modern fun!"

it wasn't until late this year that installation began in a significant number of houses around the country.

So, it looks as if the handwriting is on the wall for the human scorekeeper. No more fumbling, no more smearing, no more breaking the neck trying to peer around a size 48 rear to see the pinfall, no more painful arithmetic, no more jockeying to avoid the empty scorekeeper chair, no more excuses like "I left my glasses home."

You could purchase one of these handy little gadgets for around \$3,000 per lane, or they are available for lease. We hope that some of the D.C. area pro-



The Brunswick Automatic Scorer prints the score on this scoresheet. It's easy to put in place, easy to remove for a permanent record. The console also has provision for special situations, such as team handicap. The Brunswick Automatic Scorer is completely flexible - and accurate.



Mini-stripes and a computer bring bowling up to date! Ann Brown, "Miss Brunswick", invites you to look at the scoresheet of the exciting new Automatic Scorer. The Automatic Scorer records pinfall, keeps individual and team totals, ball by ball and frame by frame.

Brunswick Village

Lanes is the world's first bowling center completely equipped with automatic scoring units. The modern 16-lane center located in Chicago is equipped with Brunswick Automatic Scorers completely freeing the bowler from the chore of keeping score manually. One Brunswick console unit (foreground) serves four lanes. Scores are projected from the console to the overhead screens above the bowler's approach area.



prietors get interested enough to lay in a few. The initial curiosity, alone, should fill their houses for weeks.

All that's left now is for Brunswick to develop some sort of safeguard for this

complex mass of wiring and electronics to protect it from little kids with drippy ice cream cones and leaky cokes, as well as from big kids with sloppy beer cans and mustardy hot dogs.



MERRY CHRISTMAS

From

CAS and GEORGE

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