



How to Win at Bowling

FRANK CLAUSE

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FOREWORD:

“Let’s go bowling!” That’s become the rallying cry of almost thirty million Americans throughout the United States who take their exercise in extremely palatable form: rolling a hard rubber ball down sixty feet of maple and pine toward ten standing pins. Today nearly everybody bowls—mother, dad, the kids—the whole family.

Though bowling can trace its beginnings in this country to the time of the earliest colonists in Massachusetts, it wasn’t until the last decade that the sport began to boom. A number of events triggered its rebirth. The first was the introduction, in 1952, of the American Machine & Foundry Company’s Automatic Pinspotter—the remarkable device that resets the pins, announces which ones are knocked down and returns the ball—all automatically. By replacing the often unreliable pinboy, it thereby made bowling an attractive investment for the entrepreneur. Million dollar bowling centers began to spring up in every section of the country.

And people were waiting for these centers because another factor had whetted their appetite for the sport. That was television. The type of competition bowling offers lends itself remarkably well to TV. Scores and scores of locally originated television programs as well as several full network productions introduced bowling to millions upon millions of Americans who had never been exposed to the fun of knocking down the stubborn tenpins.

Today, nearly thirty million Americans bowl regularly. Of these, approximately ten million are women; one and a half million are children. And there are more than a million new bowlers who take up the sport each year.

Bowling knows no bounds; anyone, at any stage of life, can become its devotee. The handicapped, sometimes even the blind, find fun in the sport. It can be played at any time of the day or night, at any time of the year, and in every section of the country. No other sport qualifies as well for a claim to the title of “national pastime.”

The author of this book, “Bowling Schoolmaster” Frank Clause, has been part and parcel of bowling’s boom for the past five years, and has been a familiar figure on the bowling scene for the last two decades. He comes by his title—“The Bowling Schoolmaster”—quite naturally. Before becoming a professional star, he taught history and English for twenty-three years at the Old Forge High School in Pennsylvania. Today he is recognized as the best bowling instructor in the United States.

His syndicated column, “Tenpin Tips,” appears in a long list of daily newspapers from coast to coast. He conducts “Free Bowling Clinics,” slide programs, and the Bowling Primer for American Machine & Foundry Company through-out the year in every section of the country, traveling a quarter of a million miles each year in this endeavor. Instructional motion pictures starring Mr. Clause are syndicated on television and circulated in schools. He serves, too, as the instructors’ instructor in nationwide programs. Actually, his great talents as an instructor overshadow his bowling accomplishments—and yet he holds a number of enviable records. A spot bowler, who uses a four-step approach, he holds a lifetime average of 207; and in the 1955-

1956 season he ranked among the best in the nation, with a 224 season average.

Ever try for a perfect game? Well, Frank has eleven of them, all ABC sanctioned—a figure that ranks him third on the all-time listing of perfect-game bowlers.

Frank's greatest bowling exploits have been on television. In 1960 he became the sport's highest money winner, with some TV sharp-shooting which netted him more than \$70,000. Twice he broke the jackpot on Milton Berle's "Jackpot Bowling" program to the delight of millions of viewers, and the Internal Revenue Department. He cracked the first jackpot—for \$26,000—on February 12, and the second one for \$41,000 on October 10. Other TV appearances as well as exhibition fees brought his income for 1960 over the \$100,000 mark—another record for the

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Michael Decker:

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