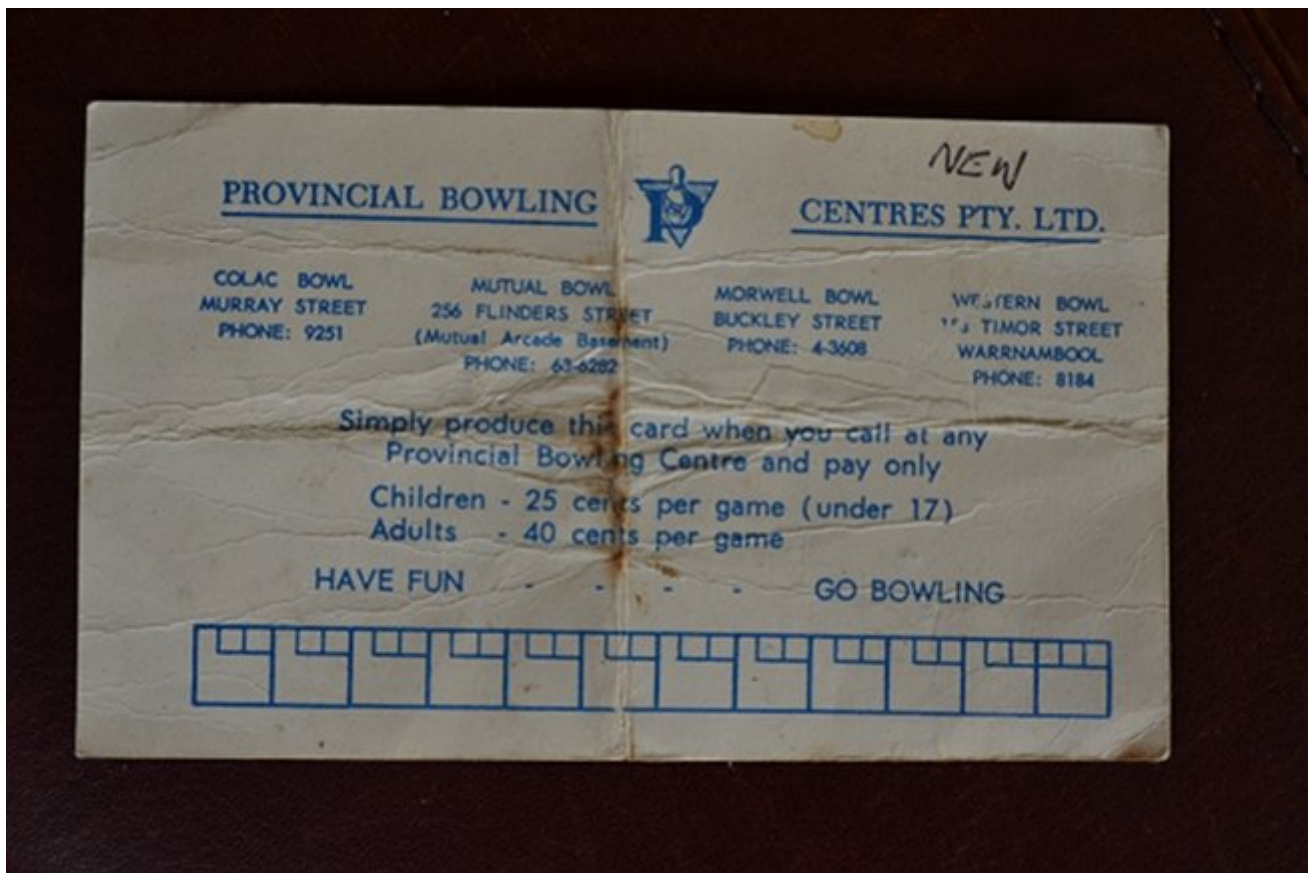


Bowlin', bowlin', bowlin'...



THE OPENING of the Warrnambool tenpin bowling alley on Christmas Eve, 1963, was cause for great excitement, with the local newspaper declaring that the city was now home to a sport that "has captured the world".

At that time, the complex was known as the Western Bowl and patrons paid 40 cents a game for adults, or 25 cents for children (under 17 – 17!), to try their hand at knocking down a series of pins with a heavy ball while wearing stylish, soft-souled shoes.

The place was a hit and no doubt early marketing ideas like this one – a patron card sent to potential customers at Christmas time – helped with its success.

Fifty years on, "The Bowl", as it is affectionately known, is still going strong and has a vibrant league competition that has produced its share of champions.

My mother kept everything – and I mean, everything. Each week we will reveal another item from the collection.