

dmbb41411.mov / AMF: Bowling Magic Score, 1970s / Duke Digital Repository

<https://idn.duke.edu/ark:/87924/r4f47q184>

- You know it's a lot easier to add up three strikes of baseball than it is in the bowling. That's what's so great about AMF's new Magic Score. Magic Score does all the arithmetic. Just punch in your name at the beginning and bowl. The screen even tells you when it's your turn and which lane to bowl on. Magic Score, it makes bowling more fun for everybody. Little kids could bowl by themselves, even if they can't add. For my money Magic Score is the best thing that ever happened to bowling. Since the automatic pin spotter. Yay, you knock them down, Magic Score adds them up.

Narrator: Magic score is here. Installations are underway now across the country. Look for it soon at a bowling center near you. Magic Score from AMF.