

A Scratch Tournament Club for men over the age of 45 and women over the age of 40. Super Senior Division for those over 60.



For More Information:
620-285-1821

ncstbowling.com
ncstbowling@hotmail.com

Tim Easley & David Hewitt
Directors

Side pots & Brackets Available

January 21st and 22nd AMF Moonlite Bowl
2780 El Camino Real
Santa Clara
408-296-7200

Win-A-Spot
At the hosting house on the Friday before each tournament at 3:00 PM
Schedule subject to changes

HIMMLER DOWNS MIKA FOR THE TITLE IN MEDFORD!

Etonic's Brian Himmler came through in the clutch, picking up a 3-6-10 spare in the 10th frame to defeat fellow Etonic staffer Mika Koivuniemi in the title match of the 2006 Earl Anthony Medford Classic, 214-204, Sunday at Lava Lanes. See complete story next issue.



Experience Sport Bowling

Where Ability Rules



Step up to the challenge of the "Sport Bowling Experience" to learn why Sport Bowling is the standard for competitive bowling.

See how Sport Bowling will sharpen your skills by placing an emphasis on accuracy, consistency and spare shooting.



Are you up for the CHALLENGE?

Visit the control counter to sign up and experience what Sport Bowling is all about:

Mondays at 6:30 p.m. - Only 19 weeks!
Handicap 4's - Weekly Cost \$18.00 each
This league will be USBC Sport Bowling Certified

Meeting Date: January 9th at 6:30 p.m.
Starting Date: January 16th at 6:30 p.m.
Please contact Mike Hillman or Jim Chambers at
(510) 656-4411 or email: CloverleafMike@aol.com

It's about ability. It's about credibility.

Cloverleaf Family Bowl 40645 Fremont Blvd. Fremont, Ca 94538

Nation's First Diet Soda Makes A Cool Comeback Introduced In 1952, No-Cal Maintains Innovative Edge

Rye, New York – No-Cal™, the first diet soda sold in the U.S., has been reintroduced in a fresh, hip format. In its new incarnation, four zero-calorie flavors – Cherry Lime (Fabulous!), Chocolate (Guilt-free!), Clementine (Scrumptious!); and Vanilla Cream (Amazing!) – bottled in 12-ounce glass longnecks and packaged in unique, playful four-pack carriers, is available throughout metropolitan New York.

The brainchild of Mike Weinstein, former Snapple Beverage Group CEO, and Brian O'Byrne, former Yoo-hoo/Orangina Company CEO, No-Cal is the first product roll-out for the duo since founding INOV8 Beverage Company LLC in January 2005.

"Brian and I set out to create beverage concepts that capitalize on marketplace trends," said Weinstein. "While doing our research, the No-Cal name popped up. For us and our baby boomer colleagues, No-Cal stirred up fond memories of the days when drinking soda was just plain fun."

Weinstein and O'Byrne began their quest to bring back No-Cal. They felt they could do it in an original style that was more about reviving an old feeling than reviving an old brand. Along the way, they developed the best tasting no-calorie soft drinks on the market. "After tasting hundreds of samples, we finally discovered formulas so good, it was hard for us to believe they were calorie free," said O'Byrne.

Moreover, they played on the retro movement of "what's old is new again" that continues to influence the buying habits of Americans -- young and old -- by seizing No-Cal's authenticity as a category leader and its venerable history.

Days of Yore

The original No-Cal brand was developed by Kirsch Beverages which was founded in 1904 by Russian immigrant Hyman Kirsch in the Williamsburg section of Brooklyn, N.Y. Years later, Kirsch became involved with the Jewish Sanitarium for Chronic Disease (today the Kingsbrook Jewish Medical Center). To meet the needs of the institution's diabetic and cardiovascular patients, he and his son Morris developed No-Cal Soda in 1952, making it America's first sugar-free soft drink.

A soft drink without sugar was a novelty at the time. No-Cal became renowned for its special flavors like chocolate (often mixed with a splash of milk by loyal users), black cherry (great with baked apples), ginger ale and root beer. And Hollywood starlets such as Kim Novak and Julie Adams were featured in No-Cal's print ads while renowned cartoonist Stan Goldberg became famous for his classic No-Cal pop art billboard.

The Remix

Relying on their shared sense of irreverent humor, Weinstein (the self-titled Chief Soda Jerk of No-Cal Beverage Co.) and O'Byrne (Chief Bottle Washer) have put new excitement into the No-Cal brand. They developed a colossal eye-catching bottle cap logo and witty slogans like "Big on Flavor...Not on You" and "Lose the Waist...Not the Taste."

To bring the flavors to life, they created four feisty characters: Mario, the aspiring singer from south Philadelphia represents Cherry Lime; Chuck, the newly slimmed-down obsessive bowler represents Chocolate; Sullivan, the donut-craving mustachioed beat cop is Clementine; and Gilbert, the Stamford, Conn.-based saxophonist embodies Vanilla Cream.

Each character chats up the virtues of his assigned flavor in a witty monologue and snappy rhyme imprinted on one of the four individually-designed carriers. Consumers can even get the skinny on each of the No-Cal characters by visiting www.no-calsoda.com. And for those who develop a craving for the taste and kitsch of No-Cal, new flavors and characters are in the pipeline.

Right Up Your Alley. Chocolate Soda? What a score. It strikes a taste that you'll adore. We spare the fat, so don't you frown. Your pants won't split when you bend down.

Oh excuse me. Would you mind listening to me for a second? Thank you so much. I am the Bowler (and a bit of a chocoholic) but thanks to No-Cal Chocolate I can drink all I want without feeling one bit of remorse. And that's because No-Cal Chocolate is calorie free! Oh gracious me! Is this a fabulous soda-pop or what? Imagine a big chocolate taste that not only satisfies your craving, but refreshes too. It's like a guilty pleasure without the guilt! And if that doesn't bowl you over, I don't know what will. (Heh, heh, that's just a little bowler humor for ya.) Anyway, I hope you enjoy your No-Cal Chocolate as much as I do. Thank you for listening.

Just one more thing and I do truly thank you for giving me so much attention as I sit here and preach atop my soda box. I wanted to let you know that No-Cal comes in other flavors like Clementine, Vanilla Cream and Cherry Lime. Yes, you heard me correctly. Cherry-Lime!!! Oh sweet heavenly cherries blended with just a hint of zesty lime...so crisp, so cool...tastes like a summer breeze...feels like you just bowled a

(Continued on page 16)