

**1963.  
AMF INTRODUCED  
THE CLASSIC  
RUBBER HARDBALL.**



**1979.  
AMF  
INTRODUCES  
THE  
CLASSIC  
RUBBER SOFTBALL.**



Today, bowling's a brand-new ball game. With today's lane finishes, a bowler needs a softer ball to round out the arsenal and to stay competitive.

Now AMF is adding the new Classic S3D—a soft rubber version of the Classic 3 Dot ball that millions of bowlers have made into a legend.

Available in 12, 14, 15, and 16-pound weights, the new S3D is built with the same attention to weight, balance, and craftsmanship as its older brother. The new soft Classic also carries the famous 3 dots to let bowlers watch the pattern, adjust

their games, and improve their scores.

**Special Offer:** Order 24 or more Classic S3D balls by October 31, 1979 and get a free limited edition of this special Classic 2-ball bag. In addition, with each Classic S3D ball you sell, you may offer a Classic 2-ball bag or a Classic 1-ball bag that will help generate Classic S3D ball sales for you! Your AMF representative has all the details.

