

April 19, 1971. The people who started a whole new ball game now give you a whole new ball.

Introducing the new Faultless Professional Plus.

We haven't changed the name. Just the ball.

It's not merely an improvement, but an entirely new kind of solid golf ball. And until this April, there's never been another like it.

The new Faultless Professional Plus is the first solid ball to give you not only the distance of the best wound balls, but even a comparable click and feel.

For nearly ten months, our research people worked with university computers and scientists to develop this new, top performance formula.

Over 2,000 formula variations were tested. Then the chosen compound was subjected to hundreds of tests on precision hitting machines.

Which proved that the new Faultless can't be outhit by any

regulation USGA ball. Not one.

We even used low-handicap amateurs and qualified pros to verify our comparable click and feel. But that's only half the story.

Because unlike the wound balls, Faultless has no core or winding that can get out of round. No cover to smile back at you.

That's why it putts truer. Drives truer. Round after round.

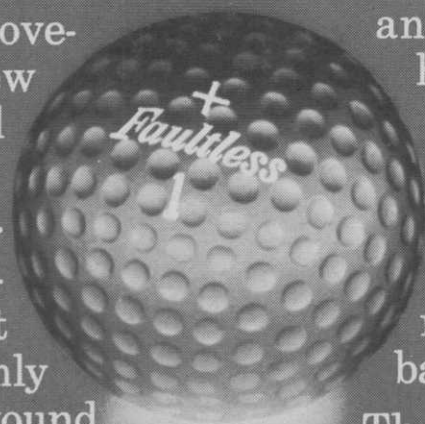
When all is said and done, the new Faultless is as near to perfect as a golf ball can be.

So if you haven't considered playing a solid ball, maybe now's the time to reconsider.

Because the new Faultless has done something no solid ball has ever done before.

It challenged the balls that were always the ones to beat.

And beat them.



The new Faultless

We started a whole new ball game.

Available at golf course professional shops only. Faultless Golf Products, Division of Abbott Laboratories