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We tested our new belted bias tire against two-ply tires that came on most '69 cars. And the results proved our lower, wider Atlas Plycron 2 plus 2* gives you twice the mileage!

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Our combination of fiberglass belts and blended chlorobutyl liner gives you extra resistance to cuts and punctures. And our new nine-rib tread design gives you 26% more gripping edges than two-ply new car tires... for better all-around traction. See your Atlas dealer soon. And get 100% more mileage on the new Atlas Plycron 2 plus 2.

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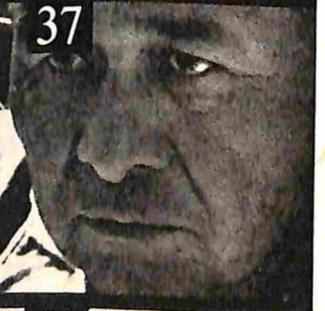
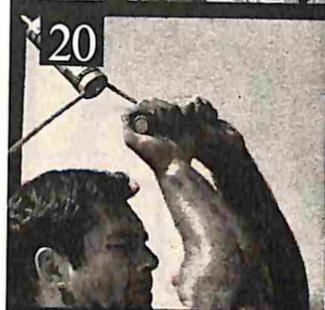
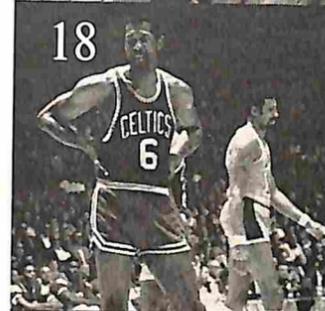
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THE BEAUTY AND HORROR of Troon, St. Andrews, Carnoustie and other Scottish golf courses is described by Dan Jenkins, who claims to have invented the game centuries ago.

A WHALE OF A WHALE is Little Irvy, who wanders around in a wonderful truck. Frank Deford—who has traveled with him—tells the story in a report direct from whaleside.

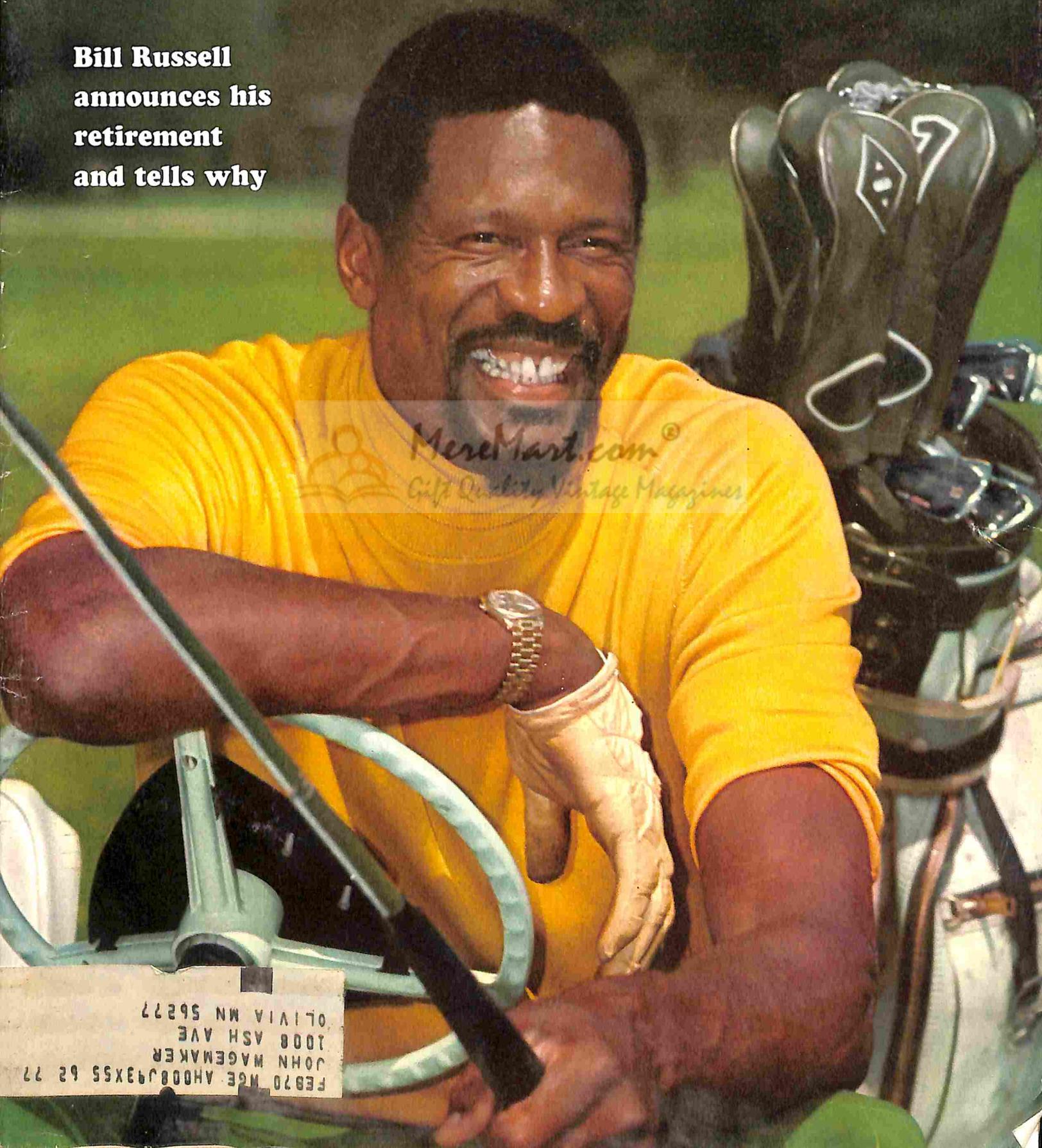
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I'M THROUGH WITH BASKETBALL

Bill Russell
announces his
retirement
and tells why



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