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Mileage on this Atlas tire.

Double the mileage proven in tests!

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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This rugged "tread-saver" construction helps reduce scuff and squirm. Just one of the many reasons why the tread lasts and lasts—twice as long.

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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.

ATLAS PLYCRON 2 plus 2

Atlas Tires • Batteries • Accessories
Sold at over 50,000 leading service stations.



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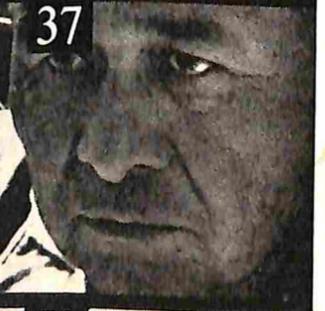
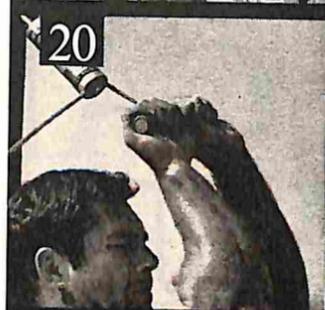
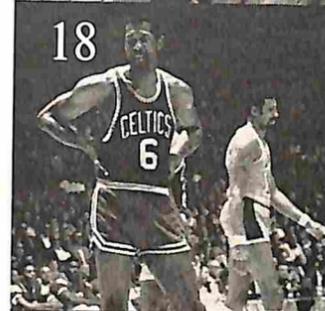
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SPORTS ILLUSTRATED is published weekly, except one issue at year end, by Time Inc., 540 N. Michigan Ave., Chicago, Ill. 60611; principal office Rockefeller Center, New York, N.Y. 10020; James A. Linen, President; Richard B. McKeough, Treasurer; John F. Harvey, Secretary. Second-class postage paid at Chicago, Ill. and at additional mailing offices. Authorized as second-class mail by the Post Office Department, Ottawa, Canada and for payment of postage in cash. Subscription price in the United States, Canada, Puerto Rico and the Caribbean islands \$10.00 a year; military personnel anywhere in the world \$7.00 a year; all others \$14.00 a year.

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NAMATH'S FIRST TEST of the new season comes in Chicago against the O.J.-less College All-Stars, who will try to find what he's made of. Pat Putnam reports on their inquiry.

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.

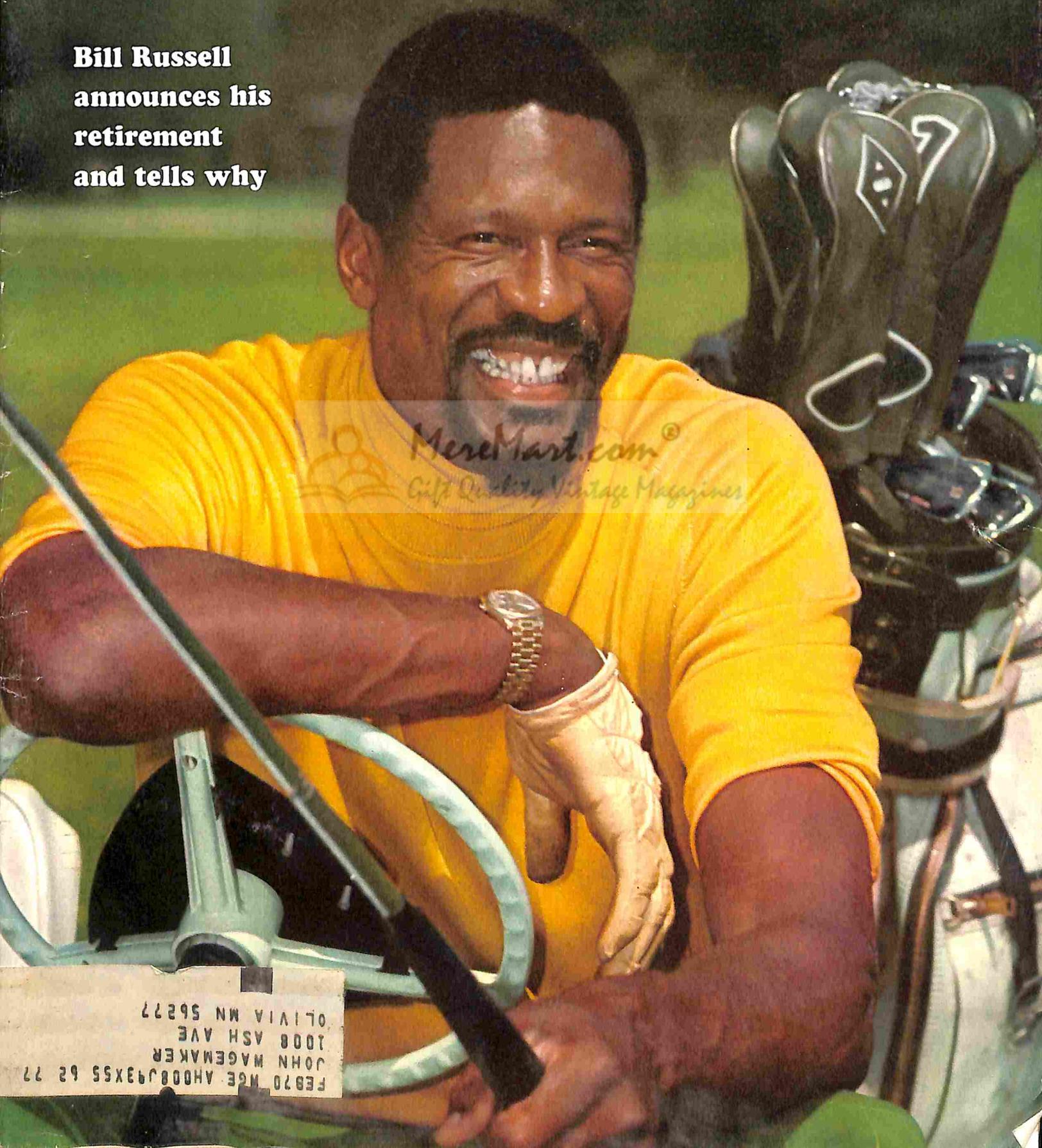
A WHALE OF A WHALE is Little Irvy, who wanders around in a wonderful truck. Frank Deford—who has traveled with him—tells the story in a report direct from whaleside.

Sports Illustrated

AUGUST 4, 1969 50 CENTS

I'M THROUGH WITH BASKETBALL

Bill Russell
announces his
retirement
and tells why



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