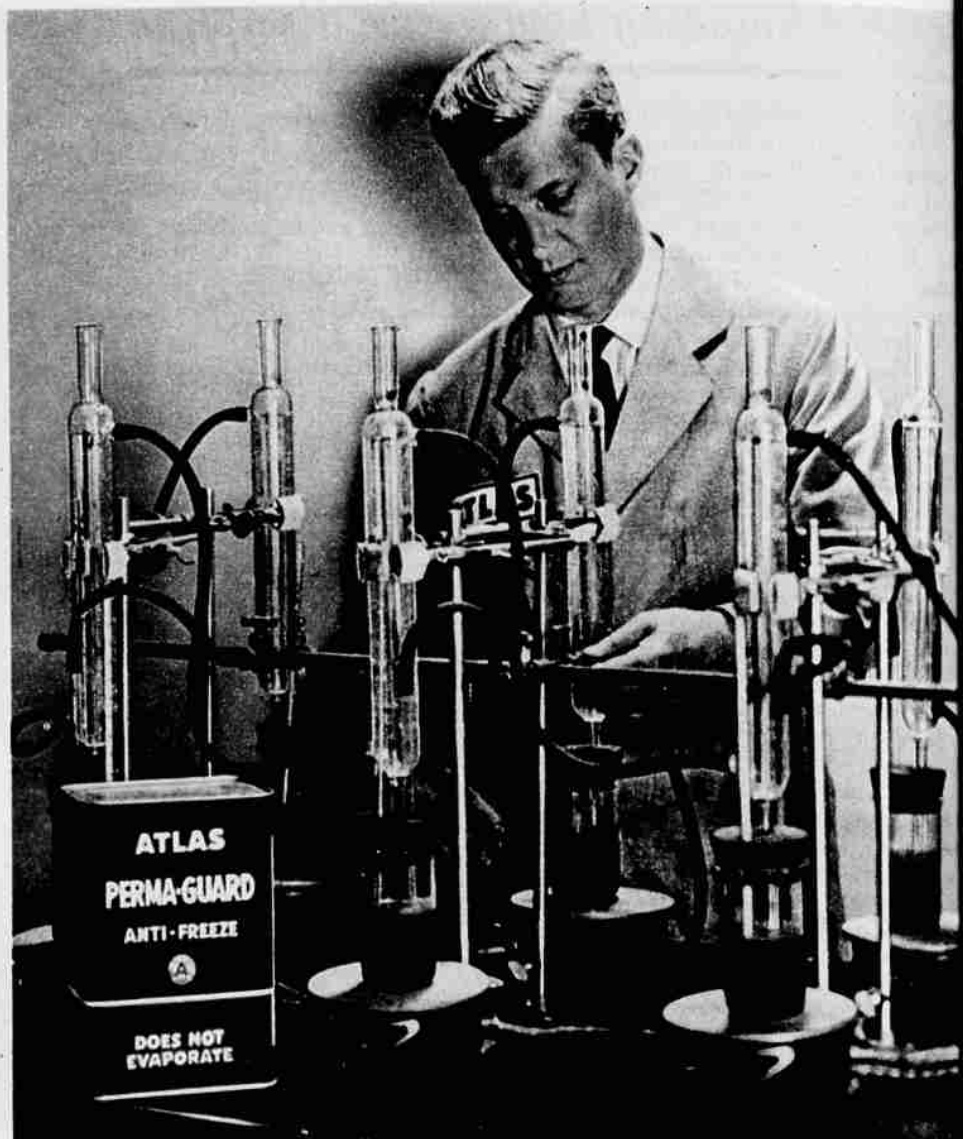


# Tests like these assure you extra value, extra performance from every Atlas product

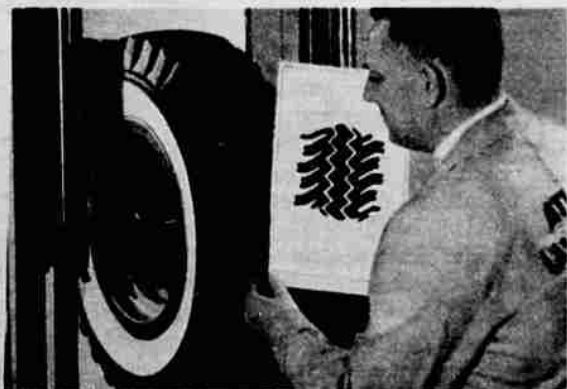
Atlas products never let you down . . . hard-to-please Atlas Automotive Specialists see to that! By merciless testing in the lab and on the road, they make certain every Atlas Tire, Battery and Accessory gives you extra staying power. Actually, these Specialists design Atlas Tires and Batteries to standards even higher than products that came on your new car. Be sure—buy Atlas.



**ATLAS BATTERIES** are built to give you sure starts in any weather! Atlas Specialists freeze them at 0° . . . cook them in hot water . . . vibrate them 2,000 times a minute . . . then tear them apart for thorough analysis.



**ATLAS PERMA-GUARD® ANTI-FREEZE** protects against freezing to 60° below — guards all cooling system metals against rust and corrosion. And all Atlas products must have this extra stamina before they can wear the Atlas name.



**COMPARISON TESTS** prove exclusive tread design of Atlas Weathergard® Tires gives you superior traction in snow and mud . . . quieter riding on the road!



**STOPPED ON WET** highly-polished pavement, Atlas Plycron Cushionaire® Tires prove their amazing skid resistance. And this is just one of the 87 grueling tests every Atlas Tire must pass!



**DON'T BE CAUGHT BY THE FIRST FREEZE!** 38,000 leading service station dealers coast-to-coast and in Canada stand ready to service your car with Atlas Batteries, Atlas Perma-Guard Anti-Freeze, Atlas Weathergard Snow and Mud Tires.

RECOMMENDED AND SOLD AT 38,000 SERVICE STATIONS IN UNITED STATES AND CANADA — **ATLAS**

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