

NOW...TWO QUICK-ACTION GUARANTEES ON ATLAS TIRES

Atlas Tires are backed in writing by two Quick-Action guarantees to protect you against damage incurred under normal driving conditions, including blow-outs, chips, cuts or breaks in the fabric (except punctures). This unique protection is possible because top performance is built right into Atlas Tires.

1. LIFE-OF-TREAD GUARANTEE

As long as your Atlas Tire has any of the original tread design, adjustments will be prorated on the basis of original tread depth remaining and current retail price at time and place of adjustment.

2. MONTHS-IN-USE GUARANTEE

Adjustments will be prorated on the number of months since the date of purchase and current retail price at time and place of adjustment.

You choose the guarantee that benefits you most

These guarantees are offered at customer's option at time of adjustment and are in addition to the regular continuing guarantee of materials and workmanship for the entire life of the original tread design.

Wherever you travel, you get Quick-Action on-the-spot adjustments by over 50,000 Atlas Dealers in 50 states and Canada. What greater protection and service could you ask for?



WHEN THE CHOICE IS YOURS...CHOOSE **ATLAS***

*Trade-mark "Atlas" Reg. U.S. Pat. Off. © 1962, Atlas Supply Co., Newark 2, N.J.