THE CIRCLE OF TRIUMPH.

Some Parisian architectural icons such as the Arc de Triomphe or the Eiffel Tower were associated with the publicity of American tires, exemplifying the decisive American intervention in the world war which accelerated the achievement of the Allied victory.

The images below reflect two advertisements for Goodyear’s campaign celebrating the return to normality and the reestablishment of market conditions restricted by the rationing of raw materials during the war. This campaign featured the work of New Zealand artist Kenneth Morrin Ballantyne (1885-1961), who was based in New York.

62. Advertisement for United States Tires in the magazine Motor Travel, August 1918.
63-64. Goodyear advertisements in The Winged Foot (monthly magazine of the New York Athletic Club), January 1919; and The Literary Digest, February 8, 1919.
THE FEARLESS TIRE. In 1906 Britain’s Royal Navy chartered the HMS Dreadnought, a new type of warship that revolutionized the design of battleships used for their armament and the power of their engines. For this reason its name became a generic designation for this type of vessel. The term dreadnought or dreadnaught [the sum of the words dread = fear, and naught = nothing] refers to a very resilient material or person, who is not afraid of anything. The image of Navy battleships was utilized during the war as a metaphor of power and strength in the publicity of tires. Federal Rubber employed this tactic in their early advertisement shown on the right, proclaiming the great resistance of their tires. Between 1917 and 1919 the pictures of armored ships invaded the advertisements of the company Dreadnaught Tire & Rubber — created in 1913, reestablished in 1916 and definitively closed towards the end of 1919 —, reinforcing the link between the name of the company and North American participation in WWI.

65. Advertisement for the American company Dreadnaught Tires published in Motor World magazine, January 16, 1918

68. Advertisement in the magazine *Motor Age*, April 10, 1919.
69. Advertisement in the publication *The Tire Rate Book*, 1919.
70. Advertisement in the magazine *Motor Age*, March 13, 1919.
12. MICHELIN, THE GREAT WAR AND TIRE COMPANIES

THE PROTECTIVE ARMOR.

This page shows two advertisements for the company Lee Tire & Rubber in which the pre-war theme is reflected. Above in the image on the left, Lee’s tire serves as a support for the American animal symbol of patriotism (a puncture proof tire, immune to the sharp claws of the eagle).

On the right is a comparison between a medieval knight and his horse, the knight protected by his armor and an American soldier—and his motor vehicle—protected by a Lee tire.

12. MICHELIN, THE GREAT WAR AND TIRE COMPANIES

PULLING TOGETHER. The tire industry companies found the ideal occasion to display their corporate symbols and mascots, such as the patriotic Republic bald-headed eagle or the Braender bulldog.

In Fisk’s advertisement, a soldier collaborates in financing the war effort by selling affordable war stamps, the Government-backed War Saving Stamps (W.S.S.) which were exchangeable in certain amounts for war bonds.

73. Advertisement for Republic Rubber in The Saturday Evening Post magazine, August 17, 1918.
75. Advertisement for General Tires published in Motor magazine, October 1918.
76. Fisk’s advertisement published in The Literary Digest, December 21, 1918. Art by Peter Helck.
SHOES AND TIRES.
Hood Rubber was one of the most important rubber footwear manufacturers in the U.S. industry. In 1917 they entered the tire business with the founding of The Hood Tire Company. By August of the same year, about 10 per cent of their workers had been enlisted—a total of 160 out of a workforce of 7,400, of which 5,000 were men. In this double page we see four examples of the Hood advertising campaign with the motto “Factors of Safety.” The advertisements present different scenarios in which the transport by land, sea and air via military vehicles—equipped with Hood tires—becomes a decisive factor in the development of the Great War.

77-79. Advertisements published in The Literary Digest, October 12 and November 16, 1918 and January 11, 1919.
80. (opposite page) Advertisement published in The Literary Digest, December 14, 1918.
FACTORS of SAFETY

The modern aeroplane has mastered the air. It not only flies, but it flies safely. Science and material have exemplified speed and power in a machine which for strength, according to its weight, is a wonderful demonstration of man’s mechanical genius.

In landing, and diving from altitude at great speed, the aeroplane is subjected to terrific air pressure — so great, that the marginal factor of safety is approximately that of the pneumatic tire 10:14.

Both are subject to great air pressure. The aeroplane through speed, the pneumatic tire through weight.

We should appreciate this factor of safety 10:14 in the pneumatic tire which places it on a par with the most daring and original machine yet invented for human transportation.

When you remember that the air pressure in a tire is held in by the carcass fabric, is it not reasonable that the Hood Tire with its “extra ply” of fabric carcass possesses the greatest factor of safety you can buy in a tire?

The Hood Tire is therefore the tire you should use upon your car to carry you with greatest immunity from tire mishap, and to give you greater mileage in your service behind the front.

Look for this sign of the Hood Dealer

in your town or city. You will do well to call and see him — he is a good man to know.

THE HOOD TIRE COMPANY, Inc.
WATERTOWN, MASS.
AMERICANS

"THEY"

STOOD THE TEST

THE AMERICAN RUBBER & TIRE CO., AKRON, OHIO.

MADE

SOLD

TIRES
BELTING
AIR PADS
D. M. PATCHES
Nylonite
Etc.

THE AMERICAN RUBBER AND TIRE COMPANY, AKRON, O., U. S. A.
Patriotic Shields.
The corporate identity of the tire manufacturers The American Rubber & Tire and Revere Rubber utilized patriotic shields, even before the war began. The companies took advantage of the conflict as an occasion to show them with pride. The American Rubber & Tire company used a characteristic shield with the American flag’s stars and stripes in advertisements for their peculiar tires with non-skid treads shaped by extruding rubber pieces in the form of the letter ‘A’, the first initial of the company name. In the case of Revere Rubber, as their name suggests, tribute was paid in their shield to the horseman Paul Revere, hero of the War of Independence.

You Don’t Need a Magnifying Glass to Find Your Profit in Miller Tires

The Miller plan of selling Geared-To-The-Road Tires protects you against price-cutting and unfair competition of all kinds, because the Miller Plan gives you an exclusive territory whereby you make the profit on all the goods sold.

You can’t make money or build up a business if you are selling the same brand of tires as the man across the street. Your profit and success in the tire business depends as much on the sales plan back of the tire, as it does upon the quality of the tires themselves.

Both the Goods and the Sales Policy Back of Miller Geared To The Road Tires Are Right

They are building consistent profits for dealers all over the country today; making successful merchants out of men who once upon a time believed there was no money in the tire business. They know differently now. Write for the Miller Plan today.

The Miller Rubber Company, Akron, Ohio, U. S. A.

85. Full-page advertisement published in Motor Age magazine, June 28, 1917.
ATTEN-HUT! In advertisements for several companies, the advertising characters responded to the draft. In the color image, Miller’s model machine operator—representative of the regiment of uniformed men—and 100% perfect—greets the caravan with a military salute. On the opposite page, the battle scene helps situate the context in which the advertisement was published.

86. Advertisement module published in the newspaper The Iowa Homestead (Des Moines, Iowa), April 14, 1918.
Laurence Fellows’ (1885-1964) fine and elegant style is evident in the advertisement shown above, one of the first to be illustrated for the Kelly-Springfield tire company and the beginning of a continued collaboration that would last until 1931. It depicts a humorous illustration with the legend: “Now dearie, while I’m gone you may use the car without fear of tire trouble. I bought Kelly-Springfields this time.”

89. Full-page advertisement published in Life magazine, March 2, 1918. Illustrated by Laurence Fellows.
Miss Lotta Miles, the attractive Kelly-Springfield female mascot, was soon enlisted alongside other fictional characters to promote patriotic attitudes and messages from advertising vantage points.

The Globe Rubber Tire Mfg. company based in Trenton, New Jersey, launched in 1917 an advertisement campaign with military illustrations, comparing the bravery, aggressiveness and resistance of Allied forces on the battlefield with the “heroic” behavior of their tires on the road. The advertising inserts were concentrated in the month of November and in publications from the automobile sector.

Quaker Pacifists.

In 1682 William Penn founded the colony of Pennsylvania in North America, a refuge for the Quakers in the new continent. The image of the typical Quaker was employed as a symbol of identity by many state trading companies, such as Quaker City Rubber. This company, established in Philadelphia by Charles C. Daniel around 1886, produced a large number of articles derived from rubber, especially washers, joints, pipes and other mechanical parts. They also owned their own tire division, manufactured in the factory built in 1904 in the suburb of Wissinoming. During the war, the images of armament and military references accompanied, in a shocking way, that of the pacifist Quaker, emblematic character of the firm.

96. Advertisement published in The Literary Digest, December 28, 1918.
WAR AND PEACE. BF Goodrich was one of the first manufacturers to employ the situation of war to advertise their rubber tires. In the example presented above, the photograph shows a caravan of Cleveland White Company trucks equipped with solid rubber Goodrich tires in a French town, on the way to the Front at Somme. The text states: “American-made truck tires were conceded superior to the European type by British and French motor transport experts after careful observation of all tires in actual service. Of all the American makes, GOODRICH truck tires were pronounced by officials most satisfactory.”

American-made truck tires were conceded to be superior to the European type by British and French motor transport experts after careful observation of all tires in actual service.

Of all the American makes GOODRICH truck tires were pronounced by officials most satisfactory.

The picture taken “somewhere in France” shows a train of 8-ton White trucks equipped with GOODRICH “Bandages,” as they are called in French military parlance.

Specify GOODRICH in peace or war.

The B. F. Goodrich Company, Akron, Ohio

98. Advertisement in *The American City* magazine, May 1917.

99. Promotional ink blotter of solid rubber Goodrich truck tires that employs the military theme, c. 1920.
Peace Hath Her Victories
No less Renowned than War

Behold, her first victory. The economic triumph of truck transportation.

Our nation's expansion to new ambitions and new conditions requires quicker, wider distribution.

Industries, building—building—adapting themselves; Business, straining to reach beyond yesterday's horizon; cities and communities, tinging with growing pains, all demand a special, faster, more personal transportation than the old order can give.

And out of the lifting barrage of war, it comes in truck transportation, sped on the veterans that rushed men, big guns, shells, food, and more men to Verdun, The Somme, Chateau-Thierry, St. Mihiel, and The Argonne—Goodrich De Luxe Truck Tires.

Their merit proved in fire of battle transportation. Goodrich Truck Tires will stand you staunch and true in the hardest trials of peace.

Their tough, broad-shouldered De Luxe cushions, extra thick, lay more tread to the road. They lighten the burden of the load on the truck, and cut upkeep cost to the owner.

Send for a catalogue

THE R. L. GOODRICH RUBBER COMPANY
Makers of the fastest Goodrich Pneumatic Tires
Service stations and branches in all important trucking centers

GOODRICH DE LUXE TRUCK TIRES
BEST IN THE LONG RUN

100. Full-page advertisement published in The Literary Digest, December 28, 1918.
FOOLPROOF. The BF Goodrich Company from Akron utilized patriotic imagery and war machinery—planes, artillery and dreadnought battleships—to heighten their involvement in the conflict by equipping the military with their Silvertown Cords, tires with proven resistance. As the advertisement on the lower left hand side proclaims, “What steel is to iron, what the super-dreadnought is to the Navy, Silvertown cords are to tires.”

AT the Battle of Solferino, 1859, Henri Dunant, Swiss, organized a volunteer corps to search out the wounded, and nurse them.

Up to then, wounded soldiers, regarded worse than dead soldiers, were left to die.

Twelve nations met at Geneva in 1863, where the neutrality of physicians, nurses and wounded was sanctioned, and the Red Cross Society formed.

The Red Cross insignia was adopted from the emblem of the Crusader Hospitaler Knights.

And now Red Cross ambulances are carrying wounded from the front to the hospital with less jolt and jar and pain, on big, smoothly running—

GOODRICH

SERVICE VALUE TIRES

SERVICE VALUE TIRES—Silvertown Cords

and Black Safety Treads—are in the thickest of war service, and are seeing it through with their dependable SERVICE VALUE.

For Goodrich grants but one value to a tire—its value to you on your car and on the road in easy riding, gasoline economy, and mileage—

And Goodrich experience, skill, and sincerity labor to build SERVICE VALUE in Goodrich Tires.

Thrift is the watchword of the times. Thrift demands SERVICE VALUE in tires. Demand SERVICE VALUE TIRES of your dealer.

The B. F. Goodrich Rubber Company

105. Advertisement published in the magazine Motor West, November 1, 1918.
QUESTIONS AND ANSWERS. Another of the BF Goodrich company’s publicity campaigns in times of war consisted of a series of educational advertisements. They featured issues related to military subjects, and then employed them as a reference to highlight, by comparison, the virtues of Silvertown Cords tires and their Black Safety Tread.

106-109. Advertisement campaign in Motor West magazine, July 1, August 1 and October 15, 1918.
THE AMERICAN DUNLOP. After the end of the War, the company British Dunlop saw the opportunity to return to the U.S. market, where they had previously been represented through various agencies over which they had no control. They invested in the creation of the Dunlop Tire & Rubber Co., and the construction of a large factory in Buffalo, New York. The image above depicts how the company at a later date resumes the war issue with the intention of creating a link between the name of the firm and American patriotic signs of identity, associating the company with the victorious military parade.

110. Full page advertisement published in The Saturday Evening Post, September 13, 1924.
EMBARGO.

The embargo on various commodities and basic industrial raw materials decreed by the British Government was not well regarded by American businessmen. The position of neutrality maintained by the United States and their trading with the enemy also aroused no sympathy in the European country. The illustrations shown here exemplify these positions using the figure of John Bull, the popular patriotic character personifying Great Britain.

In the image above, Dr. John Bull maintains sick patients [embargoed]—munition, arms, airplanes, submarines, tires, graphite, wool—under intensive care in his British hospital, while temporarily discharging [lifting restrictions] “Mr. Rubber,” not without first advising him “to take care, because a relapse could be worrisome.”

In the second image, John Bull awaits, delighted, amongst a group of vehicles to receive imported tires that have been mass-produced in the United States. However, he later realizes—as seen by his empty pockets—that this also meant the transatlantic march of capital that could have been invested in autochthonous industries, thus benefiting the delicate economic situation the country was in.

111. Vignette about the British embargo, published in *The India Rubber World* magazine, March 1, 1915.

112. Two humorous vignettes from a news article in *The India Rubber World*, June 1, 1916, originally published in the British press.
RECRUITMENT AND RETREADING.

In the image above, the advertisement called on the client to make the most of their used tires, to allow American troops and ambulances stationed on the European Front to have the best possible tires. Of course, the way of extending the service life of worn or damaged tires was based on retreading them ... utilizing the machinery made for that purpose by the Haywood company. The image on the right shows an early 1917 advertisement consciously and deliberately employing a powerful headline, in line with patriotic messages such as “I want you for the U.S. Army” that headed recruitment posters.

M. E. Haywood was involved in the business of mechanical equipment and apparatus for garages and auto repair shops, essentially for the vulcanization and retreading of tires and inner tubes. This was initially done through the M. E. Haywood Mfg. company—operational since at least 1909—and later with the Haywood Tire & Equipment, both located in Indianapolis, Indiana. In 1916 they set up a school-workshop to train workers and mechanics and also offered correspondence courses. In 1920 they recapitalized to create a network of training centers in other cities throughout the country, which would also act as dealerships selling the equipment manufactured by Haywood. At the end of 1922 the business went into bankruptcy.

113. Advertisement for Haywood, c. 1917.
The agreements between the French government and Michelin et Cie. achieved after the summer of 1914 allowed for resuming exports to allied countries, which had been halted after the declaration of war on Germany. The important British market did not suffer any shortages in supplies and Michelin tires again crossed the strategic Channel, as exemplified allegorically in the advertisement shown here. In the illustration, the Michelin mascot feeds the London Michelin House warehouses with tires, launched with force and successfully from French lands, soaring above the German naval blockade.

SIMILARITIES AND DIFFERENCES. Eight years separate the two press advertisements shown on this double page, which maintain a certain parallelism. The image on this page is an advertisement for Continental Tire and Rubber Co. (Great Britain), Ltd., the subsidiary of the German firm Continental. The scene depicts us how a hot air balloon chartered from Germany—as shown in the drawing—crosses the English Channel and positions itself over the British Isles in order to toss out Continental tires. It is an allegory that portrays the [supposed] supremacy of German tires over their British counterparts and their successful commercial establishment.

Eight years later and with both countries at war with each other, a more convulsive but comparable scene happens. In the advertisement for the British subsidiary of Michelin (opposite page), the mascot Bibendum crosses the English Channel swimming from France to the coast of England, where Britannia awaits. But Germany has staged a naval and air blockade and Bibendum has to bypass German navy ships, and avoid bombs thrown from above by a zeppelin. It is an allegory that explained how the French company Michelin supplied tires to the British market despite the German blockade.

The image shown above depicts Bibendum bypassing the German offensive of bombs, airships, mines, submarines and torpedoes, and about to reach the British coasts. Awaiting him there is the female figure of Britannia, the iconographic representation of Great Britain wielding the trident typical of Neptune, an attribute that refers to the maritime military power of the country. Other companies in the tire sector used similar patriotic allegories. In the image on the left, Britannia is in the center of a pile of tires that surround and protect her. They involve bicycle and motorcycle tires of the brand called Britannia, which had been marketed in Australia and New Zealand since 1904. As stated in a slogan having clear military references: “The best defence against all tyre trouble.”

118. Advertisement in an Australian catalog from 1916-1917.
TELEMARKETING. The advertisement shown above is an allegory of the Michelin company as a supplier of military equipment for five Allied powers participating in the European war. Belgium, Great Britain, France, Italy and Russia receive a call from Bibendum to certify the company’s commitment and dedication to the overwhelming demand.

Bibendum smiles in this British advertisement—set within the framework of a pneumatic tire—convinced that "endurance will gain the victory." The four corners portray the different initiatives linked to the war effort in which the company took part: as tire suppliers for the army and air force, having approximately 3,000 employees enlisted and serving the Allied cause, running the Michelin military hospital and the company’s manufacturing of ammunition and projectiles.

AMBASSADORS. Bibendum played the role of a French ambassador, constantly engaged with his counterpart John Bull in his publicity appearances. For the Michelin firm, owning the figure of a well-known corporate advertising character allowed them to be adequately represented in reenactments and allegories along with other fictional protagonists rooted in popular culture.

121. Bibendum and John Bull toasting to solid mutual understanding. Illustration by O’Galop on a postcard, c. 1905.
CORDIAL UNDERSTANDING. The advertisement above shows us the alliance between John Bull and Bibendum, whose handshake represents the cordiality between the Allied forces of Great Britain and France. As the text explains, "the Allies are United in Arms and in Business" sharing a common cause, since both countries maintain their intense commercial relationship.

12. MICHELIN, THE GREAT WAR AND TIRE COMPANIES

OLD BILL. The British illustrator Charles Bruce Bairnsfather (1887-1959) became very popular thanks to the success of his character Old Bill, created at the end of 1914. He was an atypical hero, a veteran soldier who, from the trenches, suffered with resignation the pressures of bombings and the tough life on the Front during the Great War. His scruffy appearance and bushy mustache were the hallmarks for the character of a grumpy old man filled with sarcasm. The adventures and misadventures of Old Bill were first published in The Bystander magazine and were compiled in 1916 in the book Fragments from France which sold 250,000 copies. The character and his stories had several theatrical and cinematographic adaptations, apart from being portrayed in promotional items such as jugs, puzzles, piggy banks, mascot car radiators or as a toy doll, becoming an iconic figure of British popular culture. Bairnsfather collaborated in various publications—including Judge, Life, and The New Yorker during his American stay between 1926 and 1932—and in advertising commissions for clients such as Empire Nut Brown tobacco of the Adkins company or Beecham’s Pill (1915) laxative of Beecham Pills Ltd.

125. Car radiator mascot cast in bronze, c. 1919.
127. Signature and portrait of Bruce Bairnsfather, in a 1935 poster.
OLD BIB. The character created by Bairnsfather dons a Bibendum suit, guaranteed protection against the bombs and shrapnel that constantly hammered the entrenched British troops. The text under the image was titled “Old Bib” in reference to the name Old Bill, and was accompanied by a humorous phrase, “Well, if you knows of a better tyre, go to it.” The advertisement included an acknowledgement of the iconic soldier’s creator: “With apologies to Capt. Bruce Bairnsfather.”

128. Advertisement published in The Manchester Guardian, Wednesday, March 20, 1918
THREE FLAGS.
In 1918 Michelin returned to the spirit of the British patriotic advertisement published two years earlier in the English press featuring Bibendum and John Bull, and applied it to a new context. The pneumatic mascot, dressed to campaign and wearing a typical helmet of the French army, meets a soldier of the ANZAC (Australian and New Zealand Army Corps) expeditionary forces, many of whom were concentrated on the western French front before moving to other battle sites. Michelin maintained their commercial business offices on the Australian continent since the first decade of the twentieth century, through commercial ties with their British connection.

129-130. Illustration and detail of Bibendum with the three Allied flags in a 1918 calendar destined for the Australian market. Illustrated by Georges Hautot.