

The Triumphs of the Tire World

—the complete line that heads the procession in tire construction.

This group made by the largest rubber manufacturer in the world, offers the trade tires that are unrivaled in workmanship and road-enduring qualities.

UNITED STATES TIRES stand for —extraordinary wearing qualities —unusual mileage —absolute satisfaction.

Back your reputation for handling quality goods with these tires.

The constantly increasing demand for **UNITED STATES AUTOMOBILE TIRES** means additional business for you, hence greater profits.

Also Tires for Motor Trucks, Motorcycles, Bicycles and Aeroplanes.

United States Tubes and Tire Accessories Have All the Sporting World and War That Make United States Tires Supreme.

United States Tires Are Good Tires

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.

ANNOUNCEMENT

WE are again resuming quantity production on Goodyear Passenger Car Tires for private use.

The shortage of these tires that existed during the period of war was inevitable. Promptly upon America's entry into the war, Goodyear devoted great effort to the production of gas tanks, airplanes, automobile and truck tires, balloons and dirigibles, urgently needed by our army and navy.

This, of course, necessitated a cut in our passenger car tire output, for general distribution.

Later, there came the Government order limiting all tire makers to 50 per cent of their normal output.

This restriction has since been amended. So, as normal conditions are being restored, we are increasing our production steadily in an effort to meet the greatly increased demand for Goodyear Tires.

However, to insure prompt delivery, we suggest that you estimate your near-future requirements, placing your order now with your Goodyear Service Station Dealer.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

GOOD YEAR
AKRON

314 *The Literary Digest* for February 8, 1919

BACK ON THE MARKET

THE announcement that Goodyear Tires were once more available for widespread distribution brought enthusiastic welcome from all sections of the country.

In truth, the very fact that these tires were hard to get during the period of the war, seems to have made passenger car users more than ever appreciative of Goodyear quality.

We desire at this time to express our appreciation for the patience and understanding with which our customers waited for Goodyear Tires when they were scarce.

The situation is now approaching normal.

Government restrictions have been lifted. Favorable conditions are resuming themselves.

Just as rapidly as conditions permit we are increasing the output of Goodyear Tires so that all your needs may be filled promptly.

Those of you who were inconvenienced in your efforts to secure these tires during the period of war will surely appreciate our sacrifice well made, knowing that it made possible the issue of more and materials for vital war work.

More people ride on Goodyear Tires than any other kind and the preference for them is steadily growing.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

GOOD YEAR
AKRON



DREADNAUGHT TIRES

TOUGH, strong, gripping and enduring is the DREADNAUGHT TIRE, and like the grim Dreadnaught of the sea it has the ability to take care of itself.

DREADNAUGHT TIRES are chuck full of vitality and live to a ripe old age. In addition they lengthen the life of the car itself. Dealers and consumers alike are gratified with the hundreds of uninterrupted miles which DREADNAUGHT TIRES deliver in excess of their Guarantee which is for 5,000 miles. Two famous treads—DREADNAUGHT Reinforced Vacuum Tread and the DREADNAUGHT Ribbed Tread.

The Dreadnaught Tire and Rubber Company
Baltimore, Maryland

We have an exceptional proposition for dealers and protection with intensive co-operation from our organization

CHAS. F. U. KELLY, Inc., Sales Dept.

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

66. Advertisement for the Company Federal published in *The Literary Digest*, April 10, 1915.



FEDERAL

In every detail of construction Federal Tires have Extra Strength assuring Extra Service

Federal Tires are the only tires made with Double-Cable-Base. The strong double steel cables, imbedded in the base close down to the rim, permit the use of a soft and flexible bead-filler which *cannot* cut and grind into the side-walls of the tire. For this reason there are:

No Blowouts Just Above the Rim, No Rim-Cutting
These strong steel cables *anchor* the tire firmly to the rim, so that it cannot rock. For this reason there is:

No Tube-Pinching and No Danger of Thrown Tires
Equip your car with Federals this year and get the Extra Service that comes from all this Extra Strength.

RUGGED TREAD
Real Scientific Protection Against Skidding

In the Federal "Rugged" Tread you get a value far beyond the selling price. It is a *scientific* non-skid tire. On any kind of roadway, no matter in what direction the wheel tends to slip, the same required number of rugged studs are on the job to *stop it*—gripping the road tenaciously.

Federal Double-Cable-Base Tires are made in all styles and sizes. "Rugged" and "Blair" Treads

Federal Rubber Manufacturing Co., Milwaukee, U. S. A.
Branches, Distributors and Service Stations in All Principal Cities. Dealers Everywhere

STRENGTH

**DREADNAUGHT
TIRES**

The DREADNAUGHT TIRE is the supreme example of the spirit of the times. Its very name proclaims its strength and power and its ability to withstand the hardest wear and tear. The tremendous endurance of **DREADNAUGHT TIRES** is the sensation of the tire world today.

Made in two treads—the **DREADNAUGHT Reinforced Vacuum** which is anti-skid, and the **DREADNAUGHT Ribbed** which supplants the old time plain tread.

The DREADNAUGHT TIRE AND RUBBER CO.
Baltimore, Maryland

We have an exceptional distribution proposition and assure excellent service and territorial protection with intensive co-operation from our organization. Write or wire Department "D."

CHAS. F. U. KELLY, Inc. Sales Dept. 1834 Broadway, N. Y.

GUARANTEED 5000 MILES

**DREADNAUGHT
TIRES**

"Go Ahead"

A MESSAGE often wigwagged aboard a Dreadnaught battleship is the brief command, "Go Ahead." Likewise in operating your motor car there are times when your very life depends on its ability to "go ahead" without the risk of tire failure.

Safety and tremendous reserve power are embodied in **DREADNAUGHT TIRES**.

The Government's message to us is "Go Ahead—the restrictions are lifted."

This will be a big year for every "go ahead" dealer who pushes the sale of the "go ahead" **DREADNAUGHT TIRES**.

The DREADNAUGHT TIRE & RUBBER CO.
BALTIMORE, MARYLAND

DEALERS:
We have an exceptional proposition to those who want to join in selling **DREADNAUGHT TIRES**.
Write or Wire
CHARLES F. U. KELLY, Inc.
Sales Department
1834 BROADWAY NEW YORK

GUARANTEED 5000 MILES

**BUILT TO
CONQUER**

**DREADNAUGHT
TIRES**

THE DREADNAUGHT TIRE & RUBBER CO.
BALTIMORE, MD.

GUARANTEED 6000 MILES

DEALERS
We have an exceptional proposition to those who want to join in selling **Dreadnaught Tires**.
Charles F. U. Kelly, Inc.
Sales Department
1834 Broadway, New York

**DREADNAUGHT
TIRES**

"PROCEED"

WHEN the Dreadnaught squadron receives the Admiral's signal to "proceed," each and every ship is ready for the combat.

When your car is fully equipped with **DREADNAUGHT TIRES** each tire is ready for all hardships and the relentless attacks of the roughest roads. They are "built to conquer." They lead in scientific construction, quality and endurance. Made in two treads—the **DREADNAUGHT REINFORCED VACUUM**—the scientific non-skid; and the **DREADNAUGHT RIBBED TREAD**.

This will be a big and profitable year for **DREADNAUGHT DEALERS**.

The DREADNAUGHT TIRE & RUBBER CO.
BALTIMORE, MARYLAND

DEALERS:
We have an exceptional proposition to those who want to join in selling **DREADNAUGHT TIRES**.
Write or Wire
CHARLES F. U. KELLY, Inc.
Sales Department
1834 BROADWAY NEW YORK

GUARANTEED 5000 MILES

67. Advertisement in the magazine *Motor Age*, August 15, 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.

LEE Tires

National Responsibility

THE service principles which underlie LEE Tires are as clear, as worthy and as practical as those that give base to this government itself. Both are built to render enduring service to the people. Both are built to resist to the fullest extent forces inimical.

LEE Tires
PNEUMATIC NON-SKID PUNCTURE-PROOF

LEE Puncture-Proof Pneumatic Tires are guaranteed Puncture-Proof under a cash refund. The carcass and inner tube are guarded against puncture and blow-out by three layers of small impenetrable discs deeply embedded across the crests of the tire.

Write for Booklet "K"

LEE TIRE & RUBBER COMPANY
CONSHOHOCKEN, PENNA.

Distributors in all Principal Cities
Look up "Lee Tires" in your Telephone Directory

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.

71. Full page advertisement published in the journal *Scientific American*, September 30, 1916.

72. Advertising module published in the magazine *Country Life in America*, October 1916.

LEE Tires

CONSERVING the Welfare of Millions

The three supreme features combined in LEE Puncture-Proof Pneumatic Tires long safe-guard the motorist through all weathers and over all roads. Our thirty-four years as manufacturers of the finest rubber goods are responsible for the successful performance of LEE Tires throughout the world.

LEE Tires
PNEUMATIC NON-SKID PUNCTURE-PROOF

LEE Puncture-Proof Pneumatic Tires are guaranteed Puncture-Proof under a cash refund. The carcass and inner tube are guarded against puncture and blow-out by three layers of small impenetrable discs.

WRITE FOR BOOKLET "K"

LEE TIRE & RUBBER CO.
Manufacturers of Rubber Goods since 1883
CONSHOHOCKEN, PENNA.

Distributors in all the Principal Cities
Look up "Lee Tires" in your Telephone Directory

LEE "REGULAR"

LEE "Regular" Tires demonstrate every day more comfort and mileage than ever before claimed for regular tires. The rubber in LEE Puncture-Proof Tires and LEE "Regular" Tires, also LEE "Velvet" Red Tubes is treated by the LEE "vanadium" process, which doubles its toughness and increases its tensile strength.

LEE Regular

Worth-While War-Time Savings

There are two marked and popular economies in Republic Tires. It is more vital now than ever before that our owners should realize them that ever before.

One of these economies is the longer life of Republic Tires.

The other is the smooth-riding tread of Braender Tires. There is no longer any question that the Braender tread does make Republic Tires last longer.

The proof is on all sides of you—wherever a friend or neighbor uses Republic Tires.

The Braender tread undoubtedly delivers a car farther per gallon of fuel, because it minimizes road friction.

This fact has been generally admitted for years—that in attracting new attention, now that the Braender tread is linked with the Braender Process.

Long life 50—more miles per gallon—nearly three times as many miles as other tires—these are the savings you can get in Republic Tires, and can be found in no other tire you may buy.

Republic Rubber Corp., 1000 North Main Street, Akron, Ohio
 The Republic Rubber Corporation, Youngstown, Ohio
 Distributors of the Best American Tires

REPUBLIC TIRES

BULL DOG GRIT WON THE WAR

BRAENDER TIRES WIN ON THE ROAD

GUARANTEED 5000 MILES
 The Tyre Co.
 Tire Co.

RYAN & HUGHES
 LINC.
 110 BROADWAY N.Y.C.
 DISTRIBUTORS

THE GENERAL TIRE

Measuring the Worth of Tires With Machine Gun Bullets!

During a recent test, an armored car equipped with 35 x 5 General Tires, passed before the continuous fire of a Machine Gun 29 times before a bullet succeeded in penetrating any of the tires.

Hundreds of projectiles hit the tires—some cut the rubber and under-surface material but the great resisting power of the tires during this trying test, fully demonstrated the superiority of "General" Tire construction and strength of materials—indeed conclusive evidence of the generous measure of savings users of "General" may expect.

While we are at war—this economy is of vital importance and the many virtues of "General" which have been proven by experience have established a standard which qualifies them for equipment on all forms of commercial cars, large or small. Dealers who handle General Tires and realize that the dominant consideration today in the production and selling of tires, have a broad and lucrative field before them in supplying commercial customers.

There's a "General" for Every Car
 They Turn Our Feet For Dealers Because They Turn Over For For Users.

THE GENERAL TIRE & RUBBER COMPANY
 Dept. M. Akron, Ohio

WAS SERVICE STAMPS AN A GOOD INVESTMENT, IN WHICH YOU HAVE BEEN INVESTING SINCE YOU BOUGHT YOUR FIRST DART?

THE FISK CORD TIRE IS A GOOD INVESTMENT.

With it you buy freedom from inconvenience, a resiliency which insures an increased comfort in riding, a saving in gasoline and protection for the mechanism of your car.

You buy an assurance of long and uninterrupted usage and mileage which runs into high figures. These, with safety, are returns which are distributed thru the life of the tire.

The face value of the investment is obviously good. A handsome, sidewalk tire with evident roominess to offer resistance to wear and to road obstacles is a worth-while addition to any car.

Tires is one of the few instances where the essentials of luxury and of endurance combine to make a product pre-eminently desirable.

When you buy Cord Tires—Buy Fisk.

FISK CORD TIRES

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.

74. Advertisement for Braender Tires published in the magazine of the New York Athletic Club *The Winged Foot*, February 1919.

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.



FACTORS of SAFETY
The Factor of Safety in Shipbuilding is 5-7
The Factor of Safety in Pneumatic Tires is 10-14

For everything that carries loads, that bears stress and strain, there must exist factors of safety.

To send our great ships across the oceans with their burden of supplies, human lives, food, the munitions of war—the very hope of our country—and to unload them “over there” is, to a large extent, dependent upon the pneumatic tire.

Because haulage, transportation, the business of war, is hastened, conserved, accomplished by motor-driven vehicles.

Does not the “extra ply” of fabric carcass in the Hood Tire make it possess the greatest factor of safety you can buy in a tire?

The Hood Tire is therefore the tire you should be sure to 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.




FACTORS of SAFETY
The Factor of Safety in Modern Artillery is 11-10
The Factor of Safety in Pneumatic Tires is 10-14

The music of the guns as they hurl their challenge against the foes of Liberty is the epic song of strength—a power that is titanic, sublime, awful.

And behind the guns is the magic of supply—of transportation. Long lines that stretch back to mill, factory, shop, field, to feed the machinery of war—transportation that is largely dependent upon the pneumatic tire.

Yet the factor of safety in artillery is approximately 11-10 as against 10-14 in the pneumatic tire.

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.



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 Factor of Safety in Bridgebuilding is 4-5
The Factor of Safety in Pneumatic Tires is 10-14

The bridge is immortalized in song and story. The very name suggests strength, carrying power, utility, safety.

The bridge flings a path over mighty rivers, crosses mountain divides, carries the shining steel rails for the flying wheels of commerce east to west, north to south, scoring the obstructions of nature. It is a spear head in war for attack or defense.

If all the bridges were suddenly destroyed, it would paralyze life and work at the most vulnerable point—transportation. And modern transportation depends largely upon the pneumatic tire.

Yet the Factor of Safety in Bridgebuilding is approximately 4-5, as against 10-14 as the Factor of Safety in Pneumatic Tires.

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.



FACTORS of SAFETY

*The Factor of Safety in Aeroplanes is 10-14
The Factor of Safety in Pneumatic Tires is 10-14*

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

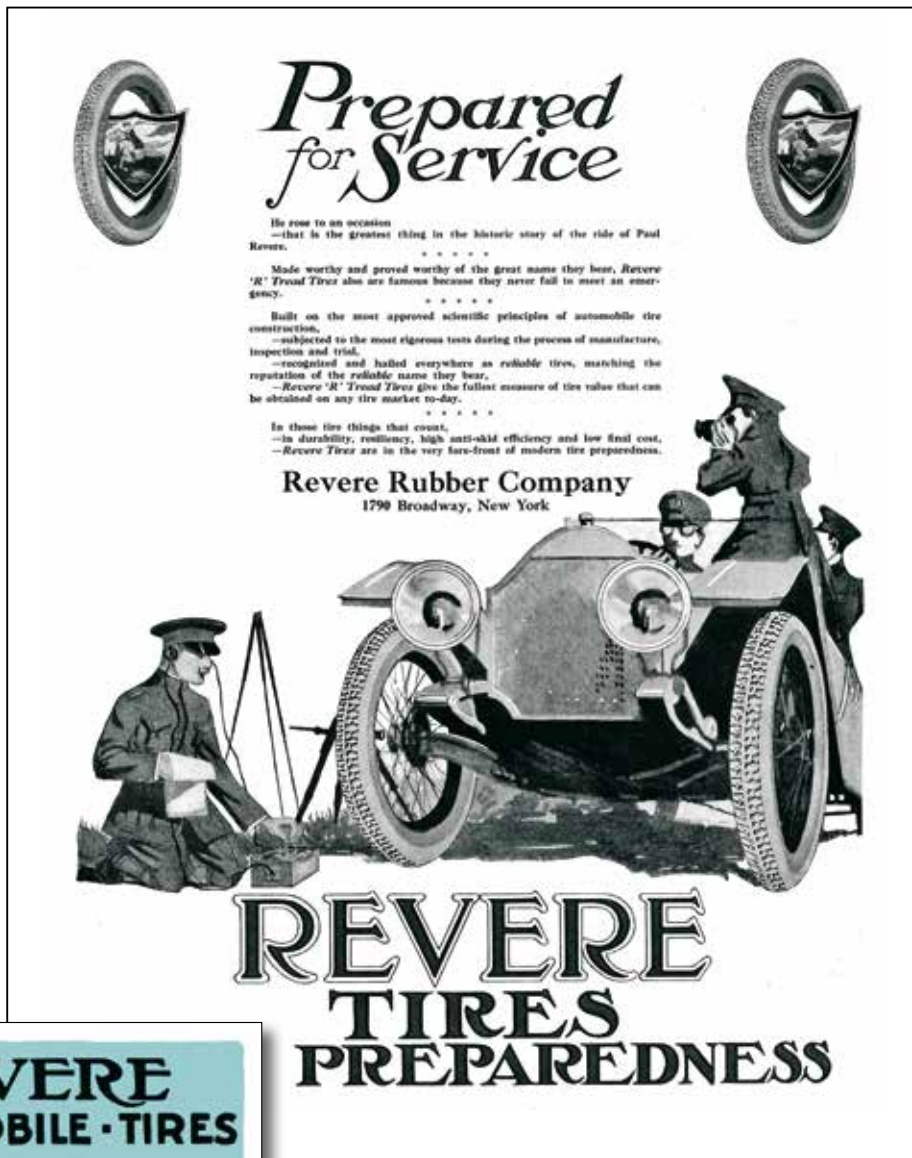


“THEY”

STOOD THE TEST

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

	<h1>AMERICAN TIRES AKRON</h1>	
TIRES TUBES RELINERS AIR BAGS D. W. PATCHES CLINGETTE ETC.		Originators of the famous 5 Minute cure repair stocks and cements.
THE AMERICAN RUBBER AND TIRE COMPANY, AKRON, O., U. S. A.		



**Prepared
for Service**

In case of an occasion
—that is the greatest thing in the historic story of the ride of Paul
Revere.

* * * * *

Made worthy and proved worthy of the great name they bear, Revere
'R' Tread Tires also are famous because they never fail to meet an emer-
gency.

* * * * *

Built on the most approved scientific principles of automobile tire
construction,
—subjected to the most rigorous tests during the process of manufacture,
inspection and trial,
—recognized and hailed everywhere as reliable tires, matching the
reputation of the reliable name they bear,
—Revere 'R' Tread Tires give the fullest measure of tire value that can
be obtained on any tire market to-day.

* * * * *

In these tire things that count,
—in durability, resiliency, high anti-skid efficiency and low final cost,
—Revere Tires are in the very fore-front of modern tire preparedness.

Revere Rubber Company
1790 Broadway, New York

**REVERE
TIRES
PREPAREDNESS**



**REVERE
AUTOMOBILE · TIRES**

PREPAREDNESS

REVERE RUBBER COMPANY

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.

81-82. (Opposite page). Small patriotic tire poster for The American Rubber & Tire Co, 1918 and a small modular advertisement published in *The India Rubber World*, March 1918.

83-84. Advertisement for the Revere Rubber Co. published in *The Saturday Evening Post* magazine, June 9, 1917 and cover page of a promotional brochure for Revere automobile tires, 1917.

An illustration featuring a large Miller tire on the left. Inside the tire's circular shape, a military vehicle is shown driving on a road. To the right of the tire, there are stylized red and black starburst patterns. In the foreground, a circular inset shows a man in a suit and bow tie looking through a magnifying glass. The word 'MILLER' is written vertically on the tire's sidewall.

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 where by 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.



"To make Uniform Tires the workmen must be Uniform first!"

Chain-Like in Uniformity Are Miller Tires and Men

SEVENTY per cent of all the American tires are made in Akron, Ohio. Here motorists know more than the average about tire materials and methods. Here the Miller regiment of champion tire builders first became famous. And here Miller tires outsell at retail every other make.

Mark why this weight of favor is for Miller Tires among those qualified to judge. First because of Miller uniform mileage. Because these tires—99 in 100—outrun standard guarantees.

Tires 99 Per Cent Excellent

So Miller Tires are known as Uniform Tires. Miller achieved uniform mileage by training crack squads to build uniformly. These men average 96 per cent efficient. The tires they build are 99 per cent excellent. That means that less than one per cent ever need adjustment.



Miller Tires
UNIFORM MILEAGE
GEARED-TO-THE-ROAD

Miller Uniform Tires are *Geared-to-the-Road*. Look at their sharp rubber cogs that prevent the wheels from slipping when you start. They make all roads safer by resisting the tendency to skid.

Prepare for a Shortage

Few workmen can be trained to Miller Uniformity. So at the best, this year we won't be able to supply more than one motorist in fifty. To get Uniform Tires, find the Miller dealer in your neighborhood and speak for your season's needs at once.

The Miller Rubber Co., Akron, Ohio
Makers of Miller Red and Gray Inner Tubes—the Team-Mates of Uniform Tires



"Only Enough For One Motorist In Fifty"

Uniform Tires

(99 Per Cent Excellent)

Built by Uniform Men

(96 Per Cent Efficient)

MANY manufacturers build good tires. But each producer's problem is to build *all* of his tires as good as his best one. To make them as uniform in mileage as they are in looks. Even tires built side by side, bearing the same brand, often vary thousands of miles.

Were it not for this, certain great brands would equal the Miller. For Miller has succeeded in building tires the same. Not a few—not certain "lucky tires." But 99 Millers in 100. Less than 1 per cent ever need adjustment.

"Uniform Tires are winning hosts of users"



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.

87. Fragment of an advertisement in *The American Magazine*, 1919. **88.** Detail of an advertisement in *The Motor Age*, 1918.



"Now, dearie, while I'm gone you may use the car without fear of tire trouble. I bought Kelly-Springfields this time."

ELEGANCE. 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.



READY FOR SERVICE. 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.

90. Kelly-Springfield's advertisement in a theater program, c. 1918. Illustration by Louis Mayer (1869-1969).

MARSHALL of MILEAGE

This tire stands first with commanding service records among other tires. So faithfully is the pledge of prolonged service built into Globe Tires that hardly a tire is ever returned, found even slightly lacking in long life and great mileage.



GLOBE TIRES
HAND MADE - GUARANTEED 6000 MILES
REDUCE THE OPERATING COST OF YOUR CAR

The carcass, which is the life of the tire, and the part you cannot see, is guarded by a double breaker-strip of rubber-saturated fabric, welded to carcass and tread by walls of live plantation gum. This shatters and dissolves the impact of blows.

The Globe Tread, built like a multiple-leaved spring, radiates and discharges road shocks instead of transmitting them into the tire.

Long Mileage Tires MUST Be Hand Made
GLOBE RUBBER TIRE MFG. CO.
Executive Offices: 1851 Broadway, New York City
Factory: Trenton, New Jersey, U. S. A.

Responsible firms are invited to ask us about the liberal advertising we do at our expense in their home newspapers on behalf of Globe distributors, handling Globe Tires on our special distributive contracts. Furthermore, adequate territory will be given to those who qualify.



The SIEGE GUN of TIRES

Siege guns discharging volleys of steel; Globe Tires discharging volleys of road shocks — both are important assets to America at war.

The remarkable Globe Tire tread, built like a multiple-leaved spring, of hand-laid sheet upon sheet of pure plantation gum, enables it to break up, radiate, and discharge road shocks instead of transmitting them destructively into the body of the tire.

GLOBE HANDMADE
GUARANTEED 6000 MILES
REDUCE THE OPERATING COST OF YOUR CAR

Hence longer tire life and lower cost of motoring—the important contributions of Globe Tires to cars, big and little.

Life, firmness and great endurance both are bred into this commanding tire. The brisk, smooth, long-lived performance of Globe Tires is due in part to a traction surface which grows smoother, harder, and more burrished with use, making it more and more impervious to cuts and bruises.

If we made only one Globe Tire a year, we could not make that single tire better than every Globe Tire that now goes out of our painstaking factory. Ours is the slower way of making tires, but the surer way of building prolonged and satisfying mileage.

Long Mileage Tires MUST Be Hand Made
Globe Rubber Tire Mfg. Co.
Executive Offices:
1851 Broadway, New York City
Factory: Trenton, New Jersey, U. S. A.




The FIGHT for MILEAGE

Heroic strength is concealed beneath the lithe, fleet, aggressive, multiple-leaved spring-design Globe Tire tread.

Globe Tires have everything: Strength; Beauty; Resilience; Endurance. Pent-up within their supple sinews is an enormous reserve of mileage.

GLOBE TIRES
HAND MADE - GUARANTEED 6000 MILES
REDUCE THE OPERATING COST OF YOUR CAR

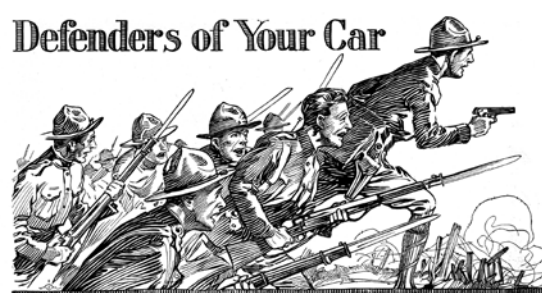
It is economy for cars, great and small, to travel on Globe Tires, made in strictly limited quantities by a company that stands unshaken against the pressure of machine-made, big-volume production.

Cut into the pure, white plantation gum of the tread. Try to tear its tough tendons apart. Exert yourself. Use all your strength. Note the tremendous resistance of this unique tread, specially built to radiate and discharge road shocks, instead of transmitting them into the carcass, which is the life of the tire.

Long Mileage Tires MUST Be Hand Made
Globe Rubber Tire Manufacturing Co.
Executive Offices: 1851 Broadway, New York City
Factory: Trenton, New Jersey, U. S. A.



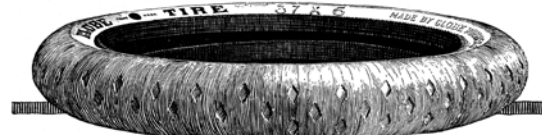

Defenders of Your Car



GLOBE TIRES
HAND MADE - GUARANTEED 6000 MILES
REDUCE THE OPERATING COST OF YOUR CAR

Tremendous mileage justifies the painstaking labor that goes into Globe Tires. Here is a hand-made product that powerful hands cannot destroy. Cut through the carcass and breaker-strip — down to the pure, white plantation gum of the multiple-leaved spring-design tread. Now try to tear those tendons apart. Exert yourself. Use all your strength — but this great tread will hold.

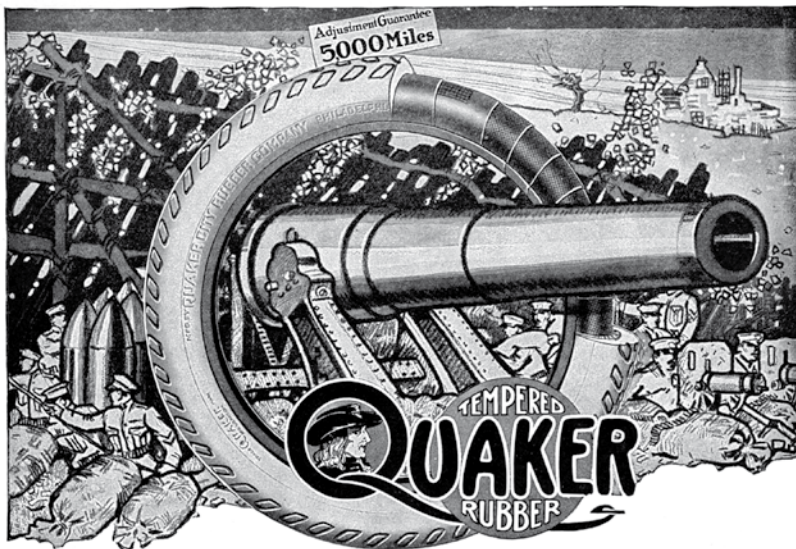
Long Mileage Tires MUST Be Hand Made
Globe Rubber Tire Manufacturing Company Executive Offices: 1851 Broadway, New York City
Factory: Trenton, New Jersey, U. S. A.



CHARGE! 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.

91-94. Advertisements in *Motor World* magazine, published consecutively on November 7, 14, 21 and 28, 1917.

GLOBE TIRES
HAND MADE - GUARANTEED 6000 MILES
REDUCE THE OPERATING COST OF YOUR CAR



THE CAR EQUIPPED with these "big caliber" tires is ready for defensive action against any road condition, for Quaker Tires are super-tires—built to stand up to the grind of rough, hilly or any other kind of roads. You can start your vacation tour with confidence in your Quaker Tires, and return safe and satisfied.

Without the exclusive feature of *tempering*, Quaker Tires would be as good as the best, but the *temper* is the thing that makes Quakers super-tires. The fine materials used and the sturdy construction of Quaker Tires insure your money's worth; the *temper* pays big mileage dividends on the investment.

Tempered rubber offers wonderful resistance to cutting. It wears evenly and mighty slowly. It will not crack, chip nor pick out.

Though the adjustment guarantee on Quaker Tires is 1500 miles more than that on the tires you likely use, Quaker users report that the tires give one-half more to double the 5000 miles on which they are adjusted.

You can get Quaker Tires almost anywhere. Look for the nearest dealer or write us for his name and address. Try out *one* Quaker Tire now, and when you start on your tour you will have Quakers on all *four* wheels.

RUBBER COMPANY
OF MECHANICAL RUBBER GOODS
PITTSBURGH **NEW YORK**
211 Wood Street 53 Murray Street



War Tested

During the period when American Industry was doing everything possible to aid the Government in successfully carrying on the war, QUAKER Tires under the most trying road conditions made good in the severest mileage tests.

37 x 5

T. T. T. (No Skid)
Reg. U. S. Pat. Off.
Pat. May, 1913

Put One QUAKER Tire on your car

This is the only sure way to prove to your own satisfaction the service that QUAKER Tires will give you. When you see a car fully equipped with QUAKER Tires, you can rest assured that the owner first tried ONE TIRE and found, by comparison, that QUAKERS are "Miles Cheaper."

ADJUSTMENT GUARANTEE—5,000 MILES

Quaker Dealers in all cities and large towns. It will pay you to see one of these Dealers.

QUAKER CITY RUBBER COMPANY

More than 30 years in the Mechanical Rubber Goods Business

PHILADELPHIA 629 Market Street CHICAGO 182 West Lake Street PITTSBURGH 211 Wood Street NEW YORK 53 Murray Street

QUAKER PACIFISTS.

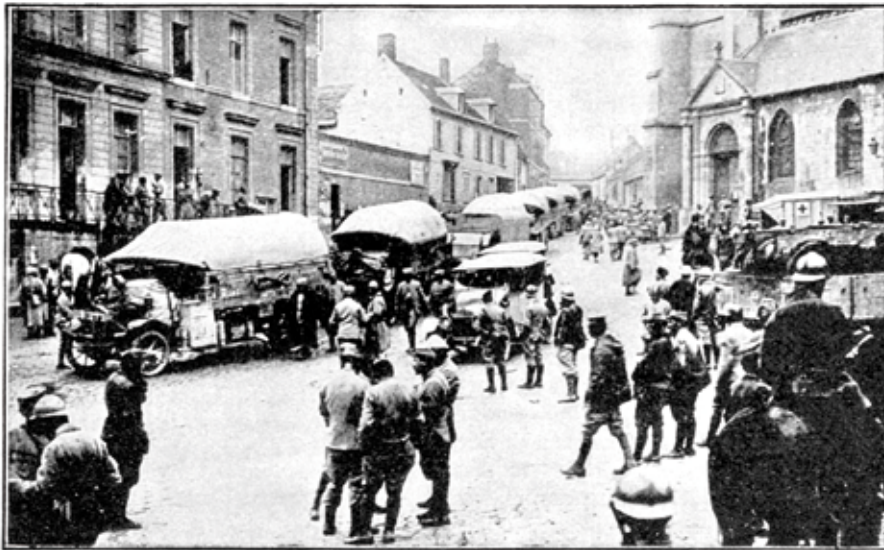
In 1682 William Penn founded the colony of Pennsylvania in North America, a refuge for the Quakers in the new continent. The image of the typical Quaker was employed as a symbol of identity by many state trading companies, such as Quaker City Rubber. This company, established in Philadelphia by Charles 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.

95. Advertisement in the monthly magazine *Sunset, The Pacific Monthly*, 1917.

96. Advertisement published in *The Literary Digest*, December 28, 1918.

GOODRICH TRUCK TIRES

Stand Up Under Fire



This photograph shows a fleet of White trucks equipped with Goodrich truck tires on their way from Verdun to the Somme front

JUST as Verdun was saved by the timely use of motor trucks so is the Somme front being held with the aid of great fleets of motor transports carrying rations and ammunition over highways torn by shell fire where railroads have been put out of commission by German guns.

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. They are giving the same satisfactory service in commercial work everywhere. They stand up under heavy loads on all kinds of roads just as they stand up under fire in Europe.

Specify GOODRICH in peace or war. They're Best in the Long Haul.



The B. F. Goodrich Rubber Company
Akron, Ohio



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."

97. Full-page advertisement published in *The American City* magazine, May 1917.

Goodrich Truck Tires Stand Up Under Fire



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 3-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.

*Equipped with
Goodrich
DeLuxe Truck Tires*



Service - in men or tires,
is measured by dependability.
For Tire Service - use

Goodrich
*Best in
the Long Run*
Truck Tires

Specify them for your new trucks, too.

EDWARD S. CRAWFORD MOTOR CO.
Ninth and L St., Sacramento, Calif.
Phone, Main 5233

TRADE MARK
The City of
GOODRICH
Akron, Ohio

**“Peace Hath Her Victories
No less Renown'd 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—rebuilding—adapting themselves; Business, straining to reach beyond yesterday's horizon; cities and communities, tingling 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 mettle 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.

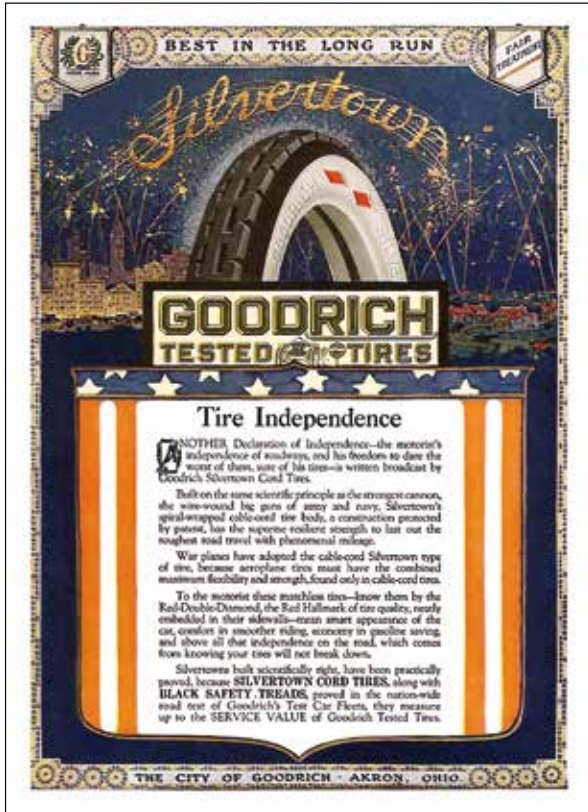
Send for a catalogue

THE B. F. GOODRICH RUBBER COMPANY
Makers also of the famous 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 dreadnaught 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-dreadnaught is to the Navy, Silvertown cords are to tires.”

101-104. Advertisement campaign published in *The National Geographic* magazine during 1918-1919.





BEST IN THE LONG RUN



How The Red Cross Began

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

W.S.S.

For Sale at every Goodrich Branch and Depot.



THE CITY OF GOODRICH · AKRON, OHIO.

BEST IN THE LONG RUN FAIR TREATMENT

Who Began Trench Warfare?

THE trench, which always encircled the Roman castra, or camp, was brought to France by Julius Caesar and used by him on the very battlefield where to-day the Allies and the Huns have 25,000 miles of trenches.

With rings of trenches, gradually drawn smaller, probably the first modern trench warfare, the Turks in 1667 took Candia.

Vauban, builder of Verdun, in 1673 employed the first parallel trenches, the system of the present war.

Defeat, not foresight, turned the Germans to trench warfare. But Goodrich never had to dig in.

Since twenty-two years ago Goodrich manufactured the first American pneumatic automobile tire, Goodrich has driven ahead to the big, graceful, masterful—

GOODRICH SERVICE VALUE TIRES

But whether Goodrich was revolutionizing tire manufacture by bringing forth the first American clincher tire—
Or originating the one practical non-skid, the cross-bar, safety-tread, or tough black tread rubber—
Goodrich built tires to one end—SERVICE VALUE—what they are worth to the motorist on his car and on the road in COMFORT of an easier riding car—ECONOMY in gasoline saved,—and LONG MILEAGE.

Small difference whether you buy **GOODRICH SILVERTOWN CORDS**, or **BLACK SAFETY TREADS**, you get SERVICE VALUE.

Demand SERVICE VALUE TIRES, and make sure you have tires that will not fail you.

THE B. F. GOODRICH RUBBER CO.

THE CITY OF GOODRICH - AKRON, OHIO.



BEST IN THE LONG RUN FAIR TREATMENT

Why the Scotch Highlanders Wear Kilts

BECAUSE the Highland Scot, wading through the wet heather of the mountains, found *Kilts* kept drier.

Before the Roman soldier, himself a *Kiltie*, came, Lowland and Highland folk wore kilts.

When modern life turned the Lowlands to trousers, the wet *mountain heather* held the Highlands to kilts.

But wet heather, had **GOODRICH** been founded, wouldn't have worried the Highlander.

GOODRICH SERVICE VALUE TIRES

Goodrich would have met his needs with Hipres boots and waterproof garments, just as Goodrich met the need of the automobile for the right rubber tire.

Twenty-two years Goodrich has shaped the destiny of automobile tires, bringing them from crude, clumsy affairs to the graceful **GOODRICH SERVICE VALUE TIRES**.

And all Goodrich inventions were directed toward one end, SERVICE VALUE to the user.

That is, what a tire is worth to the motorist on his car and on the road, in comfort, economy, and long mileage.

Goodrich manufacture puts SERVICE VALUE in Goodrich Tires, both **SILVERTOWN CORDS** and **BLACK SAFETY TREADS**, and Goodrich Test Car Fleets prove it is there.

Demand the SERVICE VALUE TIRES.

THE B. F. GOODRICH RUBBER CO.

THE CITY OF GOODRICH - AKRON, OHIO.



BEST IN THE LONG RUN FAIR TREATMENT

Who Wore the First U.S. Uniform?

THE "First-to-Fight" Boys. The U. S. Marines. Before the Continental Congress authorized and uniformed either Army or Navy, it mustered into regular service on November 10, 1775, two battalions of American Marines.

Goodrich, too, "does it first."

But whether Goodrich was making the first American pneumatic tire, first American clincher tire, or the first American cord tire, Goodrich was always building—

GOODRICH SERVICE VALUE TIRES

SERVICE VALUE in a tire is its value to you on your car and on the road in speed, easy riding, gasoline economy, freedom from tire trouble, and mileage.

And all Goodrich experience, research, skill, and integrity, in tire making, and all Goodrich inspection labor year in and year out to put SERVICE VALUE in Goodrich Tires, and keep it there, **SILVERTOWN CORDS** and **BLACK SAFETY TREADS**.

And Goodrich Test Car Fleets maul it through millions of miles of road testing to prove it is there.

When you see Goodrich on tires, you know they have SERVICE VALUE.

Buy them and trust them. They will not fail you.

THE B. F. GOODRICH RUBBER CO.

THE CITY OF GOODRICH - AKRON, OHIO.



BEST IN THE LONG RUN FAIR TREATMENT

The First Infantry Guns Weighed 75 Pounds

FOOT soldiers began to carry firearms about 1350—huge, clumsy guns weighing from 25 to 75 pounds.

Mere hand cannon, iron or copper tubes, they were leveled by a forked support, and fired at a touch-hole.

With the invention of the wheel-lock *arquebus*, in 1517, the first self-firing gun, the musket, was a quick step.

Like the first guns, automobile tires, when Goodrich began to develop them, were crude, clumsy affairs, and it's a long, long road of improvement to the symmetrical—

GOODRICH SERVICE VALUE TIRES

The history of the last twenty-two years of The B. F. Goodrich Rubber Company is pretty much the history of pneumatic automobile tire.

But whether Goodrich was bringing forth America's first clincher tire, or America's first cord tire—
Goodrich built tires to but one end—SERVICE VALUE to the user—the worth of the tire to the motorist on his car and on the road in *comfort, economy, dependability and durability, and mileage.*

That is why tire users get the almost SERVICE VALUE in **SILVERTOWN CORDS** and **BLACK SAFETY TREADS**.

Demand SERVICE VALUE TIRES.

THE B. F. GOODRICH RUBBER COMPANY

THE CITY OF GOODRICH - AKRON, OHIO.



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.

Every year ~ the world buys
**3 times as many
 DUNLOP TIRES**
 as the number of American
 soldiers in the World War

THOSE same soldiers saw Dunlop Tires in Europe, on omnibusses, ambulances, aeroplanes, ammunition trucks, and Paris taxis—giving the same sort of *extra miles* that Dunlops are giving motorists today. That is why the world calls Dunlop—“*the world’s best tire.*”

DUNLOP TIRE & RUBBER COMPANY, BUFFALO, N. Y.

DUNLOP
 FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY

Makers of the famous
DUNLOP
 GOLF BALL

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.



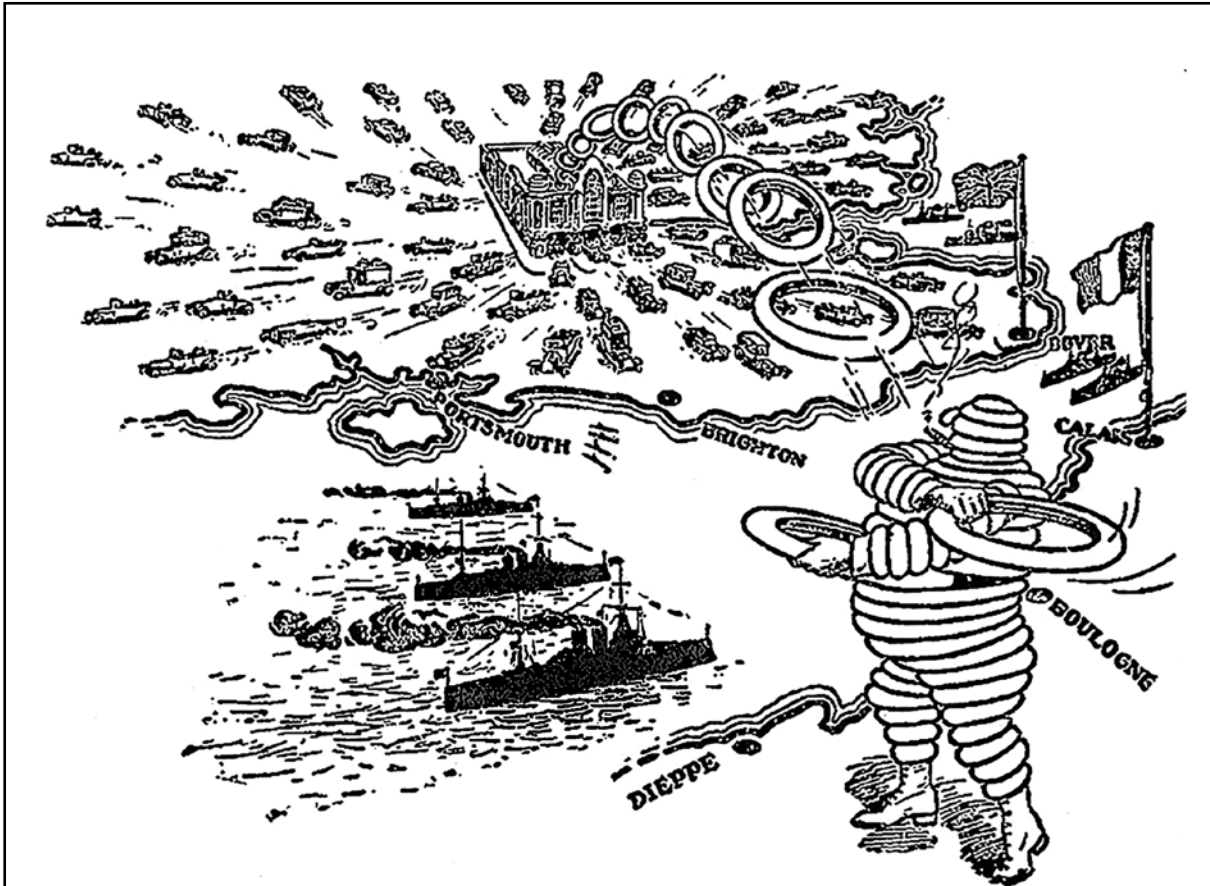
RECRUITMENT AND RETREADING.

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.

114. Full-page advertisement published in *Popular Mechanics* magazine, January 1917.



**There has been, and will be,
no interruption in the supplies of**

MICHELIN

Tyres

which still show a 25% advantage over others

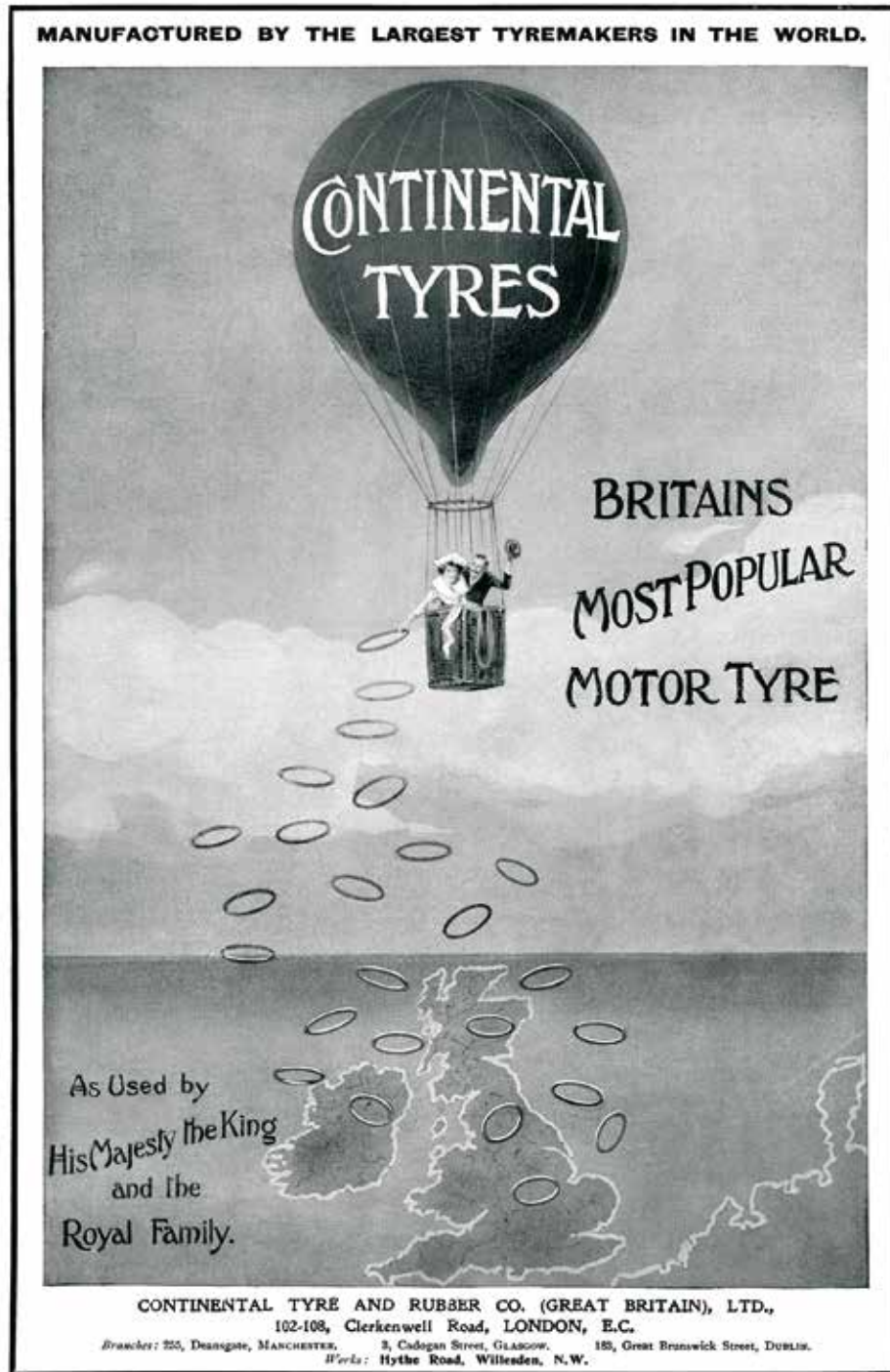
Example

An 815 x 105 "X" Grooved Cover costs	£5 0 0
An 815 x 105 Michelin Square Tread Cover costs ...	3 19 3
Extra cost of "X" Grooved over Michelin Square Tread	£1 0 9
	or 25%

MICHELIN TYRE CO., LTD., 81 FULHAM ROAD, LONDON S.W.

THE KING OF FRISBEE. 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.

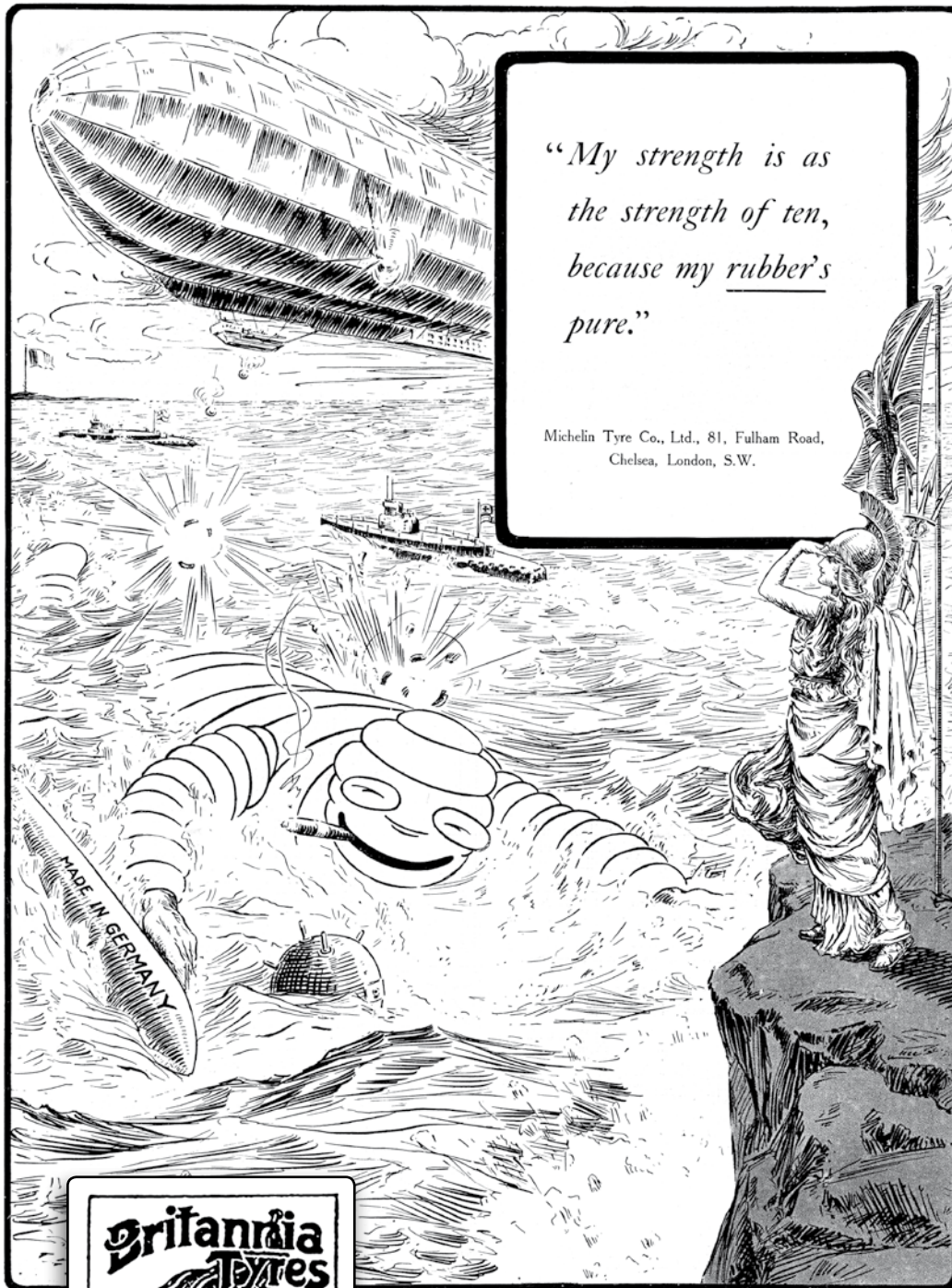
115. Advertising module published in *The Times* newspaper, November 10, 1914.



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.

116. Advertisement published in the British weekly tabloid magazine *The Bystander*, May 8, 1907.



BRITANNIA AND BIBENDUM.

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."

117. Advertisement in *The Illustrated London News*, March 20, 1915.

118. Advertisement in an Australian catalog from 1916-1917.

FRANCE ITALY RUSSIA
GREAT BRITAIN
BELGIUM

Yes, Gentlemen ;

You can rely upon me—I am working night and day as I understand it is essential that you should receive large and regular supplies of

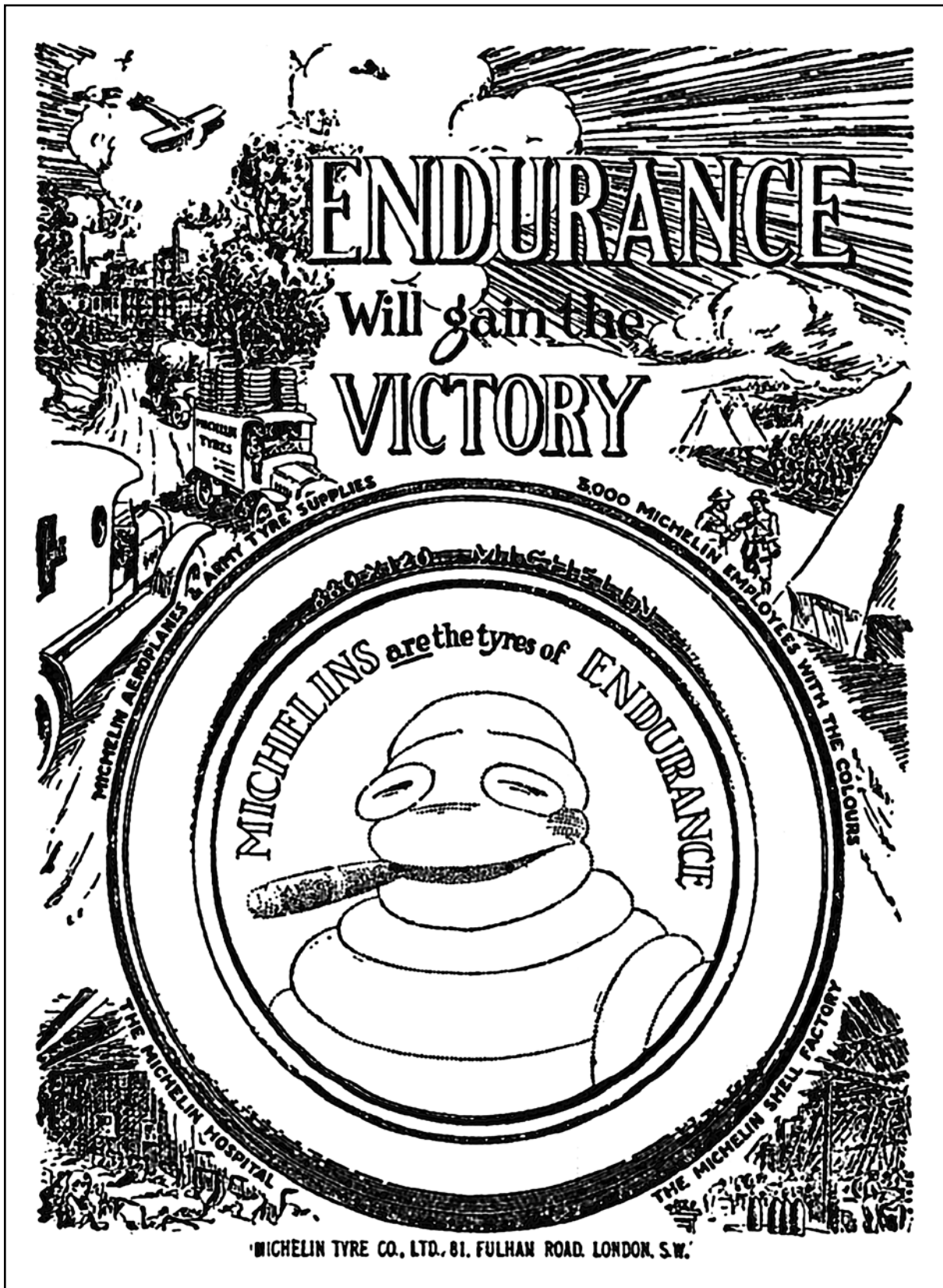
Michelin Tyres

One Quality Only—
—The Best

MICHELIN
81 Fulham Road
London, S.W.

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.

119. Advertisement published in *The Manchester Guardian*, August 10, 1915.



ENDURANCE. 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.

120. Full-page advertisement published in *The Times* newspaper, September 19, 1916.



Manifesto.

We, Bibendum, Father of the pneumatic Motor Tyre and Inventor of all improvements brought thereto since its inception, give notice that

Whereas, in view of the war there hath been fear in the hearts of our patrons of difficulties in obtaining supplies of their favourite tyres because of our French origin.

And Whereas, there hath also been fear that the said difficulties would raise the prices of the said favourite tyres.

Now Therefore, we do positively affirm that there hath been and shall be no interruption in the supplies of

Michelin Tyres

during the whole course of the war, moreover, that the prices of the said tyres have not been advanced, and that as heretofore they are manufactured in

One Quality Only—The Best.

Nunc est Bibendum!

MICHELIN TYRE CO., LTD.,
81, FULHAM ROAD,
LONDON, S.W.

Another Conference of Allies

JOHN BULL. Yes, I will send you coal, steel, rubber, and all materials you must have to beat the Germans.

BIBENDUM. Thanks, and now with regard to payment, shall I send you Gold?

J. B. Why risk gold on ships, gold is vitally necessary to us both to win the War, why not goods? England sends a lot more goods to France than France sends to England, so send me useful commodities, for instance, your tyres, so well known here.

Bib. Good, I will send you what I can spare after supplying the Armies of the Allies, and you may depend on

ONE QUALITY ONLY—THE BEST.

J. B. I know my friend, the TYRES of NATIONAL SERVICE, and it will be THE BEST also in the COMMON CAUSE.

MICHELIN TYRE CO., Ltd., 81, Fulham Road, Chelsea, S.W.

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.

122-123. Advertisements in *The Times*, October 30, 1914 and in *The Manchester Guardian*, March 20, 1917.

The Common Cause

*The Allies are United
in Arms and in Business*

1915	Imports to Gt. Britain from France	£31,470,445
1915	Exports to France from Gt. Britain	£69,702,999

*The above figures show that France is
to-day our very best customer, and it
is up to you to reciprocate in full.*

Therefore, buy

MICHELIN TYRES

*The famous tyres manufactured by the famous French firm, thus courteously
returning the compliment to France and
. . . at the same time Economising. . .*

MICHELIN MEANS MILEAGE.

One Quality Only — The Best.

**France is as
necessary to
England**



**as England
is to
France.**

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.

124. Full-page advertisement published in the magazine *The Illustrated London News*, April 22, 1916.



Bruce
Bairnsfather



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.

126. Humorous print from Bruce Bairnsfather's book, *From Mud to Mufti*, London: Grant Richards Ltd., 1919.

127. Signature and portrait of Bruce Bairnsfather, in a 1935 poster.



Old Bib

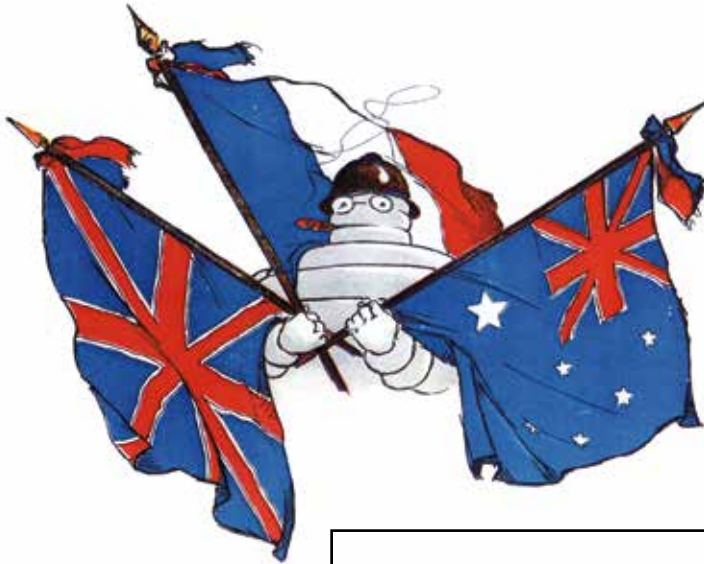
“Well, if you knows of a better tyre, go to it.”

MICHELIN TYRE CO., LTD.
81, Fulham Rd., Chelsea, London, S.W.3.

*(With apologies to
Capt. Bruce Bairnsfather.)*

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.

The Common Cause

*The Allies are United
in Arms and in Business.*

Motorists !
*You appreciate and admire what France has done and is still doing in the War,
Insist on having*

“ MICHELINS ”
THE FAMOUS FRENCH TYRES
and You will help France

No Sacrifice is involved, as
MICHELIN TYRES
are the most economical.

**Michelin
Means
Mileage**

A detailed illustration of Bibendum, the Michelin mascot, shaking hands with an ANZAC soldier. Bibendum is on the left, wearing his characteristic tire body and a red helmet. The soldier is on the right, wearing a brown uniform and a wide-brimmed hat, holding a rifle. They are standing in a battlefield with barbed wire and a cloudy sky in the background.

**One Quality
Only :
The Best.**

REV. DE BESSON, 1918