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GILLETTE TIRES AND THE MIGHTY POLAR BEAR

The roots of the Gillette company can be traced back to the Peninsular Tire and Rubber Co., created in Grand Rapids, Michigan on November 25, 1912. The objective of the company was the manufacturing and commercialization of rubber products and automobile tires. The founding partners were Herbert B. Gillette, William O. Hogart, Jr. and George T. Kendall, who were all residents of Grand Rapids.¹

Herbert B. Gillette (1856-1933), an entrepreneur who had created and participated in various companies such as the Gillette Roller Bearing Co., introduced his younger brother Raymond Bismark Gillette (1965-1934) into the rubber business (fig. 2). Together they developed a system to avoid flat tires and decided to put it into practice by manufacturing their own tires and inner tubes. In 1913 the brothers Raymond and Herbert Gillette, along with several partners of the Peninsular Tire Company, created The Gillette Safety Tire Co. with headquarters in Grand Rapids. The organization consisted of George T. Kendall, President; Raymond B. Gillette, Vice President and General Manager; William O. Hogart, Jr., Treasurer; and J. S. Wilson and C. A. O'Leary, Managers.² The business project was ambitious and thus it was decided to build a modern factory that would meet production requirements in an adequate manner. Up to the moment of their launch, the tires would be manufactured by The Vulcanized Products Co. in Muskegon, Michigan.

The area chosen for the factory's installation was the town of Eau Claire, in the state of Wisconsin, founded in 1832 by the French settler Louis Demarie at the confluence of two important rivers, the Chippewa and the Eau Claire. The wealth of forestry resources in the zone, facilitated by the ease of river transport, expedited the development of an important logging industry. However, overexploitation produced the depletion of natural resources in the early 1900s. Thus, the inhabitants of the area turned their efforts to other local industries, including those dedicated to the transformation of rubber into products such as footwear and rubber covers for wheels. The construction began in late 1915 and production forecasts for the first months of operation were 100 inner tubes and 100 pneumatic tires for automobiles with a staff of 75-100 workers.³ By the end of 1916 George T. Kendall was replaced by S. P. Woodard as President of The Gillette Safety Tire Co.

The Gillette facilities began their activity in May 1917 (figs. 1 and 3). They employed approximately 250 workers who produced 200 tires and 200 inner tubes for automobiles on a daily basis. In November of that year, the daily production increased to 300 tires, in addition to making solid rubber tires for heavy vehicles. One year later the production had increased to 500 tires and 500 inner tubes per day. Due to the investment in new production facilities, it was estimated that by 1919 they would reach the figure of 750 tires and 1,000 inner tubes a day.⁴

In 1918, the company established their name as the Gillette Rubber Company. They acquired the Chippewa Valley Rubber Company, also located in Eau Claire, and incorporated the production of new products such as waterproof clothing and rubber belts, in addition to directly manufacturing equipment and machinery for the rubber and tire industry.

At the beginning of the 20s, the company went through a stage of financial difficulties and concentrated on the manufacture of industrial machinery, solid rubber tires for trucks and pneumatic tires for bicycles and cars, abandoning the production of other products derived from the transformation of rubber. In mid-1927, Gillette's daily production consisted of nearly 4,000 tires and 10,000 inner tubes for automobiles, as well as 3,000 bicycle tires.⁵ In regards to working conditions at that time, a former Gillette employee explained:

“In 1927, Gillette was a desirable place to work. The production workers were paid by the piece. If they hounded, they could earn a dollar per hour. At the time, the going rate at other places like New Dells Lumber Company, was 30 or 35 cents per hour, the furniture factory 16.5 cents per hour. Tradesmen were earning 40-60 cents per hour.”⁶

The Great Depression weakened many medium-sized companies such as Gillette, favoring takeovers and acquisitions by large companies. The omnipresent United States Rubber Company continued their aggressive expansion strategy—they had acquired the Samson Tire & Rubber Corporation in 1930—and gained control of Gillette in January 1931. The action was part of a strategy to commercially expand to the Pacific Coast and as such, be able to offer their tires to the important wholesale distribution chain Montgomery Ward. In 1934, the year the founder Raymond B. Gillette passed away—then President of the company's board of directors—, the Gillette Rubber Co. had a workforce of 2,000 workers and their daily production was 8,000 tires and 7,000 inner tubes for automobiles, and 4,500 bicycle tires. In 1940 U. S. Rubber fully incorporated Gillette into the corporation.⁷

During World War II, the U. S. Rubber Co. sold the Eau Claire factory to the government, as the lack of raw materials and restrictions on the civilian use of rubber products affected the factory's operations. On August 17, 1942, under the technical control of U. S. Rubber, it was transformed into a military armaments factory, specialized in the production of small caliber ammunition. A large part of the former workers were relocated; of the 6,200 employees, more than 60% were women. Due to the lack of manual labor, working hours were lengthened and the personnel worked tirelessly. One year later, due to the industrial development of novel synthetic rubber, the production of tires for military vehicles such as airplanes and amphibious cars was resumed. In 1944, the U. S. Rubber Co. decided to buy back the factory and dedicate it to the production of synthetic rubber tires.

Between 1950 and the end of 1979, the U. S. Rubber factory in Eau Claire continued to be active, producing tires for heavy industrial, agricultural and forestry machinery. In the 1980s, the manufacture of solid rubber and specialized tires was abandoned. Instead production focused on radial tires—which

were available in more than 300 types and different sizes—for passenger vehicles. In 1967, U. S. Rubber had been renamed Uniroyal and, in 1986, they were associated with BF Goodrich, constituting the Uniroyal Goodrich Tire Co. Finally, in 1990, the multinational Michelin acquired Uniroyal Goodrich to increase their presence in the American market. One year later the factory located at Eau Claire was definitively closed.

It seems that the Gillette trademark is still active at this time in American local markets, commercialized as a Bridgestone/Firestone sub-brand, which markets the following brands of tires: Bridgestone, Firestone, Dayton, Seiberling, Road King, Polaris, Peerless, Gillette and Triumph. As a curiosity, Bridgestone/Firestone USA reactivated, in 2003, the figure of the polar bear to advertise the new Blizzak Bridgestone winter tire line.

1. A well-shod bear

Perhaps the first company in the rubber industry to use the figure of the polar bear to advertise their products was the Goodyear Metallic Rubber Shoe Company from Naugatuck, Connecticut, created in 1845. Under the license for vulcanization patents by Charles Goodyear and for a process of waterproofing fabrics developed by the Bostonian Thomas C. Wales in 1858, the company commercialized the Wales-Goodyear brand of footwear towards the end of the century. The waterproof Wales-Goodyear boots, ankle boots and shoes could be worn in wet lands, in mud, snow and ice, while the vulcanized rubber that covered them remained stable and compact during changes in temperature. The mascot of the bear wearing boots and shoes became famous as an image linked to the firm. It formed part of the company's corporate emblem and was adapted to identification and promotion supports portraying in different poses and attitudes (figs. 42-47).⁸

The Polar Bear's association with Gillette was implemented since the company's beginnings, utilizing a profiled figure of the animal passing through a tire as their emblem. The text that accompanied the first advertisements published in magazines and newspapers stated:

"Ordinarily—heat lessens a tire's resistance, cold does the same. Then the bump and bang of the road finishes it up—puts an all too early end to its service existence. Now, note the difference. Gillette Tires and Tubes are produced with the Chilled Rubber Process. It strengthens the rubber—toughens it as iron is toughened when changed to steel—and gives absolute weather protection. Gillettes are not damaged by cold, heat or dampness."⁹

Constant references to the cold linked the brand to a powerful animal such as the polar bear, accustomed to functioning without problems in the Arctic, with snow and ice, in a climate hostile to man, cars and tires. The polar bear is a commonly represented animal in American folklore being a native of Alaska and Canada. Although its appearance may convey a large, friendly, lumbering and good-natured animal, it is the largest terrestrial carnivorous mammal, a predator weighing more than 500 kg whose speed when running can exceed 50 km/h. Thus, Gillette's Polar Bear figure constituted the appropriate metaphor to promote the technology developed by the company. In fact, animals such as white bears, seals and walruses and even Eskimos themselves were profusely utilized as models for resisting cold and ice in the advertising of other brands' tires. They were also ideal for advertising certain products linked to the automobile such as radiators, oils and fuels, antifreeze fluids and air conditioners (figs. 48-88).

A catchy slogan accompanied the corporate mascot in its journeys: “A Bear for Wear.” This rhyme plays with the concepts of ‘Bear’ (a bear = the animal, although one might also consider the verb **to bear** = endure, support, withstand as qualities associated with the tire) and ‘Wear’ (the verb **to wear** = dress, equip, use or also in its meaning to last, endure, preserve, protect). As such, associations inferred that “dressing” one’s vehicle with tires that were impregnated with polar bear-like tenacity, strength and resistance to cold weather ensured good protection against inclement weather and road conditions.

The mascot became the symbol par excellence for the Gillette Rubber Company and was extensively utilized in different promotional supports in a variety of manners. These included press advertisements (figs. **8-16**, **28** and **39-40**), volumetric figures of plaster and printed cardboard cut-outs for use in shop windows as well as different elements for signage and external identification of establishments that dispensed the company’s tires (figs. **5-7** and **29-33**). Some of these adaptations resorted to humor as an advertising appeal, employing caricatured bears and bear cubs. It was also applied as a corporate emblem: the bear was portrayed in an established pose, on all fours and crossing through a tire, accompanied by the slogan “A Bear for Wear” and the company’s name.

The emblem went through a process of graphic evolution (figs. **23-27**). When Gillette became part of United States Rubber in the forties, the emblem varied slightly and the bear was portrayed in the background, standing behind the tire. Numerous adaptations were made for exterior signage, in the form of signs and displays, establishing dark green as the corporate color. The logotype was then changed and consisted of capital letters in a heavy Egyptian typeface (figs. **30-31** and **34**). U. S. Rubber retained the Polar Bear brand and emblem for three more decades. In recent years, Polar Bear graphic adaptations have coexisted, showing a more realistic and aggressive style along with humorous and sympathetic ones. The publicity for Gillette’s bicycle tires, targeting the young consumer, utilized comic magazines for publishing their advertisements which were adapted to the style of the medium (figs. **39-40**).

2. Roaring radios

Gillette’s Polar Bear not only inhabited blocks of thawing ice and advertising press, the radio waves also gave life to the mascot. In 1925, Raymond B. Gillette decided to endow the company with their own radio station, as other companies had done to directly control and manage their advertising efforts. However, it turned out that in this same year, the Department of Commerce ceased the concession of new licenses, based on studies that recommended limiting the maximum number of operational radio stations to 560, thus avoiding the saturation of radio space.

The growth of this new channel of communication soared year after year, since the constitution of the first radios at the end of 1919 and the beginning of the 1920s. In 1923 the number had increased to 500 stations, one of which was WTAQ, “The Voice of Wilderness” in the town of Osseo, Wisconsin. Gillette, assuming that the only way to have their own station was to acquire one of the existing ones, bought WTAQ and moved it to the Eau Claire factory. The company tried, in vain, to change the name of the station, proposing the new acronym WMGT (“We Make Gillette Tires”). Since it was legally impossible to do so, they decided to define the original acronym with a new meaning. Thus, WTAQ became the initials of the slogan “Where Tires Are Quality.” The new station was popularly known as the “Bear for Wear” radio. Factory’s cafeterias were conditioned as they were destined for the radio station’s installation. WTAQ station began broadcasting on March 1, 1926.

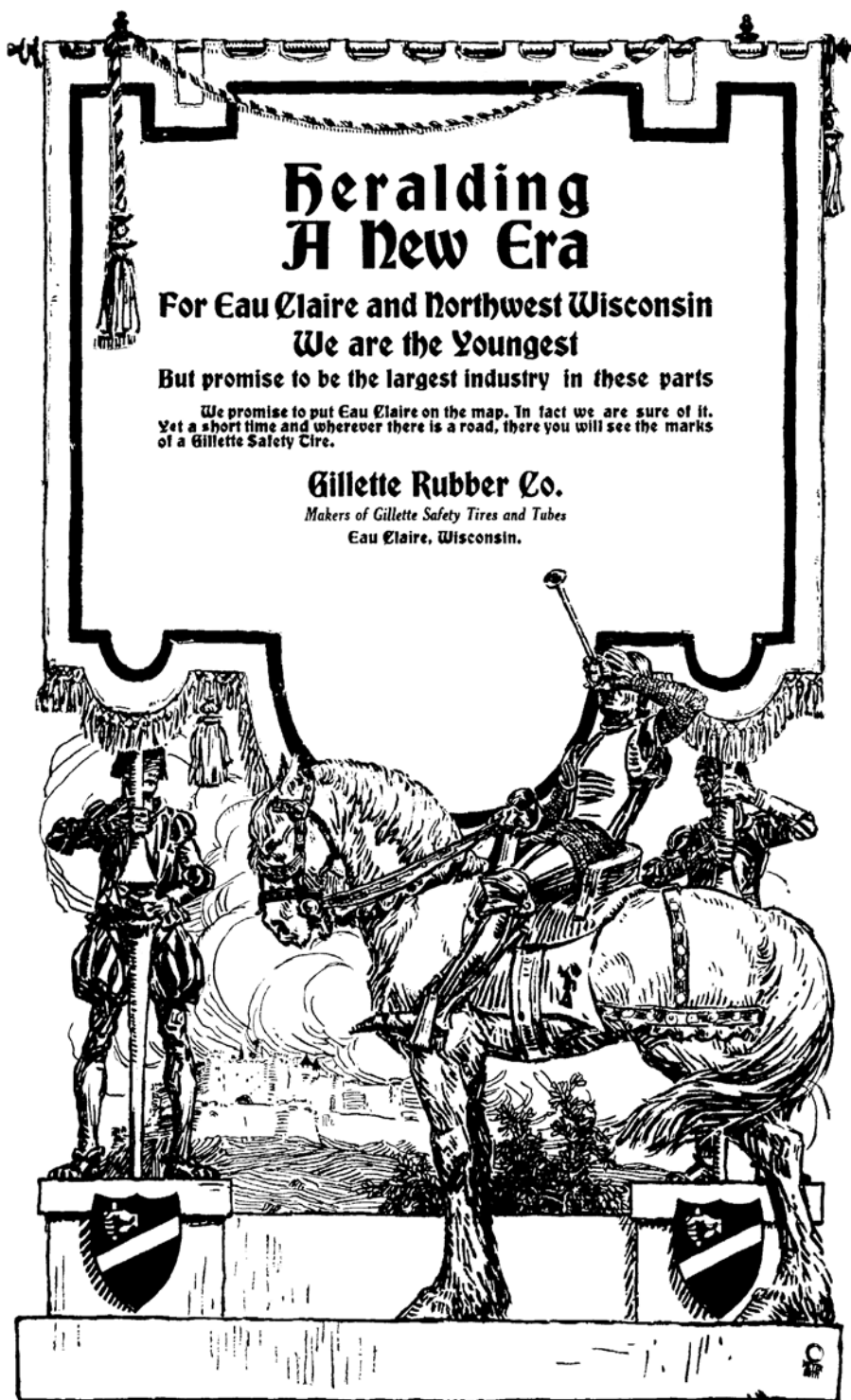
Apart from the company's own advertising messages and information services for the community, such as weather forecasts or news, the programs included live performances by the factory's employees, such as the newly formed Gillette Broadcasting Orchestra. (figs. **36-38**). The financing of the WTAQ station was exclusively the responsibility of Gillette until 1928, when their affiliation with CBS allowed for more hours of emission and the possibility of selling minutes to advertisers of local companies. In October 1935, already forming part of the U.S. Rubber Co., the company completely dissociated themselves from their radio adventure and sold the radio station.

Notes

1. "New incorporations," *The India Rubber World*, February 1, 1913, p. 262.
2. "New and large industry secured for Eau Claire," *Eau Claire Leader*, November 23, 1915. This company had nothing to do with the blades and razor blades patented in 1904 by King Camp Gillette, founder of the successful Gillette Safety Razor Co. Regarding one of the names of the partners, being the same person, it is written in different ways in the press news and reviews consulted from that time period: William O. Hogart, Jr.; W. O. Hughart, Jr.; William O. Hughaw.
3. "The Gillette Safety Tire Co.," *The India Rubber World*, January 1, 1916, p. 187. "New and large industry secured for Eau Claire," *Eau Claire Leader*, November 23, 1915.
4. "Gillette Rubber Co. building big power house and heating plant," *Eau Claire Leader*, November 1, 1917. "Excellent outlook for Gillette Rubber Company told in annual report of president Woodard," *Eau Claire Leader*, April 23, 1918, p. 2.
5. *The India Rubber World*, April 1, 1927, p. 40; and July 1, 1927, p. 223.
6. The statements of Eugene Dickerson, a former worker of the Gillette Tire Co. are included in the guide prepared by the educator Karen DeMars for the exhibition "My Town, Your Town" of the Chippewa Valley Museum in Eau Claire.
7. Babcock, p. 315.
8. "A new Wales-Goodyear bear," *The India Rubber World*, November 1, 1913, p. 90.
9. Advertisement for Gillette in *The Saturday Evening Post*, November 29, 1919.

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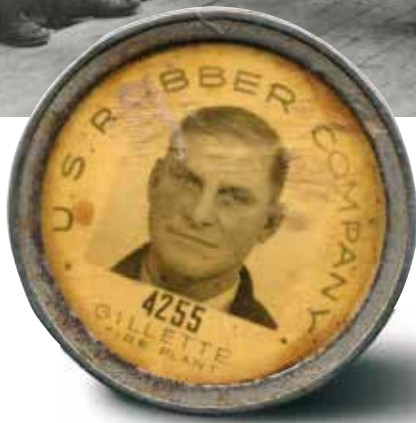
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 Exhibition and comments on the article published in the local newspaper *The Eau Claire Leader-Telegram*, July 4, 1976.
- "Bridgestone 'Wheel' Campaign Introduces Winter Blizzak Bears." Article published in the section *Consumer News* of the official website for Bridgestone USA, October 7, 2003. Available at: http://www.bridgestone-usa.com/news/index_bs.asp
- "Raymond B. Gillette, 69, rubber producer, dies," *The Manitowoc Herald-Times*, May 21, 1934.



FOUNDATIONAL ADVERTISEMENT.

Three months before the start of tire production, the Gillette company published the advertisement shown above in the local Eau Claire newspaper. The text proclaimed their intention to "put Eau Claire on the map" as a reference for important industrial establishments thanks to the new factory. To formalize the proclamation, they resorted to the graphic recreation of a medieval scene, with a walled castle in the background and characters from the time such as the standard bearer and a herald on horseback. A curious choice when dealing with an advertisement for a modern automobile tire factory.

1. Full-page advertisement in the local newspaper *Eau Claire Leader* published on Saturday, February 24, 1917.
2. Portrait of Raymond B. Gillette, founder of the company.



THE WHEEL OF TIME.

The image above presents the photograph taken at the historical moment of presenting the Gillette factory's first tire, at the town of Eau Claire in May 1917. The two images from the 30s—below and on the opposite page—depict one of the official Gillette service stations, the Licari Tire Co. and their Art Deco architecture. Different applications of the logotype and the mascot can be seen in the window displays, in commercial delivery vehicles and in exterior signage elements, such as the long vertical flag post with a lighted sign featuring the polar bear on top.

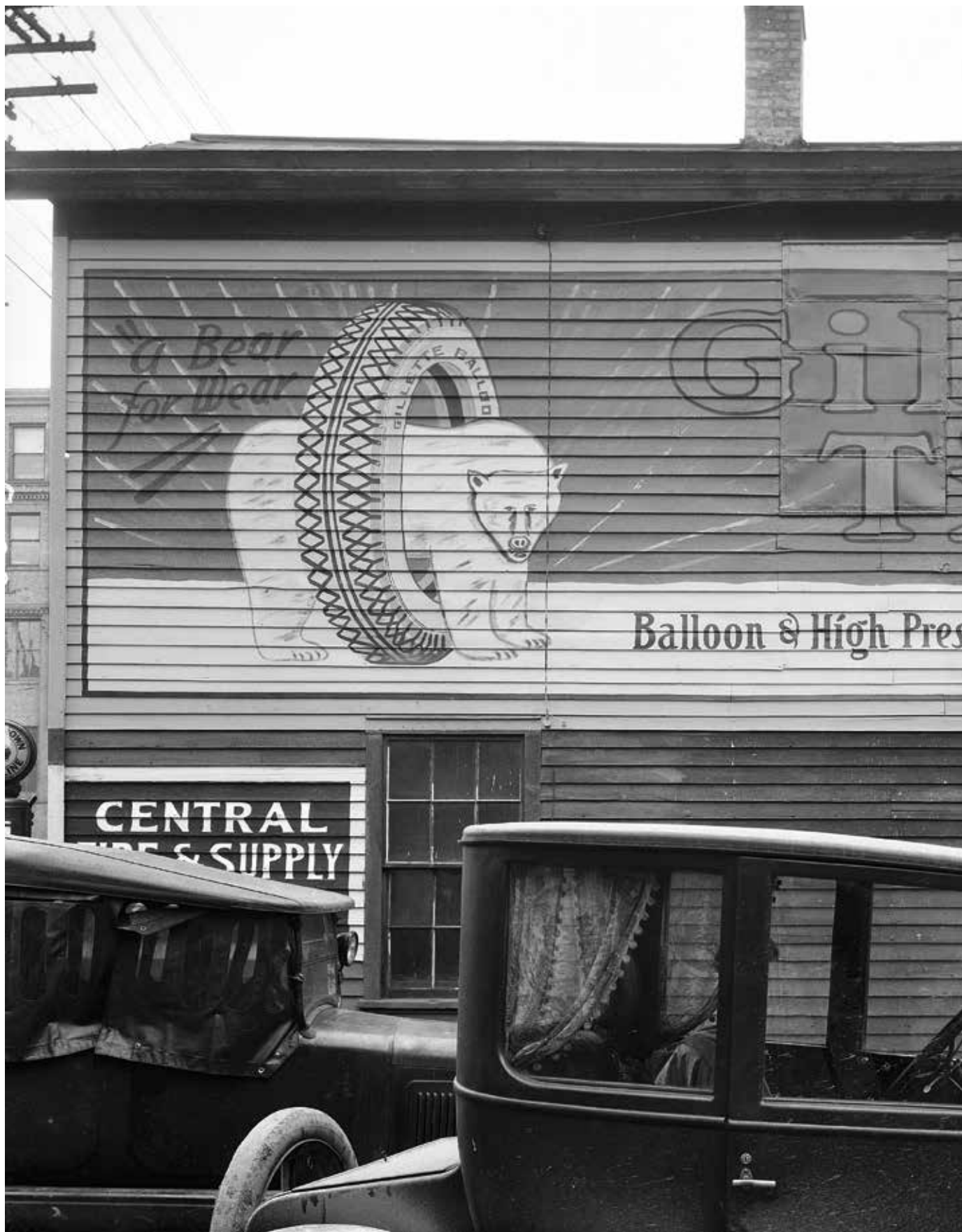
3. Photograph of the commemorative public ceremony for the production launch, May 23, 1917. Wisconsin Historical Society.
4. Identification sign for a Gillette Factory service station, administered by the United States Rubber Company, c. 1940.





TOPPED WITH A BEAR. The images here and on the following double page present two photographs of the Licari Tire Company service station, in the Greenbush neighborhood of Madison, Wisconsin. Different applications of Gillette's emblematic Polar Bear can be observed: in window displays, on commercial delivery vehicles and in exterior signage elements, such as the long vertical flag pole crowned by a lighted sign featuring the figure of the mascot.

5 (Opposite page) and **6.** Two views of the Licari Tire Co. facilities, 1934-1936. Taken by photographer Angus B. McVicar.





OUTDOOR BEAR.

The image on the left portrays a large mural with the bear mascot crossing through a tire, painted on the exterior wall of the building. It deals with the Central Tire & Supply business in Madison, Wisconsin, a contracted establishment of the Gillette Rubber manufacturer's commercial network.

7. Photograph of the Central Tire and Supply building located in Madison, Wisconsin, 1926. Photographer: Angus B. McVicar.



THE BEAR HUG.

In 1919 Gillette began an important advertising campaign in generalist and specialized automotive sector magazines, contracting full-page spaces for black-and-white illustrated advertisements. Gillette's Polar Bear was typically portrayed in landscapes covered by snow and on icy roads, indicating that vehicles equipped with their tires could perform as easily as the bear in these adverse conditions.

8. Advertisement in the magazine *Motor World*, September 24, 1919.

9. Advertisement published in *The Saturday Evening Post* magazine, October 4, 1919.

10. Advertisement published in *The Saturday Evening Post* magazine, November 29, 1919.

11. (Opposite page).

Advertisement published in the magazine *Motor Age*, March 4, 1920.



Spring — *Supported by Strength* *that Guarantees Long* *Mileage Life*

The sprightly spring of the robust Gillette Non-Skid tread takes the sharp sting out of jolts and puts joy into motoring.

The Gillette Chilled Rubber Process toughens rubber so that it can't be cut to ribbons or deadened by road strain or shock—

Abolishes tread and fabric separation;

Reduces sand blisters and blow-outs to a next-to-nothingness;

Gives you a Non-Skid Tire of greatest comfort, safety and mileage worth.

Put one on that machine of yours and it won't be long before the other three wheels will be Gillette equipped.

Dealers Address Our General Sales Offices

THE GILLETTE RUBBER CO.

Factory, Eau Claire, Wis.
General Sales Office
1834 Broadway, New York



Gillette

TIRES AND TUBES

A BEAR  FOR WEAR



**A New Non-Skid
That Won't Skid**

Gillette Non-Skid Fabric Tires give the service you want—demand and need. They won't skid when new, when old or anywhere along their long life of service. They catch hold and hang on without hindering free, forward action of machine. They do away with skids and slides—and save fuel wasted by slips, suction and hard-to-keep-the-road driving. Gillette Non-Skids

Won't Waste Away

—because they are produced with the exclusive Gillette Chilled Rubber Process, a refining treatment which toughens rubber as iron is toughened when changed to steel. Gives rubber a constitution that wears like steel—that stands the constant grind—grind of gravel and sand—the pull of mud and strain of hard, unyielding pavements—that is not affected by biting cold or melting heat of sun or road. There is no fabric separation or tread separation—fewer blow-outs.

Won't Run Up Excessive Costs

No extravagance. Every ounce of fabric and rubber produce mileage—*non-skid* mileage—*safe* mileage and at a big important saving in both repair and renewal costs. If there is no Gillette dealer in your town, write our general sales office: One Gillette on your machine will sell you a set.

GILLETTE RUBBER COMPANY
 Factory, Eau Claire, Wisconsin General Sales Office: 1834 Broadway, New York
 BOSTON BRANCH, 587 BOYLSTON ST. TEL. B. B. 0844

Gillette

TIRES AND TUBES

A BEAR FOR WEAR

NATIVE WILDLIFE.

The 1919 campaign launched by Gillette in generalist and technical magazines was extended to different models of advertisements published directly by the company in daily press for different locations throughout the country. The Polar Bear mascot was featured as the protagonist, as seen in the examples shown on this double page.

12. Advertisement published in *The Boston Globe* newspaper, May 16, 1920.



**Primitive
Power of Resisting
Punishment**

A Gillette Tire is a tire of plus value. And here is ample proof of that—second year sales of Gillette Tires were greater than the second year sales of any other tire ever produced. That tremendous demand was developed only by actual delivery of greatest mileage at least cost.

Gillette Cord Tires, like the hardy old polar, have grit, spirit, endurance—that take punishment without a whimper. The exclusive Gillette Chilled Rubber Process toughens rubber and develops strength, endurance, recuperative quality to the greatest of mileage economy.


The Gillette Cord is built for mileage, and gives it, it has proper suspension of cords which spreads vibration and strain evenly over the entire structure of the tire. It has proper resiliency. It can have no tread separation. It can not be affected by heat or cold. It can not lose its pliancy. It can give you nothing but easy-riding, money-saving mileage on any car, under any condition.

Put one Gillette or a full set on your machine now.

If there is no Gillette dealer in your vicinity, write our general sales office.

GILLETTE RUBBER COMPANY
Factory: Eau Claire, Wis. — General Sales Office: 1834 Broadway, New York

Gillette
TIRES AND TUBES
A BEAR FOR WEAR



**Sure
Footed**

Gillette Non-Skid Tires climb and cling to smoothest surfaces. They carry you safely, surely, over sticky spots—without loss of motion, loss of time or waste of fuel. Heavy car—light car—any place, any pace, they are safe.

The Improved Gillette Chilled Rubber Process toughens them as iron is toughened when changed to steel. It puts miles upon miles of added service strength into rubber—makes it amazingly resilient. It abolishes tread and fabric separation—minimizes blow-outs, replacing them with miles of wear. It abolishes destructive effects of heat and cold—sheds the wear caused by climatic conditions.

An ever sure-footed Non-Skid that you are sure will give you most mileage at least cost. If there is no Gillette Dealer in your town, write our general sales office.

Put One Gillette or a Full Set on Your Car.
GILLETTE RUBBER COMPANY
Factory: Eau Claire, Wis. — General Sales Office: 1834 Broadway, New York

Gillette
TIRES AND TUBES
A BEAR FOR WEAR



CAGED-UP STRENGTH
That Keeps Down
Tire and Tube
Costs

**A Bear
For Wear**

**Gillette Chilled
Rubber Process**

None of the mighty strength of the Gillette Tires and Tubes runs wild. None of it is wasted. The remarkable Gillette Chilled Rubber Process—the newer and better way of Tire and Tube making, increases—then cages up—the natural resistance of rubber—toughens it as iron is toughened by conversion into steel. No other method can accomplish this.

Gillette Tires and Tubes do not go to pieces when exposed to heat, cold or dampness. They hold their own against hardest going. They remain firm and full of light despite long, grinding friction.

One Gillette will prove to you the fact we are already solidly convinced of—that they are positively longest wearing, least costly of all tires and tubes. Make a mileage test—one Gillette against three of other makes.

You Have Tried the Rest—Now Buy the Best
Fabric Tires Guaranteed 8,000 Miles—Cord Tires Guaranteed 10,000 Miles.
Today sold at last year's prices.

Gillette
TIRES AND TUBES



Shod for Might

The high standard of merit attained in the making of Gillette Cord Tires will be rigidly maintained. That is assured by the fact that every workman in the big Gillette factory has a voice in the management of conditions under which he works. He puts forth his best efforts—takes pride in production because he is a ruling factor in that production and works under ideal conditions.

The mighty Gillette Tread is massed into a formation which gives best of traction with least of wear. It is comprised only of the highest grade rubber refined with the exclusive Gillette Chilled Rubber Process which toughens it as iron is toughened when changed to steel. It develops greatest of resiliency and strength of resistance. It reduces sand blisters—abolishes tread separation—stops the evil effects of climatic conditions, heat and cold. Put one Gillette or a full set on your machine right now! If there is no Gillette dealer in your town, write our general sales office.

GILLETTE RUBBER COMPANY
Factory, Eau Claire, Wisconsin
General Sales Office,
1834 Broadway
New York

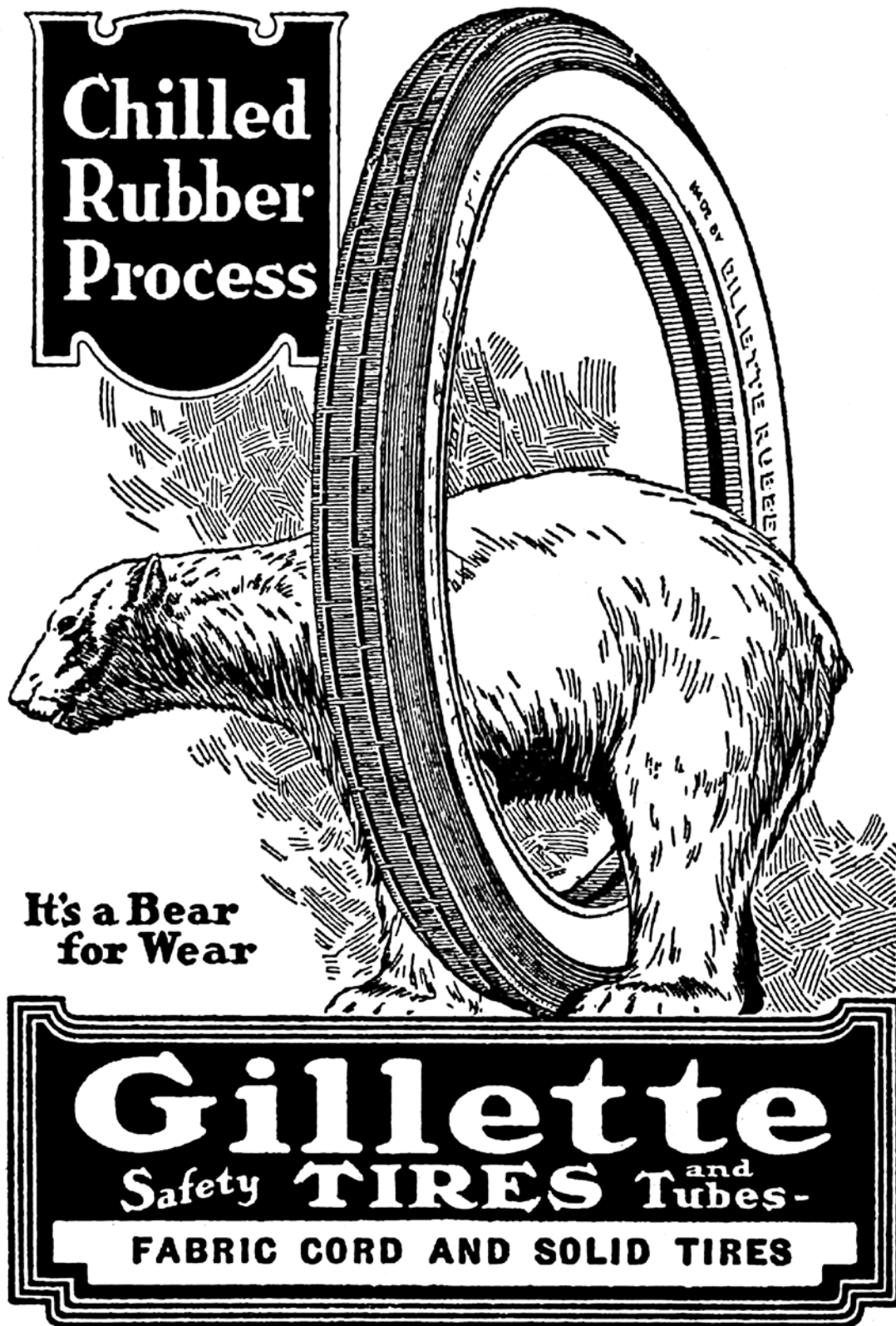
Gillette
TIRES A BEAR FOR WEAR TUBES

13. Advertisement published in the newspaper *Washington Post* (Washington D. C.), June 27, 1920.

14. Advertisement published in the newspaper *Kansas City Star* (Kansas City), June 20, 1920.

15. Advertisement published in the newspaper *Escanaba Daily Press* (Escanaba, Michigan), March 14, 1920.

16. Advertisement published in the newspaper *Des Moines Iowa Homestead* (Des Moines, Iowa), July 8, 1920.



EVOLUTION OF THE SPECIES. The examples presented in this double page demonstrate how the Gillette emblem goes through the process of mutating over time. The bear mascot loses its featured role when comparing models ranging from 1919 to the one in the 60s. Already in the 40s the mascot goes from crossing through the tire to be placed behind it, in the background. And in the 1950s it was relegated to only showing its head. As a curiosity, the accompanying black sign used in 1919 resembles a razor blade, although the Gillette Safety Tire Company brand has no relationship whatsoever with the then popular Gillette Safety Razor Co.

17. Advertisement for Gillette in the publication *Turner's North Carolina Almanac* for 1917.

18-22. Redesigns of the emblem portraying the polar bear, the company name and their slogan, between 1917-1960.



23. Emblem, 1919.



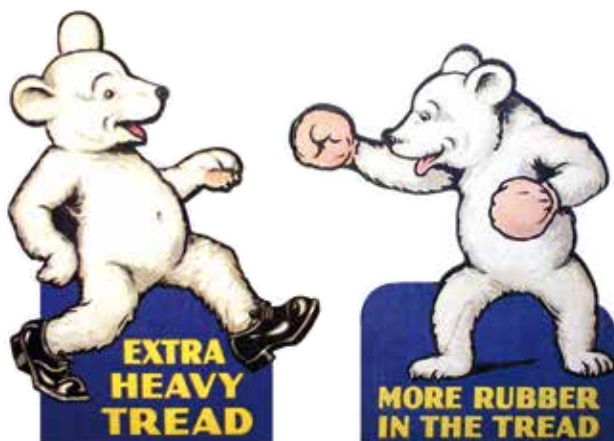
24. Emblem, 1920.



25. Emblem, 1928.



26. Emblem, 1940s.



27. Emblem, 1950-1960.

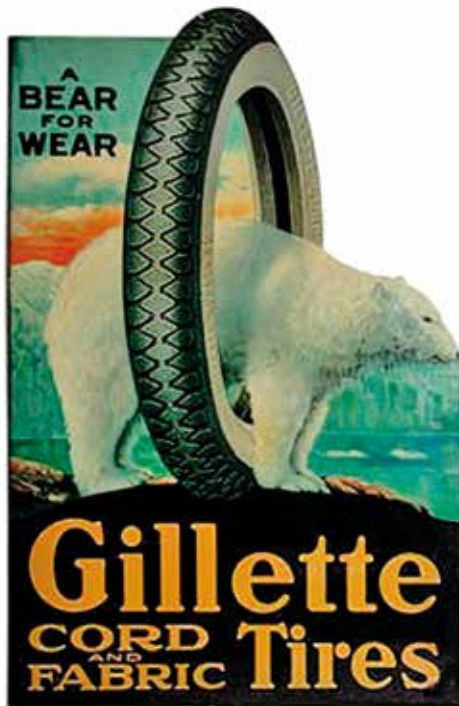


STANDING BEARS.

The images on the left present Gillette's set of four point of sale advertising displays. They feature the Polar Bear—in the shape of a bear cub through a humorous style of drawing—as a mascot portraying different attitudes. One of the displays depicts the mascot wearing shoes, reminding us of the quality of Gillette's tire treads/covers.

28. Cut-out cardboard displays.

Dimensions: approximately 25 x 40 cm, c. 1940.



BEAR SIGNALS. This page shows several representative samples of a variety of exterior identification signs for stores associated with Gillette's commercial network, between 1919 and the mid-seventies.

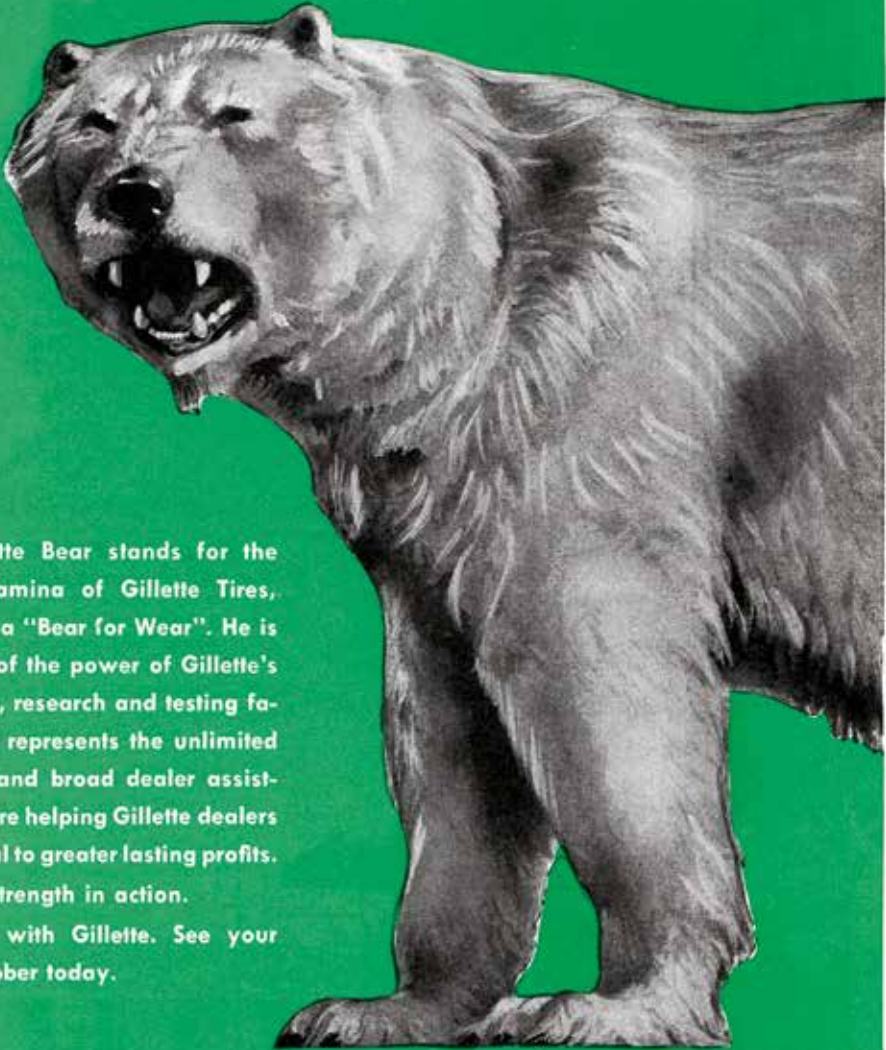
29. Double-sided metal sign with lateral mount, 45 x 70 cm, c. 1919. Illustrated by Arthur W. Woelfle (1873-1936).

30-31. Gillette metal identification signs, c. 1945. Dimensions: square (excluding side pieces): 100 x 100 cm ; horizontal: 48 x 180 cm.

32-33. Gillette metal identification signs, c. 1970. Approximate dimensions: 150 x 40 cm.



STRENGTH IN ACTION



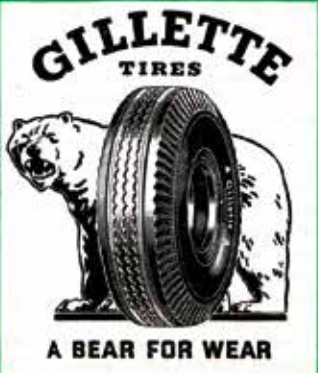
The Gillette Bear stands for the rugged stamina of Gillette Tires, every one a "Bear for Wear". He is a symbol of the power of Gillette's production, research and testing facilities. He represents the unlimited resources and broad dealer assistance that are helping Gillette dealers in their goal to greater lasting profits.

This is strength in action.

Get set with Gillette. See your Gillette jobber today.

GILLETTE TIRES

Division of United States Rubber Company
1230 Sixth Avenue • Rockefeller Center • New York 20, N. Y.



WHITE ON GREEN. The above image shows one of the few Gillette advertisements of that time—being fully incorporated as part of the U. S. Rubber Co.—in which the mascot is portrayed quite distinctly from its invariable representation as a corporate emblem. The color green was established as the omnipresent color for advertising and promotional campaigns of the tire company.

34. Full-page advertisement published in *Motor* magazine, November 1945.



The Gillette Molded Tube

Another Triumph of Gillette Pioneering

COMPANION to the great Gillette Ambassador Tire is this Gillette Molded Tube. Only the processes and machinery pioneered and perfected by Gillette could have made it possible!

The finest rubber produced is used in the Gillette Molded Tube. A tube of natural cream color, so pure that it floats. A tube so resilient it is capable of stretching eight times its normal length. A tube built to give the longest and hardest service.

Molded to a perfect circle, it conforms to the tire—it flexes with every motion without heating or perceptible wear. When inflated it is free from kinks; it cannot pinch or bind inside the casing. And it cannot be placed improperly.

No other tube will give longer service; none will require less attention; none will give greater all 'round satisfaction.

Ask for the Gillette Molded Tube by name. It pays to insist!

Gillette Rubber Company
Eau Claire Wisconsin

Gillette

TIRES AND TUBES

A BEAR FOR WEAR

The Gillette Molded Tube is made to exactly conform to the contour of your tires. It represents the ultimate in scientific design... a true Gillette achievement.

"Flat" tubes inflate unevenly. Blow-outs due to pinching, binding or incorrect placing cannot occur to Gillette Molded Tubes.

35. Advertisement for Gillette Ambassador tires and inner tubes, published in *National Geographic* magazine, September 1928.




A BEAR FOR WEAR

RADIO

**Tune in on
Station WTA
Q. (1330 Kilo-
cycles) owned
and operated
by the Gillette
Rubber Co.,
Eau Claire,
Wis. Educa-
tional and en-
tertaining pro-
grams includ-
ing the popular
Gillette Bears.**



GILLETTE AND THE RADIO.

Between 1927 and 1929, Gillette tire press advertisements incorporated a vignette that referred to musical performances of the Gillette Broadcasting Orchestra or Gillette Bears in WTAQ. The above image presents a company advertising poster showing the Polar Bear in its arctic habitat. This same poster can be seen hanging behind the musicians of the orchestra in the photograph at the top of the page.

36. Photograph of the Gillette Broadcasting Orchestra, published in *The India Rubber World*, December 1, 1927.

37. Vignette for a Gillette advertisement in *National Geographic*, June 1929.

38. Promotional poster for Gillette tires. Dimensions: 100 x 150 cm, c. 1927.



THEY KNOW WHAT THEY WANT! SELL THEM GILLETTE!

For over 40 years, Gillette bike tires have been building a reputation. Good-wearing tires. Such a reputation makes for confidence on the part of your customers. Confidence in the tires you offer . . . confidence in you.

Generally, you stand to benefit by offering known brands. The Gillette brand is backed by U. S. Rubber, the oldest bike tire manufacturer in America. What could be better for your business?

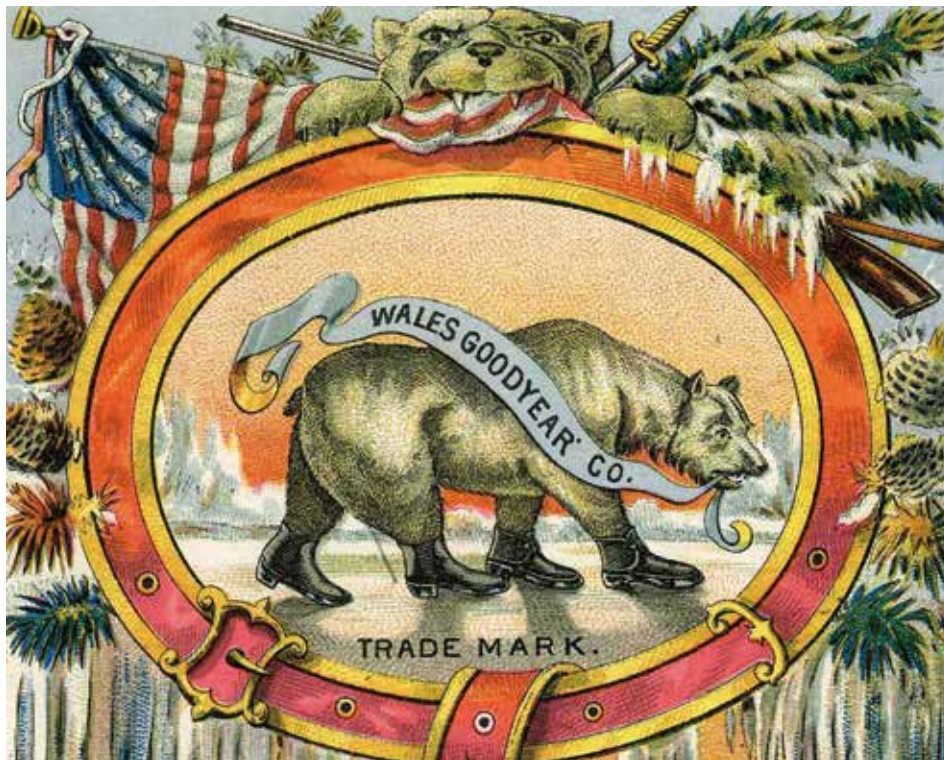


... brand of U. S. RUBBER TIRE CO.
549 East Georgia Street, Indianapolis 6, Indiana
There's a Gillette tire for every American-made and
most foreign-made bikes.



For details circle No. 35 on Free Info Card.

41. Advertisement for Gillette bicycle tires published in the magazine *American Bicyclist & Motorcyclist*, July 1963.



42. Detail of a promotional postcard for the Wales Goodyear Shoe Co. Dimensions: 15 x 8,5 cm, 1891.

43. Identification sign for shops carrying the Wales-Goodyear brand of footwear. This image is a detail of an illustration for the company's promotional lithograph calendar, from March 1906 to June 1907. Printed by the American Lithographic Co., New York.






44. Promotional postcard showing the Wales-Goodyear Polar Bear on a block of ice, c. 1900. 45. Detail of the backside of a promotional postcard for the Wales Goodyear Shoe Co., portraying the bear wearing the brand's waterproof shoes, c. 1890. 46. Press advertisement, 1910. 47. Detail of a press advertisement, offering a miniature rubber boot as a promotional gift, c. 1910.




Wales-Goodyear Rubbers

FAMOUS FOR NEARLY 70 YEARS

The Wales-Goodyear brand of rubbers has been on the market since 1843. For style, fit and quality it has never been surpassed. 6,000,000 pairs are sold each year. Ask at any shoe store and look for this trade-mark.



**WALES-
GOODYEAR
SHOE CO.**





51. Advertisement for Atlas tires published in *Life* magazine, 1954. Illustrated by Robert Moore.





Question: What grips ice and snow more firmly, more surely than even a polar bear's paw?

(Dunlop Snow Tires, that's what!)

Polar bears are equipped to handle the worst ice and snow conditions. To survive they have to.

Dunlop Silent Traction Snow Tires grip like that too. And they have something polar bears don't have. Three different gripping levels! There's one tread level for light snow. One for packed. One for snow that's hub-cap deep. And each tread level comes into play automatically. Your tire actually adjusts itself to meet the particular driving condition it's up against!

And like the polar bear, Dunlop Snow Tires are especially designed for Canadian conditions. They've been tested in the far north under incredibly rough sub-zero conditions. They've even been tested in the blazing hot sun and gritty, biting sand of Texas to make sure they withstand the most severe heat build-up. A safety feature for driving on dry pavement.

Through Dunlop's vast research facilities we've created a snow tire with more pull than ever before. It's quieter, too.

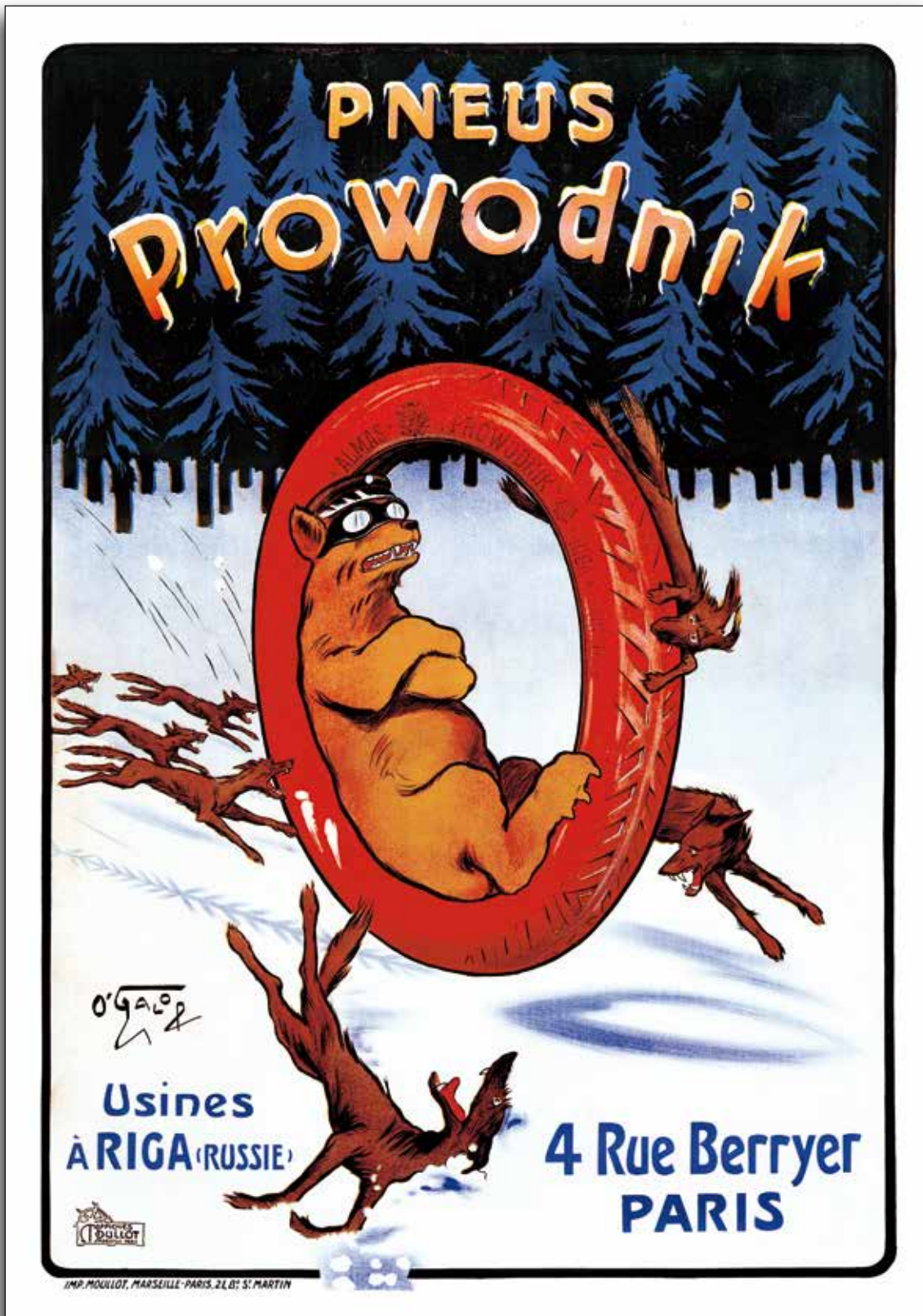
And all Dunlop snow tires are pre-bored, so you can add tungsten studs at any time in the future, if you wish.

Go ahead. Put Dunlop Silent Traction Snow Tires on your car. And wave at the polar bears as you go by.

DUNLOP

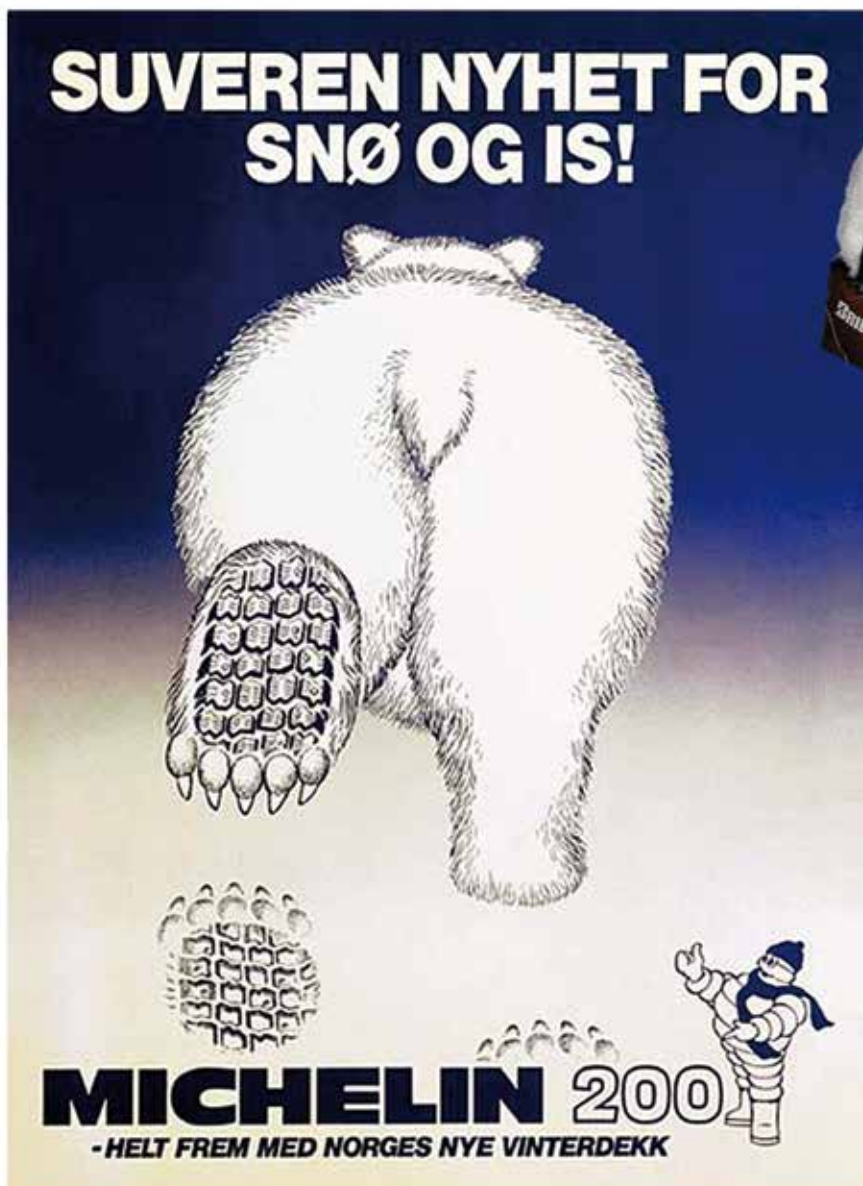
This exclusive tread pattern has three different tread levels to give you three unique benefits.
1. Superior traction 2. Quieter running 3. Longer wearing

52. Advertisement in German press for the Semperit company's range of winter tires, c. 1960.
53. Pirelli decal for the German market, c. 2000.
54. Advertisement in German press for Fulda tires, 1954.
55. Advertisement in American press for Dunlop, 1965.
56. The emblem of the Polar Bear in front of a snowy mountain could be seen on the sidewalls of the "Ours Blanc" brand truck tires, commercialized by the French firm Kléber since 1947.



THE RUSSIAN BEAR. The Russian company Prowodnik, founded in the late nineteenth century, had branch offices in the most important European capitals and was even present in the U.S. market in the years before the First World War. The French commercial branch commissioned a poster to the creator of Michelin's Bibendum, Marius Rossillon "O'Galop," to advertise their tires. The artist resorted to the Russian bear, the animal that was a patriotic representation of the country, to show the qualities of the product. The Prowodnik tires travel over snowy surfaces, immune to skids and the bites of hungry wolves.

57. Lithograph poster. Printed by Moullot, Marsella-Paris. Dimensions: 90 x 110 cm, c. 1910. Illustrated by O'Galop.



58. Michelin advertising poster for the French market, c. 1985.

59. Michelin advertising poster for the Norwegian market, 1987.

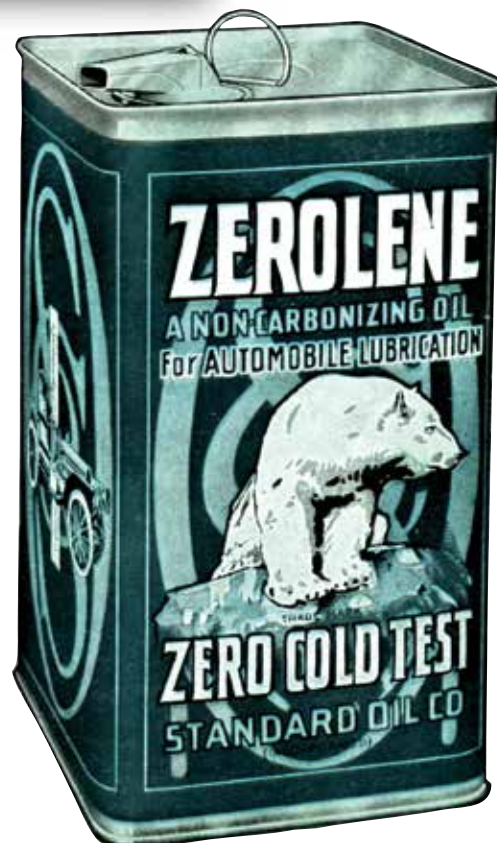
60. In October 2003, the Bridgestone/Firestone North American Tire firm presented the media with Blizzak the polar bear. This was the mascot for the line of winter tires having the same name, and was featured in several television advertisements on American networks. The official service establishments of the tire manufacturer received promotional material to support the point of sale: posters, banners, brochures, decals ... and a small stuffed toy with an interior chip that activated when pressed, emitting a Bridgestone jingle.



BELOW ZERO ADVERTISING.

Lubricants and oils that maintain their qualities at low temperatures, as well as batteries, are essential for the automobile's proper functioning. The same happens with the polar bear's skin density, the layer of body fat and regulation of vital energy—including hibernation—, indispensable elements to withstand its Arctic habitat and subzero temperatures.

61. Advertisement for Quaker State Oil Refining Corp. in American press, published October 31, 1953. Illustrated by Andre Maurice Durenceau (1904-1985), who was of French origin.



A 'STANDARD' BEAR. In 1907, the Pacific Coast Oil Company (PCO) oil refinery, controlled by the powerful Standard Oil corporation, developed the Zerolene product, capable of maintaining fluidity at low temperatures, supposedly even those below zero. To represent this resistance to the cold, the figure of the Polar Bear was chosen as a symbol of the product and promotional mascot in advertisements. Standard Oil of California, a company which emerged after the disbanding of Standard Oil following an antitrust resolution by the United States Supreme Court in 1911, took over the product.

62. Sign with lateral mount for official Zerolene services stations. Enameled metal panel. Dimensions: 60 x 50 cm, c. 1920.

63. Cover of the magazine *Standard Oil Bulletin*, October 1929, published between 1913 and 1942 by Standard Oil of California.

64. Appearance of the can of Zerolene lubricant, taken from the calendar *Zerolene Annual 1910*, a promotional gift.

Think This Over

Supreme in the Oil Industry
 Forty Years of Experience in the Making of Oils
 Modern Equipment for Improvement
 Recognized Standards to Maintain

RESULT:

Polarine
 A FROST AND CARBON PROOF OIL

Carbon Proof Frost Proof

The Standard Oil for Motors

We begin to perfect it at the point where most oils are deemed finished. Our supremacy lies in our experience, facilities and resources.

-Everybody Knows That.
 Polarine adds life and power to all motors by its friction-reducing properties.

The Saving in Barrels
 Those who usually buy oil in small amounts can save a neat sum buying by the barrel or half-barrel. It's economy for everyone who owns a gas car to buy this way.

Polarine Lubricants
 Prepared in consistencies to meet individual preference—and mechanical conditions of transmissions, differentials, universal joints, ball and roller bearings, timing gears, etc.

"A" grade	Semi-Fluid Oil
"B" grade	Semi-Fluid Grease
"BB" grade	Semi-Solid Grease

Also include Cup Grease and Fibre Grease of high maintenance.

All are called the recognized Motor Car Lubrication. Each grade of durability.

For Sale EVERYWHERE
 By All Reputable Dealers

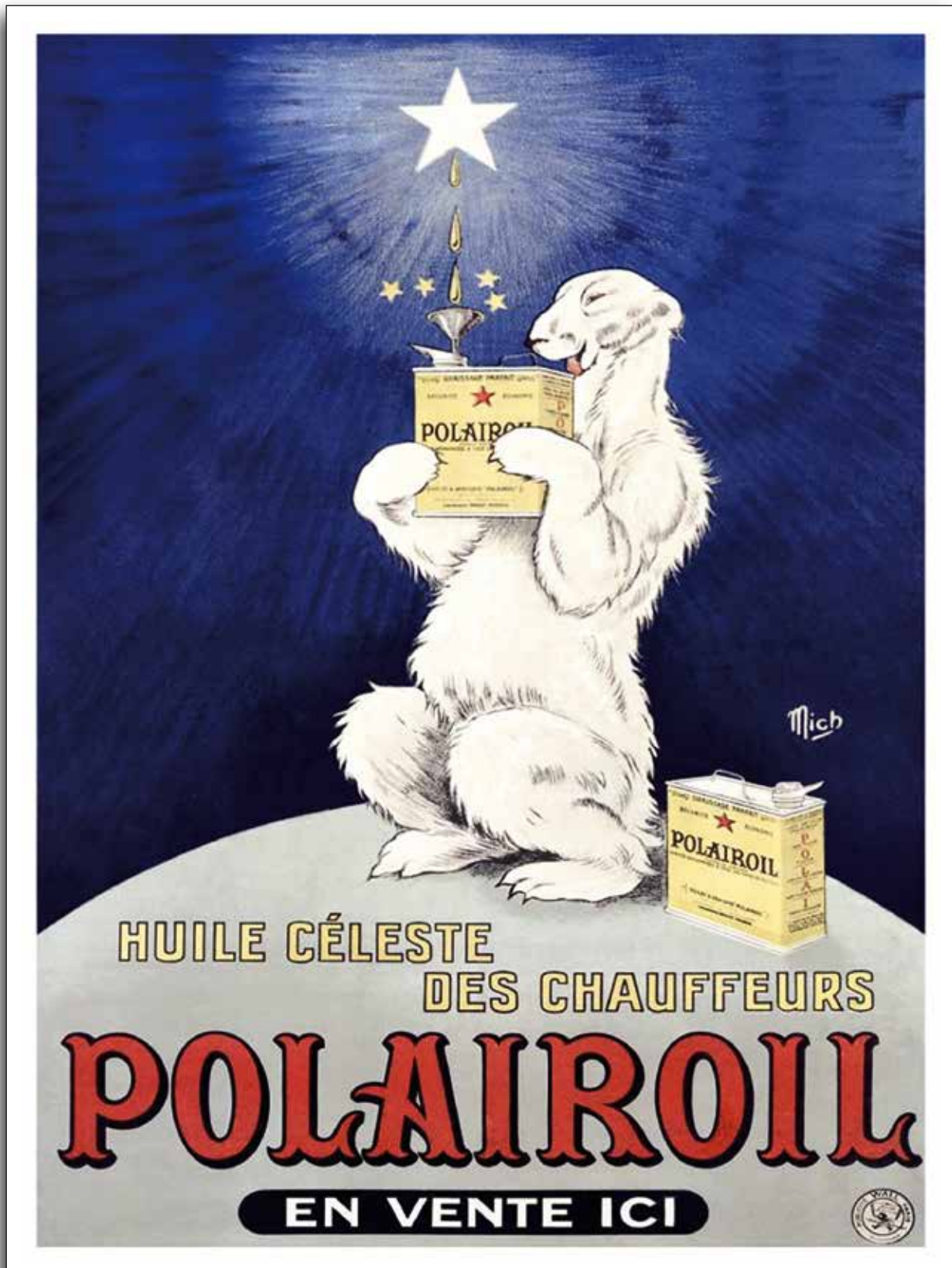
Standard Oil Company
 (An Indiana Corporation)

Polarine
 FOR MOTOR CAR AND MOTOR BOAT LUBRICATION
 WILL FEED AT ZERO TEMPERATURE
 STANDARD OIL COMPANY

SOCONY BEAR. The Polarine brand name, like Zerolene, was applied to similar products—oils that maintained their viscosity at low temperatures—and was manufactured and marketed by the Standard Oil corporation. After the disbanding of the entity in 1911, Polarine was controlled by the Standard Oil Co. of New York, known by their acronym SOCONY. The advertisement shown above demonstrates the use of the Polar Bear as the product's mascot, an animal that also appeared in cans and canisters of the company's lubricants.

65. Advertisement published in the magazine *Motor Age*, 1912.

66. Can of lubricant. 25 cm height x 20 cm length x 8 cm width, c. 1912.



POLAIROIL. The French lubricant “Polairoil,” “huile supérieure pour l’auto et aviation” owned by the Huiles Polairoil company, was manufactured at their Issoudun refinery, in the French Department of Indre. In the 1930s, the illustrator “Mich” created a poster—with his usual humorous tone—that showed a white bear holding a large can of Polairoil and collecting the drops of oil distilled by the Polar Star. The scene reinforced the product’s slogan: “The celestial oil of drivers.”

67. Lithograph poster for Polairoil, c. 1930. Illustrated by the French artist Michel Liébeaux “Mich.”



THINK OF THE WEATHER...

THINK OF YOUR CAR...

THINK OF NEW SHELL ANTI-FREEZE

NOW'S THE TIME, before expensive damage is done, to put Shell Anti-Freeze in your radiator. Shell Anti-Freeze. Make sure of the brand and you'll make sure of your car. Correctly mixed with water, Shell Anti-Freeze stops freeze-up under any conditions likely to be met with in Europe — a large margin of safety. And it does more: Shell Anti-Freeze reduces the danger of corrosion to the absolute minimum.

TOPPING UP: Remember to bring the solution up to full strength by adding extra Shell Anti-Freeze — and the handy pint top-up tin is ideal for this purpose.

FOUR CONVENIENT SIZES
and
more

YOU CAN BE SURE OF 



PROTECTION EN HIVER

Vous avez raison d'employer une huile fluide pour assurer un bon graissage au départ, mais il faut encore que ce graissage se maintienne lorsque le moteur a pris sa température de régime.

Il vous faut donc une huile qui circule librement à froid et qui conserve à chaud ses propriétés lubrifiantes, remplissant ainsi son double rôle de graissage et de protection.

Pour rouler en toute sécurité pendant la saison froide, employez :

Essolube

30 (FLUIDE)
SUPER-HUILE POUR AUTOS

Les Services MARTELL assurent la Super-Huile ESSOLUBE 40 et 50 en conformité avec les spécifications SAE.

ADAPTATION TO THE MEDIUM.

The images on this page show three samples of how the figure of the polar bear was utilized in three advertisements for automobile lubricating oils which were published in different countries: England, France and the United States.

68. Advertisement for Shell antifreeze published in the British magazine *The Autocar*, October 23, 1959.

69. Advertisement for Essolube oil published in the French magazine *L'Illustration*, December 1936.

70. Advertisement for the National Carbon Co.'s Prestone oil, published in a magazine on November 1940. Signed by Paul Bransom (1885-1979), an artist specializing in animal illustrations.



The Victory over Cold!

Not many years ago, the development of a new fluid solved a problem that was born with the automobile. This problem was the difficult one of finding an anti-freeze that would safeguard motor cars... without the owners guarding the anti-freeze.

The newly developed fluid... "Prestone" anti-freeze... immediately relieved a lot of people of a lot of worry. They found that, even in the bitterest weather, they could now keep their minds on a bridge game, business, or a movie... and not on their engines. At last they were safe from freeze-up... and they drove it.

This victory over cold was a victory over heat... which had been the downfall of other anti-freeses. "Prestone" brand anti-freeze... unlike alcohol or alcohol base products... refused to boil away when engine heat mounted. Therefore, it was always

on the job... needed no replacing. One shot lasted all winter long.

Today, "Prestone" anti-freeze... the anti-freeze that's guaranteed in writing... is used in more cars than any other brand of winter protection. Last winter alone it proved in more than 25 billion miles of driving that it will not boil away, foam, give off fumes or permit rust or corrosion. And again this year, it is the choice of the U. S. Army, Navy and 25 other Federal bureaus for the protection of vital equipment!

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation
200
General Offices: New York, N. Y. Offices in Principal Cities

The words "PRESTONE" and "PRESTONE" are registered trademarks identifying products of National Carbon Company, Inc.

TEXACO
PT
ANTI-FREEZE
PERMANENT TYPE

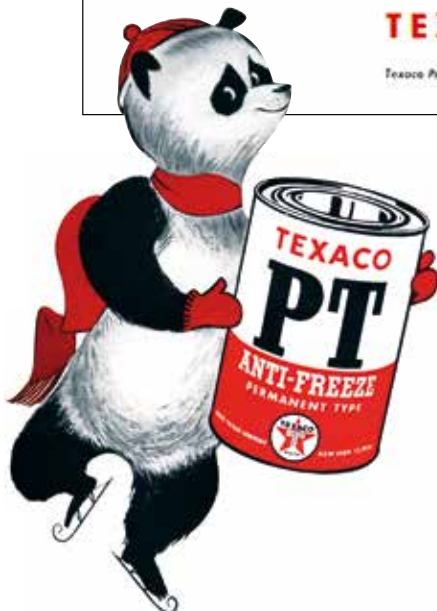
PLAY SAFE-DO IT NOW!

Get Texaco PT Anti-Freeze NOW
It stands **HEAT as well as **COLD****

Don't wait for cold weather . . . have your Texaco Dealer put PT Anti-Freeze in your car's radiator NOW. PT is Permanent Type — protects against freezing — all winter long . . . won't boil away on warm days . . . won't foam . . . and guards against rust and corrosion. Do it *now* — get PT! Get better anti-freeze protection from your Texaco Dealer, *the best friend your car has ever had.*

TEXACO
THE TEXAS COMPANY

TEXACO DEALERS
in all 48 states
Texaco Products are also distributed in Canada and in Latin America



POLES AND PANDAS. In 1953, the Texas Company-Texaco utilized a unique character to advertise their antifreeze lubricant. It consisted of a panda bear, a variant of the commonly used polar bear. Protected by a hat and a scarf, the Panda PeTe—spelling of the acronym PT-Permanent Type—displaces himself by skating on the icy surface. The campaign launch included widespread dissemination of the mascot in press advertisements, brochures and billboards. The choice of the panda—a native of the mountainous areas in central China and Tibet—to advertise this product could be due to its visual appearance. It was a mixture of the powerful white bear (from the North Pole) and the tuxedo-like aspect of penguins' plumage (from the South Pole), two animals employed in advertising to publicize all kinds of products related to cold and ice.

71. Advertisement in an unidentified magazine, 1953.

72. Detail of an advertisement published in *Motor* magazine, August 1953.

DON'T HIBERNATE - INSULATE*
Protect your car for winter...now!



FOR EASY RIDING THIS WINTER, LET US MARFAK YOUR CAR.
Texaco's famous oil gives your engine the extra protection you need to keep it running smoothly all winter long.

FOR EASY STARTING THIS WINTER, CHANGE TO INSULATED OIL.
Texaco's famous oil gives your engine the extra protection you need to keep it running smoothly all winter long.

FOR EASY SHIFTING THIS WINTER, USE TEXACO GEAR LUBRICANTS.
Texaco's famous oil gives your engine the extra protection you need to keep it running smoothly all winter long.

FOR COMPLETE WINTER PROTECTION OF YOUR CAR GO TO THE NEAREST TEXACO DEALER AND RANISH WEAR AND WORRY.

TEXACO DEALERS

TEXACO DEALERS invite you to look in the TEXACO BLUE TREASURE—a full house of all-star automobiles—Every Wednesday night—Columbia Network—8:00 P.M., 8:00 C.S.T., 7:00 M.S.T., 6:00 P.A.T.

DON'T HIBERNATE - INSULATE*
Protect your car for winter...now!



DON'T LET WINTER CATCH YOU NAPPING

*** EASY STARTING** Texaco's famous oil gives your engine the extra protection you need to keep it running smoothly all winter long.

*** EASY GEAR-SHIFTING** Texaco's famous oil gives your engine the extra protection you need to keep it running smoothly all winter long.

*** EASY RIDING** Texaco's famous oil gives your engine the extra protection you need to keep it running smoothly all winter long.

TEXACO DEALERS

TEXACO DEALERS invite you to look in the TEXACO BLUE TREASURE—a full house of all-star automobiles—Every Wednesday night—Columbia Network—8:00 P.M., 8:00 C.S.T., 7:00 M.S.T., 6:00 P.A.T.

DON'T HIBERNATE, INSULATE!

During the winter months, the majority of automobiles would sit in garages for long periods of time, until good weather arrived. The Texaco campaign, equating vehicles with the bear, proposed utilizing the company's special range of oils for proper engine maintenance. As such, the slogan that accompanied the illustrations proclaimed: "Don't hibernate, insulate. Protect your car for winter ... now!"

73. Advertisement published in *The Saturday Evening Post* magazine, October 7, 1939.

74. Advertisement published in *The Saturday Evening Post* magazine, November 4, 1939.

75. Advertisement published in an unidentified magazine, 1939.

76. Promotional cardboard cut-out, 1939.



DON'T HIBERNATE - INSULATE*
Protect your car for winter...now!



*** LET US MARFAK YOUR CAR FOR EASIER RIDING THIS WINTER.**
Marfak is Texaco's famous oil that gives your engine the extra protection you need to keep it running smoothly all winter long.

*** CHANGE TO INSULATED OIL FOR EASIER WINTER STARTING.**
Marfak and Texaco's famous oil give your engine the extra protection you need to keep it running smoothly all winter long.

*** USE TEXACO GEAR LUBRICANTS FOR EASY SHIFTING THIS WINTER.**
Texaco's famous oil gives your engine the extra protection you need to keep it running smoothly all winter long.

GO TO THE NEAREST TEXACO DEALER AND GET THIS SUPERIOR WINTER PROTECTION FOR YOUR CAR.

TEXACO DEALERS

TEXACO DEALERS invite you to look in the TEXACO BLUE TREASURE—a full house of all-star automobiles—Every Wednesday night—Columbia Network—8:00 P.M., 8:00 C.S.T., 7:00 M.S.T., 6:00 P.A.T.



TUNE-UP. The image above depicts the end of winter and the arrival of spring which meant awakening the bear from its lethargy. This was also translated into tuning-up the automobile motor with the right products provided by Mobilgas service stations.

77. Double-page advertisement published in *The Saturday Evening Post* magazine, April 10, 1948.



NOT ALL BEARS ARE WHITE. The North American grizzly bear, the largest of the brown bears, was adopted by numerous oil companies to represent their fuels and oils.

78. Double-page advertisement published in *The Saturday Evening Post* magazine, April 10, 1948.

79. Promotional sign for Sierra Gasoline, distributed in California. Dimensions: 76 cm in diameter, c. 1930.

80. Promotional sign for Calol, a refined oil manufactured by the Standard Oil Company of California that was commercialized in 1920.

81. Promotional sign for Grizzly Gasoline, commercialized since 1938 by The Northwest Refining Company in Montana.

82. Oval promotional sign for the lubricating oil Bruinoil, produced in the refinery established in 1910 in Bruin, Pennsylvania. Dimensions: 115 x 64 cm, c. 1925.



STANDARD GASOLINE.

During the 1930s, the Standard Oil Company of California advertised their Standard Gasoline brand utilizing a polar bear portrayed with human attitudes as a mascot.

83. Cut-out cardboard display, 1932.

84-85. Advertisements published in the newspaper *Ogden Standard Examiner* (Ogden, Utah), February 1 and 25, 1935.



STANDARD

puts Polar Bear fight in your car

Treat your car to a thrill this winter. Use Standard Gasoline regularly—and winter driving will hold no terrors for you.

Standard puts polar bear action in your car EVERY TIME—the colder the weather the more the fight and snap!

Stop in at the Red, White and Blue pump of any Standard Oil Dealer today! Try a tankful of Standard Gasoline in YOUR car. Put it to YOUR hardest tests. See how easily it starts on even the coldest days—how smoothly and quietly it performs on any road.

STANDARD OIL COMPANY OF CALIFORNIA

Try a tankful today

STANDARD GASOLINE

Look for the Red, White & Blue Pump 
AT STANDARD OIL DEALERS

Come on Winter—Here's your match!



STANDARD

It's Like A Polar Bear—The Colder The Weather, The More The Fight and Snap

WINTER driving holds no terrors for you with Standard Gasoline in your car. It's like a polar bear—the colder the weather—the more the fight and snap.

Look for the Red, White and Blue pump of any Standard Oil Dealer—drive in and say: "A tankful of Standard Gasoline, please!" Then step on the starter and be off—listen to your engine purr—and watch the miles whiz by.

You'll appreciate Standard's performance wherever you go. It's a "bear" in your car—anywhere.

STANDARD OIL COMPANY OF CALIFORNIA

Try a tankful today

STANDARD GASOLINE

Look for the Red, White & Blue Pump 
AT STANDARD OIL DEALERS



Ethyl gasoline reflects heat from your car to make it the world's coolest fuel.

WATCH YOUR GAUGE!

Warm weather increases the knocking tendency of gasoline. And knocking causes over-heating, with all the real damage that so frequently results.

Avoid the dangers of hot weather driving by using Ethyl exclusively. It's the cooler fuel for summer. Your temperature gauge will prove it!

DO YOU KNOW that Ethyl will keep your car running cooler this summer and help prevent the danger and damage of over-heating?

Scientific tests and the experience of car owners prove conclusively that Ethyl is the coolest of all motor fuels. That's because the Ethyl fluid turns more of the gasoline's energy into power and sends less waste heat into the cooling system.

Whether you are "taxi-ing" your car round town or pushing it on long trips, you'll find Ethyl an economical protection against the hazards of hot weather and a means of better all-round performance.

With the price now only 2¢ a gallon over regular gasoline, Ethyl's extra advantages cost less, on the average, than \$1 a month! Next time get Ethyl!

THE COOLEST FUEL FOR SUMMER DRIVING 

86. Advertisement for the temperature-stable Ethyl gasoline, published in the magazine *The Saturday evening Post*, 1933.



"U-m-m coolin'...no foolin'!"...CAR AIR CONDITIONING !

GIVE WARM-WEATHER DRIVING THE AIR . . . COOL, REFRESHING AIR BY HARRISON AIR CONDITIONING—NOW AVAILABLE FOR YOUR GENERAL MOTORS CAR.

Cool-Pack fits snugly under the dash of the new Chevrolet, Pontiac and Buick. Custom, "under the hood" Harrison Air Conditioning, is designed for all 1958 General Motors cars.*



A flick of the switch
any corner of your car . . .
level. And with windows
General Motors dealer about
or are already driving.

**A GM PRODUCT—AVAILABLE AT
YOUR GENERAL MOTORS DEALER**



Always use proper care of your car. Do not use Harrison Air Conditioning for any other purpose.

GENERAL MOTORS CORPORATION, LOCKPORT, N.Y.



SEE YOUR GENERAL MOTORS DEALER FOR A
DEMONSTRATION

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORPORATION, LOCKPORT, NEW YORK
AUTOMOTIVE RADIATORS • OIL COOLERS • THERMOSTATS • AIR CONDITONERS • HEATERS • DEFROSTERS

AIR CONDITIONED.

The company Harrison Radiator, founded in 1910, became part of General Motors after their acquisition in 1918. It was the division responsible for manufacturing air conditioning systems and radiators for the engines of company automobiles and vehicles. Between 1957 and 1963, approximately, advertisements for Harrison air conditioners featured a polar bear, alone or sometimes accompanied by others. The mascot was portrayed either in a realistic figurative style or in caricatured humorous illustrations as demonstrated in the two advertisements presented here.

87. Advertisement published in an unidentified magazine, 1958.

88. Advertisement published in an unidentified magazine, 1961.

