HOOD RUBBER AND THE RED MAN

The Hood Rubber Company was founded on October 12, 1896 by a group of investors, among whom were the brothers Frederick Clark Hood (1866-1942)—President and Director until 1930—and Arthur Needham Hood (1869-1950). Both were linked by family tradition to the rubber sector as their father, George H. Hood, was the founder of the Boston Rubber Co. This was the most important firm in the country for manufacturing footwear and one of the companies that in 1892, contributed to the formation of the powerful United States Rubber Company. The Hood Rubber Co. factory was installed in Watertown, in the state of Massachusetts. A few months after their launch in December 1896, they had produced 3,000 pairs of shoes a day with a workforce of 225 employees. In 1899, the footwear production figure increased to 20,000 pairs per day.

The growth of the business contributed in a decisive way to the development of the city and the increase in its population. The city had a significant number of Armenian immigrants, the majority of which worked for Hood. In 1916, the company provided employment to about 4,500 workers. In 1906, Hood had already begun to take an interest in pneumatic tires for automobiles and began to experiment with that technology, starting production in 1911. However, the first tires manufactured at their Watertown facilities were by commission so as to supply another entity in the sector: the Shawmut Tire Company. The Shawmut firm was founded in 1907, once again by brothers Frederik C. Hood and Arthur N. Hood, and disappeared in 1912 to merge with the parent company Hood Rubber, which assumed tire manufacturing and produced them as their own brand. In the following years the division of Hood tires constituted one fifth of the company’s total turnover. During the First World War the firm underwent rapid expansion and in the early twenties produced between 65,000 and 75,000 pairs of boots and shoes and approximately 1,600 tires daily. In this period, the workforce grew from 6,000 to almost 9,000 workers, including both men and women.

In 1929, taking advantage of the difficult times that certain business went through given the general state of the economy, B.F. Goodrich Co.—one of the leading companies in the rubber and tire sector—acquired several medium-sized companies, including Miller and Hood Rubber. The Watertown com-
pany became part of the group, retaining their name and part of their activity. The production of the powerful Goodrich, one of the leaders in the rubber industries ranking, was greatly diversified as embodied in their catalog of numerous products among which stood out rubber footwear and tires. With the incorporation of Hood, Goodrich began an optimization and centralization process, moving their footwear production to the acquired Watertown factory and producing tires in their tire factories located in Akron, Ohio.\(^7\)

Although the Hood brand continued to be labeled on a certain range of tires, the Hood Rubber division progressively specialized in the manufacture of rubber-based products such as rubber gloves, tiles, battery cases and plastic coatings. The closure of the Watertown factory in 1969 marked the disappearance of Hood Rubber, a brand that had been formally discontinued in the late 1950s.

**At the service of the motorist**

What makes Hood Rubber an interesting subject of investigation for this study is the unique mascot that they used in their advertising campaigns. They utilized a corporate emblem, an elliptical border that contained the Hood logotype, longitudinally pierced by an arrow (figs. 1-6). The launch of their tire division also implied the need to create the adequate “seller” for the new product. The Red Man Hood Service, the Man in Red of the Official Service for Hood tires, was presented as a man dressed in uniform. This served as a reference to the different characters donned in apparel related to the automobile world and whose presence populated the roads: the attire of luxury car chauffeurs, of employees working at service stations and gas stations and, specifically, that of motorized traffic policemen. Thus the mascot appeared in a red jacket, an officer’s cap with the Hood emblem, white shirt and tie, wide belt, baggy trousers and black high-top boots (figs. 111-115).

The characteristic pose is a frontal view, with the right arm raised and the palm of the hand open, and the left hand pointing to the ground and holding a red flag containing the Hood emblem. This attitude, typical of a police control where vehicles are stopped, was ideal to “force” motorists to stop and check their tires (figs. 111-134). The character of the Red Man halting vehicles as portrayed in press advertisements was a reflection of the actual advertising elements used by the company in the promotion of their tires. The establishments associated with Hood’s commercial network usually placed a metal cut-out figure of the Red Man—of natural size and supported by a pedestal—outside their premises at street level or next to the road (figs. 53-55 and 76). Hood’s corporate mascot—shown in large proportions—was also the protagonist of the advertising campaign applied to enormous billboards located alongside road borders, especially those close to turns and complicated curves (figs. 62-68).

A company document from 1946, already forming part of the business structure of BF Goodrich, stated:

> “The Hood Road man in today’s motordom is well-known, well-liked, and the most recognizable trade character. Wherever motorists ride, the red coated figure stands like a traffic officer on duty to warn of danger spots. Distinctive and eye-catching in appearance, the Hood Man sign on motor roads throughout the United States has flashed its warning message in a good-natured, friendly way to millions of automobilists. It is the creation of one of America’s best known artists, who have succeeded in putting into his picture the spirit of friendly service exemplified in Hood road bulletins.”\(^9\)
No further information has been found about the graphic creator of the mascot, but several illustrators gave life to the character in subsequent and successive campaigns over the years. Thus we can observe the signature of "Bleser"—in all likelihood August Jr. Bleser (1898-1966)—in the press campaign published between 1920-1922 in magazines such as *The Literary Digest, Scribner's Magazine* and *The Geographic* (figs. 69-74 and 76). In several of these advertisements the Red Man leaves his place on a billboard next to the road to help a motorist in distress. In another, the character shows us an advertising element—a display with his silhouetted figure—to explain how we can identify Hood’s points of sale, services and assistance.

Another series of Hood tire advertisements between 1926 and 1927, illustrated by Samuel Joseph Brown (1907-1994), present scenes and landscapes portraying cars and characters but without using the company’s mascot (figs. 84-88). In a 1927 advertisement, signed by the painter, illustrator and poster artist Walter Augustus Cole (1881-1965), the Red Man is depicted as a colossus, helping an automobile circulate over a hilly road filled with potholes (fig. 82).

The Hood company utilized the Red Man—the salesman for their tire division and spokesperson for promotional messages—as an active mascot. He was endowed with personality and great vitality, in the style of Michelin’s Bibendum, as he was featured in advertisements and employed as an emblematic signature for advertising messages, often going directly to the reader. Between 1919 and 1929 his figure was intensively utilized in advertisements for the press, posters and point of sale displays, in enameled signs for garage exteriors, lithographed panels, packages and boxes for inner tubes and spare parts and in innumerable merchandising articles. The mascot was continuously used in advertising for tires as well as for footwear with rubber soles (figs. 38-43). In advertisements for other products, the emblem with the arrow—also present in the Red Man’s uniform, his cap and engraved on the flag—was the only identifying element employed.

After 1929, and already as a subsidiary brand of Goodrich, Hood concentrated on the manufacture of rubber products, especially footwear. In the advertisements for shoes, rubber flooring and other products in the company’s catalog from the 1930s, 40s and 50s, the Hood Rubber Co.’s name appears accompanied by that of the BF Goodrich Company.

The 1930s and 40s advertisements for Hood tires—subjected to the new status of the company as part of a corporation—stopped utilizing the habitual figure of the Red Man, diluting his prominence and replacing him with representations of car scenes as well as with other characters (figs. 95-99). The uniformed man would offer his last advice at the end of the 1940s, in advertisements such as those published in *The Saturday Evening Post*, thus joining the list of mascot reserves that were prematurely retired from active service (figs. 89-94).
Notes


4. “Hood Company takes over Shawmut Tire Co.,” The India Rubber World, August 1912.


8. From the promotional brochure The Hood Rubber Company (A Division of the B.F. Goodrich Company), c. 1940.

Bibliography


“Three generations of rubber men: George H. Hood, Frederick C. Hood, Donald T. Hood,” The India Rubber World, May 1, 1924.
FOLLOW THE ARROW.
The possible association of the brand name with that of the archer Robin Hood indicates its graphic representation: ever since the first versions, an arrow was shown piercing through the letters that comprised the Hood logotype. The initial border representing a tire—which contained the logotype—gave way to an elliptical frame with a more synthetic and simple graphic. The emblem ended up taking the form of a two-pronged arrow. Adding the effect of having volume would occur in the year 1947.

25. HOOD RUBBER AND THE RED MAN

Watch for Me in the Magazines

During 1919 you’ll find me in Collier’s, Literary Digest, American, Everybody’s, Red Book and Cosmopolitan telling car owners about the advantages of the Hood Extra Ply Tires.

You’ll surely be interested in these talks, too, for they are straightforward and convincing—moreover, you’ll find it well worth while to read them carefully for they are sure to start a train of thought in the tire user’s mind which will lead him straight to the nearest Hood Dealer.

Don’t you think it would be good business to prepare to sell the tire about which those who have used it say—“Put on a Hood today—forget it for a year?”

Information about the Hood Tire Dealer’s proposition will gladly be sent you on request.

Put on a Hood Today
Forget it for a Year

You Can Buy HOOD TIRES at This Sign

HOOD TIRE CO., Inc. WATERTOWN, MASS.

“Why Forget the Tube?”

There’s only one RIGHT way to buy tires

You can buy them at this sign, too.
THE STARTING FLAG.

This long series of advertisements, appeared in generalist magazines such as The Literary Digest, Collier’s and Sunset, as well as in specialized automotive sector publications such as Automobile Trade Journal and Motor Age. They consisted of full-page advertisements published between December 1918 and the end of 1919. They took advantage of the same illustration and an established structure so that, as part of a continuity campaign, only the advertising messages that outlined the virtues of Hood tires would vary.

8-21. Full-page advertisements for Hood published in a variety of generalist and specialized magazines, 1918-1919.
DELINEATING THE RED MAN.

In the campaign of 1918-1921 the portrait of the Red Man was defined. It went from a simplified and caricatured profile to a more realistic drawing, a characteristic that was maintained for advertisements in subsequent years. The advertisements presented on this page, except for the first row in black and white, were part of a long-running series published full-page in two colors—red and black—between the autumn of 1920 and the end of 1921, in the magazines The Literary Digest, Sunset and Motor Life.

22-25. Black and white advertisement modules published in The Literary Digest and Collier’s, between 1918 and 1921.

Don't be a “Bargain” Hunter

Every car owner has recently been besieged with letters offering tires at cut prices; has seen newspaper advertisements of price-cutting sales.

A liquidation period forced by high money rates usually is an opportunity for bargain picking. It is also an opportunity for the moving of unpriced tire styles that are being discontinued. As a result, the unsophisticated, inexperienced consumer is more apt to get stock than to get the bargain.

Tire prices, even today, are not high; they are lower than ten years ago and the leading tires contain more and better material and are delivering over three to four times more mileage. The manufacturing costs are still high and will stay so for some time to come. Labor is high, transportation rates are increasing, competition is high.

The thrifty car owner today wants tires that are nationally known to deliver miles for the least cost. Hood Tires are the ones whose “more miles make them cost less.” These prices are based upon a reasonable margin above cost.

Do not let the present flurry of liquidation in the tire business tempt you into bargain buying. Go to the dealer whose window displays the signs of the Red Man, his price will be fair for the miles and breadth tires trouble which you will purchase wrapped up in a Hood casing.

HOOD RUBBER PRODUCTS CO., INC.
Watertown, Mass.
COVER ADVERTISEMENTS.
The Hood Red Man (or blue, in the exceptional case shown above) featured numerous advertisements that occupied the cover page of various American magazines in the automotive sector, the most coveted advertising space for these types of publications. The image on the right presents an example of the ten covers that Hood contracted in the Automobile Journal magazine between July 1918 and September 1919.

36. Cover of the magazine Tires, April 1927.
37. Cover of the magazine Automobile Journal, September 1910. This magazine was published by The Automobile Journal Publishing in Pawtucket, Rhode Island, between 1911 and 1921.
Although the Red Man was created specifically to advertise Hood tires, the company considered it opportune to also employ the mascot in the promotion and publicity of their range of footwear products, as shown in the examples on these pages.

38. Front side of the box containing two units of Hood Arrow rubber heel replacements for worn out shoes.
39. Metallic sign indicating the footwear establishments that provided Hood products for shoe conservation and repair. Dimensions: 35.5 x 50 cm.
40. Hood polish for the care and embellishment of leather shoes, c. 1940s.
41. Metal die-cut display to advertise Hood shoes, sports footwear, boots and ankle boots at the point of sale, c. 1922.
Why not give your feet a treat, too?

Outfit the whole family in Hood Canvas Footwear. So light, so stylish, so graceful—yet built like Hood Tires for wear.

You put on a straw hat to take the load off your mind. You put on light clothes for their comfort and coolness.

Why not give your feet a treat too? Why not feel this summer as you used to feel when you put on those canvas shoes?

Hood Canvas Footwear will give you that same youthful feeling—and with it all the satisfaction that comes from wearing stylish, shapely, well-built shoes.

There's refreshment and new energy in every pair; every hour that you wear them your feet will give thanks.

And so will your pocketbook, too.

No other canvas shoes are "steam-welded" like Hood Canvas Footwear.

Hood Canvas Footwear

Ask your dealer for the Tire Process Canvas Footwear

25. HOOD RUBBER AND THE RED MAN

44. Advertisement for Hood athletic footwear, published in the magazine *The Saturday Evening Post*, 1927.
LITTLE RED MEN. The Red Man of Hood Tire Service not only appeared in large format on signs for garages or on enormous exterior advertising billboards. He was also represented on a small scale, being present in the pockets of Hood’s clients in the form of a key chain, matchbox, pencil, wallet, calendar and other imaginative forms of merchandising.

46. Promotional rubber ashtray in the shape of a tire with a painted glass center, 18 cm in diameter, c. 1940.
47. Match cover with Hood advertising, c. 1940. 48. Match cover with Hood advertising, c. 1930. Each of the matches is a small Red Man. The printed text reads: Martin J. Barry Auto Repairing, Battery and Ignition Service.
49. Advertising keychain with the Hood emblem on the back, c. 1920.
25. HOOD RUBBER AND THE RED MAN

STANDARD-BEARER.

Over the years, Hood’s Red Man presided over the identification signs for the tire sales business, whether by waving his red flag or carrying out the salute resembling a traffic agent.

50. Rectangular sign made of embedded tin, 60 x 30 cm, c. 1918.
51. Enameled metal sign, 90 x 80 cm, c. 1930.
52. Enameled metal sign, 60 x 18 cm, c. 1940.
25. HOOD RUBBER AND THE RED MAN

MEET ME AT THE CORNER?
This double page presents three examples of how the full-body Hood mascot was portrayed on identification signs for the establishments associated with the tire company’s commercial network. This type of sign was adapted to different sizes, including those of human scale that were placed, fastened to a pedestal, in front of shops, next to the road or in the corners of adjacent streets to stop motorists as a traffic officer would. Other types of signs hung on the wall. The oval sign shown on the opposite page was fixed to the wall by a side mount. As it is double-sided and protruded outwards like a banner, it effectively fulfilled its advertising function.

53-54. (opposite page) Double-sided sign with the figure of the Hood mascot. Chromolithographed metal. 36 inches high, c. 1920.
55. (opposite page) Enamel metal sign. 30 x 72 inches, c. 1930.
56. (opposite page) Oval sign, lithographed metal. 24 x 16 inches, c. 1930.
57. Lithographed metal plate. 76 x 18 inches, c. 1940.
58. Photograph, c. 1940, unidentified location. Private collection.
JOSEP H. WALSH COMPANY.
The above image shows the facilities of the gas and service station of the Joseph H. Walsh Company, located on the northwest corner of Florida Avenue and Jackson Street in Tampa, Florida. The Red Man, present in several advertising elements, demonstrates that they are an official Hood tire distributor.

59. Photograph of a service station, 1929. Digital archive, Tampa-Hillsborough County Public Library.
GUARDED BUSINESS.
This image portrays a detail of the exterior of the garage and service station Hayes & Hopson. They belonged to Hood’s commercial network, located in the town of Asheville, North Carolina. The building, built in 1907, is still standing (2014) and has been converted into a bar.

60. Photograph of the garage, c. 1927.
SERVICE MEN.
The establishments, garages and distributors of Hood tires were provided with a wide range of advertising elements: exterior signs, posters, brochures and displays in which the Red Man was well represented. The photograph depicts the horizontal signs of the Hood and Goodrich tire companies, at the same level and size, which indicate —together with the design of the smaller Hood sign below—the probable date of the picture. In 1929 Hood Rubber Co. was absorbed by the powerful BF Goodrich.

61. Workers loading a batch of new tires in front of the Central Tire Co. premises, photographed, c. 1930.
25. HOOD RUBBER AND THE RED MAN

62. On the right, a promotional postcard for the Hood Rubber Company showing one of their characteristic cautionary roadside billboards located before a curve, c. 1918.

63. Hood’s standardized billboard that strategically dotted roads throughout the country, in an advertisement published in The Yale Alumni Weekly magazine, October 28, 1918.
Hood’s Red Man was also present in road maps occupying the advertising spaces of front and back covers and occasionally, incorporated into an advertising module within the map itself. Road map, 1918.
ROADSIDE GREETINGS.
The development of the advertising campaign in the form of billboards was commissioned to The O. J. Gude Company—founded in 1889 by Oscar J. Gude (1862-1925)—, one of the pioneering companies in outdoor advertising elements (billboards, neon signs, scenography). In 1925, The O. J. Gude Co. formed part of approximately 140 companies that grouped together to constitute the powerful General Outdoor Advertising Company. The illustration shown here—an advertisement for The O.J. Gude Co.—portrays a Hood billboard with its characteristic character as an element integrated into the landscape. They defined the billboard as an element “of public interest” given its function of warning motorists of potential road hazards.

The Warning Signal Man Is a National Figure

Advertising which renders a service to the public is worthy of public approval. That is the reason why the famous warning signal man of the Hood Rubber Products Co. is welcome wherever he stands. He's a great big—pleasing—traffic officer, on duty where motorists ride.

—And he is one of the figures which represents the creative ability of our organization.

Outdoor Advertising Everywhere

The O. J. Gude Co., N.Y.

550 West 57th St. Peoples Gas Bldg.
New York City

Chicago, Illinois

Philadelphia Cincinnati St. Louis

Atlanta Richmond
Institutional Mimesis.

In the period comprising 1937-38, the Governor’s Highway Safety Council chaired by the Governor of the state of Pennsylvania George H. Earle developed a campaign addressing road traffic accidents. This institutional initiative was supported by advertisements in the press and other media as can be seen in the photograph of the billboard on the left. This billboard, portraying the cut-out traffic officer protruding from the panel with his arm raised in a signal to stop, is a clear reference to those that Hood Rubber deployed throughout the entire country during the 1920s, as demonstrated by the two examples shown above.

68. Hood advertising billboard, 1919. Photograph of a small advertisement in the publication *The Tire Rate Book*, October 1919.
TRANSFORMING REALITY.
The illustrations drawn in pen and ink with shades of gouache from the 1922 Hood tire press campaign show us the style of the American cartoonist and illustrator August Jr. Bleser (1898-1966). In several of these advertisements the Hood Red Man, depicted in characteristic billboards located along the road, comes to life and leaves his post and fixed position to help and advise the motorist in distress. This game between embodied reality and certain conventions in the construction and reading of fiction is similar to the one proposed by the British magazine *The Poster*’s cover illustration in the November 1898 issue. In the composition, a male character emerges from a poster—behind his white silhouette a medieval building can be seen—to contemplate another picture in which a young woman is portrayed. The drawing style of the young man depicts a figure dressed in medieval clothes and outlined with contour lines. In contrast, the style applied to the woman is without lines and employs large masses of uniform color, alluding to a female figure typical of the Belle Époque. The scene could be interpreted as a tribute to the emerging Modern Style that the publication advocated. This dealt with a style that in part, was still indebted to the influences of illuminated Gothic manuscripts and certain medieval representations reinterpreted by the artists of the Arts & Crafts movement. The cover is illustrated by Mosnar Yendis, the anagram of Sydney Lewis-Ransom (1881-1958), actor, writer and playwright, costume designer, set designer, theater show poster and book illustrator, one of the Modern Style artists influenced by the work by Aubrey Beardsley.

69. Illustration from a Hood advertisement published in *The National Geographic*, March 1922.
70. Cover page of the British magazine *The Poster*, in the November 1898 issue.
73. Advertisement in Sunset magazine, June 1922. 74. Advertisement in Sunset magazine, April 1922.
HOOD MEN. The image above shows a group of men—probably managers of a tire business or members of Hood’s territorial branch offices—with the tires “Hood White Arrow” and several promotional figures.

75. Photograph taken in California by the Dick Whittington Studio, 1934. © University of Southern California Digital Library.
THE INCREDIBLE SHRINKING MAN. The Hood Service Man himself presents readers with the display signs for establishments belonging to the tire company's commercial network. These consisted of figures cut out of enameled metal.

76. Full-page advertisement published in the magazine The National Geographic, June 1922.
The most Satisfactory Tread ever designed

You can judge for yourself the greater safety and added durability in the White Arrow tread.

Much can be said for the Hood White Arrow Cord. Very little need be said, if you will take the few moments required to step into the store and go over the tire yourself.

Lift the tire, for weight; feel the rubber in the tread; put both hands on the side walls, to judge thickness and strength. Let the dealer show you how the tread absorbs a portion of the traction wave (which means more comfort as well as more wear).

We would like to have you go further, and take the names of a few Hood users in your neighborhood. Men may be prejudiced in favor of the cars they drive, but if their tires have been giving them any trouble you will hear about it.

This is a different way of working out the question. It is the sensible way, and certainly fair to you. There are enough advantages in knowing the White Arrow to justify the little extra effort suggested.

Hood Rubber Products Company, Inc.

77. Advertisement published in Collier's magazine, March 22, 1924.
POINTING OUT THE ARROW. In the advertisements from 1924-1926, special emphasis was placed on inculcating motor vehicle consumers with the recognition of the new emblem coined by the company, a two-headed arrow comprising the border that framed Hood’s “pierced” logotype. This emblem appears embossed on Hood tires, just as its star seller, the Red Man, indicates to the reader again and again in different illustrations by pointing it out with his finger.

Platform Support Gives Longer Tire Wear

The HOOD Balloon Tire is flat at point of road contact, and so provides a platform support to the tire under load much as the platform spring in the higher-priced cars gives a platform support to the chassis.

This aids in keeping the tire from rocking on the rim with consequent side-wall breakage.

This is another reason why HOODS wear longer. Ask the HOOD salesman about the HOOD franchise for your locality.

Made by
Hood Rubber Co., Watertown, Mass.
Distributed by
Hood Rubber Products Co., Inc.
Branches in all Principal Cities

Look for the Hood Arrow

THE SYMBOL OF WORLD WIDE SERVICE IN QUALITY RUBBER PRODUCTS
On the opposite page, reproduced in two inks and in a pictorial style with expanses of uniform color and concise lines, the painter, illustrator and poster artist Walter Cole (1881-1965) portrays a gigantic and protective Hood Red Man who is willing to lend a hand to the driver in distress. The image is similar to the one used two years earlier in advertisements for the opening of the industrial laundry business Ambassador Business Corp., installed in the town of Oakland in April 1925. The drivers of the Ford trucks comprising Ambassador’s corporate collection and delivery fleet—equipped with the Lambert brand of cushion or semi-pneumatic wheels—wore a distinctive uniform, with a red stripe on the chest.

82. (opposite page) Advertisement published in the magazine Motor West, July 1, 1927. Illustrated by Walter Cole.
83. News item and advertisement published in the newspaper Oakland Tribune (Oakland, California), April 26 and 27, 1925.
BROWN AND BALLOON. During 1927, the American illustrator Samuel Joseph Brown (1907-1994) was in charge of creating the advertisements for balloon technology or low pressure tires manufactured by Hood. The images showed, in a close-up, the wheel of an automobile fitted with Hood tires traveling through different urban and rural landscapes which were portrayed in the background. The bottom of the advertisement comprised a footer portraying the company’s emblem and their catalog of products.

84-87. Hood’s full-page two-ink advertisements published in the magazine The Saturday Evening Post, on the following consecutive dates: June 18, July 16, August 13 and December 31, 1927.
Two Years Ago!

When balloon tires were designed, Hoods were built with flat treads—just two years ahead of other makes.

Likewise they are ahead in satisfactory service—traction—long life—comfort. And they cost about the same to buy and cost less in the end.

Made by Hood Rubber Co., Watertown, Mass.
Distributed by Hood Rubber Products Co., Inc.
Branches in Principal Cities

88. Advertisement published in the magazine The Saturday Evening Post, April 5, 1927.
A series of full-page advertisements in the form of vertical half-page modules appeared in generalist magazines such as *The Saturday Evening Post* and they comprised the last appearances of Hood’s mascot. In them the character offered assistance and advice, mostly to women, perhaps constituting the market segment to which their tires were targeted, a phenomenon also seen in the advertising campaigns of their competitor Kelly-Springfield. As a curious fact, during the 1940’s the uniform of Hood’s Red Man undergoes a subtle variation, changing the formal tie for a bow tie.

89. Advertisement in *Life* magazine, August 19, 1940.
90. The Red Man offered information to readers using speech balloons that are characteristic of the language in comics. Fragments of an advertisement in *The Saturday Evening Post*, June 29, 1940.
25. HOOD RUBBER AND THE RED MAN

91. Advertisement for Hood in the format of a vertical half-page module published in *Life* magazine, June 17, 1940.

92-94. Details of illustrations from a variety of vertical half-page advertisement modules published in *Life* magazine, April 29, May 20 and September 9, 1940.
Here’s a tread that’s built for covering ground...

A wider, flatter tread to give you more safety and mileage!

THERE’S something distinctly new and better in tire design today, and it can be seen in today’s new Hood “460”.

It’s a broader, more road-worthy tread that puts more rubber in actual contact with the highway.

Wear is more evenly distributed. Wear is slower. And, because there are more gripping edges to hug and hold the road, driving is safer. Stopping is quicker and surer.

Not built on, but built up—from the tire’s innermost structure—this new design gives you a measure of all around driving satisfaction that couldn’t have been bought before the war at any price.

If it’s HOOD—it’s GOOD!

HOOD RUBBER COMPANY, A DIVISION OF THE T. I. GOODRICH COMPANY • FACTORIES AT AKRON, OHIO • LOS ANGELES, CALIF. • TANS, PA. • MIAMI, OKLA. • TUSCALOOSA, ALA.

NEW MASCOTS.
In the mid-1940s, the human character of the Hood Red Man Service ceased to be utilized in the company’s tire advertisements, being replaced by other types of animal mascots that functioned as metaphors for certain shared qualities: speed, endurance, safe and long-lasting treads ...

Another publicity character dressed in red shared magazine pages with the Hood Red Man advertising products related to the automobile. During 1929, the Ethyl oil company created "Ethyl," the female advertising character that was featured in their advertisements that year. Ethyl, in addition to being portrayed as a woman driver, appeared dressed in clothing typical of professions commonly ascribed to the masculine gender such as drivers and repair shop mechanics.

100. Illustration from an advertisement published in The American Magazine, June 1929.


ONLY UNIFORMS ALLOWED.
Cap, jacket, gloves, baggy trousers and high boots, the clothing of Hood’s red man, directly inspired by traffic police attire, also referred to another typology of uniformed characters from professions linked to the automotive world. These included chauffeurs—an English word assimilated from the original French term—and the employees of service stations run by different fuel brands. The Hood company was not the only firm inspired by these habitual figures seen on the road and in businesses providing services to motorists.

107. Employee of a gasoline station pertaining to the service station network owned by the Gulf oil company, c. 1940.
STOP! The imperative attitude of motorized policeman on the roads and urban officers regulating street traffic served as examples for defining Hood's mascot. Hood used this element in other campaigns associated with the ability of their tires to adequately respond to sudden braking, ensuring the safety of pedestrians, the driver of the vehicle and its occupants. The image of police signaling to stop with a raised hand, a flag or activating a traffic light was also employed on one-off occasions by other tire companies.

111. Cover of a tire catalog for the Murray Rubber Co., founded in 1922 with a factory in Trenton, New Jersey.
CHILDREN CROSSING. With regard to traffic regulation and pedestrian safety, one of the most portrayed scenes in tire, automobile and accessory advertisements featured traffic patrol officers overseeing children as they made their way to school each day. The images below show how Kelly-Springfield tires captured the attention of female drivers as a market segment that was especially sensitive to these situations.

115. Motorized traffic patrol policeman from the twenties with the characteristic Harley-Davidson motorcycle, in a magazine from that time period.
TIME TO STOP. Although Fisk’s mascot—the sleepy and pajama-clad child clinging to a pneumatic tire included in the above image—usually presided over most of the advertisements for the Fisk Rubber Co. tires, the examples shown here from press advertising employ the figure of the traffic policeman, giving orders to stop to capture the reader’s attention.

118. Fisk advertisement in *American Weekly*, May 1924.
HALT, POLICE! Positioned next to the road wearing a uniform and with an outstretched arm—like the Hood Red Man—, different characters mainly representing companies in the motor sector urged motorists to stop, refuel and tune-up their vehicle.

120-121. Enamelled sign for a refueling area showing the corporate and advertising character, the Traffic Cop of Cosden Petroleum Co, Texas. c. 1940; and the Cosden traffic cop badge, a promotional object given to customers of Cosden gas stations, c. 1940.

122. Ford sign for repair and replacement service. c. 1930.

123. Bibendum, disguised as a policeman, warning about fraudulent imitations of his inner tubes. Detail of an advertisement in The Saturday Evening Post, June 12, 1920.

124. Sign for the Canadian Goodrich tire division. Enamelled metal 45 x 158 cm, c. 1920. Manufactured by The W. Wlas Co., Cowansville P. Q, Quebec, Canada.

125. In the 1950s, Coca Cola distributed these signs representing life-sized traffic police. The figures were placed at intersections next to schools to demand prudence and moderate speed from drivers. c. 1954.
25. HOOD RUBBER AND THE RED MAN

126. Advertisement for tires with reinforced and glued treads manufactured by the Colorado Tire & Leather Co., published in Motor magazine, November 1913.


25. HOOD RUBBER AND THE RED MAN

129. Screen-printed metal sign advertising Weed Chains for tires. Dimensions: 90 x 50 cm, c. 1920.

130. Tuffy, the Armstrong rhinoceros mascot, disguised as a policeman. Screen-printed canvas sign. Dimensions: 150 x 90 cm, c. 1955.

132. Automobile steering wheel auto-lock system manufactured by Husted Mfg. Advertisement in *Motor Age*, January 24, 1918.
The Canadian company McColl Brothers—who merged with Frontenac Oil Refineries in 1927—created in the mid-twenties the “Red Indian” brand of fuels and oils. The corporate emblem consisted of the profiled bust of an Indian chief, who soon acquired corporal characteristics and became the promotional mascot of their advertising campaigns. The above image portrays the human mascot raising his arm to indicate the presence of their service and refueling stations.

133-134. Advertisement for the McColl-Frontenac Oil Company Ltd. in the Canadian newspaper *Manitoba Free Press* (Winnipeg, Manitoba), August 19, 1929, and a can of motor oil with the company’s emblem.