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MEDRANO-BIGAS, Pau.

The Forgotten Years of Bibendum. Michelin's American Period in Milltown: Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930).

Doctoral dissertation. University of Barcelona, 2015 [English translation, 2018].

KELLY-SPRINGFIELD AND MISS CARLOTTA MILES

The history of solid rubber and subsequently of pneumatic tires applied to the wheels of vehicles with animal and motor traction is intimately linked to the Kelly-Springfield Tire Co. Their roots trace back to The Rubber Tire Wheel company, founded in 1894 in Springfield, Ohio by Edwin Stewart Kelly (1857-1935), his older brother Oliver Warren Kelly (1851-1922) and Arthur W. Grant, dedicated to the manufacture of solid rubber tires for carriages. Edwin grew up with his eleven brothers in a family of Irish origin. He was an enterprising man linked to multiple commercial activities. Although his company of solid rubber tires was the best known, Edwin S. Kelly diversified his business activity by establishing or participating in the creation and management of businesses. Among them, the following stand out as the most prominent: The Springfield Publishing Co., editor of the local newspaper *Republic-Times*; the electric company Home Lighting, Power and Heating Co.; the Kelly-Springfield Truck Co.; and the Grant Axle & Wheel Co. (fig. 1).

By the end of 1880, the first wheels had appeared with glued on bands of solid rubber for the trendy new personal transport vehicle—the bicycle. Human traction coexisted with merchandise-loaded wagons, passenger carriages, carts and two-wheeled buggies pulled by horses. These vehicles used radial wooden wheels whose perimeter was covered with metal strips for traveling over cobbled and dirt roads. Soon they began to apply solid rubber tires to these vehicles, achieving a smoother ride with less vibrations and improving passenger comfort. Solid rubber tires were better able to absorb bumps on the road without breaking and lasted longer than metal ones. However, these tires glued onto the surface of the wheel's perimeter would loosen and fall off. This was a common occurrence in the streets of large cities, crossed by tram rails which transport vehicle wheels would collide with and become immobilized.

1. The launch of the firm

The association of Edwin S. Kelly with Arthur W. Grant, also a citizen of Springfield, resolved this technological obstacle and marked the beginning of success for the company that both had founded. Grant, an inventor born in Michigan, moved to Springfield to manage the Tricycle Manufacturing Co., specializing in the manufacture of metallic wheels for velocipedes, a type of tricycle. During his more than ten

years of working for the company, he developed an idea to improve the wheels that utilized rubber tires. With the help of Kelly, in 1896 Grant patented a system to ensure that the solid rubber tire stayed in place.¹ Firstly, a circular metal rim with a flat ‘U’-shaped section was placed onto the outer perimeter of the wooden wheel. Secondly, two wires were inserted longitudinally and in parallel into the interior of the solid rubber tire, each with their respective ends joined, forming an internally reinforced circular band. The tire was attached to the rim and, tensioned, would latch onto the wheel.

This problem had endured for more than forty years, being dealt with on the basis of inventions exhibiting greater or lesser fortune. However, the solution of Arthur W. Grant was definitive. This new wooden wheel fitted with a highly resistant solid rubber tire that remained in place despite road obstacles—thanks to its rim and tension wires—was quickly known as the original Kelly-Springfield Tire. This was the name utilized in press campaign advertisements.

During the first months of The Rubber Tire Wheel Co.’s activity the North American market was dominated by imports of English wheels equipped with solid rubber tires. However, by the end of the decade more than 45,000 American wagons utilized the wheels manufactured by Kelly and Grant’s company, which already dominated 95% of the market. The company had eight international branch offices—in countries such as England, France, Italy and Spain—and approximately 50 licenses to exploit the patent for its technology. The Kelly-Springfield Tire wheel with solid rubber tires became a standard and the company continued to grow, protected by their patent.

2. Consolidation ... and change

In 1899, a New York financial group led by Emerson McMillin acquired The Rubber Tire Wheel Co. The company was refounded with the intention of managing the enormous profits from Grant’s patent licenses, and changed their name to Consolidated Rubber Tire Company. Thus, this new company did not manufacture wheels in the same way their predecessor did. They manufactured wooden wagon wheels, whose treads were equipped with a shock-absorbing layer of rubber. The rubber was rolled into large coils in the form of a continuous strip that was cut to the required size in each case, according to the diameter of any given wheel.

The commercial exploitation of Consolidated’s patent benefited both the cart/wagon construction companies and the manufacturers of solid rubber tires. Of the latter, Consolidated litigated constantly to preserve their rights with firms such as Firestone, Goodyear, Pennsylvania Rubber, Goodrich and Diamond. When the change to Consolidated occurred, Grant left his management positions at the firm although he remained linked to it, developing technical improvements and new inventions. Kelly continued as Vice President and General Manager of Consolidated, but he was losing power and participation and ended up separating from the company in 1905, turning his efforts to other businesses. In 1911, Consolidated’s important branch office in New York was legally registered as the Kelly-Springfield Tire Co., leading the way so that in 1914, the company changed their name to the definitive one of Kelly-Springfield Tire Company, recovering the surname of their founder.

3. A breath of air for tires

Towards the end of the century, a new technology imported from Europe began to dominate, the pneumatic tire. It dealt with a hollow rubber tube inflated with air, which allowed a smoother and more comfortable ride compared to that offered by the rigid solid rubber tires. Edwin S. Kelly, conditioned

by the future expiration of Grant's patent rights—which would take place on February 18, 1913—,² reacted by directing his interests to the new tire technology that was being increasingly applied to carriages, bicycles and the emerging market of motor vehicles. For this reason, in 1899 he acquired the Columbia Pneumatic Wagon Wheel Co., a company legally registered in August 1895 with experience in solid rubber and pneumatic tires for carriages (fig. 2), and created the Buckeye Rubber Co. in July 1900,³ oriented to the manufacture of solid rubber tires for automobiles and trucks. The Consolidated Rubber Tire Co. would work jointly with both companies in the development and manufacture of the first pneumatic tires for automobiles which were finally launched in 1908.

In any case, the principal market of Consolidated/Kelly-Springfield during the first decade of the 20th century continued to be that of solid rubber tires for cargo and passenger vehicles, trucks, tractors and heavy agricultural machinery. In a world where speed prevailed, light bicycles and automobiles floating on the air-filled tires had the ability to maneuver smoothly and quickly through ever improving roads. However, the same could not be said for trucks. The heaviness and slow speed of the vehicles once loaded required solid rubber tires, which were easy to manufacture and had an important advantage: they could not be punctured or deflated. Solid rubber tires continued to be widely utilized until the 1940s. The Buckeye factory in Akron, Ohio became the main manufacturing center for the solid and pneumatic tires of the Kelly-Springfield Tire Co., complemented by the activity of the factories in Wooster, Ohio, acquired in 1915, and that in Buffalo, New York, acquired in 1917 from the Northland Rubber Company.⁴ In 1910, about 200 people worked at the Akron factory for a daily production of 200 pneumatic tires, in addition to making solid rubber tires and pneumatic inner tubes. Towards the end of 1915 and the beginning of 1916, the same factory already offered a daily production of nearly 400 solid rubber tires for trucks and 1,500 pneumatic tires for automobiles. By the beginning of the twenties they employed 7,000 workers, with a daily production capacity of 3,500 tires.⁵

In 1916, as a response to the growing demand for solid rubber and pneumatic tires, the building of a large factory in the town of Cumberland, Maryland began. The construction took longer than expected. During the First World War, Kelly-Springfield diversified their business to respond to government orders which in 1918 accounted for nearly 50% of their production.⁶ The first pneumatic tire that inaugurated the productive capacity of the new Kelly-Springfield facilities in Cumberland—with an estimated daily production of 5,000 solid rubber truck tires and 10,000 pneumatic tires⁷—was manufactured on April 2, 1921. The expectations with which Kelly-Springfield faced the new post-war stage seemed encouraging. Advertising during 1921 had increased by 10% compared to the previous year. In addition, according to a company manager, anticipating growth in business for 1922, Kelly-Springfield intended to intensify their advertising activities and increase this budget by approximately 20%.⁸

However, the debt acquired after more than five years of starting up the new factory—part of the delays were due to the situation created during the Great War—, together with the recession of the early twenties and the changes in the company's top management, initiated a period of financial weakness that would end in the crisis of the thirties. Between 1929 and 1933, the company's total profits were halved. In 1934, the production of the Cumberland factory, with a capacity of 12,000-15,000 tires per day, had dropped to 3,000 daily units.⁹ A year later, the situation led to bankruptcy; in August 1935, The Kelly-Springfield Tire Co. would be acquired by the Goodyear Tire and Rubber Company, which would keep them as one of the group's companies. Between 1941 and 1943, the Kelly-Springfield factory was converted into a center for the production of weapons, ammunition, bombs and projectiles for the U.S. military involved in World War II. Nonetheless, tires were still manufactured as they were also needed

for military vehicles. In the post-war years, the company experienced a recovery phase and at the end of the 1950s, under the supervision of Goodyear and with George B. Newman as General Manager, the company began one of their most fertile periods.

At the end of the sixties, The Kelly-Springfield Tire Company specialized in supplying their Kelly-Springfield tires to independent distributors such as Montgomery Ward, Sears, O.K. Rubber, Penney's or Mobil, as well as manufacturing tires with other brands for oil companies. This was the case of Atlas tires, which were sold in stores of the service stations owned by American Oil Co., Humble Oil, California Oil and Standard Oil of Ohio, among others. In the early nineties, The Kelly-Springfield Tire Co. was absorbed by Goodyear and disappeared as a company belonging to the group. However, the label "Kelly Tires" was retained as a brand name for Goodyear's own line of tires for passenger and cargo vehicles, which is still active to date (2015).

4. The early stages

The first press advertisements for Kelly-Springfield, the brand of wheels for carriages equipped with solid rubber tires, showed images of the product either by illustrating its technological characteristics or by portraying them in use, depicting scenes of carriages, wagons and stagecoaches pulled by horses (figs. 4-9 and 11-13). In addition to these types of images, other campaigns presented allegorical compositions emphasizing the universality of the product and its features, emphasizing the comfort they provided for passengers (figs. 3 and 13). As for graphic elements, borders and frames with wooden spoke wheels were combined with lettering and typography, Victorian illustration and the initial phases of photography. The presence of the Kelly-Springfield wheel in other markets, mainly in Europe—protected by the contracted exploitation of Grant's patent—also served as an advertising appeal to support its virtues (figs. 14-19).

The firm's advertisements proudly exposed how the world's principal rulers and royalty used Kelly-Springfield for their carriages: the President of the United States, the Prince of Wales, the President of the French Republic, King Pedro of Serbia ... Also, celebrities of the time contributed their testimony and public image to the Kelly-Springfield campaigns, such as the soprano Frances Alda (1879-1952), a regular at New York's Metropolitan Opera House; baseball star pitcher Walter Johnson (1887-1943); the New York actress Julia Sanderson (1887-1975), popular in musical shows; and the dancer and actress Queenie Smith (1898-1978) of the Metropolitan Opera House in New York (fig. 182).

5. The tire mascot

After the change from the nineteenth to the twentieth century, the growing demand for automobile tires caused Consolidated Rubber to place their stakes on the new motorized vehicle, while maintaining their natural market of carriage/wagon tires. The manufacturer's advertising account was managed by the Calkins & Holden agency in New York, formed just a year earlier by Earnest Elmo Calkins (1868-1964) and Ralph Holden (1871-1926); the first would be the creative director, while the second would act as account executive.¹⁰ Calkins was a well-known copywriter and had previously participated with his rhyming compositions and jingles in the construction of two famous advertising mascots: Phoebe Snow, the female character of the railroad company Delaware, Lackawanna & Western (DL & W) from Pennsylvania, in 1901; and Sunny Jim, protagonist of 1901 advertisements for Force cereals elaborated by the Force Food Company.

The relationship between Consolidated/Kelly-Springfield and Calkins & Holden was maintained until the end of 1918. In January of the following year, the account was transferred to the Gardiner, Atkinson & Wells agency—soon reduced to Gardiner & Wells Co.—, founded in 1917 by the publicist William Ray Gardiner with offices on Madison Avenue, New York. This agency handled the Kelly-Springfield Tire Co. advertising account during the 1920s.¹¹

The effort put into the launch of the new product posed fresh challenges for the company's advertising communication. Thus, in November 1908 the Kelly-Springfield tires for automobiles were already advertised, in which "the experience in making rubber composition for the most successful solid carriage tire is well utilized in making Kelly-Springfield Pneumatic Tires for Automobiles."¹¹ In mid-1910 the images of the advertisements, until then based on illustrations portraying driving scenes (figs. 20-22), gave way to the photographic portrait of a female model sitting on a pneumatic tire. The pose was not by chance, it was purposefully planned to show the product's resistance, maintaining its shape without bending under the weight of an adult person. The young woman was dressed according to the fashion of the time, with a long overcoat and a hat with straps that held its position firmly with a bow at the nape of her neck (fig. 24). All this established a feminine model that could occasionally be found in other tire advertisements for rival brands (fig. 29). The distinction from the rest was the Kelly-Springfield tire brand's persistent and continued use of the same character. From that moment on the "Kelly girl," the proposed personality of the company and their agency Calkins & Holden, would become the mascot that would accompany Kelly-Springfield tires for years in their advertising journey, being applied to different supports (figs. 23-28).

In June 1911, *Printers' Ink* magazine, one that specialized in the publishing and advertising sector, published an article that inquired into the details of how the character was created. The response was facilitated by an agency that was never named directly—of course it dealt with Calkins & Holden—, which made the following statements on the subject:

"The maker of the Kelly-Springfield automobile tire has been making [solid] rubber tires for the past fifteen years. They have been advertised nearly that long (...) Therefore, the chief purpose of this advertising is to keep the name before the people and to remind people that it is the same name they have depended upon in the past in getting the best tires for their carriages. In view of this we have not felt it necessary to go into lengthy arguments relative to the construction of Kelly-Springfield automobile tires.

What we have striven to do was first to secure attention and then leave an impression. The natural thing in an automobile tire advertisement would be to show a cut of the tire, but a cut of a Kelly-Springfield tire looks just like the cut of any other automobile tire (...) The thing that gets an attractive young woman into an advertisement is this—that an attractive young woman is something that attracts most people (...) The only purpose of the Kelly-Springfield girl is to draw attention to the Kelly-Springfield tire."¹³

Between 1911 and 1914, the photographic portrait of the Kelly girl was applied in press advertisements, newspapers and in general and specialized magazines of the automotive sector. She toured the entire country from coast to coast stamped on the front of letters in various promotional mailings and was reproduced lithographically to full size for decorating the windows of establishments associated with the commercial network of Consolidated Rubber where Kelly-Springfield tires were sold. Her image was presented in three characteristic poses based on the same photographic portrait: a full-bodied figure sitting on the tire and two variants—a frontal and a lateral one—in which an enlarged close-up was

framed by a tire. In the first case, the portrait was presented in a frontal view with the form of a circular tondo and in the second, in a lateral view, as a vertical oval tondo (figs. 25-28). These last variants, where the tire served as a “window” or frame through which the character emerged, became a configuration applied thereafter to the mascot’s appearances (figs. 30-35).

6. A feminine smile

In January 1915 a new advertising director, Maurice Switzer (1870-1929), joined the renowned Kelly-Springfield Tire Company. He had been previously employed in the advertising department of the Leslie-Judge Co. publishing house in New York, owner of the general magazine *Leslie’s Weekly* and the humorous magazine *Judge*.¹⁴ Moreover, he also served in both publications as an editorial collaborator in charge of different sections in which he published his own texts and humorous poems.¹⁵ The influence of Switzer on the development of the Kelly-Springfield Tire Co. was such that in 1925, he became the company’s Vice President and a member of the board of directors.

In my opinion it is likely that this incorporation was due to a prior fluid relationship and good understanding between the advertising agency, Calkin & Holden, and *Judge* magazine and its publishing house where Switzer worked. It is precisely in this publication where a series of interesting and original advertisements for Kelly-Springfield tires accompanied by female figures were published in 1914. In the issues corresponding to January 3, April 11 and August 1 of *Judge*, on the back cover of the magazine—and, therefore, reproduced in full color—Kelly-Springfield advertisements were published. These recaptured the illustration and design of the cover for that same issue and reinterpreted it by applying certain changes for advertising purposes (figs. 88-91). This referential and narrative strategy between the front and back covers required a great deal of creativity and effective coordination between the parties involved, a process in which it is highly likely that the talent of Switzer was engaged.

On the other hand, irony, humor and witticisms were a style that characterized the texts and rhymes of Switzer, very much in line with the advertising approaches applied by Earnest Elmo Calkins in his advertising activity. This is evidenced in *The Kant Slip Motor Goose* [referring to the nursery rhymes of Mother Goose] a story published in 1917 by Kelly-Springfield Tire Co. that could be ordered for the price of 20 cents. It contained verses from Switzer and caricatures and humorous illustrations by August William Hutaf (1879-1942) which featured the tire (figs. 62-63).

One of Switzer’s first tasks—where he applied his editorial knowledge—was the start-up and direction of the corporate magazine or house-organ of the company. The first issue of *The Kant Slip* appeared in October 1915 and was published monthly until October 1923 (figs. 60-61). Two other publications followed suit, *Motor Chat* (1925-1926) and *The Kellygram* (1927).¹⁶ Kant Slip was the name of the non-skid pneumatic tire model whose 100% rubber tread included ‘X’-shaped studs with rounded tips, and was launched in 1915 under the trade name “Kelly-Springfield Kant Slip Tread.”¹⁷ The term “Kant Slip”—probably a contribution by Switzer himself—was a play on words of the phrase “can’t slip” which defined the new tire cover’s qualities to grip the road while in motion.

In the first issue of the magazine—designed 23 x 28 cm and printed in two colors—, the publication consisted of fourteen pages plus covers. The front cover portrayed the “Kelly girl” peeking through a tire and her figure, shown in different poses, adorned sections and interior editorial content as well.¹⁸ As Switzer expressed in an article published in November 1917, the magazine had five objectives: to create a means of cohesion for the commercial network; establish a bond of comradery between members of

the organization; provide suggestions and assistance to the retailer; produce information that raised merchants and consumers' awareness of the high quality of Kelly-Springfield brand tires and inner tubes and the care with which they were manufactured; and, finally, which was highlighted as a differential characteristic of the publication, to offer articles on general topics of interest to the motoring public that were not directly related to the company's brands or activities. According to his words, "A house-organ that constantly talks shop—its own shop—is tedious company; as dull as the fellow who everlastingly talks about himself."¹⁹

Following these parameters, the photographic images were utilized in certain cases to portray company employees or show the facades and shop windows of the establishments associated with the commercial network. Still and all, illustrations—more specifically, caricature illustrations—held a prominent role as a vehicle of humor that permeated the entire publication, especially in those early years. Switzer himself wrote many of the articles and humorous rhymes that were published in each issue.

Taking advantage of the mascot's stellar debut in the corporate magazine, for her public launch Switzer gave the character a new look that was more in keeping with female fashion and the trends of that period. Also, for the first time she was presented with her own name: Lotta Miles. Again, an ingenious play on words was employed as 'Lotta' was an informal diminutive of the name Carlotta, and also the contraction of 'a lot of'. As such, Lotta Miles could be interpreted as 'a lot of miles' making a clear reference to the long life of Kelly-Springfield pneumatic tires.²⁰

7. Models, actresses and divas

By 1916, the canonical way of depicting Lotta Miles in advertisements had been established: the mascot's upper torso was portrayed protruding out of a pneumatic tire. This representation would be repeated constantly over the years, mutating and adapting the appearance of the face, hairstyle and clothing to the style of the times and replacing the obsolete tire model with the new one (figs. 30-35 and 41-53). The image became so popular among people that it was customary to portray themselves informally within a Kelly-Springfield tire—or that of another brand—imitating her characteristic pose.

It should be noted that image of Lotta Miles was never used in the market segment of solid rubber tires for cargo vehicles. An example is seen in advertisements for the massive Kelly Kats truck tires, which included the slogan "The tire with nine lives" and employed the drawing of a cat's silhouette as a representative symbol next to the name of the firm.²¹ Of course, the slogan referred to the popular saying about the numerous lives a cat has, which is nine in the case of Anglo-Saxon culture (figs. 64-72).

To give life to the character, the company hired young actresses and models. One of the first to embody the Kelly girl was the actress and singer Florence Court (1893-1937). Converted into an image of the company, she posed for the Kelly-Springfield tire advertisements and, from that moment on, she adopted the stage name of Lotta Miles. Thus, this was how she appeared in the distribution of performances advertised in posters and theatrical programs. Perhaps the most famous of her performances was as a leading actress, along with the Marx brothers—the famous comedians—in the hit musical comedy *I'll say she is!* a popular expression in reference to the affirmation "Isn't she gorgeous?." Originally starring actress Muriel Hudson, who appeared with her real name, the play premiered in different theaters throughout 1923. At the end of that year, Florence Court entered the cast to replace Hudson and the posters, advertisements, and playbills showed her name as Miss Lotta Miles (figs. 36-40).²²

Other models and actresses interpreted Kelly-Springfield's character.²³ One of them was the budding actress Norma Shearer (1900-1983), who subsequently turned into a famous actress and diva of silent film and later, those with sound. This Canadian model moved from Montreal to New York in February 1921, and began to pose professionally for different agencies and advertisers before making the leap to stage performances and the silver screen (figs. 31-35). How did Shearer become the Kelly girl? Gavin Lambert (1990) explained this in his book *Norma Shearer: A Life*:

“Norma moved back from Montréal to New York in early February of 1921 and started posing for advertisements. Norma sniffing a vial of perfume on a magazine cover caught the eye of an executive of the Springfield Tire and Rubber Company. He chose her as the new model for Springfield tires, and she graduated to a large billboard at Columbus Circle, floodlit at night. Miss Lotta Miles first appeared in public sitting inside the rim of a tire; she wore a rakish fedora and smiled down at the traffic. Next she was featured from the waist up, in a swimsuit. Smiling again at the traffic below, Miss Lotta Miles made a neat swan dive through the middle of the tire.”²⁴

8. Lotta Miles, a star on celluloid and on paper

The Kelly-Springfield Tire Co. was one of the most active tire industry companies in employing the emerging film industry as an advertising platform. Between 1916 and 1920 they produced at least three different films whose themes were related to the automotive world and featured Lotta Miles as the leading actress. Kelly-Springfield tires would appear in them, inserted in small stories of drama and comedy that were not explicitly presented as advertising. This followed the line of what we understand today as product placement, which is so commonplace in film and television productions. From the company's advertising department—whose offices were located in a building on the corner of 57th Street and Broadway—, copies of these films were distributed to the tire stores and distributors throughout the country that requested them. The purpose was to project them as a complement to the principal shows in sessions that were held at theater halls of their respective towns.

In 1916, The Kelly-Springfield Tire Co. commissioned their first film, *The Fable of Adelbert and the Tire*, produced by the study Lee Lash Co. in New York. The story starred the actor and playwright Cecil Lean and the actress Cleo Mayfield who were married in real life since 1914. They were one of the most famous artistic couples of the time and performed on Broadway and in theaters throughout the country. In this silent film, Mayfield interpreted Lotta Miles, who emerged from a burning billboard to help Adelbert, a troubled motorist played by Lean.²⁵

On the morning of December 9, 1920, the Kelly-Springfield Tire Co. presented at the Rialto Theater in New York—a limited access, by invitation only-première—their two new films: *Shoeing the Horse of Progress* and *Blowout Bill's Busted Romance*. Both were commissioned to the producer Bauer Films Inc.—a film studio specializing in entertainment, industrial and educational films—, were directed by Harry A. Pollard and featured the actress Katherine Spencer in the starring role of Lotta Miles. The second film, a story eleven minutes long, featured Blowout Bill, an unfortunate user of other tire brands—incarnated by actor Bud Geary—who was aided on the road by Lotta Miles (figs. 54-56).²⁶

The playbills of theatrical performances, shows and film sessions that took place in prominent stages during the first part of the twentieth century, such as Broadway theaters, constituted ideal channels for advertising major brands. The luxury, exclusivity and purchasing power of the social class that came to

these theaters was reflected in the products shown: Murad Turkish cigarettes, Colgate cosmetics, Buick cars ... and, of course, the new Kelly-Springfield tires. Moreover, in the preshow and intermissions of the performances and film screenings, the stage was converted into a large billboard as the screen exhibited the projected slides and transparencies containing commercial messages (figs. 57-59).

As explained in Kelly-Springfield Tire Co.'s commercial advertising manual—produced by the company and intended to guide contracted distributors on the issue—in reference to the advertising slides: “Everybody goes to the movies—that’s why sales messages flashed upon the screen are effective advertising. The attention of the audience at a motion picture show is focused on the screen, and when an ad appears upon it everybody sees it (...) People go to the movies for entertainment. They generally are in a contented state of mind, free from distraction during the program, which increases the opportunities of the screen ad to ‘put over’ its message.”²⁷

Between 1918 and 1925, theater programs were repeatedly utilized to advertise Kelly-Springfield tires. These included colorful advertisements that were combined with illustrations of automobile scenes—without the presence of Lotta Miles—(figs. 78-87), and others in which she continued being the only protagonist. Of the latter, the series of advertisements illustrated by Louis Mayer (1869-1969) stand out (figs. 41-52). This type of advertising demonstrated one of the company’s strategic approaches, which consisted of targeting and gaining the loyalty of consumers with high purchasing power. This target group was expanded to include a segment of the population impregnated with an aspirational feeling that reflected the name and status enjoyed by performing arts stars and the world of glamor and luxury that surrounded them (figs. 180-182).

9. Advertising lights and shadows

Although the mascot Lotta Miles was present in a large part of the press advertisements for Kelly-Springfield tires, she was not always the main figure. Throughout 1916, for example, one campaign used cartoon-like illustrations, in synthetic black and white horizontal comic strips that headed the compositions. They depicted humorous scenes full of cartoon characters—illustrated by Charles E. Howell²⁸—and in the footer, under the persuasive text, the mascot appeared as a cut out in a small size, protruding out of the tire (figs. 73-77).

During 1916-1919, Lotta Miles maintained an intense presence in the corporate, promotional and advertising communication of the Kelly-Springfield Tire Co. From 1920, her relevance in press campaigns was reduced to sporadic appearances in certain advertisements. However, her status as a company mascot was maintained for outdoor advertising displays—panels, wall murals and highway billboards—that were developed throughout this decade (figs. 174 and 176-180). For example, in the three-month campaign that took place between April and June 1923, the image of tires accompanied by Lotta Miles was applied in a large format. This dealt with posters that were composed of different lithographed sheets fitted together and glued onto wooden support panels; approximately 19,000 such billboards were distributed throughout the country.²⁹

These gigantic landscape posters alternated with a new type of advertising support that took advantage of the new possibilities provided by electricity: illuminated billboards. Although their manufacture, assembly and maintenance represented an enormous economic expenditure, their advertising effect was unquestionable. Thus, certain strategically chosen enclaves and the city centers of major U.S. metropolises were illuminated by the deployment of huge advertising structures where the name of the com-

pany shone (figs. 183-185). One of the most spectacular electric billboards—in this particular case without the presence of Lotta Miles—was the one in 1914 that was assembled in New York City on the roof of a building facing Times Square. The installation, 27 meters wide by 22.5 meters high, showed the message “Kelly-Springfield—the last word in TIRES” composed of 3,000 aligned light bulbs (fig. 186).

10. A fine and elegant line

In 1918, an advertising campaign was launched that featured large black and white illustrations linked to witty, subtle and pleasant humorous dialogues, which included positive references to the qualities of Kelly-Springfield pneumatic tires. The influence of Maurice Switzer in the company’s advertising approach resulted in the hiring of an illustrator capable of transmitting the elitist and modern image that was to be associated with the tire brand. The individual chosen was Laurence Fellows (1885-1964), a prestigious free-lance illustrator with a defined line, sharp and fine lines, who also stood out for his subsequent fashion illustrations in *Esquire* magazine. His elegant style evolved in the advertisements he made for Kelly, going from a strict and austere initial use of line drawings to monochromatic gouache and its shades of gray. Golf courses, picnic scenes, characters on the road with luxurious cars ... the stylized human types portrayed by Fellows—which included the uninhibited flappers—represented the sophisticated, elegant and idle world of American high society in the twenties, the era of jazz and dances such as the Charleston.

The fact that Fellows had been a longstanding regularly contributing illustrator for *Judge* magazine was a key factor in his being hired. Switzer and Fellows had coincided over an extended period of time, from 1912 to 1914, one contributing his texts and the other his drawings to the publication’s editorial pages. Fellows used to illustrate sections and short stories, often using automotive themes (figs. 92-94 and 96). This is probably why he was hired by Switzer after the latter had been incorporated in January 1915 into the Kelly-Springfield Tire Company as advertising director. Between March and July of that same year, Fellows illustrated a few advertisements for the Kelly-Springfield tires that were published in color and in black and white in the humorous magazines *Judge* and *Life*, as well as in other types of publications such as *The National Geographic* (fig. 95).³⁰

Thus, in the 1918 campaign the collaboration with Laurence Fellows resumed, proposing that he work side by side with the copywriter Henry R. Hurd, who was Maurice Switzer’s right hand man in the advertising department. Hurd had fulfilled this role at least since 1919 and subsequently, he would become Fellows’ successor as advertising director. In autumn of that year, Hurd took over the editorial direction of *The Kant Slip* magazine, assisted by art directors Beverly Towers and, later, by Clarence A. De Giers (1888-1987).³¹ The advertisements resulting from the collaboration of the tandem Hurd-Fellows presented a single illustration accompanied by a humorous message related to the scene, which usually did not surpass two lines in length. The text referred to Kelly-Springfield tires, but the advertisement did not include any additional corporate information, not even a slogan, the company’s logotype and business address, nor the image of Lotta Miles (figs. 97-105).

The conditions to take into account when referring to the creation of the illustrations, in terms of the subject, were as follows: scenes that were depicted had to be related in some way to motoring—cars parked, in transit, refueling at service stations, in the repair shop or damaged on the road—where at least one human figure appeared and one of the wheels of the vehicle shown was equipped with a Kelly-Springfield tire. Regarding the technical and stylistic conditions, the illustration had to be strictly black and white—a point that evolved later, maintaining the monochrome drawing with line profiles but

allowing certain shades of gray with fillings. This granted freedom to adapt, as needed, the whiteness of the page leaving large “empty” spaces to generate tensions in the composition (fig. 104).³² In an article published February 1920 in the magazine *Printers’ Ink*, dedicated exclusively to these advertisements, Switzer defended the humorous approach, which comprised another of the campaign’s basic tenets:

“Why do people read magazines, anyhow? Primarily for entertainment or relaxation. Only secondarily for instruction. We use many of the publications of the lighter and amusing sort. It is therefore our belief that the advertisement which will appeal to the reader most is that which is in accord with his mood—his desire to be entertained or amused. Consequently, ours carries a light touch. It is meant to be amusing or entertaining in itself. The picture often portrays a humorous situation and the little conversational bits of copy are written in harmony with it. We are not afraid of humor in advertising. On the contrary, we have proof of effectiveness (...) In the second place, it must be remembered that few persons in this day and time read a periodical from cover to cover. They skim over the pages and pause only at something that has an instant attraction for them. Therefore, our advertisements are intended to meet that necessity. We depend on the picture to arrest attention. The copy is then kept brief and pungent so as to make its point quickly and show the reader that he faces no long argument.”³³

The following presents a statement expressed by Hurd in describing these advertisements for an advertising campaign that would last, without variations in its design, until 1931. The level of complicity between the two was to such a degree during these thirteen years of joint work that, according to Hurd:

“At that time we were the Tiffany of the tire industry. We felt that for an ambitious million dollar advertising budget, we needed something more than merely a punning (Lotta Miles) trade character such as we had been using in our outdoor display (...) Sometimes I would send him the copy and he would do a drawing to fit the text; sometimes I would run dry and write copy to whatever picture he felt like producing.”³⁴

In 1930, a year that marked the beginning of the deep economic recession, a press campaign was developed with full-page advertisements showing a large tire, accompanied with a reduced illustration by Fellows. It was an indication of the depletion of an advertising strategy that had been successful during a given period of time (figs. 112-116). During the economic slump, some of the advertisements previously published in black and white were resuscitated in a smaller format than what had been originally printed in magazines. The same illustrations were used in advertisements inserted in small theatrical programs, but these were published in color. Significantly, Laurence Fellows’ signature—who was probably not involved in this reutilization—had been eliminated.

11. From family car to transport vehicles

The illustration of scenes portraying the automotive world initiated by Laurence Fellows had continuity between 1925 and 1926 in other shorter but noteworthy campaigns. The most interesting ones, illustrated by the artists Peter Helck and Otto Kuhler, were also published in black and white. The advertisements for this series also excluded the company’s female mascot, who was confined to commercial and corporate stationery and exterior advertising elements.

Clarence Peter Helck (1893-1988) was one of the greatest illustrators who specialized in portraying the automobile age. The symbiosis between man and machine, in scenes where movement and speed are always present, was a constant in his work throughout his career. Among his advertising commissions for the tire industry the following advertisements stand out: those made in 1925 for the Kelly-Springfield Tire Co.; his previous collaboration with The Fisk Rubber Company between 1918 and 1919, as discussed in Chapter 23, and their advertising mascot, the sleepy boy in pajamas.

During 1925, Helck illustrated a series of advertisements for the Kelly-Springfield Tire Co. entitled “The Peregrinations of the Pecks” starring a fictional family, the Pecks, that would be published in the travel magazine *The National Geographic* and in the generalist magazines *The Saturday Evening Post* and *The Literary Digest*. This campaign, composed of a dozen advertisements, debuted with a first entry in *The Saturday Evening Post* on March 7 and the series was closed four months later, with the publication of the last advertisement on July 11. The plot was developed to advertise the Kelly-Springfield Flexible Cord tires with cord technology. They offered a much higher level of resistance and longer wear than that of previous fabric technology models. As such, the reference to a long road trip that would test the virtues of the new tires was contemplated in the plot (figs. 117-125).

The first advertisement of the series relates that Jim Peck, father of a New York family whose work comprised of selling life, fire and accident insurance, decides to make a long-delayed project a reality: a family trip by car to California that would last several weeks, crossing the country from coast to coast and sharing experiences with his wife and two children. It’s an adventure they had been talking about for three years and taking advantage of a long vacation, they are finally going to make it happen. As can be read in the text of the initial advertisement: “This is the first vacation that Jim has taken in five years. Changing tires on the road is one of the things he is NOT planning to do, hence the Kellys “(fig. 117).³⁵

Advertisements transitioned from the high-class sophistication of those by Laurence Fellows to the vicissitudes of a suburban New York family portrayed by Peter Helck. Jim Peck, his wife, his son Jim and his daughter would travel through different scenarios in a car equipped with Kelly-Springfield tires and having only two spare tires. There would never be a need to utilize them except for when they were lent to a motorist with a flat tire (fig. 123).

The original illustrations of Peter Helck were authentic paintings, full of nuances and of precise figurative drawing that was reproduced in a single ink for all the campaign advertisements. Helck recreated detailed locations with compositions that enhanced the depth of the scenes, in which characters were placed performing some kind of action and never in static poses. In these paintings, the perspective applied to the automobile—a compulsory element—helped to emphasize the presence of its tires.

During the first half of 1926, the Kelly-Springfield Tire Company launched a campaign to jointly promote two basic tire lines from their catalog that were designed to equip heavy vehicles: their already known solid rubber tire models branded as the Kelly Kats and Kelly Caterpillar, suitable for trucks and freight vehicles; and their novel Heavy Duty Cord tires with cord technology designed for passenger transport vehicles. The illustrations of the six advertisements in the series were made by Otto Augustus Kuhler (1894-1976). Of German origin but residing in the United States—he obtained U.S. nationality in 1928—, Kuhler was a recognized industrial designer of automobile bodies and modern locomotives in the thirties and forties, as well as a painter, illustrator, graphic designer and writer. As an advertising illustrator, he specialized in sketched illustrations on architecture and engineering, suitable for advertising the activities and products of companies related to these professions in an ‘artistic’ manner. In

the case of The Kelly-Springfield Tire Co.'s commission, the illustrations of buses and trucks were technically portrayed with a line similar to the one obtained in sketch drawings and the combination of dry techniques such as charcoal and graphite, with rough, thick sketched lines and blurred, indistinct contours (figs 126-131).

12. A premature retirement: the crisis of the forties

Between 1910, the date that Lotta Miles first appeared, and the late 1930s, the female mascot of Kelly-Springfield starred in countless advertisements for the company. In 1935, Kelly-Springfield became a subsidiary of Goodyear and, as seen in the advertising campaigns developed from then on, the new directives did not contemplate extricating Lotta Miles from her dormant state.

Between 1935 and 1940, the advertisements for Kelly-Springfield tires depicted the manufacturer's official service stations, a guarantee of personalized assistance for customers. Photography was the graphic tool used to show these establishments and their users, portraying individuals, couples, groups of friends and families being served by qualified employees. Women drivers were taken into account as a consumer. Although the majority of advertisements represented her as a passenger companion for a male driver, in certain images a modern, determined, independent woman was portrayed, who was in command of the steering wheel and of her life and whose car was equipped with Kelly tires. In this sense, one of the most utilized support images in these campaigns was that of a woman driving the car equipped with a Kelly-Springfield spare tire attached to the side of the vehicle, perhaps constituting a reference to the omnipresent Lotta Miles of yesteryear. It is also within this period that green was established as the corporate color that would define the brand from that moment on and lasting to the present day (figs. 141-146).

Between 1944 and 1948, after a period of activity focused on manufacturing weapons for the army, advertising production resumed. A series of consecutive campaigns were launched that presented the same basic graphic design and which recovered full-color illustrations as the mode of representation. A single advertisement at the beginning of the series paid tribute to Lotta Miles as a symbol of the company and as an example of commercial service that had been provided for so many years (fig. 147). The composition of these campaigns followed the prototypes previously established by Hurd and Fellows' advertisements, which showed an automobile scene accompanied by dialoguing characters. However, in contrast to the originals, a lower section was added which integrated corporate information and small illustrations, including the image of Lotta Miles or a Kelly service man.

In the illustrations, mostly signed by Slayton Underhill (1913-2002), the characters and Kelly-Springfield tires were realistically portrayed in full color. In contrast, the rest of the elements such as the background, objects or the automobile was outlined with schematic green contour lines—the corporate color—over a white background. In this way, the goal was to highlight the protagonists and to bolster the connection between the tire and the human element.³⁶

The last public appearances of Lotta Miles are limited to the advertisements for this campaign. An updated Lotta Miles with long, wavy blond hair emerged from a Kelly-Springfield pneumatic tire, emblematically signing the advertisements within a thick green footer and in her characteristic pose as corporate mascot and company symbol (figs. 149-154). However, she was not the only character performing these functions of corporate representation and gradually, she was phased out. The tires were presented and offered by new advertising mascots—in this case of the male gender—the “Kelly service men.”

The advertisements included, in these and in subsequent campaigns, the image of uniformed and smiling service station employees, willing to advise and remedy the problems of the motoring consumer (figs. **155-163**). This was also the case in the series of advertisements from the early fifties illustrated by Robert “Bob” Childress (1915-1983), in which scenes of driving and in traffic featuring families with children were presented. These scenes were accompanied by the cut-out detail of a uniformed employee holding a tire next to a sign identifying The Kelly-Springfield Tire Company service stations. The advertisements, which were all reproduced in black and white, employed a detailed and realistic drawing style which was characteristic of the advertising graphics of the times (figs. **164-166**).

The figure of Lotta Miles faded away in this new scenario, completely ceasing to be utilized as of the fifties. She was only resuscitated on rare occasions, which basically consisted of being applied to commemorative material for the company.

Notes

1. "Rubber tired wheel," United States Patent, solicited on November 14, 1895 and granted on February 18, 1896 with the reference number 554675.
2. "The Rubber trade in Akron," *The India Rubber World*, September 1, 1915.
3. The Buckeye Rubber Co. was registered on July 9, 1900 in the state of New Jersey, although their offices were located in Akron, Ohio. *The Stark County Democrat* (Canton, Ohio), July 13, 1900.
4. "Kelly-Springfield Tire Co.," *The India Rubber World*, April 1, 1917.
5. According to news published in the magazine *The India Rubber World*, as follows: "The rubber trade at Akron," October 1, 1910, p. 27; "The Kelly-Springfield Tire Co.," December 1, 1915; "The rubber trade in Ohio," November 1, 1925.
6. "Growth to follow on war demands," *Automobile Topics*, November 23, 1918, pp. 215 and 221.
7. "Southern notes," *The India Rubber World*, November 1, 1919, p. 111.
8. "On the firing line in 1921," *Advertising & Selling*, January 15, 1921, p. 21. "What advertisers are going to do," *Advertising & Selling*, January 1922, p. 6.
9. Jackson (1988), pp. 94-95 and 103.
10. The attribution of Consolidated Rubber's advertising account to Calkins & Holden is the result of my research, based on the lists of their clients published in the news and articles of the specialized magazine *Printers' Ink*: "Some striking page ads," November 18, 1903, p. 28; "A 'copy' agency," March 16, 1904, pp. 8-9; "Selecting an agency," July 17, 1907, p. 4; and in the Calkins & Holden advertisement dated January 8, 1914, p. 7.
11. William Ray Gardinier was Vice President and advertising agent for the Curtis-Newhall agency in Los Angeles, California, which he left in mid-1917 to start his own company. The Gardinier & Wells agency, with headquarters on Madison Avenue in New York, rapidly grew. In 1921 they already had a delegation in Chicago and managed accounts as important as the NK Fairbank Co.—with leading brands such as Fairy Soap or Gold Dust detergents—or the National Biscuit Company (Nabisco), as well as that of Kelly-Springfield Tire Co. "Advertising agents," *Advertising & Selling*, August 1917, p. 10; *Bulletin no. 4025. American Newspaper Publishers Association, New York*, January 4, 1919, which lists the advertising agents recognized by the association. The last identified reference that relates Gardinier & Wells to Kelly's advertising is in the review "Advertising accounts now being placed by the agencies," *The Fourth Estate*, April 15, 1922, p. 26.
12. As can be read in the advertisement published in *Life* magazine, November 19, 1908, reproduced in this chapter.
13. "The little schoolmaster's classroom," *Printers' Ink*, June 29, 1911, pp. 73-76.
14. "Switzer to manage tire advertising," *Printers' Ink*, January 28, 1915, p. 76.
15. Switzer continued to maintain contact and collaborate sporadically with *Judge* while working for Kelly, in addition to writing articles in specialist magazines in the printing and advertising sector such as *Printing Art*, *Advertising & Selling* and *The Mailbag*. He also wrote fifteen books, usually in a humorous tone, among which are certain advertising topics such as *Wild and Tame Advertising or How to Become a Director of Publicity in One Lesson* (1914); *Who pays the advertising bills?* (1915) and *Trying it on the Dog* (1921). Switzer was born in 1870 in New Orleans, Louisiana. Established in New York, he worked as a director and advertising manager at the Havana-American Company between 1900-1901. He later held the same position at the Wilson Distilling Company for a decade, before entering *Judge's* advertising department in 1914. "Switzer joins MAMA Council," *Automobile Topics*, August 5, 1922.
16. "Kelly-Springfield issues house organ about its tires," *Automobile Topics*, October 16, 1915; "The Kant Slip," *The Commercial Vehicle*, November 1, 1915, page 44; "The printer and his product," *The Printing Art*, November 1915, page 247. Regarding *Motor Chat*, the Kelly-Springfield New York

Advertising Department was responsible for editing the monthly magazine, under the direction of Lowell R. Stark. The magazine could be purchased for 10 cents per issue or for a twelve-month subscription which cost \$1. The magazine was offered to businesses affiliated with the Kelly-Springfield commercial network at advantageous conditions. Starting from the fact that in these cases the cost of each copy of the magazine was 5 cents, the conditions were the following:

If 200 copies of each monthly number were ordered for one year, the total cost was \$10 and in each edition a personalized business advertisement inserted as a full-page inside cover was included;

If 100 copies of each monthly number were ordered for a year, the total cost was \$5.00 and the name of the business and its address was displayed on a front page footer banner.

Information taken from the magazine *Motor Chat*, October 1925 and from the attached reprint addressed to tire distributors and businesses.

17. The tread was patented on June 24, 1913, reference number 44,241. The brand "Kelly-Springfield Kant Slip Tread" was approved on September 14, 1915, reference number 71,401. "Trade Marks," *The India Rubber World*, October 1, 1915, p. 43.
18. "Kelly-Springfield issues house organ concerning its tires," *Automobile Topics*, October 16, 1915; "The Kant Slip," *The Commercial Vehicle*, November 1, 1915, p. 44.
19. "Playing the house-organ," *The Mailbag, A Journal of Direct Mail Advertising*, November 1917, pp. 193-197.
20. After the creation of the Kelly girl, in 1910, the delegation of The Consolidated Rubber Tire Company in Philadelphia organized a contest at the end of the year to name the character. In their facilities a full-scale cut out display of her figure sitting on a tire was exhibited. The award for the best name consisted of a new automobile pneumatic tire. "Philadelphia," *Automobile Topics* magazine, December 3, 1910.
21. The slogan "Kelly Kats the tire with nine lives" accompanied the silhouettes of two cats and was inscribed as a registered brand, and accepted on May 30, 1922 with the reference number 155,463.
22. A 1924 news item published in the press presented brief statements made by Florence Court regarding her relationship with the Kelly-Springfield Tire Co.: "I am the most photographed girl in America. You see, I started my career as a professional photographer's model. It is a regular business. I was posed in every possible way and my picture adorned tooth paste advertisements, automobile ads, ads for silk underwear and corset ads. That is how I happened to take the name of Lotta Miles. I am known all over the United States as the girl who is photographed in the ads about a certain well known automobile tire. My real name is Florence Court, but when I went on the stage I took the name Lotta Miles because the automobile tire is supposed to last a 'lot of miles'. Isn't that unique?." "Prima donna most photographed girl in United States," *The Evening Review* (East Liverpool, Ohio), January 25, 1924, p. 10.
23. In 1986, the Kelly-Springfield corporate magazine of the time, *K-S Today*, interviewed a nonagenarian Charlotte Moeller, who had worked as an advertising and fashion model in New York between 1912 and the 1920s. Moeller interpreted Lotta Miles in the 1920s, as a model for promotional photographs and illustrations applied to billboards and press advertisements. As she explained, at that time her salary as a model was around 200-300 dollars per week, which was tax-exempt. "Model's beauty helped promote K-S tires," *K-S Today*, January 1896.
24. Her first roles had brought her a reputation as a "modern woman," sexually uninhibited and belligerent with the repressive Victorian morality, an authentic flapper. Her transition to sound film came without any problems, premiering her first film with her own voice in 1929. Nominated six times for Hollywood's Academy Awards, she won the best actress award for her role in *The Divorcee* (1930), one of more than fifty films in which she participated before retiring in 1942. LAMBERT, Gavin. *Norma Shearer: A Life*. New York: Knopf Doubleday Publishing Group, 1990, p. 28.

25. “Adelbert and the tire,” *The Kant Slip*, December 1916, p. 74. The movie is also mentioned in a brief press review in “Moving pictures news,” *The Morning Oregonian* (Portland, Oregon), April 28, 1916.
26. As explained in the article “Advertising stories told in the movies,” *Printers’ Ink Monthly*, February 1921, pp. 31-32, 96, 99-100 and 103; and in the news items published in the magazine *Printers’ Ink*, December 2, 1920, p. 41, and “Advertising films at Rialto, Dec. 9,” December 4, 1920, p. 25.
27. *Kelly Cash-in Book for 1923*, Sales Promotional Department, Kelly-Springfield Tire Company, New York, p. 24.
28. I have been able to find scarce information about this illustrator, who specializes in the creation of vignettes with characters and lettering for advertising and editorial use. Charles E. Howell began his career in Washington, DC, working as an editorial cartoonist for the *Washington Post*. Subsequently he moved to New York, to work first for the *New York World* and then for the *New York Globe*. He joined the art department of Calkins & Holden, probably at the time he made the series of advertisements for Kelly-Springfield (1916). Later he became independent and formed his own agency, the Cartoonaday Company, specializing in small accompanying illustrations, called “Howell cuts.” He also collaborated intensively in *The Nation’s Business* magazine, regularly illustrating articles for the publication since 1916 until the early 1920s.
29. *Kelly Cash-in Book for 1923*, Sales Promotional Department, Kelly-Springfield Tire Company, New York, p. 31.
30. As an example, the two full-color advertisements of 1915, inserted in *Judge*, March 27 and May 22; and black and white advertisements of the same year inserted in *Life*, June 17, and in the monthly magazine *The National Geographic*, in July.
31. Henry R. Hurd appeared in June 1919 as the associate editor—the editor-in-chief being Switzer—in the editorial listing of the corporate magazine *The Kant Slip*, together with the art director Beverly Towles. In the December issue, Hurd was already the managing editor, accompanied by art director Clarence A. De Giers. In 1936, after the purchase of Kelly-Springfield Tire Co. by Goodyear, that same year Hurd would leave the company to work for the competitor The Fisk Rubber Corp. as advertising director, a position he held until March 1940. “Hurd leaves Fisk,” *Automobile Topics*, March 18, 1940.
32. As explained in the article by Russell, C. P. “‘Unprofessional’ advertising that builds for future sales,” *Printers’ Ink*, February 12, 1920, pp. 49-51, in which the explanations offered by Switzer regarding the campaign are exposed.
In regards to the “empty” spaces in these types of advertisements, in my opinion, they are an expressive and graphic element that allows the advertiser to convey that they can afford not to “fill” contracted space, a valuable space whose cost per line, per square centimeter, was perfectly stipulated. In this way, the Kelly-Springfield advertisements represent a high-end product, aimed at a select, elite, discerning consumer, who does not need to be harassed or saturated with an accumulation of persuasive or propagandistic information.
33. Russell, C. P. “‘Unprofessional’ advertising that builds for future sales,” *Printers’ Ink*, February 12, 1920, p. 50. In the article the verbatim, quoted statements of Switzer were compiled. Subsequently, Switzer himself published an article with direct reference to this campaign: SWITZER, Maurice. “Taking the ad out of advertising,” *Advertising & Selling*, December 16, 1925, pp. 28 and 46.
34. As stated by Lewis (1959), p. 25, in a book referenced in the bibliography.
35. As explained in the advertisements’ texts, the trip began after the Pecks depart from their residence, loading their car on a ferry to cross the Hudson and reach the shores of the state of New Jersey. From there they left for Washington, the county seat of Daviess County, Indiana, where they stayed for three days and then, to Pinehurst, North Carolina, a place of reference for golf lovers. Then they continued on to Saint Louis, Missouri, making part of the trip by steamboat across the Mississippi.

Later, they resumed the trip towards the Grand Canyon in Colorado, where they practiced throwing a lasso, just like authentic cowboys. Their next stage led them to visit several towns of native American Indians in New Mexico, and then continued their way to the movie mecca, Los Angeles. From there they left for San Francisco, stopping to visit one of the historic Spanish missions, still run by a religious community. Once in San Francisco, where they stayed several days, they visited typical places, such as the city's Chinatown district.

It is likely that the story portrayed by Helck was based on the suggestions and indications of William Ray Gardiner's personal life experiences. He was the director of the advertising agency Gardiner & Wells who managed the Kelly-Springfield Tire Co. account. Gardiner had a wife and a son, Ray Gardiner Jr. who in 1924 already worked with his father in the agency. During the investigation I discovered an indicative news item about the topic in the press: "Gardiners are back in New York City after southern trip," *Washington Herald*, February 4, 1924. The news item explains that W. R. Gardiner was a native of Washington, Indiana and that the couple had a winter residence in New York City and a summer one in Huntington, Long Island, New York. They had recently returned from a trip to the south of the country, visiting the town of Pinehurst, North Carolina.

36. Slayton Underhill was an illustrator who specialized in portraits which he applied working as a cover artist for leading generalist magazines such as *The Saturday Evening Post*, *Life*, *Collier's* and *Time*. He was known as the "Master of the Hat," due to his advertising portraits for the Stetson hat brand. In them models included famous celebrities such as Douglas Fairbanks and Bing Crosby, who appeared wearing "fedora" hats. He also worked for prestigious brands such as Viceroy cigarettes and Lincoln and Mercury automobile brands. In 1944, he made illustrations for several advertisements of the tire company BF Goodrich, a competitor of Kelly.

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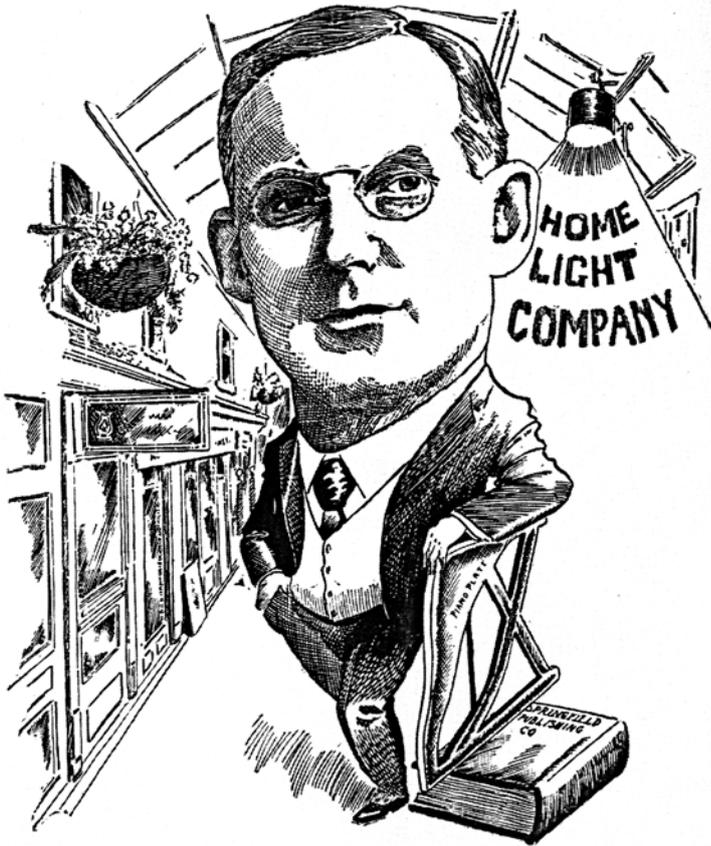
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"Isn't She a Beauty? The elusive Lotta Miles." March 29, 2014.

Article by Noah Diamond about the actresses who personified Lotta Miles for advertising and how Florence Court used this stage name. Accessed January 2015. Available at:
<http://marxfest.blogspot.com.es/2014/03/isnt-she-beauty-elusive-lotta-miles.html>



1. Portrait of Edwin S. Kelly, founder of Kelly-Springfield Tire Co. and numerous businesses. The illustration makes reference to his position as President of the Home Lighting, Power & Heating Company and the Springfield Publishing Company
2. Page from the Catalog for the Columbia Pneumatic Wagon Wheel Co. showing their wheels with pneumatic tires for carriages and wagons, c. 1895.
3. Half-page vertical advertising module published in the magazine *McClure's*, June 1901.

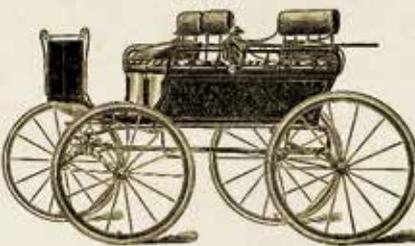
Columbia Pneumatic Wagon Wheel Co.

Office and Factory--ONEIDA, N. Y.

-- MAKES A SPECIALTY OF --

WAGON WHEELS WITH PNEUMATIC OR GUSHION
TIRES COMPLETE.

Wheels in the White or Finished.
Wood Wheels with Regular Boxes.
Steel Wire Wheels or Ball Bearings Furnished When Desired.

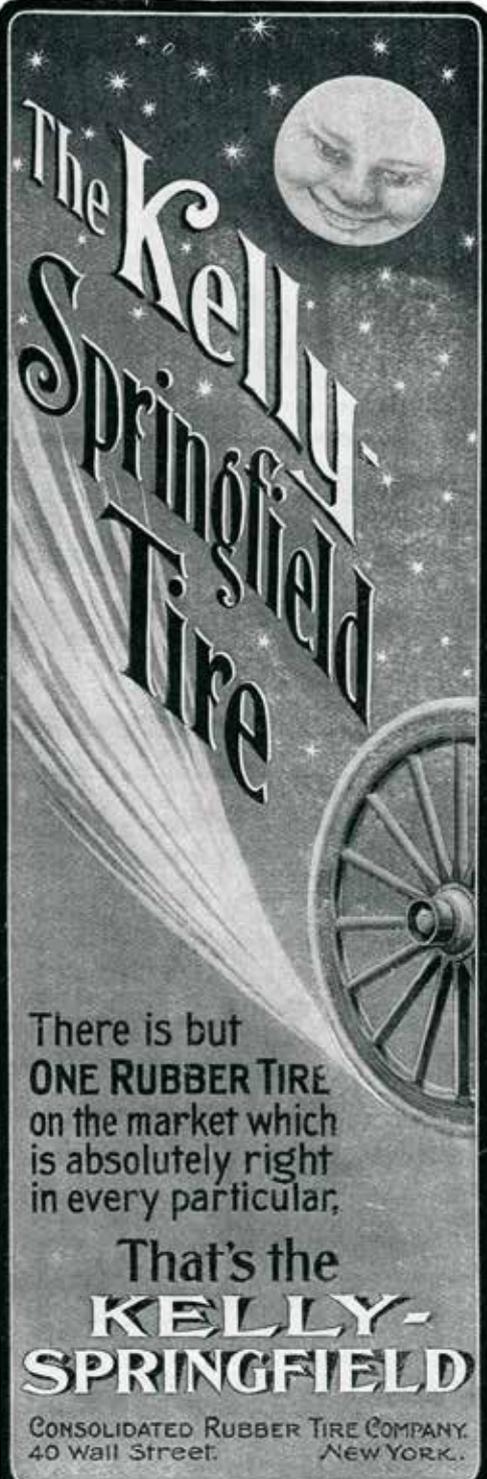
<p>Diameter or Height of Wheel over all 28 to 42 in. with 1 1/2, 1 3/4, 2 or 2 1/2 inch Pneumatic Tires.</p>		<p>Diameter or Height of Wheel over all 28 to 42 in. with Solid Rubber, or Cushion Tire, 1, 1 1/2, 1 3/4, 1 1/2, 1 3/4 or 2 inches.</p>
--	---	---

We Carry the Good Roads in Our Tires.

WE CAN FURNISH all sizes of wheels, for either heavy or light Carriages, and in perfect keeping with the vehicles you wish--either the open Carriage, Phaeton, cut under Sarry, Coupe, Brougham or Hearse.

THE car shown above is our experimental Trap. For two years this Trap has had just as hard service as we have been able to give it. It has been driven with four persons in it over broken stone roads at full speed. For one experiment it was driven six miles with both rear tires deflated, and came home with tires as sturdy on the rim as when they started out. The same tires are shown as have been in constant use on the wagon for two years, and are still in good shape. This record is good enough. We have over five hundred sets of these tires in use, and have never had a puncture. Do not be afraid to try our Columbia Pneumatic Wagon Tires which are made for all kinds of Vehicles.

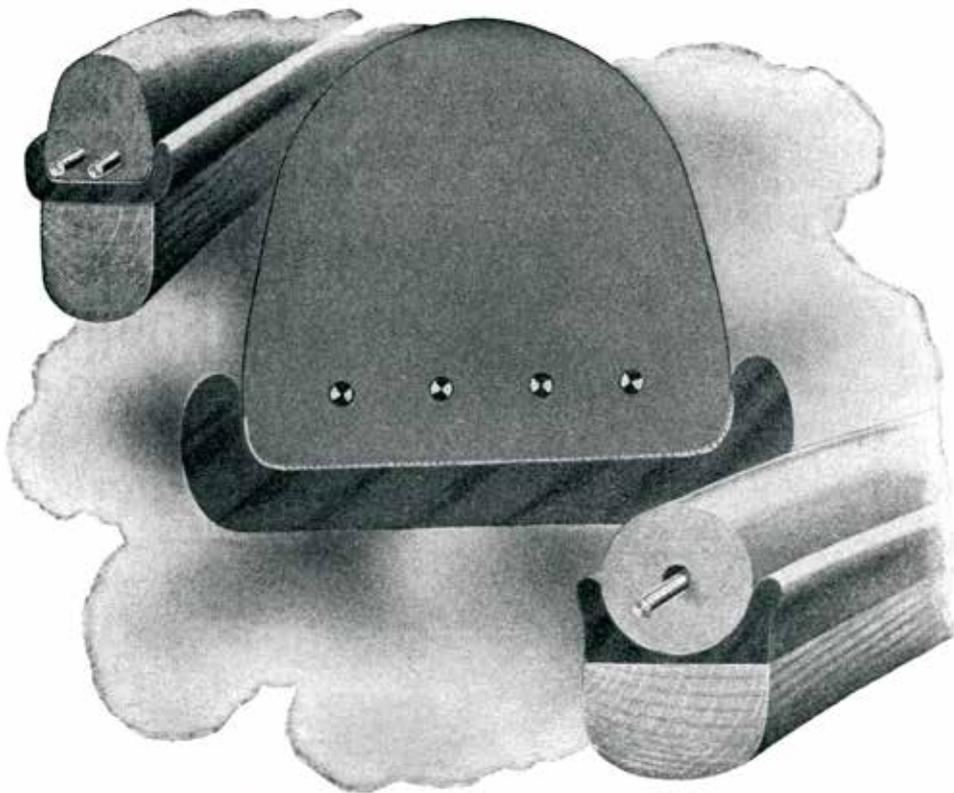
**Columbia Pneumatic Wagon Wheel Co.,
ONEIDA, N. Y.**



There is but
ONE RUBBER TIRE
on the market which
is absolutely right
in every particular.

That's the
**KELLY-
SPRINGFIELD**

CONSOLIDATED RUBBER TIRE COMPANY.
40 Wall Street. NEW YORK.



USE THE GENUINE...

KELLY-SPRINGFIELD SOLID RUBBER TIRES

...ON AUTOMOBILES.

They are **SAFE, SWIFT** and **SURE**, and exceed in
durability the difference in **COST.** . . .

LET US SEND YOU LITTLE FOLDER TELLING
ALL ABOUT THEM.

BRANCHES IN EVERY CITY
IN U. S.

Consolidated Rubber Tire Co.

40 WALL STREET, NEW YORK.

RUBBER AND WIRES. The above image shows the advertisement for the Consolidated Rubber Tire Co. and their three types of solid rubber tires, reinforced by internal tension wires—one, two and four wires, respectively, in each model—which allowed for their secure attachment to the rims of the vehicles' wooden wheels. The uniqueness of this advertisement is that it presents the solid rubber tires for automobiles, published in the magazine *The Horseless Age*, thus emphasizing "the era [of vehicles] without horses."

4. Full-page advertisement published in the specialized sector magazine *The Horseless Age*, April 11, 1900.



The Kelly-Springfield Tire



The Kelly-Springfield Tire



The Kelly-Springfield Tire



The Kelly-Springfield Tire



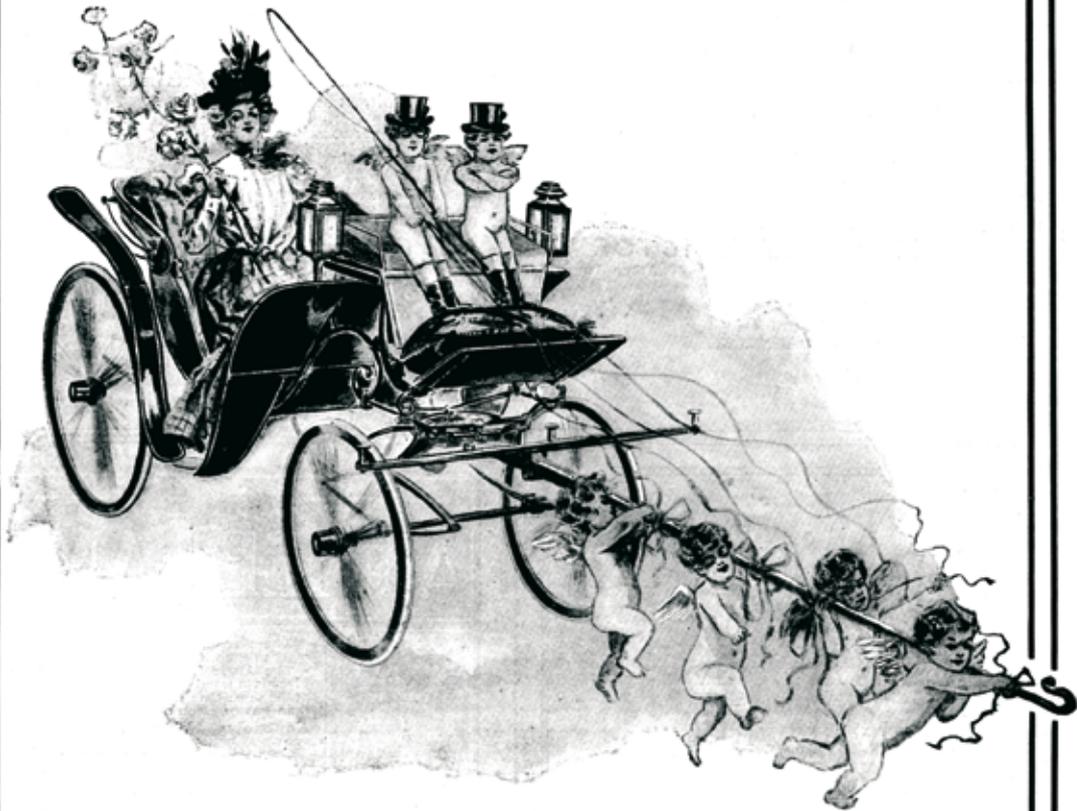
A CHARACTERISTIC CONTOUR.

The examples included on this page present advertisements for wheels with solid rubber Kelly-Springfield tires for carriages and coaches. The illustrated cross section shows the basic components of the technology used in their construction. In this case, there are two or three wires that reinforce the rubber internally. The characteristic shape of the section of rubber tire fitted onto the wheel's rim served as a compositional element to graphically define advertising modules published in the press. The 1902 advertisement shown above demonstrates how the tire's cross sectional outline was employed as a frame containing information and serving as a base for the illustration. The images on the left depict the tire cross section—with its two wires—being transformed into an illustrated vignette accompanied by a persuasive text with the signature of Consolidated Rubber Tire Co. This last series from 1903 is signed 'CH', the initials of the Calkins & Holden agency.

5. Advertising module published in *Harper's Magazine*, September 1902.

6-9. Advertising modules published during 1903 in *Scribner's Magazine*, September; and *The Literary Digest*, October 3, November 7 and December 5.

'Tis a dream realized when
you ride on Rubber Tires.



Kelly-Springfield Tire

The only successful Rubber Tire in the world. The one that has stood the test of time. The genuine has "*Rubber Tire Wheel Co.*" molded in the rubber.

All good carriage manufacturers and dealers handle them.

CUPIDS AND SUSPENSION. The above illustration portrays a group of cupids pulling a carriage, suspended in the air above the clouds. This serves as an allegory about the qualities of the solid rubber tires that equipped the wheels of the vehicle. The shock absorption provided by the rubber minimized vibrations resulting from the jolting caused by driving over irregularities and potholes of pathways and roads. The passengers, such as the lady portrayed in the image—who carries a branch of fluffy cotton, alluding to yet another attribute—benefited from a smoother ride, as though riding on air to their destination.

10. Full-page advertisement published in *Scribner's Magazine*, June 1899.



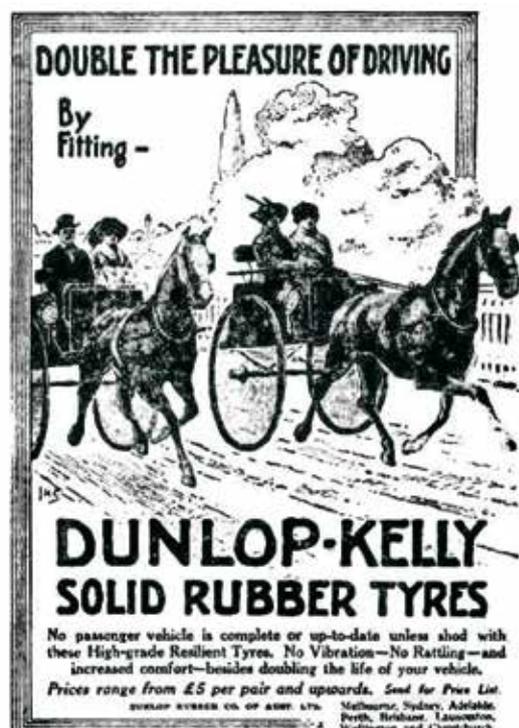
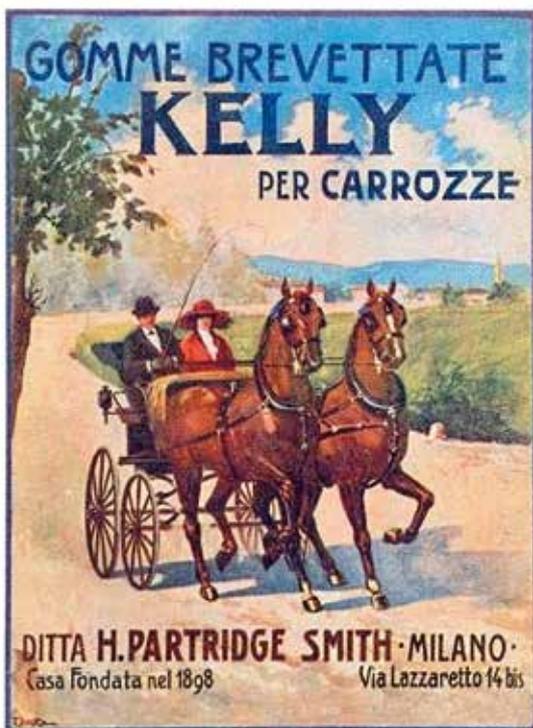
SOLD ALL OVER THE WORLD.

The above image constitutes an explicit advertisement for the Consolidated Rubber Tire Co., showing the markets in which they were present in 1901 and the commercial exploitation of their patented technology of solid rubber tires with tension wires. Below, two examples of solid rubber tire advertising are presented, disseminated in countries such as Italy and Australia.

14. Half-page horizontal advertising module published in the magazine *The Cosmopolitan*, April 1901.

15. Promotional postcard for the Italian import dealership H. Partridge Smith in Milan, c. 1900.

16. Advertisement for Dunlop's Australian branch office in the Melbourne newspaper *The Argus*, October 9, 1915.



<p><i>W</i></p> <p>KELLY- SPRINGFIELD SOLID RUBBER TIRES.</p> <p><i>W</i></p>	<p>THE WORLD MOVES</p> <p>BUT-HOW MUCH SMOOTHER SINCE SUPPLIED WITH</p>  <p>KELLY-SPRINGFIELD TIRES THE BEST SOLID RUBBER TIRE ON EARTH.</p>	<p><i>W</i></p> <p>KELLY- SPRINGFIELD SOLID RUBBER TIRES.</p> <p><i>W</i></p>
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THE BEST ON EARTH.

This page shows three examples of the Consolidated Rubber Tire Co.'s advertisements during the early 20th century. The first two consist of allegorical images relaying the acceptance of their solid rubber tires in international markets. The third advertisement portrays their leadership in the U.S. market represented by a well-known patriotic image.

17. Advertising module in the magazine *Frank Leslie's Popular Monthly*, May 1901.

18. Advertising module in the *Horseless Age*, June 26, 1901.

19. Advertising module in *The Hub*, November 1900.



*Round
the
World
the*

Kelly-Springfield Tire

wins its way. The only successful Rubber Tire in the world for vehicles. The genuine has-
"Rubber Tire Wheel Co." moulded in the rubber. Put on any vehicle by best carriage makers and-dealers everywhere.



**THE
KELLY-
SPRINGFIELD
TIRE**

**THE MOST SUCCESSFUL
VEHICLE TIRE
IN THE WORLD**

THE ORIGINAL TWO WIRE TIRE.
SOLD BY ALL FIRST
CLASS CARRIAGE BUILDERS
AND DEALERS. SEE THAT YOU
GET KELLY-SPRINGFIELD TIRES
IF YOU WANT THE BEST.

CONSOLIDATED RUBBER TIRE CO.
40 WALL ST. NEW YORK.



“Kelly-Springfield” is not a new name in tires. It is a new name in pneumatics, but the experience in making rubber composition for the most successful solid carriage tire is well utilized in making Kelly-Springfield Pneumatic Tires for Automobiles.

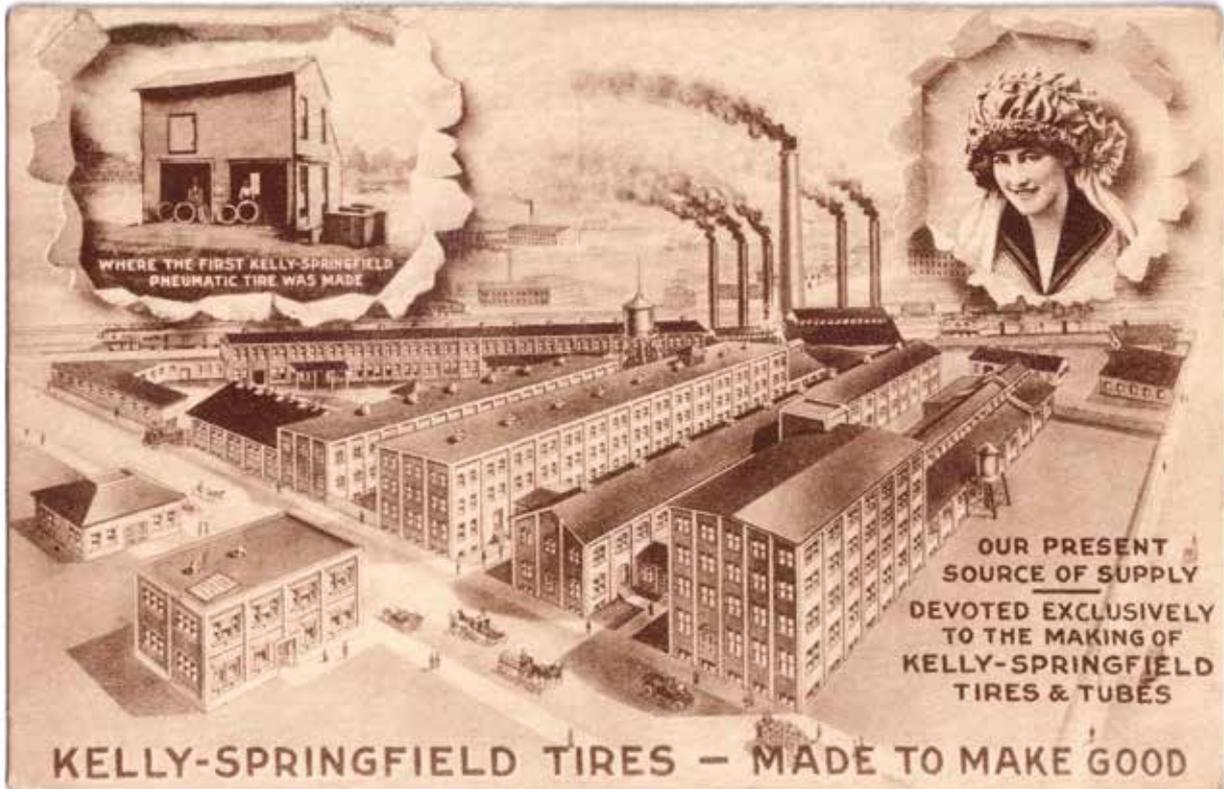
CONSOLIDATED RUBBER TIRE COMPANY
 20 Vesey Street, New York, and Akron, Ohio

AUTOMOBILE TIRES. This page shows three examples of the first press campaigns created to present the Kelly-Springfield brand of pneumatic tires for automobiles manufactured by the Consolidated Rubber Tire Co.

20-21. Advertising modules published in *Life* magazine, November 19, 1908 and March 18, 1909.

22. Advertising module published in the monthly publication *The Century Magazine*, February 1909.





Kelly-Springfield Automobile Tires

The endurance of the Kelly-Springfield Carriage Tire was due to the rubber composition. While the Kelly-Springfield Automobile Tire is a different construction from the Carriage Tire, quality counts just as much there as it did in the Carriage Tire.

I desire to express the perfect satisfaction the two Kelly-Springfield casings you sold me have given. I have now run the tires over 8,000 miles on the rear wheels of the machine, and have had 2,000 miles use out of them since changing them to the front wheels, and they look good for many more miles.

L. E. KINCAID, Manager,
Oakland Fence Construction Co., Oakland, Cal.

Specify Kelly Springfield Tires on your automobile. They cost no more than any first-class tire and are better

Consolidated Rubber Tire Co.
20 Vesey Street, New York

Branch Offices in New York, Chicago, Philadelphia, Boston, St. Louis, Detroit, Cincinnati, San Francisco, Los Angeles, Cleveland, Atlanta and Akron, Ohio.

INTRODUCING THE KELLY GIRL.

This page presents two examples of the advertising and promotional debut of the Consolidated Rubber Tire Company's female mascot. Above, an image of the factory of the Buckeye Rubber Tire Co. in Akron, where the tires were produced.

The image on the left depicts one of the characteristic advertising modules with the figure of the smiling Kelly girl sitting on a pneumatic tire.

23. Promotional postcard for the Consolidated Rubber Tire Co., postmarked in 1914.

24. Advertisement in *Harper's Magazine*, September 1911.

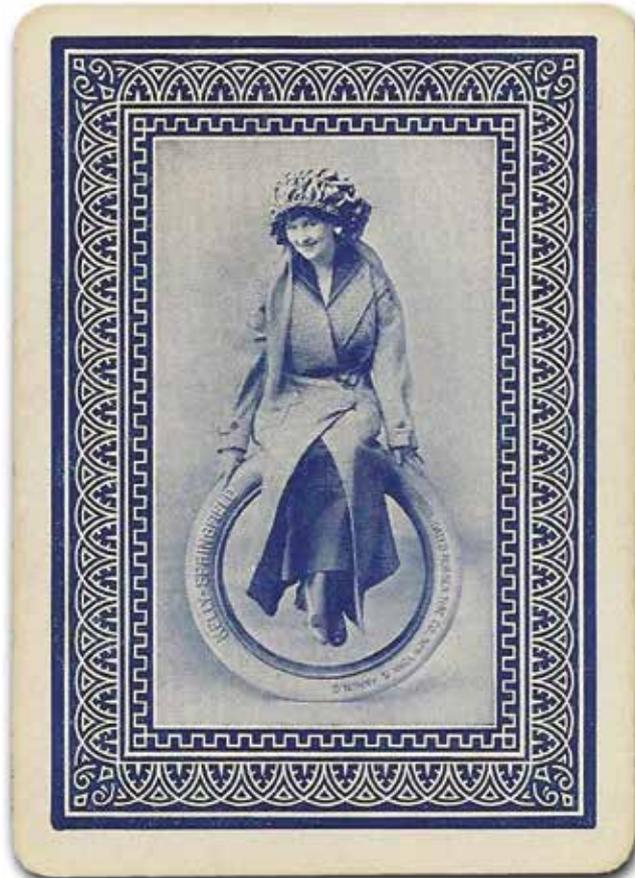
FEMINE PRESENCE.

This page presents four examples of the application of the corporate mascot's image in press advertisements and promotional elements via advertising supports such as postcards and playing cards.

25-26. Full-page advertisements published in *The Literary Digest*, May 3 and March 1, 1913.

27. Photographic promotional postcard, c. 1913.

28. Backside of a deck of cards, c. 1912.



HARTFORD

THE HARTFORD CLINCHER TIRE

The TIRE THAT LASTS

EVERY tire, no matter how poor has its patrons and its partisans; but the one true tire test is—time and travel. Find, among your friends, the old and experienced motorists—men who have driven cars for four, five or six years; and tried, perhaps, every prominent tire produced. In the majority of cases you'll find them committed beyond the possibility of change to

Hartford Tires

“The Tire That Lasts”

There's a definite, concrete reason for this—partially expressed in the phrase “The tire that lasts.” Hartford tires *do* last—because they are designed right to begin with; because the heavy tread is compounded exactly right; because the fabric is specially woven Sea Island Cotton; because the cushion is absolutely pure Para; because Hartford Inner Tubes are made to fit without folding, straining, or wrinkling, which means durability impossible in a tube vulcanized on a straight mandrel.

If you are inexperienced in buying tires or dissatisfied with your experience, consult those who have driven long and hard—almost inevitably they will direct you to the Hartford Tire—“The Tire That Lasts.” Ask for Hartford Clincher Tires and Tubes on your new car or try a set the next time you renew.

We recommend Standard Universal Quick Detachable Rims

The Hartford Rubber Works Co., Hartford, Conn.

BRANCHES:

NEW YORK, 57th St. and Broadway
CHICAGO, 12th St. and Michigan Ave.
PHILADELPHIA, 1425 Vine Street

BOSTON, 817 Boylston St.
DETROIT, 256 Jefferson Ave.
DENVER, 1584 Broadway

ATLANTA, GA., 94 North Pryor St.
BUFFALO, 725 Main St.
CLEVELAND, 1831 Euclid Ave.

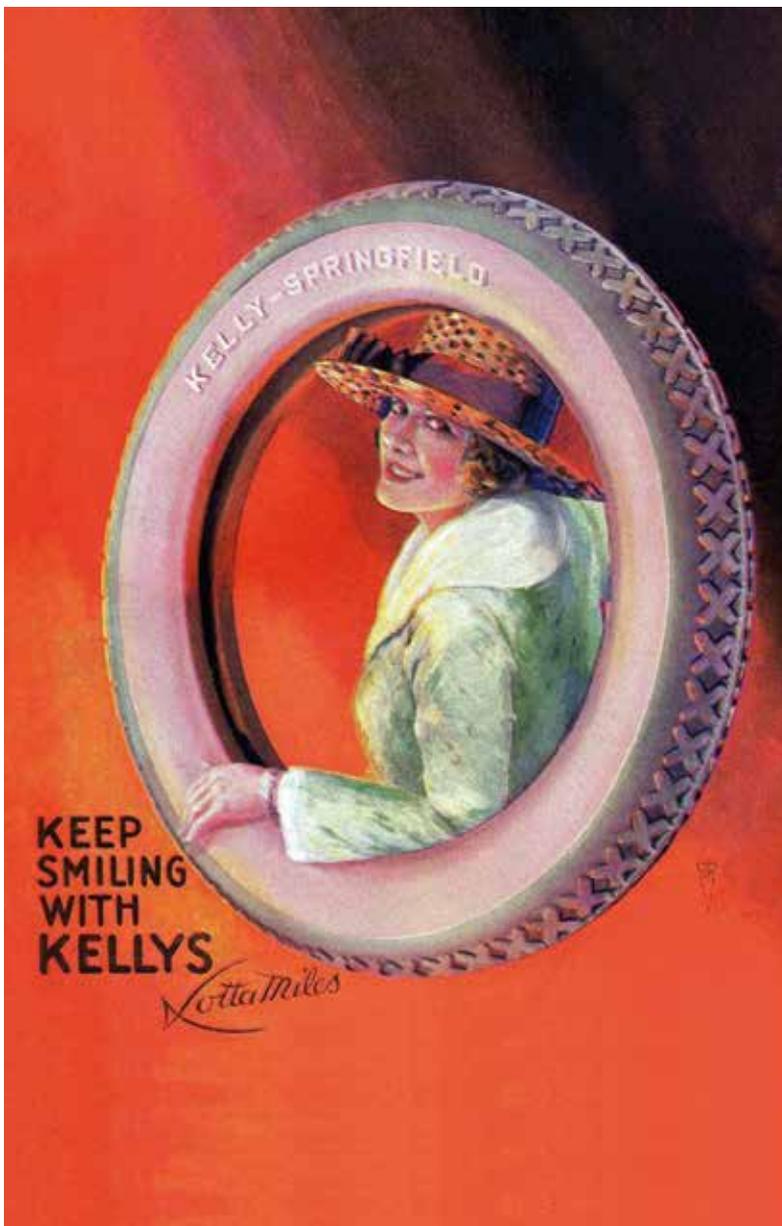
TRADE MARK

29. A woman gives the starting signal for an automobile race portrayed in an advertisement for tires manufactured by The Hartford Rubber Works Co.—rival of Consolidated Rubber Tire Co.—, published in *Country Life in America*, March 1909.



DRESSED FOR EVERY OCCASION. Above, examples of the most utilized images of Lotta Miles in advertisements and advertising material for Kelly-Springfield tires. The majority are photographic portraits although some are graphically presented as illustrations. Several women interpreted the character; among those shown who could be identified are Florence Court and Norma Shearer. As for the tire model, those presented include the Kant Slip tread with X-shaped studs, the Kelly-Springfield Cord with rhombus-shaped studs, and the Lotta Miles model which was launched on the market in 1930.

30. Compilation of vignettes utilized in press advertisements published between 1912 and 1930.



INTERPRETING LOTTA MILES.

This page presents several examples of the actress Norma Shearer working as a model for Kelly-Springfield Tire Co. advertisements. The photo shoots served to obtain different snapshots that would be used directly in their photographic format or as a reference to create illustrations representing Lotta Miles.

31-32. Photographic portraits of Norma Shearer as Lotta Miles c. 1920.

33. Photographic portrait of Norma Shearer in an advertisement for Kelly-Springfield tires in the magazine *Automobile Topics*, August 26, 1922.

34-35. Kelly-Springfield tire advertisements with illustrated portraits of Norma Shearer as Lotta Miles, c. 1920. The largest, on the left, bears the signature of Clarence A. De Giers, illustrator and art director for the corporate magazine *The Kant Slip*.



THE ROLE OF FLORENCE COURT.

The musical theater actress and singer Florence Reutti—Florence Court as of 1919 after her first marriage—was one of the most active interpreters of Lotta Miles, who utilized the advertising name as her artistic name. This page shows her in a photo shoot for Kelly-Springfield tire advertising. On the opposite page, three examples are presented of portraits published in the press in which Florence Court appeared under the name of Lotta Miles.

36-37. Florence Court posing for two promotional photographs, c. 1920.

38. (opposite page) Florence Court on the cover of *The New York Times* weekly magazine, the *Mid-Week Pictorial*, July 31, 1924.

39. (opposite page) Florence Court posing, in a review published in the newspaper the *Syracuse Herald*, September 28, 1924, p. 11.

40. (opposite page) Florence Court next to a new automobile Reo, in a news review published in the *New York Sun* newspaper, September 10, 1924.



Mid-Week Pictorial
 "NEWS OF THE WORLD IN PICTURES"

JULY 31,
1924
VOL. XIX., NO. 22
PUBLISHED WEEKLY BY
THE NEW YORK TIMES COMPANY
PRICE
TEN CENTS
CANADA 15 CENTS



*Plays Role of "Beauty" and Looks the Part: Lotta Miles
 Singing and Dancing Have Made Her One of the Principal Attractions in the Laughing Revue, "I'll
 Say She Is," at the Casino Theatre.*
(Times Staff, World, 20-11-24, N. Y. C.)

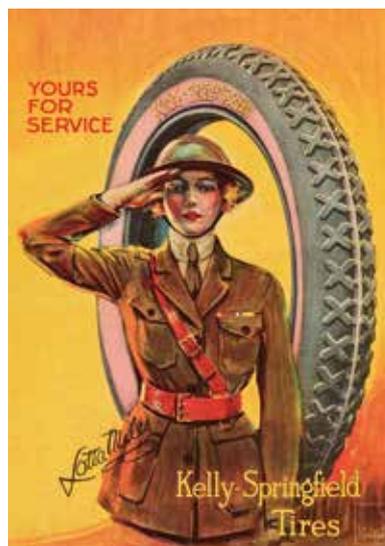
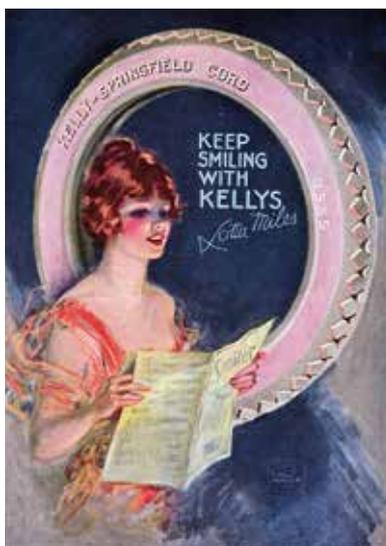
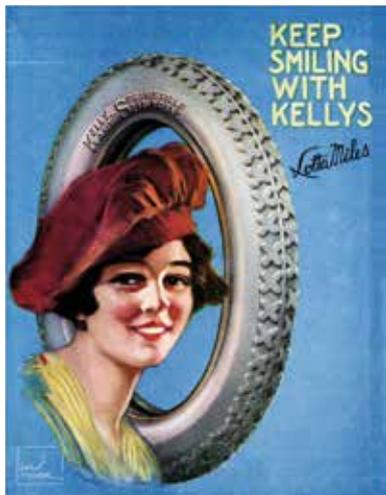


Lotta Miles of
 "I'll Say She Is" in
 an evening wrap of
 embroidered cote
 centaur further en-
 hanced by a silk
 fringe border and
 black lynx col-
 lar. 22-2022

A "LOTTA" MILES IN THIS REO.



**Here we have Carlotta Miles of the "I'll Say She Is" Company, with
 her new Reo touring car. It is generally agreed that both look well.**



A TROOP OF FEMALES. On this page, several examples are shown of Lotta Miles portraits made by the illustrator, painter and sculptor Louis Mayer (1869-1969) from Wisconsin. He trained at the Wisconsin Art Institute and in Europe, at the Weimar Art School, the Academy of Fine Arts in Munich and the Julian Academy in Paris. He specialized in female portraits which were ideal to illustrate the covers of popular magazines such as *Theater Magazine*, *Metropolitan*, *The American Magazine* and the humorous magazines *Puck* and *Judge*.

41-46. Kelly-Springfield advertisements published in a variety of theater programs between 1918-1920. Illustrated by Louis Mayer.



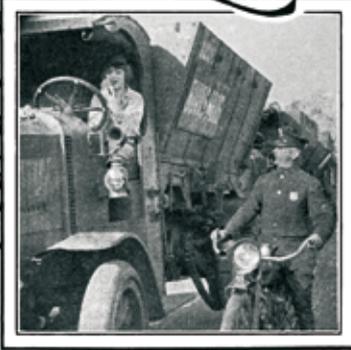
THE KELLY GIRLS. The above images present another series of advertisements from the twenties, unsigned and made by several illustrators. The different figures of Lotta Miles shown here portray a differential aspect in each case, some perceptible changes in the physiognomy of the face, the color and type of hair as well as a variety of hairstyles.

47-52. Kelly-Springfield advertisements published in a variety of theater programs between 1920-1924, approximately.

53. Detail of a Kelly promotional ink blotter for The Cord Tire Company in Chicago, c. 1920. Dimensions: 23 x 10 cm.



Lotta Miles in the Movies!



THE famous Kelly-Springfield Girl, with all her charm of manner and beauty of expression, has succumbed to the lure of the film. Her first appearance is in a Screen Sales Story entitled "Shoeing the Horse of Progress," produced for the Kelly-Springfield Tire Company by Baumer Films, Incorporated.

MEMBERS of the advertising fraternity are cordially invited to attend a special showing of "Shoeing the Horse of Progress" at the Rialto Theatre, Seventh Avenue and Forty-second Street, at eleven o'clock in the morning, Thursday, December Ninth.

We have tried to remember all our good friends with an invitation, but if you are interested in seeing a Screen Sales Story, the newest force in advertising, come anyway.

You get what you pay for and---

You pay for it after you've had it.



LEAD ROLE. In the two photographs on this page the character Lotta Miles is shown in two promotional films, both interpreted by the actress Catherine Spencer.

- 54. Double-page advertisement published in *Printers' Ink*, November 25, 1920.
- 55. Emblem for Bauer Films, in and advertisement published in *Reel and Slide*, June 1919.
- 56. Photograph from the movie *Blowout Bill's Busted Romance*, in the article "Advertising stories told in the movies" published in *Printers' Ink Monthly*, February 1921.

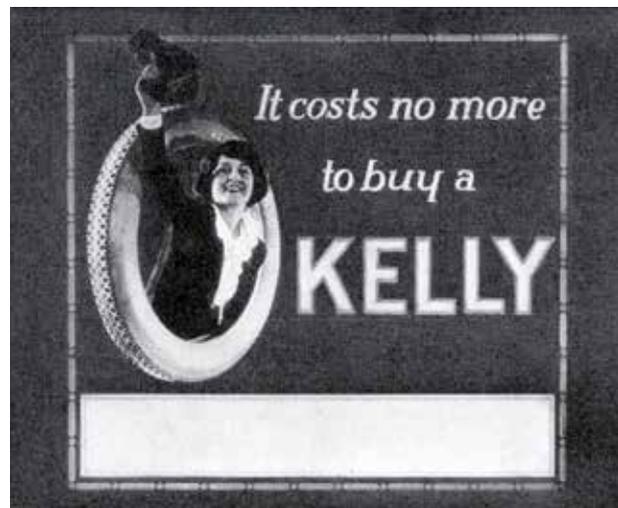




INDOOR BILLBOARDS. The advertising medium known as “glass slides” consisted of an advertisement reproduced on the transparent surface of an acetate, with the back colored by hand and protected between two pieces of glass fastened with a frame. That way it could be projected onto cinema screens and stage backgrounds, which in essence, were converted into billboards.

57. Advertising glass slide produced by the Manhattan Slide & Film Co. Inc, Chicago, for Kelly-Springfield. c. 1919.

58-59. Illustration and detail of a slide, taken from the *Kelly Cash-in Book 1923* manual, published by the sales and promotion department of the New York Kelly-Springfield Tire Company branch office for their local distributors.



The
Lotta Miles
Calendar
+
Kelly-Springfield
Tires and Tubes

1917 January 1917

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

To skate upon the frozen bay
She goes this January day.
Her car with Kant-Slips all around,
Will hold the slippery, icy ground,
And speedily but safely bound
Over the hills and far away.

Lotta Miles

THE CALENDAR GIRL. This double page shows the twelve pages of the Kelly-Springfield 1917 calendar corresponding to each month of the year. Every month Lotta Miles is portrayed wearing a different outfit. The calendar was sent out December 1916 to the Kelly-Springfield Tire Co.'s branch offices from the company's Advertising Department, located at the corner of Broadway and 57th St. in New York City. It seems that the initiative was highly successful, as a story ironically relates which was published in the magazine *Automobile Topics* on December 23 of that year: "Morris Switzer, advertising manager of the Kelly-Springfield Tire Co. is being besieged by his bachelor friends who have seen the new Lotta Miles calendar for 1917. Lotta Miles has a lot of smiles, and each month peeps forth in exceedingly fetching guise from the halo of a Kelly-Springfield tire. Hence the inquiries as to Switzer's sources of supply."

60. *The Lotta Miles Calendar*, Hanging calendar. Dimensions: 9 x 10 ½ inches, 1916.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 January 1917
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

To cheer upon the frozen foe,
No game that features the
Three on Kelly-Springfield ground,
Will suit the object of our quest,
And neither for safety found
Does the Kelly suit the season.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 February 1917
Sun Mon Tue Wed Thu Fri Sat
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28

When Lotta Miles, who dances and dances,
Hears news—of the sport goes,
The stars in class meeting goes,
And Kelly's names are listed,
With Kelly on her bulletin,
The sports begin of football, ice.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 March 1917
Sun Mon Tue Wed Thu Fri Sat
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

When Lotta Miles is excited about
Her football, just one game—
When Kelly North Star said by her,
The greatest college on her set,
The Kelly team really are
The names of Popularity.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 April 1917
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

No April shower can deter
Her Lotta, who with her children,
Her mother as a married wife,
Play her Kelly-Springfield sport,
As only upon her way lies,
No more in gym, "What for it was!"

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 May 1917
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

When Lotta Miles, who dances and dances,
And from the lines of Miss,
Then Lotta with the Kelly girls,
The needed game for laughing with,
And she begins her own life,
Love goes Kelly on with O. K.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 June 1917
Sun Mon Tue Wed Thu Fri Sat
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

The more from the Kelly girls think
To great things and ending trials,
No, nothing but of football was,
The more with her mother's love,
A Kelly-Springfield team
And never gets to the tube.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 July 1917
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Her enjoyment from all these efforts,
Is not confined to baseball,
She knows a year she knows a show,
The famous when "well read," "Wife do,
In the Kelly-Springfield sport,
And Kelly-Springfield team plays and team.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 August 1917
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

The season is not hard to find,
For Lotta, a pleasant team of mind,
Each friend watching August day,
With Kelly on her bulletin goes,
The stars to about the football game,
And watch the leading team.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 September 1917
Sun Mon Tue Wed Thu Fri Sat
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29

Should she be any, (could she
Through the games of U. S.,
Her mother in the set a place,
And Kelly on her bulletin goes,
The name of the Kelly-Springfield team,
As Kelly on her bulletin goes.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 October 1917
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

If Kelly Miles looks too distant,
To know a year she knows a show,
Her "Kelly-Springfield team" as usual,
And Kelly on her bulletin goes,
The Kelly-Springfield team,
Is used against the leading O. K. team.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 November 1917
Sun Mon Tue Wed Thu Fri Sat
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

Behind the football also Kelly-Springfield,
And Kelly on her bulletin goes,
The Kelly-Springfield team,
The Kelly-Springfield team,
With Kelly on her bulletin goes,
A good Kelly-Springfield team.

The Lotta Miles Calendar
+
Kelly-Springfield
Tires—Tubes



1917 December 1917
Sun Mon Tue Wed Thu Fri Sat
3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29

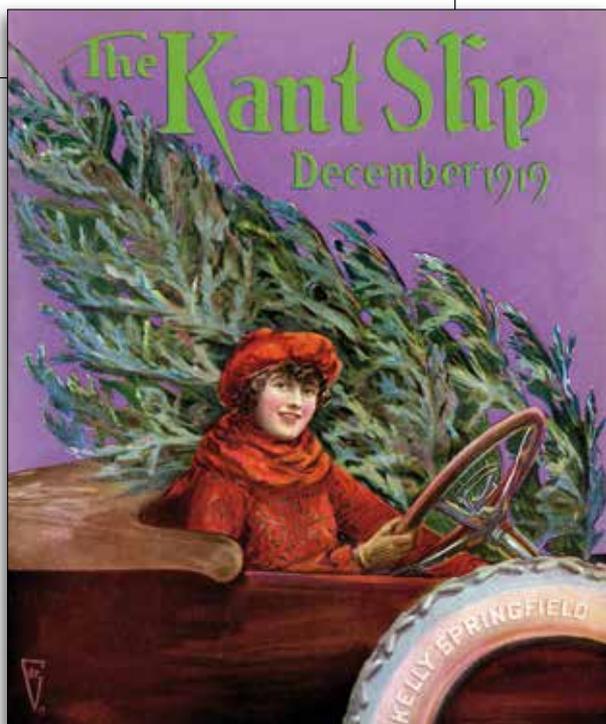
Behind upon December Miles,
Her Kelly on her bulletin goes,
The Kelly-Springfield team,
The Kelly-Springfield team,
The Kelly-Springfield team,
Where Kelly Miles is leading game.

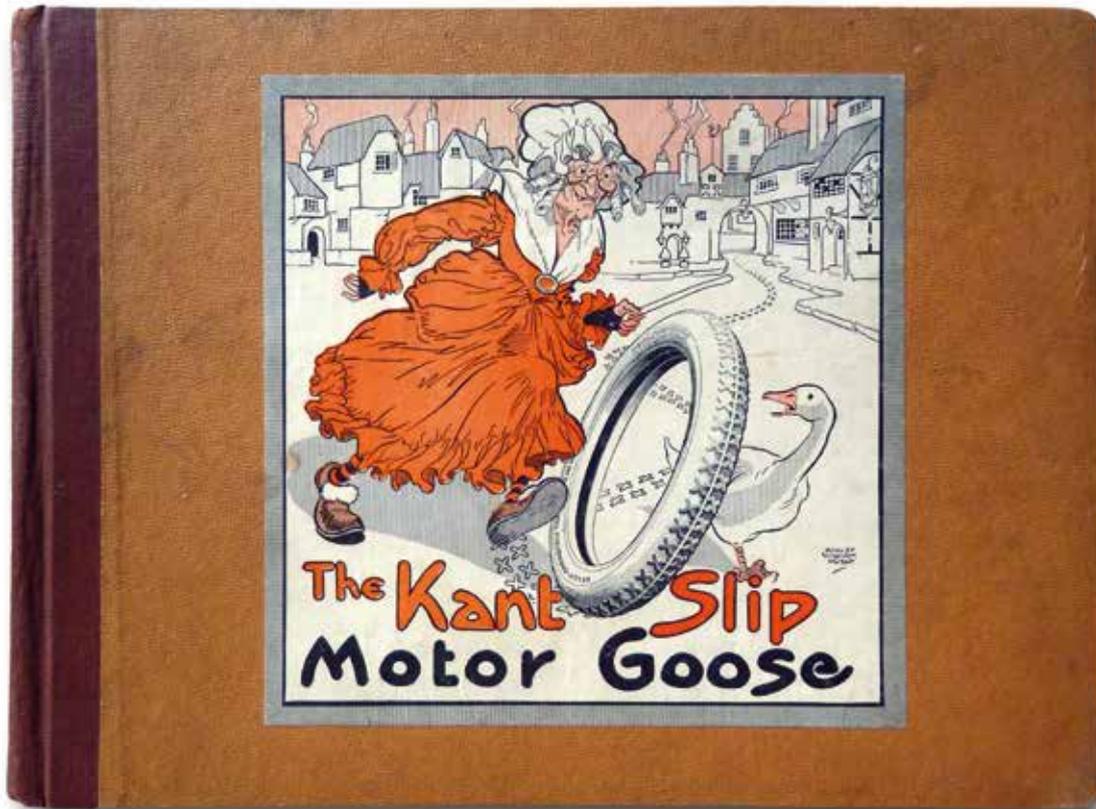


THE MAGAZINE THAT DOESN'T SLIP.

The internal publication that Kelly-Springfield offered to their employees, representatives and distributors was called *The Kant Slip*, created in 1915 and published monthly until 1925. From then on it was transformed and the name was changed to *Motor Chat*. The magazine contained articles, stories, cartoons and various lighthearted news items accompanied by photographs, with special emphasis on social and promotional activities organized by the company. From the first issue, Lotta Miles was incorporated in a leading role, and the mascot was featured in a large number of covers and interior details. The illustration shown above is signed by Louis Mayer; the cover of the Christmas December issue—showing Lotta Miles properly dressed in red—is signed by Clarence A. De Giers himself, who was the corporate magazine’s art director.

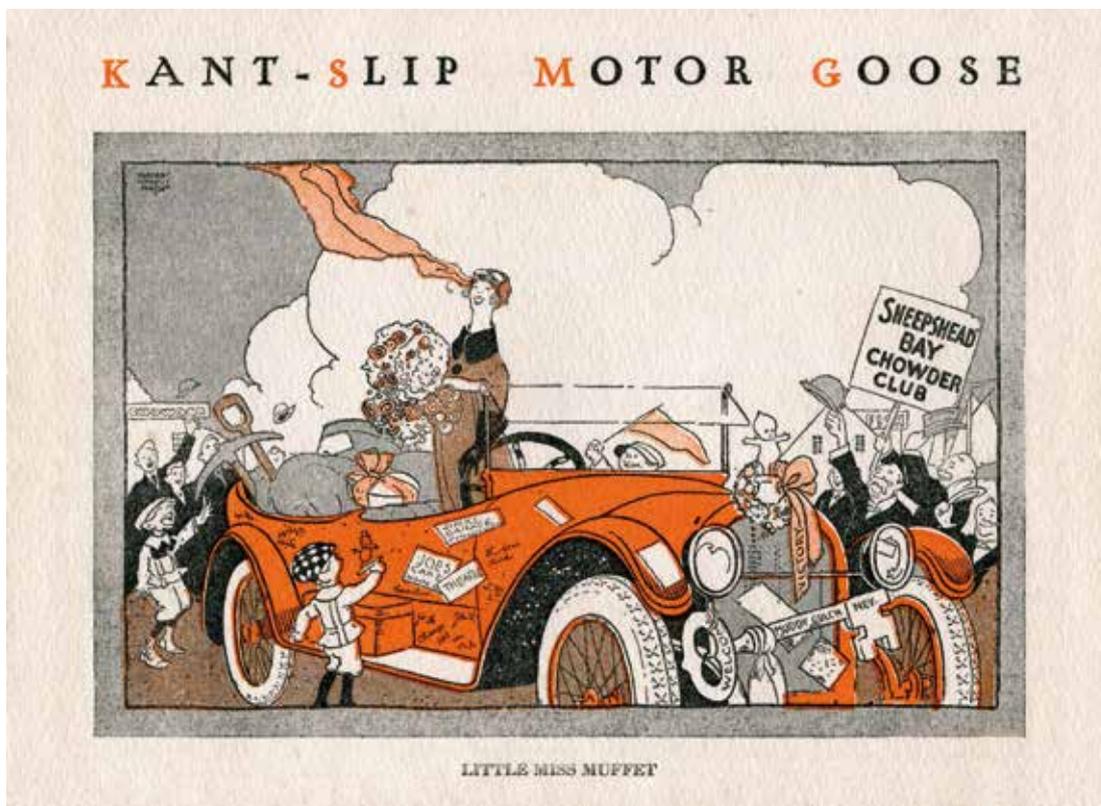
61-62. Cover pages of the corporate magazine *The Kant Slip*, in the June and December, 1919 issues.





A CHILDISH AIR. The director of publicity for the Kelly-Springfield Tire Co. intervened directly in the creation of certain promotional elements, such as the texts of this story with nursery rhymes adapted to advertising language. The verses of Morris Switzer and the illustrations of August W. Hutaf extolled the prominence of the Kant Slip tire model.

63-64. Cover page and interior illustrations of the book *The Kant Slip Motor Goose*, published by Kelly-Springfield Tire Co., 1917.



WHAT good are tires that render the truck useless at the first heavy shove?

Mileage is a prime essential in a truck tire, but to be of any real use the tires must be able to deliver the motor's power to the road. They must be able to move the truck.

That's one of the things Kelly Caterpillars can be depended on to do. And they give double the mileage of the ordinary truck tire.

KELLY-SPRINGFIELD TIRE CO.
GENERAL SALES DEPARTMENT
1710 Broadway, New York

KELLY SPRINGFIELD CATERPILLAR TIRES

Almost as resilient as a pneumatic but giving far greater mileage—

More durable than the standard type solid tire and giving much greater traction—

Kelly Caterpillar Truck Tires are in a class by themselves.

Kelly-Springfield Tire Co.
GENERAL SALES DEPARTMENT
1710 Broadway New York

KELLY SPRINGFIELD CATERPILLAR TIRES

WHEREVER heavy burdens are to be carried, or unusually trying road conditions encountered, you find truck-owners depending on Kelly Caterpillars to solve their tire problems.

There must be a reason—and there is.

This reason is simply that no other tire offers the same combination of traction, resiliency and mileage.

KELLY-SPRINGFIELD TIRE CO.
GENERAL SALES DEPARTMENT
1710 Broadway - New York

KELLY SPRINGFIELD CATERPILLAR TIRES

Traction—
Resiliency—
Mileage—
Dependability—

The ideal truck tire should possess all these qualities.

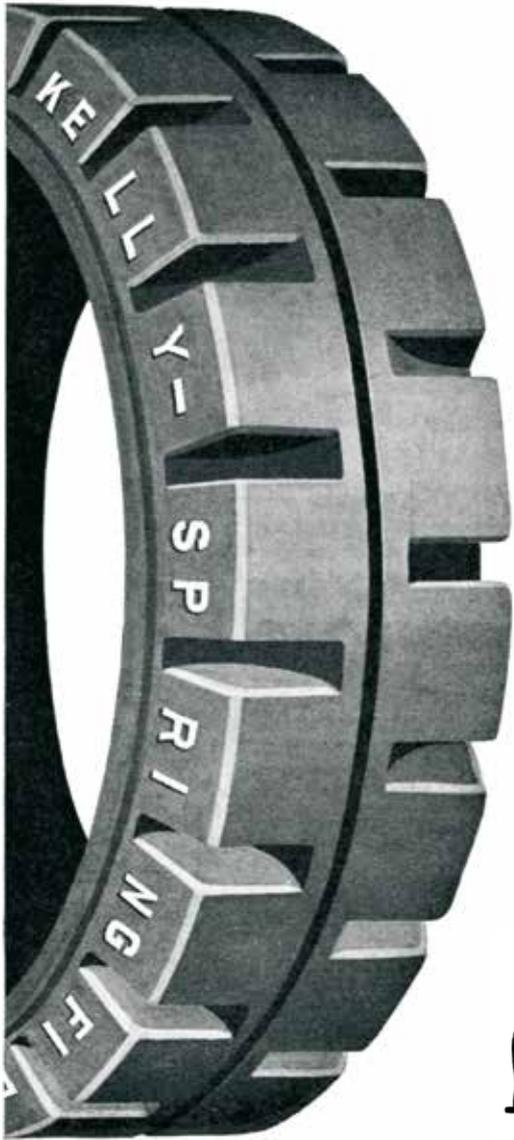
The Caterpillar type tire is the only one that does.

Kelly-Springfield Tire Co.
GENERAL SALES DEPARTMENT
1710 Broadway, New York

KELLY SPRINGFIELD CATERPILLAR TIRES

MEN AT WORK. The female mascot Lotta Miles was utilized only in advertisements for pneumatic tires. The campaigns dealing with solid rubber tires for heavy vehicles employed illustrations that showed the power of this product. As such, scenes depicting loading and transport in construction and other activities such as the maintenance of road infrastructures were portrayed.

65-68. Advertising campaign targeting magazines, 1921. Illustrated by Clarence A. De Giers and C. Werther.



FACE TO FACE. Cargo trucks, passenger trucks and a host of industrial vehicles utilized Kelly-Springfield solid rubber wheels. The Caterpillar and Kelly Kats models were suitable for traction wheels equipping the heaviest vehicles and were formed by two solid rubber bands with blocks or studs placed in parallel but asymmetrically. This asymmetry allowed for a considerable reduction in vibrations while driving. The emblem of Kelly Kats picked up on this idea and featured two cats facing each other on either side of the logotype. The cats appear in different advertisements from this period as the two positions shown here, without there being an apparent reason in the choice of one model or another. Curiously, a similar graphic had already been utilized for years as a symbol and mascot in the advertisements for the well-known rubber heels for footwear manufactured by the Foster Rubber Co. in Boston.

- 69. Illustrated detail from the solid rubber Kelly Kats tires, in an advertisement published in *The American City*, October 1923.
- 70-71. Variations of the emblem for the solid rubber Kelly Kats tires, shown in advertisements published in the monthly magazine *The American City*, September and October 1923.
- 72-73. Advertisements for Cat's Paw rubber heels published in *The Saturday Evening Post*, 1912 and in an unidentified magazine, 1917.



THAT PLUG PREVENTS SLIPPING
 FOSTER PATENT
 YOUR SLIP
CAT'S PAW
 CUSHION HEEL
 FOSTER RUBBER CO.
 THAT PLUG PREVENTS SLIPPING

They Won't Slip

CAT'S PAW

CUSHION RUBBER HEELS

50¢ Attached All Dealers

**After All Is Said and Done,
The Question Is—TO SLIP OR NOT TO SLIP.**

Over 65% of Rubber Heels sold in 18 of the largest cities of the United States are Cat's Paw Cushion Rubber Heels.

You will prefer them, too, because of the Friction Plug—a patented feature—which positively prevents slipping, and makes them wear longer. Hence, the most economical heel to buy.

Then again, the extra quality rubber affords greater resiliency—and there are no holes in the heels to track mud into the house.

Trust upon Cat's Paw Cushion Rubber Heels of your dealer. The name is easy to remember, and they cost no more than the ordinary kind.

If you will send us the name of your shoe dealer we will mail you a Cat's Paw Heel Plug free.

Foster Rubber Co. 105 Federal St. Boston, Mass.

Canadian Office, Eastern Township Bank Bldg., Montreal

There is the Foster
 Friction Plug
 which prevents slipping

For Safe and Easy Walking

When your Current Heels don't answer Modern Requirements you can gain out the merits of the Foster Friction Plug on Cat's Paw Cushion Rubber Heels. This plug won't let you slip on even the "worst" of floors or the "slipperiest" of pavements.

That's why you should invest upon Cat's Paws next time your shoes are needed. They cost no more than ordinary rubber heels on spite of their superior merits, so every man, boy—black, tan and white—all dealers, and the name is easy to remember.

CAT'S PAW
 CUSHION RUBBER HEELS
 FOSTER RUBBER CO., 105 Federal St., Boston, Mass.



A man is born with relations; he picks out his friends for himself.

So with tires—the tires that are on a new car the car manufacturer selects.

When a car owner buys tires he selects them himself.

Nearly every Kelly-Springfield tire used is selected by the car owner.

Kelly - Springfield Automobile Tires - Hand Made

THERE is an important fundamental principle involved in this tire selection. You ought to understand it.

Few users buy Kelly-Springfield tires until after they have had experience with other tires. And fewer, having once used Kelly-Springfield tires, voluntarily discontinue their use. There is a reason for both conditions.

The reason few users try Kelly-Springfield tires first is that the initial selection of their tires is made by the manufacturer who equips the cars which they buy. And Kelly-Springfield tires cost more.

The manufacturer must put tires on the car he sells, but need not put on tires which give excess mileage. He is only obliged to equip with tires which yield the mileage most tire manufacturers guarantee. That is all the car buyer expects.

If the car manufacturer equips with a tire which gives a greater mileage than this, he has to pay the additional cost out of his own pocket—and why should he?

Considering proper manufacturing

economies, he equips with tires which cost him least and yet give reasonable satisfaction. He equips his car with higher priced tires only when he buys advertising value for his car, as well as tires.

Now we cannot meet the manufacturer's price requirements. Hand-made tires cost more to make and yield excess mileage. We cannot compete on price when the excess mileage doesn't count. So we rarely sell tires to car manufacturers.

Kelly-Springfield tires are sold almost exclusively to car owners who pay higher initial prices because they know they receive excess value. At present the demand is far in excess of our production.

The demand has been so great that owners order tires before they need them to get them when they need them.

It is important to you to know these conditions and to know true tire economy.

Kelly-Springfield Tire Co.

Factories in Akron and Wooster, Ohio
Executive Offices: Broadway & 57th St., New York

Send ten cents for the new game, "Going to Market"



ALL TOGETHER NOW. During 1916 a press advertising campaign was developed in which an extensive rationale was utilized. It was headed by an illustrated slogan presented in a caricatured manner employing humorous scenes where numerous characters intervened, drawn by the New York illustrator Charles E. Howell. The advertisement was accompanied by a small vignette in the footer with the image of Lotta Miles. She was portrayed in two variations, reproduced as needed by means of a photograph or a line illustration.

74. Full-page advertisement published in the humorous magazine *Judge*, June 24, 1916. Signed as 'H' (Charles E. Howell).



When the minister held a special service to pray for rain, only one very little girl brought her umbrella.

We are like the rest of that congregation. We knew the rain was coming, but we didn't expect it so soon.

The extraordinary service which Kelly-Springfield Tires give made it inevitable that the demand would increase by leaps and bounds, but we thought we could increase facilities to keep pace with it. We couldn't.

Will you excuse us while we get our umbrella? Believe us, this is some shower.

Kelly-Springfield Automobile Tires - Hand Made

WE regret that we underestimated the excellence of Kelly-Springfield Tires.

We nearly doubled our output in 1915 and plan an equal increase in 1916. We thought this would keep pace with your demands.

You see Kelly-Springfield Tires are different from other tires. That is why they yield extraordinary mileage. That is responsible for your big demand.

They are hand-made tires and the miles are built into them—painstakingly and carefully as a machine cannot build them.

Were it merely a matter of buying new factories—or even building new factories, we could keep pace with you. But it is more than that. It is necessary to train the hands which make them. Ordinary workmen will not do.

We have bought a factory. We are about to build another. We

have been training workmen for a long time to be ready for the new factories. We are prepared for a big increase. And we will keep pace with future demands.

But we must have time to catch up. Still it is not necessary that you should be disappointed when you need Kelly-Springfield Tires.

If you will anticipate your needs and let us know ten days in advance, you can have the tires when you need them.

The present demand for Kelly-Springfield Tires rests upon service rendered. We pledge you that they will continue to deserve your confidence. We will never sacrifice quality to increase production.



Kelly-Springfield Tire Co.
Factories in Akron and Wooster, Ohio
Executive Offices: Broadway & 57th St., New York
Send ten cents for the new game, "Going to Market"



When you find the house sold out, you want to see the play twice as much.

When they promptly hand you two front seats, you wonder if you want to see it at all. That's human nature. The crowd confirms your judgment.

So with Kelly-Springfield Tires. The demand is so great that loyal users often have to wait. We are sorry to disappoint, but glad that the tires have made so good.

Now we're very busy trying to avoid further disappointments.

Kelly-Springfield Automobile Tires - Hand Made

CATCHING up with such a demand as we have had for Kelly-Springfield Tires is not easy.

In 1915 we doubled our output. Still we could have sold twice as many tires as we made. The demand is increasing steadily.

Were we making machine-made tires it would be an easy matter to go out and buy a factory. In a few months' time we could be turning out a multiple product.

But we are not making machine-made tires. If we were we could not give the mileage which is responsible for your extraordinary demands on us. You want the tires only because they have made so good.

It is the hand-made process which is responsible for the service which the tire yields—the care exercised in making them.

We have bought a new factory. We are about to build another.

But it takes time to train hands to make our tires. Ordinary workmen cannot do it.

So time is necessary to effect an increase without lowering the standard of our product.

We are sorry that temporarily you must be disappointed if you wait to buy Kelly-Springfield Tires until you need them.

You can avoid this difficulty if you will anticipate your wants. Order your tires from your supply man a week before you need them and he can have them for you by the time you want them.

You have proved that they are worth waiting for. A little foresight will pay you well.



Kelly-Springfield Tire Co.
Factories in Akron and Wooster, Ohio
Executive Offices: Broadway & 57th St., New York
Send ten cents for the new game, "Going to Market"



"Whichever ar ye doin', Pat, sticking that dollar bill doon that crack?"

"Why, I dropt a dime, an' I'm making it worth me while to pull up the plank."

Buying another tire of the same make to save the allowance due on an undelivered guarantee is a very similar performance.

Kelly-Springfield Automobile Tires - Hand Made

OUR tires are guaranteed for 5,000, 6,000 and 7,500 miles. They needn't be, for it doesn't do you any particular good. Save in the rarest instances, it brings you nothing. Cases when Kelly-Springfield tires fail to yield their guaranteed mileage are nearly as scarce as hen's teeth.

But the buying public expects a guarantee when it buys a tire, and we're willing to concede that to its prejudices.

Normally, Kelly-Springfield tires yield 8,000 to 10,000 miles—often 12,000 or more. Why shouldn't we be willing to guarantee 5,000 miles or more, if it makes any one any happier?

If there were any doubt of them yielding 5,000 miles, we would only guarantee them for 4,000 miles, or even less. We are not selling guarantees; we are selling tire service. We don't want bickering over guarantees; we want satisfied customers only.

Once you buy a Kelly-Springfield tire, you keep right on using them. You forget about mileage, guarantees, or anything else but service.

That's why we are embarrassed by

orders we cannot supply; why our users are willing to order their tires before they actually need them.

We don't like to be in that position, and disappoint loyal customers, but you can't increase the production of hand-made tires overnight.

We never have made machine-made tires. We have always built in mileage by hand. Of course, the tires cost more, but the service justifies the cost.

Few users get a chance to try Kelly-Springfield tires until they have tried other tires, for we cannot afford to meet price competition to equip cars at the factory, unless the car manufacturer can afford to pay our price.

If you want to know about the service they give, ask any Kelly-Springfield user, but don't expect to get Kelly-Springfield tires without ordering them in advance—unless you're born lucky.



Kelly-Springfield Tire Co.
Factories in Akron and Wooster, Ohio
Executive Offices: Broadway & 57th St., New York
Send ten cents for the new game, "Going to Market"



Stop that fighting Johnny. Don't you know it's wrong to fight? Yes'm, but Willie don't so I'm teaching him

We learn many things only by experience.

Kelly-Springfield Automobile Tires - Hand Made

IT'S so with tires. Experience teaches effectively, but it's often expensive.

Motorists who equip their cars with Kelly-Springfield tires have learned by experience to judge tire values.

Nearly all of them have used other tires and turned to Kelly-Springfield through the testimony of Kelly users.

They are not deceived by guarantees and low first costs. They know the difference between mileage on the road and contentious adjustments.

Kelly-Springfield tires are guaranteed for 5,000, 6,000 and 7,500 miles, according to type, but Kelly users know they rarely fail to deliver mileage much in excess

of this. Measured by mileage delivered, their first cost is extraordinarily low.

Kelly-Springfield tires are hand-made tires with mileage painstakingly built in by skilled hands, carefully trained. It costs more to make such tires, but the extra service they deliver is worth the cost. The proof lies in the fact that demand always exceeds factory capacity, in spite of increased production.

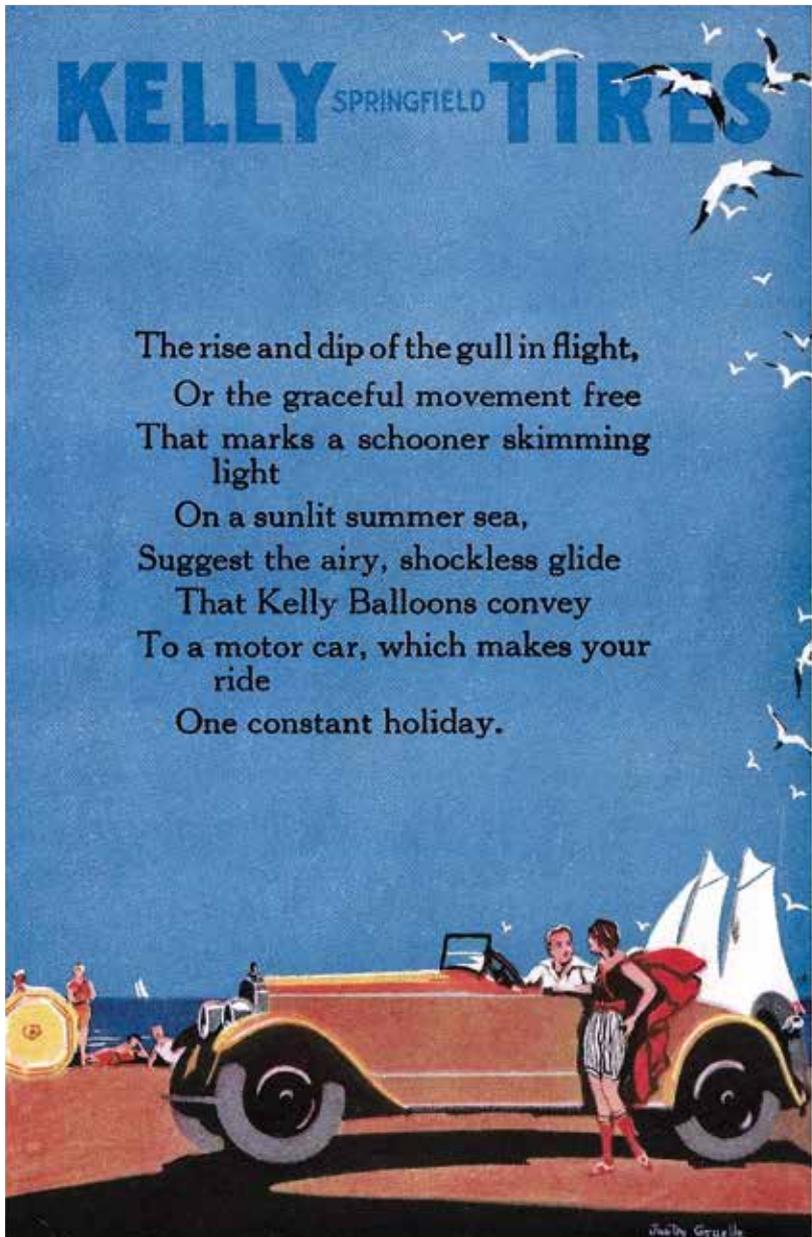
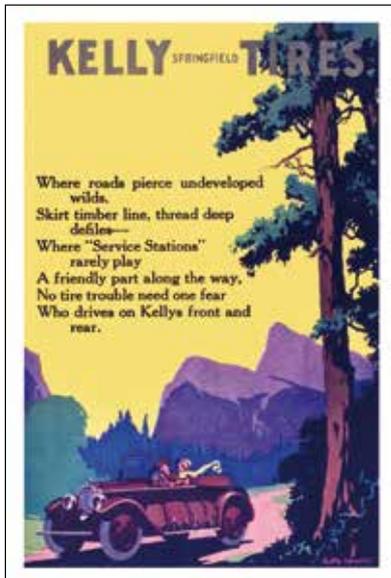
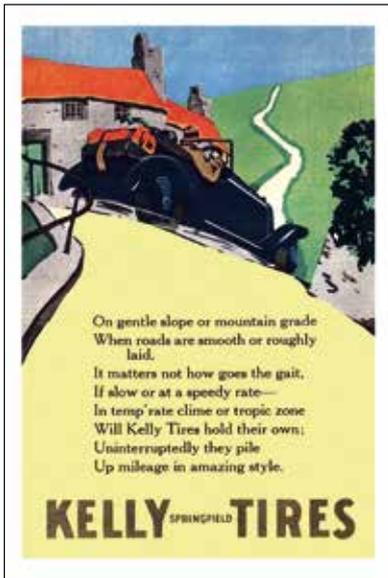
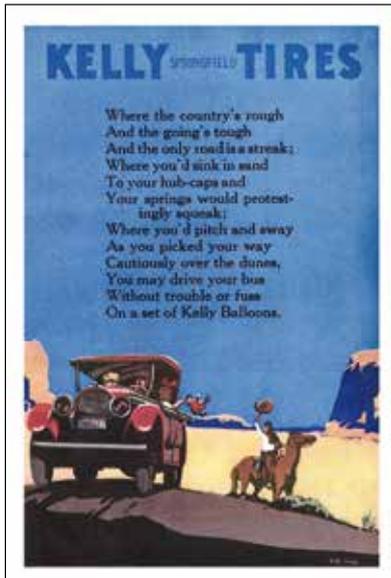
You can be sure to get Kelly-Springfield tires when you want them by placing your orders ahead.

Your dealer gives preference to customers who anticipate their needs.



Kelly-Springfield Tire Co.
Executive Offices: Broadway and 57th Street, New York

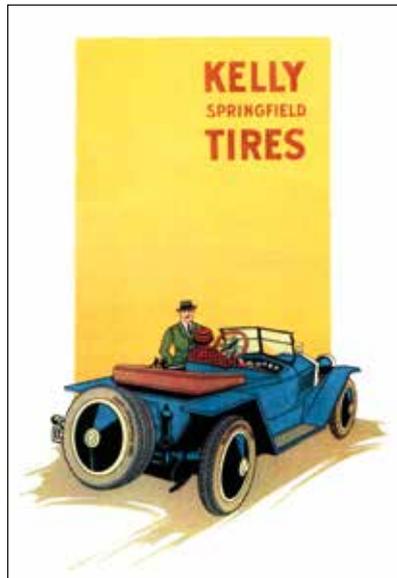
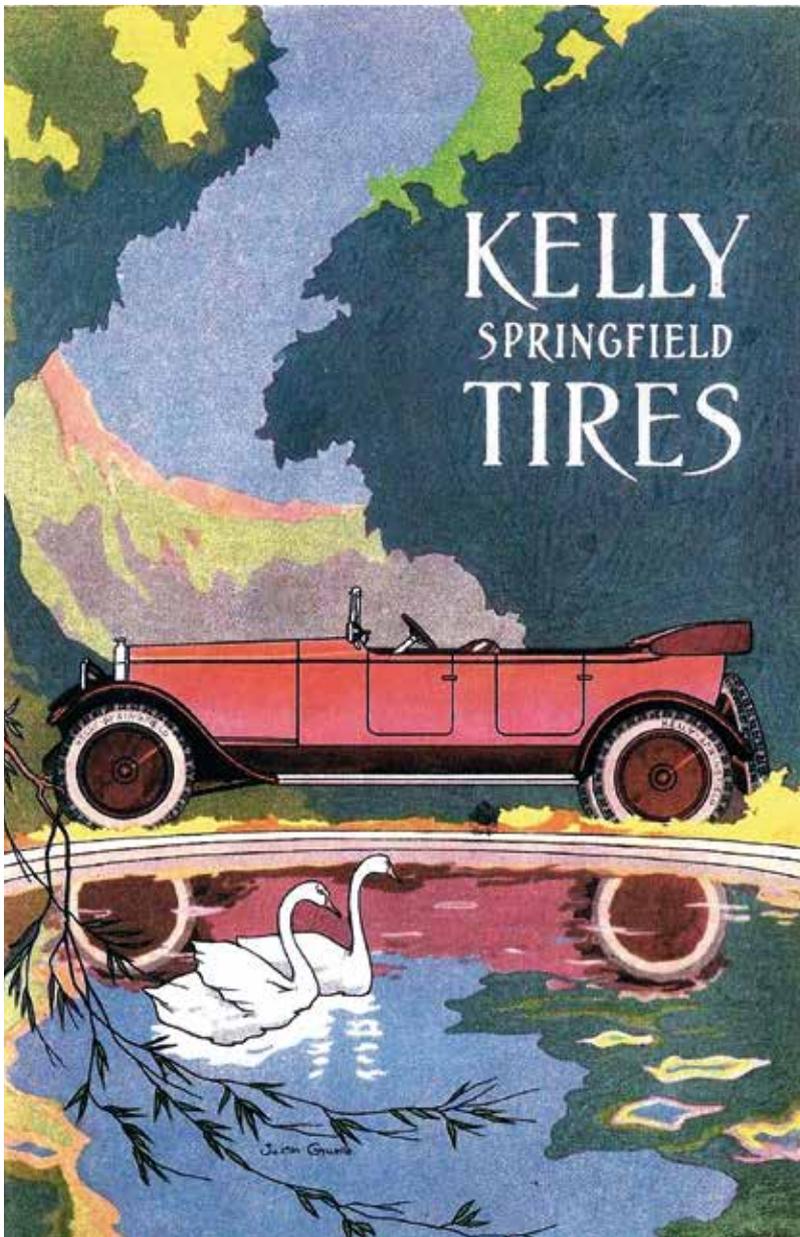
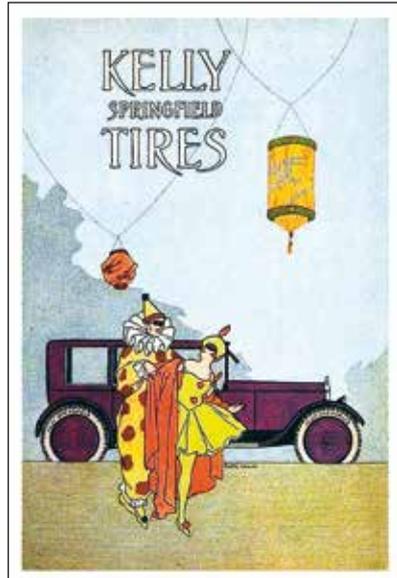
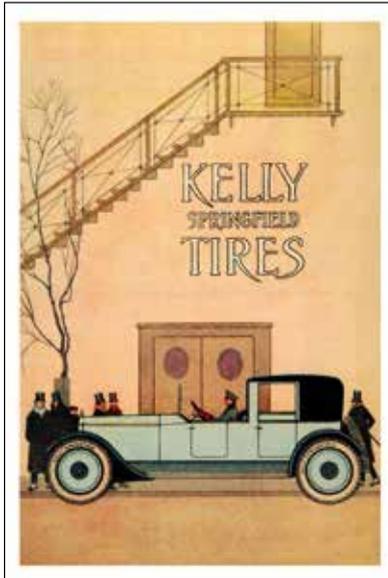
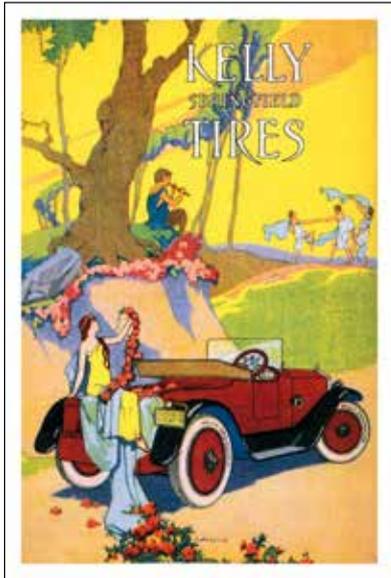
- 75. Full-page advertisement published in the generalist magazine *The Literary Digest*, March 11, 1916.
- 76. Full-page advertisement published in the monthly magazine *The Travel Magazine*, April 1916.
- 77. Full-page advertisement published in the humorous magazine *Judge*, May 20 1916.
- 78. Full-page advertisement published in the generalist magazine *The Literary Digest*, August 26, 1916.



TRAVELING WITH KELLY.

This page presents a compilation of some examples from the campaign illustrated by the painter and muralist Justin C. Gruelle (1889-1978) from Indianapolis. This series featured images of driving that extolled the pleasure of traveling, tourism and leisure that many yearned for and that few could afford. These were accompanied by the characteristic verses that were frequently utilized in the company's advertisements.

79-83. Kelly-Springfield tire advertisements published in theater programs during 1918-1925. Illustrated by Justin Gruelle.



THE SOPHISTICATED TIRE.

Another series of advertisements also reproducing Justin Gruelle's illustrations in color omitted any type of message, with text being limited to the identification slogan "Kelly-Springfield tires." Limousines and high-end automobiles, often driven by women, as well as certain scenes provided evidence about the consumer to whom the advertisements were targeting. They dealt with an exclusive, glamorous, sophisticated and modern audience, consumers of social events such as opera and theater, whose programs the tire advertisements were published in.

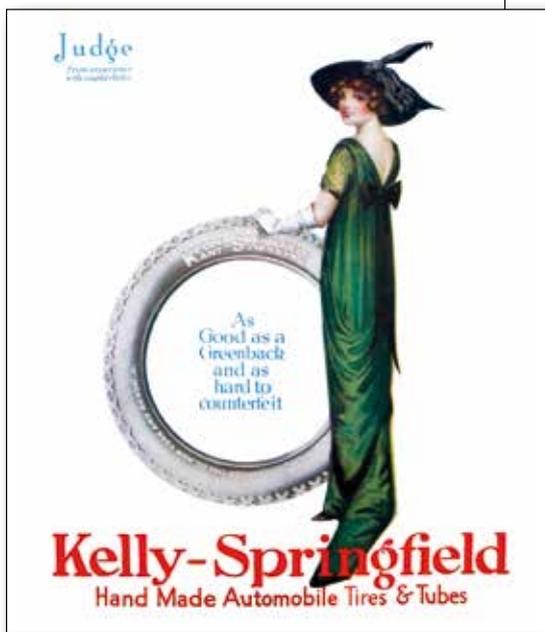
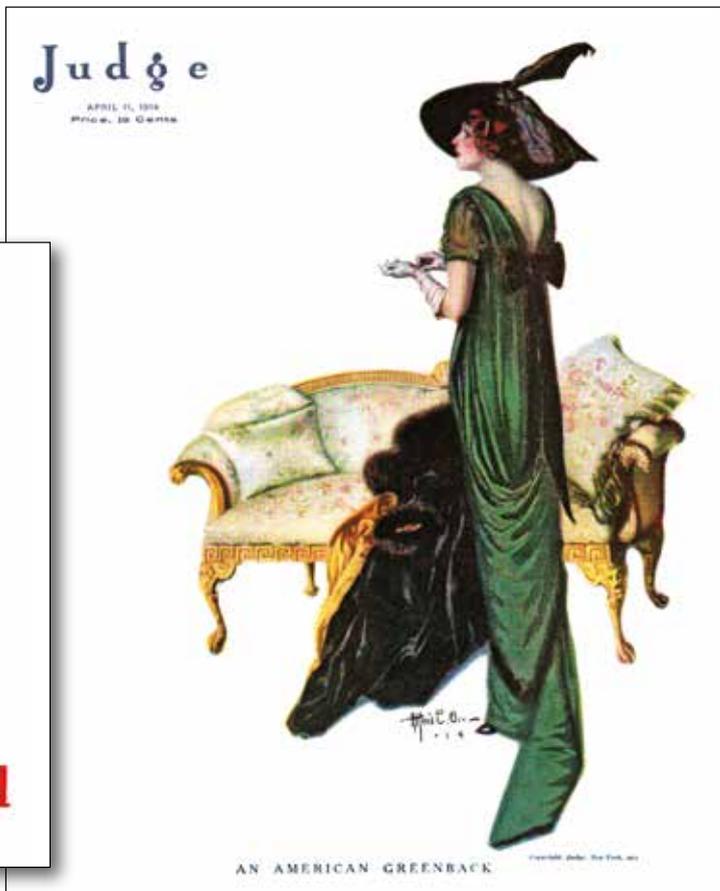
84-88. Advertisements for Kelly-Springfield tires published in theater programs during 1918-1925. Illustrated by Justin Gruelle.

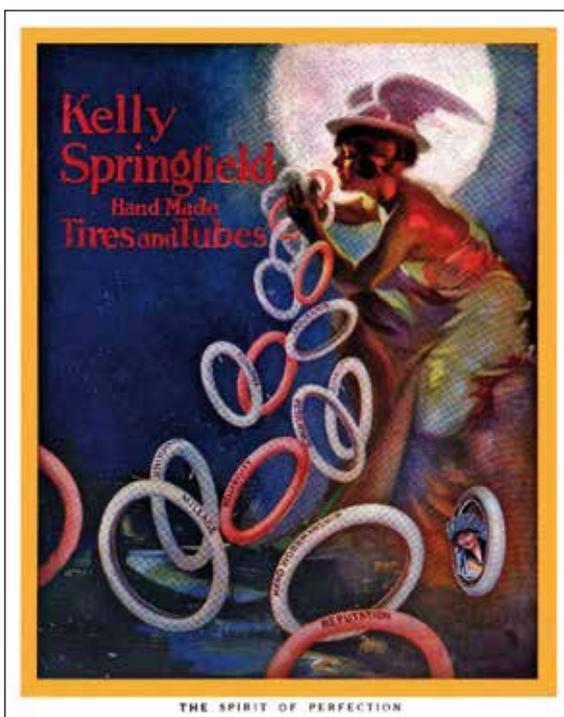
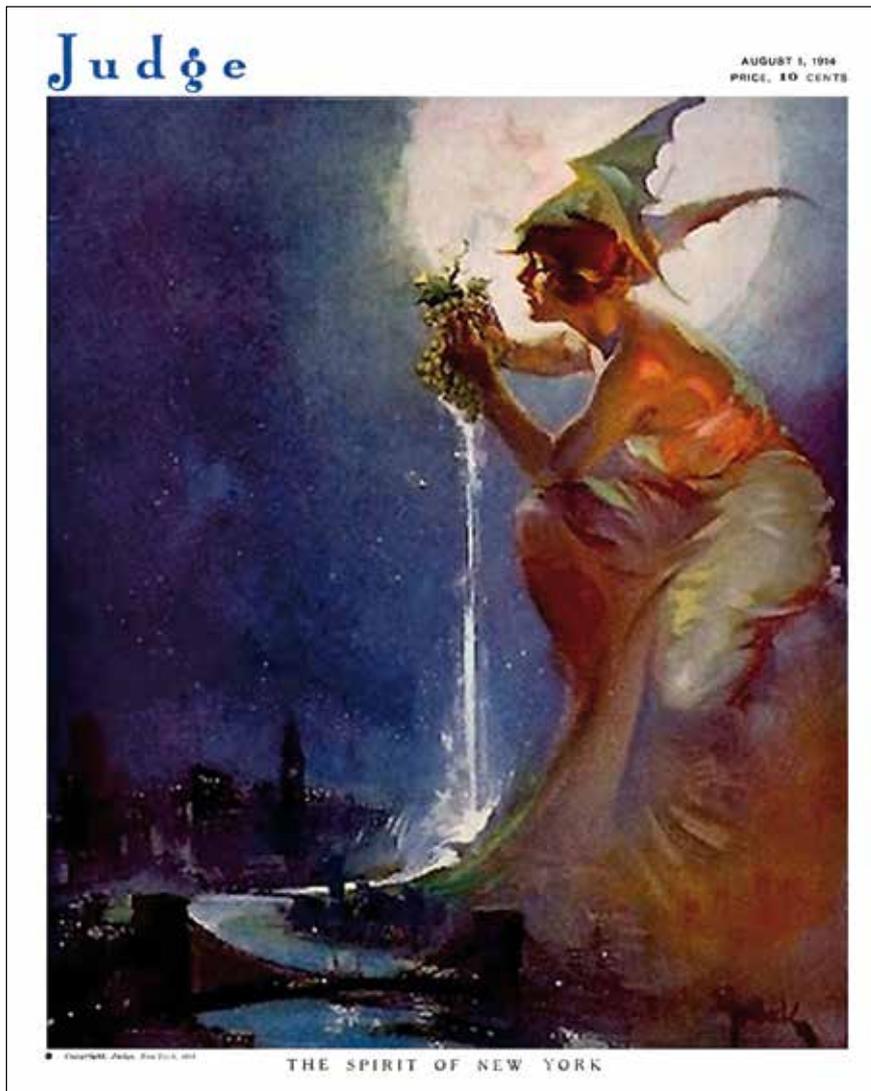


BEGINNING ... AND THE END. This double page presents three examples of the continuity campaign for Kelly tires that, in *Judge* magazine, mixed editorial content in an original and witty way. This consisted of the publication's same cover page being reinterpreted on the space of the back cover in the form of advertising content.

89. Cover page illustrated by James Montgomery Flagg (1877-1960) and corresponding advertisement published on the back cover of the same magazine. *Judge*, January 3, 1914.

90. Cover page signed by Alfred Everitt Orr (1886-1939) and corresponding advertisement published on the back cover of the same magazine. *Judge*, April 11, 1914.

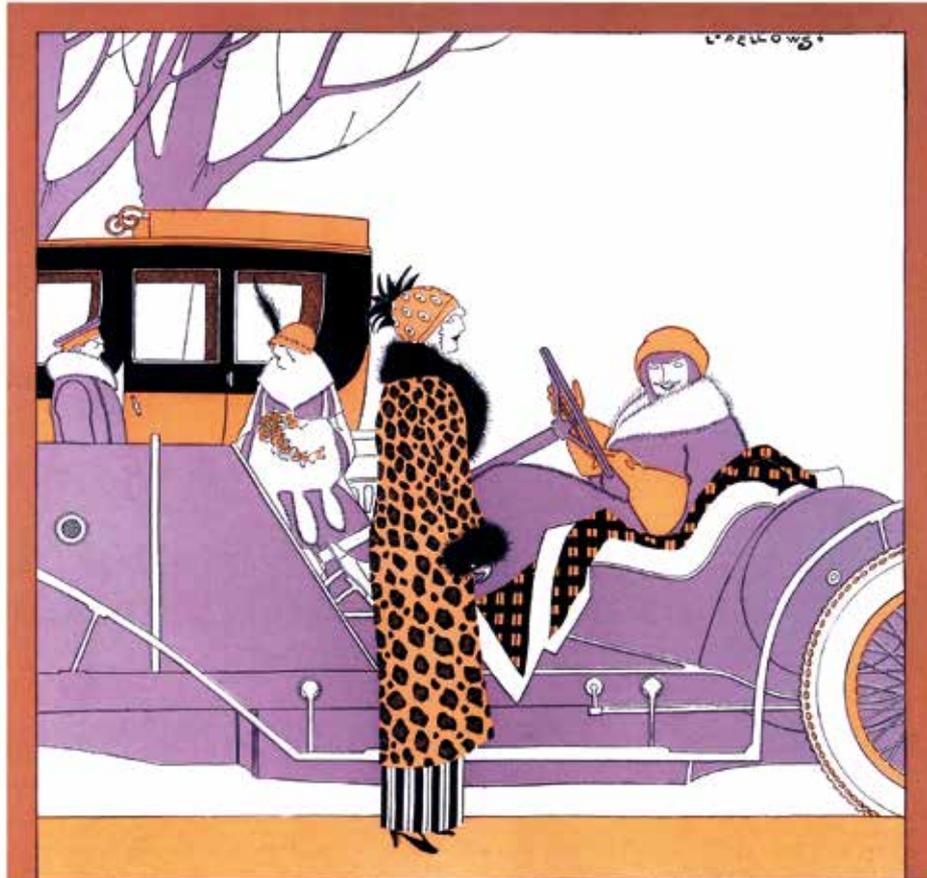




A MUTATING SPIRIT.

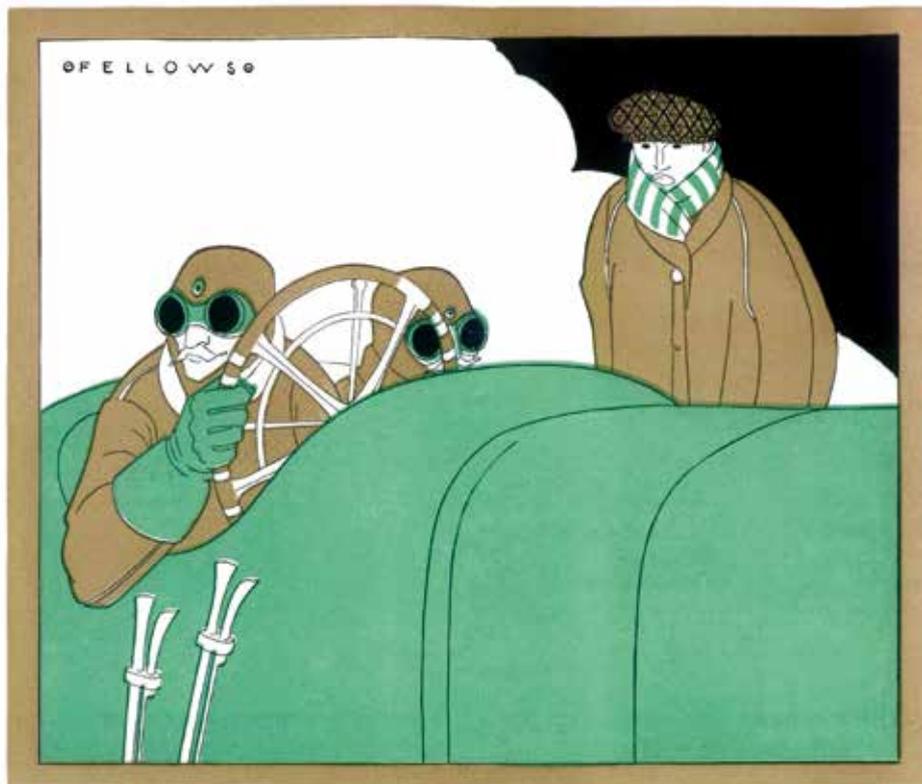
The image on the left depicts the advertising adaptation that the Kelly-Springfield Tire Co. made of *Judge* magazine's cover page—shown above—, on the back cover of the magazine. The original oil painting by illustrator and painter Walter Dean Goldbeck, entitled *The Light of New York*, was utilized in an advertisement for electric lighting by General Electric. The scene is presented as an allegory that employs a female mythological character with a bat-wing headdress [possibly a nocturnal goddess?] who squeezes a bunch of grapes in her hands. The radiant juice of the fruits drenches the river that surrounds a darkened city in shadows, illuminating it. In 1914, the work was adapted for the magazine cover with the slogan "The Spirit of New York." The final transformation occurred in the work known as "The Spirit of Perfection" for the Kelly-Springfield Tire Co. tire advertisement. In this case, the goddess—wearing the typical winged cap of Mercury, messenger of the gods and patron of trade—creates tires, which sprout from her hands and spread through the territory at her feet. The inclusion of the characteristic portrait of Lotta Miles stands out.

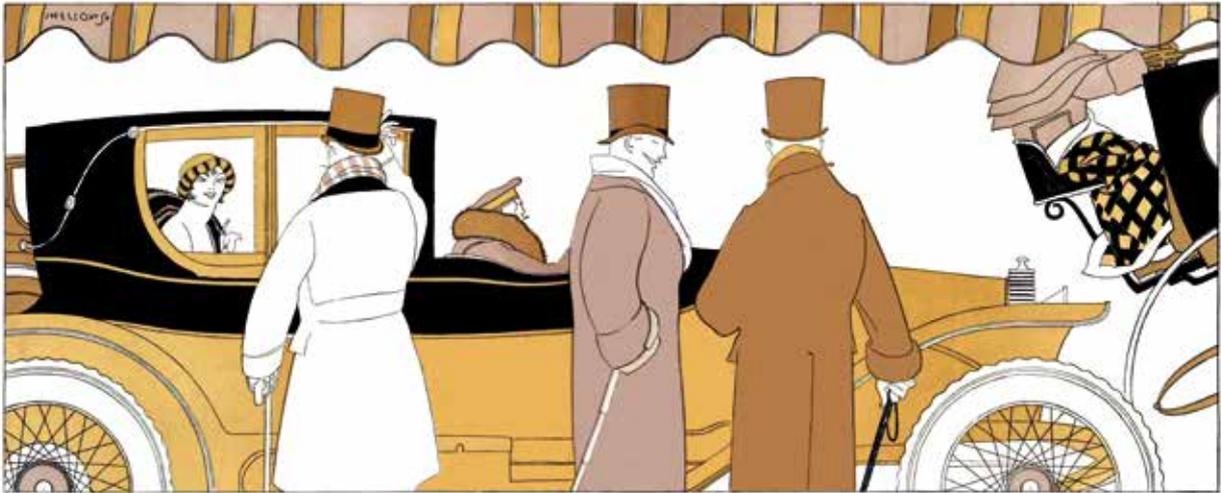
91-92. Cover page illustrated by Walter Dean Goldbeck (1882-1925) and advertisement published on the back cover of the same magazine. *Judge*, August 1, 1914.



GRAPHIC GLAMOR. The precise drawing of Laurence Fellows and his graphic synthesis were expressed in synthetic, elegant illustrations, which combined the delicacy and control of the line with large areas of uniform colors.

93-94. Illustrations published in *Judge* magazine, April 5 and May 24, 1913. Illustrated by Laurence Fellows.





Kelly-Springfield

tires give you their mileage on the road—not in adjustments. The best evidence of this is the fact that in 1914 the total guarantee adjustments on Kelly-Springfield tires were less than 1% of sales. In the rare cases where they are required, adjustments are now made on the basis of the following very liberal mileage guarantee:

In Ford sizes, plain tread, 6,000 miles; Kant Slip, 7,500 miles. All other sizes, plain tread, 5,000 miles; Kant Slip, 6,000 miles.

KELLY-SPRINGFIELD TIRE CO., AKRON, OHIO
BRANCHES IN ALL PRINCIPAL CITIES

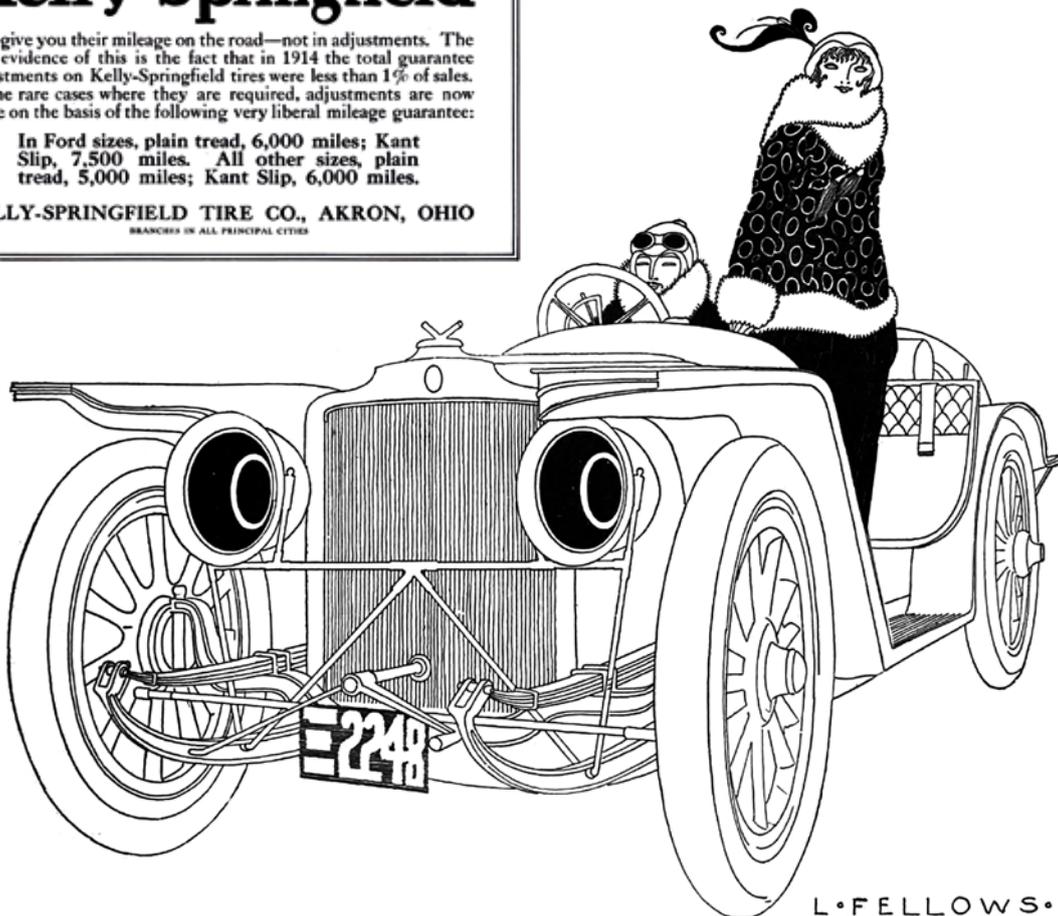
PARISIAN INFLUENCES.

The artistic training of Fellows, born on September 12, 1885 in Armor, Pennsylvania, began at the Pennsylvania Academy of Arts where he studied until 1907. He then made a European sojourn, moving to England and France, where he attended the Julian Academy in Paris. After his return around 1910, his European graphic influences had endowed him with a differential style that would allow him to start a long relationship with the magazine *Judge* in March 1912.

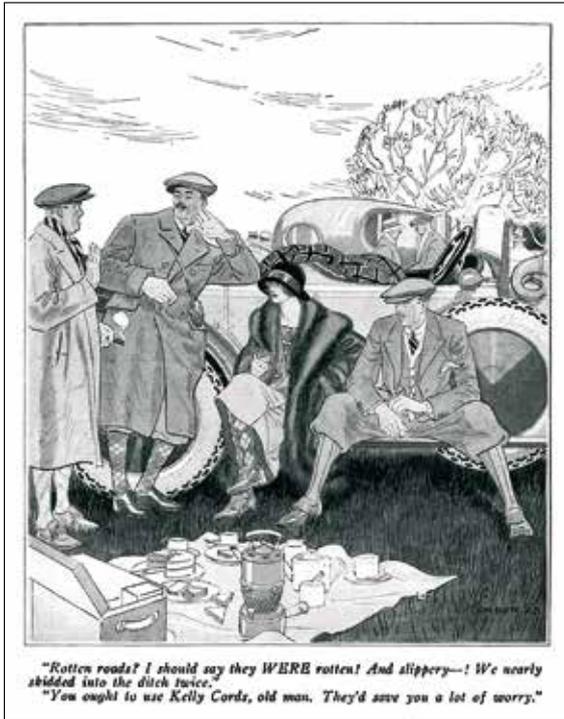
95. Illustration in *Judge* magazine, February 14, 1914.

96. Full-page advertisement for published in *Judge* magazine, May 22, 1915.

97. Illustration in *Judge* magazine, January 3, 1914.



L•FELLOWS•



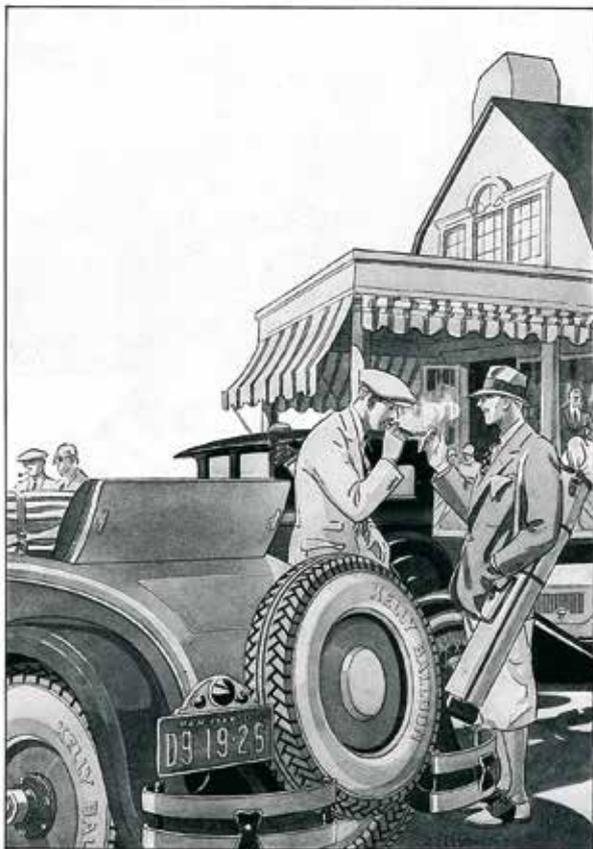
LINE AND SHADOW. In the first advertisements for the campaigns of 1918-1931, Laurence Fellows resorted to his delicate strokes of line drawings. Subsequently, he utilized shading by employing ink wash and gouache in illustrations that were reproduced photomechanically.

98. Advertisement published in *The National Geographic*, July 1923. 99. Advertisement published in *McClure's*, September 1920.
 100-101. Full-page advertisements published in *The National Geographic*, April and October, 1924.





"Forty miles before we hit even a service station! We'll be in a nice fix if we have a blowout, with no spare!"
 "I'm not worrying about blowouts; we've got Kelly-Springfields on all around. It's the gas I'm thinking about."



"I'm sure of a perfect drive now—always out of the rough and on the fairway."
 "How's that?"
 "Kelly-Springfield tires."



"Two punctures and a blowout in less than a thousand miles, and all on that left front, too! Funny that one tire seems to get all the trouble."
 "No, because your other three tires are Kelly-Springfield."

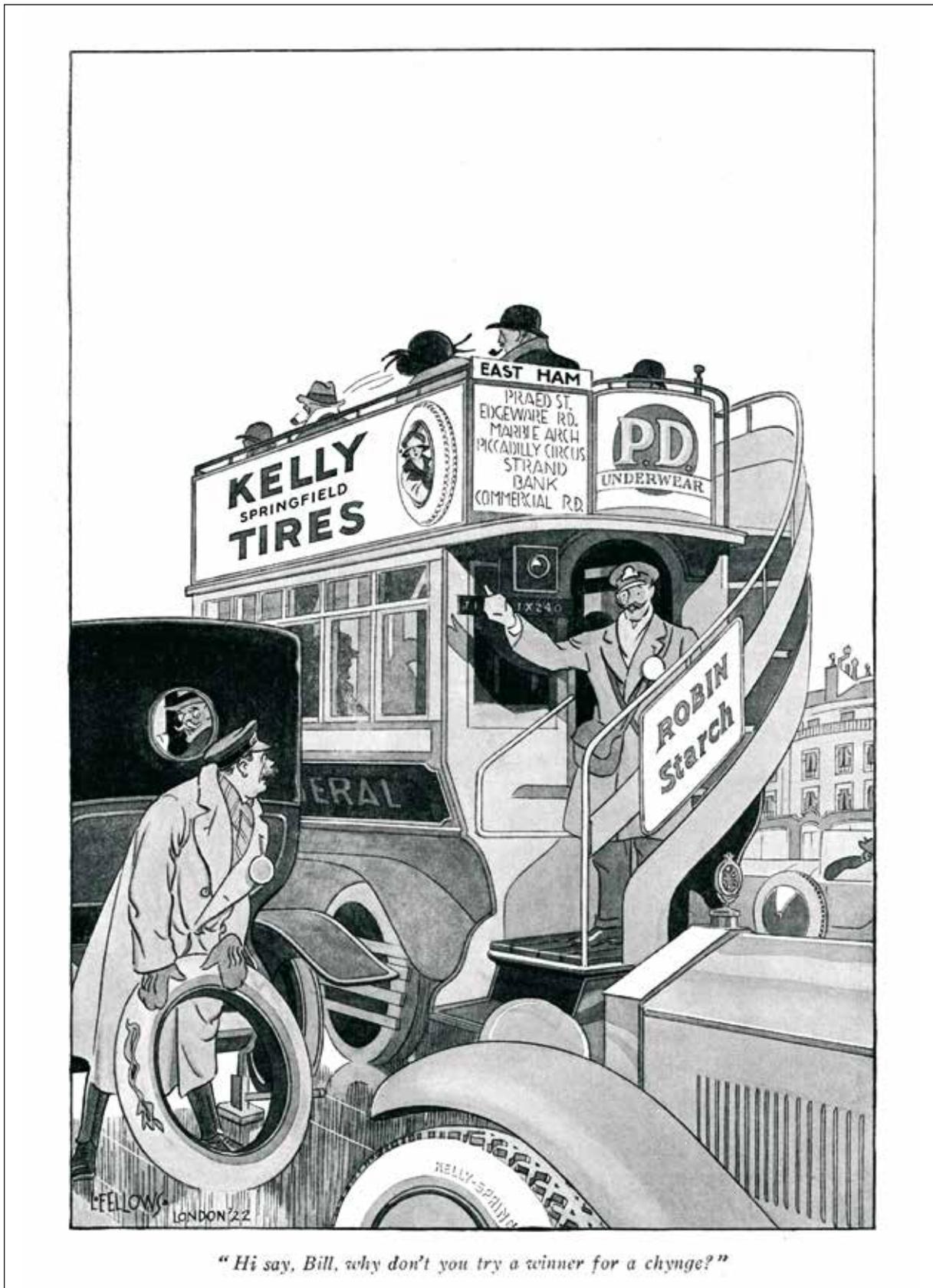
102-103. Full-page advertisements published in *The National Geographic*, June and September, 1926.
104. Half-page vertical advertising module published in *The Saturday Evening Post*, July 16, 1927.



"You don't believe in signs, do you, Cuthbert?"

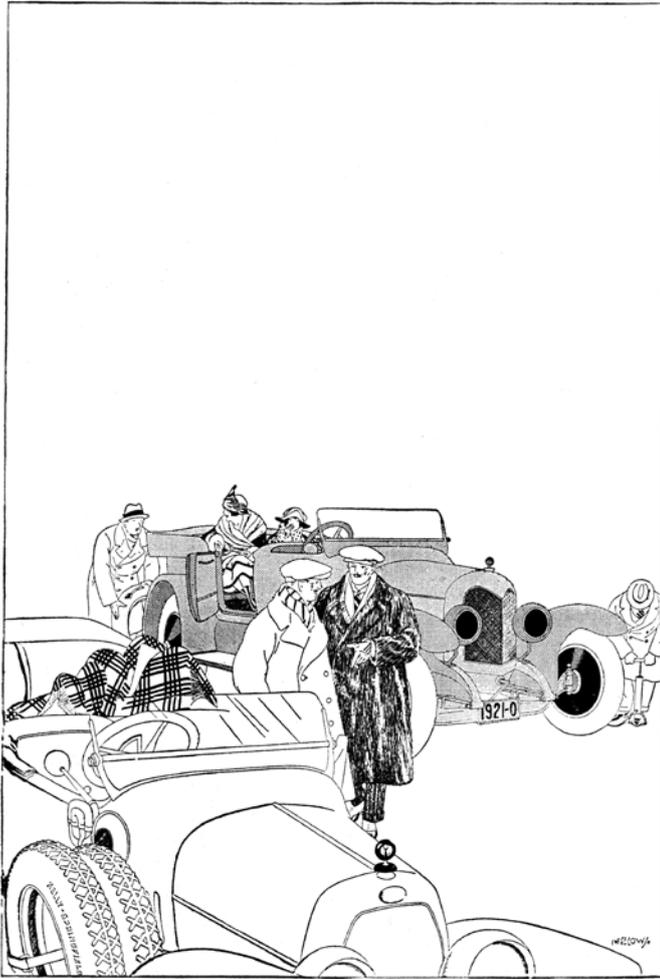
ROAD SIGNS. Certain advertisements of the campaign illustrated by Laurence Fellows included advertising elements for the Kelly-Springfield Tire Co. within the illustration, such as the example shown here with a roadside billboard portraying Lotta Miles as an advertising appeal.

105. Full-page advertisement published in *The National Geographic*, June 1921.



LOTTA MILES IN LONDON. The advertisement illustrated by Laurence Fellows and dated in 1922 is set in London. In the scene a poster with Lotta Miles is depicted, applied to the side panels of the typical double-decker buses of the English capital.

106. Full-page advertisement published in the specialized magazine *Motor*, January 1924.



\$250.00 Prize Contest

This picture is an advertising illustration. It is similar to the pictures that have been used in like advertisements during the past year. Do you know what well-known product it advertises? If you do, you may win \$250.00.

Read the conditions below

TO COMPLETE this advertisement we need a dialogue or monologue of not over 35 words which will represent the conversation of the characters in the picture and will bring out some desirable feature of the product advertised.

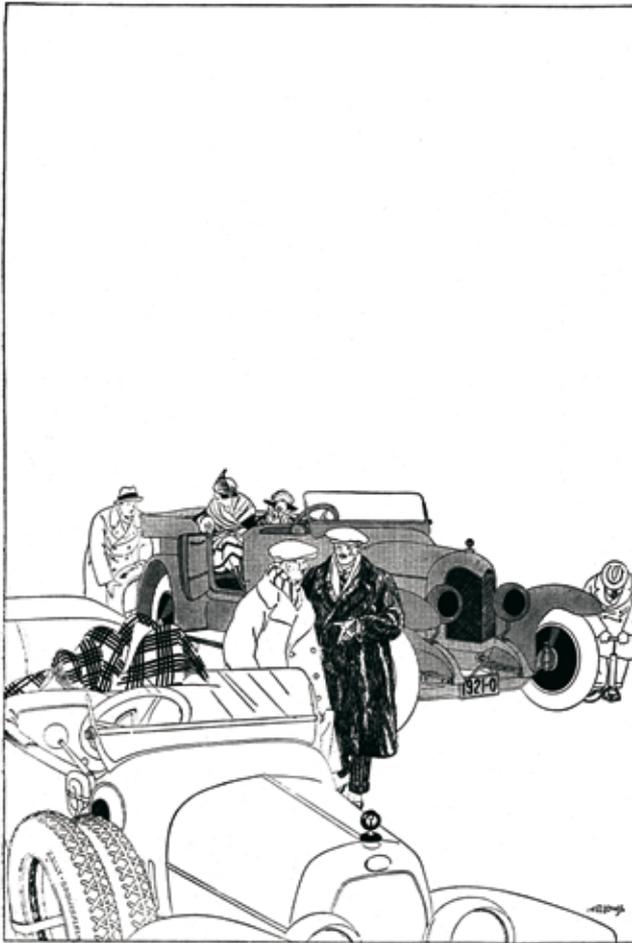
What are the people in this picture saying? For the most apt and most cleverly worded dialogue or monologue that completes this advertisement and that is submitted to us by May 15, 1921, we will pay \$250.

Any one may enter this contest except professional advertising writers. Should the winning advertisement be submitted in identical wording by more than one person, each will be paid \$250. The prize-winning answer, together with the name and address of the winner, will appear in the October issue of this magazine. However, a check will be mailed to the winner as soon as the contest can be decided.

Contest Editor, 16th Floor, 150 Madison Ave., New York

INVENTED CONVERSATIONS. Taking advantage of the notoriety of the press campaign with the witty texts by Hurd and the elegant illustrations by Laurence Fellows, the advertising agency of the Kelly-Springfield Tire Co. organized a contest to choose the best short monologue or dialogue that could accompany the scene created by Fellows, without exceeding 45 words.

107. Advertisement announcing the contest, published full-page in the monthly magazine *The National Geographic*, April 1921.



*"It's great to have friends for an emergency like this."
"It's better to have Kelly-Springfields—then you never have the emergency."*

Submitted by Miss Claire Newman

KELLY SPRINGFIELD TIRE

Prize Contest Announcement

A*FTER weeks of consideration of the conversation submitted by the 120,000 or more persons who sent in entries to the Kelly-Springfield Prize Contest advertised in the April issue of this magazine, the judges rendered a decision in favor of the dialogue sent in by Miss Claire Newman of 703 Mt. Prospect Ave., Newark, N. J.*

THE judges had a difficult task. There were a large number of exceedingly clever entries, but many of them had to be discarded either because they did not fit the picture or because they were so similar to captions suggested by two or three hundred other contestants that it was impossible to decide which had phrased the idea best.

Every letter submitted was read as it came in and was immediately either laid aside for further consideration or eliminated for one reason or another. When the closing date came the judges had over a thousand entries for final consideration. This number was gradually sifted down to fifteen. Each of the three judges then wrote down his first, second, and third choice of the fifteen. When the lists were compared, it was found that Miss Newman's contribution was the only one which had been chosen by all three judges, and a check for \$250.00 was therefore mailed to her.

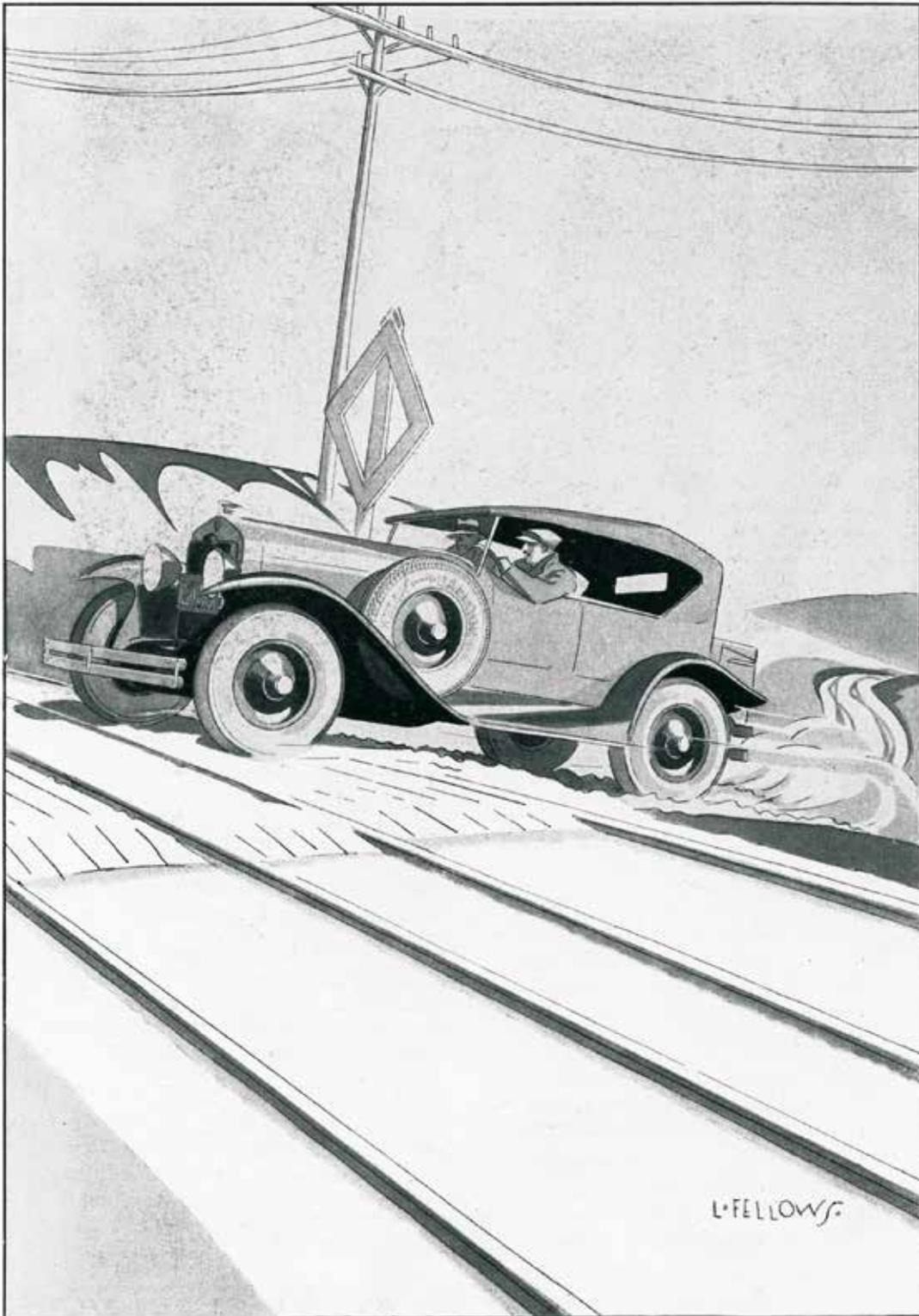
A contribution from far-off Peru got two votes and so did one from a Pennsylvania farm, but the winning caption was the only one that got all three votes.

The entries came in from all over the world—from Canada, Mexico, Cuba, South America, Hawaii, the Philippines, Japan, China, France, England, Alaska, and every State in the Union.

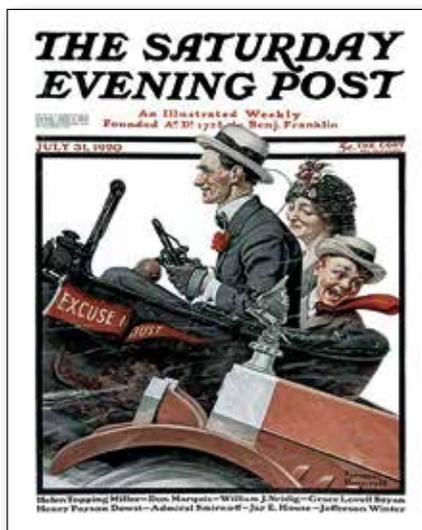
Only four contestants failed to recognize the picture as a Kelly-Springfield advertisement.

VALUABLE WORDS. After the six months established for participating in the event, the winner of the contest was announced in the advertisement shown above. Miss Claire Newman received the prize of \$250 for her proposed dialogue between the main characters portrayed in Laurence Fellows' illustration, as applied in the image presented here.

108. Advertisement with the outcome of the contest, published full-page in *The National Geographic*, October 1921.



"Your car certainly rides a lot easier than mine, but don't you find that balloon tires wear out faster than cords?"
"Not these; they're Kelly-Springfields."



PARODYING FELLOWS ... AND ROCKWELL.

An example of the popularity of the tire campaign illustrated by Fellows is found in the parody dedicated to him by the humorous magazine *Judge* in 1926. In a special issue, entitled *The Saturday Evening Post Number*, the *Judge* illustrators imitated the presentation of the contents and advertisements of the prestigious magazine, starting with the cover. In the case of the Kelly advertisement, a disgusted woman gets out of the automobile and walks away, abandoning the driver. It seems that he had to stop abruptly to let her get out of the car [the tires, like the woman, knew when to "stop in time"].

- 109. (opposite page) Kelly original advertisement illustrated by Laurence Fellows and published in *The Saturday Evening Post*, 1926.
- 110-111. Cover page of *Judge: The Saturday Evening Post Number*, May 8, 1926, and a parody of the Kelly original advertisement by Robert Patterson (1898-1981), published on the inside pages of the magazine.
- 112. Cover page of the magazine *The Saturday Evening Post*, July 31, 1920. Illustrated by Norman Rockwell.

"You've been having a lot of tire trouble, Mrs. Blank. Why don't you let me put on a set of Kelly-Springfields for you? They cost exactly the same as the make you have on now, and you'll get twice the service."

Among an ever-increasing number of car-owners Kelly-Springfield tires have a reputation that is in no way dependent upon Kelly-Springfield advertising. Experienced drivers have learned to judge tires by performance on the road rather than by "construction features" on paper. They know that Kellys give them more mileage and greater dependability than other tires they have used—and that's all they want to know.

KELLY

KELLY-SPRINGFIELD TIRE COMPANY, 1775 BROADWAY, NEW YORK

ACCOMPANYING VIGNETTES. In the 1930 campaign shown on this double page, the Kelly-Springfield Tire Co. resumed the graphic resources that had been relegated by the notoriety of Laurence Fellows' series of illustrations. The tire, portrayed in a large size, once again became the protagonist, and the long persuasive texts were revived. The scenes of characters depicted in automotive environments presented as small accompanying vignettes marked the closure of a campaign that had begun in 1918. With the end of the twenties and the traumatic beginning of the thirties, the merriment, frivolity and glamor exhibited in the previous decade gave way to a sobering wave of reality. The panorama was not conducive to such levity.

113. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, April 12, 1930.

"Well, maybe, but don't drive on just any tire now! You're shaking the engine out of me and you're blowing out a tire on one of these bumps like a balloon!"

"That's a shame, Miss—why not all Kellys?"

In these days of high road speeds, tire dependability is as essential as good brakes. Among drivers of long experience, Kelly-Springfield dependability has for years been a byword. When you can have this dependability as well as the long mileage for which Kellys have always been famous, and have it at the same price you'd pay for ordinary tires—why be satisfied with less?

KELLY

KELLY-SPRINGFIELD TIRE COMPANY, 1775 BROADWAY, NEW YORK

"Hopping high with them on Kelly-Springfields, ain't you, Sam?"

"Yeah! Just get the best of them—had any more?"

AMONG drivers of long experience, Kelly-Springfield dependability has for years been a byword. When you can have this dependability as well as the long mileage for which Kellys have always been famous, and have it at the same price you'd pay for ordinary tires—why be satisfied with less?

KELLY

KELLY-SPRINGFIELD TIRE COMPANY, 1775 BROADWAY, NEW YORK

"Doesn't your car run a rag on its back, is it?"

"Yes, do you make that out?"

"Well, haven't you noticed that it's just had Kelly-Springfield tires for an all-around?"

Of course, we are not implying anything against the intelligence of drivers who don't use Kellys. There are hundreds of thousands who simply haven't given around to trying them.

Some day, however, they discover what any Kellys, and then they have experienced the long, steady mileage and dependability that have given Kellys their reputation, they will wonder who anyone else doesn't use them—especially as Kellys cost no more than most other makes.

KELLY

KELLY-SPRINGFIELD TIRE COMPANY, 1775 BROADWAY, NEW YORK

"Look, your car! Is it possible?"

"Yes, we made it if you take it easy—there's if you want to ride your tires."

"Oh, I'm not worrying about the tires—I've got Kelly-Springfields on all around."

DENTY of tires will give good mileage on ordinary roads, but the ones in the category will give all his driving on ordinary. One of the reasons for the great reputation of Kelly tires is their unusual dependability. Kellys are built to give service under any and all road conditions.

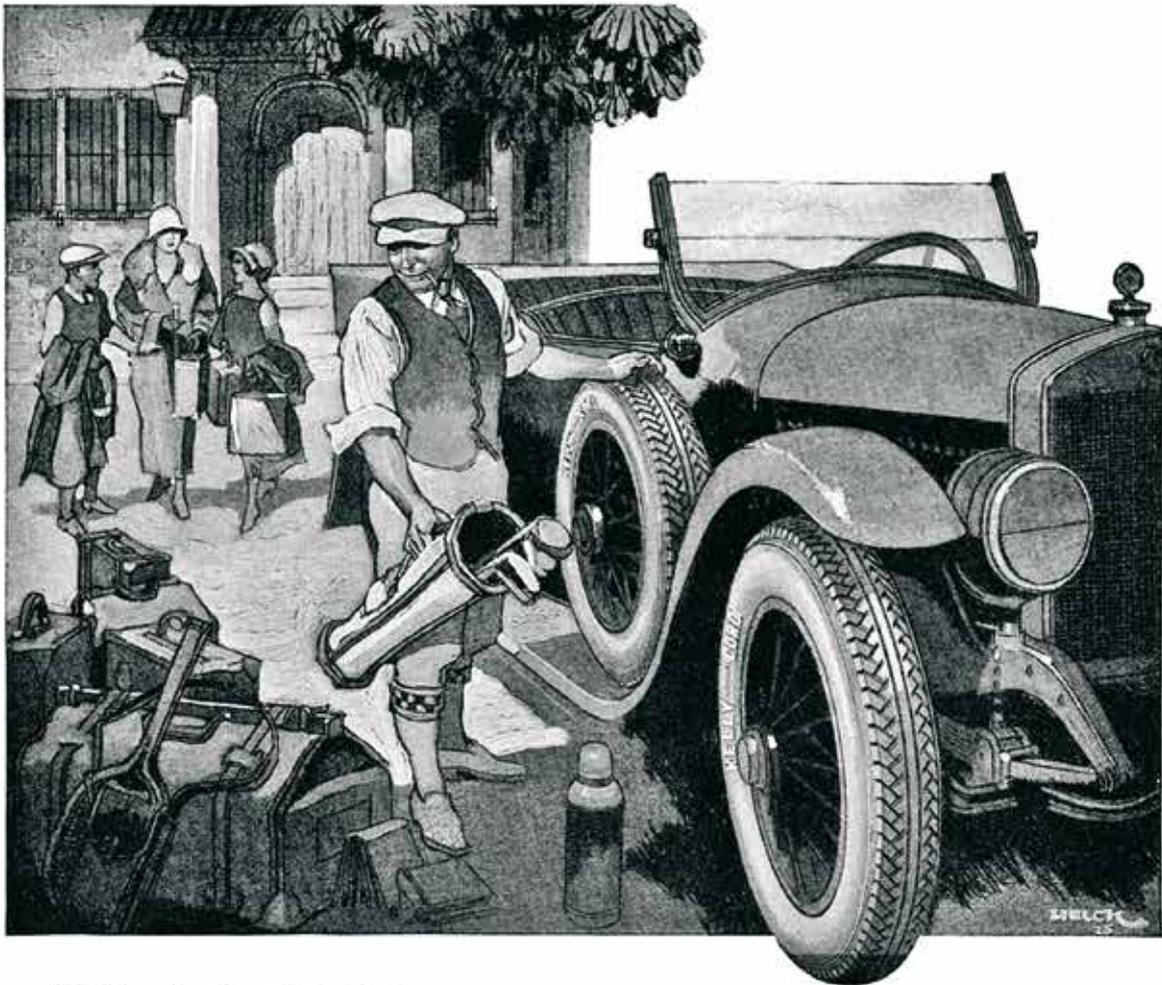
In spite of a rather general impression to the contrary, Kellys stand for the same price as most other makes.

KELLY

KELLY-SPRINGFIELD TIRE COMPANY, 1775 BROADWAY, NEW YORK

- 114. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, January 18, 1930.
- 115. Full-page advertisement published in the monthly magazine *The Country Gentleman*, February 1930.
- 116. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, February 15, 1930.
- 117. Full-page advertisement published in the monthly magazine *The Country Gentleman*, March 1930.

The KELLY FLEXIBLE CORD



The Peregrinations of the Pecks

The Pecks live in a New York suburb. Jim Peck is the head of a small but successful business; he is also—at least nominally—the head of the Peck family. For three years the family has been talking about a trip to the Coast, and at last they are actually going.

This is the first vacation Jim has taken in five years. Changing tires on the road is one of the things he is NOT planning to do, hence the Kellys.

In subsequent issues of this magazine we shall meet the Pecks on their travels.

WHEN you start out on a trip you want to feel reasonably sure that it is going to be made in comfort, and comfort means *riding* comfort as well as freedom from tire trouble.

Kelly Flexible Cords will give you real riding comfort and are dependable *besides*.

The reason is found in the Integral Bead construction, used only by Kelly. Instead of thousands of short cords, each cut off and held rigidly at the bead, the carcass of the Kelly Flexible Cord contains only a few hundred long cords, looped around the bead. This makes it as flexible as an old glove and also makes it possible to use a flexible tread.

Try these new Kellys. In addition to their easy-riding qualities, they will out-mile any tire you have ever used.

KELLY~SPRINGFIELD TIRES

THE SATURDAY EVENING POST

The KELLY FLEXIBLE CORD

The Peregrinations of the Pecks

KELLY-SPRINGFIELD TIRES

THE KELLY FLEXIBLE CORD is the best tire Kelly-Springfield has ever built. This statement is meant to be taken literally and not in a mere advertising catch-phrase.

The construction of the Flexible Cord is different from that of any other tire. The tread is built in as an integral part of the casing, making a stronger and yet less rigid construction which also makes possible the use of a flexible tread. The Flexible Cord is sturdier than the former Kelly Cord and at the same time is more pliable. To the consumer this means a combination of mileage and easy riding that hitherto never has been equaled, either by our own tires, or so far as we know, by any others.

THE SATURDAY EVENING POST

The KELLY FLEXIBLE CORD

The Peregrinations of the Pecks

KELLY-SPRINGFIELD TIRES

A REALLY great tire is this new Kelly Cord. It will exceed even the record of its predecessors by many miles of unbroken, silent service.

Flexible as an Indian moccasin, because of the Integral Bead construction—an exclusive Kelly method of building which has made possible not only a flexible carcass but also a flexible tread, tough, rugged and safe on wet or slippery roads.

THE SATURDAY EVENING POST

The KELLY FLEXIBLE CORD

The Peregrinations of the Pecks

KELLY-SPRINGFIELD TIRES

THE KELLY FLEXIBLE CORD is the only tire in which the bead is built in as an integral part. Since it is this new Integral Bead construction that makes the flexibility possible, it follows that no tire built by the ordinary method can offer the same combination of mileage and comfort.

Rugged, dependable and easy-riding, here is indeed the best tire that even Kelly has ever built.

THE SATURDAY EVENING POST

The KELLY FLEXIBLE CORD

The Peregrinations of the Pecks

KELLY-SPRINGFIELD TIRES

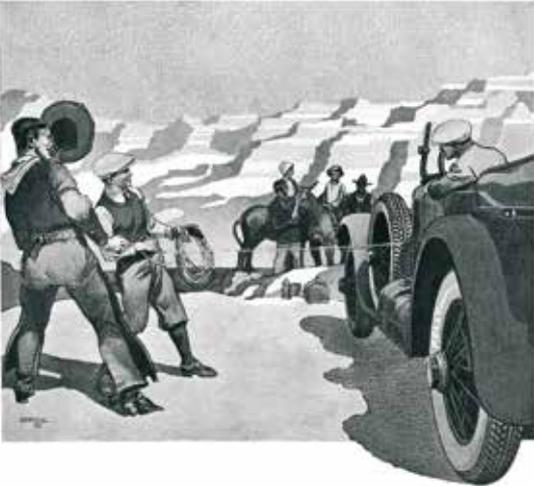
GENEROUS tire mileage is today no longer a cause for a feeling of gratified surprise on the part of a car-owner; he can get it from almost any of the better known makes of tires. But in the Kelly Flexible Cord he gets not only even greater mileage, but in addition a degree of riding comfort such as no other cord tire can offer him, because no other cord tire is made with the Integral Bead construction that makes this easy riding possible.

FAMILY VACATIONS. This double page shows the first five advertisements in the series illustrated by Peter Helck "The Peregrinations of the Pecks." Starting from their home in New York City, the Peck family's trip by car took them—after completing several stages—to the Grand Canyon in Colorado, from where they would continue their journey to the West Coast.

118. Full-page advertisement published in *The National Geographic*, April 1925.

119-122. Advertisements published in *The Saturday Evening Post* in 1925: on March 21, April 4 and 18 and May 2.

The KELLY FLEXIBLE CORD



UNTIL the perfection of the Integral Bead construction made the Kelly Flexible Cord possible, easy riding qualities in a high-pressure tire would be achieved only by the sacrifice of some of the wearing qualities. This revolutionary new construction, used only by Kelly, has solved the problem of making a tire both rugged and easy riding.

The long cords looped back and forth from bead to bead permit a give and play that makes the Flexible Cord almost as easy riding as a balloon tire, while the thick, tough, round tread insures long mileage. The Flexible Cord is, indeed, the best tire Kelly has ever built.

The Perseverance of the Pecks

All the travel tires going this far are constructed like a series of springs and have the same quality of wear. They are made of thick rubber and have the same tread as the tires of the Pecks. In fact, they are made of the same material as the tires of the Pecks. In fact, they are made of the same material as the tires of the Pecks. In fact, they are made of the same material as the tires of the Pecks.

KELLY-SPRINGFIELD TIRES

The KELLY FLEXIBLE CORD



THE construction of the Kelly Flexible Cord is different from that of any other tire on the market. It is this difference—the building of the bead as an integral part of the tire instead of as a separate unit fastened in—that for the first time makes possible a tire that is both rugged and flexible. The ruggedness means mileage. The flexibility means easy riding. That is why the Flexible Cord is by far the best tire Kelly has ever built.

The Perseverance of the Pecks

All the travel tires going this far are constructed like a series of springs and have the same quality of wear. They are made of thick rubber and have the same tread as the tires of the Pecks. In fact, they are made of the same material as the tires of the Pecks. In fact, they are made of the same material as the tires of the Pecks.

KELLY-SPRINGFIELD TIRES

The KELLY FLEXIBLE CORD



The Perseverance of the Pecks

"Los Angeles" is almost everyone in the United States means the place where motion pictures are made, and of course as trip to the Coast would be complete without a visit to at least one of the studios. By a special dispensation of a film company official who happens to be distinctly related to Jim, the Pecks are permitted to see a big scene being "shot." Young Jim is particularly interested in a picture being run, and wonders whether they haven't an extra set of arms that he could take home.

IN addition to the long, trouble-free mileage that has always been a Kelly-Springfield characteristic, the Kelly Flexible Cord affords the car-owner a degree of riding comfort that he cannot obtain in any other tire of the high-pressure type, because its flexibility—the feature that makes this easy riding possible—is due to its Integral Bead construction, used only by Kelly.

KELLY-SPRINGFIELD TIRES

The KELLY FLEXIBLE CORD



The Perseverance of the Pecks

After the advent of the motor has been made since the advent of the coal tire. This construction is not a minor "talking point" but has certain definite, really demonstrable advantages that mean greater tire mileage coupled with a degree of riding comfort that you cannot obtain from any other tire of the high-pressure type. The Integral Bead construction is used only by Kelly.

THE Integral Bead construction is the first really important improvement in tire building that has been made since the advent of the coal tire. This construction is not a minor "talking point" but has certain definite, really demonstrable advantages that mean greater tire mileage coupled with a degree of riding comfort that you cannot obtain from any other tire of the high-pressure type. The Integral Bead construction is used only by Kelly.

KELLY-SPRINGFIELD TIRES

END OF THE JOURNEY. This double page shows the rest of the advertisements in the campaign.

From the Grand Canyon, the Peck family left for their final destination San Francisco.

They would remain there several days before starting the return trip to New York City.

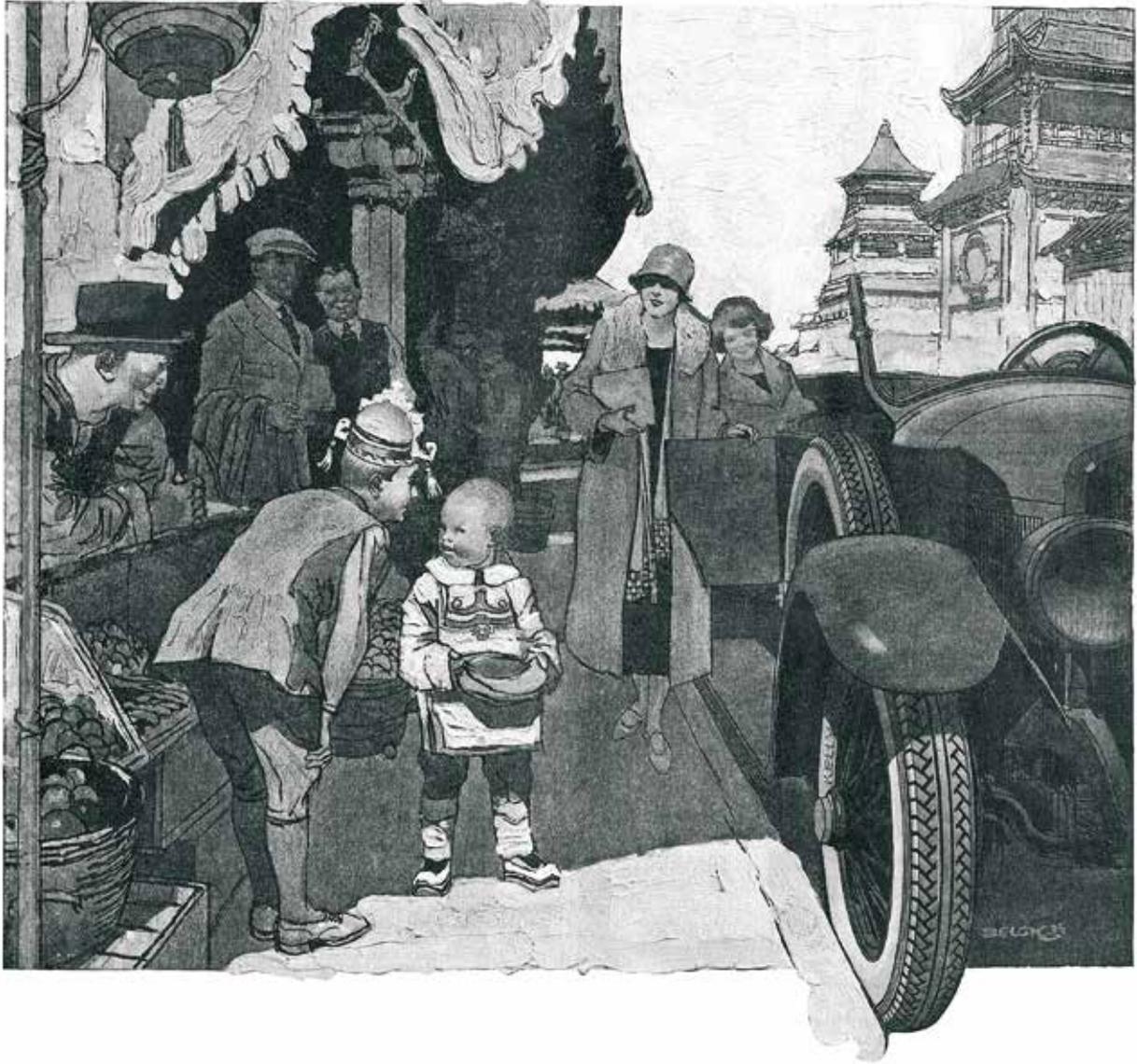
123. Full-page advertisement published in *The Saturday Evening Post* magazine, May 30, 1925.

124. Advertisement published in the magazine *House & Garden*, 1925.

125. Full-page advertisement published in *The National Geographic*, July 1925.

126. Full-page advertisement published in *The Saturday Evening Post* magazine, June 27, 1925.

The KELLY FLEXIBLE CORD

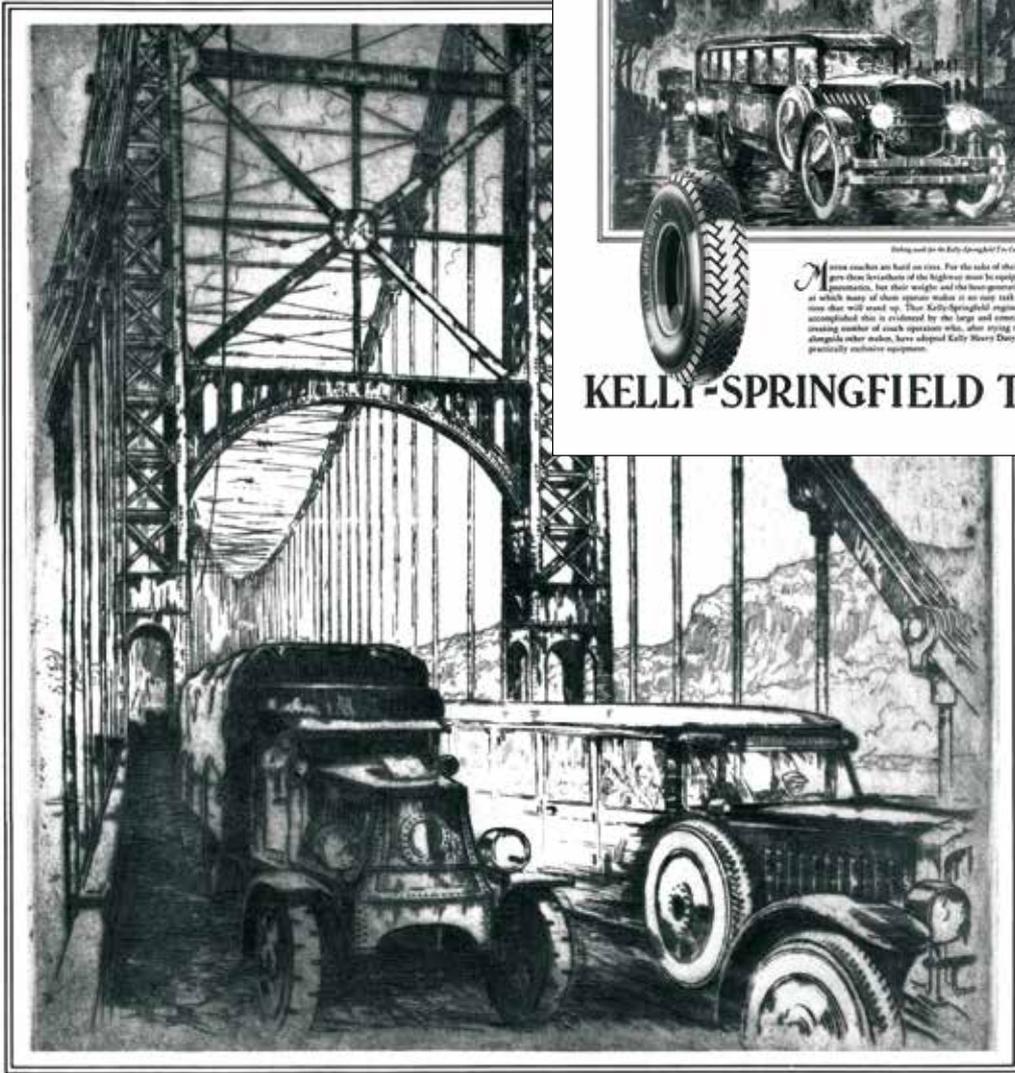


The Peregrinations of the Pecks

After several delightful, never-to-be-forgotten weeks, the Pecks come to the end of the Lincoln Highway, and like San Francisco so much that they here decided to prolong their stay there. One of the first places they visit is of course the city's famous Chinatown, considerably changed since the great fire but still full of interest and color.

THE riding qualities of the Kelly Flexible Cord have probably never been equalled in any other high-pressure tire, while the Integral Bead—the unique construction feature which makes the tire's extraordinary flexibility possible—also adds immeasurably to its wearing qualities. The Kelly Flexible Cord is this year's outstanding achievement of the tire industry.

KELLY-SPRINGFIELD TIRES



Etching made for the Kelly-Springfield Tire Company, by O. Kuhler, Pittsburgh

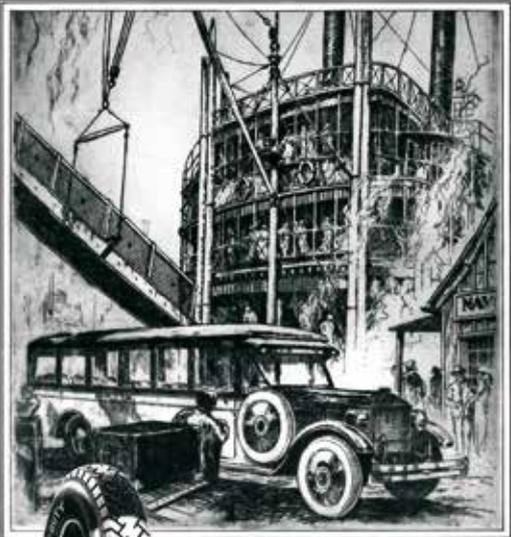
Most coaches are built on steel. For the sake of their passengers these vehicles of the highway must be equipped with pneumatic, but their weight and the horse-generating speed at which many of these operators make it no mere task to hold them steady. These Kelly-Springfield engineers have accomplished this as evidenced by the large and eminently increasing number of such operators who, after trying them out alongside other makes, have adopted Kelly Heavy Duty Cords as practically exclusive equipment.

KELLY-SPRINGFIELD TIRES

Etching made for the Kelly-Springfield Tire Company, by O. Kuhler, Pittsburgh

WHETHER you are the owner of a passenger car, a heavy truck or a motor coach, there is a Kelly-Springfield tire designed to meet your special needs. Kelly Balloons or Kelly Flexible Cords for your car; Kelly Kats, Kelly Aircores or Kelly Cushions for your truck; and Kelly Heavy Duty Cords for busses—each one of these tires was evolved to meet the peculiar requirements of a particular service. When you buy a Kelly tire, you have the satisfaction of knowing that it is not only a thoroughly well built tire but the best possible type of tire for your needs.

KELLY-SPRINGFIELD TIRES



Being used by the Kelly-Springfield Tire Company. © H. Kautz, Pittsburgh

From motor coach to the tremendous factor in speed in passenger transportation was made possible by the development of pneumatic tires sturdy enough to stand up under the terrific strains involved. In the development of such tires Kelly-Springfield engineers have played an important part. The Kelly-Harry Three-Cord tire represents the latest step forward in dependability and economy, a fact recognized by the constantly increasing number of motor coach operators who are adopting it as exclusive equipment.

KELLY-SPRINGFIELD TIRES



Being used by the Kelly-Springfield Tire Company. © H. Kautz, Pittsburgh

As over America makes a network of motor coach lines to bring towns closer to towns and making travel more convenient and more pleasant. What has given such an impetus to this new phase of transportation? As much as any other one thing, the development of pneumatic tires that will stand up under weight, speed and wear. It is gratifying to us to know from the testimony of hundreds of coach operators, that Kelly-Harry Three-Cord tires have been a contribution of real value to the good new industry.

KELLY-SPRINGFIELD TIRES



Being used by the Kelly-Springfield Tire Company. © H. Kautz, Pittsburgh

Wherever heavy business is to be carried, an amazingly strong load-carrying environment, you are apt to find truck operators depending upon Kelly-Cam-Kam—the original, standard road tire & liner—rather than tire problems. There must be a reason—and there is. This reason is simply that no other type of tire offers the same combination of traction, resilience and mileage.

KELLY-SPRINGFIELD TIRES



Being used by the Kelly-Springfield Tire Company. © H. Kautz, Pittsburgh

In excavating and excavating projects, where trucks loaded to capacity have to climb steep and often slippery grades, it is quite common to see a truck being moved up the incline by a derrick engine. Not, however, if the truck is equipped with Kelly-Kam, the original standard road tire-cum-liner. Kelly-Kam need no power other than that applied by the truck's own engine. Whenever the engine has push, Kelly-Kam can take it.

KELLY-SPRINGFIELD TIRES

TWO TRACKS. The press advertising campaign in the of the first half of 1926, illustrated by Otto Augustus Kulher, served to present the two lines of tires for transport vehicles manufactured by Kelly-Springfield Co.: solid rubber tires for the transport of goods and industrial products and pneumatic tires for passenger transport. The main advertisement on the opposite page shows the two tire models equipping their respective types of vehicles, one for a truck and another for a bus.

127-132. Full-page advertisements published in *The Saturday Evening Post*, between January and June, 1926.



An Endorsement by Miss Lotta Miles

The Kelly-Springfield Tire Co. is one of the many large organizations that have found the Multi-Unit System of Washable National Maps a great help in their sales departments. The above system, in the home offices of the Kelly-Springfield Co., has proved completely satisfactory.

The Multi-Unit System enables the Sales Manager to have before him at all times a graphic representation of conditions in every part of his territory. By marking on the maps and by using colored tacks, it is possible to show the daily changes in the situation as it affects salesmen, distributors and dealers.

Any marking made on National Maps may be easily erased. The swipe of a sponge or damp cloth, or the use of art gum, leaves the surface of the map perfectly clean and smooth. Ink, crayon or water color paints may be used for marking. Territory divisions may be outlined, salesmen's routes indicated, the location of distributors, dealers, customers, prospects, etc., and various other sales data and statistics shown.

To Multi-Unit Users

We have just issued a little booklet entitled "Tack Talk." It tells how various firms use colored map tacks in connection with their Multi-Unit System in visualizing their territory, and checking up on their sales campaigns. We shall be glad to send you a copy on request.

This year, when intensive sales work is necessary as never before, a Multi-Unit System will prove a splendid investment by enabling you to get the most efficient work out of your sales organization.

There is a Multi-Unit System for your business whether your territory is one or two states or the entire forty-eight. Tell us what territory you cover and let us make suggestions for an outfit that will meet your needs. No obligation, of course. In writing, ask for Catalog C.

National Map Company

Indianapolis

"Map Makers for 36 Years"

New York City

Address Dept. D-4, Murphy Bldg., Indianapolis



National Maps



THE ENDORSEMENT OF LOTTA MILES. The National Map Company was an Indianapolis business active since 1885 that specialized in cartographic editions of atlases and maps. Their Multi-Unit System consisting of a series of large maps structured in folding panels, similar to a book, was designed to offer companies a useful tool for visualizing their business territories and marking their strategic areas of activity in them. The image chosen as an example was the system applied by the commercial department of one of their customers, the Kelly-Springfield Tire Co. The title—"An Endorsement by Miss Lotta Miles"—and her accompanying photo provide evidence that the female mascot was a recognizable symbol and representative of the tire business.

133. Full-page advertisement published in the specialized monthly *Sales Management*, April 1921.

ASK any Kelly-Springfield user how he likes his tires, and learn what real driving-comfort means: care-free mileage for so many thousand miles that you lose all thought of tires and forget you have them on your car.



Now you can buy KELLY TIRES at amazingly low prices



KELLY, who has always been the quality tire builder of the industry, now offers you Kelly LOTTA MILES tires at prices so low that you simply cannot afford to buy second rate makes.

The workmanship and material are of high quality. The carcass is sturdy and dependable. The deep, wide black tread is rugged and long wearing, with an extremely efficient road-gripping design. Battens extending down the sidewalls afford protection from curb and rut chafing and add extra strength.

In every respect the Kelly LOTTA MILES is designed to meet 1930 driving conditions—rapid acceleration, fast driving and hard braking. Every bit of Kelly's thirty-six years of experience in building the world's finest tires has gone into this newest Kelly product—and Kelly stands back of it unqualifiedly with a lifetime guarantee.

See the LOTTA MILES and try it.

KELLY

KELLY-SPRINGFIELD TIRE COMPANY
1775 BROADWAY *Builders of the World's Finest Tires* NEW YORK

The most astounding tire values ever offered to car owners!



Here are the lowest prices at which first-class tires have ever been offered to the public by a reputable manufacturer.

Kelly Lotta Miles casings are made and guaranteed for life by the builders of the world's finest tires.

They are offered as superior in every respect—appearance, safety and mileage—to other tires sold at anywhere near the price.

Go to the nearest Kelly dealer and ask him to show you Kelly Lotta Miles tires.

At these prices they are, without exaggeration, the most sensational values which the tire industry offers today.

KELLY-SPRINGFIELD TIRE COMPANY
Builders of the world's finest tires
1775 Broadway New York, N. Y.

Think of it—KELLYS at these low prices!

4.40-21 . . .	\$5.55
4.75-19 . . .	7.40
5.00-19 . . .	7.95
5.25-18 . . .	8.90
6.00-18 . . .	12.60
30x5 truck (8 ply) . . .	19.20

Other sizes proportionately low

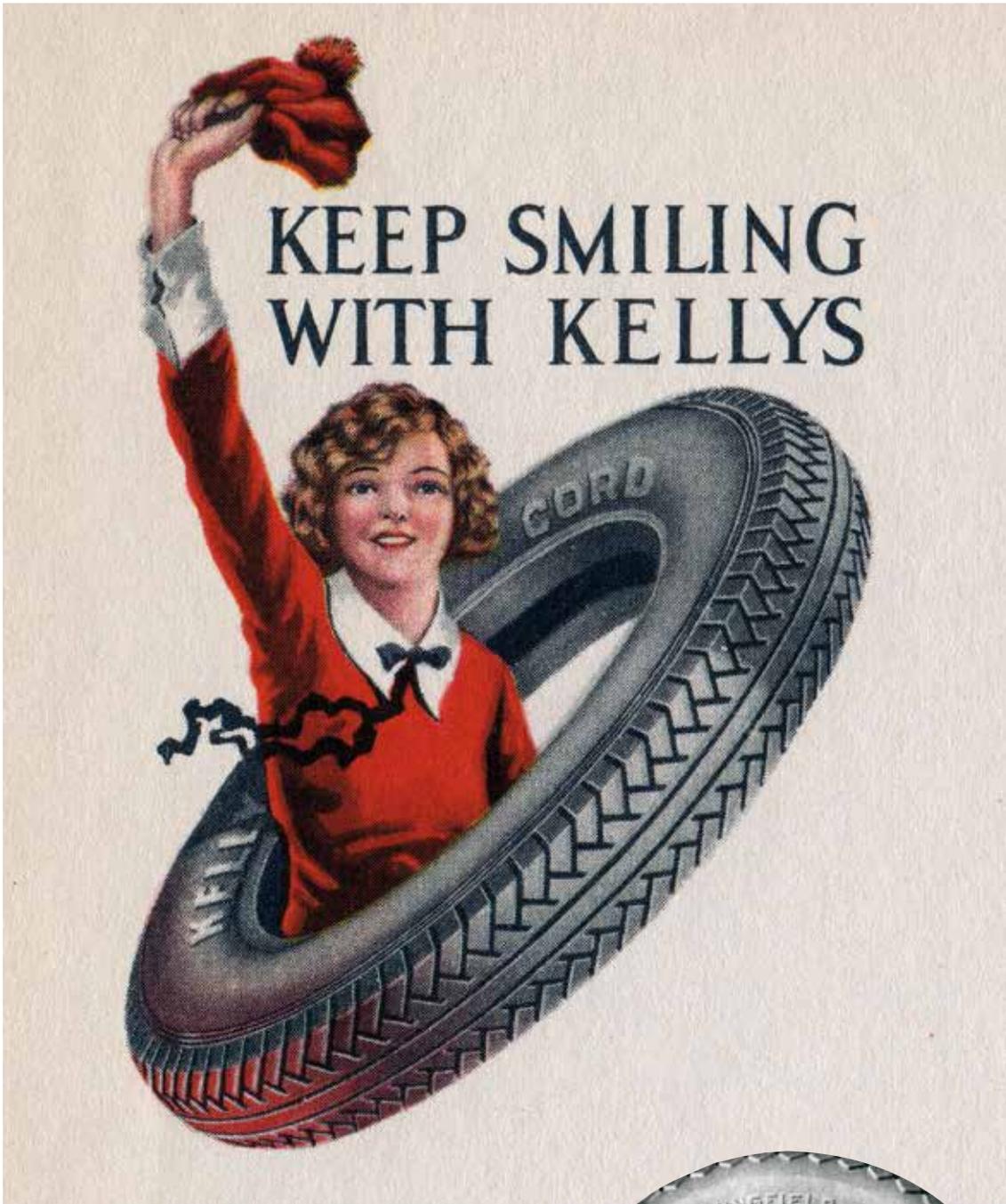
KELLY LOTTA MILES TIRES

BYE-BYE, LOTTA MILES!

The image of Lotta Miles, inactive during the second half of the twenties, would be utilized once again at the end of that decade. This was especially true during 1930-1931 with the presentation of the new tire model Lotta Miles. The image shown on the left is one of the last advertisements where the mascot appears, before her definitive withdrawal as the main protagonist and the secondary usage she was given during the following decade. The debut of the thirties showed the growing importance of photography as a reflection of reality—to the detriment of illustration—and the photographic portrait of Lotta Miles responds to this advertising trend.

134. Advertisement inserted in a theater program, 1928.

135-136. Advertisements published in the monthly *The Country Gentleman*, August and September 1930.



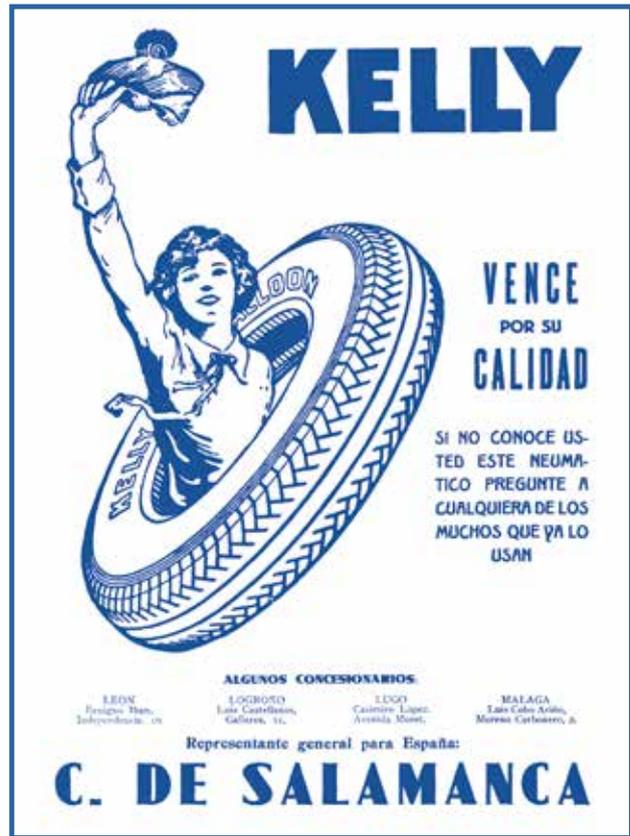
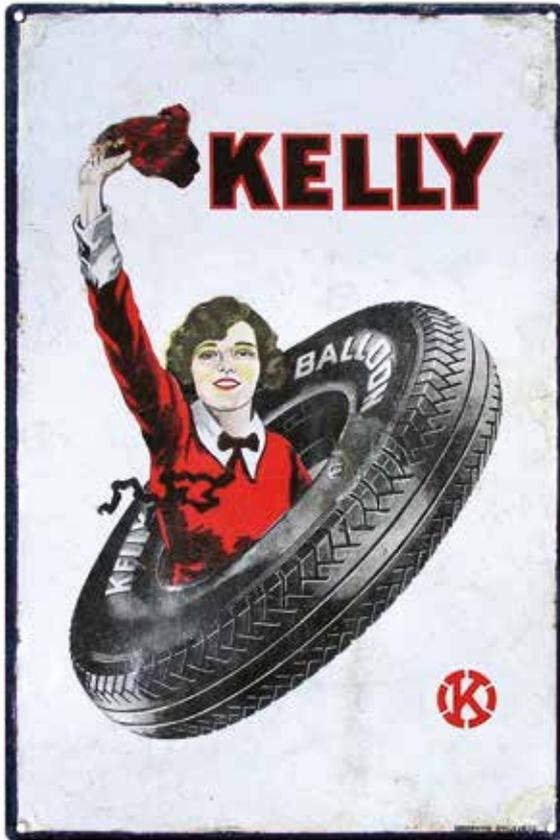
WILLKOMMEN, BIENVENUE, WELCOME.

1929-1931 constituted the years for the launch and production of the Lotta Miles tire model as well as the corporate mascot's international projection. The portrait of the mascot used at that time in the United States traveled to European markets accompanying the exports of the Kelly-Springfield Tire Co. The image on the right shows an earlier advertising adaptation, most likely for the Asian market. In Europe, the mascot was disseminated locally in press advertisements and in different media by the contracted import companies in Denmark, Spain, Germany and Austria.

137. Image of Lotta Miles printed on corporate commercial stationery for the Kelly-Springfield Tire Co., 1930.

138. Image from the book by OPDYCKE, John B. *The Language of Advertising*, New York: Isaac Pitman & Son, 1925.





139. Enameled identification sign for the Danish dealership importing Kelly tires, 1930. Dimensions: 40 x 60 cm.

Produced by Københavns Emaljeværk, industrial enamel works company created in 1911 in Copenhagen, Denmark.

140. Full-page advertisement for the Spanish representative of Kelly tires published in the newspaper ABC (Madrid) March 4, 1930.

141. Advertising module published in the Austrian magazine *Allgemeine Automobil-Zeitung*, January 1929.





Faster STARTS.. Higher SPEEDS.. Quicker STOPS..
CALL FOR *Tougher* TIRES

Kelly's New Armorubber Tread is made of Tougher, Denser Rubber!

IN FOUR WAYS, today's driving conditions are punishing tires as never before! Top car speeds are up 48%. Getaway has been increased 35%. Stopping power of modern brakes is 55.4% quicker. All of this modern driving performance is putting greater frictional force on tires.

And for the fourth reason, look at the smaller modern wheel. It takes a smaller diameter tire. Your tires must revolve some 1,500,000 more times in a year's average driving... equal to 2,000 extra miles of wear.

For many years, Kelly-Springfield engineers have been toughening up rubber to meet this greater wear. Their final product is a rubber so lumpy, so durable, it deserves a special name. Kelly calls it **Armorubber**.

These new Kellys cost no more. Yet they give you far greater mileage and non-skid safety than any Kelly built before.

Get the most out of your tire dollar. Demand Kellys... the only tires with the **Armorubber** tread. See your local Kelly dealer today.

THE KELLY-SPRINGFIELD TIRE CO.
 CUMBERLAND, MD.



IF YOUR TIRES ARE WEARING SMOOTH, replace them with lumpy ARMORUBBER Kelly. Then check your speedometer... see how much more trouble-free mileage you get. It's the greatest tire Kelly ever built!... the product of a company that's been a recognized leader in the rubber industry since the carriage days of 1894.



KELLY Springfield TIRES
 DEPENDABLE FOR 42 YEARS



THE WOMAN AT THE WHEEL.

The examples shown here present the image that was repeated in different advertisements and supports. It dealt with the representation of a modern and independent woman behind the wheel of her car who was being advised by a Kelly man from the brand's official service stations.

146. Full-page advertisement published in *The Saturday Evening Post* magazine, March 14, 1936.

147. Promotional match cover, c. 1935.

KELLY has gone a "Lotta Miles" since 1894
For 50 years its Dependability has been a by word

ARE YOU SACRIFICING TO BUY MORE WAR BONDS?

REMEMBER "Lotta Miles"? For years she smiled through thousands of Kelly Tires from thousands of billboards. She was the highway sweetheart of the U.S.A.—symbol of Kelly dependability. This reputation for dependability began in 1894 when Kelly developed the first really successful solid rubber carriage tire. It continued to grow as Kelly Caterpillar solids and hand-built Kelly passenger car tires successfully met the expanding needs of the booming automotive industry. The tough Armorrubber of pre-Pearl Harbor is now succeeded by new government synthetic rubber. But the same insistence on quality is back of every Kelly Tire, whether of natural or synthetic rubber.

THE CRISIS ISN'T OVER...
 Synthetic rubber is now produced in tremendous quantity yet the demand for tires still exceeds production. And war needs still come first. So stretch your tire mileage. The Kelly dealer is an expert—has been help you through the coming critical months. When eligible for new tires, get Kelly—dependable for 30 years. Look for the green Kelly sign.

THE KELLY-SPRINGFIELD TIRE COMPANY
 CUMBERLAND, MARYLAND

PROVED AND IMPROVED FOR 50 YEARS
KELLY
Springfield TIRES

READY FOR SERVICE.

Between 1941 and 1943, a large part of the Kelly-Springfield Tire Company's production facilities were reoriented to the manufacture of war materials such as weapons and ammunition. This patriotic reconversion to the service of the country during war time was translated publicity-wise into the temporary recruitment of one of the most faithful reservist employees: Lotta Miles. This was carried out in the advertisement published in January 1944 shown above—once the manufacture of tires had been fully resumed—in which text states: "Remember 'Lotta Miles'?" For years she smiled through thousands of Kelly Tires from thousands of billboards. She was the highway sweetheart of the U.S.A.—symbol of Kelly dependability."

148. Advertisement published in the magazine *The Saturday Evening Post*, January 15, 1944.

149. Promotional matchbook, c. 1944.



Dependable for over 50 years
KELLY
Springfield TIRES

"Cute girl on that billboard, Gramps!"

"That's KELLY'S 'Lotta Miles'—she was tops in my day, too!"

Yes, for three generations the Kelly Tire Girl has stood for topmost Tire Quality and Kelly Tires have always backed her up with dependable extra mileage. Today the new Kelly, built in an expanded ultra-modern plant by the latest improved machines and methods is still as fine a tire as money can buy. Great demand keeps them scarce, but when you get new tires, ask for dependable Kellys!

THE KELLY-SPRINGFIELD TIRE COMPANY
CUMBERLAND, MD.

BE "TOPS" IN YOUR DAY—BUY VICTORY BONDS

KELLY
Springfield **TIRES**

PROVED AND IMPROVED FOR OVER HALF A CENTURY

NEW GENERATIONS. The return of the soldiers after the end of the Second World War was featured in this peculiar advertisement published in the autumn of 1945, illustrated by Slayton Underhill. The intention of the advertisement is to praise the long history of the tire manufacturer and their historic Kelly-Springfield brand. However, the passage of time leaves its mark, as highlighted in the dialogue between the grandfather and his soldier grandson. Lotta Miles had turned into a character who was practically unknown by the new generations of that time. "—Cute girl on that billboard, Gramps." "—That's Kelly's Lotta Miles—she was tops in my day too!"

150. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, October 20, 1945.



A REJUVENATED LOTTA MILES. Between 1945 and 1946, the campaign illustrated by Slayton Underhill incorporated the cut out figure of Lotta Miles emerging from a tire next to the company’s logotype. The mascot, whose appearance was more in keeping with the standards of those times, was portrayed in the same established pose. However she did have slight variations in her hairstyle and clothing as can be seen in the series of five advertisements shown here. The main illustrations depicted members of the same family, couples and groups of friends interacting in social situations, without the necessity of showing the Kelly tires.

151. Full-page advertisement published in *The Saturday Evening Post*, April 20, 1946.

"The Joneses are sticking to their new job!"

"So are the KELLYS— They're getting you there!"

Yes, Kellys on the road today are working to their physical best. Kellys, having thoroughly understood and repeated Kelly plans are leading for the most important job of all—getting you, comfortably and safely to the many way home. That's why it may be hard to get new Kellys—most if you're slightly behind. But when military needs are critical and new tires are again available, it will pay you to get Kellys—the smart passenger car tires and trucks, low-over-pressure tread tires with more than half a century of dependability behind them—the natural result of Kelly craftsmanship.

THE KELLY-SPRINGFIELD TIRE COMPANY
SPRINGFIELD, MASS.

1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955

KELLY
Springfield TIRES

PROVED AND IMPROVED FOR OVER HALF A CENTURY

"What do you want from Santa, Pop?"

"You might ask him for a new set of KELLYS all around!"

More Kellys all around—worth all the long, trouble-free performance they cost. That's a big order for Santa, because, although we're making more of these Automobile Tires than ever, it may still be some time before you get all you need. But when you do get new tires, insist on the tough, sure Kelly. You'll be getting the best improved materials and methods, and the best in workmanship—backed by Kelly's 51 year record of dependability. Quality is still the best bet!

THE KELLY-SPRINGFIELD TIRE COMPANY
SPRINGFIELD, MASS.

1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955

KELLY
Springfield TIRES

PROVED AND IMPROVED FOR OVER HALF A CENTURY

"Yes, sir, Kelly craftsmanship pays off in Mileage—Safety!"

"Put 'em on all around—you can see I can't afford to take chances!"

• Kelly's record of 52 years of dependability is what "insurance" is made. All that experience makes it possible for Kelly to get more out of today's improved materials... to engineer on the new tire design and methods in tire making. Result—the new Kelly—so sure that you can get your miles, service and assurance plus a longer time for your money. That's why, when you're able to buy new tires, get the common in craftsmanship and quality, insist on Kelly's new Kelly!

THE KELLY-SPRINGFIELD TIRE COMPANY
SPRINGFIELD, MASS.

1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955

QUALITY COSTS LESS PER MILE

KELLY
Springfield TIRES

PROVED AND IMPROVED FOR OVER HALF A CENTURY

"You'll do, Santa—but where are the reindeer?"

"I swapped 'em for a set of new KELLYS!"

• Santa Claus has nothing on tough Kellys when it comes to delivering the goods. They've been traditional for 52 years of dependability for 52 years! And new Kellys deliver more of everything. More miles on the road... more miles between gas... more miles on the road... more mileage! Automobile Tires... more get-around! This Christmas, give yourself a real reward. Get a set of new Kellys all around your good Kelly dealer!

THE KELLY-SPRINGFIELD TIRE COMPANY
SPRINGFIELD, MASS.

1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955

PROVED AND IMPROVED FOR 52 YEARS—

KELLY
Springfield TIRES

PROVED AND IMPROVED FOR OVER HALF A CENTURY

152-155. Full-page advertisements published in the generalist magazine *The Saturday Evening Post*, on the following dates: April 14 and December 22, 1945; and March 23 and December 21, 1946.

We'll see you through



THANKS TO AMERICA'S TIRE DEALERS, 28,000,000 CARS AND TRUCKS ARE STILL RUNNING TODAY!

A NATION on wheels, helpless for lack of tires! That's the fate the Japs planned for us in 1941. But today American passenger cars and heavy-duty trucks still roll on rubber—thanks to teamwork by the government, the rubber industry, and millions of patriotic drivers. And thanks, also, to the men who never make the headlines—the men who helped make our rubber last—the tire dealers of America.

Men like your Kelly dealer who is short of help, short of materials, but who has used hard work and American ingenuity to keep America's cars rolling. Today, with new tires still scarce, your Kelly dealer is still on the job to keep your present tire going. His service is yours—dependable as Kelly Tires have been for 50 years.

THE KELLY-SPRINGFIELD TIRE COMPANY
CUMBERLAND, MARYLAND

HOW YOU CAN HELP . . .
Observe wartime restrictions on speed and travel. Your present tires will last thousands of miles longer if you do! Bring your car to the Kelly dealer for regular tire inspection . . . inflation . . . rotation of tires . . . repairs . . . and recaps . . .

AND THE FINEST NEW TIRES AVAILABLE

PROVED AND IMPROVED FOR 50 YEARS

KELLY
Springfield **TIRES**



TAKING OVER. The corporate emblem and the strict use of green accompanied the new Kelly Service men, shown uniformed and smiling. After the war, the male succession in representing the company was already a fact in Kelly-Springfield's advertising.

156. Advertisement in *The Saturday Evening Post*, 1944. 157. Promotional blotting paper for a contracted establishment, c. 1946.

"Happy to serve you!"



HERRUP BROS.
10 MINUTE ROAD SERVICE — CALL 7-3231
RENE BISSON • 94 HUDSON ST. • HARTFORD

THE SATURDAY EVENING POST

"That's easy, Son... K-E-L-L-Y!"

"Hey, Pop—how do you spell *tyre*?"

THE KELLY MAN... on a tire that spell *tyre*... also spell *dependable*. And only the Kelly is tougher than iron—with an inner-liner that can literally reverse itself. Good reason why Kelly tires will get you down a road of holes and bumps and ruts and potholes and all the rest of it.

WITH MORE NATURAL RUBBER and stronger steel belts, the new Kelly man *tyre*... will take longer. The *dependable* inner-liner and *dependable* tire service, it always goes to see your Kelly Dealer.

THE KELLY-SPRINGFIELD TIRE CO., Cambridge, Vermont

PROVED AND IMPROVED FOR 53 YEARS—

KELLY Springfield TIRES

Best Kelly Yet!

"There goes a carefree journey..."

"You said it—they're riding on new *KELLYS*!"

ROAD-STOPPING *KELLYS* take a lot of the worry out of driving. Their strong and sturdy inner-liner is reinforced with more natural rubber... has more tightly twisted cords per square inch. As a result, new Kelly Tires are made to measure... one mile longer... give better protection against road hazards.

KELLYS ARE *TOUGH*. Their exclusive Arm-arabber tread compound is so tough it actually measures itself. In its long miles of usefulness during depend on Kelly Tires and your *dependable* Kelly Dealer.

THE KELLY-SPRINGFIELD TIRE CO., Cambridge, Vermont

PROVED AND IMPROVED FOR 53 YEARS—

KELLY Springfield TIRES

Best Kelly Yet!

"Arrived safe... STOP... no road trouble... STOP... New Kellys *SURE STOP!*"

HUNDREDS OF *SURE-STOP* deeply into the steady riding also... are compressed together for smooth rolling under normal driving. But when you stop on the treads, these *sure-STOP* up-rolling hundreds of sharp ridges that quickly dig in their race to bring you to a quick, sure stop. Reinforcing steel gives more protection against any ice crusts.

THE *ULTRA THICK* Arm-arabber tread and a stronger, high-tensile steel cord body are combined with generous quantities of natural rubber for your greatest safety and longer service. For an *dependable* reason for 53 years, we give Kelly *tyres*.

THE KELLY-SPRINGFIELD TIRE CO., Cambridge, Vermont

PROVED AND IMPROVED FOR 53 YEARS—

KELLY Springfield TIRES

New Kelly *SURE STOP!*

"Long distance, please!"

"Right here, Lady... with *KELLY* Arm-arabber!"

LONG DISTANCE is built into every Kelly Tire. But this new *Sure Stop* is the best ever in every mileage, extra safety. The tough Arm-arabber tread is 20% thicker. The *sure-STOP* tread body has six plates for extra strength. Generous quantities of natural rubber insure continuous and maximum resistance to injury.

FOR *SURE STOP*, hundreds of iron discs are set into each steady riding rib. Compressed together for smooth rolling, these discs spring up when you stop on the treads... dig in hundreds of sharp-edged ribs for a quick, straight-line stop.

THE KELLY-SPRINGFIELD TIRE CO., Cambridge, Vermont

PROVED AND IMPROVED FOR 53 YEARS—

KELLY Springfield TIRES

New Kelly *SURE STOP!*

MASCULINE SMILE. The above images present four examples of how the new mascot was portrayed in the campaign that maintained the same basic structure since its launch in 1944. Kelly's uniformed service man marked the definitive retirement of Lotta Miles.

158-161. Full-page advertisements published in *The Saturday Evening Post*, on the following dates: April 19, May 17, June 14 and September 6, 1947.

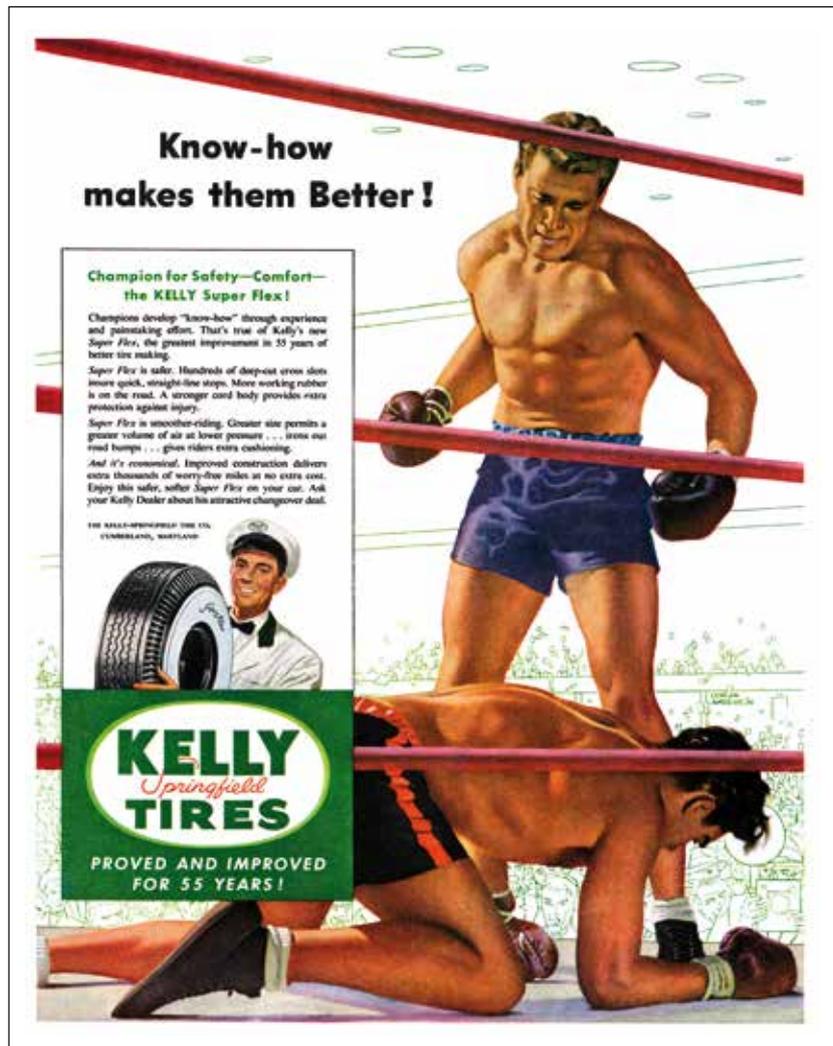


BEAUTY AND THE BEAST.

The campaign initiated in 1944 by Slayton Underhill was continued during 1948-1949 by other illustrators. The above images present two examples of artwork by Bill Randall, who stood out as a portrait artist of evocative pin-up girls. On the right, an advertisement illustrated by Lyman Anderson, a renowned cover artist for popular detective, action and mystery novels. Both artists created different scenes that illustrated Kelly's slogan: "Know-how makes them better," alluding to the long experience in tire manufacturing acting as a guarantee of their product's superiority. The campaign featured expert athletes practicing their respective disciplines. If in previous campaigns a footer was utilized below the main illustration which contained persuasive text, the company's emblem and mascot, in the 1949 advertisements, a large vertical box was employed, positioned to one side of the illustration.

162-163. Full-page advertisements published in *The Saturday Evening Post* on the following dates: May 14 and January 22, 1949. Illustrated by Bill Randall (1911-1977).

164. Advertisement in *The Saturday Evening Post*, June 23, 1949. Illustrated by Lyman Anderson (1907-1993).



SPECIAL DELIVERY Safe on Kellys

Know-how makes them Better!

That's the truth due to the quality of the tires on your car—get these safety—see safety—see Kelly Tires.

The Kelly-Springfield name on the sidewall of a tire tells you that you're getting the utmost in driving safety, comfort and economy. That's the logical consequence of 56 years of superior tire-making.

By today's longer mileage Kelly you'll find the newest improvements in materials and design—the best quality throughout.

Design and "look easy" with your money. Kelly's "look easy" has you feel comfortable all the around when left in your present tires. Best of all, you'll get thousands of extra miles of safety—see safety—see Kelly Tires.

See your nearest Kelly-Springfield dealer.

PROVEN AND IMPROVED FOR 56 YEARS

SHARP CURVE You Can Depend on Kellys

Know-how makes them Better!

Kellys are built for your peace of mind! Their automatic design always grips the road. A look on the inside—your Kellys bring your car in a quick... safe... straight-line stop!

For 56 years the Kelly-Springfield name has meant the utmost in tire design. Today's Kelly-Springfield Kellys are built with know-how—the exclusive know-how that means... the road that adds time.

Wear Kelly-Springfield dealer has a brand new set of Kellys for you. And he'll give you, for free, for all the around mileage left in your present tires. Why not see him today—see the yourself have experienced a new way to!

See your nearest Kelly-Springfield dealer.

PROVEN AND IMPROVED FOR 56 YEARS

SLIPPERY WHEN WET Trust "Sure-footed" Kellys

Know-how makes them Better!

Slippery road? Road slippery? A light goes red? Stop—and stop quick!

No time to take chances on smooth-worn tires. Sure-footed Kellys help you stop safely... quickly... in a straight line.

Today—more than ever before in its 56-year history of better tire-making—Kelly-Springfield offers you the utmost in riding safety, comfort and economy. It will pay you to look for the Kelly name when you want longer, more dependable mileage. And look to your Kelly Dealer for full inside credit on all the around miles left in your present tires.

See your nearest Kelly-Springfield dealer.

PROVEN AND IMPROVED FOR 56 YEARS

CHILDREN AND CHILDRESS.

The 1950 campaign inaugurated the decade and continued utilizing the elements and basic resources of previous campaigns. In this series of advertisements, it was decided to highlight the protection that Kelly tires offered to the driver and the passengers of the vehicles that were equipped with them. To that end, the illustrator Robert Childress (1915-1983) mainly portrayed families, adults and children, traveling in cars which were equipped with tires that gave them peace of mind.

165-167. Full-page advertisements published in the generalist magazine *The Saturday Evening Post*, 1950.



SIGNAGE PLATES. This double page shows three examples of establishments, service stations and businesses associated with the commercial network of the Kelly-Springfield Tire Co. As can be seen, they are duly identified with exterior signage plates, which reproduced the portrait of the recognizable corporate mascot.

168. Photograph of the Gibson Bros. service station, located in Eastern Texas, c. 1930.

169. Photograph of employees working at a service station, c. 1930.

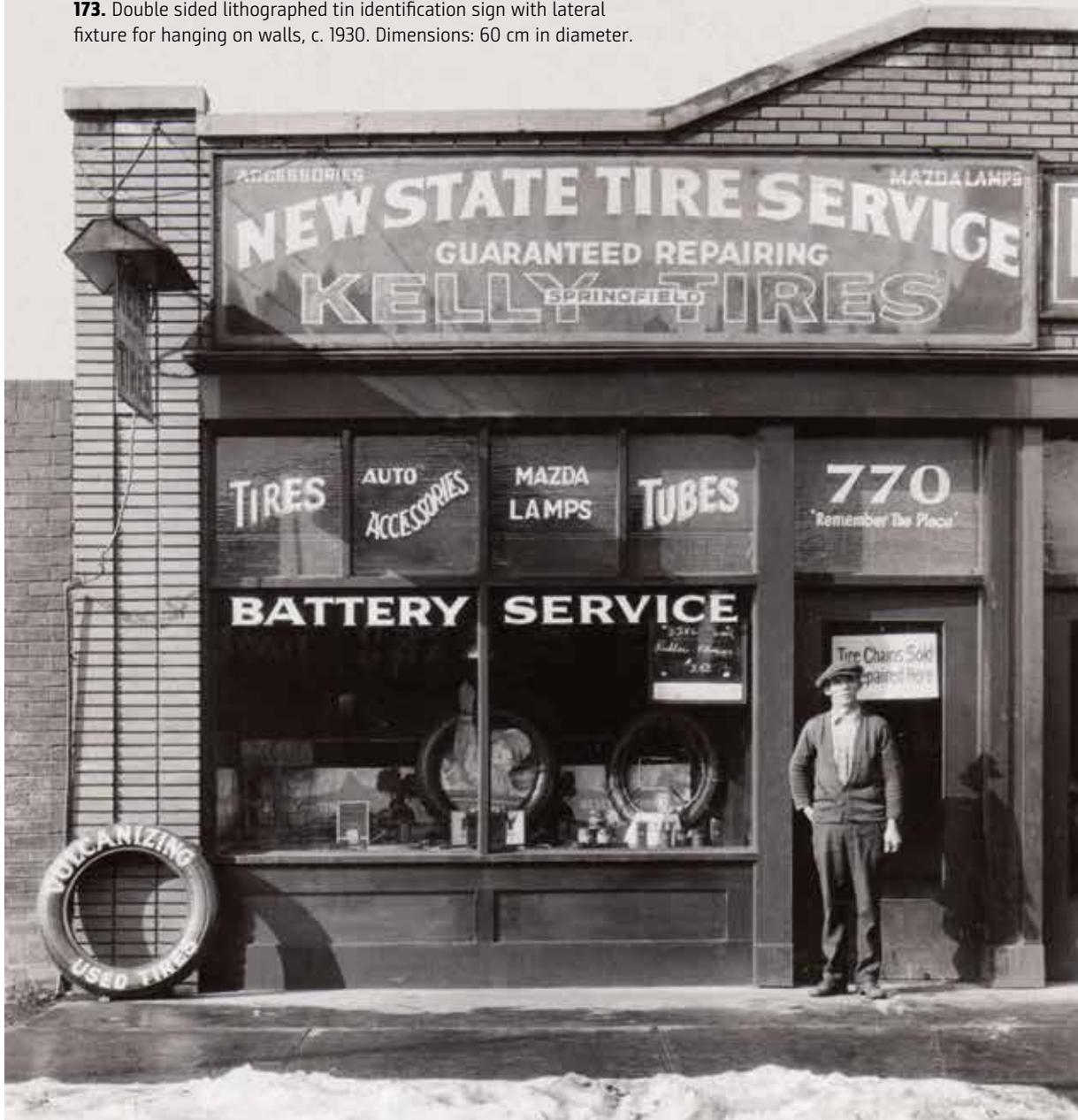
170. Lithographed metal sign, indicating the establishments associated with the Kelly-Springfield Tire Co.'s commercial network. Dimensions: 60 cm in diameter.



171. Photograph of an automobile components and service station contracted as a Kelly-Springfield tire establishment, c. 1930.

172. Lithographed embossed tin identification sign with the image of Lotta Miles protruding from the tire, c. 1919. Dimensions: 50 x 35 cm.

173. Double sided lithographed tin identification sign with lateral fixture for hanging on walls, c. 1930. Dimensions: 60 cm in diameter.





A VERY APPLICABLE YOUNG LADY. The above image represents one of the most popular portraits of Lotta Miles that was utilized for Kelly advertising. The examples here show her applied to billboards and on side panels of supports that held tires displayed in the shop windows of contracted establishments, as can be seen in the opposite page.

174. Lithographed tin sign, c. 1920. Probably part of a tire support fixture. Dimensions: 46 x 22 cm.

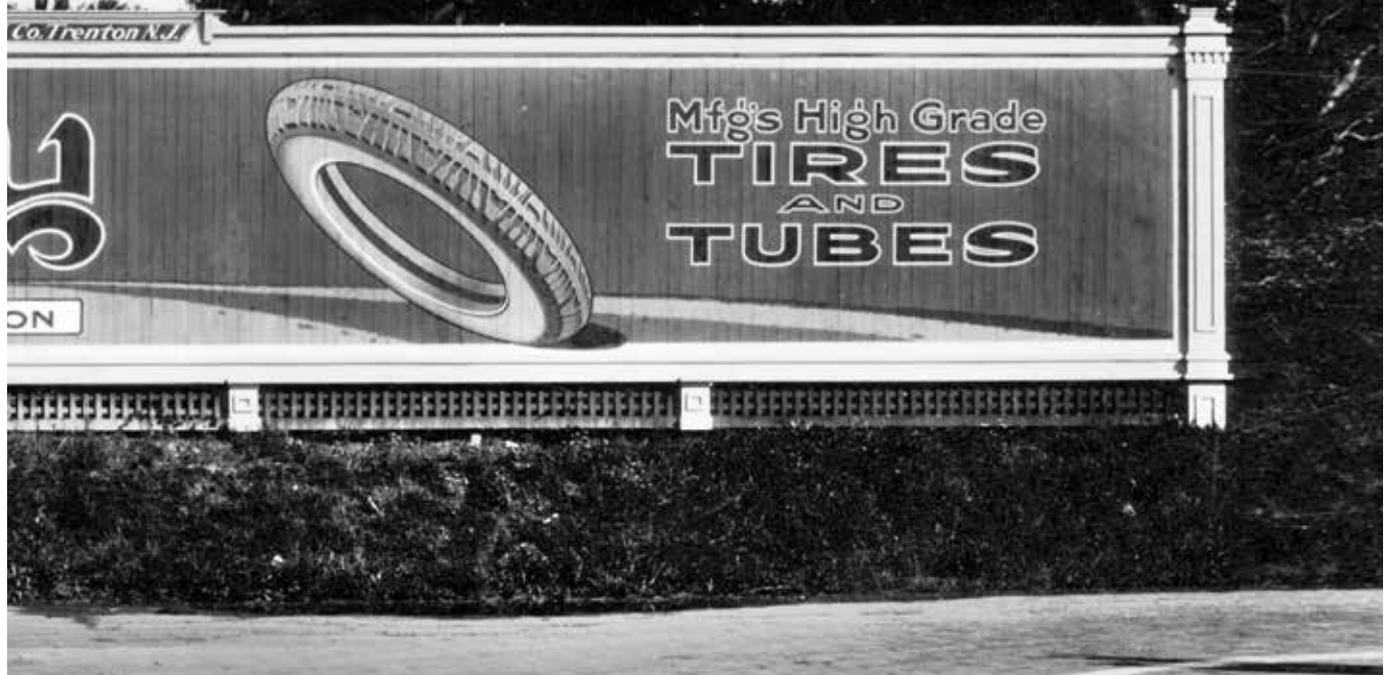
175. Photograph of a billboard placed in the town of Fallsington, Pennsylvania, September 1922.

176. (opposite page) Photograph of The Tire Shop establishment in Hood River, Oregon, 1917.





TIRES





TAKING A DIP WITH LOTTA MILES. The panoramic photograph reproduced below shows the beaches of touristic Atlantic City facing the ocean and the famous promenade behind them. There you can see different brands advertised on billboards, including one of large dimensions with the figure of Lotta Miles.

177. Photograph of an advertising billboard located in the city of Asbury Park, New Jersey, c. 1919.

178. Photograph of the Atlantic City, New Jersey beach and ocean side promenade, August 24, 1919.





**Our policy sold
Kelly-Springfield**

THE Kelly-Springfield Tire Co. entrusted their outdoor advertising in Cleveland to us. We were able to give them many of the fifth city's choicest locations. The result was a campaign that was as successful as it was dominant.

We confine our efforts to distinctly high-class work. Thus our unusual service attracts advertisers who insist on locations that lend credit to high-class products.

May we discuss 1921 plans with you?

The Harry H. Packer Co.
Outdoor Advertising
1664 Ansel Road Phone Cedar 1991
CLEVELAND

PACKER OF CLEVELAND
"We tell the Big Outdoors all about You"

Associated with the O. J. Gude Co. of New York, the largest on labor advertising concern in the world.

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THIS is the KELLY-SPRINGFIELD TIRE COMPANY'S famous Painted Display located at Columbus Circle (Broadway, Central Park West and 59th Street), New York—the busiest motor traffic spot today in the metropolis. This much talked of wall covers six stories of a high-class apartment house and is 71 ft. high x 43½ ft. wide.

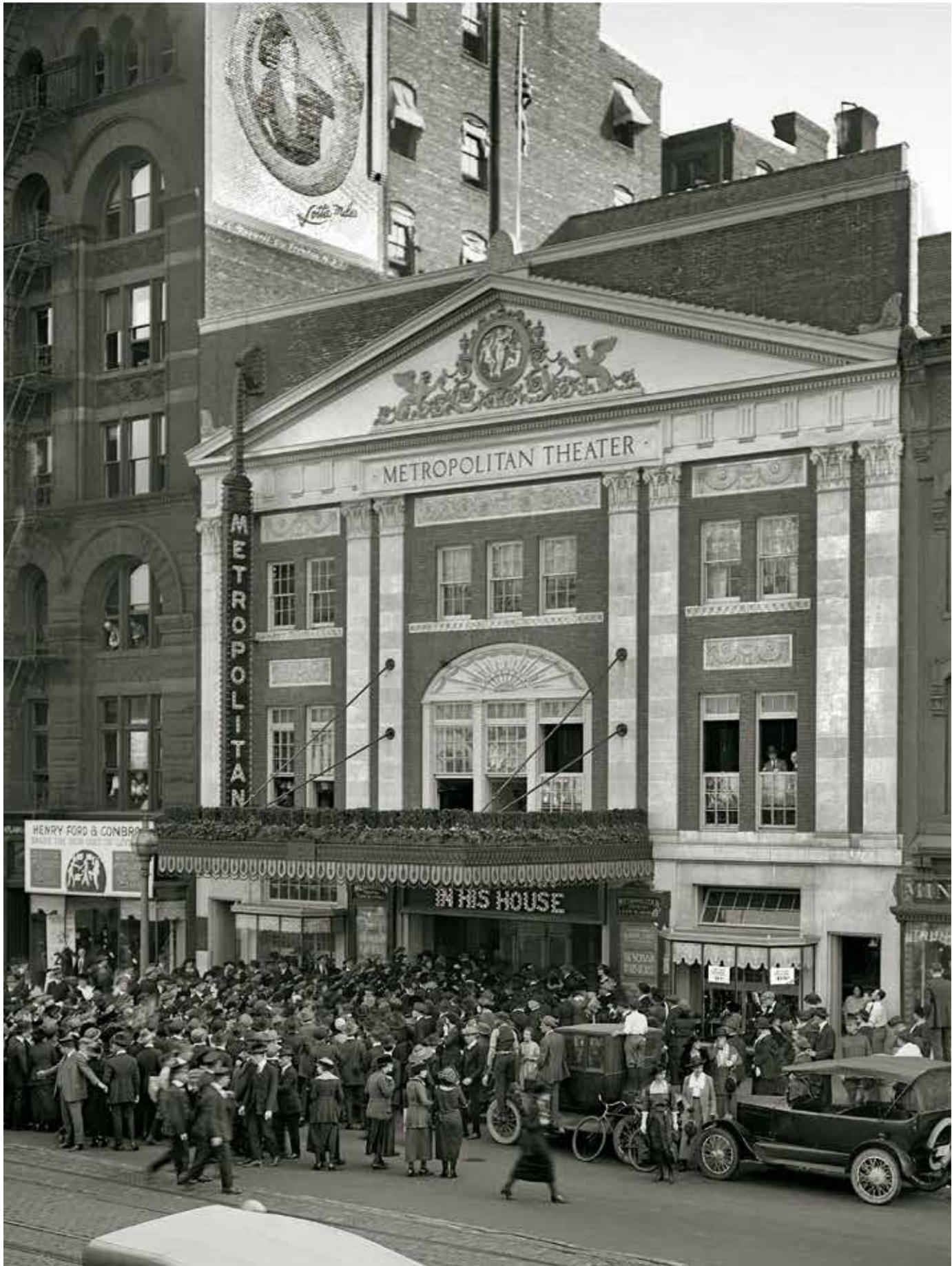
A novel and most attractive effect has been created by throwing a flood light on "Lotta Miles" at night, thereby making this display a real 24-hour showing, and 70,000 motorists are thus reminded to "KEEP SMILING WITH KELLYS," each day for 365 days each year.

The O. J. Gude Co., N.Y.
Outdoor Advertising Everywhere

550 West 57th Street, NEW YORK CITY People's Gas Building, CHICAGO, ILLINOIS
PHILADELPHIA CINCINNATI CL. DENVER ST. LOUIS ATLANTA

179. Advertisement for the outdoor publicity company The Harry H. Packer Co. in Cleveland, published in the specialized sector magazine *Printers' Ink*, January 6, 1921.
180. Advertisement for The O. J. Gude outdoor publicity company from New York, published in the specialized sector magazine *Advertising & Selling*, April 10, 1920.







Kelly-Springfield
hand-made Tires
and Tubes are
at home in any
company.

KELLY-SPRINGFIELD TIRE CO.
Broadway and 57th Street, New York City

THE WOMAN ON THE WALL.

The image on the left depicts the premiere of Louis Burt Mayer's film production *The Woman in His House* at the Metropolitan Theater in Washington DC in October 1920. The confirmed presence of the star of the show, the famous actress Mildred Harris Chaplin—the wife at that time of the comedian Charles Chaplin—created a great deal of excitement as well as crowds in the street and in the access to the hall. On the wall adjoining the theater, rising above the classically-inspired pediment that crowned the Metropolitan façade, a large mural painting showed the image of Lotta Miles framed in a tire. The R. C. Maxwell Co. who specialized in outdoor advertising, was responsible for placing the billboard in a location that was ideal for the strategic interests of the Kelly-Springfield Tire Co.



181. Photograph of the entrance to the Metropolitan Theatre in Washington D. C., during a cinematographic debut, October 1920.

182. Advertising module published in the press, 1914.

183. Queenie Smith, ballerina of the Metropolitan Opera House in New York City, for a Kelly-Springfield tire advertisement, 1917.

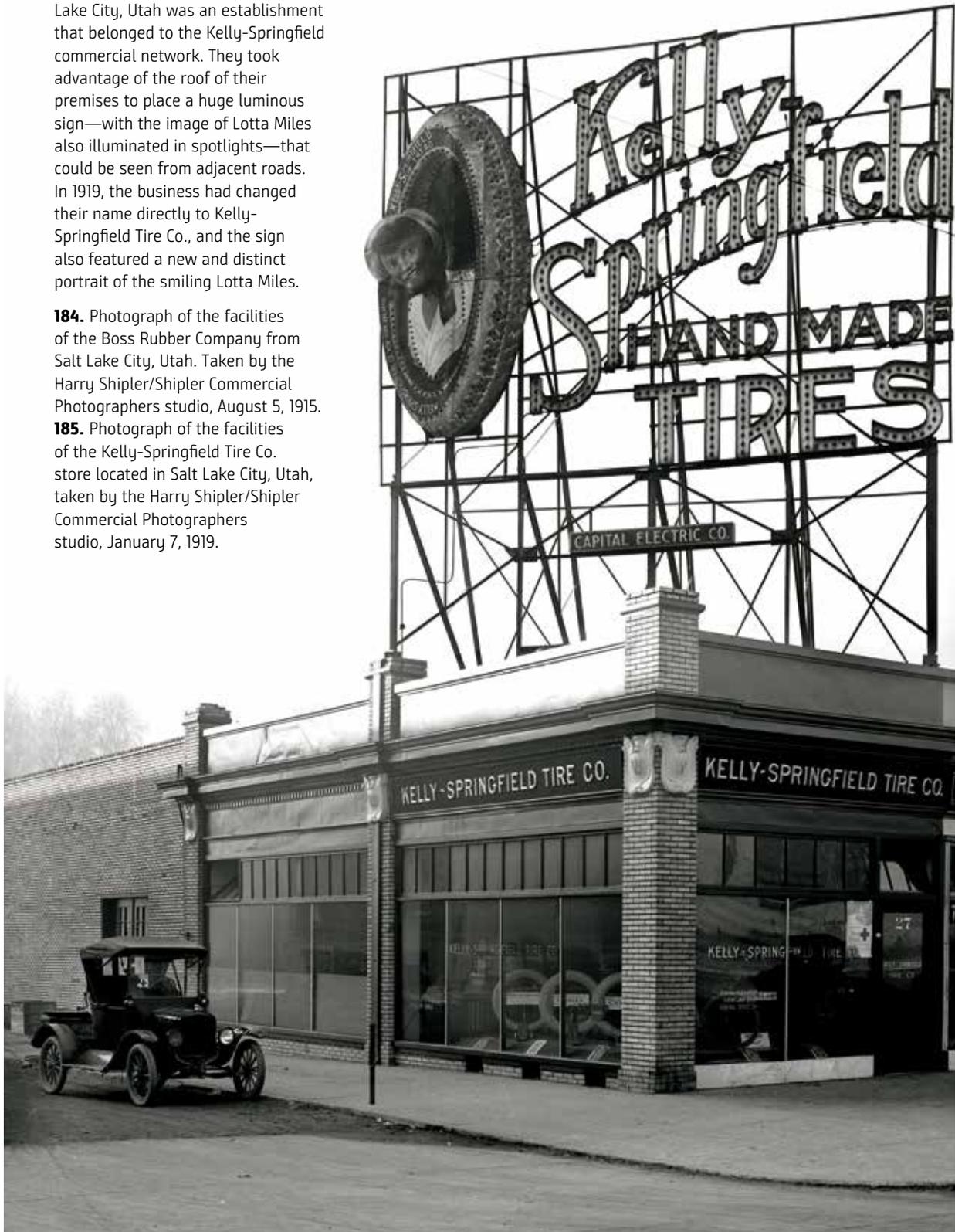


LOTTA BY NIGHT AND BY DAY.

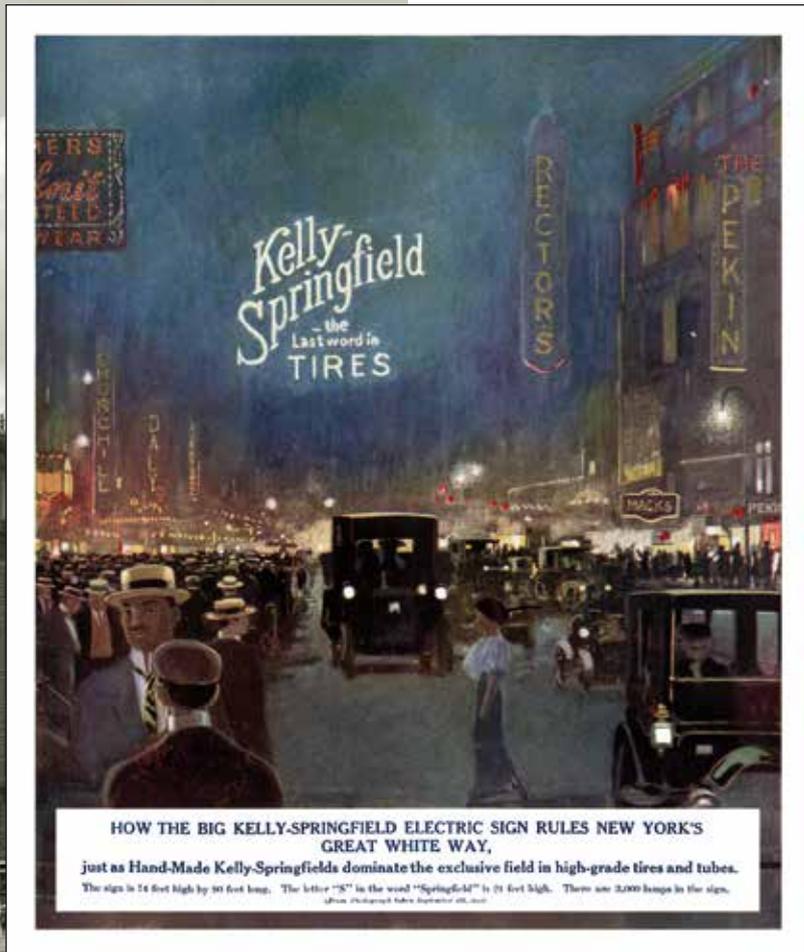
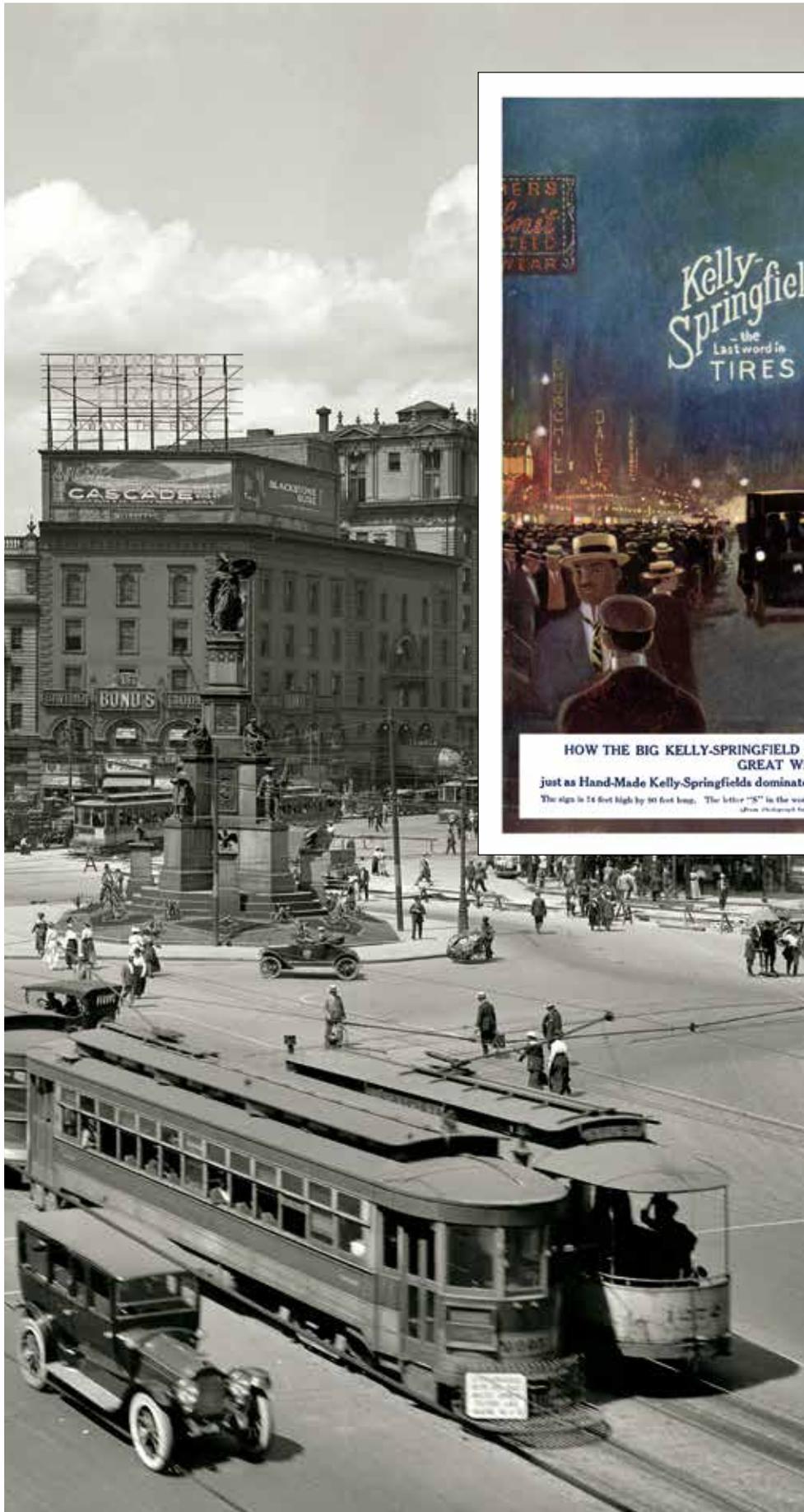
Four years separate the photographs shown on this double page. In 1915, the firm Boss Rubber Co. from Salt Lake City, Utah was an establishment that belonged to the Kelly-Springfield commercial network. They took advantage of the roof of their premises to place a huge luminous sign—with the image of Lotta Miles also illuminated in spotlights—that could be seen from adjacent roads. In 1919, the business had changed their name directly to Kelly-Springfield Tire Co., and the sign also featured a new and distinct portrait of the smiling Lotta Miles.

184. Photograph of the facilities of the Boss Rubber Company from Salt Lake City, Utah. Taken by the Harry Shipler/Shipler Commercial Photographers studio, August 5, 1915.

185. Photograph of the facilities of the Kelly-Springfield Tire Co. store located in Salt Lake City, Utah, taken by the Harry Shipler/Shipler Commercial Photographers studio, January 7, 1919.







NEXT TO THE OPERA.

The above image presents the advertisement showing the 1914 luminous sign of enormous dimensions placed in Times Square, New York City. This established the pattern of similar advertising installations in principal cities throughout the country. The photograph on the left provides an overview of Woodward Avenue in downtown Detroit, Michigan, traversed by streetcars, trucks, automobiles and pedestrians. Kelly-Springfield's lighted sign is located on the roof of a building that is located right next to the Detroit Opera House. Once again, the company sought to enhance the association between Kelly-Springfield tires and the exclusive world of leading performing artists.

186. Photograph of Woodward Avenue in Detroit, c. 1917.

187. Advertisement in the special issue of the humorous magazine *Judge: Automobile Number*, January 2, 1915.

