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# LEE TIRE & RUBBER AND THE SMILING TIRE

John Ellwood Lee was born on November 15, 1860 in Conshohocken, Pennsylvania. He was the oldest of five children from a well-to-do family and studied at Conshohocken High School, graduating in 1879. After completing his studies, he joined the surgical equipment company of William Snowden in Philadelphia. In 1882 he married Jennie W. Cleaver, the eldest daughter of the powerful and wealthy Wood family. Lee's enterprising mentality, his talent in business and access to capital caused him to leave his job in 1883 and decide to start his own company, the J. Ellwood Lee Company, also known by the acronym JELCO.

Lee began his professional journey manufacturing and assembling medical and surgical goods for hospitals—bandages, antiseptic sponges and surgical sutures, among others—in the attic of the family home that would soon become outsized by the growing demand for the company's products. In 1887, production was moved to a three-story factory built in the urban area of Conshohocken to respond to the wide range of products offered by the J. Ellwood Lee Co., many of which were based on the company's own patents. By the turn of the century, Lee's factory employed about 600 workers.<sup>1</sup> In 1905, JELCO was acquired by the leading company of pharmaceutical and medical products, Johnson & Johnson. This transaction was carried out smoothly due to the good relationship between both parties, especially between Lee himself and Johnson & Johnson's founder and owner Robert W. Johnson. John Ellwood Lee continued to be linked to JELCO directing the business as Executive Vice President from the Conshohocken factory (figs. 70-71), which would maintain its productive activities as a company within Johnson & Johnson

## 1. From bandages to (pneumatic) tires

Apart from the flourishing business of medical articles and taking advantage of knowledge acquired in the treatment and transformation of rubber, Lee became interested in a burgeoning activity, the manufacture of automobile tires. To initiate the business with the particularities of this technology, a specific department dedicated to research and development was created within the J. Ellwood Lee Company. In 1909, Johnson & Johnson decided to concentrate their productive activity in their facilities in New

Brunswick. As a result, J. Elwood Lee chose to become independent and refocus the company's future, acquiring and recovering all of the business related to the J. Ellwood Lee Company and their former factory in Conshohocken.<sup>2</sup> From then on, without abandoning hospital products and other rubber products, Lee would focus his efforts on the tire industry.

The business adventure began with a reduced production of tires, which were subjected to all kinds of testing for technological improvements. In May 1910, Jelco tires equipped the car registered by J. Ellwood Lee for the third annual automobile endurance race organized by the Norristown Automobile Club. The tires provided good results and the automobile managed to finish the race without suffering mishaps, which helped to publicly endorse the tires' quality.<sup>3</sup> That same month contacts with different distributors began to arrange the commercialization of the pneumatic tires that the J. Ellwood Lee Co. factory would produce, identified as the Jelco Tire Puncture Proof Inner Case and Jelco-Atlas Puncture Proof Inner Case brands. These tires were characterized by incorporating three superimposed flexible layers of steel discs supported by vulcanized rubber in between the rubber-impregnated textile fabrics that formed the tire casing. In this way the inner tubes were protected with an 'armor' against punctures.<sup>4</sup> In June, the Spencer & Dando facility in Philadelphia was already advertised in the press as the exclusive official Jelco tire distributor for the territories of Pennsylvania, New Jersey, Delaware, Maryland, the District of Columbia and Virginia.<sup>5</sup>

In the following months the business continued growing, and the productive capacity of the old Conshohocken factory proved insufficient to adequately respond to the market demands. At the end of that year the first phase of construction for a new factory situated on the outskirts—about a kilometer and a half away from the original factory—was completed in the Spring Mill area, next to the Schuylkill River and parallel to the Philadelphia & Reading Railroad. The location was ideal because it combined the availability of abundant water with access to an efficient means of transport for moving raw materials to the factory and transferring the tires from there to their final destination. The industrial complex had a large concrete building consisting of four stories with floor dimensions measuring 25 x 122 m, destined to house the offices as well as the warehouse, reception and dispatching of goods. Behind this, another large brick building—with similar dimensions but two stories high—accommodated the production activity and the power plant.<sup>6</sup>

In December 1910, huge luminous signs placed on the terrace and along the façade of the central building publicly advertised the launch of the new company, the Lee Tire & Rubber Co., manufacturer of rubber articles and Jelco tires. The horizontal structure, consisting of three meter high capital letters with a total length of 88 meters, was illuminated by approximately 2,800 light bulbs (figs. **11**, **16** and **73**).<sup>7</sup>

On June 16, 1911, J. Elwood Lee formally established the Lee Tire & Rubber Company, registering it following the laws of the state of Pennsylvania with a founding capital of \$ 100,000. His partners were Albert A. Garthwaite, Samuel Wright, Maurice O'B. Hallowell and Charles Ileber Clark—all four being citizens of Conshohocken—; J. W. Johnson, C. A. McCormick and F. R. Jones—all from New Brunswick, New Jersey—; and J. C. Delacom from Camden, New Jersey.<sup>8</sup> The 1911 tire catalog featured the Jelco Tire Puncture Proof Inner Case tires and two types of inner tubes, the Jelco Red Tubes and Jelco Gray Tubes, each with its characteristic color.<sup>9</sup>

Production at Lee's original facilities, awaiting the start-up of the new factory equipped with modern machinery, was limited to between fifteen and twenty tires per day. Within a few months the entire manufacturing process would take place in the new Spring Mill complex, which would have a workforce

of 800 workers and an estimated production capacity of 500-600 pneumatic tires and 1,000 inner tubes per day.<sup>10</sup> It was also time to change the brand's name and stop using "Jelco," as J. Elwood had been advised by his friend Henry Ford. According to the automobile industry mogul, the term jelco bore similarities to jelly [gelatin], which made it unsuitable as a brand for durable, non-skid tires. From that point on, the words "Lee of Conshohocken" were engraved on tire sidewalls which served to identify the tires manufactured by the Lee Tire & Rubber Company.<sup>11</sup> In early 1912, Lee took control of a competing firm located in the same state, the Arrow Tire Co., which changed their name to the Leeland Tire Co. The tire brand "Leeland" would be incorporated into the Lee Tires & Rubber catalog.

At the end of the summer of 1913, Lee presented their new Lee Anti-skid pneumatic tires, with an all rubber tread that was composed of a distinctive pattern formed by longitudinal zigzagging grooves.<sup>12</sup> In fact, the name "Zig-Zag" was the name given to the design of the tread.<sup>13</sup> In January 1914, the company launched press advertisements about the development of a new technology that was to be applied from then on to their tires, "Vanadium" rubber. It seems that the addition of vanadium to the rubber substance after vulcanization produced a rubber product with high resistance to erosion without affecting its elasticity (fig. 30).<sup>14</sup>

John Elwood Lee died of a heart attack on April 8, 1914, at the age of 53. Nevertheless, the company continued their successful journey under the supervision of new management under the leadership of Albert A. Garthwaite as President and, subsequently, by John J. Watson.<sup>15</sup>

## 2. The next decades

The 1920-1921 crisis that affected the entire tire industry also had an impact on the Lee Tire & Rubber Co.'s sales. In January 1920, the production of the Spring Mill factory in Conshohocken was 1,500 tires daily and growth forecasts aimed to reach, by the end of that same year, 4,000-5,000 daily units.<sup>16</sup> The reality was that, at the beginning of 1921, the Lee plant was only operating at 50% capacity, with a production of about 800 tires per day. Although in June of the same year the production reached 2,000 tires per day, it was not until April 1922 that recovery began. After three campaigns with significant discounts on prices, tire sales had increased by 42% compared to the same period in the year 1920, and by 50% with respect to 1921, whereas the sales of inner tubes had doubled.<sup>17</sup> Among the different models offered by the company the new Lee Cord with cord technology stood out. This presented an evolved model of the Zig-Zag tread with a central ridge and triangular lateral studs in the shape of an arrowhead (figs. 36-38).

In 1922, the company had an important commercial network supported by thirteen of their own branch offices and close to sixty distributors in the main cities throughout the country, a network that increased throughout the decade (figs. 26 and 82-83).<sup>18</sup> In 1923, Lee Tire & Rubber acquired their competitor Republic Rubber Co., a tire manufacturer based in Youngstown, Ohio which was in a financially weakened position.<sup>19</sup> From then on, the company changed their name and was known as the Lee Rubber & Tire Corporation. Between 1942 and 1945, in times of war and restrictions, the corporation became part of the National Synthetic Rubber Corp.—a government-sponsored entity dedicated to the development of synthetic rubber—which also involved the following companies: Godall Rubber, Henitt, Inland (a branch of 3M Corporation) and Hamilton Rubber.

In 1962, the Lee Rubber & Tire Corp. passed into the hands of a group of New York investors, changing their legal name to Lee National Group. In 1964, after two years of inactivity plagued by labor problems and long worker strikes, Goodyear acquired Lee, incorporating them into their group of companies and reinstating the original name of the Lee Tire & Rubber Company. With their purchase, Goodyear acquired the industrial patents, commercial brands, original molds and the buildings, equipment and infrastructures of the Conshohocken industrial complex. After a major investment, the factory was put back on track although its life would last only fifteen more years, affected in part by the arrival of radial tire technology.

The already obsolete Lee factory closed in 1980. Two years later, the production of Lee tires moved from Conshohocken to nearby Valley Forge where it remained until 1987, when it became entirely dependent on the historic Kelly-Springfield company, converted into a subsidiary of Goodyear since 1936. In the following years, Lee tires continued to be manufactured, targeting specific sectors such as heavy vehicles and the agricultural market. At the end of 2006, Goodyear announced that the production of Lee tires would cease, putting an end to almost one hundred years of the brand's history.<sup>20</sup>

### 3. Finite smile

John Ellwood Lee was an enterprising and active person who was involved in every aspect of the business, from research, engineering, production, workforce relationships, marketing and even the design and printing of product labels and promotional materials.<sup>21</sup> The incorporation in 1912 of the “Laughing Face” mascot created to advertise their tires also had his approval (figs. 1-3). In this early stage, the advertising activity of the company was under the responsibility of H. M. Applegate, who served as advertising director until his departure at the end of the summer of 1914.<sup>22</sup>

As specified in the design's legal registry —reference number 68,692, granted on July 15, 1913—, it was the “Illustration of man's face in section of tire.”<sup>23</sup> Being more precise, the cross section of a pneumatic tire from a frontal view created a characteristic horseshoe-shaped profile that framed the smiling face of an automobile driver, recognizable by the protective glasses propped up on his forehead. As for the pneumatic tire, the part that corresponded to the tread—the crown on the head of the character—, shows a pair of twisted nails that are unable to perforate the tire's tough cover which was reinforced by inner layers of metal discs that formed an impenetrable mesh. This resistance is what makes the driver happy, who wears a satisfied smile feeling impervious to punctures.

This figure, invariable in his gestures but sometimes endowed with a body and animated, was accompanied by the slogan “Turn Miles into Smiles” or its variant “Smiles at Miles.” Both slogans made use of the formal and phonetic similarity of the words smiles and miles. The phrase “turn miles into smiles” refers to smooth driving, without blowouts ... and without irritation. The agency responsible for the creation of the mascot and its happy slogan was the Charles Blum Advertising Corp. from Philadelphia, founded in 1907 by the same Charles Blum (1880-1965), “(...) responsible for numerous national advertising successes, principally auto accessories, seeds and flowers, books, and suburban and farm home supplies. Originated among other slogans, ‘Turn Miles Into Smiles’ (...).”<sup>24</sup>

The smiling tire was reproduced in press advertisements (figs. 4-12 and 16-24), identification signs, on delivery vehicles (figs. 75-77) and in all types of corporate informative and promotional material, as well as in that used by establishments of the company's commercial network (figs. 13-15), until its early retire-

ment in 1917. It is likely that the dark times experienced as events of the Great War in Europe developed and of the imminent United States entry into the conflict influenced the withdrawal of such a cheerful mascot.

In parallel to the constant presence of the mascot, the design of the advertisements for Lee tires used another series of graphic elements in their composition. This included enhancing the brand by applying a large initial ‘L’ as a border containing different messages and illustrations (figs. 16-21). They also took advantage of the unmistakable zigzag tread pattern and its imprint on the road as an ornamental and identification element (figs. 21-25). Between 1913 and 1920, the advertisement illustrations, in addition to showing the large pneumatic tires and their technological virtues (figs. 30-33), also portrayed different characters. Some were protagonists of everyday driving scenes while others referred to patriotic symbols such as the Statue of Liberty or the Bald-headed eagle (figs. 34-35). Or they embodied malevolent beings who were responsible for the main evils stalking tires on the road (figs. 26-29).

#### 4. Pedigree tires

At the beginning of 1920 an extensive advertising campaign was launched to present the three basic models of Lee pneumatic tires. It employed the image of a dog—one that was in movement, running—as a symbol which embodied numerous treasured virtues. Associated positive concepts such as protection, reliability and safety were perfect to express the behavior required by tires while being driven on the road. Each of them was associated with a different breed: the American pit bull terrier for the Puncture Proof model; the Russian greyhound for the Cord; and the Airedale terrier for the Fabric model. The image of the three dogs running parallel to the tire they represented was applied to press advertisements, billboards and various promotional media (figs. 92-94).

In the mid-twenties an important advertising effort was made to promote the Lee Cord De Luxe pneumatic tires, the manufacturer’s star model. In the graphic aspect, the company’s logotype formed the word ‘LEE’ and was temporarily cast in thick capital sans-serif letters (figs. 36-38). After the smiling corporate and promotional mascot was eliminated, the elements of graphic identity—the logotype or the zigzag footprint—were joined by a new triangular symbol with the appearance of an arrowhead inspired by the shape of the lateral studs characteristic of the pneumatic tire tread (figs. 38, 78 and 82-83).

One of Lee’s campaigns that had the greatest impact was titled the “Torture Test.” In 1922, specifically during the third week of June, establishments throughout the country associated with their commercial network carried out public demonstrations of the Lee Puncture-Proof tire’s resistance to perforations. Supported by a press campaign published in the respective local newspapers, these businesses showed attendees of various exhibitions how an automobile equipped with Lee tires carrying passengers, bearing all that weight, could be driven over a bed of nails without being punctured. For this purpose the manufacturer distributed around 10,000 panels 90 cm long, 20 cm wide and about 5 cm thick with sloped ends to facilitate the mounting of the vehicle. These panels contained nineteen rows of nails with each having a width of five nails, although some establishments manufactured their own “bed” of nails (figs. 84-90 and 92).<sup>25</sup>

By the end of 1926 Douglas A. Patterson, the director of advertising at that time, left Lee Tire & Rubber Company and was replaced by George H. Duck.<sup>26</sup> It was under his leadership when, at the beginning of 1927, a new character emerged that would persistently be utilized as a mascot—shown in different manners in press advertisements—and as a corporate symbol—in a characteristic fixed pose—in the

company's tire advertisements. This new mascot consisted of a fox-terrier breed of the so-called "wire-haired" variety with a characteristic spot on the back and another, like a patch, framing his left eye. I was unable to determine the reasons for the choice of this animal, beyond verifying its presence in advertisements between 1927 and the early 1940s. Perhaps it was linked to the possible consideration of fox-terriers being associated with high end consumers. In the 1927 and 1928 campaigns, the illustrator Lyle Justis (1892-1960)<sup>27</sup> was commissioned to make numerous illustrations in which the automobile—equipped with Lee tires—was the protagonist in scenes of leisure and socializing where numerous characters were portrayed and where the fox-terrier was also present (figs. 41-50). In later campaigns between the 1930s and the beginning of the following decade, the mascot appeared as an emblematic signature for advertisements, independently of illustrations shown in them, taking the role of a corporate symbol (figs. 53-60).

Between 1942 and 1946, the Lee Tire & Rubber Corporation advertisements focused on strengthening the company's image after fully incorporating Republic Rubber as a division of the group. They also contributed to the patriotic current and the war effort generated by the Second World War (figs. 61-64). The Republic factory in Youngstown, Ohio concentrated its production on hoses and belts as well as on molded and extruded rubber products and parts. The Lee Tire & Rubber factory in Conshohocken was basically dedicated to producing tires and inner tubes. After the end of the conflict, the advertising campaigns that had shown the industrial contribution of Lee and their Republic division in the manufacture of material destined for military use gave way to others where, in a climate of unity and reconstruction, the values of the American family and the aspirational longing for the 'American way of life' prevailed (figs. 65-69).

## 5. The smiling tire

In 1958, the BF Goodrich tire company launched an advertising campaign with the slogan "Smileage!" This merged into a single word the ideas expressed by the slogans "Smiles at Miles" and "Turn Miles into Smiles," the titles which had headlined Lee Tire & Rubber advertisements from 1911 until 1917. The term 'smileage' was the result of contracting smile and mileage, although the new word acquires another powerful associated meaning: 'smileage,' the sum of smile [smile, laugh] and age [era, epoch, age] would literally mean "the era of smiling" or "the time to smile." The graphic representation chosen to formalize this concept was that of a tire with a face exhibiting a huge smile emerging from its center. The illustration of the smiling tire was used in advertisements, in all kinds of promotional elements as well as in the identification signs for establishments and repair shops associated with the commercial network of BF Goodrich until the end of the decade (figs. 97-103).

This "Era of Smiling" proclaimed in the BF Goodrich advertisements is related to the analysis made by the psychologist Norman Kiell (1961) in his article "The myth of fun" which is referenced in the bibliography. Kiell cites BF Goodrich's "Smileage!" campaign as yet another from a list of examples for advertising texts and slogans of the time, in which advertisers conveyed the desire and longing for a happy life. As he states:

"The exclamation point [present in "Smileage!"] is apparently the imperative demand for us to have fun, to make the most out of a pallid life, to be happy."

In fact, it appears to be a call to consumption, to the demand for goods that satisfy real or created needs and indirectly, a boost to productive activity that would reactivate the flow of the economy in an era of anxiety:

“Despite our compulsive drive to have fun and be happy, somehow or other most of us are not having happy fun. This compelling need for fun and happiness seems to be a reaction formation masking people’s real needs. Fun, injected into things that previously no one thought required fun, is a symptom of the age of anxiety. These things could be satisfying or pleasurable but not necessarily fun.”<sup>28</sup>

A tire in and of itself is not fun ... therefore, in advertising, to transmit and connect with human moods and emotions—the expressiveness of facial features is basic—, it is common to resort to the anthropomorphization of inanimate objects (see figs. **95-110**). This is exactly the case of the smiling face framed in a pneumatic tire to simulate a human head. The smiling tire was the advertising response to a time of crisis and changes that BF Goodrich was undergoing.

Between 1955 and 1962 the company saw their profits decrease by 45%. The success of the chemical division had led to the neglect of the historic tire division, which constituted half of the business’ volume. Two aspects were crucial in turning the situation around. On the one hand, company management implemented a severe corporate strategy that emphasized marketing principles. Structures and personnel were changed to develop a plan in which “Manufacturing executives, like those at Goodrich, were supposed to adopt a marketing orientation toward production—not making goods and offering them for sale but exploring what customers desired and designing and fabricating products accordingly.”<sup>29</sup> The other key factor was the approval in 1956 of the Federal-Aid Highway Act, which defined the financing of constructing an extensive interstate highway network. Improving road facilities for traveling by car would translate into greater mobility of the population, both for commuting to homes located far away from cities as well as for the opening of new routes to enhance tourism. In anticipation of this demand, the tire companies reacted by increasing their production capacity and developing the relevant distribution and sales channels.

## Notes

1. As can be read in “Early twentieth-century expansion,” one of the sections of *The Conshohocken Historical Survey*, a report prepared by the Bureau for Historic Preservation of the Pennsylvania Historical and Museum Commission with the help of the historical society and the local City Council. Available at the official municipal website: [www.conshohockenpa.org/visitor/history](http://www.conshohockenpa.org/visitor/history).
2. “J. Ellwood Lee buys J. Ellwood Lee Co.,” *The Conshohocken Recorder*, May 12, 1911, p. 1.
3. As explained in the 1910 news item published in the newspaper *The Conshohocken Recorder*, “Town notes,” May 17, and “Few perfect scores in Norristown run,” May 20. The tires were tested in other competitions. Lee entered a new vehicle on the Glidden Tour held between June 14 and 30, 1910, consisting of route covering 2,850 miles. Approximately thirty participants had to start from Cincinnati, cross several states and reach the finish line in Chicago, as stated in the article “Town notes,” *The Conshohocken Recorder*, June 14, 1910, p. 4.
4. “No more punctures,” *The Conshohocken Recorder*, September 27, 1910; “The ‘Jelco-Atlas’ Puncture Proof inner tube,” *Cycle and Automobile Trade Journal*, January 1, 1911; “J. Ellwood Lee Company,” *Motor*, January 1911.
5. “Suit against Lee Company,” *The Conshohocken Recorder*, March 26, 1915, p. 1. It can also be read in the advertisement published by Spencer & Dando in *The Washington Post*, June 26, 1910, p. 25.
6. “The J. Ellwood Lee Co.’s new rubber plant,” *Cycle and Automobile Trade Journal*, July 1, 1910, p. 155; “A brief sketch of the Lee Tire & Rubber Company,” *The Conshohocken Register*, Conshohocken, Pennsylvania: Record Publishing Co., 1920, pp. 92-95.
7. “Town notes,” *The Conshohocken Recorder*, December 20, 1910, p. 4.
8. “New incorporations,” *The India Rubber World*, August 1, 1911.
9. As reflected in the eight-page commercial catalog *Jelco Tires, White Tread: Puncture-proof Tires, Puncture-proof Inner Cases, Gray Tubes and Jelco Red Tubes: Manufactured by J. Ellwood Lee Co.* published by the J. Ellwood Lee Co. in 1911.
10. “The J. Ellwood Lee Co.’s new rubber plant,” *Cycle and Automobile Trade Journal*, July 1, 1910, p. 155; “The J. Ellwood Lee Company,” *Motor*, March 1911, p. 66.
11. As Burbank explains (1990), referring to Dorothea Staley, Conshohocken historian and author of the article “Biography of J. Ellwood Lee,” published in 1987 by the Conshohocken Historical Society.
12. “A new anti-skid tire,” *The India Rubber World*, September 1, 1913.
13. “Zig-Zag,” brand registered on November 10, 1914 with reference number 70,907 in the United States Patent and Trademark Office, as compiled in “Recent patents relating to rubber,” *The India Rubber World*, January 1, 1913.
14. As can be read in the text of the advertisement published in the specialized magazine *The Horseless Age*, January 28, 1914. The trademark “Vanadium” was registered legally on June 9, 1914 with reference number 76,698, for commercial use in the rubber industry sector.
15. “The obituary record: J. Ellwood Lee,” *The India Rubber World*, May 1, 1914.
16. “Lee,” *The India Rubber World*, January 15, 1920.
17. “Interesting notes of the rubber world,” *India Rubber Review*, February 15, 1921, p. 131; “Lee Tire & Rubber Co. has a big month,” *The Conshohocken Recorder*, July 22, 1921, p. 1; “Lee Tire & Rubber Corporation,” *The India Rubber World*, April 1, 1922; “Lee reports better business,” *India Rubber Review*, April 1922, p. 64.
18. Ibid.
19. In the chapter “The Industry in Depression, 1929-1940,” p. 60, from the excellent book by Michael J. French (1991), *The US Tire Industry. A History*, the prolonged effects of the crisis of the stock market crash of 1929 is explained. This allowed Lee Tire & Rubber to take over, in 1936, one of its



- rivals in the sector, the financially weakened Republic Rubber Co., a tire manufacturer based in Youngstown, Ohio. It must be an error because it was really in 1923 when the acquisition occurred. “Lee R. & T. Co. takes over Republic Rubber Co.,” *The Conshohocken Recorder*, May 25, 1923, p. 1.
20. “Goodyear will eliminate Lee and Star associate brands,” *Modern Tire Dealer*, November 27, 2006. The article cites company sources to explain the reduction of associated brands as part of a business strategy dedicated to focusing efforts on their main products. The “Star” brand was also eliminated, another historic reference in the tire business since 1912 and incorporated into Goodyear after the purchase of Kelly-Springfield—who, in turn, had acquired The Star Rubber Company in 1962. The text also explains Goodyear’s intention to keep active other brands such as “Kelly-Springfield,” “Republic” and “Remington.”
  21. Burbank (1990), p. 13.
  22. “H. M. Applegate,” *Printers’ Ink*, September 24, 1914, p. 12. Applegate left Lee Tire & Rubber Co. to work, also as advertising director, for the rival company Rutherford Rubber Company in Rutherford, New Jersey.
  23. “Recent patents relating to rubber,” *The India Rubber World*, September 1, 1913.
  24. As mentioned in the short professional biography of the publicist Charles Blum included in the book *Who’s Who in Advertising*. Detroit: Business Service Corporation, 1916, pp. 6-7.
  25. As explained in the article “Getting dealers to make successful street demonstrations,” *Printers’ Ink Monthly*, August 1922, pp. 50-53. An example of the local application of the campaign is reflected in the news—actually a type of advertising camouflaged as editorial content—published in the newspaper “Tires will be given hard tests,” *Oakland Tribune*, June 4, 1922.
  26. “Changes in personnel,” *Advertising & Selling*, December 1926; “George H. Duck,” *The India Rubber World*, March 1927.
  27. For more information on Lyle Justis, see the short article “Lyle Justis,” *The Philadelphia Scene*, Philadelphia: Gatchel & Manning, December 1941. This data, as well as more information about his life and work, was personally provided to me by Bill Patterson, President of the Philadelphia Sketch Club, of which Justis was at the time, a prominent member. The Sketch Club is an institution founded in 1860—the oldest of North American plastic arts—which, in 1894, already had more than 400 members. Some of the illustrious artists who were listed as members were Joseph Penell, N. Wyeth, Howard Chandler Christy and Maxfield Parrish, among others.
  28. Kiell (1961), pp. 1-10.
  29. As explained by Blackford and Kerr (1996) in the chapter “A troubled Goodrich: traditional products and corporate strategy, 1957-1971,” pp. 261-273.

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*LEE Tire & Rubber Co.*  
**LEE**  
**AUTOMOBILE TIRES AND TUBES**



LEE  
 PUNCTURE PROOF  
 TIRES



NO  
 MORE  
 PUNCTURES

**SMILE!** The smiling tire mascot headed the promotional and corporate stationery of Lee tires since the company's inception, promising "No more punctures" and giving motorists a smile. The character stood out as a contrast to the typical image of the bad-tempered driver, systematically afflicted when traveling by car due to poor road conditions along with the continuous obstacles and complexity that involved the maintenance and repair of automobile parts such as the tires themselves. John Ellwood Lee went from manufacturing medical and surgical supplies that doctors utilized for their patients' health care treatments to producing new, smiling and healthy tires that were immune to punctures on the road.

1. The smiling tire illustration from the cover of the brochure *No more Punctures*, published by the Lee Tire & Rubber Company in which the advantages of Lee Puncture-Proof tires are explained along with advice and user testimonies, 1911.
2. Detail of Lee's corporate stationery header, from a letter dated March 1912. 3. Photographic portrait of John Ellwood Lee., c. 1900.

## NO MORE TIRE TROUBLE

*NO PUNCTURES, NO BLOW-OUTS*

Your discarded outer cases can be made good for hundreds of miles if you use the

**Jelco-Atlas**  
PUNCTURE-PROOF  
Inner Case



Turns miles into smiles

a cushion of rubber containing round steel discs so overlapped, without touching, that punctures are an impossibility. Easily put in place, when in position reinforces the whole tire structure, particularly at the points most liable to blow-outs.

Hundreds of letters from all parts of the country prove that this is the only practical method of making tires puncture proof.

Send for leaflet "A", detailing the experience of many motorists and explaining construction.

**J. ELLWOOD LEE COMPANY**  
*Jelco Tires and Tubes*  
CONSHOHOCKEN, PA.

Turn  
*Miles*  
into  
*Smiles*



**JELCO**  
PUNCTURE-PROOF  
TIRES

Absolutely resilient. You won't know it's a puncture-proof—till you strike a nail.

**We guarantee it 100% puncture-proof**

Costs less in the year's run. Booklet A proves that. Write for it *today*.

*DEALERS write for special proposition.*

**J. Ellwood Lee Co., Conshohocken, Pa.**  
*Mfrs. Jelco Tires and Tubes and Jelco-Atlas Puncture-Proof Inner Cases*

### FROM THE JELCO ACRONYM TO THE LEE SURNAME.

The series of advertisements presented on this double page shows how the first Jelco Puncture-Proof tires manufactured by the J. Ellwood Lee Company changed their name to Lee Puncture-Proof once the company was re-founded and legally constituted in June 1911 as the Lee Tire & Rubber Company. The name change can be seen in the footer of each advertisement and it is also clear that the mascot associated with the product remained unchanged during the process.

- 4-5. Modular advertisements published in *Motor* magazine, December 1910 and March 1911.
- 6. Full-page advertisement published in the magazine *Cycle and Automobile Trade Journal*, January 1911.
- 7. (Opposite page). Advertising module published in the magazine *The American Review of Reviews*, June 1911.
- 8. (Opposite page). Advertising module published in the specialized magazine *Motor*, November 1911.

**JELCO**  
PUNCTURE-PROOF  
TIRES

Turn  
*Miles*

Into  
*Smiles*



*Never touched me*

**Guaranteed 100% Puncture Proof**

The first and only puncture-proof tire ever offered the motorist having all the resiliency of a regular casing.

*DEALERS*, write for our proposition **TO-DAY**

**J. ELLWOOD LEE COMPANY** :: Conshohocken, Pa.  
Makers of Jelco Tires and Tubes and Jelco-Atlas Inner Cases

# JELCO PUNCTURE-PROOF TIRES



**Turn *Miles* into *Smiles***

You can't expect the man who has to change tires in the hot sun, or the pouring rain, to smile. But the man who uses the Jelco Puncture-Proof goes by smiling—can afford to, when he remembers the time and trouble he saves, the delays he avoids, the expense he is spared. No need of demountable rims; maintenance and equipment cost cut to a minimum.

**Guaranteed 100% Puncture-Proof**  
—and as resilient as any regular casing

Booklet E explains the unique construction and many advantages of the Jelco Puncture-Proof. Send for it *today*.

Special proposition for dealers—get it *today*.

**LEE TIRE AND RUBBER COMPANY**  
CONSHOHOCKEN, PA.  
*Makers of Jelco Tires and Tubes and Jelco-Atlas Puncture-Proof Inner Cases.*

# LEE TIRES



**Increased Mileage**

*and a smile with every mile.* The tough white tread, the increased satisfaction and better wear that come only from our unique one cure wrapped tread-process, is explained in our booklet A—sent on request. Write for it *today*.

We make a puncture-proof tire that has proven its right to replace any pneumatic on any truck. Shall we send information?

**Lee Tire & Rubber Co**  
Conshohocken, Pa.

# LEE TIRES

FORMERLY "JELCO"



Running all through our products you will note the *fixed purpose to excel* that means more than all else in the production of better goods and lasting reputation.

Their beautiful lines and workmanship appeal to the expert eye. Examination reveals unequalled quality of rubber, and the strongest and best fabrics that money can buy.

The result is increased mileage—and satisfaction every mile of the way.

We do not always follow the beaten path; we progress—but we prove every new departure by scientific and practical road tests.

## Lee Zig-Zag Tires

differ materially from the conventional "anti-skids" in pattern—also in the fact that they **actually prevent skidding** and give a surprising mileage under the hardest cars.

It took courage, in the face of prejudice and other people's failures, to work out successfully the problem of making rubber tires puncture-proof *without* loss of resiliency.

## Lee Puncture-Proof Tires

have won out. Even in the hard service of medium trucks and taxicabs they are giving that increase of mileage and decrease of bother that puts our "puncture-proof" smile on the faces of the owners.

If you want "better" tires, send at once for our booklet F.

We have a new specially interesting proposition to large distributors. Advertising helps furnished for all Lee Tire products.

**STORES AT**  
225 No. Broad St., Philadelphia 620 So. Michigan Ave., Chicago  
1628-30 Broadway, New York 1212 Woodward Ave., Detroit  
103 Massachusetts Ave., Boston 615 Century Bldg., St. Louis

**LEE TIRE & RUBBER CO**  
CONSHOHOCKEN, PA.  
*J. Ellwood Lee, President*

"Turn Miles into Smiles"

**Lee PUNCTURE-PROOF OR MONEY BACK Pneumatic Tires**

**THIS** old hardware was removed by car owners from their LEE PUNCTURE-PROOF PNEUMATIC TIRES.

The motorists who sent it in—and thousands of others—know that they are absolutely protected against punctures, delays and high inner-tube expense by these tires.

LEE PUNCTURE-PROOF PNEUMATIC TIRES are the only pneumatic tires guaranteed absolutely puncture proof. Want to see a copy of that guarantee? Then write for our Booklet "N" today. It is free.

**LEE TIRE & RUBBER CO.**  
Conshohocken, Pa.

**PROTECTIVE SMILE.** According to the advertisement text, this varied collection of nails, tacks, horseshoe fragments and screws were removed by different drivers from their Lee Puncture-Proof tires and sent to Lee Tire & Rubber as a sign of the tires' imperviousness. In the center, surrounded by hardware and immune to their punctures, we see the unmistakable smiling mascot.

10. Full-page advertisement published in the generalist *Cosmopolitan Magazine*, June 1914.

# Lee Tires

**5000  
Miles  
Guaran-  
teed**

**Smile  
at  
Miles**

**CHANSLOR  
& LYON CO.**  
PACIFIC COAST  
DISTRIBUTORS  
12th & Grand, L. A.  
Stores in Los Angeles, Fresno, Oak-  
land, San Francisco, Portland,  
Seattle, Spokane and Tacoma.

**A Real  
Non-Skid  
that is  
Non-  
Skidable**

**Laugh  
at  
Rain**

**ASK YOUR LEE DEALER. HE KNOWS THEIR WORTH**

**FULL BODIED.** This page shows two appearances of the smiling mascot adapted in the form of full-length figures in two Chanslor & Lion advertisements, an official Lee tire distributor for the Pacific Coast area. The illustrations show the mascot embodying the Lee Puncture Proof smooth-tread tires, accompanied by the usual slogan "Smile at Miles," and the new Lee Anti-skid tires with a rubber non-skid tread pattern, accompanied by an alternate slogan "Laugh at Rain."

- 11. Half-page horizontal advertising module published in the magazine *Touring Topics*, November 1916.
- 12. Half-page horizontal advertising module published in the magazine *Touring Topics*, February 1914.

## "Smile at Miles"

That slogan **ought** to sound good to every motorist. That it **does** is proven by the enormous increase in sales of

# Lee Tires

—the real "turners of miles into smiles."

You'll never know all the joys of motoring until your car is equipped with Lee Tires. Ask us or any "Lee" dealer for further information.

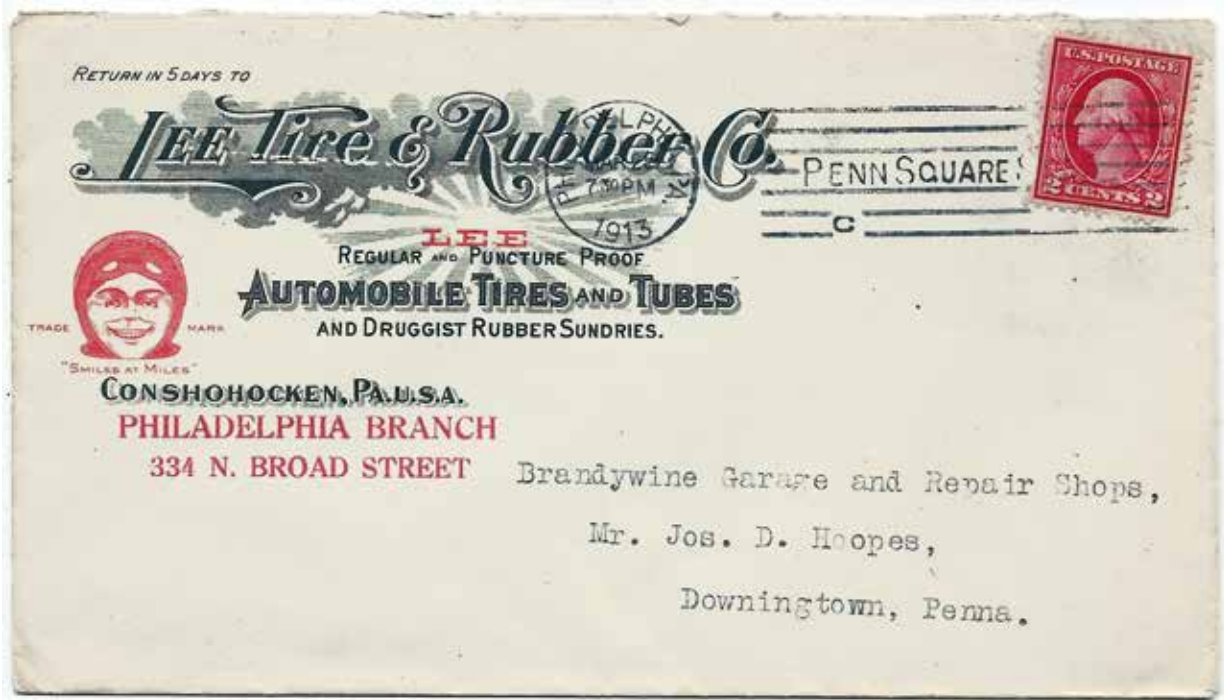
## CHANSLOR & LYON CO.

Pacific Coast Distributors Lee Tires, Stromberg Carburetors,  
Harris Oils, Hess-Bright Bearings, etc.

**Twelfth and Grand, Los Angeles**  
Stores at Los Angeles, San Francisco, Oakland, Fresno, Port-  
land and Seattle.

Still on at our old store, 945 South Main Street. Hundreds of odds and  
ends in motor accessories at sharp reductions.

**Removal Sale--**



**FACIAL BRANDS.**

The above images present three examples of how the pneumatic mascot was applied in different supports: in the company's corporate stationery, in one of their commercial brochures and as a promotional gift object.

**13.** Corporate envelope of the territorial Lee Tire & Rubber branch office in Philadelphia, addressed to one of the establishments associated with the commercial network, postmarked on March 26, 1913.

**14.** Promotional Lee tire tape measure, manufactured by Whitehead & Hoag Co. in Newark, New Jersey. Dimensions: 5 cm in diameter, c. 1912.

**15.** Cover of a promotional brochure, c. 1912.



**LEE PUNCTURE-PROOF TIRES**

LEE RUBBER GOODS  
TIRES  
LEE TIRE AND RUBBER CO.

36 X 4 1/2  
LEE TIRE  
KEEP PRESSURE UP TO 35 LBS.  
LEE TIRE & RUBBER CO. CONSHOHOCKEN, PA.

**Pneumatic**  
—resilient  
—puncture-proof

Under the "tread" and its cushion—armor-protecting and reinforcing the Tire body—is imbedded an impenetrable shield of copper-plated, tempered steel discs, fabric-backed in triple series. These discs overlap without touching, and are vulcanized to the rubber so perfectly that frictional heat is impossible.

**194,756 miles—  
not a puncture**

is the service one truck user reports from 36 Lee Puncture-proof Tires. An average of 5409 miles per tire—without a single inner tube replacement. Tire service like this is worth looking into! Write for our booklet Z at once!

**Lee Tire & Rubber Co.**  
CONSHOHOCKEN, PA.

Smiles at Miles

**IDENTIFYING FRAME.** The advertisement shown above employs, in addition to the image of the smiling mascot, one of the graphic elements that characterized the design of the first campaigns: a large capital letter 'L', the initial of the Lee Tire & Rubber Co.

16. Full-page two-ink advertisement published in the magazine *Country Life in America*, April 15, 1912.



# LEE TIRES

Formerly "Jelco."

Running all through our products you will note the *fixed purpose to excel* that means more than all else in the production of better goods and lasting reputation.

Examination reveals unequaled quality of rubber, and the strongest and best fabrics that money can buy.

The result is increased mileage—and satisfaction every mile of the way.

We do not follow the beaten path—but we prove every new departure by practical road tests.

## LEE ZIG-ZAG TIRES

differ materially from the conventional "Anti-skids" in pattern—also in the fact that they **actually prevent skidding** and give a surprising mileage under the hardest cars. Even in the hard service of medium trucks and taxicabs,

## LEE PUNCTURE-PROOF TIRES

are giving that increase of mileage and decrease of bother that puts our "puncture-proof" smile on the faces of the owners. Puncture-proof—yet resilient.

If you want "better" tires—send at once for our booklet II, and drop into our agencies in New York, Boston, Philadelphia, Detroit or Chicago.

# LEE TIRE & RUBBER CO.

CONSHOHOCKEN, PA.  
J. Ellwood Lee, President



"Turn Miles into Smiles"



**Too late!**

"Smiles at miles"

### Are you a success? What is your time worth?

Can you afford to gamble with punctures—missing important engagements; losing by one such occurrence the cost of puncture-proof insurance for a year?

Play safe! Only one-fifth of a cent a mile has protected others. It will protect you against punctures and lost time—against the high expense for inner tubes that punctures invariably cause.

## Lee Puncture Proof Pneumatic Tires

must prove absolutely puncture-proof—or you get back every cent you paid for puncture insurance.

Back of that statement stands an absolute guarantee.

That we send a copy of the guarantee, and pamphlet "L," with first order on application and return of name of service?  
How taking pleasure? Write today for this free booklet.

LEE TIRE & RUBBER CO.  
Conshohocken, Pa.

Sold in every leading city

Simply look up "Lee Tires" in your telephone book

### Note this construction

Not a weakness could cover to kill reality—not an inner case to be smacked.

1200 steel discs imbedded in a cushion directly under the tread.

Each disc good for a smile—and for more than a mile.

Every disc a guarantee against punctures.

Discs overlapped without touching. Imbedded in rubber—free from all danger of heating or tearing loose.

Made like all Lee Tires, of the finest rubber and best fabric on the market. Cured by latest perfected process which makes factories use but a portion of their product.

It is any wonder they last longer on this city streets?

—I had that I have on at the present time. There are four on all four wheels. They have been on these tires for some time. I have not had a puncture since. I have had a lot of them, but I have never had a puncture since. I have had a lot of them, but I have never had a puncture since. I have had a lot of them, but I have never had a puncture since.

**DRIVING SCENES.**

Several of the advertisements for the Lee Tire & Rubber Co. during 1912-1914 utilized the large capital 'L'—Lee's initial—as a square frame to border the text, illustrations, logotype and the corporate mascot. The examples included on this page present three different scenes. Above, a large tire shows the new Lee Puncture-Proof tire tread and its characteristic zigzag pattern. The above image on the right depicts a desperate driver who has a blowout that prevents him from arriving in time to catch the last boat, which has already sailed off and left; his car was not equipped with Lee tires. To the right, a proud chauffeur is congratulated by his passenger after three weeks of traveling by car without having any punctures; the automobile is, of course, fitted with Lee tires.

- 17. Advertisement in *Life*, January 11, 1912
- 18. Advertisement published in *The Literary Digest*, December 27, 1913.
- 19. Advertisement published in *The Literary Digest*, August 30, 1913.



**"His Chauffeur put one over on him"**

No wonder Mr. Tire-Trouble-Ridden Motorist was so disgruntled that he wanted to sell the car.  
Punctures—immediate replacements, delays—misappointments without end had been his lot.  
But Mrs. Tire-Trouble-Ridden Motorist demanded at least "one more cross country trip," so he plucked in to get ready. Getting ready consisted largely of selling James—the chauffeur, to buy what was needed, and reaching no matter what happened, to blame it on James.  
We see them at their home on their return.

They have been away for over three weeks. There is a smile on every face. The car is not going to be sold. For the whole tour has been one continuous "joy ride"—in the right sense of the word. Not a puncture have they had. No delays—despite as bad roads as any car is likely to encounter. The chauffeur had you over one Mr. Tire-Trouble-Ridden Motorist—who had equipped the car with

# LEE Puncture-Proof TIRES

Regular Tread on Front      Pneumatic      Anti-Skid on Rear Wheels

These are the tires that every motorist should investigate. They are the only pneumatic tires that **must** protect you against punctures, or you get

### A Cash Refund

of every penny that you paid for puncture insurance.

These isn't a single way you can lose. We guarantee that you will not purchase your tires. The experience of users who have averaged 60,000 miles per tire on 140 tires under the hardest kind of service—without a single puncture or inner-tube replacement—warrants that guarantee. You must gain, you must get more than your money's worth. Can you afford to delay longer—when absolute freedom from punctures is yours!

Write today for descriptive booklet "L," enclosing the Lee Guarantee and the unique steel-disc-in-rubber-cushion construction that makes this tire guarantee possible. Reasonable satisfaction guaranteed, too, for the asking.

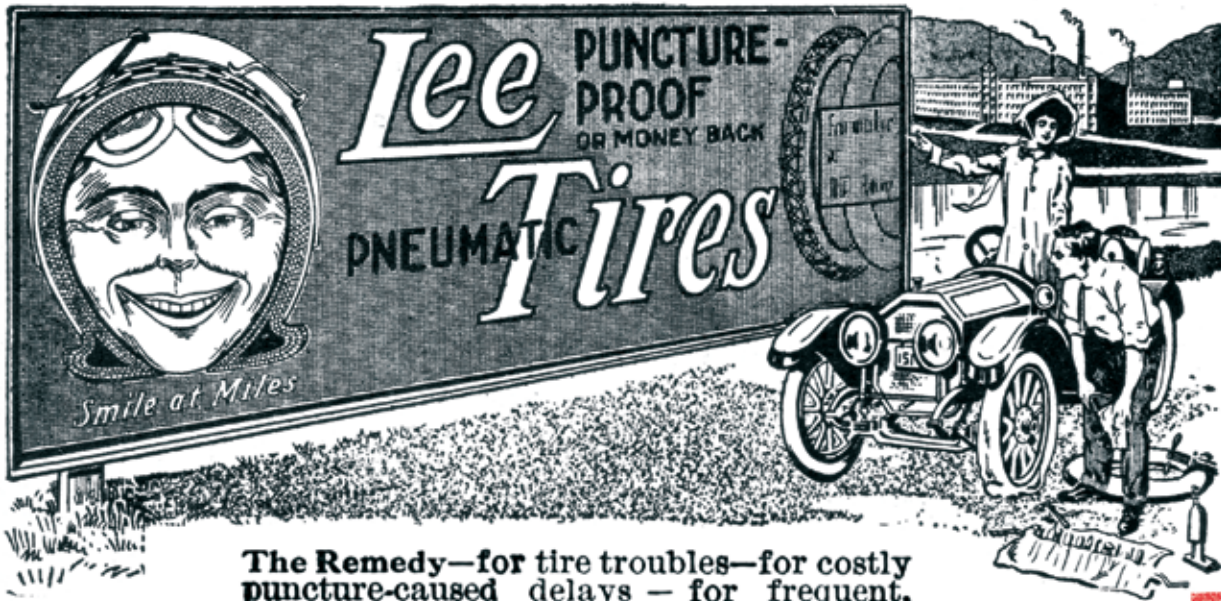
## LEE TIRE & RUBBER COMPANY

Conshohocken, Pa.

SOLE DISTRIBUTORS WITH BROADWAY, NEW YORK CITY: 1915 (Telephone 1000) G. J. McCarty, Inc. (Telephone 1000) B. W. McCarty, Inc. (Telephone 1000) C. W. McCarty, Inc. (Telephone 1000) D. W. McCarty, Inc. (Telephone 1000) E. W. McCarty, Inc. (Telephone 1000) F. W. McCarty, Inc. (Telephone 1000) G. W. McCarty, Inc. (Telephone 1000) H. W. McCarty, Inc. (Telephone 1000) I. W. McCarty, Inc. (Telephone 1000) J. W. McCarty, Inc. (Telephone 1000) K. W. McCarty, Inc. (Telephone 1000) L. W. McCarty, Inc. (Telephone 1000) M. W. McCarty, Inc. (Telephone 1000) N. W. McCarty, Inc. (Telephone 1000) O. W. McCarty, Inc. (Telephone 1000) P. W. McCarty, Inc. (Telephone 1000) Q. W. McCarty, Inc. (Telephone 1000) R. W. McCarty, Inc. (Telephone 1000) S. W. McCarty, Inc. (Telephone 1000) T. W. McCarty, Inc. (Telephone 1000) U. W. McCarty, Inc. (Telephone 1000) V. W. McCarty, Inc. (Telephone 1000) W. W. McCarty, Inc. (Telephone 1000) X. W. McCarty, Inc. (Telephone 1000) Y. W. McCarty, Inc. (Telephone 1000) Z. W. McCarty, Inc. (Telephone 1000)



For more information, write to Lee Tire & Rubber Co., Conshohocken, Pa.



The Remedy—for tire troubles—for costly puncture-caused delays—for frequent, expensive inner-tube replacements—

## Lee Puncture-Proof Pneumatic Tires

LEE PATENTS

Not a troublesome outer covering to kill resiliency—not an inner casing to be attached—but an *extra service pneumatic tire* which gives you all that any other tire does, *plus freedom from punctures*. A pneumatic tire that is protecting others from punctures at one-fifth of a cent per mile.

Thousands of motorists call Lee Puncture-Proof Pneumatics “the tires that put the *sure* in pleasure”—there are 3,200 puncture-proof reasons why. Every reason a specially treated armor-steel disc, imbedded in rubber, in overlapping layers, with heavy fabric between—which makes friction and heating impossible.

Made, like all Lee tires, of the **“Vanadium” Rubber**

Trade Mark

—the newly discovered Lee product which assures longer life, greater resiliency and comparative freedom from oil rotting. Considerably over size of average moulded tire.

Furnished with regular tread, or the Lee “Zig-Zag” Non-Skid, “Master of Slippery Situations.” Sold under an absolute

**“Puncture-Proof or Money-Back” Guarantee**

which assures you of freedom from punctures, or the return of every extra penny you paid for insurance against them. You can't lose—you have much to gain.

Write now—before you forget it—for a copy of that guarantee, and Illustrated Pamphlet Z—with full details on construction and owners' reports on service.

Sold in every leading city. Simply look up “Lee Tires” in your 'phone book.

**LEE TIRE & RUBBER CO.**  
Conshohocken, Pa.

**BILLBOARDS.** The above illustration shows one of the outdoor publicity billboards advertising Lee Tire & Rubber Company tires. In fact, such billboards really did exist with this same design and were usually placed in strategic places such as alongside motorways, at intersections and next to entrances accessing cities and towns.

20. Full-page advertisement published in the literary monthly magazine *The Philistine. A Periodical of Protest*, May 1914.

**ZIG-ZAG** Non-Skid  
TRADE-MARK  
**Tread**

*“Master of Slippery Situations”*

The non-skid that takes hold sure-Lee  
—that stops the car safe-Lee, despite try-  
ing conditions.

Does everything that a non-skid can be  
expected to do.

No magnifying glass is needed to see why. Its  
staunch, sharp-edged lateral ribs safeguard against  
side-slippage; its clear-cut, sturdy zig-zag takes hold  
like an anchor when the brakes are applied; while  
the broad, triangular surfaces between provide con-  
tinuous traction and lengthen the life of the tire.

Found only on Lee Regular Tires and

**Lee** *Puncture Proof* **Tires**  
*Pneumatic*

—the tires that put the *sure* in *pleasure*.

The tires that give dealers that real enthusiasm  
which spells “S-u-c-c-e-s-s.”

Why waste time trying to make the same old tire  
story seem new, when you can get

the tire line that the public wants  
—the Lee Tire Line

Let us tell you how **Lee Puncture-Proof Pneumatic Tires**—with  
their unique guarantee, “*Puncture-Proof or Money Back*,” have quadrupled  
sales in less than a year. Our proposition “A” gives the details.  
Isn't this what you want—a magnet that cannot fail to bring business?

**KELLY-FIELD CO.**  
1737 BROADWAY, NEW YORK  
General Sales Agents—Lee Tires, Lee  
Puncture-Proof Pneumatic Tires, Lee  
Zig-Zag Non-Skid Tires.

MADE BY  
**LEE TIRE & RUBBER CO.**  
CONSHOHOCKEN, PA.  
Sold in nearly every important city in  
America. Look up “Lee Tires” in your  
'phone book.

**LS AND S's.** The above advertisement combines three design elements that were identifying characteristics of Lee Tire & Rubber Co. advertising: the initial 'L', the track of the Zig-Zag tread and the corporate mascot. In this case additional emphasis is placed on the safety provided by driving with a non-skid tread, employing an ingenious play on words and the seductive hissing sound of the letter 's': “The tire that put the sure in pleasure” [interpreted as “The tire that brings safety to the pleasure (of driving)”] and “The tires that give dealers that real enthusiasm which spells ‘S-u-c-c-e-s-s.’”

21. Full-page advertisement published in the specialized monthly magazine *Motor*, January 1914.

**Abolition of Puncture**

*"INGENUITY abolishes mankind's losses and delays caused by defective utilities."*

ANY PNEUMATIC TIRE is defective if destructible by puncture.

**LEE Tires**  
PNEUMATIC NON-SKID PUNCTURE-PROOF

**ABOLISH PUNCTURE**

This abolition is secured by arming the tire vitals with layers of small impenetrable discs overlapped so that puncture is impossible.

**TWICE GUARANTEED**

LEE Puncture-Proof Pneumatic Tires are guaranteed Puncture-Proof under a cash refund, and are guaranteed in writing to give 5,000 Miles of service.

WRITE FOR BOOKLET "L"

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

Distributors in all the Principal Cities

Look up "Lee Tires" in your Telephone Directory



MILEAGE FIRST

TRADE MARK "SMILES BY MILES"

Zig-Zag Tread

**A Famous Shoe-Print!**

*"The Trail of the ZIG-ZAG Tread"*

EACH NEW LEE TRAIL on road or pavement signifies that one more motorist has obtained deliverance from the commonest and worst of tire evils—Puncture and Blow-out. Fewer tires. Less expense. More Mileage.

**PUNCTURE-PROOF GUARANTEED**

**LEE Tires**  
PNEUMATIC NON-SKID PUNCTURE-PROOF

Construction Described in New Booklet "L"

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

Look up "Lee Tires" in your Telephone Directory

Distributors in all the Principal Cities



MILEAGE FIRST

TRADE MARK "SMILES BY MILES"

**PUNCTURE-PROOF—GUARANTEED**

*The Trail of the ZIG-ZAG Tread*

**Leading the Revolt against the High Cost of Motoring**

**LEE Tires**  
PNEUMATIC NON-SKID PUNCTURE-PROOF

Least trouble, longest life, lowest cost-per-mile. No punctures or blow-outs—yet pneumatic. Fewer tires to buy, fewer to carry. Supreme resilience and positive anti-skid safety.

*Ingenious construction fully described in new booklet "L"*

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

Look Up "Lee Tires" in Your Telephone Directory



TRADE MARK "SMILES BY MILES"

**THE FOUR GREAT EPOCHS IN THE HISTORY OF TIRES**



METAL    SOLID RUBBER    PNEUMATIC    PUNCTURE-PROOF PNEUMATIC

**THE EVOLUTION OF THE WHEEL shoe exhibits four different phases: Metal, Solid Rubber, Pneumatic and Puncture-Proof Pneumatic.**

The history of the first three is universally known. The fourth and greatest development, the production of the LEE PUNCTURE-PROOF PNEUMATIC TIRE, marks a gigantic forward stride into the future of motoring. It signifies the definite passing of ROAD TROUBLE while still preserving the inherent COMFORT advantages of the pneumatic principle.

The elimination of puncture and blow-out naturally tends to increase the MILEAGE of the tire.

**LEE Tires**  
PNEUMATIC NON-SKID PUNCTURE-PROOF

Carry a definite written guarantee of immunity from puncture under penalty of a cash refund.

*Construction described in Booklet "L"*

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

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



MILEAGE FIRST

TRADE MARK "SMILES BY MILES"

**THE BRANDED TRACK.** The singular design of the Lee tire zigzag tread and the track that it marked on the surface of streets and roads by the automobile that was equipped with them were the protagonists of a long series of advertisements and their modular variants published in numerous widely circulated magazines, such as the examples shown here.

22. Advertisement published in *The Literary Digest*, April 15, 1916. 23. Advertisement in *The American Magazine*, September 1915.

24. Advertisement published in *Hearst's Magazine*, January 1914. 25. Advertisement in *Country Life in America*, October 1915.



**Road Demons Admit Defeat!**

Messrs. Puncture, Blow-Out, Wear and Tear—the destructive agents of the road—the enemies of the ordinary pneumatic tire meet their Waterloo in the Greatest Pneumatic Tire Improvement of all time.

**LEE Tires**  
PNEUMATIC NON-SKID PUNCTURE-PROOF

LEE Puncture-Proof Pneumatic Tires are Guaranteed Puncture-Proof under a *cash refund*. The LEE “vanadium” treatment of rubber doubles its toughness, and allows many Miles of Service.

*Booklet “L” Describes the Ingenious Puncture-Proof Construction*

**LEE TIRE & RUBBER CO.,** Conshohocken, Penna.  
Manufacturers of Rubber Goods Since 1883

*Dealers in all Principal Cities*      *Look up “Lee Tires” in your Phone Directory*

**PERILS OF THE ROAD.** This double page shows some of the advertisements from the 1916 advertising campaign, in which deleterious mascots were employed. This type of advertising strategy consists of creating malevolent characters that embody the problems or enemies that the consumer/user will overcome thanks to the reliability and virtues of the advertised product. In the advertisements shown above and on top of the following page, the four demons of the road Wear, Puncture, Blowout and Tear are presented, who admit their defeat due to the protection provided by Lee tires. In the lower section of the opposite page, destructive road agents, who are portrayed as muscular workers, try to perforate and damage Lee pneumatic tires using sledgehammers and drills to no avail.

**26.** Advertising module published in the generalist magazine *The Literary Digest*, June 10, 1916. Illustrated by William Gassner.

PUNCTURE WEAR TEAR BLOWOUT

**ROAD DEMONS GIVE UP**

They haven't a chance when cars are "Lee" equipped

**Lee PUNCTURE-PROOF OR MONEY BACK Pneumatic Tires**

All smiles reserved for users of Lee Tires

**Chanslor & Lyon Co. Pacific Coast Distributors**  
 12th and Grand, Los Angeles —also San Francisco, Oakland, Fresno, Portland and Seattle

**Puncture-Proof Pneumatic**

PUNCTURE and blow-out easily destroy the best ordinary pneumatic tire, wasting time, temper and tire money in millions. There is *One Tire* that successfully resists puncture.

**LEE Tires**  
PNEUMATIC NON-SOLID PUNCTURE-PROOF

**Twice Guaranteed**

PUNCTURE-PROOF: LEE Puncture-Proof Pneumatic Tires are Guaranteed puncture-proof under a cash refund. A succession of overlapping, small impenetrable discs behind the cushion, completely armor the carcass and inner tube, positively preventing puncture.

5,000 MILES OF SERVICE are assured under a written guarantee. The LEE "vanadium" process toughens the rubber and imparts a vast power of resistance.

WRITE FOR BOOKLET "H"  
**LEE TIRE & RUBBER CO.**  
 Manufacturers of Rubber Goods Since 1883  
 CONSHOHOCKEN, PENNA.

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

TRADE MARK  
 "SMILES AT WHEEL"

**Puncture-Proof**

**PNEUMATIC**

Guaranteed Under a CASH REFUND

DRIVE A NAIL INTO THE TREAD of a LEE Puncture-Proof Pneumatic Tire and one of the small impenetrable discs in the three layer disc shield, deep in the rubber of the cushion, WILL TURN THE POINT ASIDE before it can reach and pierce the carcass or inner tube.

**LEE Tires**  
PNEUMATIC NON-SOLID PUNCTURE-PROOF

the world's greatest pneumatic tire improvement because Puncture-Proof Guaranteed, yet resiliency, wearing power and appearance are unsurpassed. The vanadiumized rubber, which has double roughness, allows a written guarantee of 5,000 Miles of Service on any road.

WRITE FOR BOOKLET "L"  
**LEE TIRE & RUBBER CO.**  
 Manufacturers of Rubber Goods Since 1883  
 CONSHOHOCKEN, PENNA.

Dealers in all Principal Cities  
 Look up "Lee Tires" in your Phone Directory

27. Half-page horizontal advertising module published in the monthly magazine *Touring Topics*, August 1916.

28. Full-page advertisement published in the generalist monthly magazine *The World's Work*, April 1916.

29. Advertising module published in the generalist magazine *Collier's*, May 13, 1916.



**ANNOUNCING** an important development in Tire Making—

The Creation of

# “Vanadium” Rubber

TRADE-MARK

Reached only after a quarter of a century working with rubber.

Tougher, more elastic, longer-lived—because the process invigorates and refreshes the rubber, increases its resiliency, densifies it by contracting the pores and gives it greater resisting power and longer wear.

“Vanadium” Rubber is used only in

*Lee* *Puncture Proof* *Tires*  
Pneumatic *Tires*

Lee Regular Tires  
Lee “Zig-Zag” Non-Skid Tires  
Lee “Velvet” Red Inner Tubes

Lee Tires are

- 12½% over size of molded tires
- 12½% more rubber
- 12½% more wearing surface

“Vanadium” Rubber is the answer to your tire problems. No wide-awake dealer or user can afford to overlook it. Test it!

Write for Detail Pamphlet “S”

**LEE TIRE & RUBBER COMPANY, Conshohocken, Pa.**  
**KELLY-FIELD CO.,**  
General Sales Agents  
1737 Broadway, New York City

**Lee** **PUNCTURE PROOF** **TRADE MARK**  
Pneumatic **Tires**

“Puncture Proof or Money Back.”  
Resilient as any regular tire.  
Made in regular tread or

**LEE**  
“**ZIG-ZAG**”  
**TRADE MARK**  
Non-Skid Tread

“Master of Slippery Situations”  
Like all other Lee Tires, it is made by the perfected single-cure, wrapped tread process—used by most tire factories for but a portion of their product.

**‘V’ AS IN VANADIUM.** The patented tires with Zig-Zag treads incorporated a special additive known as vanadium during the manufacturing process. It is likely that the company applied the knowledge acquired in the production of medical supplies, since vanadium is a metal utilized in alloys to obtain high quality steel. The steel obtained was of great tenacity, resistant to corrosion, and used in machinery, tools and surgical instruments. As stated in the advertisement text, it gave their tires a resistance and durability that allowed them to double their life beyond the average tire life offered by their competitors.

30. Full-page advertisement published in the specialized magazine *The Horseless Age*, January 28, 1914.





# LEE Puncture Proof Cord Tire



*Zig-Zag tread prevents skidding*

**the cord tire supreme**

Look at the EIGHT plies of multiple cord

LEE Tires are made of the finest materials and are built to last. They are made of the finest materials and are built to last. They are made of the finest materials and are built to last.

LEE Tires are made of the finest materials and are built to last. They are made of the finest materials and are built to last.

**LEE Tires**

*There is a LEE Distributor in Your Town*

*Puncture-Proof  
Regular Fabric  
8-Ply Multiple Cord*

# LEE Tires

The only Puncture-Proof Pneumatic Tire in the World

*Puncture-Proof  
Regular Fabric  
8-Ply Multiple Cord*

LEE Tires are made of the finest materials and are built to last. They are made of the finest materials and are built to last.

LEE Tires are made of the finest materials and are built to last. They are made of the finest materials and are built to last.

**LEE Tires**

*There is a LEE Distributor in Your Town*

*Zig-Zag tread prevents skidding*

- 1 Curious of See Island
- 2 First Impenetrable Disc Shield
- 3 Second Impenetrable Disc Shield
- 4 Third Impenetrable Disc Shield
- 5 Cordless
- 6 Breaker Strip
- 7 Thick Zig-Zag Tread

**LAYER BY LAYER.** Part of the press advertisements published between 1918 and 1920 emphasized the technical characteristics and materials used in the manufacture of pneumatic tires, with detailed illustrations showing their parts and components.

**31.** Detail of an illustration from a full-page advertisement published in the monthly magazine *Sunset*, October 1920.

**32-33.** Full-page advertisements published in the monthly magazine *The National Geographic*, February and March 1918.

**LEE Tires**

**National Responsibility**

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

**LEE Tires**  
PNEUMATIC NON-SKID PUNCTURE-PROOF

LEE Puncture-Proof Pneumatic Tires are guaranteed Puncture-Proof under a cash refund. The carcass and inner tube are guarded against puncture and blow-out by three layers of small impenetrable discs deeply embedded under the cushion of the tire. Mileage Guaranteed. 5000 miles is the basis of adjustment. The rubber is LEE Puncture-Proof Pneumatic Tires and LEE "Regular" Tires, also LEE "Valves" Red Tubes is treated by the LEE "vanadium" process, which doubles its toughness and increases both its tensile strength and resilience.

*Write for New Booklet "E"*

**LEE TIRE & RUBBER COMPANY**  
Manufacturers of Rubber Goods since 1883  
CONSHOHOKEN, PENNA.  
Distributors in all Principal Cities  
Look up "Lee Tire" in your Telephone Directory

**SYMBOLS OF FREEDOM.**

The bald-headed eagle, the Capitol Building and the Statue of Liberty emerge as symbols of latent patriotic exaltation during the years of the First World War. The advertisement shown above compares the service provided by Lee tires to drivers with the service offered by the Government of the United States to citizens and the country. The advertisement on the right highlights, under the motto "Emancipation" and with the Statue of Liberty in the background, the "freedom from puncture, blowout, undue wear and high cost" as advantages that Lee Puncture Proof tires offer.

34. Full-page advertisement published in the *Scientific American* magazine, September 30, 1916.

35. Advertising module published in the monthly magazine *Country Life in America*, April 1915.

**EMANCIPATION**


**LEE Tires**  
PNEUMATIC NON-SKID PUNCTURE-PROOF

**Puncture-Proof-Guaranteed!**

**F**REEDOM from "punctures," "blow-outs," "under wear" and "high cost." Learn how these layers of impenetrable discs embedded in a pure rubber tread in the scientific non-skid.

*Write for New Booklet "E"*

**LEE TIRE & RUBBER CO.,** Conshohocken, Penna.  
Manufacturers of Rubber Goods since 1883  
Distributors in all Principal Cities. Look up "Lee Tire" in your Telephone Directory.



**Which Road and which LEE TIRE?**

Winding roads that roll on, roads leading to the distant hills—or the clear straight span of smooth concrete stretching as far as the eye can see!—  
 You will find a road to suit your fancy, and a tire to suit the road.  
 If you prefer the open country with its smooth surface roads, select the Lee De Luxe Cord, a tire that is as strong and reliable as skill and care can make it, that will give you more mileage than you expect of any tire.  
 But if you seek out nature in the hills and valleys that are approached by rough, rutty roads, where danger lurks in every projecting stone and sharp object—then select Lee Pneumatic Puncture Proofs—they are worth the difference.  
 Select a tire for the service it will return on your investment.

**LEE TIRES**  
*"Smile at Miles"*

**A LUXURY ... OF RUBBER.**

In the 1920s, the Lee Cord De Luxe tire model was launched, which was advertised with a publicity campaign designed for targeting elite motorists—those who were used to moving comfortably on roads with a uniform surface and requiring maximum comfort. The illustrations utilized appealed to this sophisticated consumer, as can be seen in the two examples below.

In the one on the left, the pneumatic tire is presented in an academic way, as though it were a still life portrait. The text of the second advertisement states: "There are two kinds of tires, the kind that 'come with the car,' and the kind that the motorist himself chooses. The Lee Cord De Luxe is very definitely of the latter kind. This accounts for the great number of fine cars that you now see equipped with Lee Cords. Have you started using Lee Cords on *your* car?."

36. Full-page advertisement published in the specialized magazine *Motor*, 1923.


37. Full-page advertisement published in the magazine *Country Life*, December 1923.


38. Full-page advertisement published in the monthly magazine *Vanity Fair*, January 1924.



The points of a Lee Cord De Luxe tire are more than its appearance. You see it not only on the more expensive cars but on cars whose owners demand mileage.

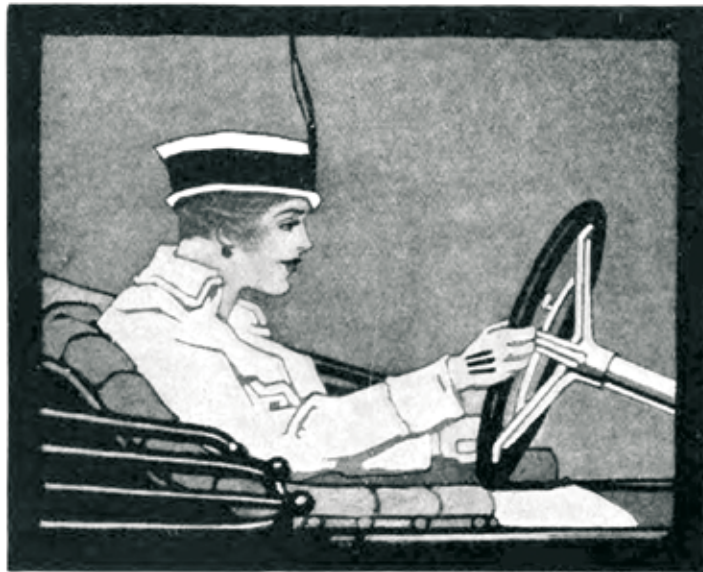
**LEE CORD**  
*De Luxe*



**LEE**  
**CORD De Luxe** 

THERE are two kinds of tires, the kind that "come with the car," and the kind that the motorist himself chooses. The Lee Cord De Luxe is very definitely of the latter kind. This accounts for the great number of fine cars that you now see equipped with Lee Cords. Have you started using Lee Cords on *your* car?

LEE TIRE & RUBBER COMPANY • NEW YORK



## *Women who drive*

may avoid the embarrassment of roadside dilemmas due to *Punctures, Blow-outs or putting on chains— and still ride on pneumatic tires.*

Write for Booklet "U"

**LEE TIRE & RUBBER CO.**

Manufacturers of Rubber Goods Since 1883

CONSHOHOCKEN, PENNA.

Look up "Lee Tires" in Your 'Phone Directory

**LEE** *Tires*

**PNEUMATIC NON-SKID PUNCTURE-PROOF**

**GUARANTEED  
PUNCTURE-PROOF**

**THE WOMAN DRIVER.** The growing presence of women at the wheel of the car was a fact that called the attention of those manufacturing vehicles and their components. As can be seen in the advertisement model shown above —published in women's and lifestyle magazines such as *House & Garden, The Countryside Magazine & Suburban Life, Hearst's International* and *Vanity Fair*—, the female consumer was one of the advertising targets for the Lee Tire & Rubber Co.

39. Advertising module published in *The Countryside Magazine & Suburban Life*, June 1915.

**LEE**  
Tires

UNLIKE  
ANY  
OTHER  
TIRES  
THEY  
SMILE AT MILES

LEE PUNCTURE-PROOF CORD AND FABRIC TIRES

The increased use of automobiles by California women demand tires that are puncture-proof and yet have all the qualities of a Superlative Nature be used.

LEE PUNCTURE-PROOF CORD AND FABRIC TIRES are designed and built especially for those persons who deserve the utmost in safety, convenience, riding qualities and economy. Hundreds of thousands of Lee Tires in constant use attest their superiority. Ask any of the many dealers in this territory who handle Lee Tires to explain the Super-quality of Lee Tires—have him explain the many advantages of Lee Tires—put them on your car—and you will always ride on LEES.

CHANSLOR & LYON CO., *Pacific Coast Distributors*

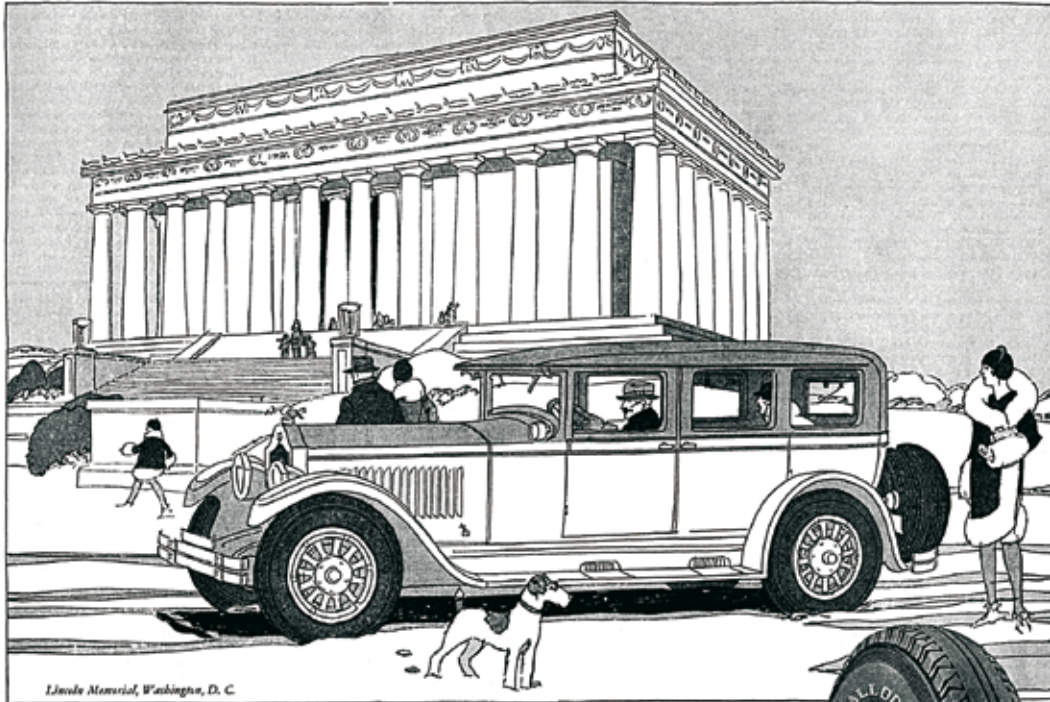
**A GOOD TRAVELING COMPANION.** In another advertisement from 1922, by Chanslor & Lyon—an authorized official Lee Tire & Rubber distributor for the Pacific Coast—, a reference was once again made to the female consumer.

Lee Puncture Proof tires which were immune to blowouts, were “designed and built especially for those persons who deserve the utmost in safety, convenience, riding qualities and economy,” as can be read in the advertisement’s text.

40. Advertisement published in *Who’s Who Among the Women of California*; California: Security Publishing Co., 1922.

THERE AND BACK ON TIRES BY

# LEE of Conshohocken



Lincoln Memorial, Washington, D. C.

In February we pay tribute to two great Americans—Washington and Lincoln. What they did was an expression of what they were. Fearless, high principled, unselfish, they fought for the right because right insures permanence and happiness.

Sound American business is built on character too. There are many manufacturers whose product is an expression of what they are; who put quality above everything else; whose success and permanency rest with the greatest empire in the world—you, the public.

Lee of Conshohocken began making rubber goods forty-four years ago. When tires came we made tires. But always, then and now, each single unit must measure up to our own ideals of quality. We are our own severest critic; what passes our test will surely survive yours.

We are not enormous producers; we shall grow in volume as your appreciation and demand grow for goods made our way. We rest our right to larger success on the satisfaction you are sure to get in our product.

Lee Tire & Rubber Company, Conshohocken, Pa.

COST NO MORE TO BUY ~ MUCH LESS TO RUN



**LEE Shoulderbilt**  
Composed together makes of heavy duty balloons, you will find the Shoulderbilt bigger, taller and oftentimes heavier. They are over over-size. The greater service to you must be obvious.

**FIDELITY IN FEBRUARY.** As of 1927, illustrations for the Lee Tire & Rubber advertisements included the presence of a small character who repeatedly appeared in the different scenes portrayed, a fox-terrier that served as the brand's mascot. This canine fidelity—the fidelity to Lee tires—is the same that is expressed in the advertisement shown above. The date that the advertisement was published—February 25—and the subject matter are closely related. This is due to the fact that during the month of February, tribute is paid to two great figures of American history, George Washington—born on February 22, 1732—and Abraham Lincoln—born on February 12, 1809. The illustration depicts a limousine parked in front of the Lincoln Memorial in Washington DC. The passengers, along with other citizens, head towards the building that houses a large marble statue of President Lincoln in honor of his memory. The memorial, in the form of a Greek Doric temple, was authorized by the United States Congress on February 9, 1911 and three years later construction began, with the first stone placed on the emblematic date of February 12th.

41. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, February 25, 1928.

RIDE ON TIRES BY  
**LEE of Conshohocken**



**O**ne way to see the outdoors, the joys of the pine, the sense of the mountain, the relief from roads and mud—of your trip is spoiled by tin cans!

**Preparation pays—always.**  
The first step to see the Lee dealer in your area, let's the preparation expert. From the small car to the luxurious limousine, he knows the right tire. Day by day he fits to the car you require to give them.

**For big heavy cars, hard driving and over-crowded, an extraordinary tire, Lee Heavy Duty.**  
For ordinary conditions and normal use, look up the Lee dealer, in town, and let him fit you.

the new Lee Ribbon, light, low in pressure, is remarkably quiet on curving, muddy roads. Lee Pattern Proof, you won't drive a nail through the tread of this all-weather tire.

For steady lighter cars, select Pattern Proof, Standard (heavy duty), Lee Ribbon, or Leoband, depending on your price and your position.

**Early Lee tire improves the Lee tradition of craftsmanship.** The best of modern methods and best materials in a Lee tire. But the plus value in Lee tires is the work, money and skill which make your tire money go farther.



**COST NO MORE TO BUY - FAR LESS TO RUN**

MAKE THE SUMMER TREK ON TIRES BY  
**LEE of Conshohocken**



**The big summer "trek" is on.** Many of you will travel thousands of miles, often over wet, slippery corners, shimmering asphalt and rock strewn deserts.

**Weak tires will blow, cheaply made tires will show "yellow", while too light tires will demonstrate their false economy.**

**Why expose your dear ones to needless inconveniences and even dangers by careless tire selection.**

**Get good tires and be sure they are big enough.** Ask the LEE of Conshohocken dealer in your town what kind of tires your car and your driving require. LEE dealers know tires.

The LEE Standardity is a Heavy Duty masterpiece, not only ideal for those little glasses—Fords and Chevrons—but also for the bigger cars where weight and power excitation, for safety sake, thick and wide treads, sturdy side walls and generous air space.

Over-size, even for balloons, these Standardity are so big, so thick, so strong, that any car strud with them will carry on where most others give up.

Make the summer trek on Tires by LEE of Conshohocken. LEE dealers all over the country are ready to serve you, and in other countries too, if your trek extends that far.

**LEE TIRE & RUBBER COMPANY**  
Factories: Conshohocken, Pa., and Youngstown, Ohio

**COST NO MORE TO BUY - MUCH LESS TO RUN**

RIDE ON TIRES BY  
**LEE of Conshohocken**



**BEFORE** summer entirely loses its charm and before winter grips us with its rigors, enjoy to the utmost our best summer and the Harvest Moon.

**Colder days are ahead, harder driving over snowy roads, ice rain which means poor steering wheel and play havoc with tires.** Equip your car now for winter with heavy and safe tires.

**No standard Heavy Duty tires are made here.** Lee Standardity Ribbon and Lee Ribbon High Pressure Cord. Over one-size they have more rubber than most others, with the design of the tread and its semi-flat surface insure the greatest possible protection against skidding.

The best of materials go into these tires, but of equal, if not greater importance is you, in the old Lee tradition of care and thoroughness, which Lee workers for many years have put into their work.

Since the best tires are mostly built for hard, the craftsmanship put into any tire means more than anything else. Lee builds nothing but good tires. You can trust them.



**LEE TIRE & RUBBER COMPANY**  
Conshohocken, Pa.

**COST NO MORE TO BUY - FAR LESS TO RUN**

CAMPUS CROWDS RIDE ON TIRES BY  
**LEE of Conshohocken**



**With** Commencement past, thousands of young hopefuls enter the business world. They fit the things we sell. They fit the kind of things we don't. They fit and question we don't.

Young America wants to know the value and reputation of prices and values. Would that all automobile owners were even like them.

Commencement also makes the LEE of Conshohocken across the spotlight of day and evening, knowing that truth beats only the marketplace.

It would be silly to say that no tire are as good as Tires by LEE of Conshohocken. Some manufacturers are making excellent ones—but we try our hardest to make them.

If there were better materials, we would buy them, if new processes would add to ours, we would use them.

The name LEE on tires, value and every other product we make, mean to be a full share of quality, courtesy of the hands of our several thousand LEE dealers and their work-ethic of the country.



**LEE TIRE & RUBBER COMPANY**  
Factories: Conshohocken, Pa., and Youngstown, Ohio

**COST NO MORE TO BUY - MUCH LESS TO RUN**

**ELEGANT PROFILES.** The advertising campaign launched in 1927 would have continuity for another year, always counting on the elegant illustrations of society scenes portrayed by Lyle Justis (1892-1960). Justis was a prominent artist of his time, working as an illustrator for magazines, adventure and historical books as well as for advertising commissions. His line, vigorous and direct in sketches, became fine, detailed and delicate in his refined advertising illustrations. During the First World War, Justis was assigned to France as a member of the 80th Division. Already as an ex-combatant, Justis used to visit hospitals and give drawing classes to patients. In 1944 he made a successful solo exhibition at the Sketch Club of Philadelphia—which he was a member of between 1944 and 1960—, showing sketches and drawings of sailors and soldiers in action. The sale of these works was used to finance social events in honor of veterans and those wounded in the war.

42. Advertisement in *The Saturday Evening Post*, August 13, 1927. 43. Advertisement in an unidentified magazine, 1928.

44. Full-page advertisement published in *Liberty* magazine, October 15, 1927. 45. Full-page advertisement published in *The Saturday Evening Post*, June 23, 1928. All the advertisements are illustrated by Lyle Justis.

THROUGH MARCH STORMS ON TIRES BY

# LEE Conshohocken



**LEE** MADE IN U.S.A.

It was plain Justice Flares under the geyr every night in March. Not so many years ago you had the inevitable all-weather car, the one that you would remain faithful. Today, as Time by Lee of Conshohocken, you give them little thought. Lee together with some others in the industry are evolving your wants and changing your needs by making better tires.

You making in the making based on what the most important in the world of efficient

... make other products carrying rubber. How so Conshohocken as present the art of making dependable tires, the first four years Lee workers have been producing rubber tires.

The more rubber tires of this time, 2 Edward Lee, might have been. This was his greatest legacy.

Make methods and equipment have moved to rubber, and as they do, the output, however low. We would like every size with the Lee name as it shall be a credit to the name.

LEE TIRE & RUBBER COMPANY  
Factories: Conshohocken, Pa., and Youngstown, Ohio

**COST NO MORE TO BUY - MUCH LESS TO RUN**

APRIL ADVICE—RIDE ON TIRES BY

# LEE Conshohocken



**LEE** MADE IN U.S.A.

It wasn't so many years ago that a successful 50 mile trip in a "horseless carriage" at 12 miles per hour was a great accomplishment. Even if the "spokes" didn't clog, or the "axles" didn't get out of adjustment, the glass and tank stress road made it all on the tires. Punctures were so common that it was a pleasant surprise to go 50 miles without one.

Mr. F. Edward Lee stopped these punctures with his Practico-Proof Tires. They were, and still are, the only genuine tire which laugh at nails, glass, stones and curbs.

The Flat Tread Lee Tires, and the Lee Standard Safety Tires are more modern strokes of pioneering genius.

The most recent Lee contribution is a 5 Ply over-the-heavy-duty balloon tire, designed especially for Trucks, Chevrolet and Stutz. Steady and big, it offers the comfort of low tire and old-car tires than expensive fire equipment for, perhaps, the first time.

LEE TIRE & RUBBER COMPANY  
Factories: Conshohocken, Pa., and Youngstown, Ohio

**COST NO MORE TO BUY - MUCH LESS TO RUN**

SUMMER OUTINGS ON TIRES BY

# LEE Conshohocken



**LEE** MADE IN U.S.A.

It takes a small army of craftsmen to do this work, and it takes mechanical skill of a high order to keep each tire uniform and up to Lee standards.

We believe no other manufacturer matches the processing of each batch with so many meticulous tests and controls. It is a far better of being made. This is your assurance that every tire, tube or any other LEE of Conshohocken product will meet the closest scrutiny, and give the service you have a right to expect.

LEE TIRE & RUBBER COMPANY  
Factories: Conshohocken, Pa., and Youngstown, Ohio

**COST NO MORE TO BUY - MUCH LESS TO RUN**

ANY VACATION IS HAPPIER ON TIRES BY

# LEE Conshohocken



**LEE** MADE IN U.S.A.

In this hot month of August, get to the seashore, woods or mountains if you can. Take your car, of course, but be sure your tires can stand the strain of mounting hot roads. You can't do better than equip with LEE of Conshohocken **Standard** tires. These heavy duty over-size balloons which "Smile a Mile."

These tires, made mostly by hand by LEE of Conshohocken craftsmen, resist to the very utmost the extra wear of four wheel brakes, snappy starts and thrilling speeds.

Tires must be better than ever before, and as a matter of fact they are. LEE of Conshohocken Tires are better today than they were yesterday, and perhaps some way may be found to improve them tomorrow.

This is why Tires by LEE of Conshohocken as all times will be so well made as tires can be made.

LEE TIRE & RUBBER COMPANY  
Factories: CONSHOHOCKEN, PA. and YOUNGSTOWN, OHIO

**WHO MAKES IT MEANS MORE THAN ANY PRICE TAG**

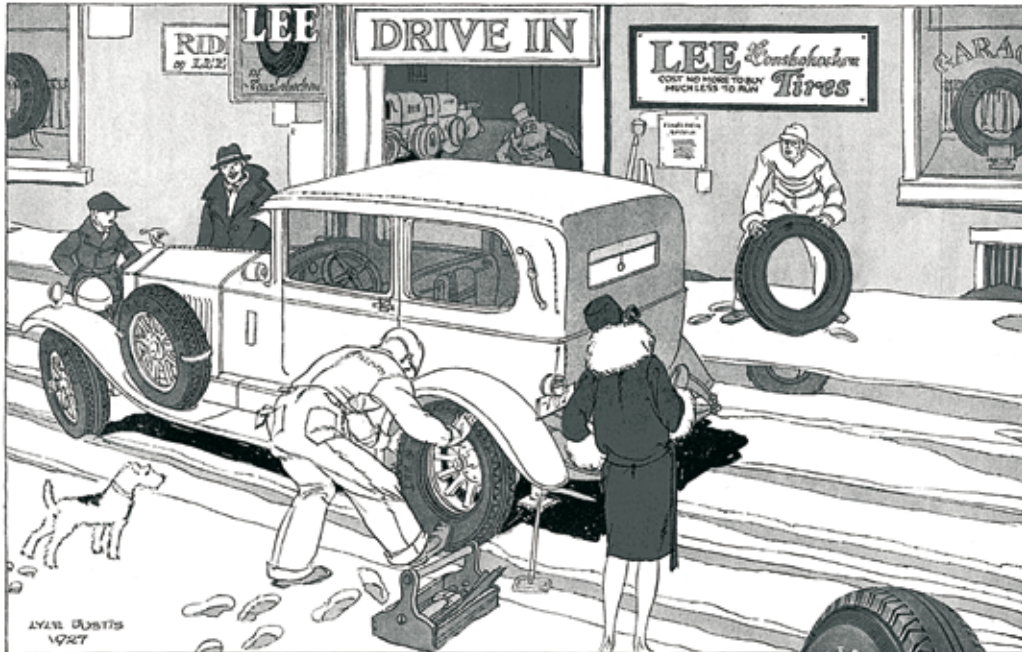
**A WHEEL FOR ALL SEASONS.** During 1928, the multiple illustrations of Lyle Justis with the familiar omnipresent fox terrier presented different driving scenes linked to leisure activities occurring at different months of the year. In the texts of the campaign the consumer was reminded of the need to be properly equipped at all times so as not to suffer setbacks while driving, and to enjoy outings and to be on time attending different events and social commitments. The advertisement illustrations shown above depicted the rainy days of March when the car was no longer a convertible; a spring day in April within the surroundings of Conshohocken—portraying the smoky chimneys of the Lee Tire & Rubber factory in the background of the landscape—; a meeting at the golf club in May; and a getaway to watch the regattas from the pier during August holidays. The campaign was widely disseminated, being placed in a list of generalist publications with widespread circulation such as *Life*, *The Saturday Evening Post*, *Liberty*, *The Literary Digest*, *The Atlantic Monthly* and *American Review*.

- 46. Advertisement in *The Saturday Evening Post*, March 1928.
- 47. Advertisement in *The Atlantic Monthly*, April 1928.
- 48. Advertisement in *The Literary Digest*, May 5, 1928.
- 49. Advertisement in *American Review*, August 1928. All illustrations by Lyle Justis.



START THE YEAR RIGHT ON TIRES BY

# LEE of Conshohocken



New Year's resolutions are fine—if you keep them. But here's a good one, and you'll actually want to keep it.

Resolved: From today on, for me, none but tires by Lee of Conshohocken.

Your safety in buying tires is not in the appearance or the price, but in the maker's name. You can't tell a good tire by its looks or its price.

Lee of Conshohocken puts the name LEE on all of its tires; we're proud to have you know we make them.

Look at Leeland, our secondary line complete in popular balloon and high pressure sizes; Lee Balloon, a fine four-ply creation; Puncture Proof, that laughs at

glass or nails; DeLuxe Flat Tread, the leader in high pressure tires; or Lee Shoulderbilt, the heavy duty masterpiece.

The LEE name is a sign that every dollar in the price comes back to you with interest, in service.

We'd rather make them better than the price, than price them better than they are.

For even the small cars—Ford, Chevrolet, Star, Whippet—where competition has made prices so low that quality is often forgotten, Lee Tires are the answer. Get acquainted with good tires.

Our suggestion for a New Year's resolution may seem to you a little immodest. When you adopt it and keep it, you'll see that it isn't.



**LEE Shoulderbilt**  
Compared to other makes of heavy duty balloons, you will find the Shoulderbilt bigger, taller and oftentimes heavier. They are over-over-size. The greater service to you must be obvious.

COST NO MORE TO BUY ~ MUCH LESS TO RUN

**NEW YEAR'S RESOLUTIONS.** The above illustration shows the facilities of a garage, a model official establishment of the Lee Tire & Rubber commercial network with its identification signs and promotional elements at the point of sale that are perceived to be in the shop windows. The text emphasizes carrying out at least one of the customary New Year's resolutions that most of us usually promise to fulfill with determination, an intention that is often diluted as the days pass by. In this case it would be, of course, to change the usual tires for the "Lee of Conshohocken" brand.

50. Full-page advertisement published in *The Saturday Evening Post*, January 21, 1928. Illustrated by Lyle Justis.

*safe!*



**GUARANTEED AGAINST ALL**

**WRITE TODAY FOR THIS PICTURE**

Would you like to have this picture by Frederick Stanley in full coloring suitable for framing but without any advertising? Send 10c for postage and packing to Department S, LEE of Conshobocken, Pa.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

When you buy LEE De Luxe tires your LEE of Conshobocken dealer will present you with a signed certificate guaranteeing these tires for one year against wear and tear, injuries caused by blowouts, bruises, rim cuts, glass slashes and any other road hazard. This is in addition to our warranty for the life of the tire against defective workmanship and materials—certainly a fair way to sell tires.

**LEE TIRE & RUBBER COMPANY • GENERAL OFFICES: CONSHOBOCKEN, PA.  
TWELVE MILES FROM PHILADELPHIA**

# TIRES by LEE of Conshohocken



**ROAD HAZARDS**

THE SATURDAY EVENING POST

All you need to know about a LEE De Luxe name on its sidewall because LEE makes no third or other lower grade tires; neither does any tire to sell under another name. You can De Luxe tires at lower cash prices than the first of other makes. Ride on tires by LEE of Conshohocken for safety, economy and complete satisfaction.

CONSHOHOCKEN, PENNSYLVANIA  
H I A

### THE PROTECTIVE CANINE.

The advertisements shown here utilize the image of security, reliability and fidelity that dogs symbolically exemplify, the companion animal par excellence for human beings. In this case, an imposing Great Dane guards an innocent little girl holding her ball. It deals with an allegorical construction where it is likely that the reference to the featured tire—which is not shown—is insinuated through the presence of the air-filled ball. A similar message is reflected in the poster shown below, which was part of the same advertising campaign. In the illustration, a baby plays with the puppies from a litter of fox terriers under the protective watch of one of the parents. The advertisements' illustrations are signed by *The Saturday Evening Post* illustrator and cover artist, Frederic Stanley (1892-1967).

51. Double-page advertisement published in the magazine *The Saturday Evening Post*, September 6, 1934.

52. Poster for Lee Tires, 1934. Dimensions: 11 x 24 1/2 inches. Artwork by Frederic Stanley.



SEP 9, 1934



**You want what  
LEE  
guarantees**

LEE passenger car tires are guaranteed against all road mishaps for a period of twelve months from date of purchase.

You want this because it is *extra* to the Standard Warranty—sometimes called Lifetime Guarantee—against all defects in material and workmanship which applies to all LEE tires. Eighteen thousand dealers from coast to coast are ready to serve you under these *two* guarantees.

**FACTS WORTH MONEY TO YOU!**

We want to put into your hands information about the greatest advance yet made in the building of tires.

Ask your dealer for this booklet, C253, or write to Lee Tire & Rubber Company, Department A, Conshohocken, Pa.

Copyright 1938 Lee Tire & Rubber Company

**LEE** of Conshohocken 



**Go  
Carefree  
on LEE'S**

Plan ahead for relaxation and fun this summer. Select LEE Tires . . . and for a specific reason. Inconvenience or delay caused by tire failure can mar any holiday, so guard against mishap with the double guaranteed LEE.

LEE Tires, of course, carry the Standard Warranty or Lifetime Guarantee, and LEE passenger car tires also carry a written guarantee against anything that can happen to them in road service. *Anything* means any injury that may happen to a LEE tire from hard use or hard luck. This guarantee is for a full year from date of purchase. Eighteen thousand dealers are ready to serve you cheerfully and without argument under these two guarantees.

LEEs cost no more than other first quality tires. LEEs are the *choice* of people who demand full value for their money . . . and get it. Choose LEEs and prove the difference.

**FACTS WORTH MONEY TO YOU!**

We want to put into your hands information about the greatest advance yet made in the building of tires.

Ask your dealer for this booklet, C253, or write to Lee Tire & Rubber Company, Department A, Conshohocken, Pa.


Copyright 1938 Lee Tire & Rubber Company

**LEE** of Conshohocken 

**LEAN TIMES.** After the 1929 financial crash, the U.S. economy went into a severe depression. The tire industry was also affected, especially by the drastic decrease in the demand for automobiles. The companies that depended on orders to factory equip new cars saw their production slow down, and those that opted for the replacement and used tire market entered into strong price competitions. This crisis was intense between 1937 and 1938, the years in which factories worked at half their actual capacity (French, *The U.S. Tire Industry*, pp. 59-72). This comprises the context in which Lee's campaign, as shown on this double page, advertised the long-lasting Double-Life Cord model since they were dealing with times of austerity. It was a long series of press advertisements presented in black and white and as half of a vertical page, with unsigned illustrations and the canine mascot accompanying the corporate logotype.

**53-54.** Half-page vertical advertising modules published in *The Saturday Evening Post*, April 9 and July 9, 1938.

**55.** (opposite page) Detail of the fox-terrier in an advertisement. **56** and **60.** (opposite page) Advertisements in *The Saturday Evening Post*; from left to right and top to bottom: December 10, 1938; April 8 and May 6, 1939; and January 6 and April 6, 1940.



## Why People Choose LEES

Many people choose LEES on looks alone. Car dealers recognize this and dress up their finest cars with LEES. The name LEE on a tire is the mark of nearly sixty years of quality. LEES are super-quality inside as well as out, for the LEE Double-Life Cord construction gives them added strength and ruggedness, because it decreases destructive flexing heat.


The men who make LEES are not merely workmen—they are craftsmen—proud of the tires they build and of the years they have been with LEE.

LEE Tires stand out among tires because they give you longer wear, greater service, and look better than other tires. You'll be happily surprised that though LEES are the custom built type, you can buy them for the same price as other first grade tires.

You can afford LEES, you'll like LEES, and you'll be proud of them!

Copyright 1935, Lee Tire & Rubber Co.

# LEE of Conshohocken



## SPRING!!!



The fun you'll have with your car this spring won't be marred by road mishaps if you're riding on new LEES. All LEE passenger car tires have two guarantees... the Standard Warranty, or Lifetime Guarantee, against any imperfection in either materials or workmanship... and a special guarantee against anything that can happen to your LEE Tires in road service. This "hard luck" guarantee covers any kind of injury which may happen on a tire from misuse or mishap on the road... and it's good for a whole year from date of purchase.

There's SPRING in LEE Tires, too... the spring that comes only from new, live rubber! Choose LEES, for LEES can no more than other first grade tires.

Copyright 1935, Lee Tire & Rubber Co.



# LEE of Conshohocken




## This Summer

Families everywhere are planning... or starting... the longest, most thrilling trips of their lives. This summer thousands of cars bound for the San Francisco World's Fair, Treasure Island... will meet on some of the traffic jammed toward the New York World's Fair, "The World of Tomorrow."

See America with your mind at ease, confident in the safety of your LEE Tires, whose exclusive LEE Double-Life Cord construction actually decreases flexing heat... makes them cooler and therefore longer... despite blistering hot roads.

Make that trip a real pleasure trip by seeing the nearest LEE Tire dealer near! Eighteen thousand LEE dealers give you guaranteed service from coast to coast. You'll be pleasantly surprised that LEES cost no more than other first grade tires.

Copyright 1935, Lee Tire & Rubber Co.

# LEE of Conshohocken



## ENGINEERING VICTORIES



TEN MINES A MINUTE, a Curtiss Hawk 75-A pursuit plane, power driven—marching, warbird... another victory for aeronautical engineering is scored.

Through the knife-edged ice of howling blizzards and over the swirling stretches of molten lakes, LEE's engineering victory, Double-Life Cord construction, takes you and yours safely, steadily, on LEE of Conshohocken Tires.

Developed, patented and patented by LEE, this low stretch, high twist cord construction in all LEE Tires gives you no more than other first class tires. Over 17,000 LEE dealers are ready to serve you. Renew all 4 with LEE Tires. They are guaranteed.

Copyright 1935, Lee Tire & Rubber Co.



# LEE of Conshohocken




### QUADRUPED TIRES.

Lee's fox terrier was present in the company's advertisements until the late 1940s. In addition, the beginning of that period marked the end of the recession as well as a degree of economic stimulation against uncertain times. Attention was placed on the complicated situation that was occurring in Europe which would, once again, end up involving the United States in a Second World War.

## ENGINEERING VICTORIES

# Smoke

### MORE DURABLE THAN STEEL...

Above the deep petroleum pools, which are tapped for all our products of natural gas. By burning this gas we create a soft, chemical engineers produce "carbon black". This ingredient in the tread of rubber tires gives as high as 60% more service than you get from previous rubber tires. Here is an engineering victory for the chemist!

While "carbon black" provides great resistance to the scuffing wear of road surfaces, equally important to the life and service of a tire is the carcass or "body" of the tire.

Most modern victory of the tire manufacturer is LEE Double-Life Cord construction—developed, patented and patented by LEE of Conshohocken. This construction is designed to reduce flexing heat which is one of the chief causes of blowouts and wear on tires. LEE Double-Life Cord is low stretch, high twist, low gauge cord. In addition an adhesion fabric... too it gives increased toughness to the tire—reduces tire flexing.

Protect yourself with LEE Double-Life tires and the famous LEE GUARANTEE. Consult any of the 17,000 LEE dealers from Coast to Coast.

Copyright 1935, Lee Tire & Rubber Co.



# LEE of Conshohocken



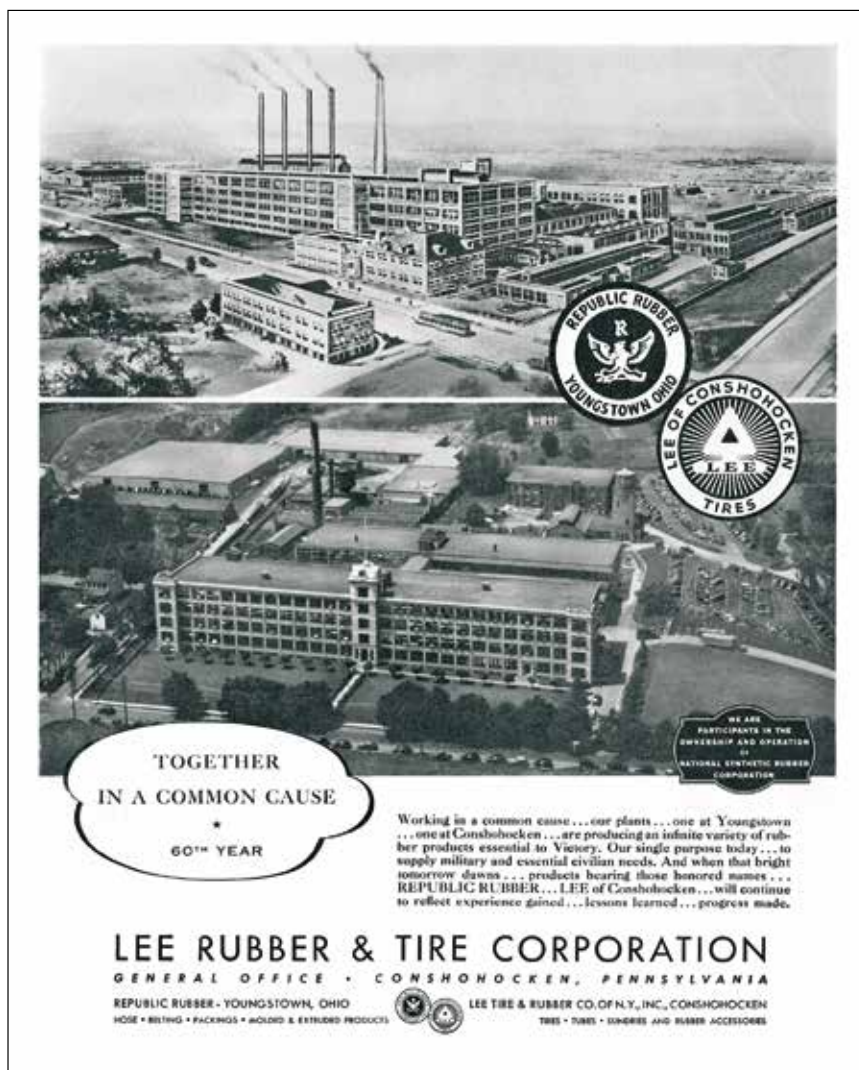


**UNITED FOR THE CAUSE.**

The Lee Rubber & Tire, Corp. put their two factories to work—one in Youngstown, Ohio and the other in Conshohocken, Pennsylvania, managed respectively by the Republic Rubber and Lee Tire & Rubber Co. divisions—to respond to Government commissions for military equipment. The above images present two examples of illustrated war-themed advertisements showing military cargo vehicles equipped with Lee tires, signed by the artist Benton Henderson Clark (1895-1964). The image on the right consists of a photograph portraying both industrial plants for Republic Rubber and Lee Tire & Rubber. The slogan “Together in a common cause” strengthens the corporation’s image of unity and productive capacity.

**61-62.** Advertisements published in *Collier's* magazine, 1945. Illustrated by Benton Henderson Clark.

**63.** Advertisement published in an unidentified magazine, 1944.





*When victory is ours...*

ALL AMERICANS are confident that ultimate victory in this war is ours. When the same confidence in our post-war economy prevails, our future is secure.

Pent-up demand for every kind of consumer goods promises capacity business all 'round. That means more employment for all who wish to work, wage money aplenty for all who wish

to buy, more sales, more manufacturing, more employment.

The manufacturers of Republic Rubber industrial products and Lee of Conshohocken tires believe in this natural sequence, believe that America can face the post-victory world with unalloyed assurance. On that foundation of confidence we can all help build the Nation's future prosperity.

## LEE RUBBER & TIRE CORPORATION

REPUBLIC RUBBER - YOUNGSTOWN, OHIO  
HOSE - BELTING - PACKINGS - MOLDED & EXTRUDED PRODUCTS



LEE TIRE & RUBBER CO. OF N. Y., INC., CONSHOHOCKEN  
TIRES - TUBES - SUNDRIES & RUBBER ACCESSORIES

**CONFIDENCE IN THE SYSTEM.** The above image presents a 1944 example of patriotic propaganda for commercial purposes in an advertisement by the Lee Tire & Rubber Corporation. The illustration shows a fictional scene portraying the future return of U.S. troops—received by a large crowd—to their country after the military victory that marked the end of World War II. Employing the slogan “When victory is ours ...” the rationale of the advertisement is developed as follows:

“All Americans are confident that ultimate victory in this war is ours. When the same confidence in our post-war economy prevails, our future is secure. Pent-up demand for every kind of consumer goods promises capacity business all 'round. That means more employment for all who wish to work, wage money aplenty for all who wish to buy, more sales, more manufacturing, more employment. The manufacturers of Republic Rubber industrial products and Lee of Conshohocken tires believe in this natural sequence, believe that America can face the post-victory world with unalloyed assurance. On that foundation of confidence we can all help build the Nation's future prosperity.”

64. Full-page advertisement published in the magazine *Collier's Weekly*, July 8, 1944.



**Our post-war planning**

After the war, what? Much more is a long way off but we see happen it with unity of purpose and action. And after the war we'll have a peace to set of home!

What's going to set the gears of home? Industry, continued Employment and production utilizing all previous records. Steady jobs, millions of goods, efficient distribution, larger payoffs and all of us working together.

Right now Republic Rubber of Youngstown and LEE of Conshohocken are doing America's No. 1 job... producing industrial rubber products and tires for our armed forces and essential industries.

Thanks to achievements while the national emergency has been ending every facility in the field, we are granting industrial rubber products and processes and make this year will be four times any which have ever known the honored name of Republic Rubber or LEE of Conshohocken.

**LEE RUBBER & TIRE CORPORATION**

REPUBLIC RUBBER - YOUNGSTOWN, OHIO  
LEE RUBBER & TIRE CORPORATION - CONSHOHOCKEN, PA.  
INDUSTRIAL RUBBER PRODUCTS - YOUNGSTOWN, OHIO



**"These are fundamental"**

Home and family, practical, efficient schools, church leadership that makes devotion to religion a spiritual inspiration, stimulation of free thought and resumption of world peace and mutual interest in each other, employment benefit who want it and independence for everyone who will work for it: these are fundamental for normal and increased prosperity.

Religious, ultra-modern motor cars, household conveniences able to merge... may be highly desirable... many of them are desirable attainable... but the pursuit of the happiness which is guaranteed to every citizen by our Constitution rests on simpler, more fundamental things.

Republic Rubber and LEE of Conshohocken Tires are associates of these fundamentals. As Youngstown and Conshohocken our objectives have already been planned... objectives on the direct line of march toward a happier, a greater and a permanently prosperous America.

**LEE RUBBER & TIRE CORPORATION**

REPUBLIC RUBBER - YOUNGSTOWN, OHIO  
LEE RUBBER & TIRE CORPORATION - CONSHOHOCKEN, PA.  
INDUSTRIAL RUBBER PRODUCTS - YOUNGSTOWN, OHIO

**MY MOTHER'S RECIPE.**

On this double page, examples are presented of the Lee Tire & Rubber Corporation campaign in which the groundwork is prepared for post-war times. The recovery of normalcy in the economy and the vindication of the American way of life was graphically translated into scenes like those shown in these advertisements. The image on the right shows a 1946 advertisement where a boy eagerly watches his mother prepare the dough for a cake. According to the text, the experience acquired and demonstrated combined with the best recipe, chosen ingredients and the right equipment—in this case the kitchen and its appliances—are shared elements that are present in the tire manufacturer's history and productive activity.

- 65. Advertisement published in the magazine *Collier's Weekly*, 1944. Signed by the illustrator Raphael James Cavaliere.
- 66. Advertisement in the magazine *Collier's Weekly*, 1944.
- 67. Advertisement published in the magazine *The Saturday Evening Post*, October 26, 1946.



**...AND A HEAPING MEASURE OF DEVOTION AND EXPERIENCE!**

Mother's cakes are always tops. They go beyond recipes, ingredients, equipment. More than a half century of united purpose and action has instilled a devotion and established an experience in craftsmanship which mean—and does—improve the products of all formulas and operations at LEE of Conshohocken.

Safety, Serviceability and Sound Values

LEE of Conshohocken is busy making better tires for those safety-minded drivers who are sincerely concerned about dependable tire equipment.

There are no better tires than LEE Defense tires because there are no better materials available.

LEE Defense tires continue, as always, of first importance.

LEE of Conshohocken is busy making better tires for those safety-minded drivers who are sincerely concerned about dependable tire equipment.

Which is why, precisely, you should... .

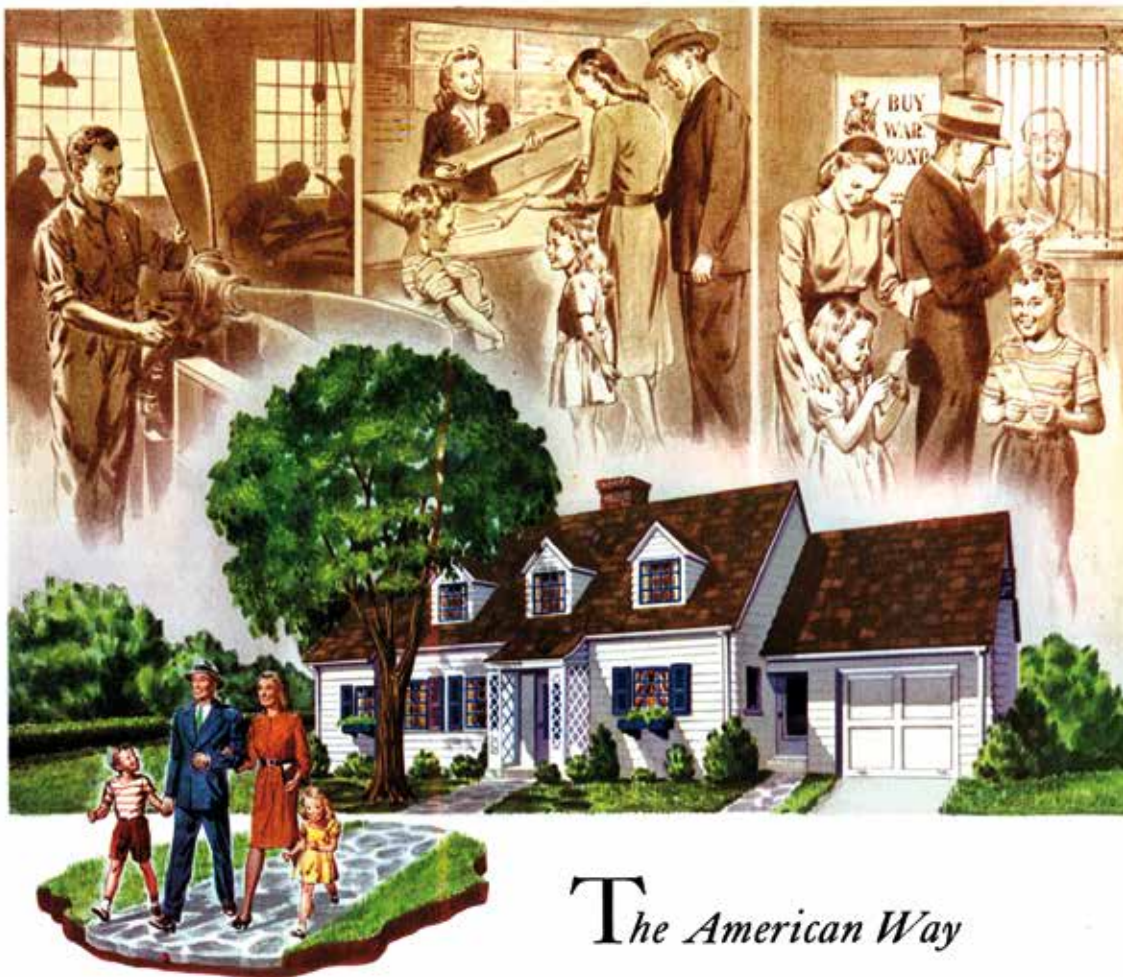
no better engineering in the industry and no better tire builders. And at LEE of Conshohocken they are using... a heaping measure of devotion and experience.

**Replace with LEE of Conshohocken TIRE**

**LEE RUBBER & TIRE CORPORATION, CONSHOHOCKEN, PA.**  
Republic Rubber Division... Industrial Rubber Products... Youngstown, Ohio







## The American Way

This is the United States of America . . . united to preserve the independence of every American.

Every American wants his own home, good schools for his children, a church for his spiritual needs and civic leaders who inspire confidence and respect. He wants an income as big as his ability and his will to work can make it.

He knows that normal purchasing by Americans like himself sustains prosperity but that when Americans like himself buy less, production falls off, payrolls decrease and living standards are lowered. When times are good, savings go into savings banks, insurance premiums and investments. The savings of Americans like himself are the capital which maintains industry and enterprise.

Americans like himself are the labor, the consumers and the capitalists in America . . . they are all three . . . and this fact assures their independence.

Production of REPUBLIC RUBBER belting, hose and hundreds of mechanical rubber items at Youngstown, and LEE DeLuxe tires, tubes and accessories at Conshohocken, also produces payrolls that support the buying of these and other consumer goods and leaves some over for savings bank deposits, insurance protection and investments in industry.

Lee Rubber & Tire Corporation employees, management and stockholders unite in perpetuating American independence . . . the American way of life.

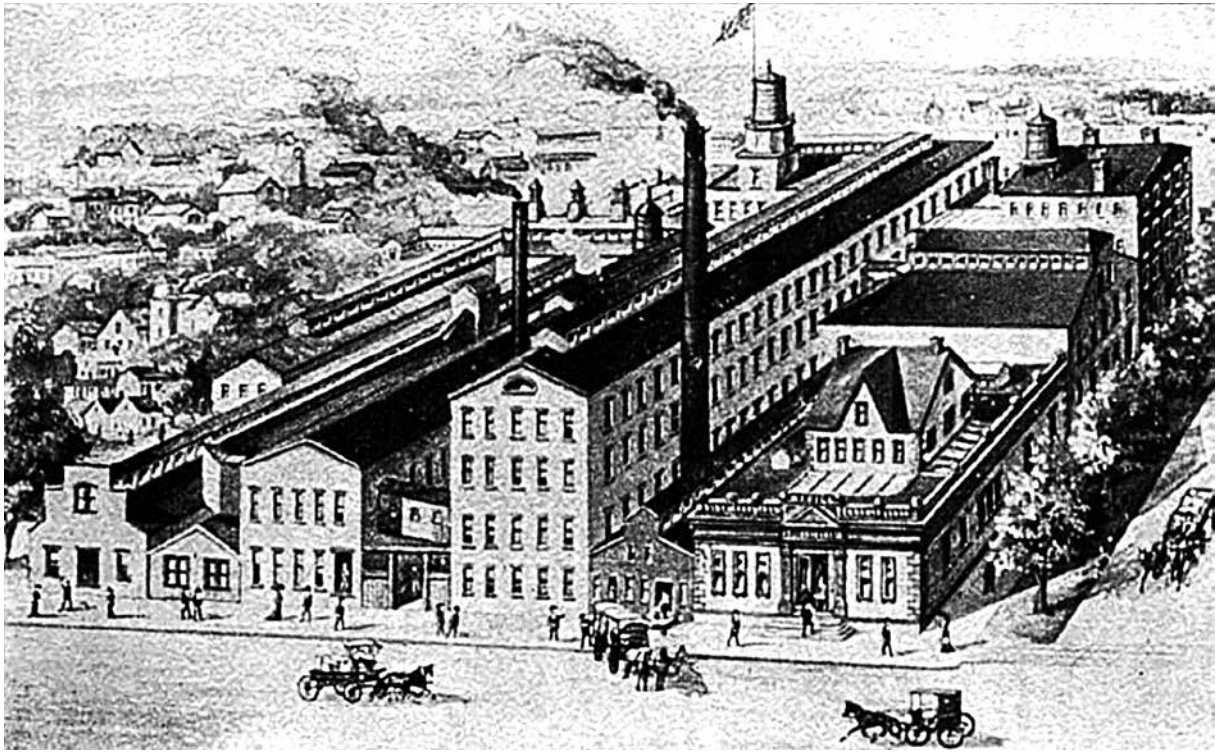
**LEE RUBBER & TIRE CORPORATION**  
GENERAL OFFICE • CONSHOHOCKEN, PENNSYLVANIA

|  |  |   |
|--|--|---|
| <p>REPUBLIC RUBBER • YOUNGSTOWN, OHIO<br/> <small>HOSE • BELTING • PACKINGS • MOLDED &amp; EXTRUDED PRODUCTS</small></p> |  | <p>LEE TIRE &amp; RUBBER CO. OF N. Y., INC., CONSHOHOCKEN<br/> <small>TIRES • TUBES • SUNDRIES &amp; RUBBER ACCESSORIES</small></p> |
|--|--|---|



**UNITED WE STAND.** The patriotic climate and assertion of identifying values were reflected in the advertisement for the Lee Tire & Rubber Corp. shown above, with the slogan "The American Way": "Every American wants his own home, good schools for his children, a church for his spiritual needs and civic leaders who inspire confidence and respect (...) Americans like himself are the labor, the consumers and the capitalists in America ... they are all three ... and this fact assures their independence (...) Lee Rubber & Tire Corporation employees, management and stockholders unite in perpetuating American independence ... the American way of life."

68. Advertisement in *Collier's Weekly*, 1944. 69. Symbols of Lee and Republic, divisions of the Lee Tire & Rubber Corp., 1944.



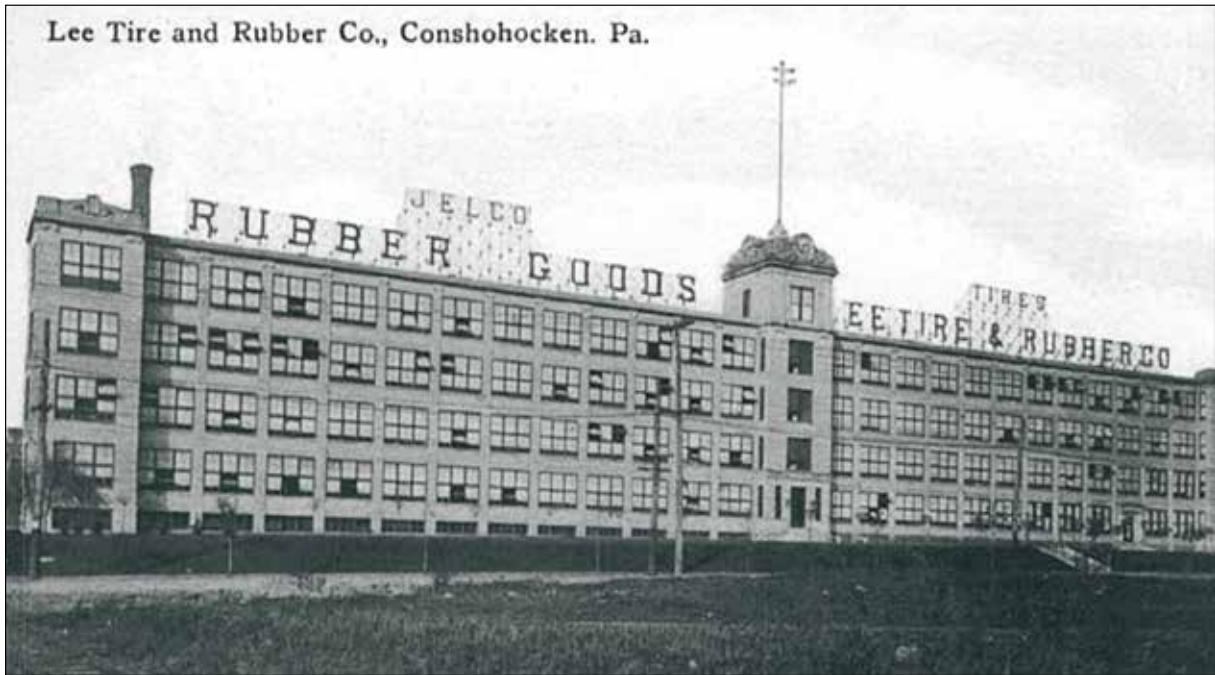
#### THE FORMER FACTORY.

The name Conshohocken means “tranquil valley” and is a phonetic transcription of the native word in the language of the Lenape tribe, the original settlers of these lands. This tranquility contrasted with the intense industrial activity that would take place in the area. Towards the turn of the century, the factory of the J. Ellwood Lee Co., located in the urban area of Conshohocken, consisted of seventeen warehouses that occupied a space of 2,200 m<sup>2</sup> in which 500 employees worked.

**70-71.** Two engravings depicting the industrial complex and the offices of the J. Ellwood Lee Co., approximately between 1898 and 1905.

**72.** Emblem utilized since 1883 by the J. Ellwood Co. for the medical supplies brand “Jelco,” and withdrawn in 1905 after their absorption by the leading company of the sector, Johnson & Johnson from New Brunswick, New Jersey.





**THE NEW FACTORY.** This page shows two photographs of the Lee Tire & Rubber Co. factory that was built in Spring Mill, just outside of Conshohocken, which would allow for the development of tire production under adequate conditions. The above image shows the large letters that adorned the roof of the building for years, which were installed in December 1910. Below, the name of the company was stamped on the chimney of the thermal power plant and on the surface of the water tank, a common practice in industrial plants of all sectors which was commonly seen in many images from that period.

**73.** Facade of the main building of Lee Tire & Rubber in Spring Mill, c. 1911. **74.** Photograph of the Lee Tires & Rubber factory, c. 1930.





**A FRIENDLY FACE.** This page presents three examples of identification elements for the Lee Tire & Rubber Co. in which the smiling face of the corporate pneumatic mascot was applied.

**75.** Photograph of a cargo vehicle from the Lee Tire & Rubber Co. factory in Conshohocken, extracted from the 1917 catalog of industrial trucks manufactured by The White Company.

**76.** Indicator sign for the F. E. Howard garage in Faribault, Minnesota. Dimensions: 30 x 90 cm, c. 1912.

**77.** Metallic identification sign for authorized Lee establishments. Manufactured by Chas. W. Shonk Lithographic Co. in Chicago. Dimensions: 60 x 40 cm, c. 1912.



## After You Buy Tires . . . What?

Lee Tires are sold as a vital contribution to the welfare of your car—not as a nondescript automobile accessory.

Throughout America, in cities large and small, the Lee Dealer may be identified as a specialist—a man that concentrates on tires; a man with complete service facilities in his own establishment; a man you can trust.

Enter a place where Lee Tires are sold. You will know immediately that the man who sells them to you is fully impressed with the importance of your purchase. You can depend on his offering you the right size and the right type of tire for the service your car is called upon to perform. You can depend on his personal interest in your purchase. You will find that he will cooperate with you in a manner which contributes greatly to the satisfaction you will get from your tires.

The typical Lee Dealer's premises are shoplike. He has a drive-in service. Your tires are changed under cover. If repairs or adjustments are to be made while you wait, he has a reception room for your comfort.

These features have a special appeal to women who drive cars and attend to their spheres.

Look up the "Lee man" nearest you. Stop in his place of business. It will give you a new idea of the modern tire merchant. You will find him listed in your local telephone directory under "Lee."

**LEE TIRE AND RUBBER COMPANY**

**LEE Tires**

**LEE PRODUCTS**  
Lee Deluxe Tires  
Republic Truck Tires  
Lee Tire's Inner Tube  
Lee Self-Sealing Tire Cap

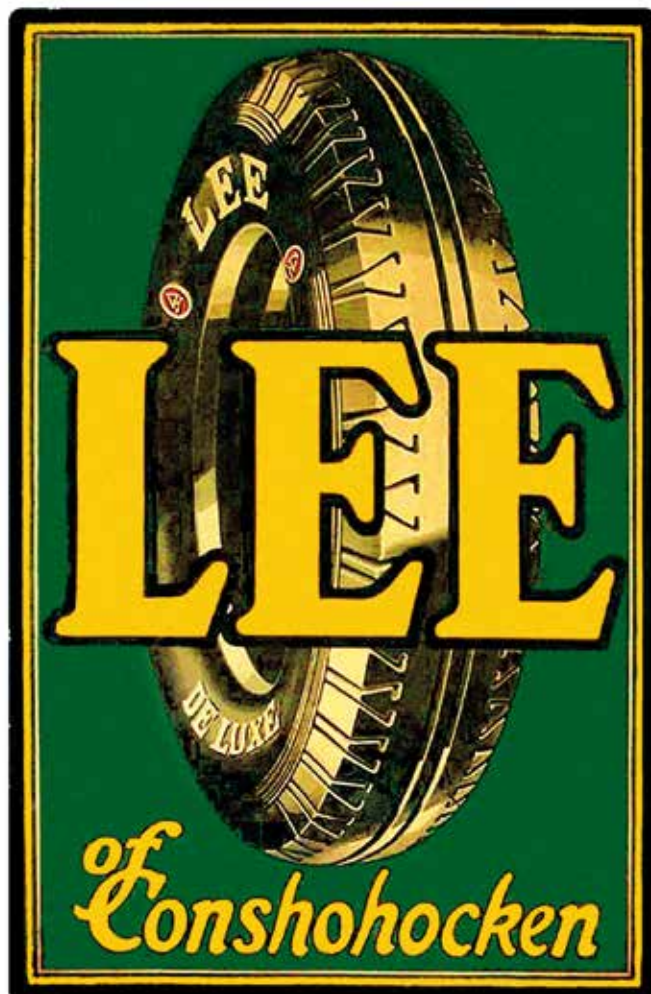
**These are but a few of the hundreds**

**of tire merchants selling LEE TIRES**

LEE

of Conshohocken

TIRES



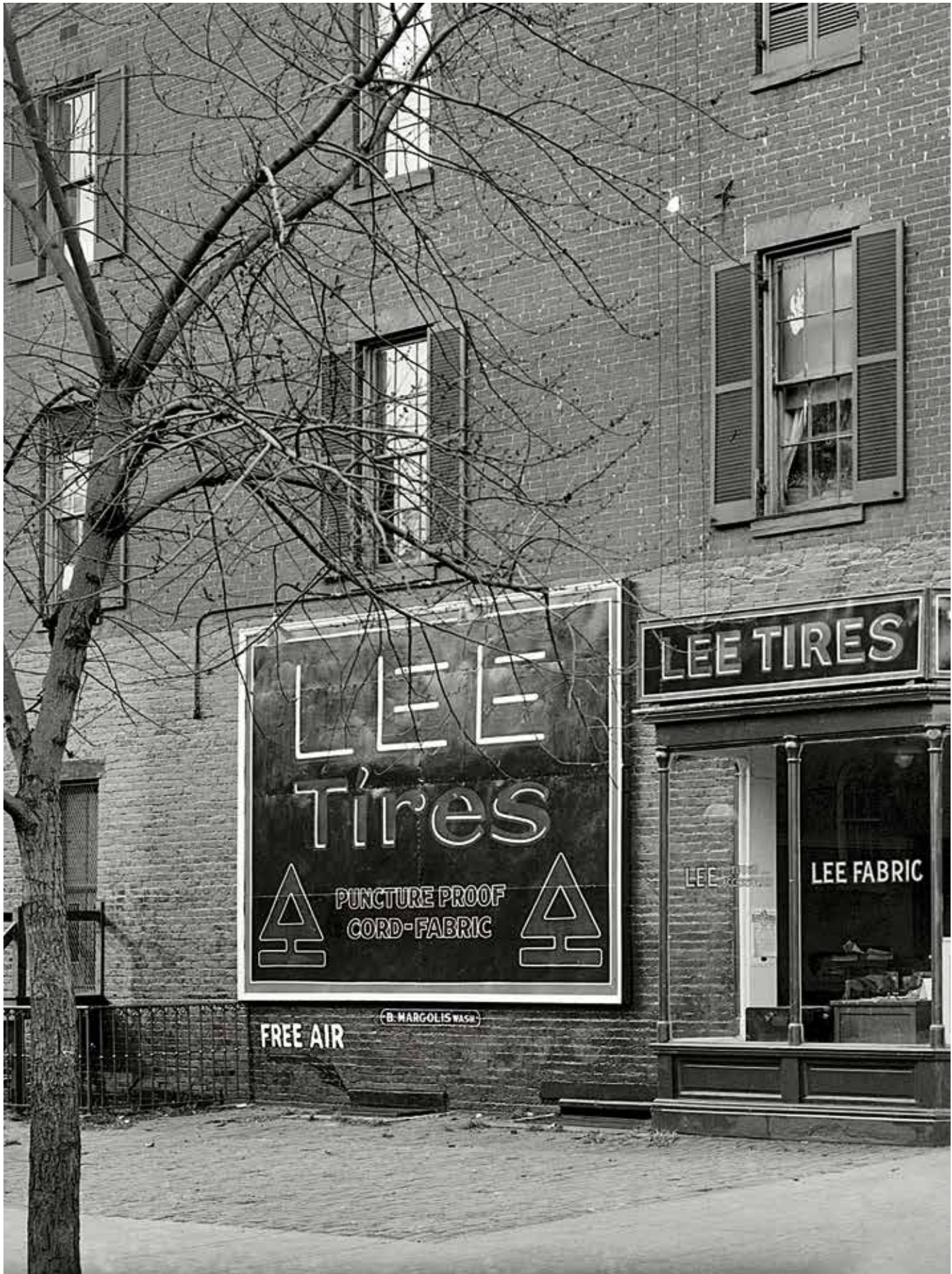
**BUSINESSES AND ESTABLISHMENTS.**

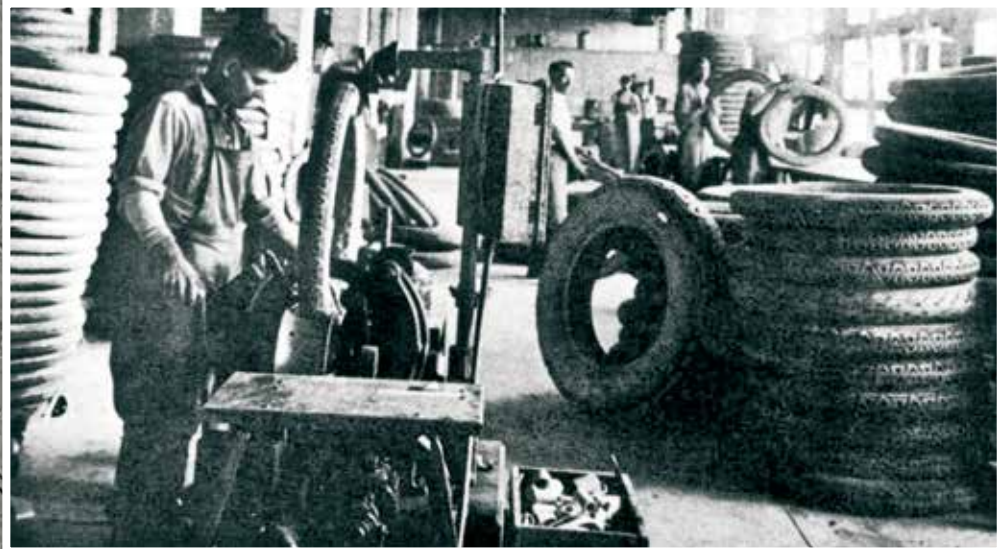
The examples included on this page show the facades and shop windows of several establishments from Lee's commercial network in 1926 and 1927, as well as the exterior signs that identified them as such during those years.

**78.** Double-page advertisement published in *The Saturday Evening Post*, April 17, 1926.

**79.** Vertical metallic identification sign of contracted establishments for Lee's commercial network, designed to hang laterally next to access points. Dimensions: 46 x 180 cm, c. 1927.

**80.** Metallic identification sign for Lee's contracted establishments. Dimensions: 47 x 70 cm, c. 1927.





**FROM THE FACTORY  
TO BUSINESSES.**

The images here present a graphic testimony of the appearance of contracted establishments that comprised Lee's commercial network in the decade of the twenties.

The use of the arrowhead symbol can be observed, with the characteristic thick letters and an internal shadow outline as identifying elements for these businesses. Additionally, in this case, the exterior side wall is used to hang a large billboard.

**81.** Photograph of installations of the Lee Tire & Rubber Co. factory, c. 1920.

**82.** Facade of the Lee Tire Sales Company establishment located in Washington D. C., around 1921. Photograph from the collection of the National Photo Company.

**CORPORATE BUILDING.**

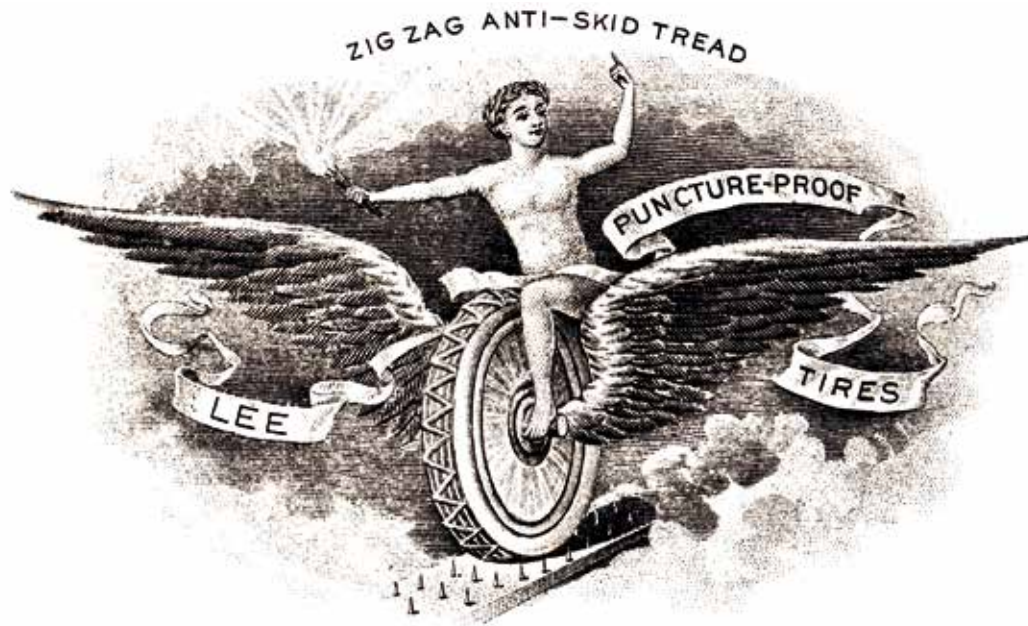
In the photograph on this double page, employees pose in front of the building facade of the Lee Tire & Rubber Co. commercial branch office, located at the corner of 26th and McGee Streets in Kansas City, which housed the offices, warehouse and mechanical workshop.

**83.** Company portrait. Photograph from The Commercial Photo Co. in Kansas City, c. 1922.







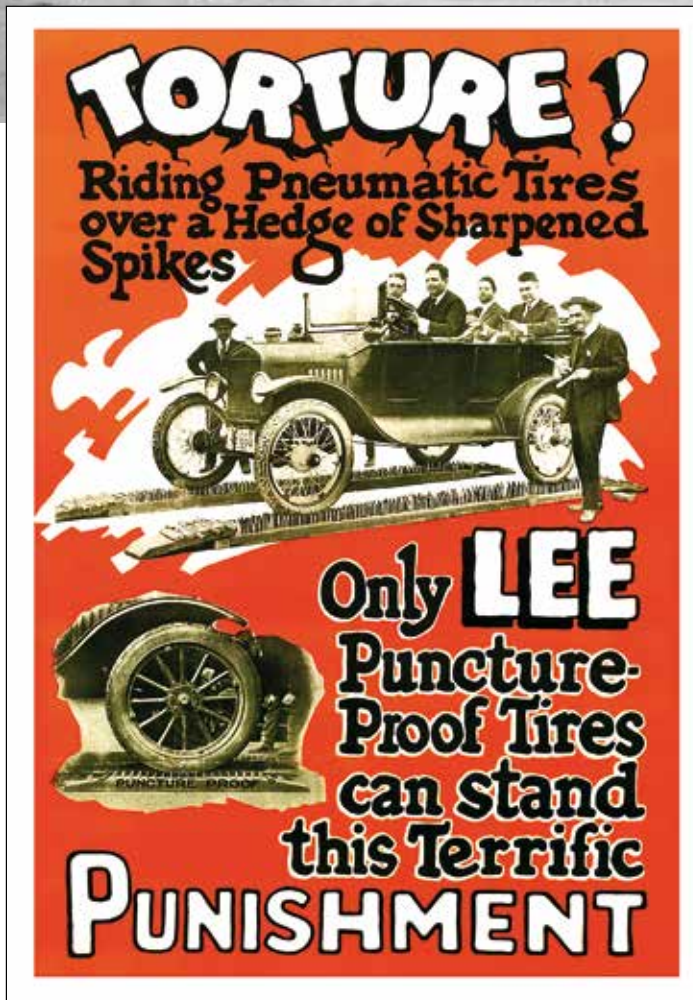
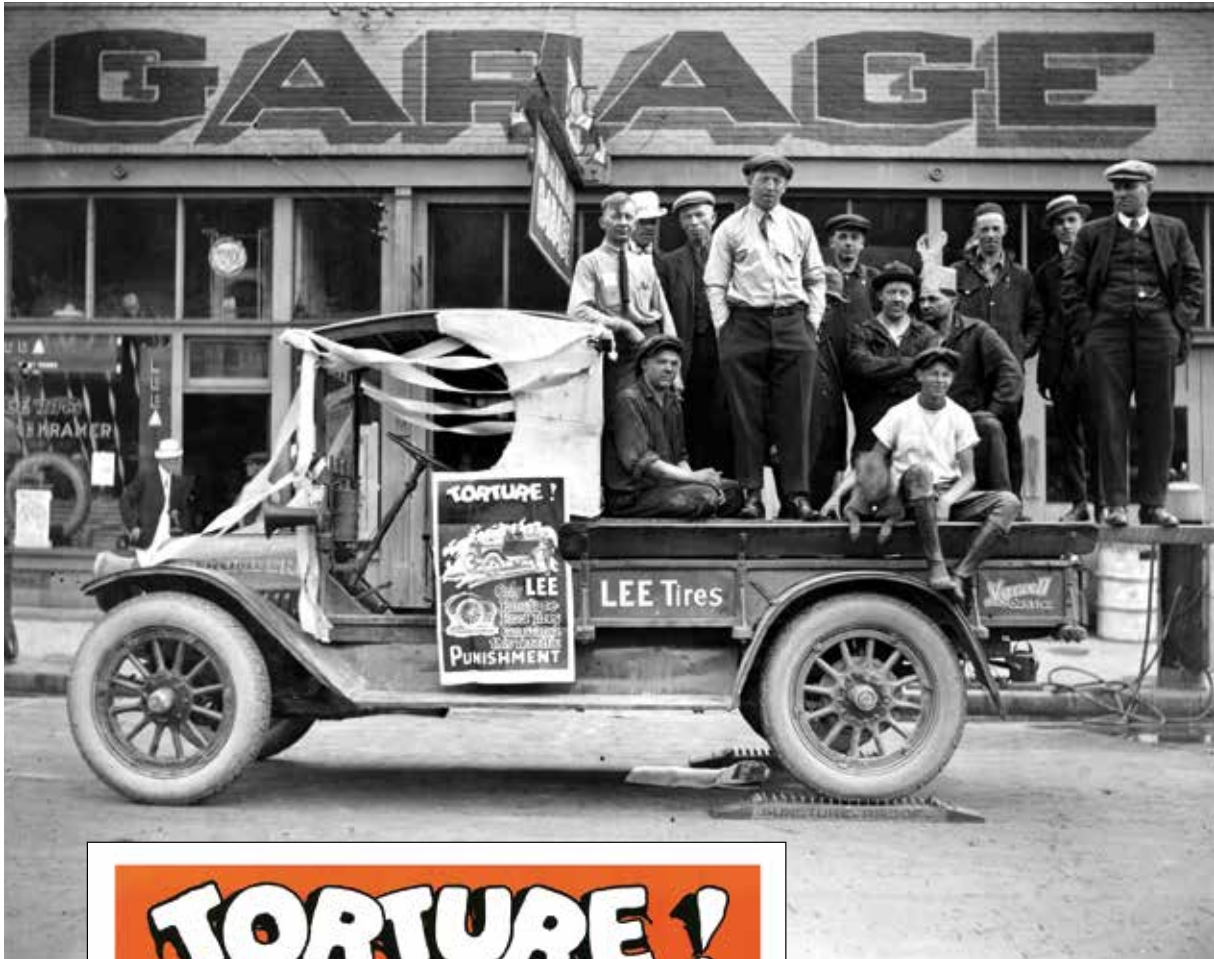


**THE TIRE FAKIR.** In June 1922 the Lee Tires & Rubber Company organized numerous public demonstrations of the qualities of their Puncture-Proof tires. They were held throughout the country with the assistance of their contracted establishments. For these events, they employed cars equipped with their tires which were placed on a bed of sharp nails without suffering punctures, as though they were the circus act of a fakir. This image of imperviousness was documented by promotional photographs and utilized graphically in corporate stationery and press advertisements.

**84.** Detail of the header for Lee Tire & Rubber Co. corporate stationery, in a letter dated March 19, 1912.

**85.** Photograph of a Lee Puncture Proof pneumatic tire put to the test in a demonstration, 1921. National Photo Co.





**FULL-COLORED TORTURE.**

The above image shows the employees of the Frank & Kramer Garage posing on the business' distribution truck, whose rear wheels rest on a bed of nails. This photograph depicts one of the many demonstrations that establishments associated with the Lee Tire & Rubber Company's commercial network held throughout 1921. In this particular case it was the auto repair and car accessories shop from the town of Wallace, Idaho. As can be seen, they employed identification elements that indicated that they were an official establishment of the tire manufacturer. The original color poster presented on the left portrays the same image that is shown in the above photograph, hanging from the side of the vehicle.

**86.** Promotional photographic portrait of the Frank & Kramer Garage. Photographer: Barnard Studio, Wallace, Idaho, 1921.

**87.** Advertising poster distributed by contracted Lee establishments. Dimensions: 64 x 94 cm, 1921.

**ON FOUR WHEELS.**

The Campbell-Niedringhaus Company was the official distributor of Lee tires for the territory of Pennsylvania. Their headquarters was located in Pittsburgh, but the company had branch offices in the main cities throughout Pennsylvania. The image presented here shows Horace B. Johnston, director of Campbell-Niedringhaus, at the wheel of the automobile during the inauguration of a branch office in August 1921 in the town of Harrisburg, located at 108 Market Street. The scene, in which beds of nails arranged under the wheels of the vehicle can be observed, again portrays Lee Puncture-Proof tires' resistance to punctures in a demonstration carried out in 1921 in front of the establishment's facade.

**88.** Promotional photographic portrait of the Campbell-Niedringhaus Co., Harrisburg, Pennsylvania, 1921. Extracted from information contained in the news item "Lee tire now on sale here," *Harrisburg Telegraph* (Harrisburg, Pennsylvania), August 6, 1921.





**INEFFECTIVE NAILS.**

The image on the right presents an example of press campaign advertisements, with detailed photographs of pneumatic tires parked on a bed of nails and exhibiting their capacity to resist perforations. Below, a photograph of another demonstration carried out by businesses associated with the commercial network of the Lee Tire & Rubber Company.

**89.** Full page advertisement published in the specialized magazine *Motor Land*, March 1922.

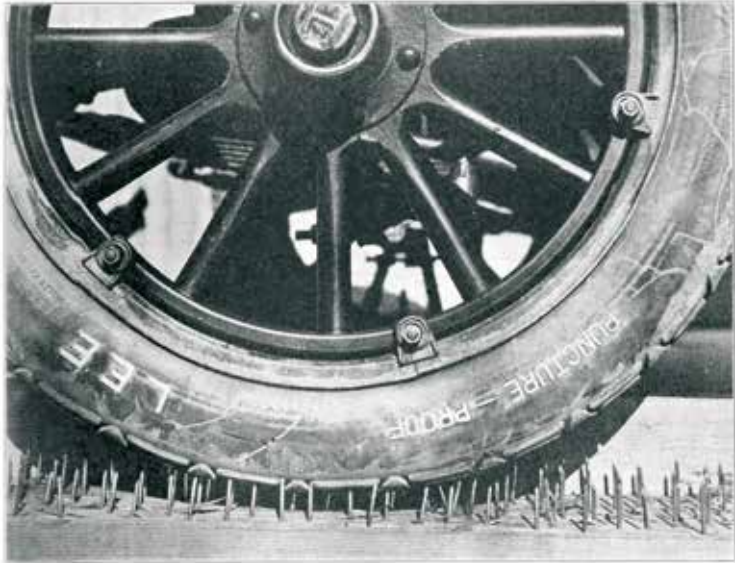
**90.** Photograph accompanying the article "Getting dealers to make successful street demonstrations," *Printers' Ink*, August 1922.

**LEE PNEUMATIC TIRES**  
PUNCTURE PROOF

ARE UNLIKE ANY OTHER TIRES

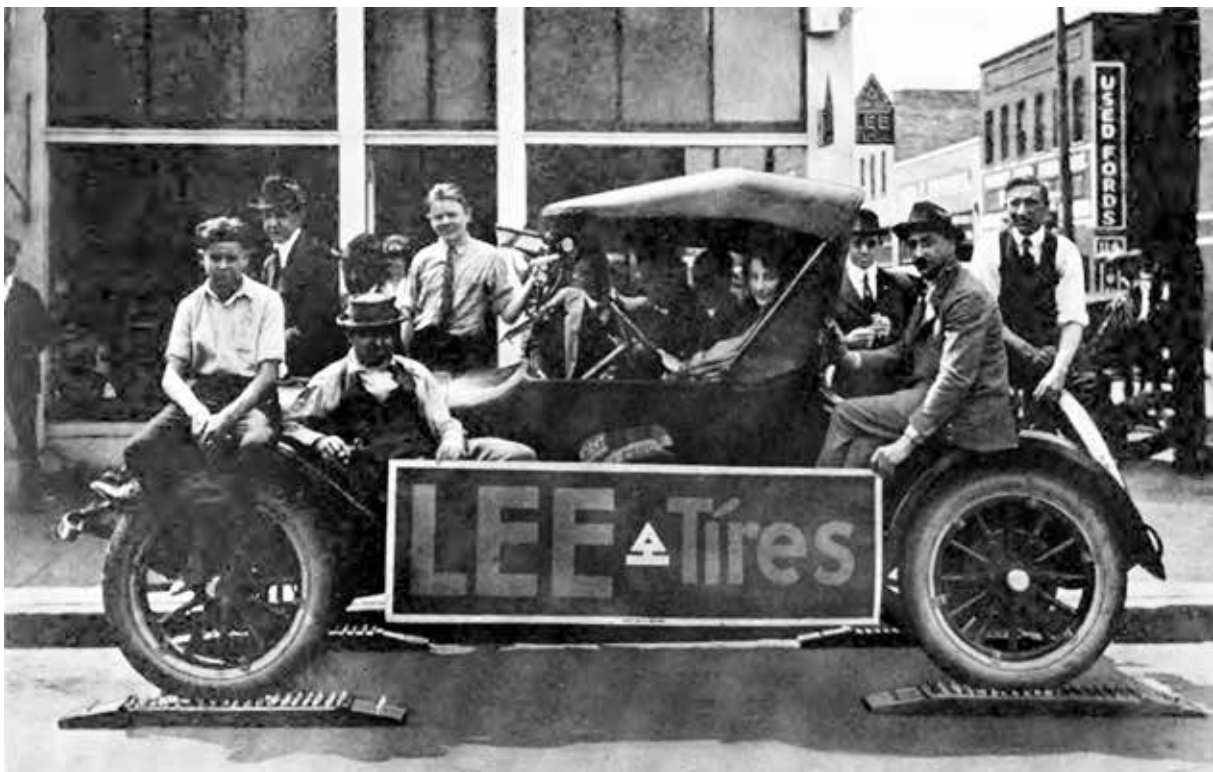
Thousands in use on the Pacific Coast are our best advertisements

*Cash refund if they puncture!*



**CHANSLOR & LYON CO.**

|               |                    |                                |
|---------------|--------------------|--------------------------------|
| SAN FRANCISCO | Coast Distributors | LOS ANGELES                    |
| FREBINO       | PORTLAND           | SEATTLE OAKLAND SPOKANE TACOMA |





**PUNCTURES, WEAR AND TEAR.** The above image shows a fresh milk delivery truck of the Walker Hill Dairy Company in the city of Washington. The rear wheels of the vehicle are equipped with solid rubber tires, while the front wheels are fitted with Lee Puncture-Proof pneumatic tires and their all rubber treads. One of the front tires is extremely worn out and degraded due to intense use while the spare tire is held by the mechanic mounted on the vehicle. No further information is available about the scene, although it is likely that it also deals with a promotional photograph linked to the use of Lee Tire & Rubber Co. tires.

91. Promotional photograph, c. 1921. National Photo Company Collection, Library of Congress.

# LEE Tires

“Get their number”

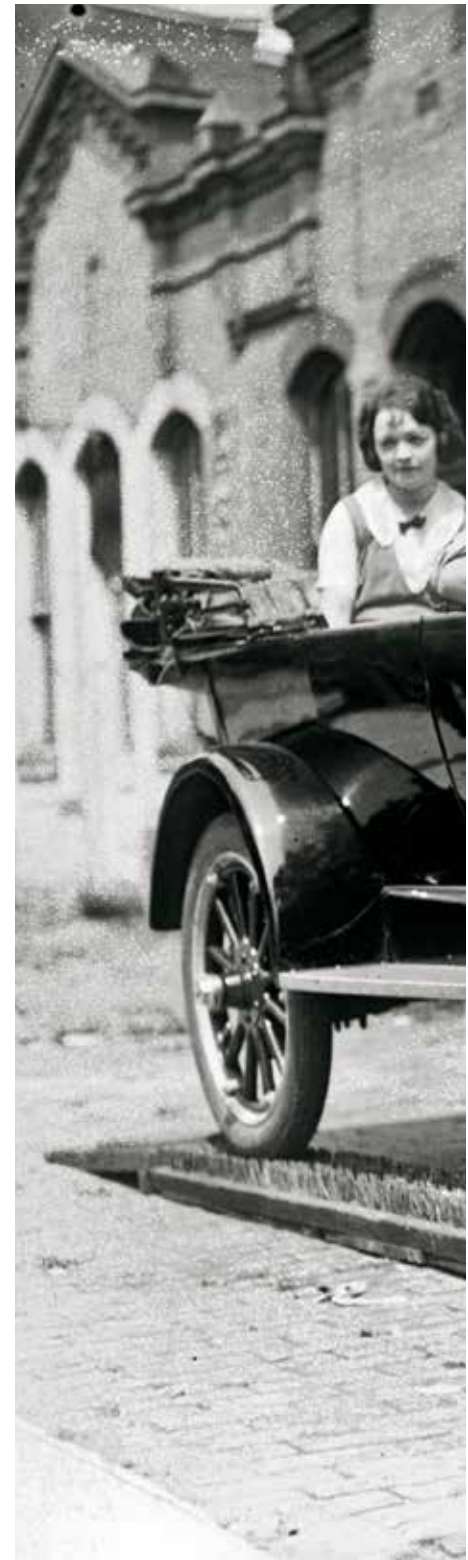
**Number 1. THE LEE GORD** \*\*\* the tire beauty \*\*\* swift as the graceful wolf-hound \*\*\* hand made, like a high-grade watch \*\*\* in whatever company you put it, it stands out.

**Number 2. THE LEE FABRIC** \*\*\* like the Alrofaie, which can do everything any ordinary dog can do, and lick the other dog. This regular Lee Fabric outwears many of the widely advertised Cord tires. The mileage is there.

**Number 3. THE LEE PUNCTURE-PROOF.** The tire that fights away spikes and glass in bulldog style \*\*\* and has never been licked, yet it is a true Pneumatic Tire, with all its resiliency. Good on good roads \*\*\* but bad roads cannot injure it. The only Pneumatic Tire made with a money-back guarantee.

**CHANSLOR & LYON CO.**

1238 Van Ness Avenue Phone Prospect 929



**BROKEN SALES RECORDS ARE A COMMON OCCURRENCE AT THE OAKLAND CHANS-  
lor & Lyon headquarters. Manager Cary is putting the Lee tires over in excellent shape  
through his well-trained energetic sales forces.**





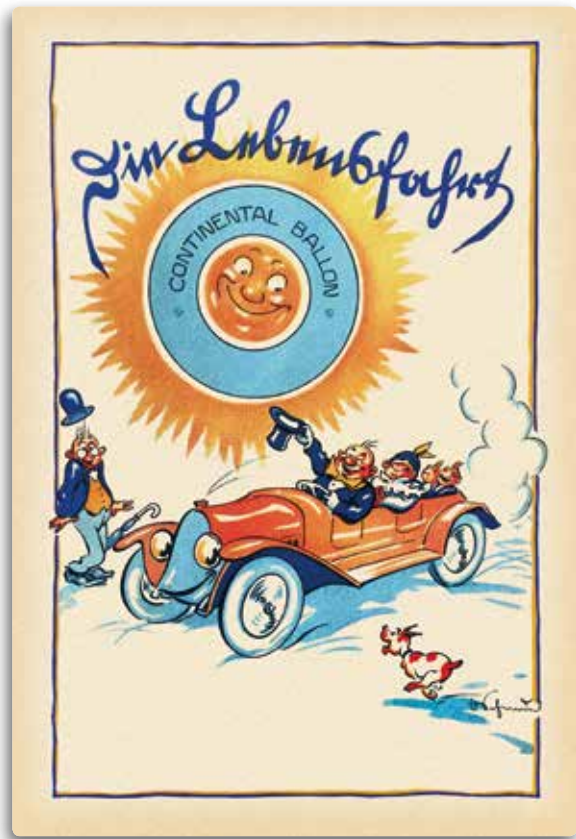


**TRAINED MASCOTS.** The photograph above shows a demonstration carried out by one of the establishments associated with the Lee Tire & Rubber Co.'s commercial network. The car is parked next to a billboard in which the figure of the dog was used—a different breed for each tire model—to embody the virtues of the manufacturer's tires, an image that was employed in the early twenties. The humorous illustration on the opposite page presents these same mascots being trained by the director of the Chanslor & Lyon distributor in Oakland to help promote Lee tires.

**92.** (opposite page) Full-page advertisement published in the specialized magazine *Motor Land*, March 1920.

**93.** (opposite page) Illustrated news item published in the *Oakland Tribune* newspaper (Oakland, California), February 29, 1920.

**94.** Photograph of a demonstration for Lee Puncture-Proof pneumatic tires conducted in 1921.



#### EUROPEAN SMILES.

The humanized and smiling tires that conveyed positive feelings were not exclusive to Lee's advertising. This double page shows two European examples of advertisements that utilized this graphic element. Above, a smiling tire functions as the sun illuminating the cover of a German advertising brochure for Balloon technology tires manufactured by the Continental Caoutchouc & Guttapercha Compagnie from Hannover. In the advertisement shown on the right, travelers aboard an automobile circulate through a landscape in which all inert objects and animals have been anthropomorphized. Their faces—including those of the vehicle's wheels—are shown smiling in an attitude of joy.

95. *Die Lebensfahrt*, 1926. Illustrated by Otto Schendel.

96. Advertisement published in the British press for the tires distributed by the BF Goodrich Co., Ltd., c. 1910. Illustrated by the cartoonist Tom Wilkinson (1869-?).



**USE**  
MANUFACTURED BY



**A  
SMILING  
WORLD.**

Singular result  
of  
that beneficent law—

**THE  
GOODRICH  
AVERAGE.**

**GOODRICH TYRES**

THE B. F. GOODRICH CO., Ltd., 117-123, GOLDEN LANE, LONDON, E.C.



**Announcing New B.F. Goodrich HT Silvertown**

**B.F. Goodrich** the **extra Smileage** tire






**EXTRA WIDE TREAD**—B.F. Goodrich put extra rubber where the wear comes the most—down the center. The new HT Silvertown tread 1/8" wider than regular tires. Notice, too, the flex on the outside edges. They add strength and make the HT Silvertown under steering, then's extra backing when you're driving fast on hot highway!

**EXTRA DEEP TREAD**—New B.F. Goodrich HT Silvertown has 11/16" deeper tread than regular through a wearing steel design for so-called steps, so-called grooves and quiet riding. There's extra backing beneath the tread, another 1/8" of extra, best-riding extra tread.

**EXTRA LONG WEAR**—Frost from B.F. Goodrich's "Tread Where You Want" HT Silvertown's new Silvertown and new design provide better wearing extra mileage factor. That's extra backing—dozens of extra miles of quiet, smooth, fine standing, flat your neighborhood! B.F. Goodrich And in the Yellow Pages and all lists in get lists of these extra backing tires on your car now. The B.F. Goodrich Company, Akron, Ohio.

ALL NEW AND BUILT, TOO, FOR ONLY \$1.17 MORE THAN A REGULAR "NEW CAR" ONE-PIECE AND 7.00 LBS. WEIGHT.

**B.F. Goodrich Smileage dealers** STOP AT THE SIGN OF THE SMILING TIRE

**B.F. Goodrich** GET WINTER **Smileage!**



**...with B.F. Goodrich Trailmakers!**  
More traction...widest snow tread ever





**NO SLIPPERY WET OR DRY ICE!**—When you're stuck in a snow drift, B.F. Goodrich Trailmakers give you the grip you need. Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow. Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow. Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow.

**WIDER TREADS WITH A GOODGRIP TRAILMAKER!**—Get a grip of new B.F. Goodrich Trailmakers' extra-wide tread and extra-deep tread. Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow. Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow.

**EXTRA WIDE TREADS MEAN EXTRA TRACTION!**—Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow. Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow. Trailmakers' extra-wide tread and extra-deep tread give you extra grip on ice and snow.

**B.F. Goodrich Trailmaker tires**

**A RADIANT FACE.** The BF Goodrich mascot is presented with asexual features: the finely profiled lips, long eyelashes and small nose seem to refer to a female character, although the bushy, short eyebrows do not coincide. In the advertisements shown above, the smiling tire of BF Goodrich is proposed as an effective measure that insures against any mishaps on the road. Its warm smile will protect motorists from the difficulties of traveling on ice and snow as well as possible flat tires from punctures.

97. Illustration from a full-page advertisement published in the generalist magazine *The Saturday Evening Post*, June 1958.

98. Advertisement in *Life* magazine, October 12, 1959. 99. Advertisement published in an unidentified magazine, 1958.



**B.F. Goodrich** FOR A SUMMER OF FUN **Smileage**

STOP AT THE SIGN OF THE SMILING TIRE

**Nail in, nail out. That's Smileage!** No flats with B.F. Goodrich Life-Saver Silvertowns, the tire that seals punctures instantly and permanently. Like all B.F. Goodrich Silvertowns, Life-Savers are time tested, lab tested, road tested. We've done the worrying for you. For a summer of fun and safety—see your B.F. Goodrich dealer. 4 tires, \$4 down.

**B.F. Goodrich Smileage dealers**

**For Happy Mileage**

**STOP AT THE SIGN OF THE SMILING TIRE**

**B.F. Goodrich** Silvertowns

# Smileage

**DEALER**

**Relax!** Drive worry-free on B.F. Goodrich Silvertowns. They're lab-tested, road-tested, time-tested. We do the worrying for you! So have fun. Enjoy trouble-free mileage on the quality tires chosen for new cars year after year. Get top value, get Smileage! 4 tires, \$4 down! B.F. Goodrich Smileage dealers are listed in the Yellow Pages. The B.F. Goodrich Company, Akron, O.

**B.F. Goodrich Smileage dealers**

**THE PLEASURE OF DRIVING.** "Relax!" "A summer of fun," "Drive worry-free," "Enjoy trouble-free mileage," "Happy mileage" ... are some of the slogans by BF Goodrich in advertisements from the campaign launched at the end of the fifties and early sixties. How to achieve this? As explained, it was only a question of stopping before a smiling tire poster that would direct you to an official service station authorized by the BF Goodrich tire manufacturer.

**100.** Advertisement in *The Saturday Evening Post*, May 23, 1959. **101.** Painted metallic sign, Dimensions: 37 x 122 cm, c.1960.

**102.** Full-page advertisement published in *Life* magazine, June 15, 1959. **103.** Advertising module published in the press, 1959.



**SMILEAGE.** Beyond the Atlantic, and around the same time, the British National Benzole fuel company used a slogan similar to BF Goodrich's smiling tire: "For higher smileage ... go National Benzole." The corporate mascot par excellence of this company was Mr. Mercury, the god with a winged helmet who was the sole protagonist of other advertisements for the oil company and who appears here as a rhomboidal corporate symbol, along with the slogan. In the illustrations, a ship's figurehead, statues from a fountain, a maid portrayed in a roadside sign and a snowman in a snowstorm come to life and greet the family car that passes by them. Happy trip!

**104.** Advertisement in the British magazine *Motor Sport*, September 1957. **105-106.** Advertisements published in the British magazine *Country Life*, August 1 and July 11, 1957. **107.** Advertisement published in the British magazine *Top Gear*, December 1957.



**OTHER SMILES.** The above images present three examples of other tires that were also humanized and smiling. In this case they were utilized during the sixties and seventies by American companies in the sector such as Dayton, Firestone and the Canadian Tire Corporation.

**108.** A promotional gift in the form of a children's puzzle showing the Big Sport tire mascot—also utilized in press advertisements—of Big Sport tires manufactured by The Dayton Tire & Rubber Co. in Dayton, Ohio, 1968.

**109.** Promotional keychain by Firestone, c. 1970. **110.** Discount coupons with the appearance of dollar bills to be spent at Canadian Tire Stores, the service stations of the Canadian Tire Corp., and distributed to encourage customer loyalty, 1962.

