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

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MILLER RUBBER AND THE EXEMPLARY TIRE BUILDER

The roots of the Miller company trace back to the modest business founded in 1892 by Jacob Pfeiffer, John Grether and John Lamparter. The three partners, owners of a retail establishment of medical goods and pharmaceuticals, decided to invest their savings in a more ambitious venture: the manufacture and marketing of rubber gloves for surgical purposes. After a difficult start due to the necessary investments for developing productive activity, the company rapidly grew. William F. Pfeiffer—Jacob's brother—and brothers Harvey and Lee R. Miller were added to the original partners. Together they founded the Miller Rubber Manufacturing Company, registered on May 1, 1898 with a capital stock of \$50,000.

The Miller catalog offered dozens of rubber products, mainly designed for hygiene and sanitary use, such as surgical gloves, bathing caps, baby bottle nipples, hot water bottles and rubber sponges. In addition, they produced items related to domestic cleaning and other activities such as rubber soles for shoes as well as balloons and balls for children's games. With the development of the motor vehicle industry, various molded parts and products such as rubber belts and tubes were added to their inventory.

In autumn 1906, the company was re-founded with the new name of The Miller Rubber Company, with a capital stock of \$200,000.¹ In the following years, the growth of the business was reflected in the constant improvement of the facilities and in the construction of more production buildings, as well as consecutive gains in capital. In 1910, Miller increased their capital from \$250,000 to \$500,000, with the intention of doubling productive capacity in the following months and starting the construction of complementary facilities to house the production of two new products: solid rubber tires for heavy-weight trucks and pneumatic tires and inner tubes for cars.²

By 1913, the Miller Rubber Company had already abandoned the production of solid rubber tires to focus solely on pneumatic tire technology. Of the 1,200 workers in the factory, 700 were directly involved in tasks related to tire production, estimated at about 1,000 daily units.³ By mid-1915, Miller's workforce had grown to reach a total of 1,500 workers, employed in the manufacture of tires and a long list of other merchandise such as rubber soles for shoes.⁴ In fact, by the end of 1920, in a comparison of the most important manufacturers located in Akron, Miller topped the ranking that year for the

production of rubber soles for footwear with 40 million pairs, exceeding Goodyear's 30 million pairs and Goodrich's 22 million.⁵ In terms of tire production, during the first half of 1921, nearly 3,000 units were manufactured daily.⁶ However, the 1920-1921 recession which affected the entire sector also weakened Miller—their sales fell by half during that period. They closed with losses—and found themselves in a delicate financial position.⁷ At the beginning of 1924, the productive capacity reached nearly 10,000 daily tires.⁸ In the autumn of 1925—a time of the year when demand fell due to the arrival of bad weather, rain and snow that limited the use of the automobile—, their production was 12,000 tires and 15,000 inner tubes per day.⁹

After the financial crisis caused by the 1929 stock market crash, hard times came for the Miller Rubber Co. as well as for a large part of the U.S. companies in the tire industry. On January 23, 1930, in response to an offer from Goodrich, Miller's board of directors approved the sale of the company, a decision that was endorsed the following month by shareholders.¹⁰ Goodrich, the giant of the rubber and tire industry, repeated the same operation which one year earlier had allowed them to acquire the Hood Rubber Co. in Watertown, Massachusetts, and which they had already applied in 1912 when they purchased the important competitor Diamond Rubber Co. in Akron, Ohio. The name "Miller" continued to be utilized and advertised—incorporated into the Goodrich brand list—, being associated with tires and their extensive catalog of medical products until the early 1950s, when it was withdrawn.

1. The first campaigns

The start of the Miller Rubber Co.'s tire production was backed by corresponding relevant advertising. During the initial years, the design of the advertisements emphasized the non-skid qualities of the rubber tread for Miller's Geared-to-the-road model. The term geared, participle of the verb to gear, is translatable in this case by the definitions of "assemble, adjust, interlock or connect." Thus, the "adjusted-to-the-road" tire—which used hyphens to link words that graphically reinforced the grip of the tread to the road—was interlocked to the road with the same precision as one gear connecting to another. This catchphrase was part of the company's corporate emblem and the idea would be used recurrently as the principal appeal for texts and certain illustrations in the press and other media advertisements over the years, based on the slogan's continuity (figs. **1-9** and **74-76**).

The illustrations for the 1916 and 1917 campaigns showed typical characters involved in the customary circuit of manufacturer/seller/consumer, each occasionally portrayed in the form of humorous cartoons. These characters included the scientists of Miller's development department, tire salesmen or vehicle drivers, all of them engaged in ensuring the quality of the manufacturer's products (figs. **10-15**). In June 1916, Miller established a policy of free support to drivers that the contracted establishments linked to their commercial network would provide. In order to deliver this service with a distinguishing feature, the mascot Mr. Quick Service was created, which was utilized in advertisements of the respective businesses in local press and in decorating service delivery vehicles (figs. **19-21**).¹¹

One month later, Miller presented a new mascot, this time destined to promote their line of hygienic and sanitary products. It dealt with Mr. Miller Merit, an anthropomorphic being formed by linking together some of the most representative rubber items in the manufacturer's catalog: balls, hot water bottles, gloves and sponges. Mr. Miller Merit was also known as Major Miller Merit. His image was employed for both press advertisements and advertising elements at the point of sale, such as shop windows and cardboard cut-out posters (figs. **16-18**).¹²

In the autumn of that same year *Miller Talk* made its debut. This was Miller's monthly corporate magazine that offered eight pages with news about employees and other information, using a marked humorous approach peppered with jokes and numerous comic vignettes. The publication of the magazine was interrupted during the months of the Great War and was reissued in 1919 with H. Parker Lowell as the new editor in charge.¹³ In June 1920 it was replaced by *Tire Trade News*, the new monthly magazine directed mainly to the owners of the establishments associated with Miller's commercial network and their employees. This publication included general information on the rubber sector and on the productive, commercial and social activities of the company.¹⁴ According to its editors, in 1920 the publication's circulation reached 65,000 copies in a single month (fig. 81).¹⁵

With regards to Miller's Advertising Department—in a possibly incomplete but representative list drawn up during the present investigation—some of the directors were: Clyde S. Thompson, since mid-1916; W. S. Campbell, in 1920; George Fishback, from 1923 to the end of 1924; H. R. Baker, active in 1927; Guy Blanchard, active at the time of the company's takeover by Goodrich and, after this occurrence, promoted as manager for the group's corporate magazines; and finally, Norman H. Keeling, in June 1930.¹⁶

2. Maximum demand

In January 1918, the mascot that would thereafter be the representative of the Miller Rubber Company made his first appearance: the Miller Man, an infallible, tireless and dutiful skilled worker.¹⁷ He was the archetypal representation of the professional category of 'tire builders' consisting of highly valued skilled workers, experts in the difficult manual and mechanical task of applying strips of nappa and rubber in different layers to cover the pneumatic tire that subsequently would be vulcanized. An idealized but realistic type of illustration sought to portray the Miller Man as the exemplary operator, a mature man dressed in a shirt—with rolled up sleeves and unbuttoned collar due to his work—donning a black vest and above it, protected with a bib or apron characteristic of the trade. However, this had a defining characteristic that identified him: the apron had the initial 'M' for Miller stamped on its center. Some excerpts from texts accompanying Miller's advertisements shed light on the mascot and the message that the company intended to inculcate:

"Uniform tires (99 per cent excellent) built by uniform men (96 per cent efficient)".¹⁸

"Tires are mostly hand-work. So they are bound to vary about as the workmen do. To build them uniform, 'human variables' must go. That's why we created a masterful system to rid men and tires both—of variables. Three years ago [1915] we began to keep books on every tire built, and on the man who built it. We brought in experts on scientific management. And the master tire builders were used to train the rest. Many withstood this new order of efficiency, and are building Miller Tires today. Those who fell below the mark had to go elsewhere. Perfection demanded the survival of the fittest. So today, this body of Miller Men is known as Tiredom's crack regiment. Their efficiency averages 96 per cent. And more than 99 per cent of their tires exceed the warranted mileage."¹⁹

"Our efficiency experts keep a record of every man and every tire he builds. To pass our inspectors it must reach our 99 per cent grade. If ever a Miller comes back, the builder's score is penalized. Under this rigid system, only one man in 25 makes good. But those who do average 96 per cent efficient."²⁰

These surprising statements, far from being the most neutral advertising messages, make reference to methods of scientific work organization, scientific management, the basis of the ideology advocated by Frederick W. Taylor (1856-1915). The so-called “Taylorism” sought maximum efficiency in industrial production processes and control and uniformity in the results. Following this policy, an analysis was applied on how long it took to execute tasks—timing each one of them—, the responsibility of the different agents involved and the corresponding salary remuneration. Another factor to take into account to understand the mascot’s character and certain illustrations in their advertisements is the timeframe in which he made his debut. The war conflict that engaged Europe, which led to the military intervention of the United States in the First World War, strongly permeated the environment. The creation of Miller’s efficient and obedient man and their “army of workers” was a reflection of this situation.

Miller invested significantly in advertising, as can be seen in the long-running advertisement campaigns that were full-page and in color (figs. **24-32** and **41-44**) as well as in black and white (figs. **23** and **33-40**). They were published in major generalist magazines with wide circulation, such as the biweekly *The Saturday Evening Post*, the weekly *The Literary Digest*, *Life*, *Collier’s* and *Leslie’s*, as well as in specialized automotive sector magazines such as *Motor Age*. The establishments adhering to Miller’s commercial network received assorted clichés from the company’s Advertising Department which were modular adaptations of the magazine advertisements. These were disseminated for publication as advertisements in corresponding local newspapers, as well as for other elements of identification and promotion such as large outdoor signs, cardboard cut-outs showing the mascot at point of sale, promotional stationery and slides for projection in local theaters and performance venues (figs. **68-73** and **77-84**).

The campaign illustrations featured Miller’s 96% efficient superhero, usually portrayed from the waist up and smiling, presenting or holding a tire with one hand and pointing out something relevant with the other. An adamant slogan was employed to accompany that smile: “If ever one comes back—I’m penalized.” Between 1918 and 1919, several authors were responsible for the illustrations. Among those that I identified were William Meade Prince (1893-1951), a prominent contributor to *The Country Gentleman* magazine—for which he made approximately fifty covers between 1924 and 1940—, and Raymond K. Perry (1886-1960) (fig. **34**), editorial and advertising illustrator who, in the thirties and forties, directed his career as a comic artist for the publishers Adventure Comics and Action Comics. He also worked in different publications and with popular characters such as Batman and subsequently became the Art Director for National Comics Publications.

3. Men in reserve

In 1920, the Miller Man stopped being featured as the company opted for other human figures that represented the quality and virtues of their tires and inner tubes. Instead of the qualified worker he turned into the white-coated scientist, an expert and prescriptive character who used technological appeals to demonstrate these qualities (figs. **45-48**). I have identified the signature stamped on the series of illustrations for these advertisements—made in a style similar to those of previous campaigns—, which corresponds to the illustrator Hyman Gilbert Levine (1891-1966).

Between 1921 and 1925, Miller limited their investment and advertising presence, undoubtedly deactivated so as to concentrate efforts in putting their financial accounts into order after the losses caused by the crisis at the beginning of the decade. In the 1926 advertisements the Miller Man regained prominence with the launch of the Miller Balloon tires based on low pressure technology. On this occasion,

however, the character was not presented as an active mascot but rather in the role of a symbol. He was portrayed from the waist up holding a pneumatic tire resting on his shoulder and in a fixed pose, being integrated into the corporate emblem. From that moment on, the character became definitively static, as immobile as a statue. Thus, in 1926 and as part of the emblem, the Miller Man signed a series of advertisements made with a graphic that recalls the sanguine line and published in two inks—black and sepia. He was portrayed in driving scenes set in rural and urban landscapes as well as working as a mechanic in Miller’s official service stations (figs. 50-53).

In 1927, in another series of advertisements designed with two inks as striking red/black or green/black binomials, close-ups of automobiles fitted with Miller tires were shown, accompanied by an increasingly diminished symbol (figs. 54-56). The Miller Man was permanently eliminated from the corporate emblem as early as 1928, when Miller was absorbed by Goodrich. The company that he had worked for faithfully for almost a decade—founded precisely on May 1, 1898—assigned one of their best employees to early retirement.²¹

4. From exemplary worker to celebrities

Between 1928 and 1929 the advertising strategy was oriented towards another direction. To present and endorse Miller tires, they went from the exemplary model of the permanent, qualified, unpaid worker—a faithful brand mascot—to the temporary and well-paid work of real people. These dealt with personalities who were tire experts as well as popular celebrities whose charisma was employed as a product appeal. The graphic representation of these personalities followed a trend that would become more important over the next two decades. This consisted of the use of illustration for constructing scenes and imaginary characters being transferred to the photographic representation of performing and athletic stars, the popular celebrities of the time. An example of this change can also be seen in the transformation of certain leading American magazines such as *Life* and *Vogue*—together with *Vanity Fair*—, the feminine magazine that champions fashion and aspirational lifestyles. The first was transformed at the end of the thirties into a pioneering head of photojournalism. The second one abandoned a large part of their illustrated images, replacing them with the “reality” component contributed by photographs of model characters and celebrities.

Among the experts in the field who gave their testimony recommending Miller tires were the owners of certain passenger transport companies, executives of companies that manufactured vehicles such as Ford or General Motors as well as business magnates from other highly distinct sectors. All of them declared themselves unconditional users of the Miller brand, whether on a professional level—equipping the fleets of their company—or on a particular basis (figs. 57-59).

Among the celebrities who employed their image as endorsers to be utilized in Miller tire campaigns were: Eddie Cantor (1892-1964), a renowned entertainer, actor and singer; Ben Turpin (1869-1940), a famous comedian who was also a star in silent films; George White (1890-1968), a producer, director and musical actor in vogue; Frankie Frisch (1898-1973) a figure and captain of the St. Louis Cardinals baseball team; Irène Bordoni (1885-1953) an actress and singer of Corsican origin; Marylin Miller (1898-1936) a tap dancer and star of musicals; Vincent Lopez (1895-1975), a pianist and one of the most famous directors of dance orchestras; Florenz Ziegfeld (1869-1932) an American theatrical producer and star manager of the show who, on occasion, worked with the musician, composer and violinist Paul Whiteman (1890-1967) who was famous as conductor of his Whiteman Band and other dance orches-

tras ; and James Montgomery Flagg (1887-1960), a renowned illustrator and author of the iconic *I Want You for U.S. Army* poster that portrayed a commanding Uncle Sam in military recruiting propaganda campaigns during World War I (figs. **54-56** and **70-71**).

In addition, one of the glittering stars of Hollywood during the forties, the then-well-known MGM actor Clark Gable (1901-1960) utilized Miller tires in several of his luxury vehicles. It was not a coincidence. Gable, son of a worker dedicated to oil extraction, was born in Cadiz, Ohio. In September 1918 at the age of 17, he dropped out of school and moved to Akron, a major city in the state that offered numerous employment opportunities within the rubber sector's emerging industries. First he was employed at the offices of The Firestone Tire & Rubber Co. and in 1918, he went on to work as a time-keeper for The Miller Rubber Co., earning a salary of \$25 a week.²² There in Akron, America's tire capital, after attending a show at the city's Music Hall that made a great impression on him, Clark Gable decided he would become an actor. After years of experience on stage, his first notable performance in a film came with the movie *The Free Soul* (1931), which was very successful at the time. Playing the role of a tough gangster, Gable was part of the male cast that included actors Lionel Barrymore and Leslie Howard. The protagonist was the diva Norma Shearer (1902-1983) who, curiously, had worked as a model in her youth for the Kelly-Springfield tire company's advertising, portrayed in photographs and promotional illustrations embodying their female mascot Miss Lotta Miles.²³

Starting in 1930, with the brand already integrated into the Goodrich structure, Miller tires were advertised utilizing different illustrated scenes. They occasionally included characters and often resorted to humor and caricature as a way of presenting them (figs. **85-90**).

Notes

1. "New incorporations," *India Rubber Review*, November 15, 1906.
2. "The rubber trade at Akron," *The India Rubber World*, January 1, p. 139 and May 1, 1910.
3. "Akron, where 20,000 tires are made daily," *The Automobile*, June 26, 1913.
4. "Akron and vicinity," *India Rubber Review*, July 15, 1915.
5. "Make record in heel production," *The India Rubber World*, August 1, 1921.
6. "The rubber trade in Ohio," *The India Rubber World*, July 1, 1921.
7. Blackford & Kerr (1996), p. 99.
8. "Successful year for Miller Rubber Co.," *The India Rubber World*, February 1, 1924.
9. "The rubber trade in Ohio," *The India Rubber World*, October 1, 1925, p. 31.
10. "Goodrich-Miller merger," *The India Rubber World*, February 1, 1930.
11. "Introducing Mr. Quick Service," *The Horseless Age*, June 1, 1916; "Mr. Quick Service is Miller man," *Automobile Topics*, June 10, 1916; "The rubber trade in Akron," *The India Rubber World*, July 1, 1916.
12. As can be read in the text and appreciated in photographs published in the article "Two attractive window displays," *The Rubber Age and Tire News*, November 25, 1917, p. 181.
13. As explained in the magazine *The India Rubber World* in the news report: "The editor's book table," October 1, 1916, p. 22, and "The rubber trade in Ohio," May 1, 1919.
14. "Miller Tire Trade News," *The India Rubber World*, July 1, 1920.
15. As indicated in the news item "Year of achievement in Miller advertising," *Tire Trade News*, March 1921.
16. As explained in *The India Rubber World* in the news item: "The rubber trade in Akron," November 1, 1916, pp. 97-98; "The rubber trade in the Pacific coast," July 1, 1920; "Ohio notes," February 1, 1925; "H. R. Baker," June 1, 1927, p. 160; "Goodrich activities," June 1, 1930, p. 79.
17. The first identified appearance of the character is in an advertisement published in the magazine *The Literary Digest*, January 12, 1918.
18. According to the slogan for Miller's advertisement in the monthly *The American Magazine*, February 1918.
19. According to the text from the same advertisement in *The American Magazine*, February 1918.
20. According to the slogan for Miller's advertisement published in *The Literary Digest*, March 23, 1918.
21. May Day, falling on May 1st, has been the celebration of the World Labor Movement since 1889, and was the result of the agreement in the Socialist Labor Congress held in Paris that year. Homage was paid to the workers killed in the Chicago workers' revolts during 1896, in their struggle for better working conditions.
22. The timekeeper was a new type of occupation generated by the application of scientific management. As Gable himself explained in a story included in an interview by *McCall's* women's magazine in November 1960: "Akron was a big city, compared with what I was used to, and it fascinated me. I got a job as a timekeeper at the Miller Rubber Company by faking my age."
23. For more information on Norma Shearer's role as a tire advertising mascot, see the "Kelly-Springfield and Miss Carlotta Miles" chapter included in the present study.

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Akron, Ohio: Summit County Historical Society, 1925.

DAVIDSON, Bill. "Clark Gable in his 60th year,"

McCall's Magazine, November 1960, pp. 67 and 224-228.



1. Emblem, 1917.



2. Emblem, 1918.



3. Emblem, 1919.



5. Logotype, 1929.



6. Emblem, 1929-1930.



7. Logotype, 1930.



8. Logotype, 1937.



4. Emblem, 1926-1928.

FROM THE MIDDLE AGES

TO THE MODERN ERA ... PASSING THROUGH EGYPT.

The logotype used by Miller between 1917 and 1930 was composed in upper and lower case utilizing Gothic script with a vertical structure and an angled construction, inclined 30° from the baseline. The word Miller was accompanied by the corporate slogan “Geared-to-the-road” and framed in a border.

After 1930 the elements were simplified. The logotype was composed of capital letters using a high-caliber Egyptian typeface. Egyptian typographies, rising in popularity during the early 1800s, were characterized by their rectangular base and marked angles.

They owe their name to the historical moment of romantic exaltation of the Napoleonic campaigns in Egypt. However, they were also known by the name of Mecano as they were extensively employed during the Industrial Revolution.

In particular, this strong typography (figure 7) is almost identical to Stymie typeface—in its Black version—a family created by the great American typographer Morris Fuller Benton (1872-1948) and registered between 1931 and 1935. Benton created more than 200 typefaces as the chief designer for American Type Founders, some being totally original work and others that systematized and renovated already known historical typefaces.



9. Emblem, 1947.

What Tires are the best on the dealers' shelves?



Miller Tires!

Because They Are the Best on the Users' Cars

Miller tires beat answer every road question: mileage, safety, skid, blow-out, and economy. The reason Miller tires answer these questions best on the road is because these questions are scientifically answered in the Miller factories where the natural wax and oil is not cooked out of the cotton fabric; where a perfect unit is made of fibre and rubber; where all the toughness, endurance, and resistance is retained in both rubber and fibre for wear on the road and not weakened during vulcanization.

The Miller dealer-policy does not pit one dealer against another, but gives that dealer all the Miller business in his territory. Users are demanding—

Miller Tires

Do You Want Their Business?

Miller real reason why they are better than any other tire is because they are made of fibre and rubber, where all the toughness, endurance, and resistance is retained in both rubber and fibre for wear on the road and not weakened during vulcanization.

7/8 GEARED TO THE ROAD Tread

THE MILLER RUBBER COMPANY
Akron, U. S. A.
Distributors in the Principal Cities

What's the Answer to the Mileage Question?



Miller Tire

But They Can't Answer Your Mileage Question Unless They're on Your Car!

SOME men try to answer this question by buying tires at a price. How can they get mileage out of a tire that price prohibits the builder putting into it? Others endeavor to answer it by dickering for adjustments—and that is all they get. Others accept the fancy equipment tires on their cars as the solution to the mileage question. But the car builder neither makes nor guarantees tires.

This mileage question is never settled until it is answered right. You can only get an extra mile out of a tire on the manufacturer puts into it.

Miller Builds Mileage In For You

By first making a shock-absorbing backbone cotton fabric. And do you know that fabric is just as important as rubber in a tire? In fact, while rubber is necessary for resiliency, its greater function is to protect the fabric. The Miller Method, which gives you the right rubber compound (and plenty of it, per foot), produces the right kind of fibre and the right Miller Tires go further!

The Miller Method is an exclusive process of vulcanizing with a low degree of heat—applied for a short time. It retains the natural wax and oil in the cotton fibre, and thus prevents internal friction, because it leaves nature's lubricant in the minute strands and fibres of the cotton.

This wax and oil carbonize at 240 degrees, but the old method requires 287 degrees to vulcanize the tyre. A harder and heavier fabric cannot stand the terrific punishment that all tires must endure.

The process by which Miller Tires are built, thoroughly vulcanized, makes a perfect unit of rubber and fabric, without having the life out of either, and with no pain of cleavage in the construction.

This method of vulcanization—the retention of the vegetable wax and oil—means life in the fabric and rubber. It results in safety—endurance, from blow-outs, and additional miles of wear in Miller Tires, as thousands and thousands of motorists have found out.

Settle this mileage question today by going to the Miller dealer. When he gets Miller tires on your car, you can get the mileage question out of your mind for the time.

The Miller Rubber Co., Akron, U. S. A.
Distributors in Principal Cities

What's the Answer to the Blow-out Question?



Miller Tires!

But they can't save you from the expense and risk of blow-outs if they are not on your car

A BLOW-OUT is more than a nerve-racking noise—it is more than the rattling of a tire—more than being control of the car—in it is a positive danger! It comes from the inside, from a leached, weakened, brittle and lifeless fabric—the back bone of the tire.

The Miller Method prevents blow-outs by eliminating their cause—by retaining the natural vegetable wax and oil in the cotton fabric. By not destroying the life of the fabric during manufacture. Oil carbonizes at 240 degrees. The old method of tyre building requires 287 degrees to vulcanize a tyre. The Miller exclusive process vulcanizes perfectly at a low degree of heat. It makes a rugged unit of both fabric and rubber—without destroying the natural wax and oil of the fabric or having the active toughness out of the rubber.

The result is a tire that gives you practical immunity from blow-outs, and, for blow-outs, the better, and that put you out. It's what you get out of a tire. But you can only get out of a tire what has been built into it.

In every Miller Tire there is:

- additional wear and tear in corresponding rubber;
- the same price paid to answer exactly the right cotton fabric and rubber—modified time spent to answer the very best workmanship;
- the "Miller Method" of vulcanizing that keeps the life in the rubber and retains the natural wax and oil in the cotton;
- a greater number of inspections to make sure that each part of every tire is perfect.

Together, these items make a big sum total that leaves the purchaser of a Miller tire additional mileage, safety and freedom from blow-outs and other repairs.

Go to the nearest Miller dealer. When he equips your car with Miller tires—you can get the blow-out question out of your mind.

The Miller Rubber Company, Akron, U. S. A.
Distributors in the Principal Cities

What's the Answer to the Touring Question?



Miller Tire

But they can't give you the greatest enjoyment—the most comfort—and freedom from excessive tire bills—unless they're on your car.

IF ALL roads were smooth as billiard tables; if there were no ruts or chuck-ye-up-holes—no tracks, cobble stones or rough streets to jolt and jar; if all roads were ideal it would not be necessary to equip with strong, sturdy and rugged Miller Tires.

But roads are far from being ideal. The man who wants the most pleasure from his car, must select the tire built to give him the utmost in mileage, safety and service under all road conditions.

All Roads look alike to Miller Tires because the exclusive Miller Method of building tires does not cook the life out of either fabric or rubber in vulcanizing! Life in the cotton fabric means miles on the road. The Miller Method retains the natural vegetable wax and oil in the cotton fibre for wear in your tires.

The natural lubricant carbonizes at 240 degrees. The old method of vulcanizing requires about 287 degrees to properly vulcanize a tire. And a harder and heavier fabric, with the power of resistance gone, results in short mileage on the road.

But the Miller Method of vulcanizing with a low degree of heat—overcomes all that.

And just as this exclusive Method retains the natural vegetable wax and oil in the fabric, so does it counter all the toughness and wearing qualities in the rubber. Thus it makes a rugged unit of both rubber and fabric—retaining the wax and oil in the fabric—so that by the active endurance one of the rubber.

The result is a tire that wears gradually, evenly from blow-outs and nothing need be repaired.

Get your tires from the Miller dealer today, and make touring what it should be—a constant pleasure.

If you don't know the Miller dealer in your town, it will get you in time.

The Miller Rubber Co., Akron, U. S. A.
Distributors in the Principal Cities

QUESTIONS OF THE DAY. Using the question mark as a compositional graphic element, Miller's 1915 advertising campaign raised different issues that affected driving and the use of tires. The series of advertisements shown above was inserted both in general as well as in specialized automobile sector press.

10. Advertisement in the magazine *Motor Age*, March 25, 1915. **11.** Advertisement in the magazine *The Literary Digest*, April 17, 1915. **12-13.** Advertisements published in the magazines *Motor* and *The Literary Digest*, May 29 and June 19, 1915.



Miller Doesn't Pit One Dealer Against Another

THE Miller Plan gives a single dealer the exclusive privilege to sell Miller Tires. He doesn't have to divide the profits with other dealers. He owns his own tire trade. He gets all the profit—not a small slice of it. If you are dividing the profit with *one* or more dealers by handling other makes of tires—get out of the rut—join the Miller Prosperity Procession.

Miller GEARED TO THE ROAD Tires

are sold differently than most tires—and they are made differently, too.

The Miller Method of tire building doesn't cook the life out of the rubber and fabric in vulcanizing. It preserves all the rubber's native toughness and the fabric's strength for wear on your car. The Miller Method is the net result of 23 years of rubber experience. That is why Miller Tires give your customers greater mileage, service and satisfaction. The Miller Plan of selling gives you real profit.



Write at once and get details of the Miller Selling Plan before some other dealer gets the Miller agency in your town.

THE MILLER RUBBER CO., Akron, Ohio.

It Rings the Bell Every Time

It doesn't take a giant to ring the bell occasionally, but it does take a lot of punch and the "know-how" to ring the profit bell every time, and it is this punch and "know-how" that Miller supplies.

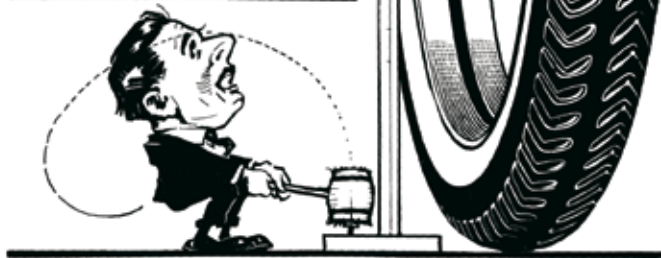
The tremendous mileage built into Miller tires by the Miller Method furnishes the "punch"—the Miller plan of selling tires supplies the "know-how." They are a great team and they ring the profit bell every time.

You know that Miller dealers are successful—that they make money, but perhaps you don't know why. So we are going to tell you. We want you to know why Miller dealers don't have to cut prices to get business or split up the profit with other dealers in the same territory. That's a part of the "know-how."

But write us and get complete details of the Miller Selling Plan. It will enable you to ring the profit bell every time and, after all, that's all you are in business for.

THE MILLER RUBBER CO., Akron, O.

Miller Tires GEARED-TO-THE-ROAD



SELLING SMILES.

This page presents two examples of advertisements where Miller employed occasional cartoon characters in different scenes to introduce, through humor, their advertising appeals. These were aimed at attracting businesses to augment the list of establishments associated with their commercial network.

14. Advertising module published in the magazine *The Automobile Journal*, January 25, 1915.

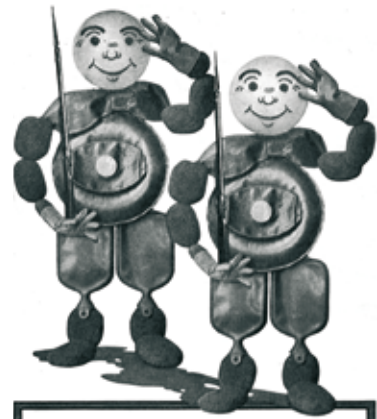
15. Full-page advertising module published in the specialized magazine *Motor Age*, December 14, 1916.

MADE OF RUBBER. The mascot Mr. Miller Merit was introduced in 1916 to advertise sanitary products manufactured by the Miller Rubber Company. This being came to life by joining together rubber balls, hot water bottles and ice bags for the head, surgical gloves and rubber sponges. It was as though he were one of the characters that emerged from Arcimboldo's imagination, exchanging food for rubber goods. The image on the right shows the slogan "Guardians of Health and Comfort," above which two of these characters were presented in military formation, a direct reference to the state of alert that the country found itself given the armed conflict that had been unleashed in Europe.

16. Advertisement published in *The Saturday Evening Post*, September 2, 1916.

17. Vertical advertising module published in *The Saturday Evening Post*, 1916.

18. (opposite page) Advertisement published in *Good Housekeeping*, April 1917.



Guardians of Health and Comfort

IN the home in which rubber goods have fullest opportunity hygiene is a word of real meaning. In the bathroom, the nursery, the kitchen, every day in the year, rubber goods stand guard over the health and comfort of the whole family.

Miller Standard RUBBER GOODS

Have increased the use of household rubber goods and have made buyers more particular. They now seek definite values and known quality. The day of the anonymous hot water bottle, fountain syringe, household gloves, has passed.

Everywhere the Miller name and trademark are a guarantee of quality and satisfaction. Look for them.

When you buy anything in household rubber goods, from a free credit rubber syringe to a fountain syringe, look for the drugstore that displays the Miller agency sign and buy there.

Miller Standard Rubber Goods include Hot Water Bottles, Fountain Syringes, Combination Bottle and Syringe Sets, Tubing, Ice Caps, Invalid Cushions, Vaginal Douches, Complete Nurses and Nipples, Rubber Sponges, Infant's Diapers, Sanitary Aprons, Household Gloves, Face Masks, etc.



Surgeons AND Physicians

Miller Standard and Sanitate Gloves stand more sterilization without deterioration, and are most satisfactory.

Send for price list.

THE MILLER RUBBER COMPANY
Also Makers of the Famous Geared-to-the-Road Tire
AKRON, O., U. S. A.

Introducing Mr. Miller Merit—

Who Makes It?

That's the big thing to know about anything made of rubber. It's the only safe guide in buying. The Miller name and trademark have been the symbol and pledge of quality for over 26 years. They appear on all Miller products so that you may know that the makers assume full responsibility and want full credit for their merit. And so that you can find the druggist who sells them in your community, all Miller dealers display this sign on their stores:

Miller Standard RUBBER GOODS

Wherever you see the Miller sign you will find a druggist who believes in service and fair value—a druggist who adds his pledge of quality to our own. Patronize him—he deserves your support.

Your doctor has known Miller products for years. He will tell you that Miller Surgeon's Gloves are internationally famous and that Miller rubber goods, such as water bottles, syringes, ice caps, etc., are in use in hospitals all over the world. Ask him.

Are You Making the Most of Rubber Goods in Your Home?

Have you a Miller hot water bottle and fountain syringe? Do you know the delightfully stimulating effect and superior cleanliness of a Miller rubber sponge? Do you know how much happier and more comfortable the baby will be with Sanitate Rubber Diapers—and how much work they save mother?

All these—and others such as Ice Caps, Invalid Cushions, Sanitate Nurses and Nipples, Bathing Caps, Household Gloves—are sold by the Miller dealer in your community. You will pay no more for them than you are asked to pay for makes about which you know nothing.

The Miller Agency Store Sign is your guide, and the Miller trademark your guarantee. Look for both when you buy rubber goods of any kind.

THE MILLER RUBBER COMPANY
Also Makers of the Famous Geared-to-the-Road Tires
AKRON, OHIO, U. S. A.

Below the sign is a form for requesting a price list, with fields for Name, Address, City, and State.

Mr. Miller Merit, the rubber goods man shown above, is another guide to Miller Stores. Look for him in the drug store window. Wherever he appears there's something doing in that store.

The C-Kure-Nek

an exclusive feature of Miller Hot Water Bottles, which prevents leaks in the neck, because the metal thimble is embedded in solid rubber.



BUY FOR SERVICE

HIGH prices are teaching people the meaning of value. A few years ago it wasn't so serious a matter if you did buy household rubber goods that soon gave out.

Today it is decidedly worth while to choose rubber goods that will give the longest possible service —

Miller Standard RUBBER GOODS

A hot water bottle is a necessity in every home. The Miller Hot Water Bottle is seamless, one solid piece of rubber, with the exclusive patented C-Kure-Nek in which the metal thimble is embedded in the solid rubber before vulcanizing. Most hot water bottles eventually leak at the neck—a Miller bottle cannot leak.

Keep your hands free from the roughness and stains of housework—wear Miller Household Gloves—the kind that really last.

If there is a baby in your home, you need Miller Sanitate Diapers—both for baby's comfort and for mother's convenience.

Miller Nursing Nipples are non-collapsible. The flow of milk is never too much nor too little. Miller Nipples prevent colic and other feeding troubles.

All Miller Standard Rubber Goods are sold by Miller authorized agencies which display the Miller Agency Sign. Look for the sign and ask for Miller goods by name.

THE MILLER RUBBER COMPANY

AKRON, OHIO, U. S. A.

Also makers of the famous Geared-to-the-Road Tires



The Dawn of Perfect Service

Service Is Supreme

The first step in tire service lies in building a tire that will stand up and deliver mileage under all conditions. And the second step consists in having a complete stock of tires—ALL SIZES AND ALL TYPES—on hand and ready for immediate shipment. The constantly increasing demand for

Miller Tires

GEARED-TO-THE-ROAD

In proof conclusive that Fort Wayne motorists have found these tires to be rugged, durable and dependable. They are the only tires with the vital wax and oil retained in the cotton tire fabric. Now comes the second link in the service chain—

The Fort Wayne Oil & Supply Company, 225-229 E. Columbia St., Fort Wayne, Factory Distributors of Miller Geared-To-The-Road Tires for the State of Indiana.

WHERE
A complete stock of Tires, Tubes and Accessories will be maintained constantly, and where service will be a FACT AND NOT A MERE WORD.

MR. DEALER—
Better service to you means more satisfied users of Miller Tires. We intend that this new and increased service shall back you up to the utmost. First—with a tire beneficial of Mile Mads, and Second—with a complete stock that will enable you to get sizes and types as you want them and when you want them. If you are not a Miller dealer, it will pay you to get the facts about the Miller Exchange Sales plan. It is a valuable franchise to own, and it guarantees a profitable and permanent business to the right kind of merchant. Right now—at the opening of the 1917 season, write us and let us present some facts to you that will open your eyes to the possibilities of Miller Tires.



The Miller Rubber Co.
Factories at Akron, Ohio



LIVE MERCHANTS

Make prompt deliveries. If they have tire trouble, it don't hold them up because they phone for

Miller

QUICK SERVICE

IT'S FREE

The tire expert in charge changes the tire or tube and sends the delivery man on his way happy.

Motorists should take advantage of Miller Quick Service
It's FREE no matter what tires you use.
Phone 1383
See for yourself what real tire service is.

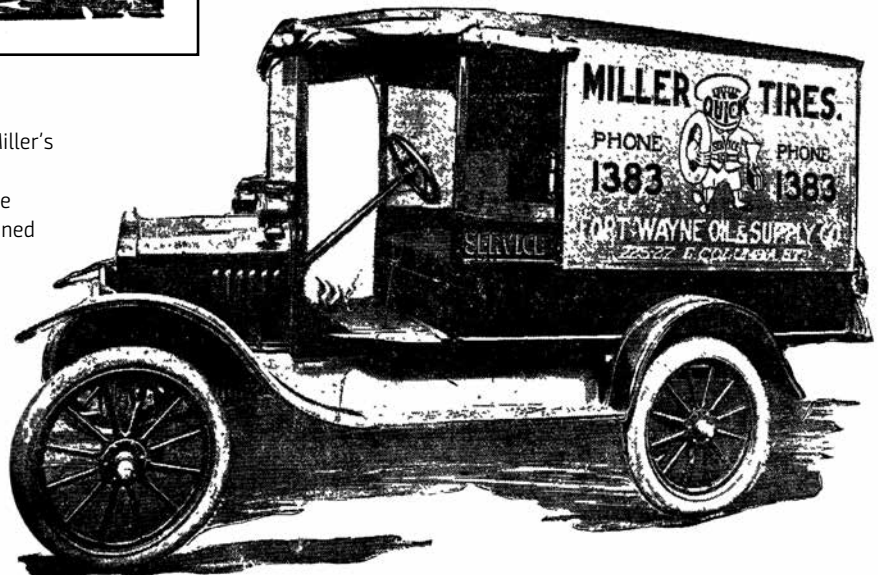
Fort Wayne Oil and Supply Co.

PERSONALIZED SERVICE.

This page shows three samples of how Miller's mascot Mr. Quick Service was utilized. The word "Quick" was depicted on his face in the form of driving glasses and he donned a cap with a visor whose rounded crown consisted of a pneumatic tire.

19. Advertisement published in the local newspaper *Fort Wayne Journal-Gazette* (Fort Wayne, Indiana), February 11, 1917.

20-21. Advertisement and detail (delivery truck) published in the *Fort Wayne Journal-Gazette*, April 17 and May 5, 1918.





*“To make Uniform Tires
the workmen must be
Uniform first”*



Chain-Like in Uniformity Are Miller Tires and Men

Seventy per cent of all the American tires are made in Akron, Ohio. Here motorists know more than the average about tire materials and methods.

Here the Miller regiment of champion tire builders first became famous. And here Miller Tires outsell at retail every other make.

Mark why this weight of favor is for Miller Tires among those qualified to judge.

Tires 99% Excellent

First because of Miller uniform mileage.

Because these tires—99 in 100—outrun standard guarantees.

How can you tell in buying other tires whether you'll get one that will run 5,000 miles or fail at 1,000?

Miller Tires are known as Uniform Tires. Miller achieved this uniform mileage by training crack squads to build uniformly.

These men average 96% efficient. The tires they build are 99% excellent. That means that less than 1% ever need adjustment.

Miller Uniform Tires are **Geared-to-the-Road**. Look at their sharp rubber cogs that prevent the wheels from slipping when you start.

They make all roads safer by resisting the tendency to skid.

The Miller built-in-side-wall is made of Nature-waxed fabric. So Miller Tires are specially durable on rutty roads or stony ones where the sides of a tire are exposed to wear.

Prepare For a Shortage

Few workmen can be trained to the Miller Uniformity. So at the best, this year we won't be able to supply more than one motorist in fifty.

To get Uniform Tires, find the Miller dealer in your neighborhood and speak for your season's needs at once.

For utmost air capacity—size for size—ask for Miller Cord Tires. They are wonderfully luxurious—yet not a luxury, because they cost less per mile than any other type.



THE MILLER RUBBER COMPANY, Akron, Ohio

Makers of Miller Red and Gray Inner Tubes—the Team-Mates of Uniform Tires

CHAIN-LIKE WORK.

The above image shows Miller workers practicing at the Miller School of Tire Repairing completing three-week courses complemented with the reading of twenty-four manuals. The entire training process was carried out under the supervision of instructors from the Tire Repair and Vulcanization Department, an internal service of the company. On the left, a Miller advertisement employs the metal chain and its links as a metaphor for uniform and homogeneous assembly line work, carried out by each individual machinist and by the group of specialized operators in the factory as a whole.

22. Photograph extracted from Miller's corporate magazine *Tire Trade News*, March 1921, p. 8.

23. Full-page advertisement published in the generalist magazine *The Literary Digest*, March 9, 1918.

"I am penalized if ever one comes back"

Uniform Tires Mean No "Second Bests"

Long-Distance Millers Not Only Look, But Wear Alike

WE do not claim that no tires equal the Miller. Many makers build some tires as good. But how can the buyer tell those "lucky" casings from lesser ones that look identical?

The greatest problem a manufacturer faces is how to build all his tires like his best ones. This we have solved. And the reason each Miller wears like its brother is much discussed. Here are the facts:

Uniform Workmanship
Any maker who pays the price can get the same super-quality of raw materials. Also the same machinery, for machines are standard too.
But uniform mileage is governed by uniform workmanship and must be as long as tires contain handwork.
If the workmanship varies, the mileage is bound to vary.
That's why we took a mark that was set by champions and trained other tire builders to this single standard. Each builder signs every tire he makes. If ever one comes back his score is penalized.
This method, tested now three years, has proved to be the mileage solution.

Always a Shortage
The result is a new class of long-distance tires—tires that wear the same under like conditions. Not occasionally some that give exceptional service, but more than 99 in 100.
It takes much time to train uniform builders. Hence to make the best tires we had to forsake all thought of making the most.
So to get these remarkable long-distance Millers—the buoyant Cord, or the sturdy fabric type—be sure to go to the authorized Miller dealer, or write for his name.

**To Dealers In Open Territory:
Write for attractive proposition**

THE MILLER RUBBER COMPANY, Akron, Ohio
*Makers of Miller Red and Gray Inner Tubes—
the Team-Mates of Uniform Tires*

Miller
GEARED-TO-THE ROAD
UNIFORM MILEAGE
Tires

FULL-COLOR SMILES. On this double page, examples of full-page, color advertisements inserted in generalist publications such as *The Saturday Evening Post* and in specialized automotive press such as *Motor Age* are presented. The Miller Man is smiling despite the [threatening] slogan that accompanies him which serves as the product's guarantee: "I am penalized if ever one comes back".

24. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, January 25, 1919.

"I am penalized if ever one comes back!"

See Their Uniform Mileage Through Your Meter's Eye

That Long-Distance Service Every Miller Gives

When you buy a Miller tire, you are buying a tire that will give you the longest service life of any tire on the market. This is because Miller tires are made of a special rubber compound that is designed to wear evenly and last longer than any other tire. The Miller Rubber Company, Inc. is the only tire manufacturer in the world that guarantees its tires to last longer than any other tire.

See Their Uniform Mileage Through Your Meter's Eye

THE MILLER RUBBER COMPANY, Inc. Akron, Ohio
 1000 Broadway Building, Akron, Ohio
 Phone: 231-1111

Miller
 GEARED-TO-THE-ROAD
 Tires

"If Ever One Comes Back- I Am Penalized"

Miller
 GEARED-TO-THE-ROAD
 Tires

"I am penalized if ever one comes back!"

Why Geared-to-the-Road Tires Give Ease at the Steering Wheel

Miller tires give you a long service life and a smooth ride. This is because Miller tires are made of a special rubber compound that is designed to wear evenly and last longer than any other tire. The Miller Rubber Company, Inc. is the only tire manufacturer in the world that guarantees its tires to last longer than any other tire.

THE MILLER RUBBER COMPANY, Inc. Akron, Ohio
 1000 Broadway Building, Akron, Ohio
 Phone: 231-1111

Miller
 GEARED-TO-THE-ROAD
 Tires

Miller
 GEARED-TO-THE-ROAD
 Tires

Extraize, More Buoyant, Greater Air Capacity

Yet Miller Uniform Cordis Are Rated the Same Size

THE MILLER RUBBER COMPANY, Inc. Akron, Ohio
 1000 Broadway Building, Akron, Ohio
 Phone: 231-1111

Miller
 GEARED-TO-THE-ROAD
 Tires

Miller Tires Win 500,000 Mile Test

THE MILLER RUBBER COMPANY, Inc. Akron, Ohio
 1000 Broadway Building, Akron, Ohio
 Phone: 231-1111

Miller
 GEARED-TO-THE-ROAD
 Tires

3,000,000 Mile Test Proved Miller Tires Cost Less Per Mile

THE MILLER RUBBER COMPANY, Inc. Akron, Ohio
 1000 Broadway Building, Akron, Ohio
 Phone: 231-1111

Miller
 GEARED-TO-THE-ROAD
 Tires

In Texas Oil Fields

THE MILLER RUBBER COMPANY, Inc. Akron, Ohio
 1000 Broadway Building, Akron, Ohio
 Phone: 231-1111

Miller
 GEARED-TO-THE-ROAD
 Tires

Price-per-Mile Lowered 46% Mileage Increased 115%

THE MILLER RUBBER COMPANY, Inc. Akron, Ohio
 1000 Broadway Building, Akron, Ohio
 Phone: 231-1111

25. Illustration extracted from a full-page advertisement published in the specialized magazine *Motor Age*, January 10, 1918.
 26-32. Full-page advertisements published in the magazine *The Saturday Evening Post*, on the following consecutive dates: March 22, July 12, September 6 and 27, November 1 and December 27, 1919; and December 25, 1920.

"Science Records Every Vital Move I Make"

"Only one man in 28 makes good in the Miller Plant"

By Creating Uniform Builders We Created Uniform Tires
Each Man a Master—Each Tire a Masterpiece

Each Man Rated
 MILLER TIRES are known for their uniformity of quality. This is because each man in the Miller Plant is rated and graded according to his own ability. The 100 men in the Miller Plant are graded on the basis of their own ability to make good tires. The 100 men in the Miller Plant are graded on the basis of their own ability to make good tires.

Each Tire Graded
 Each tire is graded on the basis of its own quality. The Miller Plant is a factory of uniformity. Each tire is graded on the basis of its own quality. The Miller Plant is a factory of uniformity. Each tire is graded on the basis of its own quality.

How Miller Succeeded
 Each man in the Miller Plant is graded on the basis of his own ability. The Miller Plant is a factory of uniformity. Each man in the Miller Plant is graded on the basis of his own ability.

Geared-to-the-Road
 The Miller Plant is a factory of uniformity. Each tire is geared to the road. The Miller Plant is a factory of uniformity. Each tire is geared to the road.

Miller Tires
 THE MILLER RUBBER COMPANY, Akron, Ohio
 Makers of Miller Rad and Gray Inner Tubes The True Makers of Uniform Tires

"Uniform Tires are getting built of acres"

The Biggest Factor in Tires Today is Miller Uniform Mileage

This is what motorists long have wanted—tires that run the same under like conditions. For who could tell when he bought a tire whether it would go 3,000 miles or fail at 1,000?

Miller Uniform Tires bring a revolution. 50 to 100 percent standard guarantee.

Best uniformity ever built in the history of tires. Miller Uniformity is the result of the Miller process of building tires. Miller Uniformity is the result of the Miller process of building tires.

The Miller Rubber Co., Dept. A-27, Akron, O.

Miller Tires
 THE MILLER RUBBER COMPANY, Akron, Ohio

The Cord Tire Phenomena
 Uniform Mileage and Geared-to-the-Road Tread

These Uniform Cord Tires run 50 to 100 percent longer than any other tires. They are geared to the road. They are geared to the road.

THE MILLER RUBBER COMPANY, Akron, Ohio

Uniform Tubes
 Mates of Uniform Tires

All Air-Tight Tested

Like Uniform Tires

THE MILLER RUBBER COMPANY, Akron, Ohio

Miller
 THE MILLER RUBBER COMPANY, Akron, Ohio

"I am proud of my Miller tires"

For a Quick, Safe Stop—the Tread That is Geared-to-the-Road

THE Miller tread is the result of the Miller process of building tires. The Miller tread is the result of the Miller process of building tires.

THE MILLER RUBBER COMPANY, Akron, Ohio

The Tube That Tests 100% Air-Tight

Flawless and Heavy-Built Layer on Layer

THE Miller tubes are the result of the Miller process of building tires. The Miller tubes are the result of the Miller process of building tires.

THE MILLER RUBBER COMPANY, Akron, Ohio

Miller
 THE MILLER RUBBER COMPANY, Akron, Ohio

The Champion Among Fabric Tires

THE Miller fabric tires are the result of the Miller process of building tires. The Miller fabric tires are the result of the Miller process of building tires.

THE MILLER RUBBER COMPANY, Akron, Ohio

Miller
 THE MILLER RUBBER COMPANY, Akron, Ohio

- 33. Illustration extracted from a full-page advertisement published in *The Literary Digest*, January 26, 1918.
- 34. Full-page advertisement published in the magazine *The Literary Digest*, March 23, 1918.
- 35. Advertisement in the magazine *Motor Age*, May 30, 1918.
- 36. Advertisement in *The Saturday Evening Post*, August 31, 1918.
- 37-38. Full-page advertisements published in the generalist *Life* magazine, May 8 and 22, 1919.
- 39-40. Full-page advertisements published in the generalist magazine *Collier's*, April 5 and September 6, 1919.

Miller

GEARED-TO-THE-ROAD

Miller Cord Tire
35 X 5

**On the
Nation's Finest Cars—
Miller Cords**

CAR owners who demand a tire service of the same high standard as that given by their fine cars, choose Miller Cords in preference to all others.

On big limousines and other closed models, as well as on high-powered cars that give their tires the hardest wear, Miller Tires prove themselves uniform long-distance runners. *Not a few, but all, give unusual mileage.*

Put on a Miller. Keep careful record of the mileage it gives. Then you will see for yourself why quality tire buyers everywhere are insisting on Millers.

THE MILLER RUBBER CO.
Akron, Ohio
Makers of Miller Surgeons Grade Rubber Goods, for Homes as well as Hospitals

To Dealers:
There are a few exceptional territories to be awarded soon—write us.

41. Advertisement published in the generalist magazine *Leslie's Weekly*, January 10, 1920. Illustrated by William Meadow Prince.




Miller "Handy Andy" repairs any leak in a tube from a pin-hole puncture to a long slit.

Miller "Fix-All" mends leaks in anything that's rubber. Every Home and Tool-Kit should have it. 50c. and \$1.00.

The Big Idea in Repairing

Use Genuine Tire Stock—Not Shoddy

THE idea of putting up in convenient form for repair use *the same high grade rubber and fabric that brand new tires and tubes are made of*—this is the idea that has put the Miller Repair Materials and Tire Accessories into thousands of tool-kits and repair shops all over America and abroad.

You can't expect a repair to stand the merciless punishment of the road if you use repair stock composed of shoddy. "Mend with Miller Materials and you mend for keeps!" is the old repairman's adage. He knows there isn't an ounce of "short ends," salvage or left-overs in Miller repair goods.

Quick and Easy to Apply

The fact is that we spend more money in perfecting Tire Accessories and Repair Materials than many factories spend in building tires. Not only do we give top-grade stock, but our experts have contrived a score of features that save the motorist time and labor.

Ours are *prepared materials*—which means that most of the hard work of making your repair has been done by us when you get Miller goods

If you want Tire Accessories and Repairs that won't work loose, crumble or petrify—if you want to guard against being stalled on the road, miles from the nearest repair shop—always carry Miller Tire Accessories and Emergency Repairs in your car.

For jobs that call for the skilled repairman's hand, be certain of red-blooded strength and invincible durability by specifying Miller Repair Materials for the work.

THE MILLER RUBBER COMPANY
Dept. A-172, Akron Ohio
Makers of Miller Uniform Tires and Tubes—Also Miller Surgeons Grade Rubber Goods, for Homes As Well as Hospitals



RANGE OF PRODUCTS. The Miller Man was the advertising mascot that endorsed and presented all items in The Miller Rubber Company's catalog linked to tire technology. These included pneumatic tires and inner tubes as well as a wide range of accessories and products needed for maintenance and repair in the case of blow outs.

42. Advertisement published in the generalist magazine *Collier's*, August 30, 1919. Illustrated by William Meadow Prince.



**Hauling Goods at Passenger Speed
—the Tire for the Job**

25 Miles an Hour
Hauling goods at passenger speed is in the forward march of this new industrial age, a decisive factor in the expansion of a business. With the special tires we have built for fast hauling, trucks are traveling twice the distance they formerly did, thereby adding an immense amount to the working area of their owners.

Double-Quick Service
In many instances where Miller Cords are used the results are nothing short of amazing inasmuch as they are making double the number of trips, thus cutting the expense and cost of their owners.

Protects Fragile Goods
The Miller Heavy Duty Cord Tire is a combination of a built-in shock absorber and a built-in bumper. It is built for smooth riding and it is built to hold up under the most severe conditions. It is built to hold up under the most severe conditions. It is built to hold up under the most severe conditions.

Being built of thousands of solid cords, flanged layer on layer to give low resistance, these tires give and take as they roll on uneven ground, controlling shocks and making the truck ride with the ease of a passenger car.

10% to 25% Less Gasoline
As compared with the solid tire the ordinary Miller Cord saves from 10 to 25 per cent and more in the gasoline consumption, and also heavily cuts down truck depreciation and repair.

Long Distance and Uniform
The wide selection of Miller Tires for truck service is made up of our Heavy Duty Cord, our Light Duty Cord, our Economy Cord, our Long Distance Miller Cord, our High Traction Cord, our Standard Cord, our Champion Cord and our Super Cord.

The Miller Rubber Co.
Dept. A-156, Akron, Ohio
Makers of Miller Red and Gray Inner Tubes
—the Team-Mates of Uniform Tires

Also Miller Sargento Grade Rubber Goods—For Homes as Well as Hospitals
TO DEALERS: Your Territory may be open—write us



TRUCKS AND BUSES.

The sector of freight vehicles—trucks and vans and passenger vehicles such as buses constituted a specific market to which The Miller Rubber Co. devoted special attention. The Miller Man was also amply utilized for these cases in his role as promotional mascot as evidenced by the two examples shown here.

43-44. Full-page, color advertisements published in *The Saturday Evening Post*, August 9 and June 14, 1919.



**How Miller Cords Outran
21 Prominent Makes**

*A Heroic Tire Contest on 17 Packard 'Buses, Going
78,000 Miles a Month*

NO more convincing proof of a tire's supremacy has ever been submitted to the court of public opinion. It comes from the private tests of the Eldorado Stage Company, Los Angeles, Cal. They're one of the largest users of tires in the world. To them it meant a huge sum of money to establish which tire carries a heavy load lightly, and runs the farthest.

Twenty-two leading makes of tires were tested on the Eldorado's seventeen 12-Passenger Packards. They travel an average of 153 miles daily—a combined distance of 936,000 miles a year. That's more than 37 times around the world.

Proof of Uniform Mileage
This is the "Service-de-Luxe" for which the Miller Tires competed and won. Their victory was based—not on exceptional mileage of a single casing—but on long distance uniformity, tire after tire.

Once the baron was the only transportation where today this grand fleet carries thousands of passengers between Los Angeles, Bakersfield and Taft. Here Nature has painted with lavish hand a wide panorama of peaks, canyons, rivers, verdant hills and valleys.

Parlor Car Comfort
Next time you visit California, don't miss this enchanting trip—made in parlor car comfort in an Eldorado stage running on buoyant Miller Cord Tires.

All Millers are uniform because their workmanship is uniform. The Eldorado tests have reaffirmed it. You can get these championship tires—but only from the authorized Miller Dealer. If you don't know his name, write us.

THE MILLER RUBBER COMPANY, Dept. A-156, Akron, Ohio
Makers of Miller Red and Gray Inner Tubes
—the Team-Mates of Uniform Tires

Also Miller Sargento Grade Rubber Goods—For Homes as Well as Hospitals
TO DEALERS: Your Territory may be open—write us





Tread Patented
Center tread smooth with narrow ribs, the heavy grooves near apothec. Gearing for the closed edge breaks made like steps in dirt.

35,000 Miles on a Stage

The Bruce & Bruce Stage Line of California reports the use of four Miller Tires, one was run 35,000 miles. The three others have run 37,000 miles. And all are still running over a heavy stage, under average conditions.

Miller Tires have been selected by the largest Pacific Coast Stage Lines.

Tire Mileage Doubled
At a cost of millions—some late Miller history

"I have found a way," said the chief Miller expert, "to add 1,000 miles to our average tire mileage."

Again and again, in Miller Tire history, some improvement like that has come up.

It might mean the replacing of make or equipment worth hundreds of thousands of dollars. It might mean constant added cost, mounting tire factories. It always meant good things.

But every improvement, little or big, which our experts prove out is adopted. The changes have cost no millions.

The result is average Miller Tire mileage has been doubled in the past five years alone. And the demand for Miller Tires has multiplied 20-fold.

24 Years to Learn How

For 24 years the Miller factory has specialized in super-grade rubber goods. In some such lines, like airplane tires, we still retain the plan.

The years ago we learned this experience to the making of super-grade tires. Step by step we've improved them. Our non-perforated has been in it for over 20 years.

Now Miller mileage is everywhere doubled. Hundreds of thousands have adopted Miller Tires. Countless large tire companies stage lines, truck fleets and trailer-lines passed their equipment under average conditions.

And that mileage increase, at the present rate, will hit our year-end Miller Tire sales near \$25,000,000.

THE MILLER RUBBER COMPANY
AKRON, OHIO

Also makers of Miller Super Tires, built layer on layer. The highest achievement in an inner tube, and in grip.

Miller Tires

Cords Geared-to-the-Road Fabrics

The Utmost Today in a Tire

Late Miller Records

The Bruce & Bruce Stage Line of California reports an average of four Miller Tires.

The Central American Co., El Paso, Miller Tires on a fleet.

Ray C. Carpenter, on a 22-passenger bus, reports an average of 25,000 miles.

The Miller Rubber Co.
Akron, Ohio

Also makers of Miller Super Tires, built layer on layer. The highest achievement in an inner tube, and in grip.

Tread Patented
Center tread smooth with narrow ribs, the heavy grooves near apothec. Gearing for the closed edge breaks made like steps in dirt.

Why Men Came to Millers
The demand, in late years, has multiplied 20-fold

A statistic in Boston, in the past few years, has been the Miller Tire.

Since 1914, the Miller experts have more than doubled their average tire mileage. Since 1914, the demand for Millers has multiplied 20-fold.

And this year, with hundreds of thousands now demanding the Miller, the demand is far larger than ever.

A 24-Year Attainment

The Miller Tire really attained its peak age when we began the making of super-grade tires. The years ago we began to develop the Miller grade of tire.

It was a good tire then, but millions of dollars have been spent to improve it. Along the way we've made many improvements. And they study every line that comes.

They spend \$1,000 daily just to watch and test new tire materials. They change anything at any time—inside or fabric or rubber, or way to put it together.

Then, in the past few years alone, they have more than cut in two the tire cost of most other tire makers.

The Million-Mile Tests

Three years ago we began to urge large users to make long comparative tests. Thousands of such tests have been made since then—some of them million-mile tests. And from it to it, tire mileage was compared with Millers in them.

The result is that Miller Tires dominate now in our average comparisons. For instance, on the largest Pacific Coast stage lines, when large, heavy buses are run on high speeds.

They have been million-mile tests our users who have come to prominence. Many million comparisons have been made and added them. And in every line of motor vehicles, where there's more than the price of a new car, they are equipped with Miller Tires.

Men Began Talking

These records are more talking. The men who have been here are those large users, who spend thousands per month for tires.

Then Miller dealers began to watch records. They put Miller Tires on their trial runs and always kept the records. Within two years these dealers everywhere had figures which were convincing. And hundreds of thousands of users had gained one more dollar's worth.

That is what developed this nation-wide demand for the Miller. Last year's sales were \$11,000,000. This year's, at the present rate, will exceed \$25,000,000. And at present this remarkable rate has continued now.

What They'll Save You

The mileage figures largely on load and speed, on the road test. The only way to know what Miller Tires will save you is to try them. Compare them with the tires you use, under like conditions.

In Boston, when the Green & South Co. installed their own, Miller, installed them 10 per cent to 15 per cent.

You use such tires a year, the what our doubled mileage means to you. It may save you many a dollar. It may change your conception of motor tires.

You use or run them. Oh, if you buy a new car, get Miller equipment. Twenty miles now supply a without extra cost.

THE MILLER RUBBER COMPANY
AKRON, OHIO

Also makers of Miller Super Tires, built layer on layer. The highest achievement in an inner tube, and in grip.

Miller Tires

CORDS Geared-to-the-Road FABRICS

The Winners in Million-Mile Tests





A Million Dollar Tire

On which mileage has been doubled in three years



Tread Patented

Center tread smooth with cups, to firmly grasp wet asphalt. Geared-to-the-Road side treads mesh like cogs in dirt.

Three years ago the Miller Tire had won a wide respect. But our average mileage has been doubled since then. On one type alone—the Miller Cord—we have spent \$1,136,419.00. Our laboratory and testing expense on that type last year averaged \$10,000 monthly.

So the Miller Cord of 1920 is a million-dollar tire. And the perfecting of Miller Fabrics has doubtless cost as much.

Where the Money Goes

A large corps of experts work in the Miller Laboratories. We keep 250 tires constantly running under observation. Over 1,000 tires per year are worn out to show us what wear will do. Eight geared-up machines run tires 650 miles daily under extreme rear-wheel conditions. Over \$1,000 daily is spent on our tests and inspections.

Every lot of tread stock is first vulcanized and tested in our laboratory. Over \$300 daily is spent to test just the fabrics and the cords.

Every tire is signed by the maker and inspector And both are penalized if a tire comes back.

Does it Pay?

Tires are bought carelessly by many. Value is a matter of guess. So one might gain large tire sales without all this expense.

But times are changing. Exceptional mileage is now talked about. One tells another about the Miller Tire. Miller sales have multiplied about 20 times over since this betterment began.

Note How You Respond

Try a Miller, watch the mileage, compare it with the tires you know.

See how you react—how you cling to Millers—how you tell your friends about them. You will see why it pays us to build tires like these.

Try a Miller now. Or, if you buy a new car, get Miller equipment. Twenty makers now supply Miller equipment. Others supply it without extra cost.

15,000 Miles

The factory basis

The basic test on Miller Cords is 15,000 miles. On Miller Fabrics, 8,000 miles. Then the tires are examined. Thousands of lessons, in the course of years, are taught by these tested tires.

Miller Tires

Geared-to-the-Road

Registered U. S. Patent Office

CORDS **FABRICS**

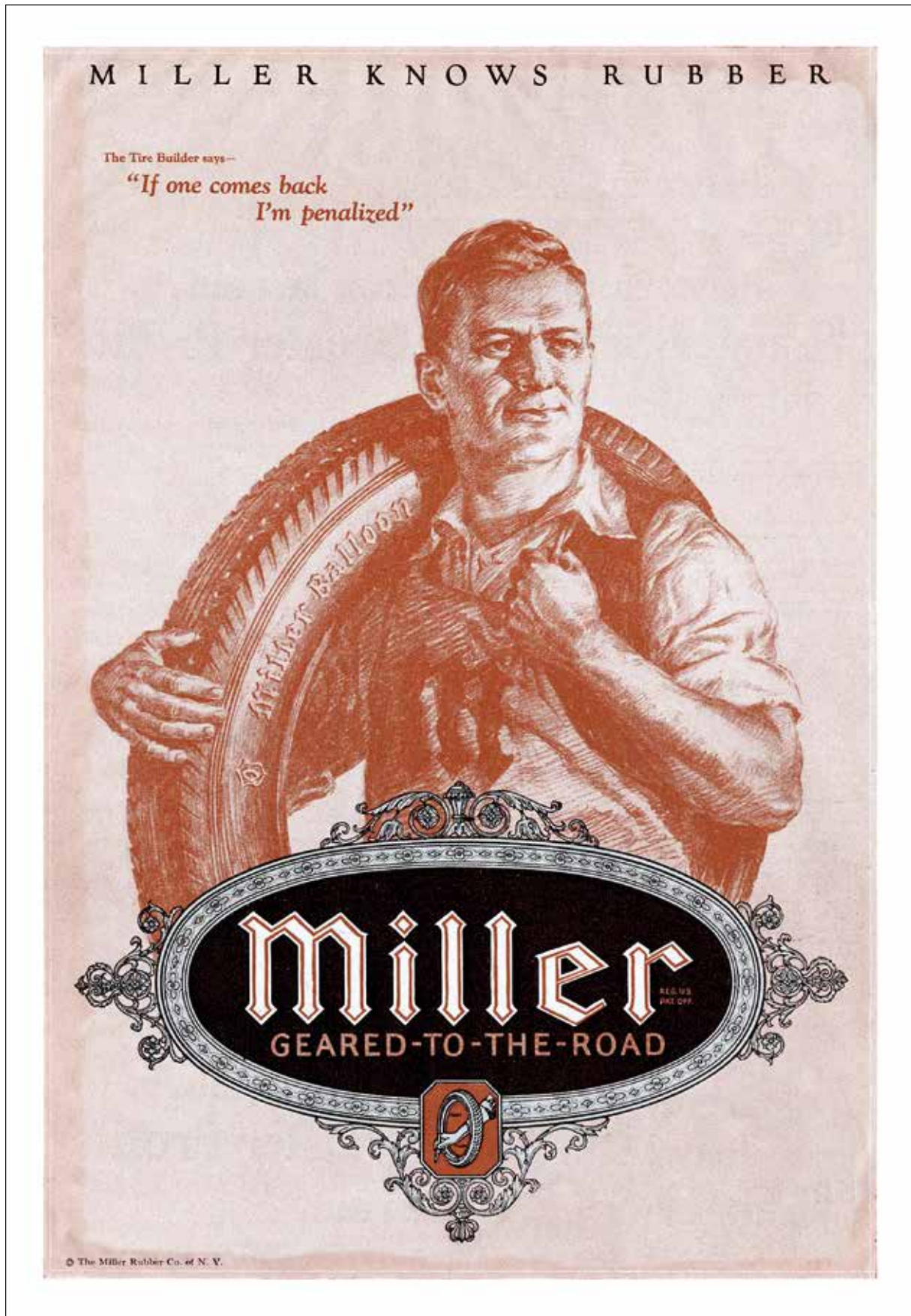
Twice Better Than Three Years Ago

THE MILLER RUBBER COMPANY, Akron, Ohio

Also makers of Miller Inner Tubes, built layer on layer. The highest attainment in an Inner Tube, red or gray

THE ANATOMY LESSON. The 1920 campaigns developed technological persuasive texts that endorsed the “Miller” brand of tires and inner tubes. The corporate mascot was replaced by scientists, technicians and salesmen who were responsible for presenting the tires, as can be seen in the advertisements shown on this double page.

- 45. (at the top and bottom of the opposite page) Illustrations extracted from a full-page advertisement published in the generalist magazine *The Saturday Evening Post*, November 27, 1920.
- 46-47. (opposite page) Advertisements published in the magazine *The Saturday Evening Post*, July 10 and August 7, 1920.
- 48. (above image) Full-page advertisement published in the magazine *The Saturday Evening Post*, October 30, 1920.



49. Advertisement published in the generalized magazine *The Literary Digest*, April 17, 1926.

MILLER KNOWS RUBBER

In the early sixties Miller learned the secret of rubber—toughness, elasticity, uniformity. Learned the manufacturing secret years before the development of the automobile made that secret a priceless possession.

For Miller knows rubber. Knows it as a sculptor knows his clay—a silver-smith his metal. This "know-how" of the master craftsman gives the Miller Tire its unique standing as a tire that has never known an off-year and has always lived up to its reputation as standard equipment on America's finest cars.

"Miller's Rollins all around, eh? They look fine! Who put you into it?" "The Rollins sold me on them. He's used Miller ever since he got on the off-horse and began his rubber rolls. Says he has not on Miller and that he can't risk a chance on his business. That was good enough for me."

THE MILLER RUBBER CO. OF N. Y., 40-41st Street, New York

© The Miller Rubber Co., U.S.A.

MILLER KNOWS RUBBER

IN tires, as in most other commodities, the country over, one name stands for the last word in quality. That name is "Miller, Geared-to-the-Road."

Such a reputation is not acquired in a day. Miller laid his foundation by making superior ding umbrellas for a generation before Miller Tires were first marketed 10 years ago. Even then the rubber goods trade had long been aware that Miller knew rubber.

Tire cases soon learned the same thing. For Miller Geared-to-the-Road Tires have been exceptionally good from the beginning. Six off-years, nothing to explain away. Miller experience brought confidence into the building.

And Miller creative ability introduced Exotic Cord construction, out of which grew the modern Rollins Tire and the Heavy Duty Cord.

That is why Millers are standard equipment on America's finest cars. That is why the Miller Geared-to-the-Road Tire is known everywhere, and sold everywhere.

THE MILLER RUBBER COMPANY
40-41st Street, New York

General Offices and Factory Buildings, Akron, Ohio

Albany	Chicago	Grand Rapids	Minneapolis	Pittsburgh
Albany	Chicago	Grand Rapids	Minneapolis	Pittsburgh
Albany	Chicago	Grand Rapids	Minneapolis	Pittsburgh
Albany	Chicago	Grand Rapids	Minneapolis	Pittsburgh
Albany	Chicago	Grand Rapids	Minneapolis	Pittsburgh

To The Merchants:
The advantage of the Miller franchise goes beyond a high business value. A merchant that leads the market, leads in acceptance by our manufacturers and our credit allies. Miller is original equipment on **Auburns, Buicks, Fords, Jewetts, Lincolns, Nests, Pops, Powers, Arrows, Studebakers, Knights, Studebakers, Yalls.** Every year increases the reach of the Miller Franchise. Get in now on highest grade, economical value. Write at once the nearest branch office.

© The Miller Rubber Co.

Miller knows rubber as the manufacturer and user. He is the pioneer and administrator of the rubber industry. He is the man who has made the rubber goods trade aware that Miller knows rubber. He is the man who has made the rubber goods trade aware that Miller knows rubber. He is the man who has made the rubber goods trade aware that Miller knows rubber.

Without inventing the car in our country, Miller has pioneered and is now delivering the much-sought-after road-shaped Rollins, with curves molded to conform to the natural flexing of the road under driving load. This revolutionary improvement, together with the unique principle of construction, eliminates at once the chief cause of "cupping" seen in low pressure tires.

Such contributions are characteristic of Miller. They disclose an understanding of tire problems and a mastery of tire construction that represents leadership. It is a natural consequence that these fine tires are found as standard equipment on America's leading cars.

THE MILLER RUBBER COMPANY
40-41st Street, New York

MILLER KNOWS RUBBER

© The Miller Rubber Co.

To The Merchants:
Miller's makes a specialty of Miller tires. Miller's makes a specialty of Miller tires. Miller's makes a specialty of Miller tires. Miller's makes a specialty of Miller tires. Miller's makes a specialty of Miller tires.

**A low priced tire—
and it's Miller made**

To reduce your tire investment and still enjoy semi-factory service, the tire you want is the Rollins. Made by The Miller Rubber Co. and sold with Standard Warranty, it is the best money's worth offered at anything like the price.

The Rollins tread is tough and heavy, deep on the sides for extra sidewall protection. Cord used is spun from best-grade American cotton. You get fully-ply construction and a full-sized carcass. Miller doesn't skimp in making the Rollins the best that can be made for the money.

Have Rollins put right on your rims by any Miller dealer. It's the sensible way to buy—no postage.

no money order, no express and no waiting. You'll like Miller dealer service and once you ride on Rollins you'll stick to them.

THE MILLER RUBBER COMPANY
40-41st Street, New York

General Offices and Factory Buildings, Akron, Ohio	Branch Offices	Branch Offices	Branch Offices
Albany	Chicago	Grand Rapids	Minneapolis
Albany	Chicago	Grand Rapids	Minneapolis
Albany	Chicago	Grand Rapids	Minneapolis
Albany	Chicago	Grand Rapids	Minneapolis

MILLER KNOWS RUBBER

© The Miller Rubber Co.

IN SEPIA AND BLACK. Miller's 1926 campaign incorporated a unique design based on illustrations reproduced in two inks and on the conformation of a new emblem where the mascot was incorporated, establishing its static, characteristic pose.

50. Full-page advertisement published in *The American Magazine*, 1926.

51. Full-page advertisement published in the magazine *The Literary Digest*, September 18, 1926.


52-53. Full-page advertisements published in the magazine *The Country Gentleman*, August and November 1926.

STRIKING PERSPECTIVES.

The low-pressure technology tires, present in the U.S. market since the second half of 1923, constituted the new technological and commercial battlefield where Miller and their rivals competed. In the graphic aspect, the illustrations were presented in two inks and portrayed the tires in pronounced foreground perspectives that emphasized the already large size of the new pneumatic products. They were accompanied by the emblem that welcomed the mascot in his new role as a corporate representative.

- 54. Full-page advertisement published in the magazine *The Literary Digest*, November 13, 1926.
- 55. Full-page advertisement published in the magazine *The Saturday Evening Post*, 1927.
- 56. Full-page advertisement published in the magazine *The Literary Digest*, January 8, 1927.

MILLER KNOWS RUBBER



DEALERS:
Miller dealers use Miller because they do business as a going concern and a going business. Miller dealers have the most complete stock of tires in the country. For information concerning the Miller dealer in your district, please contact the nearest office.

BRUTES FOR WEAR and whirligig punishment. But these big, husky Millers on any car—and let those who will worry about tire life—*safety is a certainty with Miller.*

They ask no quarter of toughest roads—of baring speeds. They take brutality as it comes—they deliver *surprising wear—in action!*

The broad, flat contact surface of Miller's exclusive Guard-to-the-Road tread runs even with the road. With light or heavy load—the entire width of this famous tread is on the road—*taking wear away—therefore slowly.* It's uneven spotty wear that puts balloon tires on the scrap heap long before their time.

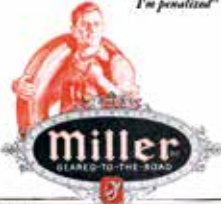
First—flat, Guard-to-the-Road tread—demand this unique development in tire construction. Demand Miller—and you get the safety and certainty of wear this vital feature brings.

Second—demand the ease you buy embody the costly "uniflex" process. Miller discovered it—pioneered it in Miller Balloons, eliminating inside friction and wear—*hereafter ruthless scourge of balloon tire life.*

Third—demand Miller, because Miller knows rubber—knows the secret of putting rubber into tires through eighteen years of building tires that deliver *surprising wear—in action!*

THE MILLER RUBBER COMPANY
of N. Y.

The Tire Builder says—
"If one comes back I'm pleased!"



General Offices and Factory Buildings, Akron, Ohio.			
Albany	Boston	Chicago	Los Angeles
Atlanta	Butte	Cincinnati	Memphis
Baltimore	Charlotte	Cleveland	Minneapolis
Birmingham	Chattanooga	Dallas	Mobile
Boston	Cincinnati	Dayton	New Orleans
Buffalo	Columbus	Denver	New York
Butte	Detroit	Des Moines	Philadelphia
Charlotte	Evansville	Fort Worth	Pittsburgh
Chicago	Galveston	Houston	Portland
Cincinnati	Hammond	Indianapolis	Richmond
Cleveland	Indianapolis	Jacksonville	Savannah
Dallas	Jacksonville	Kansas City	St. Louis
Dayton	Kansas City	Little Rock	St. Paul
Denver	Little Rock	Los Angeles	Tampa
Des Moines	Los Angeles	Memphis	Texas City
Detroit	Memphis	Minneapolis	Wichita
Evansville	Minneapolis	Mobile	
Fort Worth	Mobile	New Orleans	
Galveston	New Orleans	New York	
Hammond	New York	Philadelphia	
Indianapolis	Philadelphia	Pittsburgh	
Jacksonville	Pittsburgh	Portland	
Kansas City	Portland	Richmond	
Little Rock	Richmond	Savannah	
Los Angeles	Savannah	St. Louis	
Memphis	St. Louis	St. Paul	
Minneapolis	St. Paul	Tampa	
Mobile	Tampa	Texas City	
New Orleans	Texas City	Wichita	
New York	Wichita		

DISTRIBUTORS IN PRINCIPAL CITIES THROUGHOUT THE WORLD. DEALERS WHEREVER THERE ARE AUTOMOBILES

“Discard Old Ways” — said Miller
and with this decision came a tire of sensation wear with 2 new advantages



DEALERS:
Miller dealers use Miller because they do business as a going concern and a going business. Miller dealers have the most complete stock of tires in the country. For information concerning the Miller dealer in your district, please contact the nearest office.

“If one comes back I’m pleased!”

“Flat, Guard-to-the-Road Tread”
The broad, flat contact surface of Miller’s exclusive Guard-to-the-Road tread runs even with the road. With light or heavy load—the entire width of this famous tread is on the road—*taking wear away—therefore slowly.* It’s uneven spotty wear that puts balloon tires on the scrap heap long before their time.


“Uniflex” Construction
Even more of this really new feature is a fact. That means it means even and uniform wear that uniformly brings inside breaks—springs back from them on an normal shape—no squaring—no bending, no cracking, no breaking, and they serve and stretch. Thus Miller eliminated squaring and dangerous inside friction and wear, adding many miles to balloon tire life.

The result—a tire that will keep close with your car. As if this condition was built. A tire that will wear with it—and stay with it, far beyond the life of the average tire.

Today—the importance of this tire of longer wear on any car is almost fundamental of a manufacturer’s mark. Demanding an owner’s attention and bearing ability. His power—in the construction of a tire.

THE MILLER RUBBER COMPANY
of N. Y.

The Tire Builder says—
"If one comes back I'm pleased!"



MILLER KNOWS RUBBER
DISTRIBUTORS IN PRINCIPAL CITIES THROUGHOUT THE WORLD. DEALERS WHEREVER THERE ARE AUTOMOBILES

Licked!
—The Two Enemies of Long Tire Performance

By CORRECTING the two outstanding causes of swift balloon tire wear—Miller produced the tire of SUPER-WEAR



“Flat, Guard-to-the-Road Tread”
The broad, flat contact surface of Miller’s exclusive Guard-to-the-Road tread runs even with the road. With light or heavy load—the entire width of this famous tread is on the road—*taking wear away—therefore slowly.* It’s uneven spotty wear that puts balloon tires on the scrap heap long before their time.

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THE MILLER RUBBER COMPANY
of N. Y.

The Tire Builder says—
"If one comes back I'm pleased!"



MILLER KNOWS RUBBER
DISTRIBUTORS IN PRINCIPAL CITIES THROUGHOUT THE WORLD. DEALERS WHEREVER THERE ARE AUTOMOBILES



“My tire cost is just *one-third* of what it was before I used Miller Tires”

20 MONTHS' EXPERIENCE
with nearly every tire on the market
brought the Albany Transit Company
to Millers—100%

The Miller Rubber Company,
Akron, Ohio.

Gentlemen:

The decision to equip our 19 buses 100% with Miller Tires was reached by us after 20 months of operating our lines with nearly every make of tires on the market; and after nearly 8 months of operating on Millers, I am more than pleased and gratified to inform you that to date your tires have exceeded our expectations in every respect.

We cover approximately 49,000 miles each month, and out of the total of 114 tires rolling, there has been only one tire discarded, and that one only recently. The entire lot have given us the least possible trouble in regard to punctures, and your servicing has been above reproach. My tire cost is just one-third of what it was before I used Miller Tires.

I might add here that I am thoroughly convinced that your guaranteed-the-road tread is the best for non-skidding that I have ever been able to find.

(Signed) R. B. Hayes, President
ALBANY TRANSIT COMPANY

R. B. Hayes
PRESIDENT
Albany Transit Company

MILLER TIRES, in this hardest of all tire service, have done more than simply justify the confidence of the Albany Transit Company executives. They have added security and comfort of travel and contributed tangibly to this public service in which they have played so vital a part—the business of hauling thousands with train-like regularity.

We might tell you Millers are the greatest tires in the world—but—with records like this—such statements are unnecessary.

We might tell you Millers have the greatest non-skid tread ever designed—but—the fact that this large operator has proved it in 49,000 miles a month, carries a great deal more weight.

We might tell you that Millers are the only tires that will do a job like this—but—we prefer to tell you that, after 20 months' testing, the Albany Transit Company proved it for themselves.



Miller Tires will deliver equally well for any company or any individual seeking definite assurance of utmost tire satisfaction at lowest cost.

THE MILLER RUBBER COMPANY
of N. Y.
AKRON, OHIO, U. S. A.

.... Cleveland Railway
Company Busses average
28 million tire miles a year
on Millers

Here is What THIS Company Says:
“We have used Miller Tires exclusively for over two years, averaging 18,000,000 tire miles a year. We have found them so dependable that we have awarded our Miller Tire Contract for three more years. Miller Tire Service and Mileage are indeed excellent.”

THE Cleveland Railway Busses—about 200 of them—operate under all kinds of weather and traffic conditions—day and night with train-like regularity. Delays must be held to the minimum, hence freedom from the trouble is imperative. Miller Tires over a period of two years have met Cleveland Railway requirements satisfactorily. They have made good on this economy difficult job. They will do the same for you.

ASK FOR MILLERS!
THE MILLER RUBBER COMPANY 407 Y. AKRON, OHIO, U. S. A.

MILLER


TIRES . . . TUBES . . . ACCESSORIES AND REPAIR MATERIALS . . . DRUM PUMPS
BATHING WAX . . . BRUSHES FOOT-PAK . . . RUBBER BALLS AND TOYS . . . MOLDING RUBBER GOODS

Miller Tires
D - T O - THE ROAD

TRIAL BY BUS. During 1928 and 1929, Miller’s publicity was based to a large extent on testimonial advertisements that provided the opinion of executives from companies dedicated to the regular transport of passengers by buses and coaches. They were expert spokespersons who were qualified to issue these opinions based on the results of Miller tires put to the test in the daily activity of their passenger vehicles. The above advertisement is signed by R. B. Hayes, President of the Albany Transit Co., a company that had nineteen regular buses covering nearly 49,000 miles each month. On the left, the advertisement displays the compliments of the Cleveland Railway Busses Co., which equipped their buses with Miller tires for two years. After obtaining satisfactory results, they extending their contract for three more years.

57. Advertisement published in the magazine *The Saturday Evening Post*, May 26, 1928.

58. Full-page advertisement published in the generalist magazine *Liberty*, May 18, 1929.



NORVAL A. HAWKINS
*Former General Sales Manager
 Ford Motor Company
 Director of Advertising
 Services and Sales for
 General Motors*

Has this to say about Miller
 De Luxe Balloons:
 "I have never before in my life
 in any opinion, one of the most
 satisfying experiences ever made
 in the course of my entire career.
 It was when I saw the general
 car-tire here, which is an
 automobile with no complete a sense
 of security."

**"Miller Deluxe Balloons
 give me a new sense of riding
 and driving security"** *Norval A. Hawkins*

There are millions of people who drive and ride in automobiles, this refers to the new Miller De Luxe Balloons from a man of great authority in the automobile industry who has a day's experience. Here is a man who knows exactly how to know from the time when the first "one-lugger" stopped down his tires.

He has known the need for a superior ball in road the grinding wear that sets the driving conditions. And the longer continuous service of confidence—a new feeling of security in driving. This is exactly what he has found out when he will tell when you buy your car with Miller De Luxe Balloons.

There are millions of people who drive and ride in automobiles, this refers to the new Miller De Luxe Balloons from a man of great authority in the automobile industry who has a day's experience. Here is a man who knows exactly how to know from the time when the first "one-lugger" stopped down his tires.

He has known the need for a superior ball in road the grinding wear that sets the driving conditions. And the longer continuous service of confidence—a new feeling of security in driving. This is exactly what he has found out when he will tell when you buy your car with Miller De Luxe Balloons.

THE MILLER RUBBER COMPANY 470 N. AKRON, OHIO, U. S. A.

MILLER

TIRES — TUBES — ACCESSORIES AND REPAIR MATERIALS — GRUBS HUNDREDS
 BATHING WEAR — SHOULDER — RUBBER BALLS AND TOYS — MOLDING RUBBER GOODS

**"Miller Deluxe Balloons
 A Revelation"**
Rae Hickok



"I have several automobiles for many years, but this is the first time I am able to give satisfaction about tires. I have had my car with Miller De Luxe Balloons. The difference is quite a revelation. It is the security I have obtained in them."

Rae Hickok
 President Hickok Manufacturing Co.

Of all the superior qualities in the new Miller De Luxe Balloons, there is one that you cannot overlook your safety. Your longevity of service. From the moment you are introduced to this series, it is, in fact, continuous, as shown by actual tests over a period of months on the country's most severe testing grounds. You will notice that these tires are made of the best material used, you might even go further to say that they are made of the best material used. You will also discover that the weight of the Miller De Luxe Balloons is not too heavy for the life of ordinary use, and the best gripping ability of an automobile designed road will be yours.

These are qualities that most appeal to you who look for a tire that will give you the most complete protection of your money. And in you who wish to have a car that will give you the most complete protection of your money. And in you who wish to have a car that will give you the most complete protection of your money.

THE MILLER RUBBER COMPANY 470 N. AKRON, OHIO, U. S. A.

Miller

TIRES — TUBES — ACCESSORIES AND REPAIR MATERIALS — GRUBS HUNDREDS
 BATHING WEAR — SHOULDER — RUBBER BALLS AND TOYS — MOLDING RUBBER GOODS

**"I sure was pleased to meet you,
 Miller Tires"**
Eddie Cantor

"Less tire trouble than ever before"
George White



Even if a tire was manufactured to justify the existence of its name—Miller in such a tire. If there is a tire of longer mileage on the market, the Miller Tire Firm has failed to find it. They drive year in and year out—only Miller Tires, but still more in their tireless search for improvement.

If there is a tire that can better resist the hard usage common to the new-day driving conditions, they have not found it.

If there is a tire built that can give you greater safety of road, they do not know about it. And their safety tires include non-skid effect, freedom from the puncture and blowout hazard, strength to resist stiff jolts and blows from potholes and rough roads.

And the engineers who build Miller Tires are just as searching in their efforts toward improvement. They know of no better materials than those employed in the making of Miller Tires. No richer, broader experience than theirs is available to any tire manufacturer.

Then it is Miller tires are able to justify, during a longer period of service, the confidence and enthusiastic praise of all who use them.

That this—that Miller are considered, by those who have used them, to be among the very few tires manufactured today.

Miller
 GEARED-TO-

THE MILLER RUBBER COMPANY 470 N. AKRON, OHIO, U. S. A.



Miller

**Tires
 THE-ROAD**

THE MILLER RUBBER COMPANY 470 N. AKRON, OHIO, U. S. A.



"I have not had any of the other tires I have had in my car. I am glad to say that I am delighted in your greater security."

GEORGE WHITE

The new Miller De Luxe is a new revelation in a new super-tire for those who demand the utmost from their tires. It is built to give extra long mileage and to withstand the roughest roads.

ALL FOR MILLER. At the top of the page, two more examples of Miller's advertising campaign based on testimonials are presented. The first case deals with an expert, Norval A. Hawkins,—former General Sales Manager for the Ford Motor Co. and Director of Advertising services and Sales for General Motors Corp.—, who provides his testimony stating that he also uses Miller tires on a personal level. The second advertisement features the magnate Stephen Rae Hickok (1884-1945), President of Hickok Manufacturing Co., formerly one of the world's largest manufacturers of belts and other accessories for men. The image directly above this text presents a joint advertisement divulging the testimonies of variety show entertainer Eddie Cantor and music producer George White, both acting as endorsers for Miller tires.

59-60. Advertisements published in the magazine *The Saturday Evening Post*, March 9, 1929 and September 22, 1928.
61. Double-page advertisement published in the generalist magazine *The Saturday Evening Post*, September 1, 1928.

“Now I have found beauty in Tires”



James Montgomery Flagg

“Beauty in everything has always been my creed, and now I have found beauty in tires—the Miller De Luxe Balloons. They complete the fine appearance of my car from the artistic viewpoint. Of course they give the long mileage and freedom from trouble that I have long wanted, but now these two essentials are combined with beauty—thus my enthusiasm for the Miller De Luxe Balloons.”

(Signed) James Montgomery Flagg



The new Miller De Luxe 6-ply Balloon pictured here is a new super-type tire for those who demand the utmost freedom from blowouts and punctures. It is built to give extra long mileage and to withstand the roughest service.

In the De Luxe Balloon—Miller has skillfully combined eye-appeal and invincible strength. Both qualities are essential.

Miller De Luxe Balloons are good to look at. Their substantial size . . . their massive, beautiful tread . . . blend perfectly with the advanced style trend in today's motor cars. They are a mark of distinction on *any* car.

But beauty is as beauty does. Without their inherent fine quality . . . their giant strength . . . Miller De Luxe Balloons could never have

won, in the short span of a year, perhaps the most distinguished patronage any tire ever enjoyed.

This is the tire of super-quality. The tire of 50% heavier tread—and 60% greater carcass strength. You ought never to puncture it from ordinary causes. Thousands of users have found that Miller De Luxe Balloons give them about twice the mileage of ordinary balloons. A distinguished tire for distinguished service. A beautiful tire—that brings security of travel such as you have never experienced.

THE MILLER RUBBER COMPANY of N.Y. AKRON, OHIO, U. S. A.

MILLER

TIRES - TUBES - ACCESSORIES AND REPAIR MATERIALS - DRUG SUNDRIES
BATHING WEAR - SHUGLOV FOOT-GEAR - RUBBER BALLS AND TOYS - MOLDED RUBBER GOODS

THE MILLER ADVOCATE. The above image presents the Miller advertisement featuring the famous illustrator James Montgomery Flagg as an endorser of the quality of Miller tires. His testimony, which was represented in a text between quotes and showed his signature, was already summarized in the first lines: “Beauty in everything has always been my creed, and now I have found beauty in tires—the Miller De Luxe Balloons. They complete the fine appearance of my car from the artistic viewpoint.”

62. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, June 1, 1929.

Irene Bordoni

Prefers Millers

For Safety-Comfort-Excellent Mileage



"My preference for Miller Tires is the result of the safety and comfort they add to my car, and the excellent mileage they give me!"

Irene Bordoni



The new Miller Deluxe 6-ply Ballon pictured below is a new super-type tire for those who demand the utmost freedom from blowouts and punctures. It is built to give extra long mileage and to withstand the roughest service.



IN all of Miller's fine qualities, the one most prized by women is this one Miss Bordoni chooses to call "Safety."

Every woman who drives an automobile knows this—getting there and getting back is largely a matter of dependable tires. And who better than a woman can speak with authority in the matter of tire safety?

To millions of women who drive, Millers have brought a new confidence—a new trust in motoring by themselves.

And, in addition, a remarkable economy that neither women nor men can overlook.

In all the tire field, no tire is built of finer materials than Miller. No tire has finer workmanship. No tire has the benefit of keener research, or broader manufacturing experience.

It naturally follows that your experience with Miller Tires will be one of complete satisfaction. One, in fact, that will cause you even to forget you have tires, during thousands of miles of service.

That's why Millers win and hold the respect of women—and are the first choice of men who have a woman's safety to consider.

Miller Tires

REG. U.S. PAT. OFF.

GEARED-TO-THE-ROAD

THE MILLER RUBBER COMPANY, OF N.Y. AKRON, OHIO

SECURE ON STAGE ... AND ON THE ROAD. Above, the testimony of Irène Bordoni is presented who was a famous singer in Broadway musicals and a film actress. The advertisement portrays her at the wheel of her car, equipped with Miller tires, highlighting the qualities of "safety and comfort" that the tires provide while driving.

63. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, July 21, 1928.

Miller Tires

"Ended My Tire Problem"
Ziegfeld
"Most Popular Hit in the Tire Field"
Paul Whiteman



"I was first attracted to Miller Tires because of the 'Corduroy-tread' feature, which I consider the finest practical feature to be found on any tire. Then I found after shipping millions of these great economy, which means, of course, that my tire problem is reduced to a minimum."
 (Signed) PAUL ZIEGFELD



"Sometimes I feel that 'Corduroy-tread' should be included among the standard equipment. But in one it is a 'bonus'—'bonus' being along on Miller Tires is the having wonderful economy which gives the driver the delight of higher mileage. In the tire field, Miller are the most popular hit of the day."
 (Signed) PAUL WHITEMAN

THE MILLER RUBBER COMPANY • C.T. AKRON, OHIO, U.S.A.

Miller
 TIRES • TUBES AND ACCESSORIES • DRUGS, SUNSHADES • RAYBUNG WEAR
 RUBBER FOOTWEAR • RUBBER BALLS AND TOYS • MOLDED RUBBER GOODS



"I Couldn't find a More Trustworthy Tire"
Frank Frisch

"I consider the tire on my car just as important as the motor. And when a ball player uses his car as I do to keep regular afternoons appointments with baseball fans—the tire must be good ones. I equipped my car with Miller because I couldn't find a more trustworthy tire. In fact, they are all you claim for them, and that's true."
 FRANK FRISCH

FROM the standpoint of always getting them—and always getting full value for the money—there is no tire as good as it is in appearance. Thousands who use the tire obtain very real delay in getting to work with Miller Tires.

When Frank Frisch came for a test drive, he was given them on a winter—more particularly, the most severe test that gives rough pavement—that some other tire would not stand up to. He found, through and through, to have every demand of the driver—mid-long going.

The Miller Deluxe Ballroom tire, proved, as built for them, that the best feature that money can buy, and who realize that the best is always the cheapest in the end. For those who are interested in more information...

THE MILLER RUBBER COMPANY • C.T. AKRON, OHIO, U.S.A.



Miller
 TIRES • TUBES AND ACCESSORIES • DRUGS, SUNSHADES • RAYBUNG WEAR
 RUBBER FOOTWEAR • RUBBER BALLS AND TOYS • MOLDED RUBBER GOODS

LOPEZ Speaking

"Miller Service is as Superior as Miller Tires"
Vincent Lopez

"Miller Service is an essential on Miller Tires. Since I began to use Miller, I have had no more tire changes than ever before. Miller give the most mileage and I think the Miller stand in the most scientific way of all."
 VINCENT LOPEZ



The new Miller Du Line is a tire that stands in the class of tires that are the best for their use. It is a new type of tire that is built for service and performance. It is built in a way that will give you the most mileage and a comfortable ride through every road.

There are the qualities that will bring you the most mileage of any tire—no matter how good it is. These are the qualities that will bring you the most mileage of any tire—no matter how good it is.

There are the qualities that will bring you the most mileage of any tire—no matter how good it is. These are the qualities that will bring you the most mileage of any tire—no matter how good it is.

THE MILLER RUBBER COMPANY • C.T. AKRON, OHIO, U.S.A.



Miller
 TIRES • TUBES AND ACCESSORIES • DRUGS, SUNSHADES • RAYBUNG WEAR
 RUBBER FOOTWEAR • RUBBER BALLS AND TOYS • MOLDED RUBBER GOODS

Marilyn Miller

finds Economy and Freedom from Worry in Miller Tires



"If economy and freedom from worry are important to a driver, then one understands why Marilyn Miller has found such popularity. From the way she is wearing it, I know I am getting the most for my money."
 Marilyn Miller

It is when buying the standard service Miller Tires are given her, that Miller has for the millions of Miller's great growing popularity—(Just as you say!)

The millions of women who drive Miller have brought a new confidence—a new satisfaction—by their choice.

And, in order to bring an entirely new significance to the words "Just as you say," Miller has created and perfected a new type tire—the Du Line Ballroom. It is built for those who want the best in service and performance. It is built for those who want the most mileage and a comfortable ride through every road.

It is for those who want the most mileage and a comfortable ride through every road. It is for those who want the most mileage and a comfortable ride through every road.

THE MILLER RUBBER COMPANY • C.T. AKRON, OHIO, U.S.A.

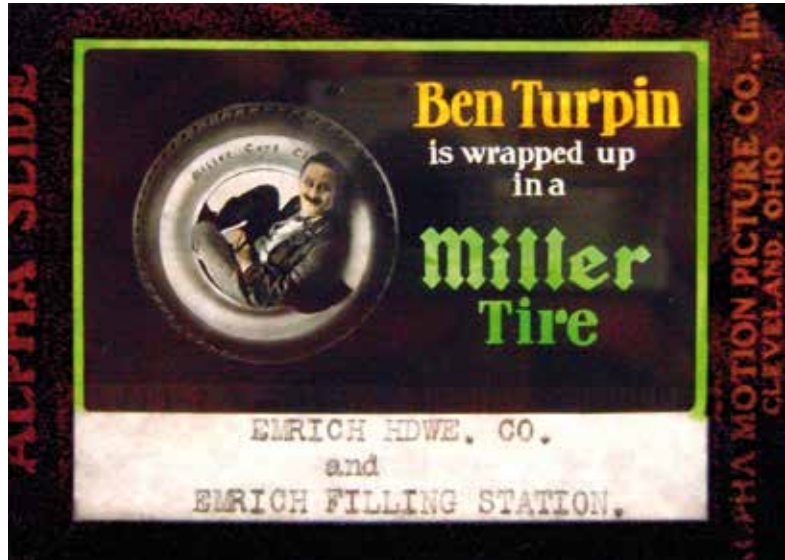


Miller
 TIRES • TUBES AND ACCESSORIES • DRUGS, SUNSHADES • RAYBUNG WEAR
 RUBBER FOOTWEAR • RUBBER BALLS AND TOYS • MOLDED RUBBER GOODS

SHOWS ON WHEELS. At the top of this page, two Miller advertisements are presented that depict new testimonial contributions. The first one portrays the producer of musical and variety shows Florenz Ziegfeld and Paul Whiteman, renowned director of music ensembles; both had worked together on several occasions. The second advertisement employs the endorsement of celebrity baseball player Frankie Frisch. The images at the bottom of the page present the musician Vincent Lopez and the singer and dancer Marilyn Miller, whose testimonies have their signature and are stated in quotation marks.

64-66. Advertisements published in *The Saturday Evening Post*, June 30 and December 15, 1928; and February 9, 1929.

67. Full-page black and white advertisement published in the lifestyle and fashion magazine *Vogue*, February 16, 1929.

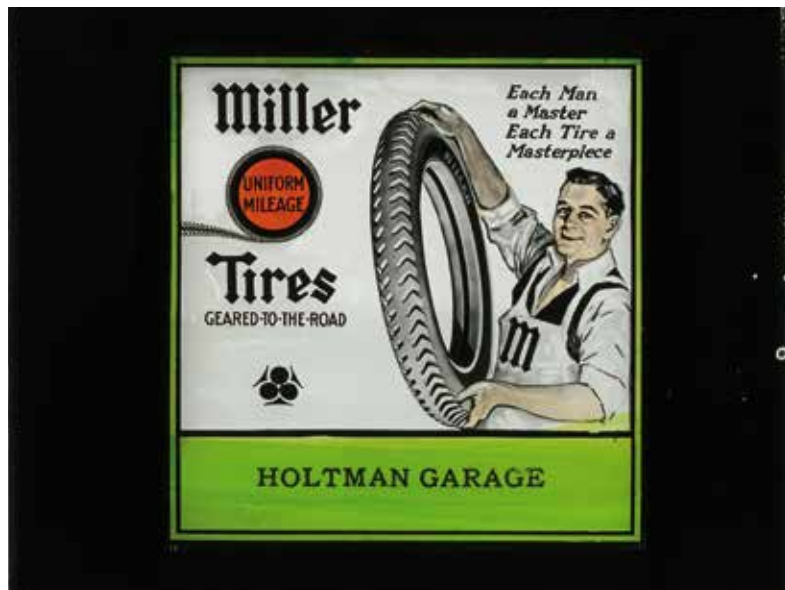


CHAINED SMILES.

The smiling corporate and promotional mascot of the Miller Rubber Company was replaced by the face and image of renowned celebrities of the time such as Ben Turpin, a successful comedian who forged his way to fame in variety shows, theaters and silent movies. As can be seen in the above image, his characteristic facial expression took advantage of marked natural crossed eyes, an authentic brand image characterizing the comedian.

68-69. Promotional slides with the Miller Man mascot, c. 1918.

70-71. Promotional photograph autographed by Ben Turpin, c. 1930; and an advertisement endorsing Miller tires.



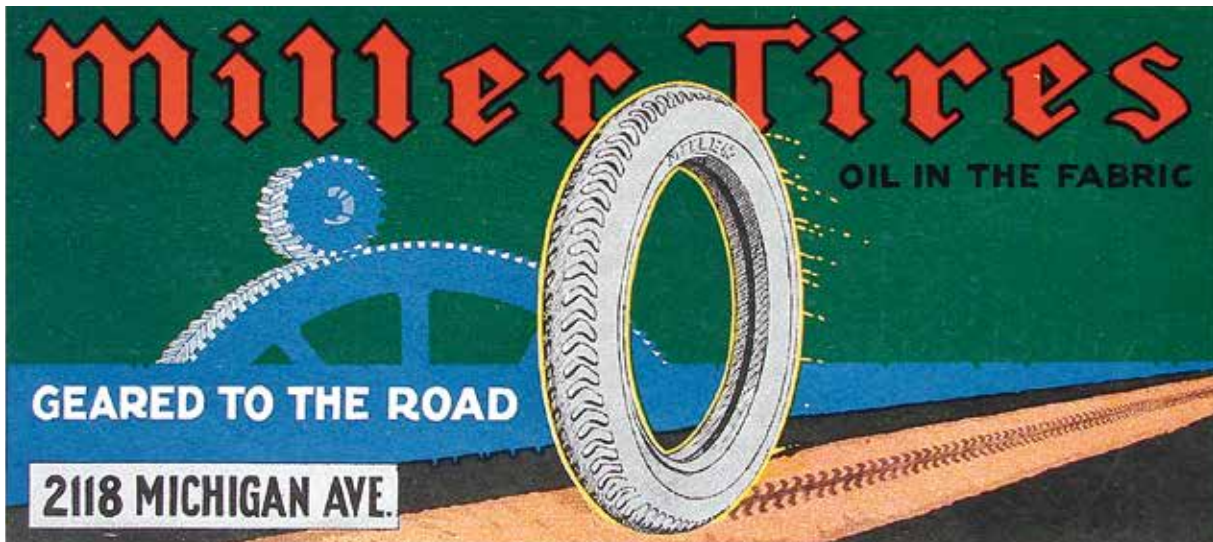


CARGO VEHICLES. The images shown here constitute two examples of promotional vehicles for Miller tires employed by businesses associated with their commercial network. Above, a group of women pose inside a tilted car, utilized as advertising for the D-L-D tire shop, Miller distributor in Holdrege, Nebraska. Below, a delivery van for the corporate fleet of the Northwest Auto Co.

72. Promotional advertising photograph published in the press for the establishment D-L-D Tire Shop in Holdrege, Nebraska, 1927.

73. Photograph of a vehicle for the establishment Northwest Auto Company in Portland, Oregon, c. 1918.





TIGHTLY GRIPPED. "Geared-to-the-road" was the slogan that accompanied all the advertising campaigns of The Miller Rubber Co. On numerous occasions, the concept was represented by the proper fitting of gears, which had to be done with great precision. The examples shown here reflect this idea, offering an explicit comparison between the perfect coupling of these pieces of machinery and the non-skid tread of Miller's pneumatic tires on the roads.

74. Page extracted from the catalog *A 24 Sheet Poster* of the lithograph printshop Edwards & Deutsch Lithographing Co., with headquarters in Chicago and Milwaukee, c. 1917. This includes 72 advertising reproductions that were adapted to large outdoor billboards.

75. Metallic tinplate sign. Dimensions: 128 x 60 cm, c. 1928.

76. Full-page advertisement published in the magazine *Motor Age*, March 16, 1916.

 A vintage advertisement for Miller Tires. The top half features the headline "Get in Mesh with the Profit Mr. Dealer!" in large, bold, white letters. Below the headline, there is a block of text explaining the benefits of Miller tires for dealers. The text is framed by a large gear on the left and a large tire tread on the right. The bottom half of the advertisement features the Miller logo "Miller Geared-to-the-Road Tires" and the company name "THE MILLER RUBBER CO. AKRON, O., U. S. A."

Get in Mesh with the Profit Mr. Dealer!

THE one sure way to make real money out of the tire business is to gear your store to a company which not only builds the best tires but protects the dealer thru a square deal selling policy.

The Miller plan of selling tires is different from the others—and better. It gives the dealer his— that's why Miller dealers are merchandisers and give real service to Miller Tire Users.

We want to tell you more about

Miller
Geared-to-the-Road
Tires

We want you to know how the Miller Method of building tires retains all the natural vegetable wax and oil in the cotton fibre. We want to give you the details of the Miller Selling Plan. Then you'll understand what it means to be "In Mesh" with the Profit.

THE MILLER RUBBER CO.
AKRON, O., U. S. A.



MILLER ESTABLISHMENTS.

This page shows two examples of tire service and sales stations and the identification signs for establishments associated with Miller’s commercial network. At the bottom of the page, a current image of a still-standing Standard Oil Company gas station from 1932, with two vertical enameled signs advertising Miller tires, after being restored. The service station is located in the town of Odell, Illinois, and is registered—November 9, 1997—in the National Register of Historic Places in the United States as part of the heritage recovery project carried out by the Route 66 Association of the Illinois Preservation Committee.

- 77.** Facade of the establishment Carl O. Wiley Auto Supplies, c. 1920.
- 78.** Horizontal enameled metallic sign. Dimensions: 180 x 55 cm, c. 1918.
- 79.** Standard Oil Company gasoline station restored to its original 1932 appearance.
- 80.** Vertical chromolithographed metallic tin sign. Dimensions: 40 x 180 cm, c. 1940.





MILLER'S MAGAZINE. The above images present two examples of *Tire Trade News*, the house organ or corporate magazine of Miller. The publication contained several sections with numerous news and short articles usually accompanied with photographs of the facades and interiors of establishments comprising the manufacturer's commercial network as well as portraits of their owners.

- 81. Two issues of the magazine *Tire Trade News* from 1921: volume II, number 1, (March) and number 3 (May).
- 82. Advertising card for Miller with their mascot, the exemplary tire builder, c. 1924.





FROM THE WAIST UP. This page shows two examples of the type of promotional items intended for point of sale that utilized the Miller Man. His figure, in different poses and actions extracted from press advertisement illustrations, was applied to lithographed and cut-out cardboard which was placed on windows and shelves to attract attention.

83. Photograph of the shop window of an unidentified establishment associated with Miller's commercial network, c. 1918.

84. Photograph of the interior of an establishment managed by J. H. Eddy in San Bernardino, California, associated with Miller's commercial network. Photograph published in the interior of the corporate magazine *Tire Trade News*, May 1921.





GEARED TO THE ROAD
... MEANS *Safety!*
FOR YOUR FAMILY

Safe as modern cars are—well as traffic is regulated—accidents can still happen. And many of them happen because somebody couldn't stop soon enough.

Stopping—even on wet slippery pavements—is not a problem for Miller Deluxe Geared-to-the-Road Tires.

See how the sharp-edged blocks of this famous tread bite into the road from all angles—how the rugged cross-hairs have a year-like grip that affords real protection against slipping and skidding! This extra safety feature lasts, too, for the tread

is made of the very toughest kind of rubber. And you just know that such a fine tread means an equally fine body beneath it, with added strength wherever normal strains take place—and extra protection against road shocks and blowouts that might cause accidents.

Miller Deluxe Geared-to-the-Road Tires are built to meet the severest of driving conditions. Naturally they are a safe selection for you and your family wherever you go.

Look for the sign "Miller Tires" in your garage to both safety and long mileage.

Factories: Akron, Ohio and Los Angeles, California

GEARED TO THE ROAD
MILLER TIRES
"1937 is Miller's 45th year in Rubber"




GEARED TO THE ROAD
MEANS *Extra* DRIVING SAFETY!

The most powerful engine, and the surest brakes, both have to do their work through your tires. That's why thoughtful car owners for years have relied on Miller Deluxe Geared-to-the-Road Tires, for sure and safe stopping.

The tread of this famous tire—geared throughout a generation of experience—holds the road with a rugged grip that protects you against skidding in any direction. Rubber that is specially compounded for extra life and

longer service means long safe mileage. And the part of the tire that you don't see—the inside—is just as fine as the tread itself. Extra strength in those places you need it—extra protection against the danger of blowouts—extra quality without extra cost.

Let the Miller Dealer show you these dependable and economical tires—priced to fit modern ideas of driving—designed to meet the exacting needs of today's high speed traffic.

Factories: Akron, Ohio and Los Angeles, California

GEARED TO THE ROAD
MILLER TIRES
"1937 is Miller's 45th year in Rubber"




GEARED TO THE ROAD
MEANS *Extra* DRIVING SAFETY!

The most powerful engine, and the surest brakes, both have to do their work through your tires.

That's why thoughtful car owners for years have relied on Miller Deluxe Geared-to-the-Road Tires, for sure and safe stopping.

The tread of this famous tire—proved throughout a generation of experience—holds the road with a cogwheel grip that protects you against skidding in any direction. Rubber that is specially compounded for extra life and toughness means long safe mileage.

And the part of the tire that you don't see—the inside—is just as fine as the tread itself. Extra strength in those places you need it—extra protection against the danger of blowouts—extra quality without extra cost.

Let the Miller Dealer show you these dependable and economical tires—priced to fit modern ideas of driving—designed to meet the exacting needs of today's high speed traffic.

Factories: Akron, Ohio and Los Angeles, California

GEARED TO THE ROAD
MILLER TIRES
"1937 is Miller's 45th year in Rubber"




GEARED TO THE ROAD
... MEANS *Safety!*

Have generation after generation of car owners depended on the proven grip of the Miller Tires? That's what you need for the "safety" and there's what you get in Miller Deluxe Geared-to-the-Road Tires.

For a generation this famous tread with its specially compounded rubber in the tread and inside has a quick, sure stopping—and quick to grip the road when you start again.

The reason about it: You can really feel how the strong "V-shaped" cross ribs of the tread hold the road like your grip on a rope wheel. And the specially compounded rubber is so fine and tough these "gears" last through

the long distance Miller advertises you. (Of course, skidding means a wide track around the Miller, just this quick stop on a body of compressed air, not stopped, slip—right for looking over a curb, or the long safe service on any car.)

Miller's new generation against the best of blowouts—extra strength and extra safety in every place where modern cars travel on wet glass. Miller's Deluxe Geared-to-the-Road Tires are made to stand before even the toughest road conditions. It's the Miller Dealer's sign. It shows you the safety and long mileage.

Factories: Akron, Ohio and Los Angeles, California

GEARED TO THE ROAD
MILLER TIRES
"1937 is Miller's 45th year in Rubber"






LEADING THE WAY AND FOLLOWING THE TRACK.
In the advertising campaign of the mid-thirties, Miller again resorted to graphically employing the characteristic tire track of their non-skid tires. The tread, corresponding to the slogan "Geared-to-the-road," was a guarantee of safety that it provided during driving.

85-86. Full-page advertisements published in the magazine *Life*, August 23 and July 12, 1937.

87-88. Advertisements published in the generalist magazine *The Saturday Evening Post*, July 24 and 3, 1937.

**for an extra margin
of safety
and added miles of
wear insist on**








MILLER
Geared to the Road **TIRES**

Since 1906 one of
America's Finest First Line Tires

SON OF THE B. F. GOODRICH COMPANY FACTORIES AT HERRIN, OHIO - LOS ANGELES, CALIF. - GARD, PA. - MIAMI, FLA. - TUSCUMBIA, N.C.

**For pace-setting
performance
and all-weather
safety
you can't beat
MILLER tires**

MILLER
Geared to the Road **TIRES**

Since 1906 one of America's Finest First Line Tires

MILLER RUBBER COMPANY, A DIVISION OF THE B. F. GOODRICH COMPANY • FACTORIES LOCATED IN
HERRIN • HERRIN, OHIO • LOS ANGELES, CALIF. • GARD, PA. • MIAMI, FLA. • TUSCUMBIA, N.C.

THE LAST TIRES. The images presented here are two examples of one of the last advertising campaigns in generalist press which publicized Miller's "Imperial" tires, a brand that would soon be eliminated from the BF Goodrich general tire catalog. The advertisements combined typographical messages with humorous vignettes illustrated with cartoon characters which were different for each occasion.

89. Full-page advertisement published in the magazine *The Saturday Evening Post*, 1947.

90. Half-page vertical advertising module published in *The Saturday Evening Post*, 1947.

