

## SUGGESTED CITATION:

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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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## REPUBLIC TIRES, THE VOICE OF EXPERIENCE

On February 28, 1901, the Mahoning Rubber Manufacturing Company was legally registered in the state of Ohio. The company's headquarters was based in the town of Youngstown located around 70 km from Akron; the latter would become the center of reference for the American tire industry in the next few years. The first steps were aimed at ensuring financial sufficiency and finding suitable land on which to build a modern factory. They would produce various articles derived from the transformation of natural rubber, such as different items of rubber created from molds, hoses, pipes, belts, rubber flooring, water-proof fabrics, golf balls and solid and pneumatic tires for carriages and motor vehicles (figs. 2-4).<sup>1</sup>

Once construction was completed and the name of the company changed to The Republic Rubber Company in December, the factory started production in early 1902.<sup>2</sup> In 1904, Republic already offered solid rubber tires for carriages and motor vehicles such as automobiles, trucks and vans.<sup>3</sup> In September 1905, Republic announced the creation of a department that would be responsible for manufacturing pneumatic tires and inner tubes for automobiles,<sup>4</sup> and in 1907, a new production hall would be added to the industrial complex dedicated exclusively to manufacturing solid rubber tires. In 1915, the business of the Tire Division—responsible for solid and pneumatic tires—had increased almost 70% over the previous year.<sup>5</sup>

Early in 1917, Republic was preparing to factory equip approximately 50,000 automobiles for the Dodge brand.<sup>6</sup> That same year, a thorough business reorganization was conducted with the aim of eliminating the company being dispersed via different branches and subsidiaries located throughout the country. On October 17 of that year, the already announced merger of Republic was formalized with another medium-sized company, the neighbor and competitor Knight Tire & Rubber—created in 1911 and also located in Ohio, in the town of Canton—, constituting the Republic Rubber Corp. of New York. In this way, the productive capacities of both companies were augmented. Republic's daily manufacturing of 3,000 tires with 2,300 workers was added to that of Knight Tire & Rubber, which produced nearly 600 automobile tires per day—and that soon increased to 1,000 daily units—, with a staff of 400 workers. The new corporation was administered by the same management team from the former Republic Rubber Co., and administrative offices continued to be centralized in the Youngstown facilities.<sup>7</sup>

In 1921, the corporation was financially destabilized. One of the reasons was the accumulation of debts as a result of the purchase of raw materials at very high prices during the Great War and the subsequent fall in prices. Faced with the impossibility of paying off their creditors, the business was taken over by a judicial administrator on June 22, 1921. This entity was in charge of managing the corporation to reduce monthly losses and implement reorganization and restructuring.<sup>8</sup> After discontinuing activity for several weeks, on July 11 the production of solid rubber tires and pneumatic tires and inner tubes was resumed. On July 18, the manufacture of different rubber products was reinstated, although the firm was only operating at 25% of their actual capacity.<sup>9</sup>

In 1923, the rival company Lee Rubber & Tire Corp. acquired Republic, and reorganized them as a subsidiary company, recovering their former name: The Republic Rubber Company.<sup>10</sup> At the beginning of 1924, the former Republic factory was working at 75% productive capacity, with a growing workforce that was estimated to soon reach 1,800 workers.<sup>11</sup> The factory of the now defunct Knight Tire Co. would be put up for sale in early 1925.<sup>12</sup> In the following years, Republic specialized in certain articles derived from rubber and in truck tires—solid and pneumatic—under the control of Lee Rubber Tire & Corp. which in turn, would be absorbed by Goodyear in 1965.

### The advice of an Elder

Republic's early advertising resorted to prototypes similar to those of other companies, showing driving scenes and portraying typical figures and characters such as the seller and the customer or user, being male as well as female (figs. 1-10). Most of the advertisements were directly or indirectly aimed at presenting the company's patented pneumatic tire model. This employed a unique and distinctive tread pattern known as the Republic Staggard Tread and was patented in February 1908.<sup>13</sup> It was a non-skid rubber tread with six longitudinal and parallel columns formed by a succession of protruding studs. Each column was parallel to the rest but slightly displaced, so that the protrusions were not uniformly aligned. This unequal arrangement of the rubber studs was graphically represented in Republic's advertisements, in which the word "Staggard" appears as the logotype—**STAGGARD**—, where the even and odd letters are alternately positioned above or below the text baseline alignment.<sup>14</sup>

In addition to the tires, the advertisements sometimes featured the characteristic Republic Black Line pneumatic inner tubes which were red in color (fig. 7). Furthermore, they also reinforced the projection in corporate aspects as a solid company by showing images of the factory and their infrastructures as endorsements of a powerful and well-established manufacturer (figs. 2-4).

After breaking his affiliation with the newspaper *The Youngstown Vindicator* in July 1909, Daniel Webster Brown "Web Brown" (1876-1974) joined the Republic company as advertising director around 1910. He was a renowned editorial cartoonist from Akron who had been established in Youngstown and active professionally since 1899, especially in different key publications for the state of Ohio and also in Boston (figs. 30-31).<sup>15</sup> Among his responsibilities was the development of printed corporate material and press releases with news about the motor vehicle sector—such as the results of various automobile trials and competitions—that alluded to the qualities of the tires manufactured by The Republic Rubber Co. and were to be inserted in different newspapers.<sup>16</sup> He was also responsible for editing and illustrating with his drawings the corporate newsletter *The Staggard*. The logotype of this publication's title kept the typographic placement of displaced letters, was four pages long and folded into three to be sent by mail to the different Republic branch offices scattered throughout the country as well as to their employees.

The first issue was dated April 1, 1913 and the newsletter continued to be published for several more years, having a respectable print run—the February 1915 issue had a circulation of 25,000 printed copies—for this type of publication (fig. 30).<sup>17</sup>

At the end of 1914, Web Brown created a mascot specifically dedicated to promoting the company's tires (fig. 11). The character was born from his imagination, an original creation formed by his own pencils with a basic premise as he himself declared: "In the first place, I wanted a humorous trade mark—a scheme—to stand up in the corner—hang on the walls—or stick on the windows, because of its novelty."<sup>18</sup> The result took the shape of Old Man Mileage, an authority figure that advised the motorist based on his long-standing experience.<sup>19</sup>

His name refers to a wise old man with extensive accumulated experience, and many kilometers behind him ['mileage,' a recurring word in tire slogans, refers to travel in miles]. His was donned with a large top hat—like that of the patriotic Uncle Sam figure—with his name written on the hatband. He wore corrective glasses and smoked, just like Michelin's Bibendum. A thick, long, white beard covered part of his jacket, although a brochure by Republic Tires & Tubes could be seen protruding from one of his pockets. He wore checkered trousers, short boots, and held a folded umbrella in his hand as though it were a cane. That umbrella referred to the qualities of the advertised tire, which protected drivers and ensured safe driving even in wet terrain. The character was always accompanied by his faithful dog named Stag, an abbreviation of the brand name of Staggard Republic tires.

In the April 1915 issue of *The Staggard*, several characteristics of their corporate mascot were explained and he was also featured on the cover page illustration. Although he was officially known as Old Man Mileage, his full name was E. Normous Mileage, actually a new play on words: "Enormous mileage." The old man also had a wife—Mrs. Mileage—and a family.<sup>20</sup> The choice of an elderly character to advertise a relatively new technology that was rapidly expanding—such as that of the tire—was already questioned at that time. The figure of the experienced bearded old man dressed in old-fashioned clothing was the antithesis of the child in pajamas of the rival company Fisk, and of the beautiful young Lotta Miles, the Kelly-Springfield Tire Co. female mascot, both of whom were active at the same time as Old Man Mileage. In an article written by William Livingston Larned<sup>21</sup> published May 1915 in *Printers' Ink*, the reference magazine of the American publishing and advertising sector, the author stated:

"Surely you have met that grand old veteran of the long-whiskered brigade, Mr. E. Normous Mileage, representing Republic Tires. Mr. Mileage is not exactly typical of the twentieth century, and his whiskers would make mighty poor roadbed, but the garage fellers all over the country think Old Man Mileage is the Abe Lincoln of the tire business, and whether we sympathize with him or not, we can't possibly forget him."<sup>22</sup>

The figure of the old man and his dog was widely used in the design of advertisements for newspapers and magazines (figs. 12-16), in corporate and commercial stationery (figs. 22-24), in the form of large size cut-out figures and in transferable stickers for display windows at points of sale and garages (figs. 25-26 and 29-30) as well as in decorating vehicles of the company's corporate commercial and delivery fleet (figs. 27-28). This mascot was featured in Republic advertisements published in generalist magazines such as *Harper's*, *The Literary Digest*, *Life*, *McClure's Magazine*, *Collier's*, *Sunset*, *The National Geographic* and in the specialized automotive sector publications *Motor*, *Automobile Topics*, *Motor Age*, *Automotive Industries*, *Automobile Dealer and Repairer*, *Motor World* and *Touring Topics*. Advertise-

ments where he was protagonist were also placed in other magazines such as *Country Life in America*, *Scientific American*, *The Club Journal* and *Golfers' Magazine*, as well as being utilized for different advertising modules published in numerous newspapers (figs. 17-19).

The last appearances of Old Man Mileage are dated at the beginning of 1917, probably as a result of the business reorganization that culminated, in autumn of that same year, in the newly created entity The Republic Rubber Corporation. Web Brown left the company at the end of 1918 to fully devote himself to directing the local weekly of Youngstown, *The Citizen*, which he had founded together with two partners in 1915;<sup>23</sup> the position of advertising director was then held by Honor Blocker, who had worked for two years as Brown's assistant.<sup>24</sup>

After the withdrawal of the mascot created to promote their tires, Republic Rubber Corp.'s advertisements employed the company's founding emblem—featuring an eagle with outstretched wings—to replace him. The animal, symbol of the Federal Republic of the United States of America, had previously been used as a mascot, but had relinquished its role to the character of Old Man Mileage. One of the reasons for the eagle's reinstatement was its suitability as an image for the firm at that given time. It was 1918, during the First World War and with patriotic sentiment in full force, when the relevant advertising campaign was developed featuring the bald-headed eagle as the protagonist. The bird would become the tires' symbol and mascot, applied in both advertisements (figs. 37-45) and in identification signs for businesses associated with the firm's commercial network (figs. 46-47). This would continue up to the moment when Republic was integrated into the Lee Rubber & Tire Corporation, which came into effect in 1923.

## Notes

1. As stated in news reports published during 1901 in the magazine *The India Rubber World*: “New rubber factory in Ohio,” April 1; “Mahoning Rubber Manufacturing Co.,” May 1; “The new mill at Youngstown,” June 1.
2. According to news items published during 1902 in the specialized magazine *The India Rubber World*: “Change of name; increase of capital,” January 1; “Republic Rubber Co. (Youngstown, Ohio),” February 1.
3. “The Republic Rubber Co.,” *The India Rubber World*, October 1, 1904, p. 14.
4. “Republic Rubber Co., a new line,” *The India Rubber World*, September 1, 1905.
5. “Republic’s annual meeting,” *India Rubber Review*, February 15, 1916, p. 86.
6. “Order received by The Republic Rubber Co.,” *India Rubber Review*, February 15, 1917, p. 91.
7. According to news reports “Merger,” *India Rubber Review*, August 15, 1917; “The Republic Rubber Corporation,” *The India Rubber World*, April 1, 1920.
8. “Receiver of Republic Rubber to sell plants,” *Automotive Industries*, March 15, 1923; “Republic Rubber Co. elects president,” *India Rubber Review*, January 1, 1928, p. 87; “The Republic Rubber Corporation,” *The India Rubber World*, December 1, 1921, p. 209.
9. “Republic Rubber Co. resumes production,” *The India Rubber World*, August 1, 1921.
10. “Republic Rubber Co. reorganized,” *The India Rubber World*, July 1, 1923; “Lee Tire makes changes in old Republic factory,” *Automotive Industries*, January 3, 1924, p. 46.
11. “Ohio notes,” *The India Rubber World*, February 1, 1924.
12. “The Republic Rubber Co’s plant at Canton,” *The India Rubber World*, February 1, 1925.
13. Patent number 898,907, issued to Tod J. Mell/Republic Rubber Co. on September 15, 1908 as explained in the article “Holds Nobby tread infringes Staggard,” *Motor Age*, January 4, 1912, p. 84.
14. The word is the reflection of the English adjective ‘staggered,’ which means an alternating, overlapping, uneven pattern.
15. “Cartoonist Brown,” *Akron Daily Democrat*, September 30, 1902, and two brief news items in *The Mahoning Dispatch*, July 16, 1909 and July 15, 1910.
16. “Republic tires victorious in Munsey historic run,” *The Salt Lake Tribune*, September 11, 1910, p. 4; “Republic tires stand hard wear,” *The Pittsburgh Press*, October 29, 1910; “Durability is shown by severe tire tests,” *The Salt Lake Tribune*, November 6, 1910, p. 2; “Republic Rubber Co. indorses stringent laws for Minnesota,” *The Fort Wayne Journal Gazette*, March 30, 1913, p. 23.
17. “The Staggard,” *The India Rubber World*, May 1, 1913; “New trade publications,” *The India Rubber World*, February 1, 1915; “The Staggard,” *India Rubber Review*, May 15, 1915.
18. As reported in the news item “Who’s Web Brown?—Why he created ‘Old Man Mileage,’” *India Rubber Review*, August 15, 1916.
19. “Old Man Mileage” appears inscribed in the U.S. registry of registered trademarks with reference number 22474, in the name of Republic Rubber Co. and specifying that Web Brown was its creator. *Catalogue of Copyright Entries, 1914, Volume 9, Part 4*. Washington: Government Printing Office, 1915, p. 457. In 1914 the Republic Rubber Co. from Youngstown, Ohio registers, with the reference number 5292, the advertisement published on November 25, 1914 in the specialized magazine *Motor World* featuring Old Man Mileage, probably in his first public appearance. *Catalogue of Copyrights Entries 1915, Volume 10, part 4*. Washington: Government Printing Office, 1914.
20. *The Staggard*, April 1915, p. 2.
21. The American William Livingston Larned (1880-1969), born in Buffalo, New York, was a writer, poet, illustrator, art director and creative director of advertising. He wrote several books, including *Illustration in Advertising* (1925), which constituted a reference manual at the time. He also collaborated regularly and intensively with different publications for articles on marketing, advertis-

ing, illustration, graphic design and photography, as well as on business, literature, social relations, physical education and sports, and travel. He stands out for his extensive list of articles on advertising, illustration and design published in the magazines *Printers' Ink*, *The Advertising News*, *The Printing Art*, *Advertising & Selling*, *Judicious Advertising* and *Bulletin of Photography*. Biography that I elaborated based on a compilation of news briefs published in different newspapers, which include: "Writer of famed story dies at 80," *Abilene Report News*, November 23, 1960, p. 50; and "Artist's wife dead. Suicide?," *The Morning Telegraph* (New York), April 4, 1905.

22. Larned (1915), p. 17.
23. "New weekly paper for Youngstown," *New Castle News*, June 23, 1915; "The Citizen," *The Mahoning Dispatch*, August 20, 1915 and June 30, 1916.
24. "Blocker advanced with Republic Rubber Corp.," *Printers' Ink*, January 30, 1919, p. 106.

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LARNED, William Livingston. "Why the 'trade-character'?"

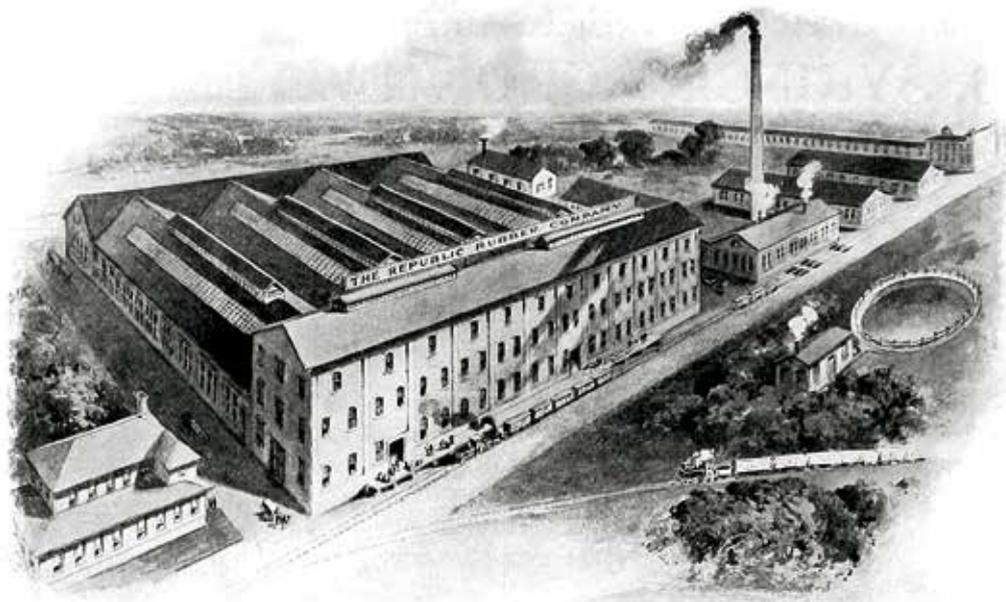
*Printers' Ink*, May 13, 1915.

**REPUBLIC**  
**STAGGARD Tread**  
**The Tire Perfect**  
No skid to dread  
With STAGGARD Tread

**The Republic Rubber Company**  
Youngstown Ohio U. S. A.  
Branches and Agencies in the Principal Cities

**SAFE ROUTES.** The above image presents one of the first full-color press advertisements for The Republic Rubber Company. It demonstrates an example of comparative advertising: an automobile has skidded and runs off the road. Meanwhile another vehicle-equipped with non-skid Republic Staggard Tread tires passes by them following the correct route.

1. Full-page advertisement published in the generalist magazine *Harper's Weekly*, 1911.

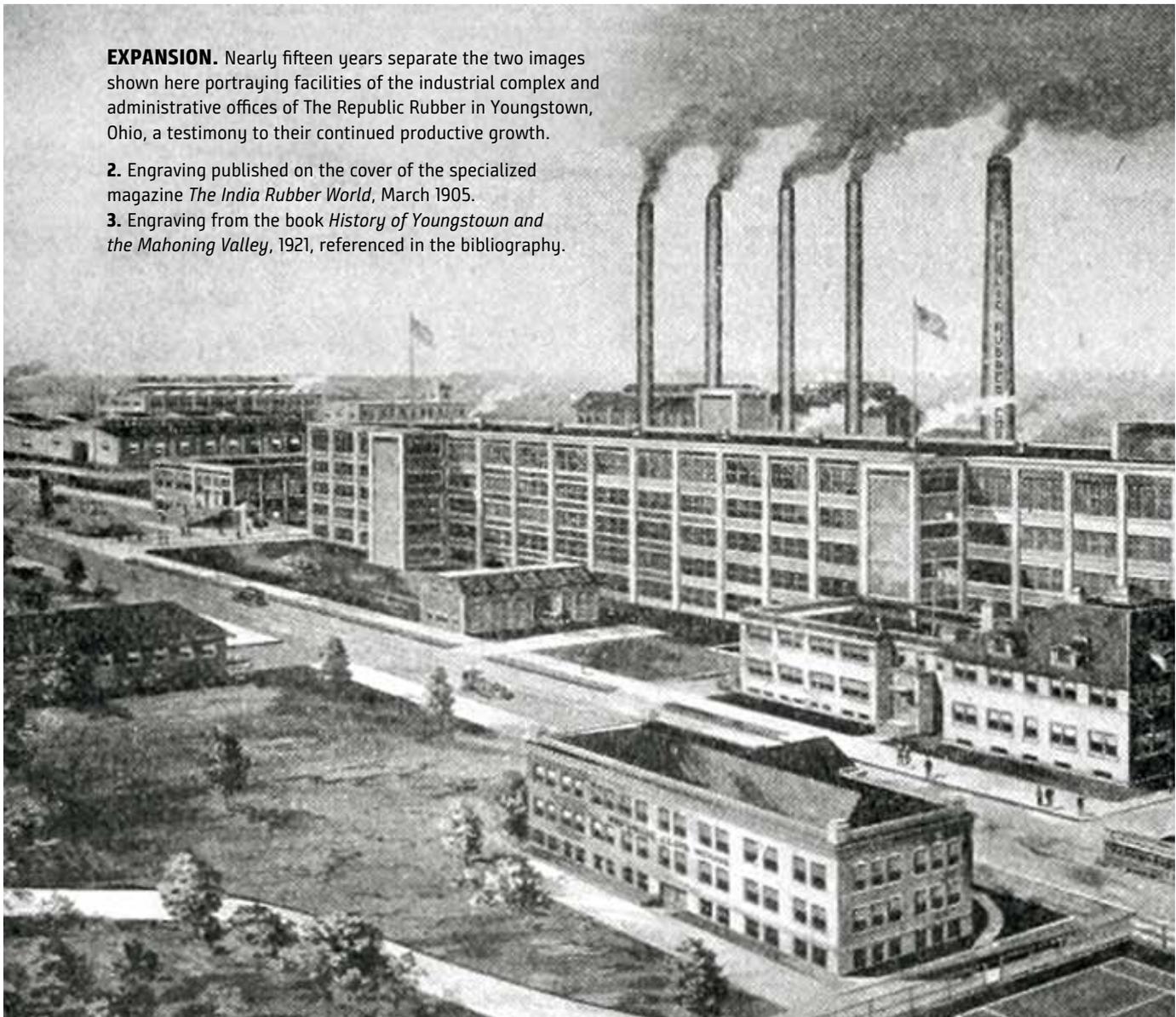


**THE MOST MODERN MECHANICAL RUBBER GOODS FACTORY IN EXISTENCE.**

**EXPANSION.** Nearly fifteen years separate the two images shown here portraying facilities of the industrial complex and administrative offices of The Republic Rubber in Youngstown, Ohio, a testimony to their continued productive growth.

2. Engraving published on the cover of the specialized magazine *The India Rubber World*, March 1905.

3. Engraving from the book *History of Youngstown and the Mahoning Valley*, 1921, referenced in the bibliography.



**The Aim of the Republic**

The parent plant of The Republic Rubber Corporation at Youngstown is supplemented, now, by another fine factory at Canton, Ohio.

The reason for this great growth is not hard to find. It is due, first, to the simple fact that Republic Tires do last longer.

Second, to the recognition of that fact by the American people.

We record the expansion of Republic facilities as acknowledgment of our debt of gratitude to the nation. Republic Tires have always "stood well." They stand higher now than ever before.

The past year has witnessed the springing up of a demand which has penetrated to the farthest corners of the country.

We wish to pledge ourselves that these new factory facilities will be dedicated to the continuance of the confidence already given to Republic Tires and the Prödtum Process.

The Republic Rubber Corporation, Youngstown, Ohio

Manufacturers of

Republic Prödtum Process Tires	Republic Fire Hose
Republic Black-line and Inner Tubes	Republic Steam Packing
Republic Grey Inner Tubes	Republic Motor Packing
Republic Truck Tires	Republic Radiator Hose
Republic Transmission Belting	Republic Garden Hose
Republic Conveyor Belting	Republic Mixed Rubber Goods
Republic Steam Hose	And a complete line of Republic
Republic Air Brake Hose	Mechanical Rubber Goods

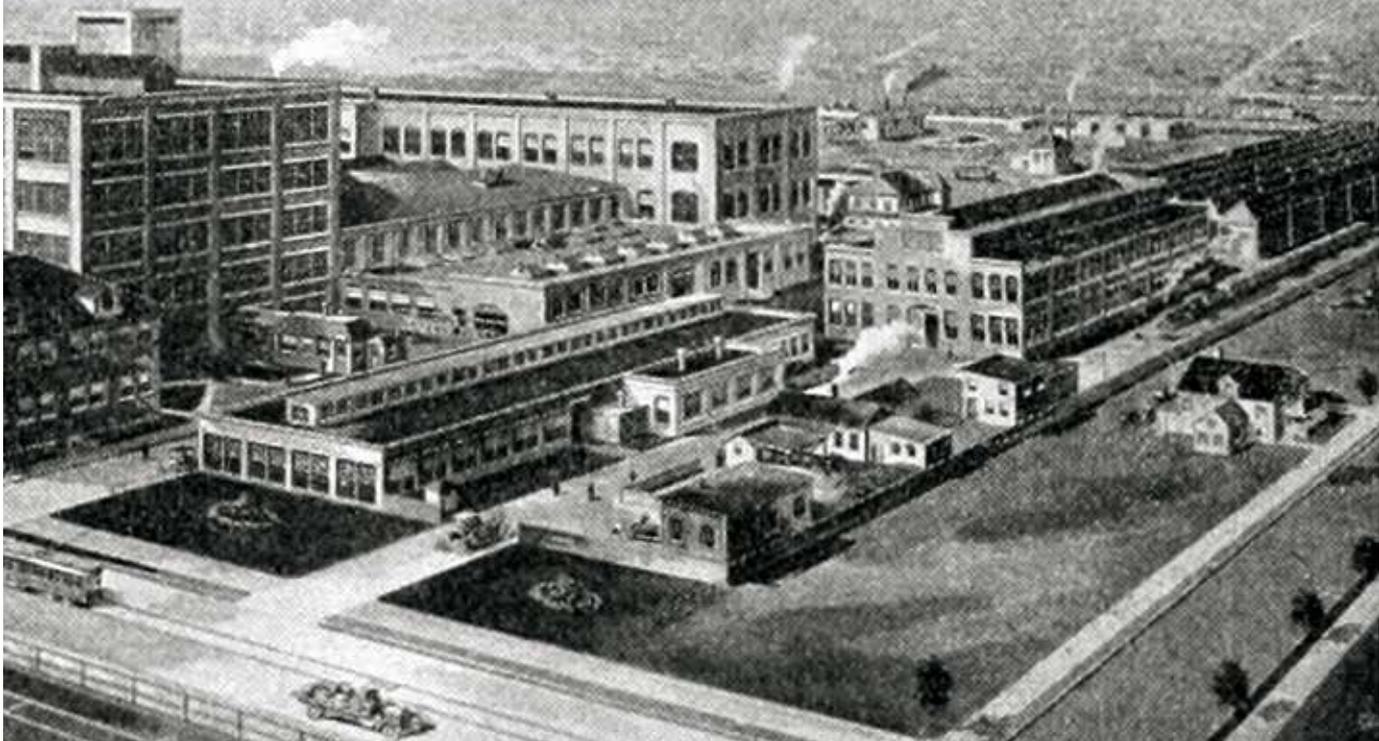
Every article made by the Republic is worthy of the Republic quality trade mark

**REPUBLIC TIRES**

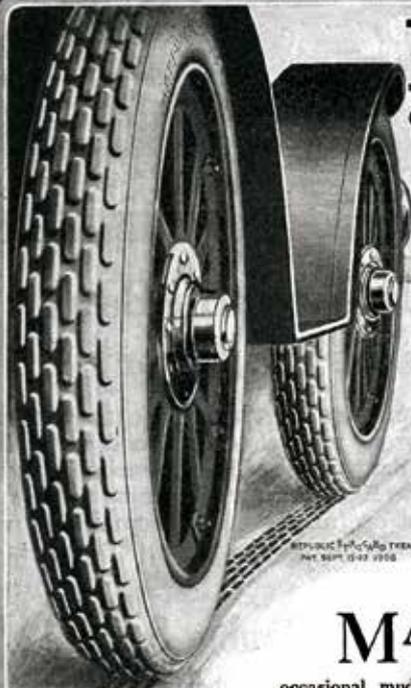
Republic  
**STAGGARD**  
PAT. MAR. 16-19-1908  
Tread  
Maximum Grip with Minimum Friction

**IN YOUNGSTOWN AND CANTON.** Above, a 1917 advertisement showing the facilities of The Republic Rubber Corporation in Youngstown, Ohio. The text explained that the company had also acquired—with the purchase of Knight Tire & Rubber Co.—another factory in Canton, a town in the same state, thus increasing their productive capacity.

4. Double-page advertisement published in the generalist magazine *The Saturday Evening Post*, December 29, 1917.



*The Original*  
EFFECTIVE NON-SKID TIRE



**REPUBLIC  
STAGGARD TREAD**

**MAKE your August tours**

occasional mud-h  
hollows; on slipper  
Put Republic Stagga  
tough studs (six rows o  
spiked wheel, giving per  
And don't forget to put  
Inner Tubes. Once you  
qualities, their double serv  
only of the finest up-river P  
greatest resiliency and wear  
**THE REPUBLIC RUBBER CO**  
BRANCHES AND AG

**THE FIRST CAMPAIGNS.**

This page presents two examples of the type of advertisement utilized during the early stages of launching the non-skid tread Staggard tires. They portray driving scenes which demonstrate the reliable behavior of the tires as well as depicting the interaction of typical characters such as drivers, mechanics or servicemen and tire salesmen.

- 5. Full-page advertisement published in the generalist magazine *The Outlook*, August 1912.
- 6. Advertisement in *Life* magazine, April 17, 1913.




**“Yes sir,  
that extra tread  
is the best tire feature  
I have ever seen”**

“Does it give more mileage? Well, I should say so! Though they cost more than other tires, Republic Staggard Tread Tires are really the most economical tires you can buy.”

Republic Tires really do give more mileage. The long, sturdy studs of the “Staggard” Tread—though an *integral part* of the underlying plain tread, are actually an extra thickness and addition.

This gives *extra mileage*, for when the “staggard” studs wear off—as they eventually will—you still have left a full-thickness plain tread that is good for thousands of miles of service.

**REPUBLIC STAGGARD  
TREAD TIRES**

What's more, Republic Staggard Tread Tires stand for the acme of non-skid efficiency. The long, tough studs give resistance where it is needed and hold to slippery pavements with spike-like tenacity. Your brake control and traction are perfect.

THE REPUBLIC RUBBER COMPANY, Youngstown, Ohio  
Branches and Agencies in the Principal Cities

Republic Staggard  
Tread—Pat. Sept.  
1912, 1913.

The Most Widely  
Imitated of All  
**REPUBLIC  
STAGGARD  
TREAD TIRES**

Republic Staggard Tread. Pat. Sept. 15-22, 1908

'The Tire Perfect'  
The Original, Effective, Non-  
Skid Tire

The six rows of heavy rubber studs not only prevent skidding and slipping, but add a wearing surface to the tire equal to two ordinary smooth tread tires.

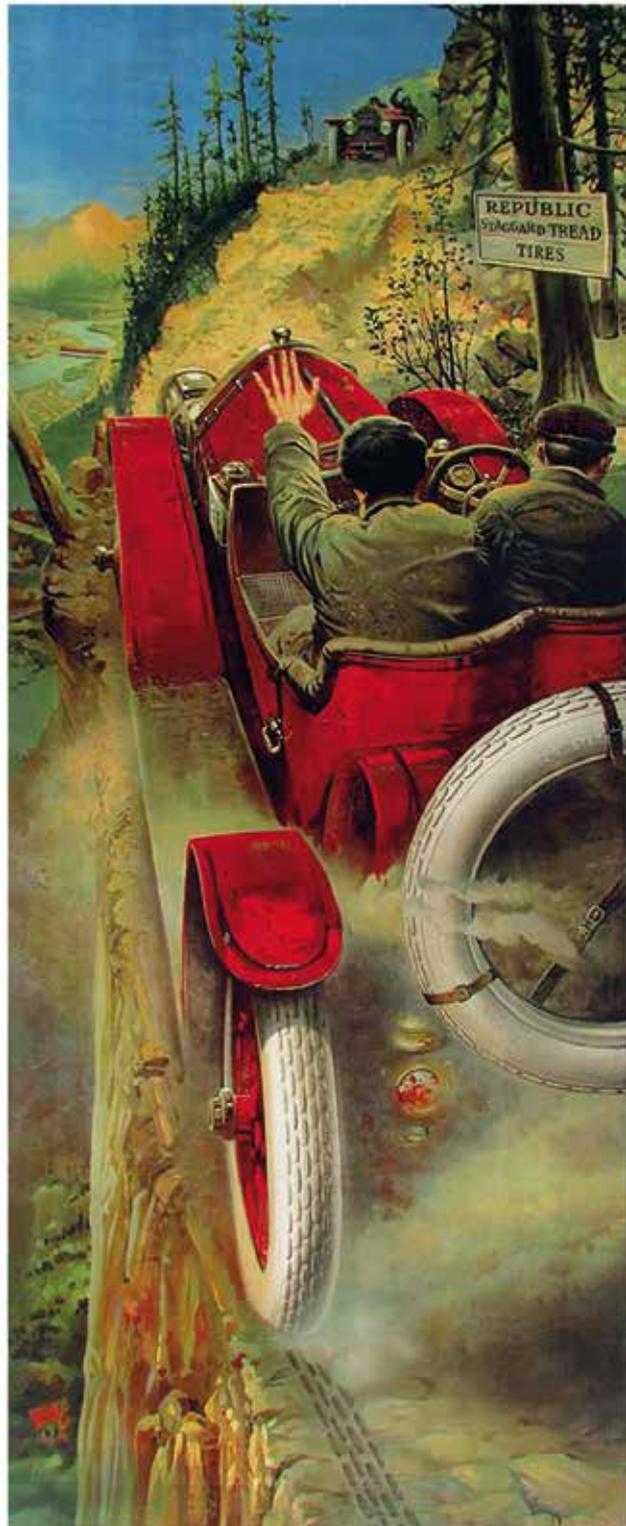
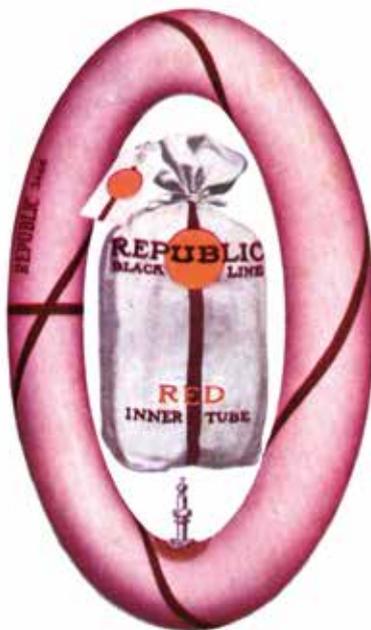
The Republic Black-  
Line Red Inner Tube

'The Tube Perfect'

A fitting companion for the Republic Staggard Tread Tire. This new inner tube gives twice the wear and double the riding comfort.

**The Republic Rubber Co.**  
Youngstown, Ohio

*Branches and Agencies in the Principal Cities*



**TREAD TRACKS AND INNER TUBES.** The above image shows an advertisement for the Republic Black-Line inner tubes. The pattern of the border that frames and divides the composition is produced by the Republic Staggard tires' tread track. The same track can be seen in the illustrated scene which depicts a moment of danger. A pair of drivers are in peril as another car approaches them head-on in a narrow road bordered by a cliff, a situation where Republic tires must react effectively.

7. Full-page advertisement published in *Travel Magazine*, April 1912.

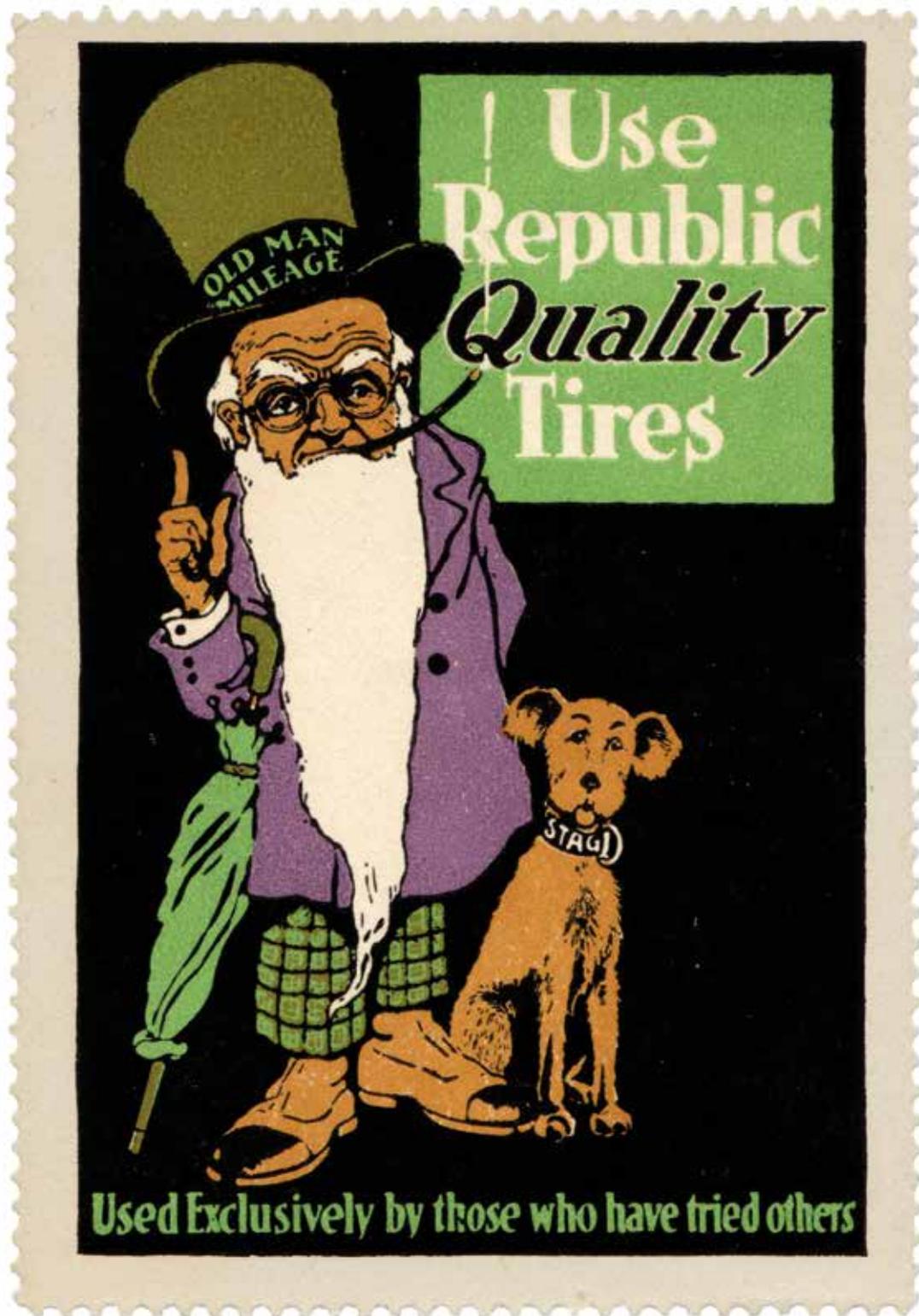


**REPUBLIC**  
STAGGARD TREAD  
"THE TIRE PERFECT"

You pay a little  
more but-  
you pay less often

The Republic Rubber Co.  
Youngstown, Ohio.  
Branches and Agencies  
in the Principal Cities  
REPUBLIC STAGGARD TREAD  
Pat. Sep. 15, 22, 1905

10. Full-page advertisement published in *Travel Magazine*, 1911.



**MICRO-PUBLICITY.** Advertising stamps, also known as cinderellas, are utilized for advertising purposes. Their format consists of postal service stamps with their characteristic perforated border and adhesive backside. These small jewels, authentic miniature posters, originated around 1907 in Germany and their use extended to all kinds of products and events. The European and German influence crossed the Atlantic and consolidated in the United States around 1914. The year 1915 marked its full recognition, with the organization of exhibitions devoted to the subject and the edition of specialized publications such as *The Poster Stamp Bulletin* and *The Poster Art Stamp Supplement*. At that time, having private collections became popular and special albums were sold to preserve and display the thousands of advertising stamps that flooded the cities made of striking colors, simple designs and impressive illustrations.

11. Enlargement of a lithographed advertising stamp for Republic Rubber. Actual dimensions: 50 x 70 mm, c. 1915.



**Old Man Mileage Says:**  
**"Tire Economy Comes Only from Tire Quality"**

"And tire quality can only be had in a tire that is built to give mileage, not to meet a price."  
 "Republic Tires are Quality Tires. They cost more to buy and less to use than any tire made. They yield the maximum of uninterrupted road service at the minimum cost per mile."  
 "Republic Casings are made in Plain, W.M. and Staggard Treads; Republic Tubes in grey and the famous Republic Black-line Red Inner Tube. Of these the Staggard Tread is the leader. It is the original non-skid tire bearing patent dates. Its long, tough studs give you the greatest freedom from skidding and the most efficient traction. Its wonderful construction yields the finest riding qualities and the lowest mileage cost."

Write for interesting book  
 Old Man Mileage has written a book on tire values that is of vital interest to every tire buyer. Write for it—read it—then buy a "find out" Republic. It will mean a lot to your pocketbook.

The Republic Rubber Co., Youngstown, Ohio  
 Branches and Agencies in the Principal Cities

**REPUBLIC TIRES**  
 PLAIN, "WM"  
 AND STAGGARD TREADS

TRADE MARK REGISTERED  
 U. S. PATENT OFFICE

Copyright, 1912, by The Republic Rubber Co., Youngstown, O.

Republic Staggard Tread, Pat. Sept. 18-22, 1908.

**MAGAZINE ADVERTISEMENTS.** This page presents four examples of advertisements published in magazines by The Republic Rubber Company that feature Old Man Mileage.

- 12. Advertisement in *Harper's Magazine*, 1915.
- 13. Detail of an illustration of an advertisement published in the magazine *The Literary Digest*, June 5, 1915.
- 14. Advertisement published in *The National Geographic*, 1915.
- 15. Advertisement published in *Harper's Magazine*, May 1915.



Copyright 1914, by The Republic Rubber Co., Youngstown, O.



**"Republics give uninterrupted mileage under all road conditions!"**  
 —says Old Man Mileage

On dry, rough, gritty country highways Republic Staggard Tread Tires speed along in smooth-running harmony with the road. On smooth, wet city streets the long, tough studs of the Republic Staggard Tread grip with bull-dog tenacity, hold the wheels true to their course, minimize the danger of skidding and slipping.

Uninterrupted mileage—continuous service—safety—that is what counts in motoring.

Republic Tires and Tubes are the first choice of thousands of motorists who look for these things—of men who think thousands of miles ahead when they buy tires. They have learned that Republics are Quality tires, built as nearly trouble-proof as human ingenuity knows how.

Try a "find out" tire today. Write for "Old Man Mileage—His Book," which tells a lot you ought to know about tires.

THE REPUBLIC RUBBER CO., Youngstown, Ohio  
 Branches and Agencies in all the principal cities.

**REPUBLIC TIRES**  
 PLAIN, "WM"  
 AND STAGGARD TREADS

TRADE MARK REGISTERED  
 U. S. PATENT OFFICE

Republic Staggard Tread, Pat. Sept. 18-22, 1908.



**"These long, tough studs are scientifically correct"**  
 —says Old Man Mileage

"The principles governing the construction of the Republic Staggard Tread are based on study of road surfaces, on analysis of skidding dangers, on real knowledge of conditions that beset tires.

"First of all, the studs are designed to meet the road in a longitudinal position, which insures a firm grip and prevents skidding and side-slipping.

"Second, they are 'staggard,' each row overlapping the other on the road, thus giving perfect traction and a smooth, even running surface.

"Third, they are rounded at the ends, and therefore will not catch nails and other sharp objects.

"Fourth, they have a filleted base and are set far enough apart to prevent trapping of sand and grit.

"Fifth, they are set in six rows thus distributing the strain over the largest possible area.

"Add to these five points of superior tread construction the highest quality of material and workmanship obtainable, and you have in Republic Staggard Tread Tires the world's greatest, non-skid, mileage maker, the original, effective non-skid tire, that cost more to buy than many, but less to use than any."

Try a "find out" tire today. Write for "Old Man Mileage—His Book" which contains facts of vital interest to every tire buyer.

The Republic Rubber Co., Youngstown, O.  
 Branches and Agencies in the Principal Cities.

**REPUBLIC TIRES**  
 PLAIN, "WM"  
 AND STAGGARD TREADS

TRADE MARK REGISTERED  
 U. S. PATENT OFFICE

*You've Never Failed Me*

**Your Customer's Opinion**

Mr. Tire Dealer:  
 Every article you sell works either for or against you. It reflects on your customer's mind the quality of everything you have to sell both of goods and service. It moulds his opinion and determines the future of your business.

The sale is the beginning, not the end of the transaction, so the best is by far the most economical for you to handle.  
 If you believe this and are building your future on the solid rock of Public Confidence, you need Republic Tires working for you.

**REPUBLIC TIRES**  
 and Republic Black-Line Red Inner Tubes

reflect this policy. Never for one minute has our faith in Public opinion wavered, and never have we let anything influence us to cheapen our product. We can't afford to forfeit the good will that Republic quality has built.

This constant aim is responsible for the discovery of the Prodim Process, the exclusive Republic discovery in tire manufacture that has lifted Republic Tires to the place they occupy today—that gives them the wonderful toughness, resiliency and road defiance which not only sells them, but keeps them sold.

We solicit correspondence with responsible dealers; live business men who apply the same principles to business that we do to manufacture. Write today for proposition.

**THE REPUBLIC RUBBER COMPANY**  
 YOUNGSTOWN, OHIO  
*Branches and Agents in all Principal Cities*

**PERSONALIZED SERVICE.** The above image shows one of the last advertisements for Republic that utilizes the character of Old Man Mileage prior to his retirement. The allegorical illustration portrays the satisfaction of the consumer as user of Republic's pneumatic tires and inner tubes: a driver and the mascot shake hands, expressing mutual gratitude.

16. Full-page advertisement published in the specialized magazine *Motor Age*, January 4, 1917.

# THIS OLD MAN MILEAGE

# OUR STAR SALESMAN



He is the personification of the quality and workmanship that goes into

## REPUBLIC

Don't fail to see our exhibit at the Salesrooms—Let us explain to you how the Republic Tire is made.

### National Mill Supply Company

209-11 E. Columbia St.      Phones 2332-2352.





© THE REPUBLIC RUBBER CO.

## REPUBLIC W M TREAD TIRES ARE SO POPULAR

They are made of the same high quality of materials and by the same skilled workmen as the famous Staggard Tread. That means that each tire is made right. "Republic Quality" means more than mere words—they mean mileage. Republic W M treads are now made in all standard sizes and are giving the utmost satisfaction. These tires will take you where you want to go and bring you home again. As Old Man Mileage says they are the tires that keep down the upkeep.

*We Are Now Exclusive Agents for  
Indiana, Eastern and Southern Illinois,  
Western Kentucky and Western Tennessee*

**A Big Stock Always on Hand**

### Varney Electrical Supply Co.

Indianapolis      235 S. Meridian Street      Evansville



**NEWSPAPER ADVERTISEMENTS.** This page presents three examples of advertising modules published in local press by establishments affiliated with Republic's commercial network. On the left, with the title of "Why," Old Man Mileage presents the new Republic WM tire whose pattern—the aligned repetition of these two letters—is engraved on the tread.

**17.** Advertising module published in the newspaper *The Fort Wayne Journal-Gazette*, February 14, 1917.

**18-19.** Advertising modules published in the newspaper *The Indianapolis Sunday Star*, November 21 and September 19, 1915.

## KEEP DOWN THE UPKEEP



THE people who make Republic tires have never sacrificed real rubber and first class workmanship to the fetish of price. It will pay you to buy Republics—pay you in freedom from skidding—in all 'round service—in mileage. They are the tires that keep down the upkeep.

### REPUBLIC STAGGARD TREADS

ARE THE ORIGINAL, EFFECTIVE,  
NON-SKID TIRES

Republic Tires and Tubes are on Sale in Indianapolis at North Indianapolis Garage, 3005 Northwestern Ave., Day and Night Rubber Co., 317 N. Delaware St., Vaught Auto Co., 1520 N. Alabama St.

### Varney Electrical Supply Co.

Indianapolis      235 S. Meridian St.      Evansville





*Old Man Mileage*

**BRINGING IN THE NEW YEAR WITH THE WISE ELDER.**

This page presents two different examples of the role Old Man Mileage played in advertising The Republic Rubber Company. Above, the figure of the mascot and his faithful dog Stag is adapted to the form of a small cardboard calendar made of cut-out cardboard and a support tab on the backside; onto this rigid base a small pad was stapled whose different sheets corresponded to the months of the year, which could be torn off. This promotional item was distributed in 1915 to establishments of the manufacturer's commercial network as a gift for customers. On the right, an advertisement specifically aimed at attracting establishments interested in forming part of Republic's commercial network, which utilized the appeal of the advertising support in written media that the company would provide.

20. Promotional calendar. Dimensions: 8 x 20 cm., 1915.

21. Advertising module in the magazine *Motor*, April 1915.



Now running in the national magazines

Republic Stag-gard Tread Pat. Sept. 15-22, 1908

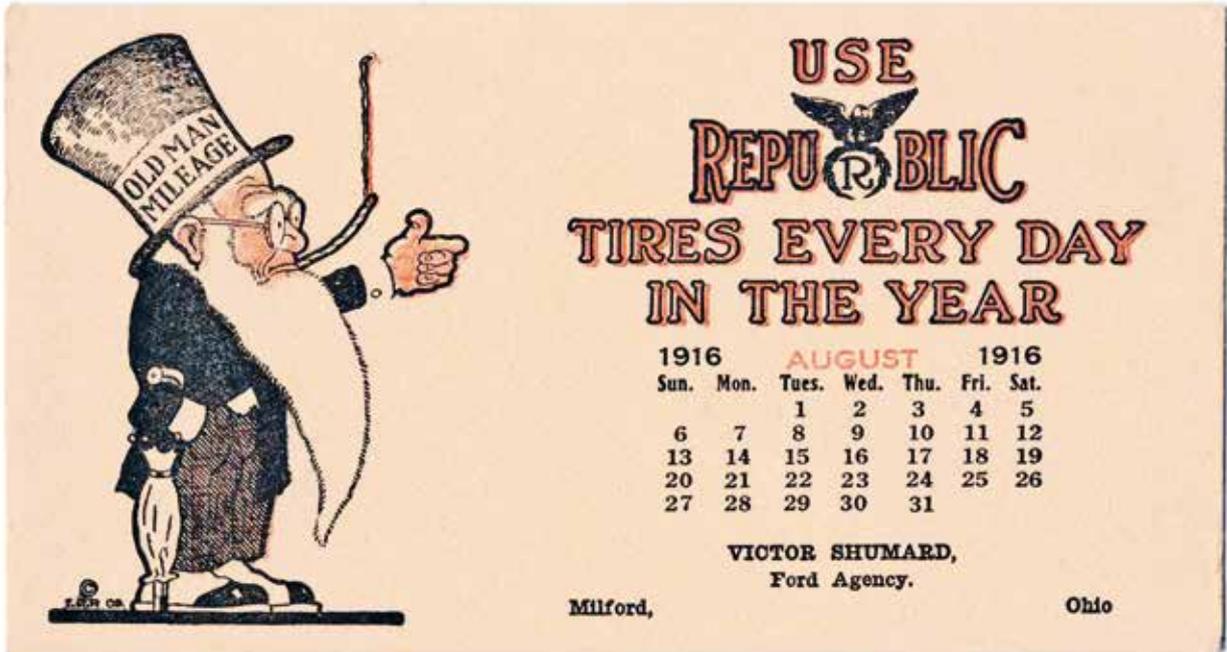
**"Republics give uninterrupted sales mileage, too!"**

Once a motorist tries Republic Tires he stops experimenting. Our dealers' records show that the vast majority of their business is *repeat sales*.

What better profit *assurance* could you ask for? Here is a tire so completely satisfactory that it builds up a *permanent* trade you can depend on—a tire that delivers uninterrupted sales mileage.

Don't you think you ought to investigate? Write for detailed facts about the Republic proposition.

**The Republic Rubber Co.**  
Youngstown, Ohio

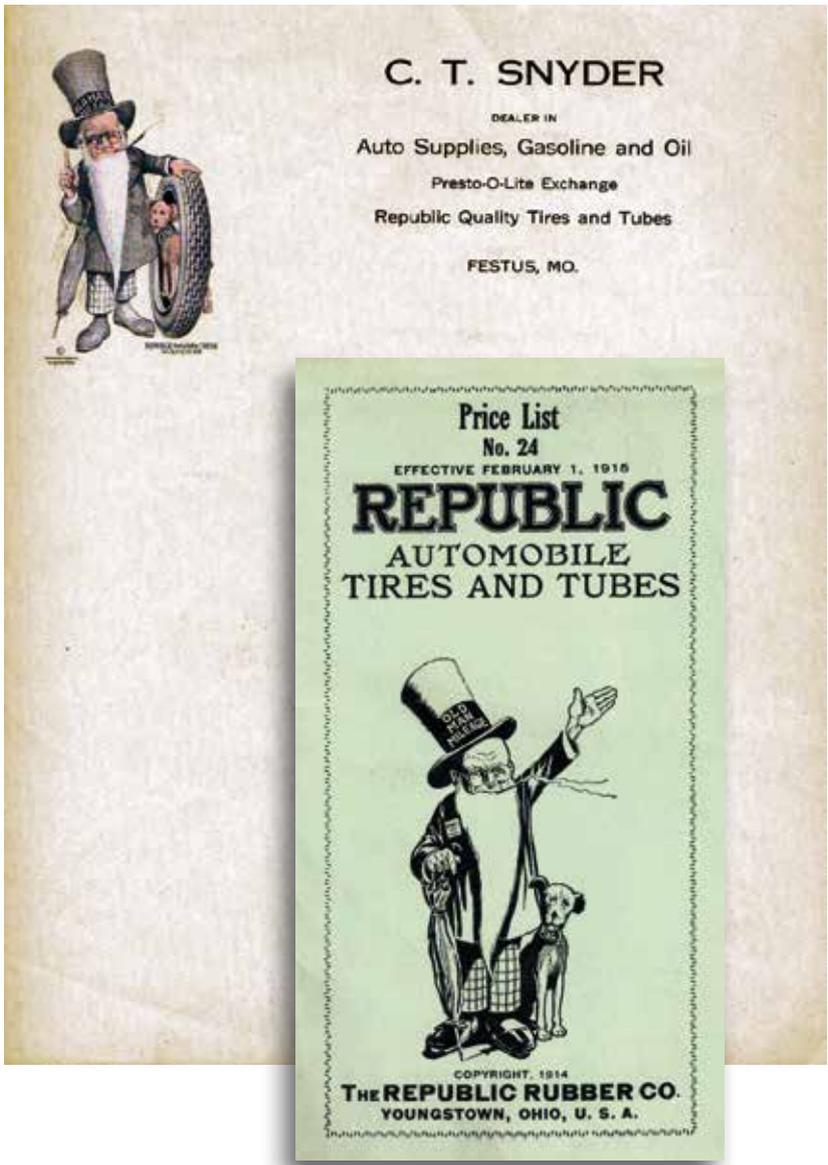


**USE  
REPUBLIC  
TIRES EVERY DAY  
IN THE YEAR**

1916		AUGUST				1916	
Sun.	Mon.	Tues.	Wed.	Thu.	Fri.	Sat.	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

**VICTOR SHUMARD,  
Ford Agency.**

Milford,Ohio



**C. T. SNYDER**  
DEALER IN  
Auto Supplies, Gasoline and Oil  
Presto-O-Lite Exchange  
Republic Quality Tires and Tubes  
FESTUS, MO.

**Price List  
No. 24  
EFFECTIVE FEBRUARY 1, 1915**

**REPUBLIC  
AUTOMOBILE  
TIRES AND TUBES**



COPYRIGHT, 1914  
**THE REPUBLIC RUBBER CO.**  
YOUNGSTOWN, OHIO, U. S. A.

**MULTIPLICATION OF THE OLD MAN MILEAGE MASCOT.**

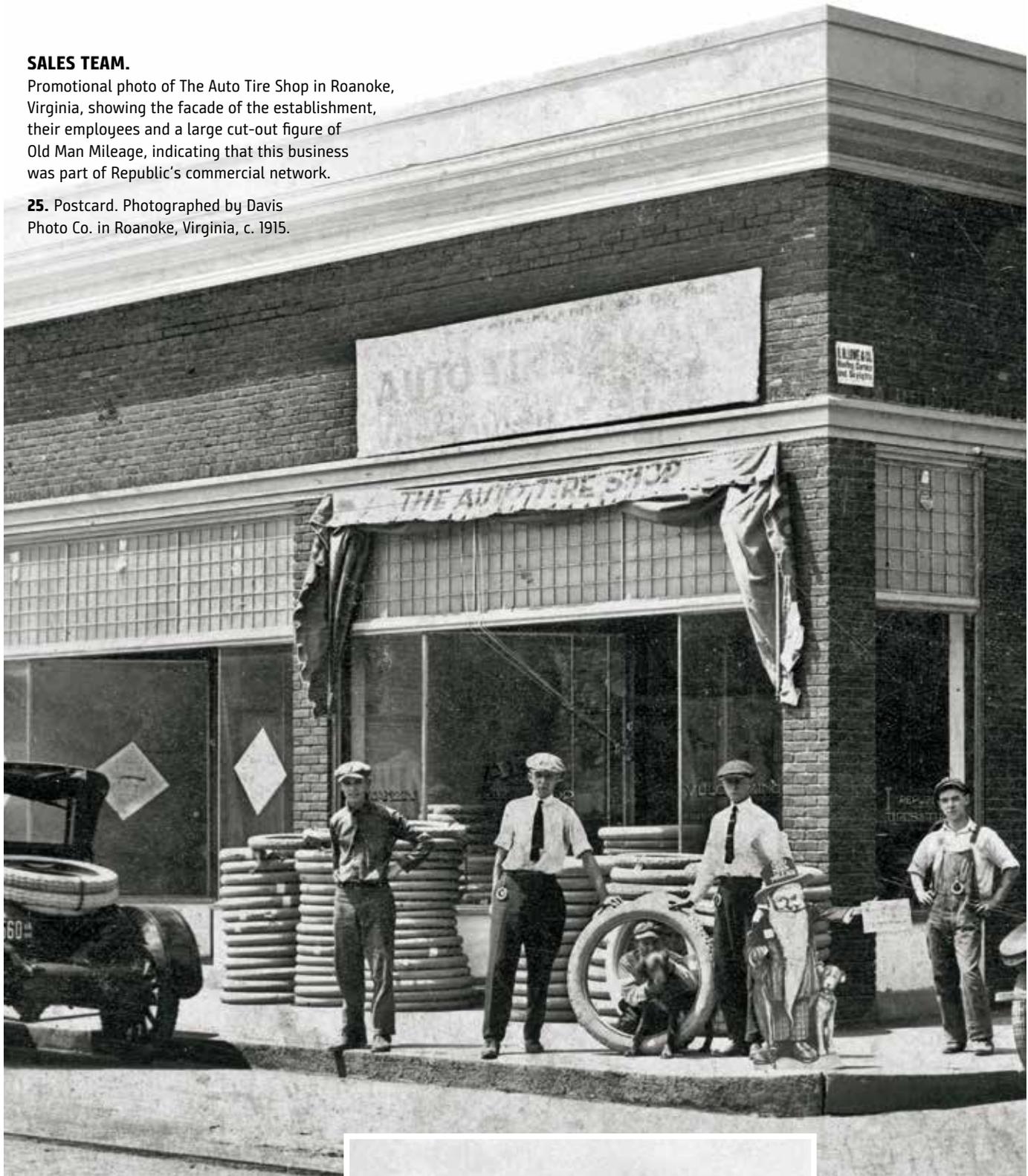
This page shows three more examples of the constant presence and use of The Republic Rubber Co.'s mascot in all types of corporate and promotional elements. Above, a promotional card with a calendar for Republic tires, a gift by the establishment Victor Shumard in Milford, Ohio. On the left, corporate stationary for use by establishments comprising Republic's commercial network and a pricelist with prices effective as of February 1915 for the company's pneumatic tires and inner tubes.

- 22. Calendar for Republic, 1916.
- 23. Corporate stationary, c. 1915.
- 24. Price list, 1915.

**SALES TEAM.**

Promotional photo of The Auto Tire Shop in Roanoke, Virginia, showing the facade of the establishment, their employees and a large cut-out figure of Old Man Mileage, indicating that this business was part of Republic's commercial network.

25. Postcard. Photographed by Davis Photo Co. in Roanoke, Virginia, c. 1915.



**DELIVERY TRUCKS.**

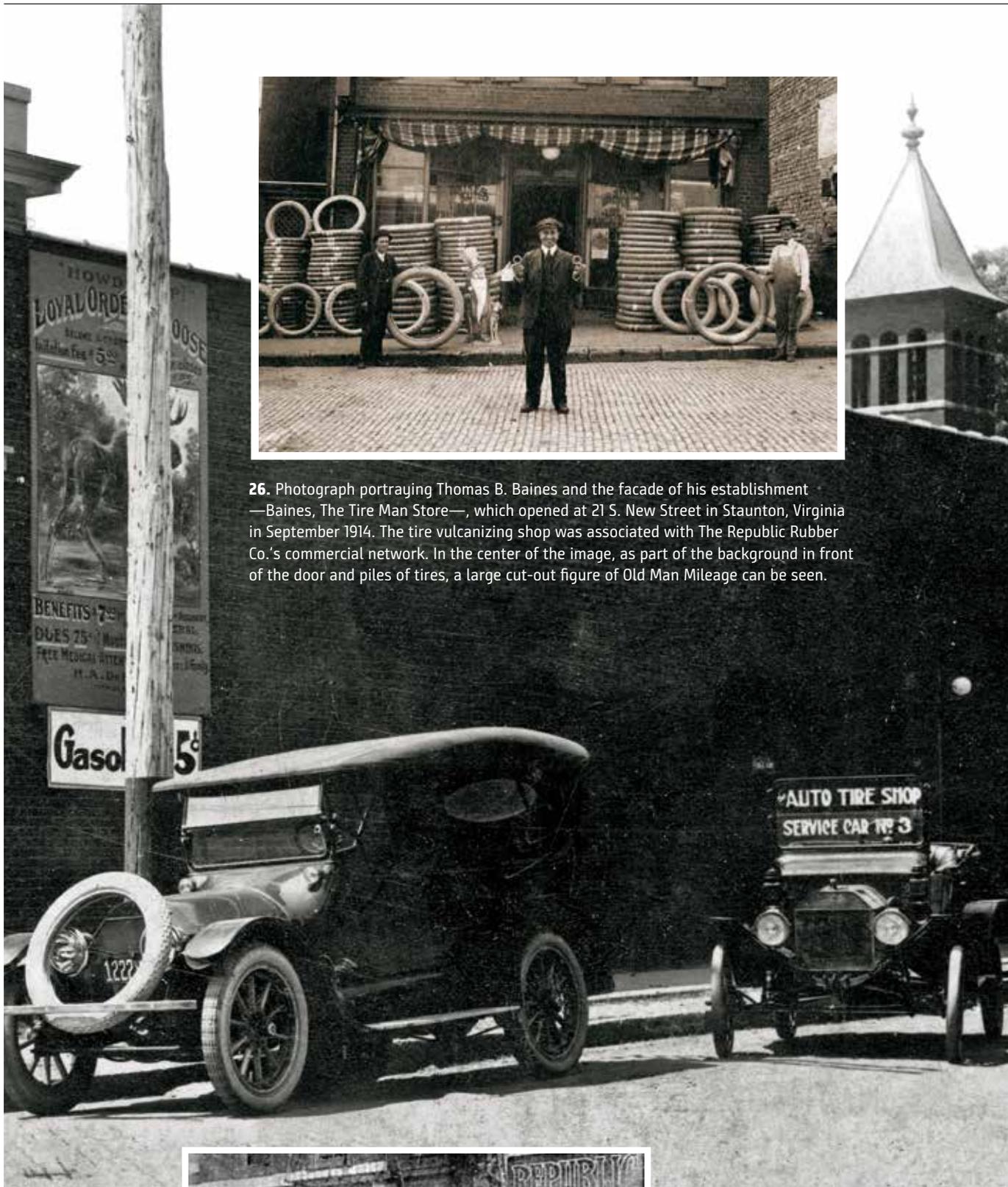
The image on the right shows a White brand truck acquired by the branch office of The Republic Rubber Company in Chicago, Illinois, for their delivery fleet. The company The White Co. from Cleveland, Ohio was a leading manufacturer of freight vehicles.

27. Photograph of commercial vehicle in The White Company catalog, 1917.





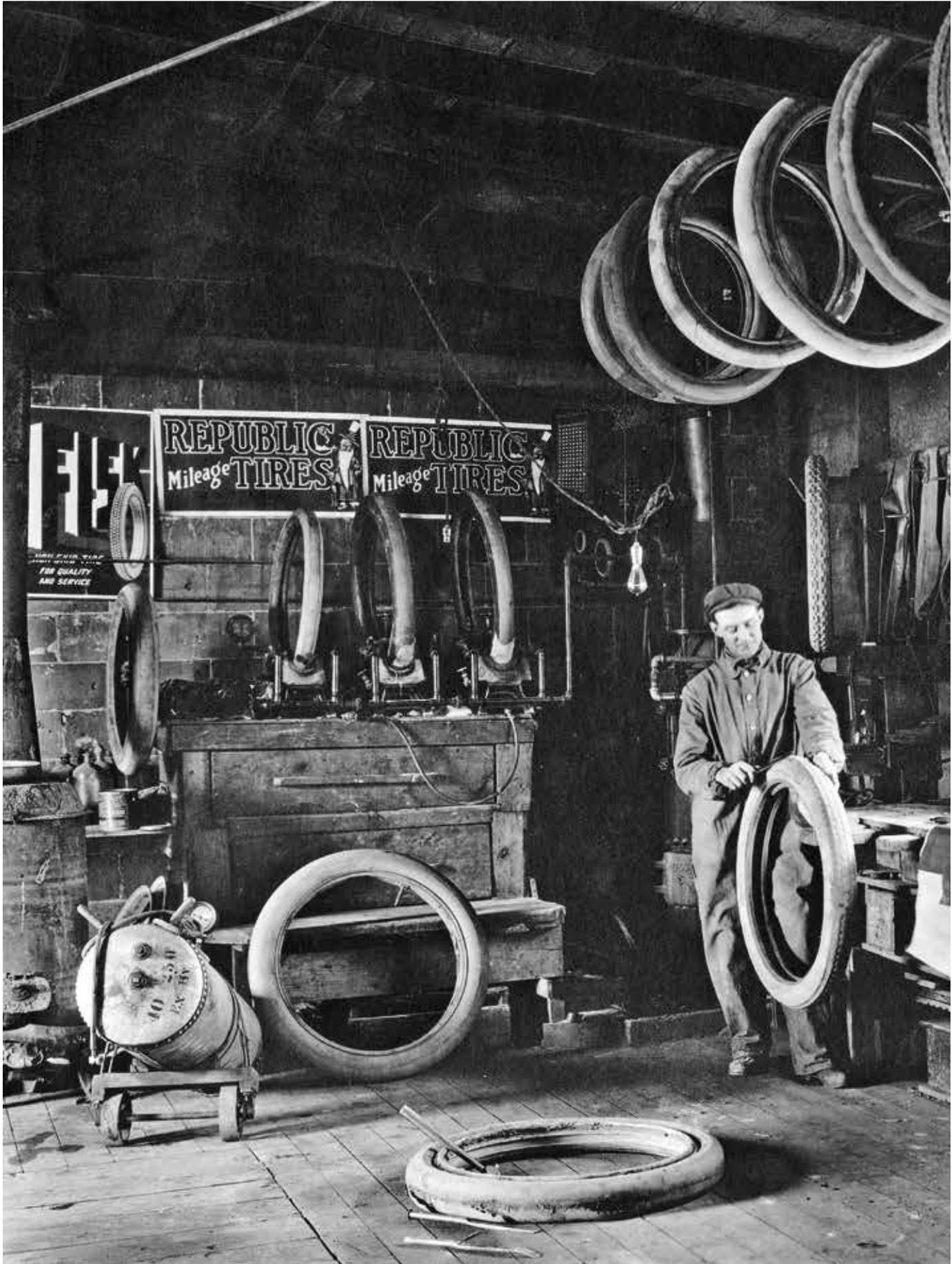
26. Photograph portraying Thomas B. Baines and the facade of his establishment —Baines, The Tire Man Store—, which opened at 21 S. New Street in Staunton, Virginia in September 1914. The tire vulcanizing shop was associated with The Republic Rubber Co.'s commercial network. In the center of the image, as part of the background in front of the door and piles of tires, a large cut-out figure of Old Man Mileage can be seen.

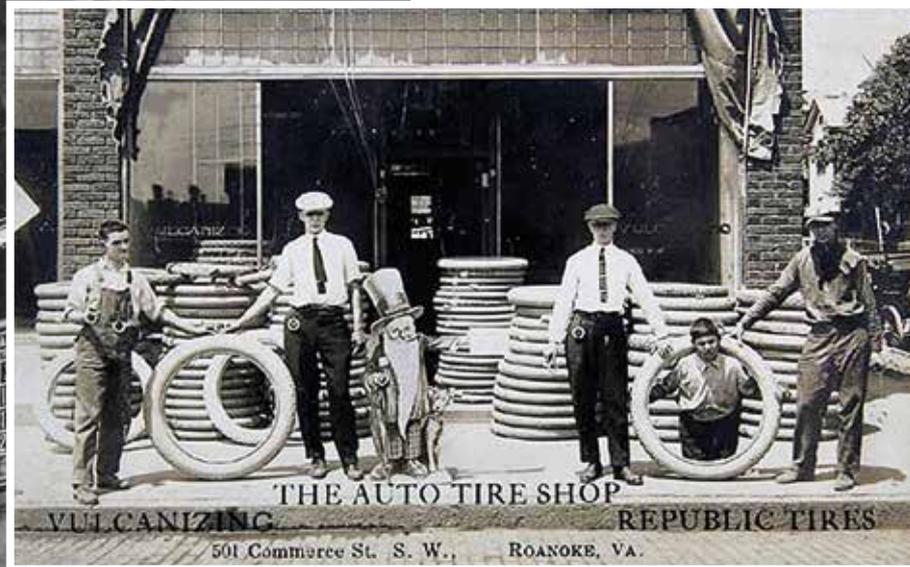
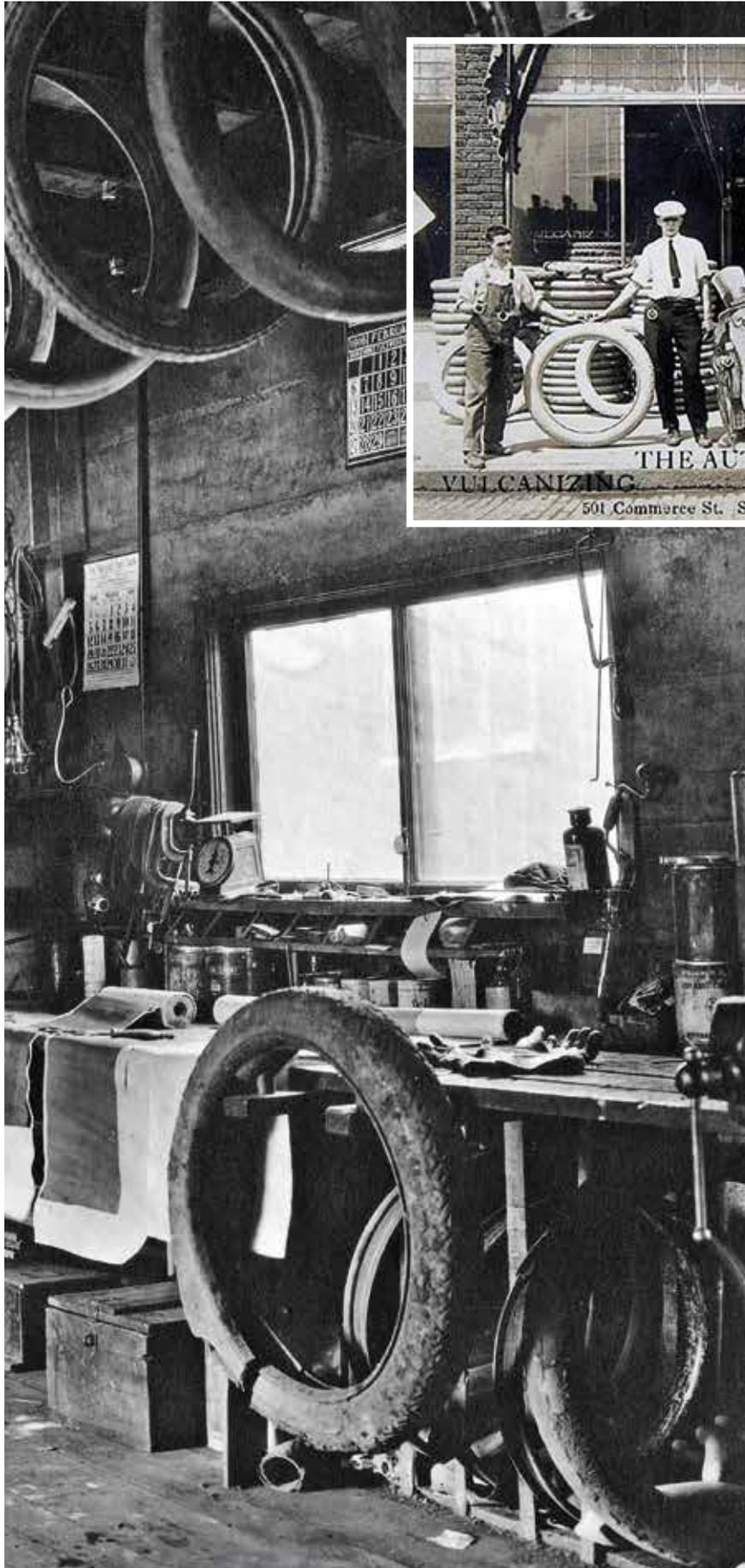


**PROMOTIONAL VEHICLES.**

On the left, a van for the corporate fleet of The Republic Rubber Company in Pittsburgh, a commercial agency established in that city to cover sales and services for the territory. The figure of Old Man Mileage and his dog next to a tire adorned the sides of the vehicle.

28. Photograph published in the Republic corporate magazine *The Staggard*, April 1915.





**INDOOR OUTDOOR MASCOT.**

This double page shows the interior of a repair and retreading workshop for pneumatic tires and inner tubes, in which we can see two Republic posters featuring the mascot Old Man Mileage hanging on the wall next to another that corresponds to the Fisk tire brand from The Fisk Tire & Rubber Company. The smaller photo directly above presents another view of The Auto Tire Shop's facade, an establishment from Roanoke, Virginia. This is different from the photograph shown on the previous double page, in which employees of the business pose next to the cut-out figure of Republic's mascot.

**29.** Photograph of the interior of an unidentified service and repair station, dated 1916.

**30.** Postcard. Photography by Davis Photo Co. in Roanoke, Virginia, c. 1915.

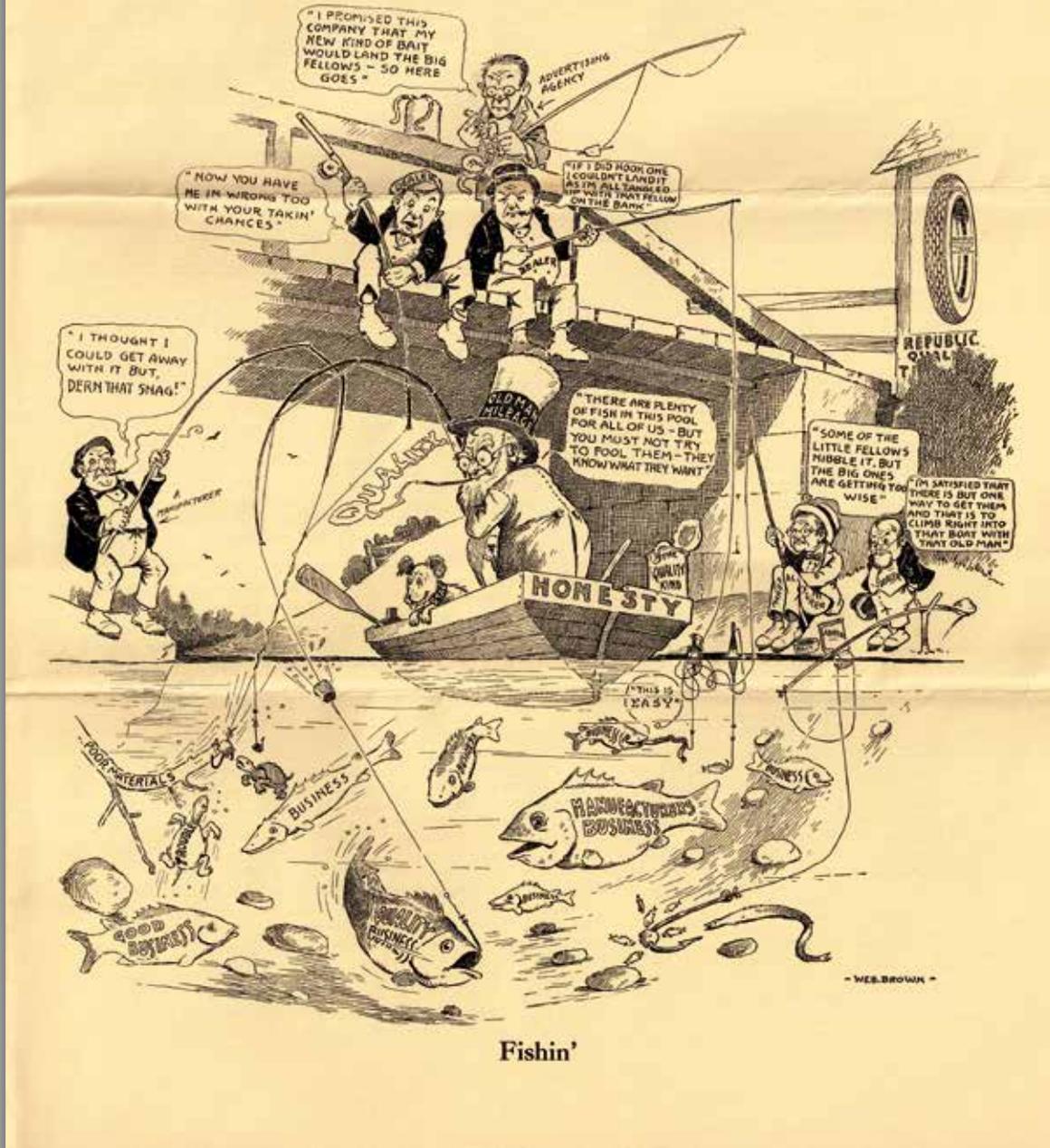
# THE STAGGARD

Copyright, 1915, by The Republic Rubber Co.

Vol. 3—No. 1

PRINTED IN YOUNGSTOWN, OHIO

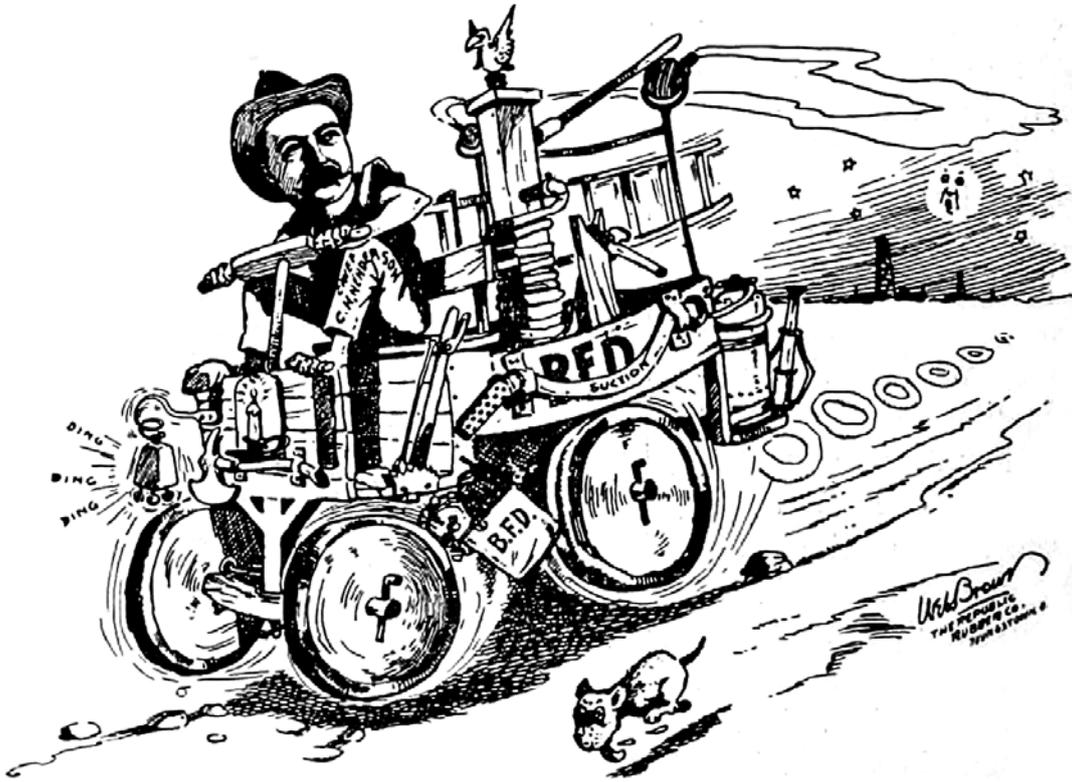
APRIL, 1915



Fishin'

**QUALITY AND HONESTY.** In this humorous illustration for the cover of the monthly bulletin *The Staggard*, a busy crowded day of fishing takes place. In the center is Old Man Mileage accompanied by his faithful dog Stag, who launches his fishing rod from a boat named 'Honesty' utilizing quality bait. The character's speech bubble states: "There are plenty of fish [customers] in this pool [the market] for all of us—but you must not try to fool them—they know what they want [the quality kind]." From the shore, manufacturers and businesses—helped by publicists—try unsuccessfully to catch some kind of fish. As it cannot be otherwise, the only fishhook that the fish bite is the line from the Republic Tires mascot character, who obtains a hefty catch.

31. Cover for the corporate newsletter of The Republic Rubber Company *The Staggard*, April 1915. Illustrated by Web Brown.



A NIGHT ALARM AT BRADFORD PA



**THE CREATOR.**

Web Brown, whose complete name was Daniel Webster Brown (1876-1974), was born in Akron, the city of the tire. He created the mascot of the Republic Rubber company where he worked as Director of Advertising between 1910 and 1918. Brown was a prominent cartoonist and editorial illustrator. Between 1899 and 1945 he collaborated with different publications, which included the magazine *The Roller Monthly* from Canton (1900-1901) and the newspapers *Akron Daily Democrat* (1901), *Boston Post* (1902-1903), *The Youngstown Telegram* (1906-1909) and *The Vindicator* (1909-1910). He also created and directed *The Citizen*, an illustrated weekly publication for the town of Youngstown, Ohio (1915-1925).

**32.** Caricature illustration of the Fire Chief in Bradford, Pennsylvania, part of a series of humorous portraits featuring important members of fire departments from the United States and Canada at a convention in 1912. Published in *The India Rubber World*, May 1, 1912. Illustrated by Web Brown.

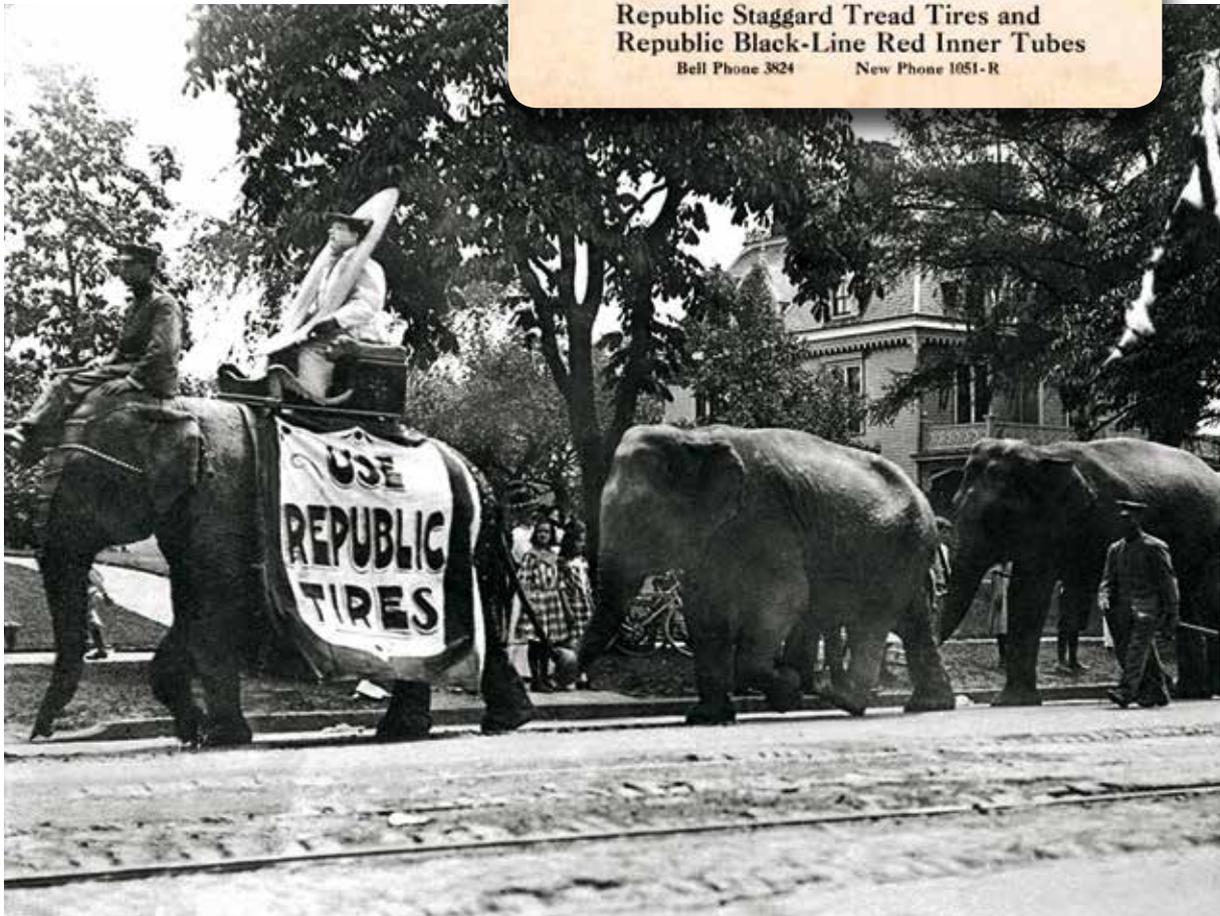
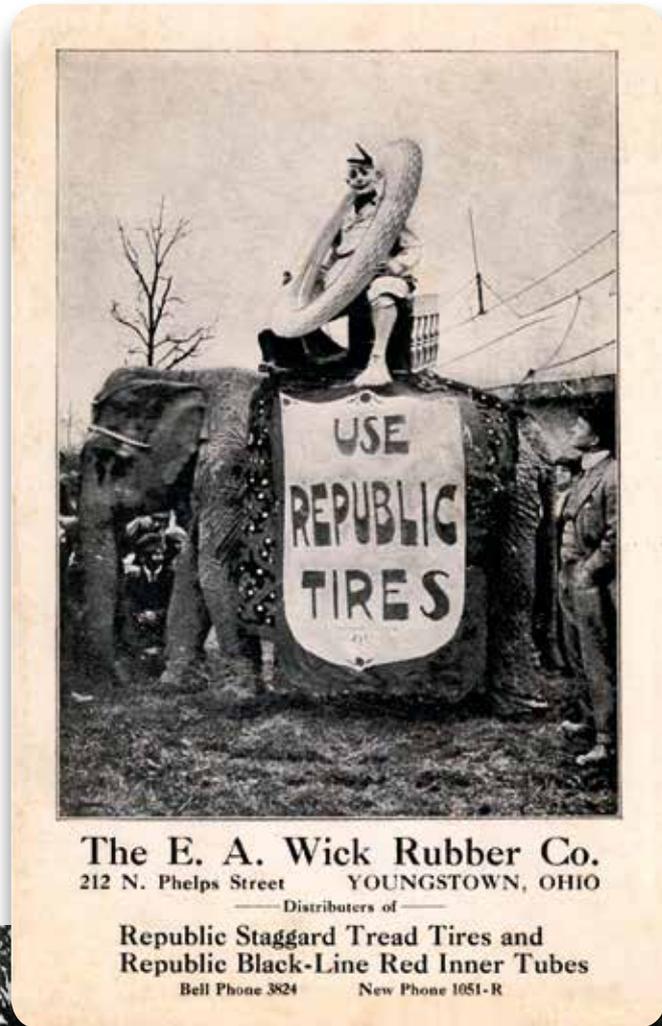
**33.** Portrait of Web Brown, published in *The India Rubber Review*, August 15, 1916.

**THE (PNEUMATIC) CIRCUS TIRE.**

The images presented here constitute two testimonies of a unique promotional action: a circus parade. The procession was headed by a clown riding on the back of an elephant, followed by other pachyderms. The comedian held a large cardboard cut-out portraying a tire with Staggard treads, while large banners with the slogan "Use Republic Tires" hung from the flanks of the elephant. The show toured the streets of (presumably) Youngstown, Ohio in 1909, the town where The Republic Tire Company was founded and where their factory and offices were located.

**34.** Photographic promotional card for E. A. Wick Rubber Co., distributor of Republic tires in Youngstown, c. 1909.

**35.** Photograph of the promotional parade, presumably celebrated in Youngstown, c. 1909.



## Tubes That Outlast As the Tires Outlast

Republic Black-line Red and Gray Inner Tubes outlast ordinary tubes, even as Republic Tires outlast ordinary tires.

They last longer because, in the body and at the splice, they are *made* to last longer.

Republic Tubes are built up, to extra thickness, of sheet upon sheet of carefully tested, thin, live rubber.

This process also gives them extra strength, and keeps them to original size and shape throughout their long life.

It further insures against the pin-hole air-leaks which often shorten the usefulness of an inner tube.

And at the splice, where most tubes are weakest, Republic steam-welding makes Republic Tubes strongest.

Republic Tubes, alone, are good economy.  
Republic Tires, alone, are good economy.  
Republic Tubes, in Republic Tires, are doubled economy.

**The Republic Rubber Corporation**  
Youngstown, Ohio

*Originator of the First Effective Rubber Non-Skid Tire  
Republic Staggard Tread*

REPUBLIC WELDED-SPLICE

REPUBLIC GRAY

# REPUBLIC TUBES

**SPARE TIRE SALESMAN.** Above, an example of character types used in certain advertisements after the retirement of Old Man Mileage, the experienced ambassador and advocate of Republic tires. In this specific case, two versions of inner tubes for the Black-Line brand, characterized by their distinctive red and gray colors, are presented.

36. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, March 30, 1918.



**SYMBOL AND MASCOT.**

Since their inception, The Republic Rubber Company—later refounded as a corporation—had linked their name to the national symbol of the Republic of the United States of America, the bald-headed eagle. Different interpretations of the symbol are presented here as well as how it is applied in advertisements as a dynamic and animated element, fully taking on its role as a mascot.

37. Corporate symbol, detail from an advertisement in the magazine *Automobile Trade Journal*, April 1917.

38. Vertical advertising module published in the magazine *Country Life in America*, August 1909.

39. Advertising module published in the magazine *Suburban Life*, July 1912.



# Republic Staggard Tread Tires

Usually if a tire is durable it has not an anti-skid tread.

Or if it has an anti-skid tread, it is not durable. (Steel studs tear out, small rubber studs wear off.)

But the Republic Staggard Tread Tire has big high rubber studs making a broad, durable wearing surface.

So a Republic Staggard Tread Tire is durable and anti-skid.

**What other tire gives you all these features?**

- 1. A really skid-proof tread**  
The Republic Staggard Tread is the original, mechanically correct, skid-proof, slip-proof tread. The six longitudinal rows of tough studs, "Staggard," take a firm grip on wet pavements and mud-covered roads, holding the wheel true to its course against all tendency toward side-slipping or skidding.
- 2. Increased traction**  
In running on dry surfaces, many non-skid devices retard the momentum of the car. This is not true of Republic Staggard Treads. Their long, narrow shape gives absolutely perfect traction, and tends to accelerate the speed of the wheel.
- 3. Double riding comfort**  
If you covered the tread of an inflated pneumatic tire with rows of solid tires you would have a perfect shock-absorbing riding surface. This is exactly what we have done in Republic Staggard Tread Tires. The air in the tire takes up the big shocks, the springy rubber studs absorb the small shocks such as granite paving, small stones, etc.
- 4. A full thickness plain tread under the studs**  
Double wear is the crowning feature of Republic Staggard Tread Tires. The studs themselves are nearly as thick as the ordinary plain rubber tread and will average as much mileage as the ordinary plain tread. Under the studs is an additional solid rubber tread, good for thousands of miles additional after the studs have worn down.

Write today for interesting booklet, giving further information on this trouble-proof, money-saving tire. This booklet also describes the Republic Black-Line Red Inner Tubes, the sure Para Rubber Tube designed to give twice the wear and riding comfort of the ordinary tube.

**The Republic Rubber Co., Youngstown, Ohio**  
Branches and Agencies in the Principal Cities

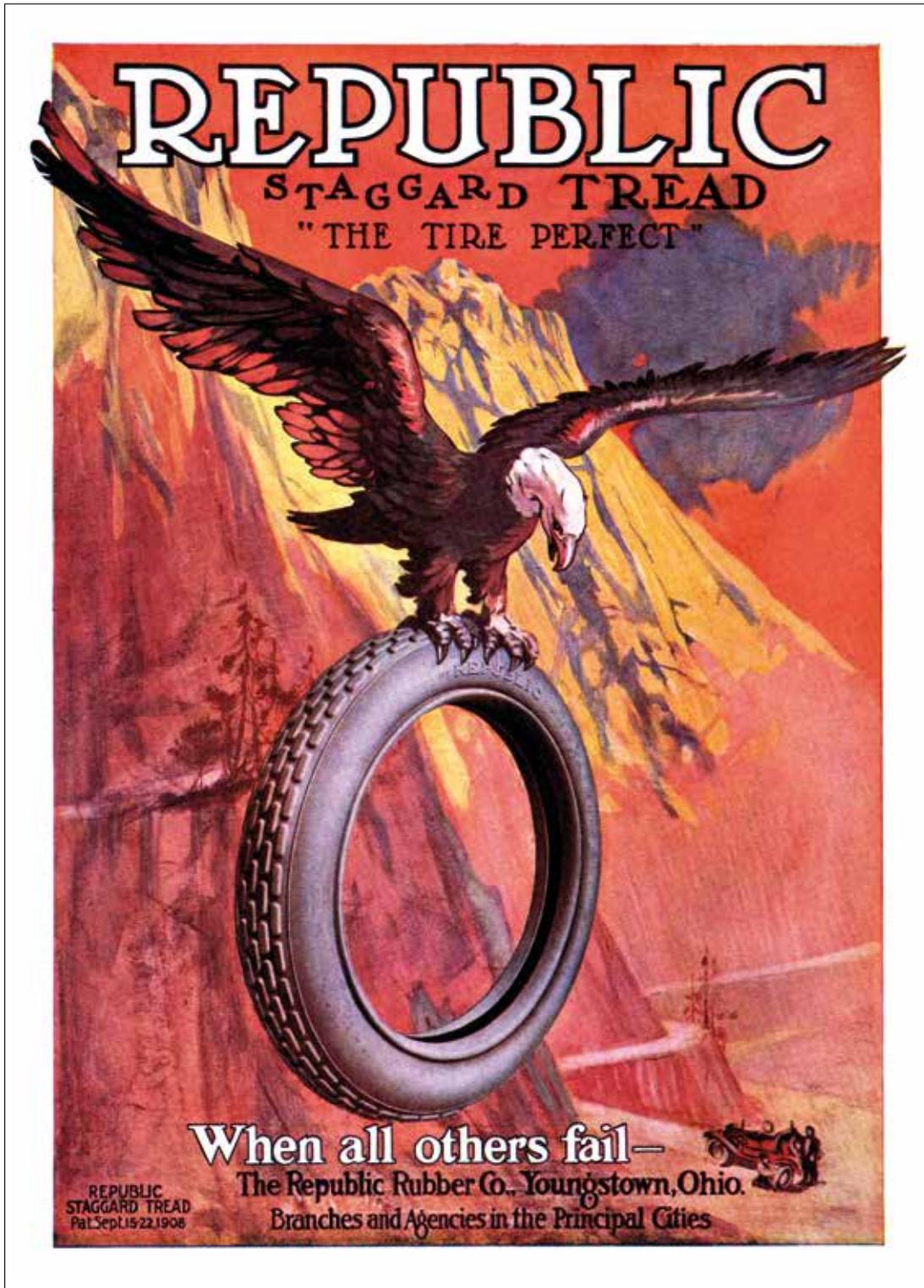
## REPUBLIC STAGGARD TREAD TIRES

Republic Staggard Tread Pat. Sept. 15-22, 1908

## Republic Rubber Company

YOUNGSTOWN, OHIO

New York, 220 W. 58th St.	San Francisco, 166 First St.
Boston, 735 Baylston St.	Toledo, O., 2815 Monroe St.
Chicago, 116 Lake St.	Indianapolis, 268 S. Illinois St.
Philadelphia, 830 N. Broad St.	Pittsburg, Pa., 627 Liberty Ave.
Cincinnati, O., 8th and Walnut Sts.	Seattle, 1410 Broadway
Cleveland, O., 5010 Euclid Ave.	St. Paul, 186 E. 4th St.
St. Louis, 3064 Olive St.	Rochester, 268 South Ave.
Detroit, 246 Jefferson Ave.	Kansas City, 1612 Grand Ave.
Los Angeles, 1046 S. Main St.	Milwaukee, 457 Milwaukee St.
Denver, 1721 Stout St.	Council Bluffs, Iowa.



**WELL-GRIPPED.** The advertisement shown above resorts to the natural qualities of the eagle for constructing the advertising message. The slogan “When all others fail” serves as a catchphrase for the illustration, which shows the eagle in flight firmly gripping a tire with its claws. The Staggard tread of Republic pneumatic tires behaves with the same strong grip on the road.

**40.** Full-page advertisement published in *Life* magazine, January 4, 1912.

**41.** Corporate emblem used by Republic since their inception and preserved until the sixties. The emblem was maintained after the absorption of Republic by Lee Tire & Rubber Corp. in 1923, and remained as a symbol of identification for the company.

**Worth-While War-Time Savings**

There are two marked and popular economies in Republic Tires. It is more what you get than our owners should realize there than ever before.

One of these economies is the longer life of Republic Tires.

The other is the smooth-riding tread of Staggered Grooves. There is no longer any question that the Problem Process does make Republic Tires last longer.

The proof is on all sides of you—wherever a blind or neighbor uses Republic Tires.

The Staggered tread undoubtedly drives a car further per gallon of fuel, because it minimizes road friction. This fact has been generally admitted for years—but is attracting new attention, now that the Staggered tread is linked with the Problem Process.

Long tire life—more miles per gallon—surely these two especially war-time savings are yours in Republic Tires, and can be found in no other tire you may buy.

Republic Issue Pattern, both Black-Lines and Red and Blue, with a reputation for maximum wear.

The Republic Rubber Corporation, Youngstown, Ohio  
Incorporated in the State of Ohio  
Sole Mfrs. of the First All-Weather Rubber Non-Skid Tire—Republic Staggered Tread

Republic  
S<sub>T</sub>A<sub>G</sub>R<sub>D</sub>  
Tires  
Maximum Grip and  
Minimum Friction

**REPUBLIC TIRES**

**A Growing Trend Toward Republic**

A constant procession of our owners is passing over from other tires to Republic Tires. Your own home town is undoubtedly witnessing such a strong trend toward Republic.

Naturally, that is not happening without a valid reason.

War-time economy in expediting the longer life which the Problem Process undoubtedly gives to Republic Tires.

That Republic Tires do last longer is a fact accepted by tens of thousands.

If this testimony came from non-national sources, it would not be surprising.

We venture to suggest that when you next replace a tire, you specify Republic and carefully check its performance.

Republic Issue Pattern, both Black and Blue and Red tires, that a superior tread the tire that you require.

The Republic Rubber Corporation  
Youngstown, Ohio  
Incorporated in the State of Ohio  
Sole Mfrs. of the First All-Weather Rubber Non-Skid Tire—Republic Staggered Tread

Republic  
S<sub>T</sub>A<sub>G</sub>R<sub>D</sub>  
Tires  
Maximum Grip and  
Minimum Friction

**REPUBLIC TIRES**

**Duty and The Republic**

**R**EMIND the price paid straight to Republic Tires. It is every man's duty, now, to find tires that last longer. The investment which the individual user might now make, whether he buys one tire or a full set, is too large for casual thinking.

He must be sure of the longest possible tire life.

Think for the thousandth time: "Yes, Republic Tires do last longer."

Thousands of cars, driven by dozens from states on either side, prove the same thing.

When they are equipped with Republic Tires they arrive at one destination with much less wear and tear.

The tread—made tougher by the Problem Process—is life more than doubled in some cases.

Motor car dealers say that the Problem Process makes the tire wear down slowly and evenly, like steel.

Proofs of Republic's longer life are all around you. Production and economy demand that you get from Republic yards on the lot.

Republic Issue Pattern, both Black-Lines and Red and Blue, with a reputation for maximum wear.

The Republic Rubber Corporation, Youngstown, Ohio  
Incorporated in the State of Ohio  
Sole Mfrs. of the First All-Weather Rubber Non-Skid Tire—Republic Staggered Tread

Republic  
S<sub>T</sub>A<sub>G</sub>R<sub>D</sub>  
Tires  
Maximum Grip and  
Minimum Friction

**REPUBLIC TIRES**

**A PRODUCT OF THE NEW ERA**

**PERFORMANCE**  
that is proving quality the best economy

Putting a price and "throwing together" a tire to meet it is a manufacturing policy that is causing high-cost mileage and dissatisfied users.

This policy is not and never will be Republic's. In producing the Republic Gracids Cord tire, our aim has been simply to build the best tire possible. The price comes afterward—proportioned fairly to the quality and goodness of the product.

That this policy is amply proved by the ever-increasing sales of Republic (Problem Process) Tires. Their wonderful endurance, perfect traction and ease of driving over any and every road is winning new friends and holding old ones among dealers and users alike.

Get in touch with our nearest branch today for our new merchandising plans. They offer you an unusual opportunity for good prices and long profits.

**THE REPUBLIC RUBBER COMPANY**  
Youngstown, Ohio  
CHICAGO, PHILADELPHIA, PITTSBURGH, SEATTLE, BANGOR, ME., GREENSBORO, N. Y., NEW YORK, PORTLAND

**REPUBLIC TIRES**  
With S<sub>T</sub>A<sub>G</sub>R<sub>D</sub> Tread

**FLIGHT OF THE EAGLE.** This page presents four examples of how the eagle of The Republic Rubber Corp. was employed as a mascot. The headlines of the advertising texts, such as "Worth-while war-time savings" or "A product of the new era," constitute an explicit reference to the First World War and the scenario raised after the end of the conflict. And the figure of the bald-headed eagle used to illustrate the advertisements was equally explicit in its patriotic symbolism.

- 42. Advertisement published in the generalist magazine *The Saturday Evening Post*, August 17, 1917.
- 43. Advertisement in *The Saturday Evening Post*, August 3, 1918. 44. Advertisement in *The Saturday Evening Post*, July 20, 1918.
- 45. Advertisement published in the specialized magazine *Automobile Topics*, September 23, 1922.

**DEALERS WHO DISPLAY THIS SIGN ARE DEPENDABLE**

**M**OTORING takes on an added delight when you equip with Republic Tires. The knowledge that for long wear, resiliency, anti-skid protection and economy they have no rivals, brings a wonderful sense of security to your driving.

But this is by no means the whole story of Republic. There is another chapter and an important one. It has to do with Republic's nation-wide Certified Tire Service.

So carefully has this organization of picked retail tire men been built, so scrupulously have they upheld its high standards, that now, wherever you go, the Sign of the Eagle is known as the sign of efficiency, dependability, and courtesy.

Here then, is the formula for motoring free from tire-trouble. Drive Republics, the silent, jet-black Prodim Processed tires, and bid tire worry good-bye. Stop at the Sign of the Eagle. It marks a tire man worth knowing and worth dealing with.

**REPUBLIC TIRES**  
WITH SILENT NON-SKID STAGGARD STUDS



**A DEPENDABLE EAGLE.** The above image represents one of several advertisements that comprised The Republic Rubber Corp.'s campaign to potentiate their network of authorized service establishments. The garages and service stations were properly identified with large signs showing the eagle symbol as can be seen in these examples. The headline of the advertisement—"Dealers who display this sign are dependable"—and the accompanying text explain it clearly: "Wherever you go, the Sign of the Eagle is known as the sign of efficiency, dependability, and courtesy."

46. Full-page advertisement published in *Life* magazine, June 7, 1923.

47. Detail of an advertisement published in *Life* magazine, October 4, 1923.

