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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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## HOOD RUBBER AND THE RED MAN

The Hood Rubber Company was founded on October 12, 1896 by a group of investors, among whom were the brothers Frederick Clark Hood (1866-1942)—President and Director until 1930—and Arthur Needham Hood (1869-1950).<sup>1</sup> Both were linked by family tradition to the rubber sector as their father, George H. Hood, was the founder of the Boston Rubber Co. This was the most important firm in the country for manufacturing footwear and one of the companies that in 1892, contributed to the formation of the powerful United States Rubber Company. The Hood Rubber Co. factory was installed in Watertown, in the state of Massachusetts. A few months after their launch in December 1896, they had produced 3,000 pairs of shoes a day with a workforce of 225 employees. In 1899, the footwear production figure increased to 20,000 pairs per day.

The growth of the business contributed in a decisive way to the development of the city and the increase in its population. The city had a significant number of Armenian immigrants, the majority of which worked for Hood.<sup>2</sup> In 1916, the company provided employment to about 4,500 workers.<sup>3</sup> In 1906, Hood had already begun to take an interest in pneumatic tires for automobiles and began to experiment with that technology, starting production in 1911. However, the first tires manufactured at their Watertown facilities were by commission so as to supply another entity in the sector: the Sawmut Tire Company.

The Shawmut firm was founded in 1907, once again by brothers Frederik C. Hood and Arthur N. Hood, and disappeared in 1912 to merge with the parent company Hood Rubber, which assumed tire manufacturing and produced them as their own brand.<sup>4</sup> In the following years the division of Hood tires constituted one fifth of the company's total turnover. During the First World War the firm underwent rapid expansion and in the early twenties produced between 65,000 and 75,000 pairs of boots and shoes and approximately 1,600 tires daily. In this period, the workforce grew from 6,000 to almost 9,000 workers, including both men and women.<sup>5</sup>

In 1929, taking advantage of the difficult times that certain business went through given the general state of the economy, B.F. Goodrich Co.—one of the leading companies in the rubber and tire sector—acquired several medium-sized companies, including Miller and Hood Rubber.<sup>6</sup> The Watertown com-

pany became part of the group, retaining their name and part of their activity. The production of the powerful Goodrich, one of the leaders in the rubber industries ranking, was greatly diversified as embodied in their catalog of numerous products among which stood out rubber footwear and tires. With the incorporation of Hood, Goodrich began an optimization and centralization process, moving their footwear production to the acquired Watertown factory and producing tires in their tire factories located in Akron, Ohio.<sup>7</sup>

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

### **At the service of the motorist**

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

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

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

“The Hood Road man in today's motordom is well-known, well-liked, and the most recognizable trade character. Wherever motorists ride, the red coated figure stands like a traffic officer on duty to warn of danger spots. Distinctive and eye-catching in appearance, the Hood Man sign on motor roads throughout the United States has flashed its warning message in a good-natured, friendly way to millions of automobilists. It is the creation of one of America's best known artists, who have succeeded in putting into his picture the spirit of friendly service exemplified in Hood road bulletins.”<sup>9</sup>

No further information has been found about the graphic creator of the mascot, but several illustrators gave life to the character in subsequent and successive campaigns over the years. Thus we can observe the signature of "Bleser"—in all likelihood August Jr. Bleser (1898-1966)—in the press campaign published between 1920-1922 in magazines such as *The Literary Digest*, *Scribner's Magazine* and *The Geographic* (figs. 69-74 and 76). In several of these advertisements the Red Man leaves his place on a billboard next to the road to help a motorist in distress. In another, the character shows us an advertising element—a display with his silhouetted figure—to explain how we can identify Hood's points of sale, services and assistance.

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

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

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

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

## Notes

1. Notice regarding the death of Frederic C. Hood: "Frederic C. Hood, 76, Headed Rubber Firm. Founder of concern bearing his name-Ex-Head US Group," *The New York Times*, December 26, 1942. Notice regarding the death of Arthur N. Hood: "A. N. Hood, a founder of Rubber firm, 81," *The New York Times*, February 1, 1950.
2. Hodges, pp. 153-156. Information facilitated by Roger Hagopian, chronicler of the history of Watertown.
3. "Welfare work in a modern rubber shoe factory," *The India Rubber World*, January 1916, p. 189.
4. "Hood Company takes over Shawmut Tire Co.," *The India Rubber World*, August 1912.
5. As explained in the chapter "Famous products of New England: Hood Rubber Company, Watertown, Mass." from Sargent's book, p. 874.
6. News item from the article "Merger approved by Goodrich board. Further Step taken in plan to acquire the Hood Rubber Company," *The New York Times*, August 20, 1929.
7. Hood Weekes Pigford, p. 41.
8. From the promotional brochure *The Hood Rubber Company (A Division of the B.F. Goodrich Company)*, c. 1940.

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- "Three generations of rubber men: George H. Hood, Frederick C. Hood, Donald T. Hood," *The India Rubber World*, May 1, 1924.



1. Emblem, 1919.



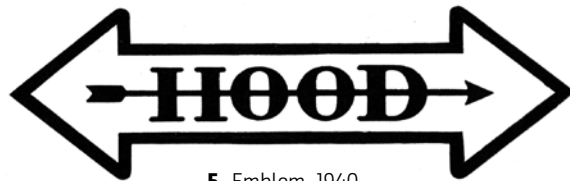
2. Emblem, 1920-1922.



3. Emblem, 1923-1924.



4. Emblem, 1925-1927.



5. Emblem, 1940.



6. Emblem, 1947-48.



**FOLLOW THE ARROW.**

The possible association of the brand name with that of the archer Robin Hood indicates its graphic representation: ever since the first versions, an arrow was shown piercing through the letters that comprised the Hood logotype. The initial border representing a tire—which contained the logotype—gave way to an elliptical frame with a more synthetic and simple graphic. The emblem ended up taking the form of a two-pronged arrow. Adding the effect of having volume would occur in the year 1947.

**1-6.** Evolution of the Hood emblem. Versions from 1919 to 1948.

**7.** Exterior vertical sign for Hood repair and service shops, 1948. Lithographed and imprinted metal. Dimensions: 45 x 180 cm.



## Watch for Me in the Magazines


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

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

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


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

**Put on a Hood Today  
Forget It for a Year**



**You Can Buy  
HOOD TIRES  
at This Sign**

**HOOD TIRE CO., Inc.**  
WATERTOWN, MASS.



### Save 35% of Your Tire Bills

\*In buying cars, many people lose sight of the real reason for which they are purchased. And millions of dollars are needlessly spent.

\*You invest in a car for just one purpose—to carry you and your family and comfortably for a certain number of miles. The cost of gas, then, for an average car should be less—on many dollars for as many miles guaranteed.

\*To illustrate how the Hood tire—a well known line of "standard" tread guarantees 1,500 miles and lasts at \$5.50. A Hood Extra Ply of the same size gives 1,500 miles for a less cost of only \$3.25 more.

\*On the basis of saving auto guaranteed—what miles are what you are having—the Hood tire costs \$7.25 in 1919 less than the other.

**HOOD TIRE CO., INC.**  
WATERTOWN, MASS.



### Average Mileage Delivered Last Year—14,000 Miles

That's the record of the Hood Extra Ply Tire over 20" x 31". What other make of tire can point to such a performance with its resulting low cost per mile?

For the purpose of comparison, consider a "standard" tire of the same size being at \$2.50—monthly delivered on a basis of 7000 miles—and which may deliver for us only 1000 miles. Figure on a more possible basis, also, delivery \$10 above an actual and real cost of \$4.50 for each 7000 miles run.

Figure on the Hood Extra Ply—being at \$7.25—delivers a real cost of only \$2.75 for each 1500 miles run. The difference, which is \$4.50, proves that an average 14000 miles on the Hood tire costs \$31.50 for each Hood Tire.

And remember also, that you take only a moment during the life of a Hood, while the "standard" make will require at least three times as long to equal the Hood. At \$0 each year maintenance cost to \$1.

\$14.00 x \$1.00 = \$14.00—what you were in running 14,000 miles of your car in a Hood. Can you afford to be "standard"?

**Put on a Hood today  
Forget It for a year**



**You Can Buy  
HOOD TIRES  
at this sign**

**HOOD TIRE CO., INC.**  
WATERTOWN, MASS.



### "Why Forget the Tube?"

\*Car owners go to a tire dealer. Many of them ask for a Hood Extra Ply Tire and say, "These slip in a tube slot." This does suggest the very important matter of spending the extra of tube that is desired.

\*They talk widely on the matter of saving using your car—more than others—have better tires. "I've not willing to take any risk." They forget the fact of the expense which makes it better to change around a tube.

\*It is a well known fact, too, that auto-repairs that of all general auto work is a tire. To take hold the air, and a poor tube—punctured, nearly and with a poor tube are unnecessary—leave in. "I'm buying your tire—certainly and without reason—because that's what against the sale of my tube."

\*Hood will take care of proper construction—strong, more perfect and do not break. They remain flexible and can be repaired over and over again.

\*Why not picture your car, by spending "Hood" a tube?

**Put on a Hood today  
Forget It for a year**



**You Can Buy  
HOOD TIRES  
at this sign**

**HOOD TIRE CO., INC.**  
WATERTOWN, MASS.



### There's only one RIGHT way to buy tires

You buy gas at so much per gallon and expect it to run you a certain number of miles.

But do you follow the same sound system in computing the cost of your tires? That is, do you figure their price on a comparable basis?

If not, the following figures will show you how to reduce your tire bills about 35%.

Consider, for example, a 12" x 31" size of standard tread tire which guarantees 1,500 miles and lasts at \$7.50. Now compare that with a Hood Extra Ply, of the same size, which guarantees 1,500 miles.

As the price the Hood offers is only \$5.25 more, but in reality—figuring on many miles for an extra dollar it costs \$27.25 or about 37% less.

\*Why not Hood "Tires are no game?"

**Put on a Hood today  
Forget It for a year**



**You Can Buy  
HOOD TIRES  
at this sign**

**HOOD TIRE CO., INC.**  
WATERTOWN, MASS.



### This man was paying \$65 for tire mileage which he could have had for \$31.00

The following account, which would happen to one of our men as an example of how many owners of cars that they are buying money when in reality they are saving it.

\*This Hood Tire man figures, for guarantee extra miles to make to get the same mileage that the car has been doing with one more than in a 20" x 31" size.

\*When asking "do you get" asked the salesman, "Certainly, about your car" replied the customer. "When you are asked to get a new tire, you should ask the salesman, 'How Hood Tire can figure, for guarantee extra miles to make to get the same mileage that the car has been doing with one more than in a 20" x 31" size.'"

\*When the Hood tire man says, "I've not willing to take any risk." They forget the fact of the expense which makes it better to change around a tube.

\*It is a well known fact, too, that auto-repairs that of all general auto work is a tire. To take hold the air, and a poor tube—punctured, nearly and with a poor tube are unnecessary—leave in. "I'm buying your tire—certainly and without reason—because that's what against the sale of my tube."

\*Hood will take care of proper construction—strong, more perfect and do not break. They remain flexible and can be repaired over and over again.

\*Why not picture your car, by spending "Hood" a tube?

**Put on a Hood today  
Forget It for a year**



**You Can Buy  
HOOD TIRES  
at this sign**

**HOOD TIRE CO., INC.**  
WATERTOWN, MASS.







**HOOD TIRES**  
Quality is Economy

The "Ho" of the Hood Line "Ho"

Join Carry the Camera with You Always

ANSCO

**HOOD TIRES**

Where Are the Airplanes?

The Easy Way to Fix Hood Tires

SPALER

**HOOD TIRES**  
You'll Say So

PERSONAL OPINIONS

HOOD RUBBER PRODUCTS CO., INC.  
Watertown, Mass.

**DEPENDABLE**

Hood Tires are a Good Many Dollars Underpriced When It Comes to Service—

**HOOD TIRES**

YOUR idea of tire service is usually restricted to mileage, and to a limited extent that is a correct way of figuring. But there is a lot more to Hood Tire Service.

You will find that 10,000 miles per tire is common performance, with 15,000 miles not unusual; hence our saying "more miles make them cost less".

But while giving this service at a lower cost per mile for thousands of miles, Hood Tires prove unusually fast as well as holding on slippery pavements and giving traction on muddy roads.

They stand up because they are made of better materials—and more of them. Another Hood tire achievement is that you can purchase them at the same cost as an ordinary tire—obviously the answer is HOOD.

HOOD RUBBER PRODUCTS CO., Inc.  
Watertown, Mass.

**HOOD TIRES**

It's As Much the Mark of Tire Value As of Tire Service

The Hood Man displayed in a dealer's store indicates more than empty space to buy tires.

It stands for Hood Tire Value which means better Tires and Tubes that meet current price conditions with the right price.

It also stands for Hood Service which means 10,000 miles per tire is common performance and 15,000 miles not unusual.

"More Miles Make Them Cost Less" is a Hood Tire actually that is the result of better materials and more of them and of "All Quality" construction.

As you can purchase Hood Tire Quality at the same cost as an ordinary tire—the answer obviously is HOOD.

Look for the Hood Man

HOOD RUBBER PRODUCTS CO., Inc.  
Watertown, Mass.

**DEPENDABLE**

**HOOD TIRES**

The Reason—More and Better Materials

"Doesn't your Hood Tire" when a driver who makes weekend trips from Boston, "doesn't a garage man who has discovered the secret of mileage that they're in a class by themselves."

"That's not my case there. From heads on it, every one of the tires which had more than 10,000 miles and there's a lot of service left in them yet. And I'm not going to say 'Ho'."

"In a Hood it was used always left in the store. I wouldn't have thought that there is any more of it left."

Hood Tires will give you high mileage mileage at low cost; a real service because more and better materials are used in making them. Get them from the dealer who has the Hood Man in his window and learn for yourself that

More Miles Make Them Cost Less

HOOD RUBBER PRODUCTS CO., Inc.  
Watertown, Mass.

**DEPENDABLE**

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

**22-25.** Black and white advertisement modules published in *The Literary Digest* and *Callier's*, between 1918 and 1921.

**26-35.** Advertisements for Hood published in *The Literary Digest*, *Sunset* and *Motor Life*, between 1918 and 1921.

**HOOD TIRES**

Judge Them by Their Season's Service

Ask any Hood owner the reason for their choice of tires and nine times out of ten they will answer something like this:

"Because the greater mileage that Hood Tires—tubes make them cost less at the end of the season."

This is the most of the Hood story of service and economy for the real reason—tendency toward floods among motorists who consider pleasure driving freedom from mud ruts and fuel economy more important than the first cost of a tire.

Whether the construction be Cord or Fabric, Hood Tires will give you more miles, simply because more and better materials are used in making them.

You can purchase Hood Tires from any dealer who has the Hood Man in his window. Equip your car with Hoods and learn for yourself that—

More Miles Make Them Cost Less

HOOD RUBBER PRODUCTS CO., Inc.  
Watertown, Mass.

**DEPENDABLE**

**HOOD TIRES**

You'll Say So

"I took one three years and it cost me more than three hundred dollars before I got one to the five-hundred of the Hood line."

And now that I have I can't get any more along. I have the word "dependable" on my mind."

These are statements given the state and that's exactly how the dependability and the time of service of Hood Tires—tubes cost less at the end of the season.

The reason is clear. It is simply this—Hood Tires are better tires. The Hood man doesn't know the meaning of "dependable." Hoods give better service and more miles than any other tires, simply because of the more and better materials used in producing them.

Only the fact that the Hood Tire cost less has higher has caused the average man to believe in dependability.

But now that improved facilities and other things have been added to Hood Tires, they are even more "dependable" in service. They are better tires in every way than any other tires. They are better tires in every way than any other tires.

Only the fact that the Hood Tire cost less has higher has caused the average man to believe in dependability.

More Miles Make Them Cost Less

HOOD RUBBER PRODUCTS CO., Inc.  
Watertown, Mass.

**DEPENDABLE**



**Three ways of figuring Hood Tire Value**



**HOOD TIRES**

TO GET the most out of your Hood tires—there are three ways to figure their value:

**(1) Five Mileage—10,000 miles per tire is common Hood performance and 15,000 miles is not uncommon—there's nothing else that can do it.**

**(2) For Road Service—the extra grip, extra tread and superior Hood tread helps in slippery corners and steady roads, and stands the brunt of service.**

**(3) For Cost—Hood tires have the lowest maintenance with the right price.**

The more you know about Hood tires, the more you'll like them. Hood tires are available at all automobile dealers.

Look for the Red Man Hood Rubber Products Company, Inc. Watertown, Mass.

**CURRENT EVENTS**

HOOD TIRES are made of the best quality rubber and fabric materials available. They are made in the United States and are guaranteed to give you the longest life and the best service. Hood tires are available at all automobile dealers.

# HOOD TIRES

## Don't be a "Bargain" Hunter



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

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

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

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

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

**HOOD RUBBER PRODUCTS CO., INC.**  
Watertown, Mass.

# DEPENDABLE

## HOOD TIRES



**"The only blowout that ever saved me money"**

and a major accident. You see I had over a year ago. My new traveling bag just as was when I bought it. I saw that I had over a year ago.

"The reason for me," I said later. He pointed to the Hood tire. "You see, I had over a year ago. My new traveling bag just as was when I bought it. I saw that I had over a year ago.

"I have four Hood tires on my car and never had a blowout. My old tires had over a year ago. My new traveling bag just as was when I bought it. I saw that I had over a year ago.

The reason for the wonderful performance of Hood tires is the extra grip, extra tread and superior Hood tread helps in slippery corners and steady roads, and stands the brunt of service.

Next time you need a tire on the road where you see the Red Man in the window and get it. Hood tires are available at all automobile dealers.

**More Miles Make Them Cost Less**

**HOOD RUBBER PRODUCTS CO., INC.**  
Watertown, Mass.

## DEPENDABLE

## HOOD TIRES



**are "Thrifty" Tires**

If there ever was a time when it balanced the average motorist to look his tire question squarely in the face, on a cost-performance basis, that time is now.

This every car owner knows and none need be told the reason.

On the basis of their service—which means more miles, per tire, per dollar, basically compared—HOOD Tires are "Thrifty" Tires in every sense of the word.

1921 is particularly a HOOD year. "More Miles Make Them Cost Less" has a fuller meaning today than it ever had before.

10,000 miles per tire is common performance when you ride on Hood tires and 15,000 is at all remarkable.

Better materials and more of them in the casing. And when you get that quality—meaning contribution at the same cost as an ordinary tire, the one logical thing to do is get it.

The Hood Red Man before the dealer's store indicates the place to buy them.

**HOOD RUBBER PRODUCTS CO., INC.**  
Watertown, Mass.

## DEPENDABLE

## HOOD TIRES



**"I don't need a spare—I use Hood's"**

That's the answer one motorist gave when asked if he dared start on a long trip without an extra tire.

"And," he continued, "I've never been held up by tire trouble since I started using Hood's. That means a lot to me—and so does the fact that my auto's tire bills are far lower than they ever were before."

Hood Tires—both Cord and Fabric—contain more and better materials. They are carefully and skillfully made, thoroughly tested and rigidly inspected—that's the secret of their long wear—the reason they deliver so many more miles.

So, if you want to reduce your tire bills—and at the same time free yourself from the annoyance of tire troubles—

Stop at the store where you see the Red Man displayed in the window, equip your car with Hood's, and leave for yourself that—

**More Miles Make Them Cost Less**

**HOOD RUBBER PRODUCTS CO., INC.**  
Watertown, Mass.

## DEPENDABLE

## HOOD TIRES



**You'll Say So**

"I took my three years and it cost me more than three hundred dollars before I got over to the tire mark of the Hood Tires."

And now I know, from the great road show wherever I had the most "variety" tire used.

This one motorist paid the cost, and that's precisely how the thousands and the tens of thousands of enthusiastic Hood users feel about it.

The reason is clear. It is simply this—Hood Tires are better tires. The Hood tire is made of the best quality rubber and fabric materials available. They are carefully and skillfully made, thoroughly tested and rigidly inspected—that's the secret of their long wear—the reason they deliver so many more miles.

Only the fact that the Hood Tire cost me less has kept me from buying more of them.

But now that improved facilities and other advances have lowered the price of Hood tires—meaning that the best price of Hood tires is about the same as that of any ordinary tire—there's no more reason for you to buy any other tire, except, perhaps, because of the more and better materials used to produce them.

Only the fact that the Hood Tire cost me less has kept me from buying more of them.

Cord or Fabric, equip with Hood tires, and you'll have the answer.

The Red Man in the dealer's window leads you to the place to buy them.

**More Miles Make Them Cost Less**

**HOOD RUBBER PRODUCTS CO., INC.**  
Watertown, Mass.

## DEPENDABLE



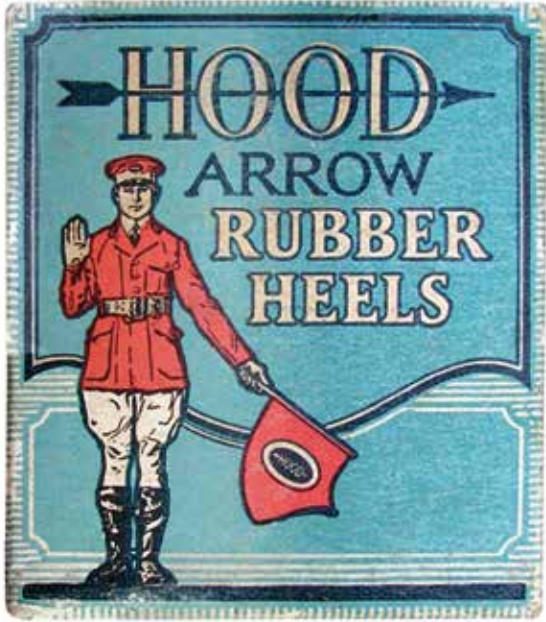
**COVER ADVERTISEMENTS.**

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

- 36. Cover of the magazine *Tires*, April 1927.
- 37. Cover of the magazine *Automobile Journal*, September 1910. This magazine was published by The Automobile Journal Publishing in Pawtucket, Rhode Island, between 1911 and 1921.

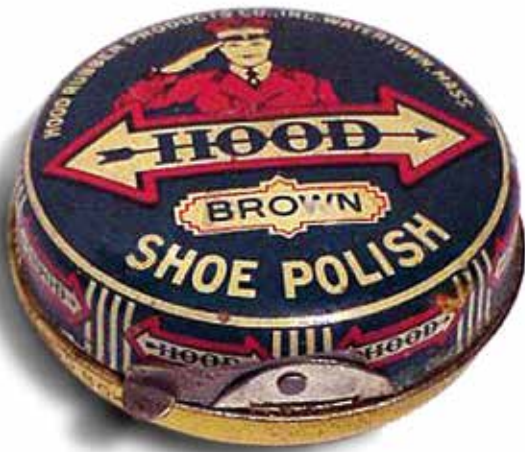






**RUBBER FOR SHOES AND CARS.**

Although the Red Man was created specifically to advertise Hood tires, the company considered it opportune to also employ the mascot in the promotion and publicity of their range of footwear products, as shown in the examples on these pages.

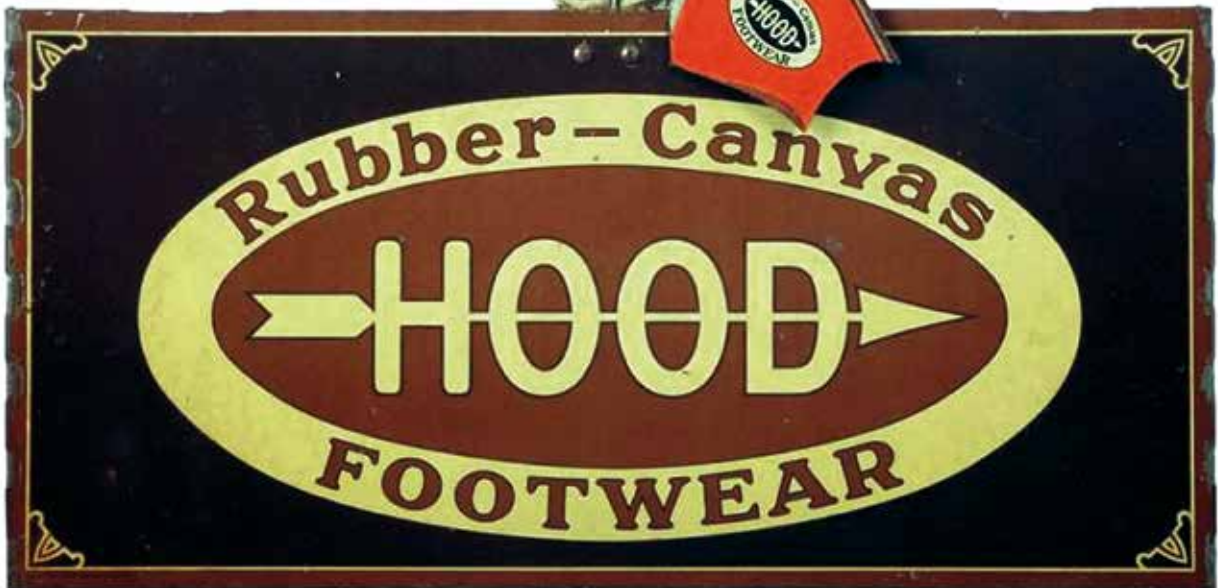


**38.** Front side of the box containing two units of Hood Arrow rubber heel replacements for worn out shoes.

**39.** Metallic sign indicating the footwear establishments that provided Hood products for shoe conservation and repair. Dimensions: 35.5 x 50 cm.

**40.** Hood polish for the care and embellishment of leather shoes, c. 1940s.

**41.** Metal die-cut display to advertise Hood shoes, sports footwear, boots and ankle boots at the point of sale, c. 1922.





**Sportsbu**  
All its name implies in appropriateness, and much more in wear. All sizes: \$2.00 to \$3.00, depending on size.

**Vassar Oxford**  
A smart, shapely shoe with a light, durable sole—it lasts as well as it looks. \$4.00.

**Athletic**  
A cushion sole for lightness, fine workmanship for hard sports-wear for all ages. \$2.25 to \$3.25 depending on size.

**Penway 1-Strap Instructor Last**  
A quaint little shoe for a good little girl—it wears and always looks well. \$1.75 to \$2.00, depending on size.

# Why not give your feet a treat, too?

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

**Y**OU put on a straw hat to take the load off your mind. You put on light clothes for their comfort and coolness. Why not give your feet a treat too? Why not feel this summer as you used to feel when you put on those canvas shoes?

**H**OOD Canvas Footwear will give you that same youthful feeling—and with it all the satisfaction that comes

from wearing stylish, shapely, well-built shoes.

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

And so will your pocketbook, too.

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

# HOOD

CANVAS FOOTWEAR



*Ask your dealer for the Tire Process Canvas Footwear*





**Classic Oxford**  
*Its smart graceful lines retain their shape, its light durable sole lasts all season . . . . . \$4.*

**Clifton**  
*A good-looking, strong, feather-light shoe for vacation wear. \$2.00 to \$3.00 depending on size.*

THE SATURDAY EVENING POST

### Ideal "Gym" Shoes

Hood Canvas Shoes have the endorsement of well known Physical Directors and famous Athletic Coaches. They are designed to give perfect freedom to the foot while supporting the arch and cushioning the heel.

Hoods can be secured in a choice of colors—White, Black or Brown in most styles—sold everywhere with "Sockscreeps" or Corrugated soles. Get Hoods and you get satisfaction.

Made by Hood Rubber Co., Worcester, Mass.  
 Distributors: Hood Rubber Products Co., Inc.  
 Branches in all Principal Cities.

Look for the Hood Name

**HOOD**

RUBBER FOOTWEAR | CANVAS SHOES | SHOE REPAIRS | RUBBER BELLS | RUBBER HOSE | RUBBER TUBES | RUBBER TAPES | RUBBER BANDS | RUBBER LATHES | RUBBER ROLLERS | RUBBER MACHINES | RUBBER TOOLS | RUBBER SUPPLIES | RUBBER PARTS | RUBBER ACCESSORIES | RUBBER GOODS | RUBBER PRODUCTS | RUBBER MANUFACTURING | RUBBER PROCESSING | RUBBER TECHNOLOGY | RUBBER INNOVATION | RUBBER RESEARCH | RUBBER DEVELOPMENT | RUBBER DESIGN | RUBBER CONSTRUCTION | RUBBER APPLICATIONS | RUBBER SOLUTIONS | RUBBER SERVICES | RUBBER SUPPORT | RUBBER TRAINING | RUBBER EDUCATION | RUBBER COLLABORATION | RUBBER PARTNERSHIP | RUBBER ALLIANCE | RUBBER NETWORK | RUBBER COMMUNITY | RUBBER INDUSTRY | RUBBER ECONOMY | RUBBER SOCIETY | RUBBER CULTURE | RUBBER HERITAGE | RUBBER FUTURE | RUBBER DREAMS | RUBBER VISIONS | RUBBER ASPIRATIONS | RUBBER AMBITIONS | RUBBER GOALS | RUBBER MISSIONS | RUBBER PURPOSES | RUBBER VALUES | RUBBER BELIEFS | RUBBER PRINCIPLES | RUBBER ETHICS | RUBBER MORALS | RUBBER LAWS | RUBBER REGULATIONS | RUBBER STANDARDS | RUBBER QUALITY | RUBBER EXCELLENCE | RUBBER PERFECTION | RUBBER HONESTY | RUBBER INTEGRITY | RUBBER CREDIT | RUBBER REPUTATION | RUBBER TRUST | RUBBER RESPECT | RUBBER COURTESY | RUBBER KINDNESS | RUBBER PATIENCE | RUBBER TOLERANCE | RUBBER UNDERSTANDING | RUBBER EMPATHY | RUBBER COMPASSION | RUBBER MERCY | RUBBER GRACE | RUBBER GIFT | RUBBER BLESSING | RUBBER FAVOR | RUBBER MERCY | RUBBER GRACE | RUBBER GIFT | RUBBER BLESSING | RUBBER FAVOR

HOOD THE SYMBOL OF WORLD WIDE SERVICE IN QUALITY RUBBER PRODUCTS

### This New Galosh sets the season's style!

When the ball is on the two-yard line and wintry blasts are breccing up the stadium, you find a snug new galosh setting the season's style—in colors, lightness, warmth and wear.

It's the new Hood galosh—feather light and winter warm—in the colors and fabrics of this ultra-smart season . . . At your dealer's!

Made by HOOD RUBBER COMPANY  
 Worcester, Mass.

**HOOD**

RUBBER FOOTWEAR | CANVAS SHOES | SHOE REPAIRS | RUBBER BELLS | RUBBER HOSE | RUBBER TUBES | RUBBER TAPES | RUBBER BANDS | RUBBER LATHES | RUBBER ROLLERS | RUBBER MACHINES | RUBBER TOOLS | RUBBER SUPPLIES | RUBBER PARTS | RUBBER ACCESSORIES | RUBBER GOODS | RUBBER PRODUCTS | RUBBER MANUFACTURING | RUBBER PROCESSING | RUBBER TECHNOLOGY | RUBBER INNOVATION | RUBBER RESEARCH | RUBBER DEVELOPMENT | RUBBER DESIGN | RUBBER CONSTRUCTION | RUBBER APPLICATIONS | RUBBER SOLUTIONS | RUBBER SERVICES | RUBBER SUPPORT | RUBBER TRAINING | RUBBER EDUCATION | RUBBER COLLABORATION | RUBBER PARTNERSHIP | RUBBER ALLIANCE | RUBBER NETWORK | RUBBER COMMUNITY | RUBBER INDUSTRY | RUBBER ECONOMY | RUBBER SOCIETY | RUBBER CULTURE | RUBBER HERITAGE | RUBBER FUTURE | RUBBER DREAMS | RUBBER VISIONS | RUBBER ASPIRATIONS | RUBBER AMBITIONS | RUBBER GOALS | RUBBER MISSIONS | RUBBER PURPOSES | RUBBER VALUES | RUBBER BELIEFS | RUBBER PRINCIPLES | RUBBER ETHICS | RUBBER MORALS | RUBBER LAWS | RUBBER REGULATIONS | RUBBER STANDARDS | RUBBER QUALITY | RUBBER EXCELLENCE | RUBBER PERFECTION | RUBBER HONESTY | RUBBER INTEGRITY | RUBBER CREDIT | RUBBER REPUTATION | RUBBER TRUST | RUBBER RESPECT | RUBBER COURTESY | RUBBER KINDNESS | RUBBER PATIENCE | RUBBER TOLERANCE | RUBBER UNDERSTANDING | RUBBER EMPATHY | RUBBER COMPASSION | RUBBER MERCY | RUBBER GRACE | RUBBER GIFT | RUBBER BLESSING | RUBBER FAVOR

HOOD THE SYMBOL OF WORLD WIDE SERVICE IN QUALITY RUBBER PRODUCTS

- 43. Segment of an advertisement published in the magazine *The Literary Digest*, May 8, 1920.
- 44. Advertisement for Hood athletic footwear, published in the magazine *The Saturday Evening Post*, 1927.
- 45. Hood Advertisement for women's short boots, published in *The Saturday Evening Post*, October 20, 1928.





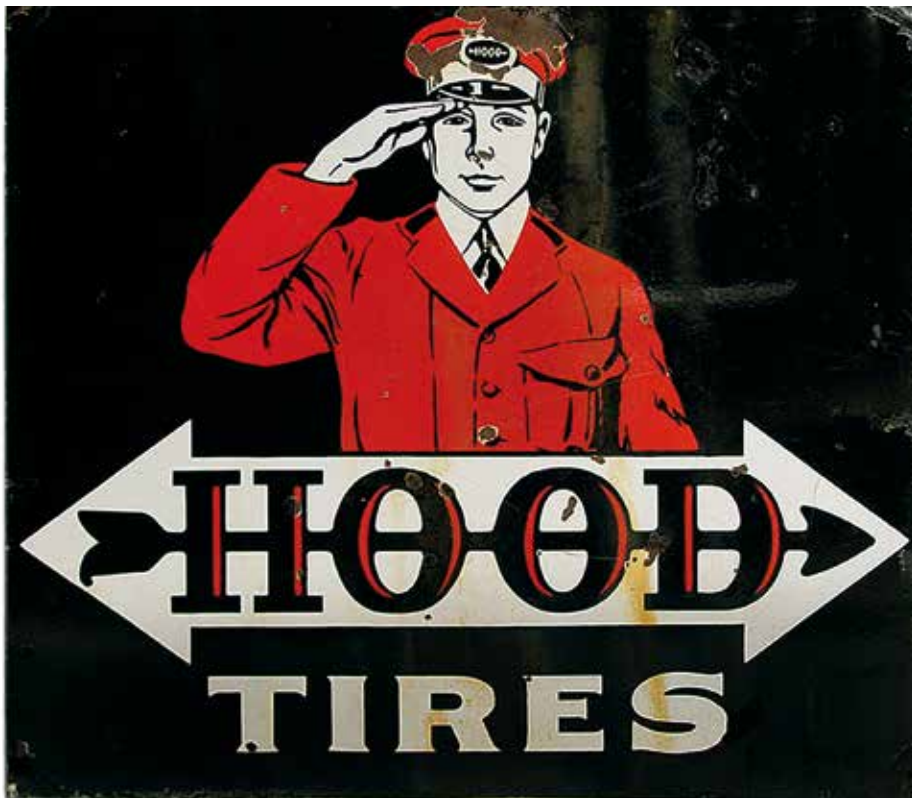
**LITTLE RED MEN.** The Red Man of Hood Tire Service not only appeared in large format on signs for garages or on enormous exterior advertising billboards. He was also represented on a small scale, being present in the pockets of Hood's clients in the form of a key chain, matchbox, pencil, wallet, calendar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

**46.** Promotional rubber ashtray in the shape of a tire with a painted glass center, 18 cm in diameter, c. 1940.

**47.** Match cover with Hood advertising, c. 1940. **48.** Match cover with Hood advertising, c. 1930. Each of the matches is a small Red Man. The printed text reads: Martin J. Barry Auto Repairing, Battery and Ignition Service.

**49.** Advertising keychain with the Hood emblem on the back, c. 1920.





**STANDARD-BEARER.**

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

**50.** Rectangular sign made of embedded tin, 60 x 30 cm, c. 1918.

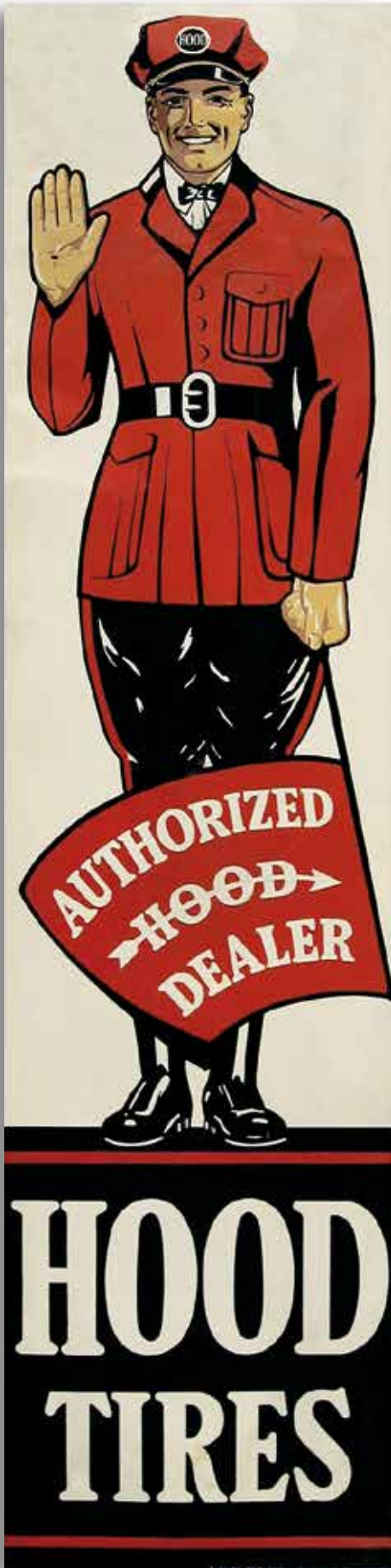
**51.** Enameled metal sign, 90 x 80 cm, c. 1930.

**52.** Enameled metal sign, 60 x 18 cm, c. 1940.









#### MEET ME AT THE CORNER?

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

**53-54.** (opposite page) Double-sided sign with the figure of the Hood mascot. Chromolithographed metal. 36 inches high, c. 1920.

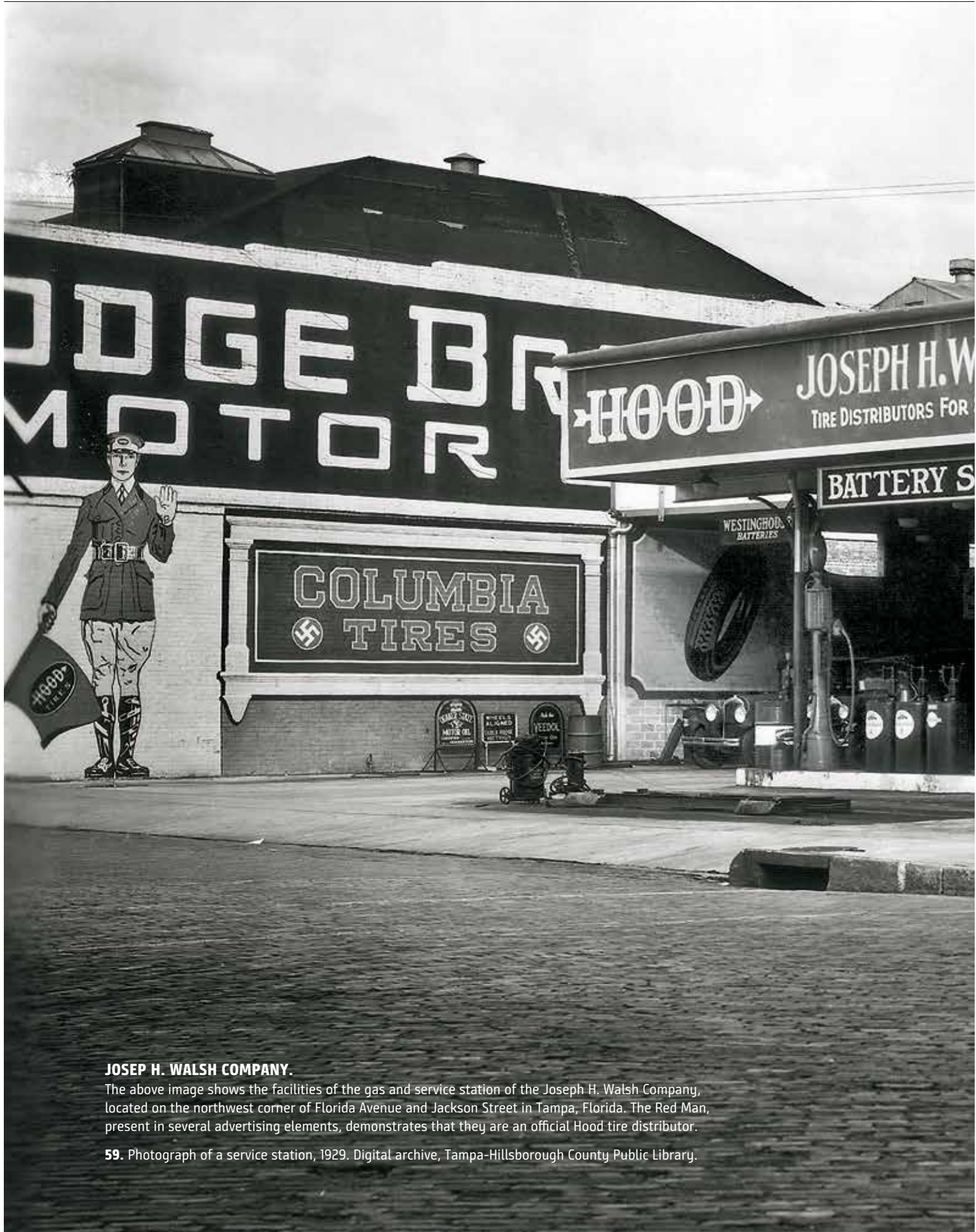
**55.** (opposite page) Enameled metal sign. 30 x 72 inches, c. 1930.

**56.** (opposite page) Oval sign, lithographed metal. 24 x 16 inches, c. 1930.

**57.** Lithographed metal plate. 76 x 18 inches, c. 1940.

**58.** Photograph, c. 1940, unidentified location. Private collection.

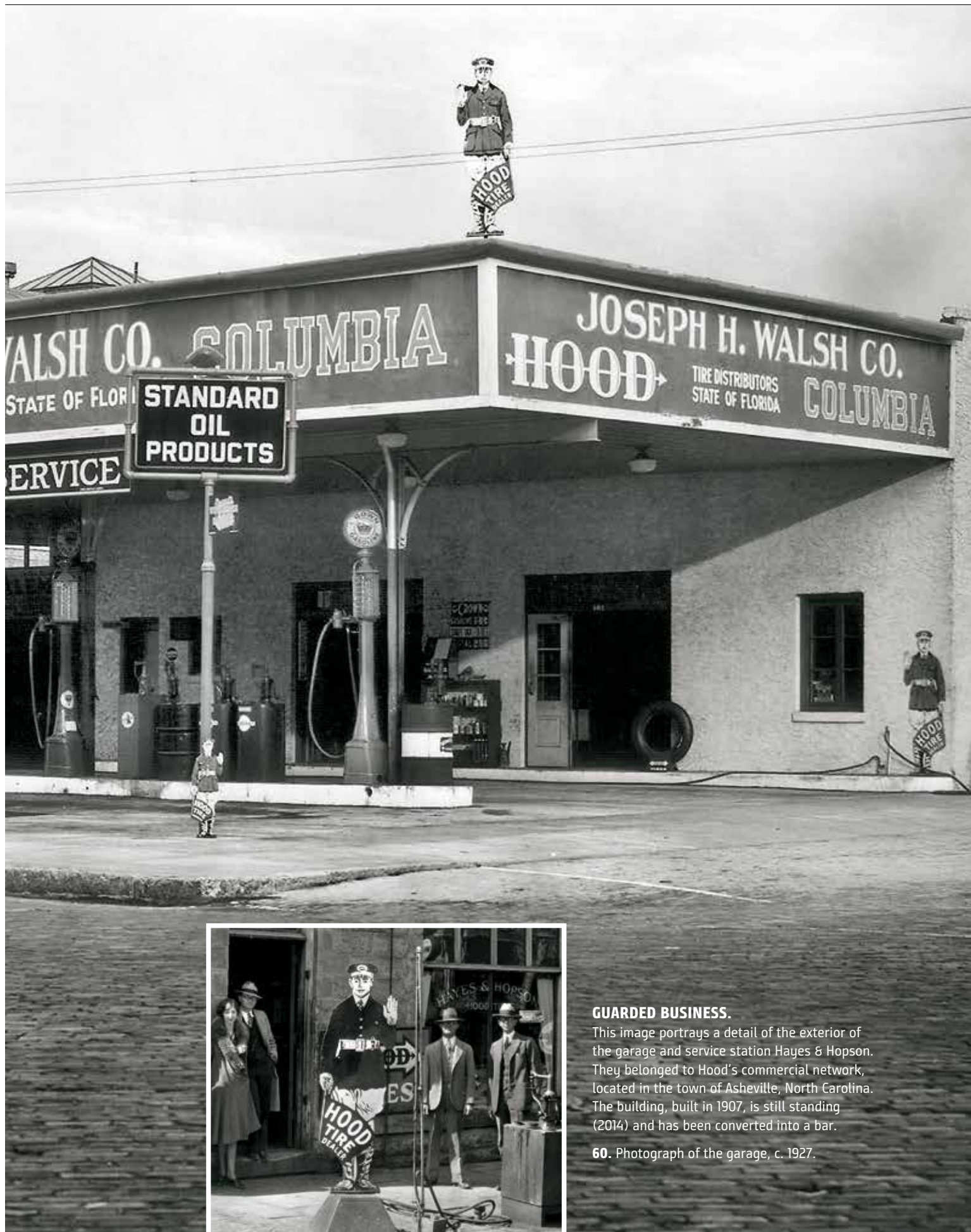




**JOSEPH H. WALSH COMPANY.**

The above image shows the facilities of the gas and service station of the Joseph H. Walsh Company, located on the northwest corner of Florida Avenue and Jackson Street in Tampa, Florida. The Red Man, present in several advertising elements, demonstrates that they are an official Hood tire distributor.

59. Photograph of a service station, 1929. Digital archive, Tampa-Hillsborough County Public Library.



**GUARDED BUSINESS.**

This image portrays a detail of the exterior of the garage and service station Hayes & Hopson. They belonged to Hood's commercial network, located in the town of Asheville, North Carolina. The building, built in 1907, is still standing (2014) and has been converted into a bar.

60. Photograph of the garage, c. 1927.



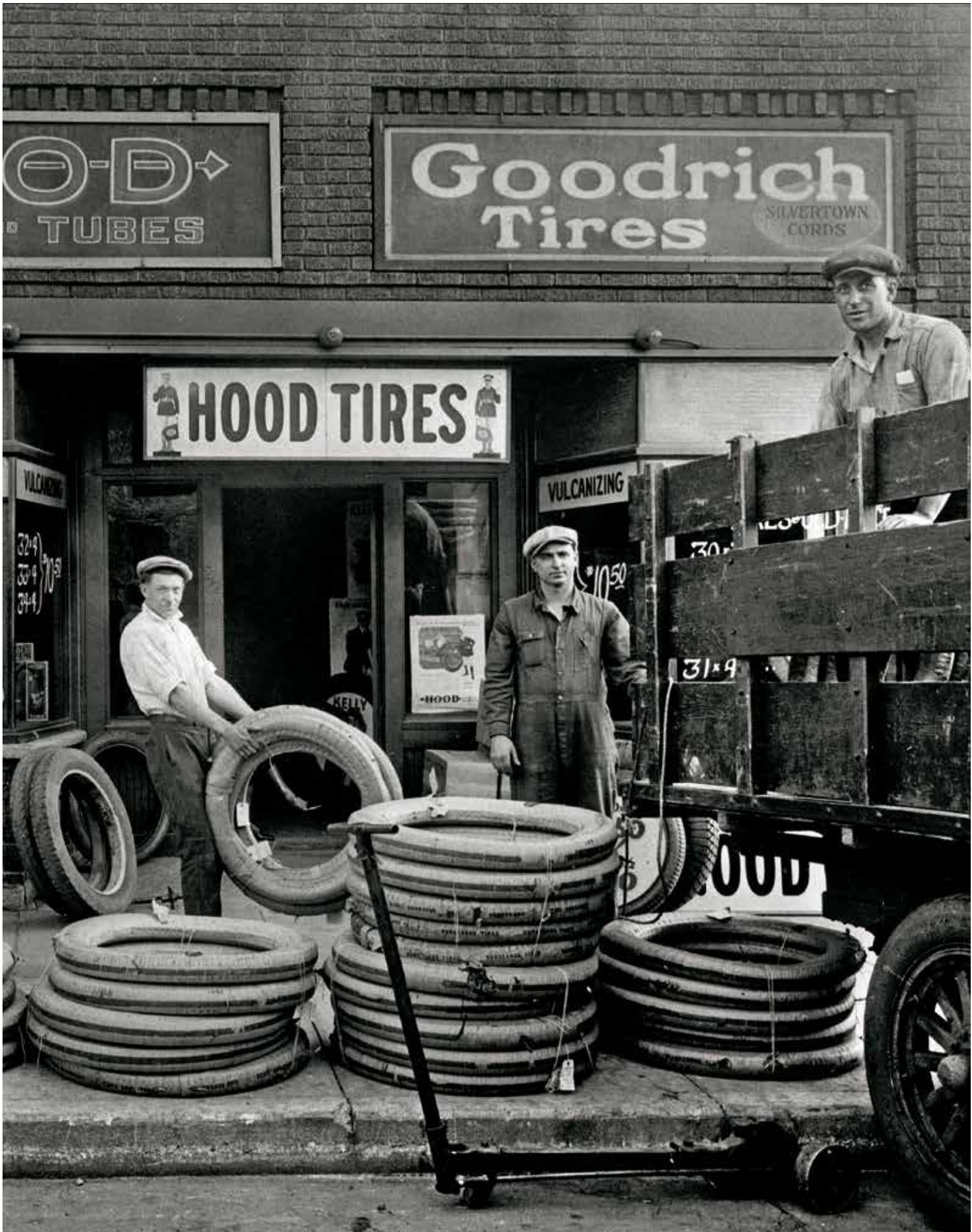
**SERVICE MEN.**

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

**61.** Workers loading a batch of new tires in front of the Central Tire Co. premises, photographed, c. 1930.

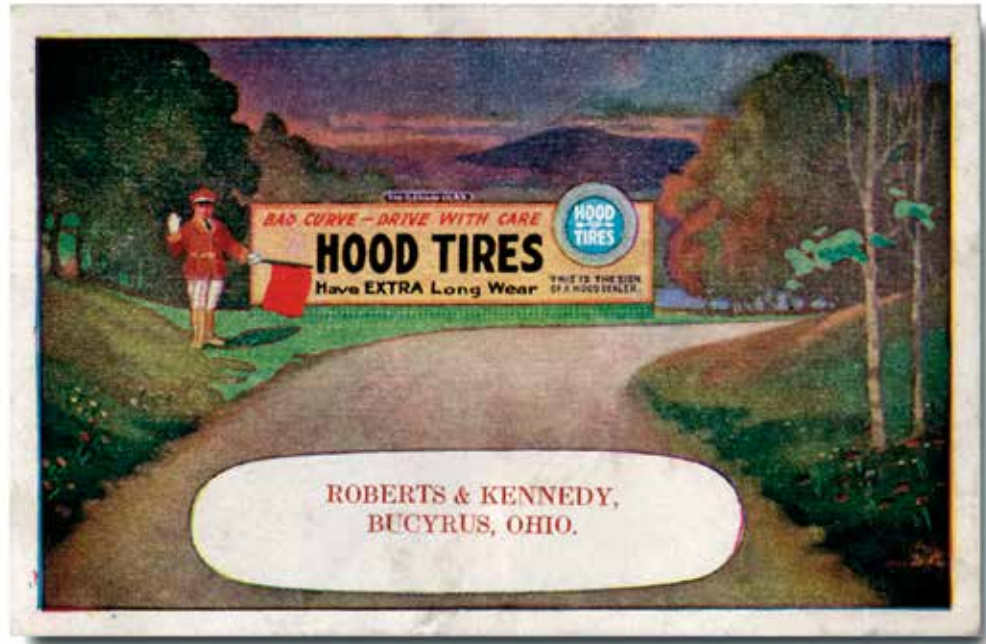








62. On the right, a promotional postcard for the Hood Rubber Company showing one of their characteristic cautionary roadside billboards located before a curve, c. 1918.



63. Hood's standardized billboard that strategically dotted roads throughout the country, in an advertisement published in *The Yale Alumni Weekly* magazine, October 28, 1918.



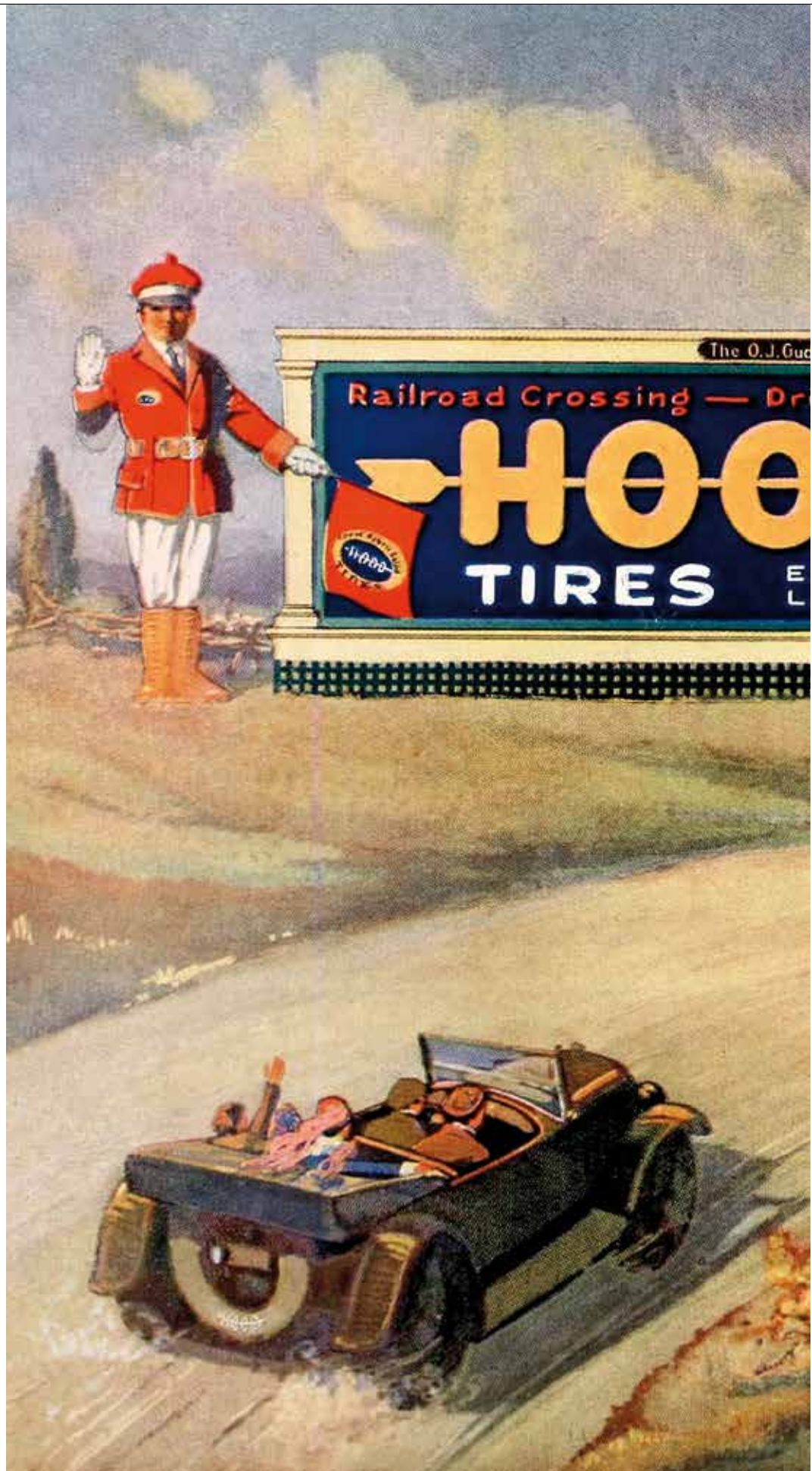




64. Hood's Red Man was also present in road maps occupying the advertising spaces of front and back covers and occasionally, incorporated into an advertising module within the map itself. Road map, 1918.







#### ROADSIDE GREETINGS.

The development of the advertising campaign in the form of billboards was commissioned to The O. J. Gude Company—founded in 1889 by Oscar J. Gude (1862-1925)—, one of the pioneering companies in outdoor advertising elements (billboards, neon signs, scenography). In 1925, The O. J. Gude Co. formed part of approximately 140 companies that grouped together to constitute the powerful General Outdoor Advertising Company. The illustration shown here—an advertisement for The O.J. Gude Co.—portrays a Hood billboard with its characteristic character as an element integrated into the landscape. They defined the billboard as an element "of public interest" given its function of warning motorists of potential road hazards.

**65.** Advertisement published in the specialized magazine *Advertising & Selling*, June 12, 1920.





## The Warning Signal Man Is a National Figure

**A**DVERTISING which renders a service to the public is worthy of public approval.

That is the reason why the famous warning signal man of the Hood Rubber Products Co. is welcome wherever he stands.

He's a great big—pleasing—traffic officer, on duty where motorists ride.

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

*Outdoor Advertising Everywhere*

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

550 West 57th St.  
New York City

Peoples Gas Bldg.  
Chicago, Illinois

Philadelphia

Cincinnati

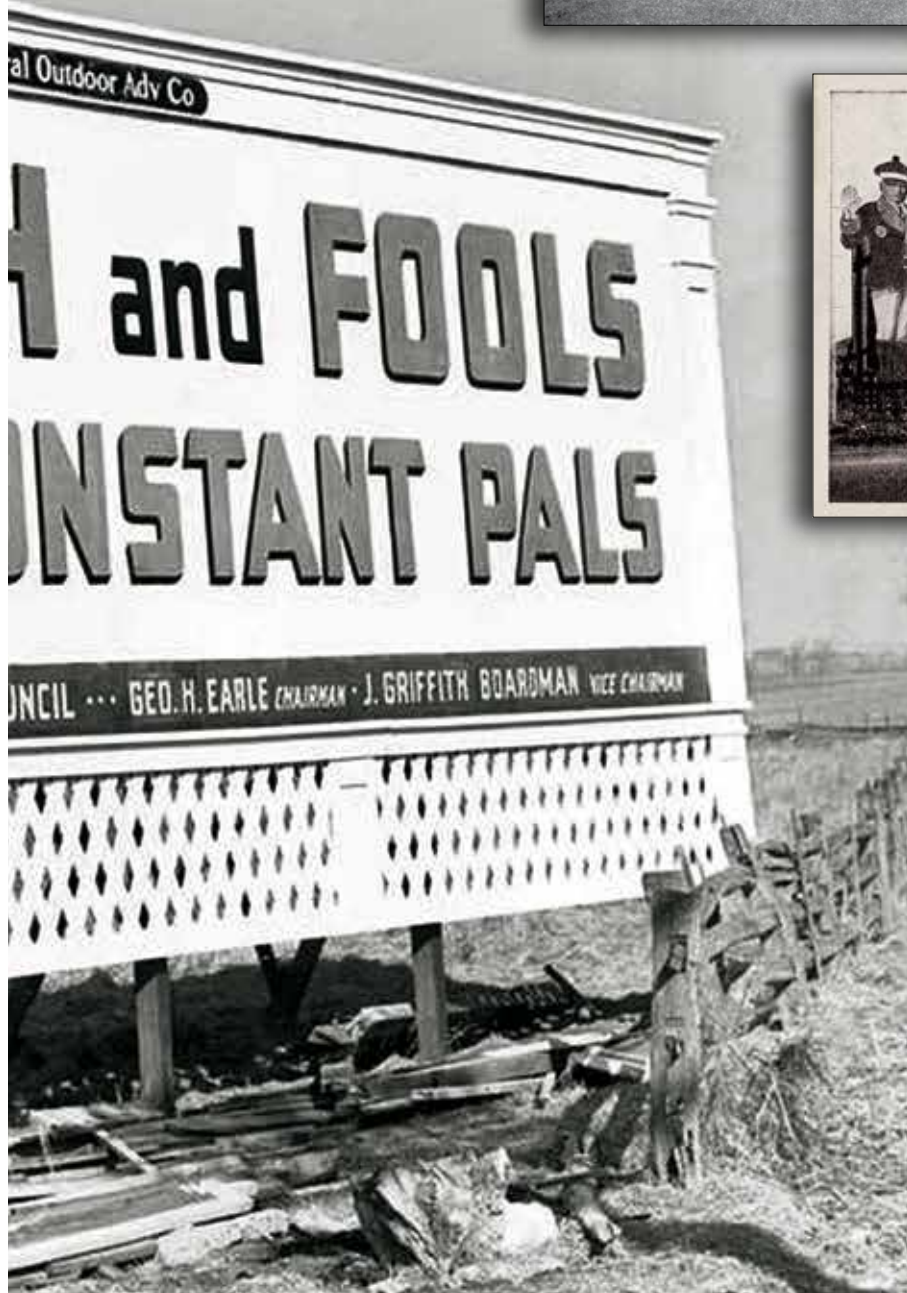
St. Louis

Atlanta

Richmond







**INSTITUTIONAL MIMESIS.**

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

**66.** Institutional advertising billboard, Governor's Highway Safety Council, 1938.

**67.** Hood advertising billboard preceding a sharp curve, published in the book *The Principles of Advertising*, New York: The Ronal Press Co., 1920.

**68.** Hood advertising billboard, 1919. Photograph of a small advertisement in the publication *The Tire Rate Book*, October 1919.





#### TRANSFORMING REALITY.

The illustrations drawn in pen and ink with shades of gouache from the 1922 Hood tire press campaign show us the style of the American cartoonist and illustrator August Jr. Bleser (1898-1966).

In several of these advertisements the Hood Red Man, depicted in characteristic billboards located along the road, comes to life and leaves his post and fixed position to help and advise the motorist in distress. This game between embodied reality and certain conventions in the construction and reading of fiction is similar to the one proposed by the British magazine *The Poster's* cover illustration in the November 1898 issue. In the composition, a male character emerges from a poster—behind his white silhouette a medieval building can be seen—to contemplate another picture in which a young woman is portrayed. The drawing style of the young man depicts a figure dressed in medieval clothes and outlined with contour lines. In contrast, the style applied to the woman is without lines and employs large masses of uniform color, alluding to a female figure typical of the *Belle Époque*.

The scene could be interpreted as a tribute to the emerging Modern Style that the publication advocated. This dealt with a style that in part, was still indebted to the influences of illuminated Gothic manuscripts and certain medieval representations reinterpreted by the artists of the Arts & Crafts movement. The cover is illustrated by Mosnar Yendis, the anagram of Sydney Lewis-Ransom (1881-1958), actor, writer and playwright, costume designer, set designer, theater show poster and book illustrator, one of the Modern Style artists influenced by the work by Aubrey Beardsley.



69. Illustration from a Hood advertisement published in *The National Geographic*, March 1922.

70. Cover page of the British magazine *The Poster*, in the November 1898 issue.

**Freedom from Trouble**

THE Hood method of construction, providing a tread which absorbs the minor inequalities of the road and tends to protect the side walls of the tire, has the added advantage of materially reducing road trouble.

Possibly in assessing the wearing qualities of Hood Cords we have failed to properly present the factor that controls the choice of many Hood users.

To the men, and particularly to the women, who drive their own cars, the dependability of Hood service, year in and year out, should be of first importance. There is no more disagreeable job than changing on the road — no greater satisfaction than the feeling you will go through without trouble.

*At the Sign of the Hood Service Man*

**HOOD CORDS**

**BETTER** service from the tire manufacturer to the motorist must extend beyond the factory and through the dealer to you. To complete the chain, reliable tires must be sold by reliable dealers, under conditions that are fair to all, and protect all. Hood Tire Dealers are carefully chosen. They work on a fair margin, and establish fair prices. You do not need to bargain with them. And we are always glad to have you compare Hood prices with prices on any other standard make. You pay no more for Hood Quality.

*At the Sign of the HOOD Service Man  
Or Call TEL-U-WHERE*

**HOOD CORDS**

71. Advertisement in *Sunset* magazine, December 1922. 72. Advertisement in *Scribner's Magazine*, April 13, 1922.  
73. Advertisement in *Sunset* magazine, June 1922. 74. Advertisement in *Sunset* magazine, April 1922.

SO much has been written concerning tire construction and materials, that it is difficult for the car owner to determine values by any other method than that of actual performance.

But this is a long and costly procedure. There are more makes of tires than there are years in a man's life. A lifetime cannot be spent in experiment. The wise buyer quickly appreciates that he must limit experimentation, and advisedly turn to reputation as his guide.

This is exactly the route we hope you will take with Hoods. From the first, Hoods have maintained an enviable reputation, often to the point where this reputation has led to the belief that Hoods are higher in price. You can depend upon the Hood reputation for quality, and it is a simple matter to prove that Hoods are not higher in price.

*At the Sign of the Hood Service Man*

**HOOD CORDS**

\*There's often trouble under the hood, sir — but seldom over the HOOD.\*

*The Hood Service Man speaks:*

SOONER or later the motorist reaches a point where experimentation in tires ceases to be a novelty.

It's like the puppy chasing his tail — fine exercise and lots of fun. But try to get the wise old dog interested — he just remembers it was a lot of work which did not get him anywhere.

A seasoned motorist really appreciates the true value of a good tire — a uniformly good tire. He knows its economy, and its safety and its dependability.

Hood Tires are made for the men who do not want to be obliged to talk or think anything about their tires, excepting, when between long intervals a new tire is needed.

*At the Sign of the HOOD Service Man*

**HOOD CORDS**





**HOOD MEN.** The image above shows a group of men—probably managers of a tire business or members of Hood’s territorial branch offices—with the tires “Hood White Arrow” and several promotional figures.

75. Photograph taken in California by the Dick Whittington Studio, 1934. © University of Southern California Digital Library.

**THE Hood Service Man** guides you to the authorized Hood Dealer.

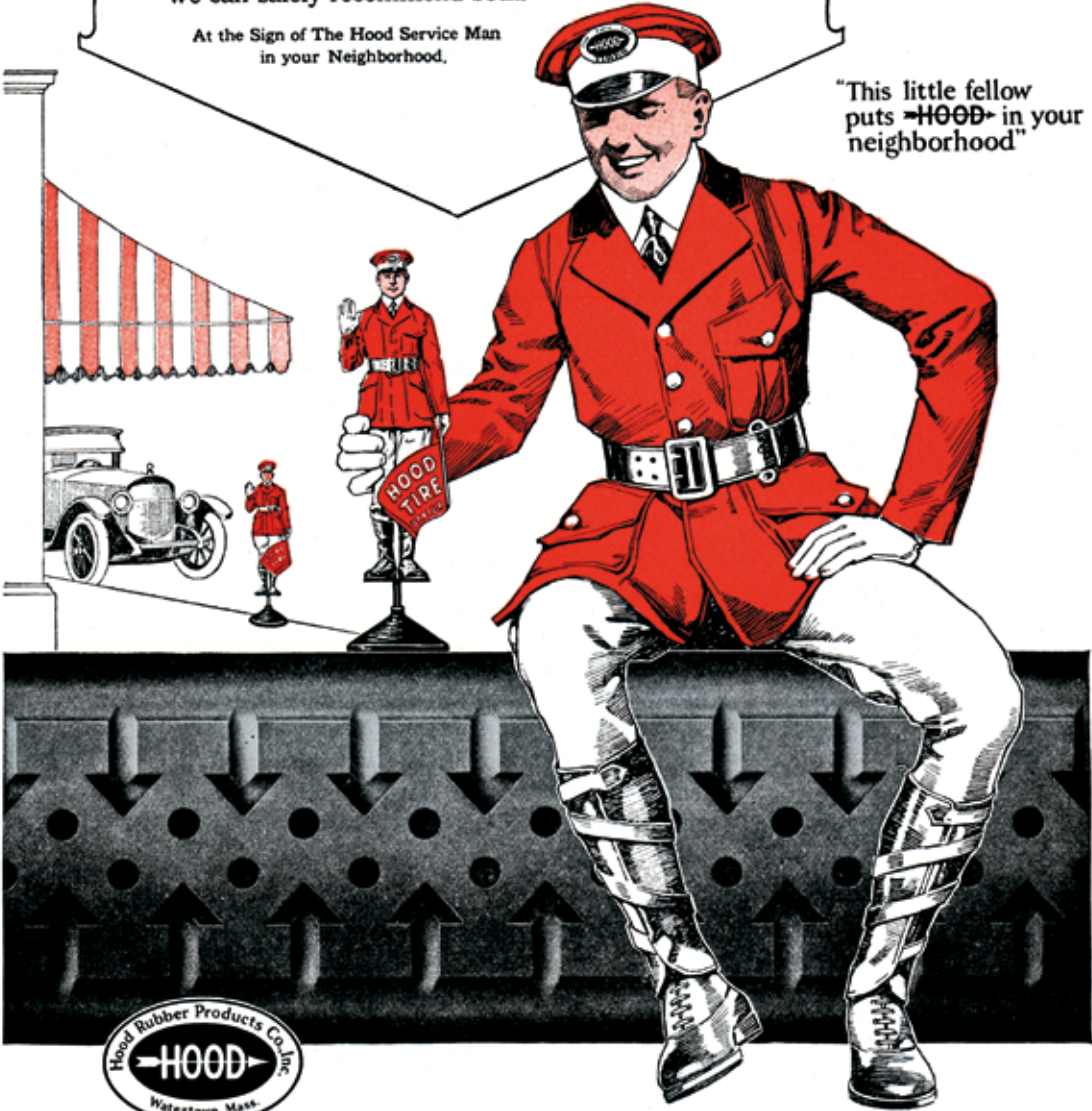
He marks the doorway of a fair minded dealer interested in giving you the maximum return for your money — one who works on a fair margin and establishes fair prices to all.

You don't need to bargain for a discount when he quotes you a price — he will quote you his best price at the outset.

Try his service and a Hood Tire — we know that we can safely recommend both.

At the Sign of The Hood Service Man in your Neighborhood.

"This little fellow puts **HOOD** in your neighborhood"



**Hood Rubber Products Co. Inc.**  
—HOOD—  
Watertown, Mass.

# HOOD CORDS

**THE INCREDIBLE SHRINKING MAN.** The Hood Service Man himself presents readers with the display signs for establishments belonging to the tire company's commercial network. These consisted of figures cut out of enameled metal.

76. Full-page advertisement published in the magazine *The National Geographic*, June 1922.





# The most Satisfactory Tread ever designed



At  
the Sign of  
the HOOD  
Service Man

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

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

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

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

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

Hood Rubber Products Company, Inc.

Rubber products for more than a quarter of a century.  
Be sure you get the Hood service man—A.A. your thuman.  
Watertown, Massachusetts

The  
**HOOD**  
WHITE ARROW

Cord

# The HOOD WHITE ARROW Cord

**A**RE with a massive, flat tread and upstanding side walls to delight the classic car owner. A tire to bear the burden of extra weight without extra cost. A tire, which during the touring season, gives him speed with maximum roadability and safety.

And with the extra cushioning, a tire which adds to the comfort of the open-car enthusiast and his passengers.

To the owners of both types of cars, the White Arrow offers that plus mileage which keeps a good tire in uninterrupted service long after the conditions of its warranty are forgotten.

The White Arrow costs no more. It will gladly be shown "At the Sign of the Hood White Man" in your neighborhood.


Hood Rubber Products Co., Inc., Watertown, Mass.



*Look for the "WHITE ARROW"*

**HOOD RUBBER PRODUCTS**  
BETTER RUBBER PRODUCTS SINCE 1896

Pneumatic and Solid Tires • Rubber Footwear • Canvas Footwear • Rubber Heels and Soles • Rubber Specialties



**The Hood Flat Tread principle is one more demonstration!**

This tread was developed in the Hood laboratory to minimize the side-wall flexure so dangerous to balloon tire life. It is another demonstration of Hood's intent to build more miles into any tire bearing the Hood White Arrow mark.

The Hood Flat Tread puts more rubber on the road—distributes the load over the greatest number of square inches—and gives the utmost protection against skidding. It provides an easier handling car, with greater traction in every kind of weather and on every type of road.

The Hood Dealer will be glad to demonstrate these facts to you. It will pay you to "Look for the Hood White Arrow" on the tires you buy.

**HOOD RUBBER PRODUCTS COMPANY, INC.**  
Watertown, Massachusetts

# HOOD RUBBER PRODUCTS

BETTER RUBBER PRODUCTS SINCE 1896

Pneumatic and Solid Tires • Rubber Footwear • Canvas Footwear • Rubber Heels and Soles • Rubber Specialties



**Look for the Hood White Arrow**

**Why?** Because it marks the new Hood Flat Tread. This tread is superior to you because it shows you that it will keep you longer behind the wheel.

Hood developed this flat tread to be safe. A Hood tire at proper inflation will not skid or slip under any conditions—rain or snow.

Let us show you how Hood's superior tread will save your money. For the tire you buy should be the Hood White Arrow.

**HOOD RUBBER PRODUCTS COMPANY, INC.**  
Watertown, Massachusetts

# HOOD RUBBER PRODUCTS

BETTER RUBBER PRODUCTS SINCE 1896

Pneumatic and Solid Tires • Rubber Footwear • Canvas Footwear • Rubber Heels and Soles • Rubber Specialties

*Another reason why over 60,000 Dealers carry Hood Rubber Products*



**Whatever the Job—Hood Tires will Reduce the Cost**

Hood Dealers supply tires to Fords and to Buick Motors—to 1920 models or 1920—in ten-ton trucks and thirty passenger buses. To city cars or country cars.

Each kind of Hood Tire is built to meet the conditions under which it works and serves. Repeat sales to satisfied customers and more customers prove the point.

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

*Look for the Hood Arrow*



**HOOD RUBBER PRODUCTS**

QUALITY • ALWAYS • MAINTAINED

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

**78.** Advertisement published in *Motor* magazine, January 1924. **79.** Advertisement published in *Collier's* magazine, August 1, 1925. **80.** Advertisement published in an unidentified magazine, 1925. **81.** Advertisement in *The Saturday Evening Post*, July 24, 1926.



## Platform Support Gives Longer Tire Wear

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

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

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

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

Look for the Hood Arrow

# HOOD

RUBBER FOOTWEAR | CANVAS SHOES | PNEUMATIC TIRES | SOLID TIRES | AND RUBBER SPECIALTIES



THE SYMBOL OF WORLD WIDE SERVICE IN QUALITY RUBBER PRODUCTS



*The*  
**Ambassador has come to town**

The new envoy of cleanliness... the new laundry with only the latest machinery and methods... the new laundry that you can trust with all your treasured dainties.

*May our representative call for your bundle?*

EVERYTHING thoroughly cleansed in rain-soft water, with individual care. Everything is washed and ironed as you would do it yourself... returned spic and span on the *third* day.

TELEPHONE LAKESIDE . 692

**A M B A S S A D O R**  
*Laundry Company*

L O O K F O R T H E R E D S T R I P E

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

**82.** (opposite page) Advertisement published in the magazine *Motor West*, July 1, 1927. Illustrated by Walter Cole.

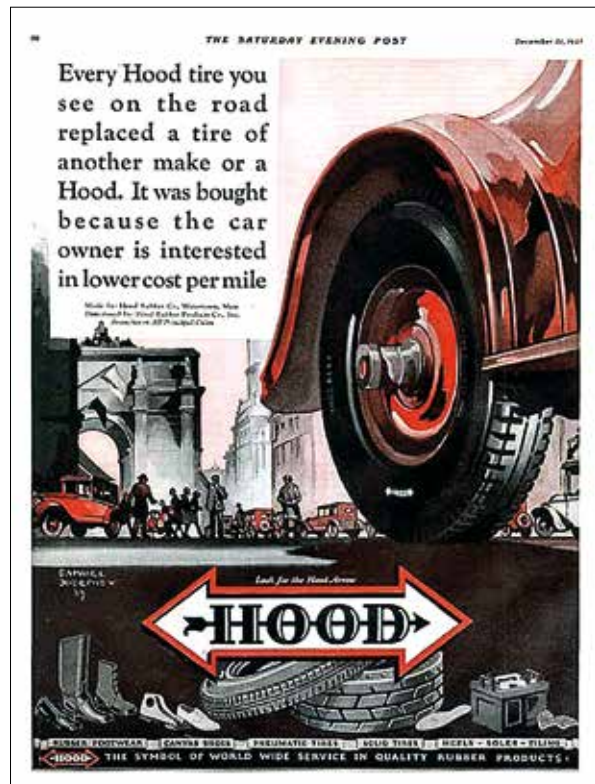
**83.** News item and advertisement published in the newspaper *Oakland Tribune* (Oakland, California), April 26 and 27, 1925.





**BROWN AND BALLOON.** During 1927, the American illustrator Samuel Joseph Brown (1907-1994) was in charge of creating the advertisements for balloon technology or low pressure tires manufactured by Hood. The images showed, in a close-up, the wheel of an automobile fitted with Hood tires traveling through different urban and rural landscapes which were portrayed in the background. The bottom of the advertisement comprised a footer portraying the company's emblem and their catalog of products.

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





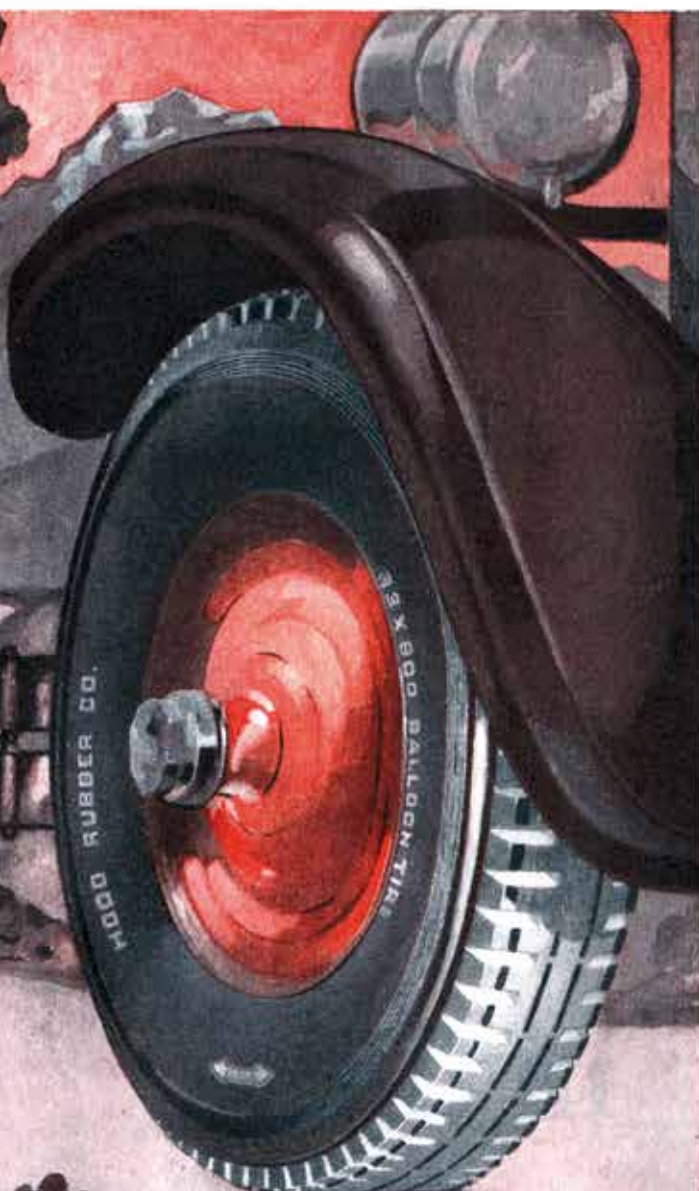
# Two Years Ago!



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

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

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



SAMUEL JOSEPH

Look for the Hood Arrow



RUBBER FOOTWEAR | CANVAS SHOES | PNEUMATIC TIRES | SOLID TIRES | AND RUBBER SPECIALTIES  
◆ HOOD THE SYMBOL OF WORLD WIDE SERVICE IN QUALITY RUBBER PRODUCTS ◆

88. Advertisement published in the magazine *The Saturday Evening Post*, April 5, 1927.





### AT YOUR SERVICE MILADY!

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

89. Advertisement in *Life* magazine, August 19, 1940.

90. The Red Man offered information to readers using speech balloons that are characteristic of the language in comics. Fragments of an advertisement in *The Saturday Evening Post*, June 29, 1940.







**The Hood Red Man Says:**

"This new Hood Tire—unlike ordinary tires—has zigzag center ribs for nonskid, and continuous outer ribs for long wear and quiet running. It makes starting and stopping easy, even when roads are wet. Tough rubber, too, for extra mileage."

"And see how the exclusive Hood Speed Shield gives you extra protection! This heavy cushion of live red rubber—between tread and tire—acts like a shock absorber—to guard against bumps, bruises and dangerous blow-outs."

"This newly developed Hi-Density cord helps too. It is stronger, more compact and permits more heat-resisting rubber between cords. That means cooler running, longer life, and the greater flexibility that gives you a softer, smoother ride."

**Old-Style Cord—Magnified**

**New Hi-Density Cord—Magnified**

**TAKE A HOOD LOOK before you buy.** Let your Hood dealer show you these extra-value features—they give you so much more safety, so much better mileage. His prices are especially attractive for the premium protection he offers. See him today.

**HOOD**

**SPEED PROTECTED TIRES**

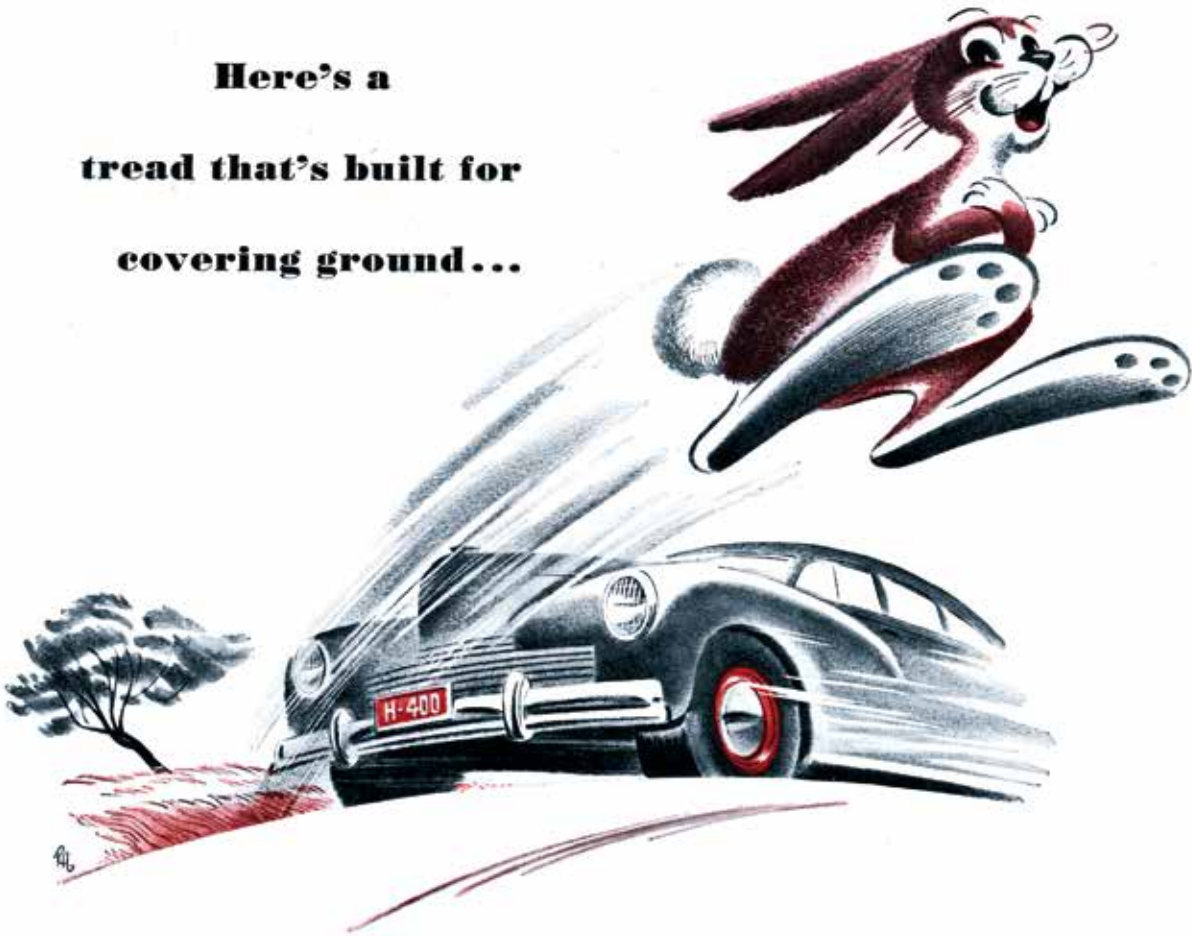
43 YEARS OF QUALITY RUBBER PRODUCTS

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

92-94. Details of illustrations from a variety of vertical half-page advertisement modules published in *Life* magazine, April 29, May 20 and September 9, 1940.



**Here's a  
tread that's built for  
covering ground...**



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



**T**HERE'S something distinctly new and better in tire design today, and it can be seen in today's new Hood "400".

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

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

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

***If it's HOOD—it's GOOD!***

HOOD RUBBER COMPANY, A DIVISION OF THE B. F. GOODRICH COMPANY • FACTORIES AT AKRON, OHIO • LOS ANGELES, CALIF. • OAKS, PA. • MIAMI, OKLA. • TUSCALOOSA, ALA.

Here's a tire that's *really* sure-footed...



a wider flatter tread that gives you *more safe mileage!*

**M**EASURED by the extra miles of carefree driving it gives you—the Hood "400" is a better tire, a longer wearing tire, a safer tire for you and your family.

Its wider, flatter tread—made possible through a new and better method of tire construction—puts more rubber on the road to share the load; makes your car sure-footed in all weather.

Then, for even greater driving safety, be sure to get Hood "Quick Seal" tubes. They seal punctures instantly, permanently—while you're driving. With "Quick Seal" on your car, there's no need to worry about punctures.



**It's HOOD  
—it's GOOD**

Good tread, regular tread depth, good air seal, Hood "400" gives you more safe mileage than any other tire. See your local Hood dealer for more facts.

HOOD RUBBER COMPANY, A DIVISION OF THE S. S. GORDON COMPANY • FACTORY ROAD TO CRAFT • BOSTON, OHIO • LOS ANGELES, CALIF. • GARDEN, PA. • MIAMI, FLA. • TULSA, OKLA., OKLA.

Here's the tire for extra wear



Its wider level tread gives you *more safe mileage!*

**O**N country road or city street... in hot weather or cold... Hood's the tire that gives you added miles, adds to your driving pleasure.

Its wider, level tread puts more rubber on the road to share the wear... to lengthen tire life.

With more rubber on the road your car hugs the road better, so... stops skidding.

Next time you need tires, get Hood from your local Hood dealer; combine them with "Quick Seal" tubes to help them seal punctures instantly, permanently... on your ride.



**It's HOOD  
—it's GOOD!**

HOOD RUBBER COMPANY, A DIVISION OF THE S. S. GORDON COMPANY • FACTORY ROAD TO CRAFT • BOSTON, OHIO • LOS ANGELES, CALIF. • GARDEN, PA. • MIAMI, FLA. • TULSA, OKLA., OKLA.

**NEW MASCOTS.**

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

**96-97.** Vertical half-page advertisement modules published in *Life* magazine, September 15 and October 13, 1947.

**98.** Hood advertisement published in the magazine *Commercial Car Journal*, February 1944.

**99.** Advertisement published in an unidentified magazine, August 1944.

For the short hop



and for long ones, too!




**HOOD TIRES**  
"Heavy Service" Truck Tires

If It's a HOOD Tire ...  
It's an Extra GOOD Tire

FOR THE LONG RUN




"Heavy Service" Truck Tires

**IMPORTANT!**  
Have it your best driving at all times. All punctures seal with Hood "Quick Seal" tubes. Seal them while you're driving. Call for more facts.

If it's a HOOD Tire ...  
It's an Extra GOOD Tire





You'll get more from your car if I'm in the tank  
Ethyl

The reason is simple...

**HIGH COMPRESSION**

Do you know why an automobile engine "knocks" and grows sluggish? The answer is important to you, as a car owner.

Power increases as compression is raised; the lighter gasoline and air are squeezed in the cylinder before ignition, the greater the force of the explosion behind the piston.

But ordinary gasoline can be compressed only so far. After that it explodes too rapidly, with the result that instead of more power you get "knocking" and power loss.

That is why General Motors Research Laboratories sought something which when added to gasoline would eliminate this inherent fault and make the advantages of higher compression possible.

The result was Ethyl fluid—the anti-knock ingredient which leading oil companies are adding to their good gasoline to form Ethyl Gasoline, the standard anti-knock fuel.

National distribution of Ethyl has enabled the motor industry, during the past two years, to offer

new models with engines of higher compression and greatly increased performance. They will "run" on ordinary gasoline, but their full measure of power requires the use of Ethyl. Obviously, a "high compression" engine requires high compression fuel.

But what, you may ask, "if the millions of cars of average compression?" To them Ethyl Gasoline means high compression performance as carbon forms in the cylinders. For carbon automatically raises compression by decreasing the size of the combustion chamber.

So much for the reason for Ethyl Gasoline. Its real test is in use. Whatever the make or age of your car, Ethyl will give you a performance beyond that enjoyed with ordinary gasoline. Ride with Ethyl today.

ETHYL GASOLINE CORPORATION  
270 Broadway, N. Y. — 10007 Church St., Toronto — 10 Queen Street, London, Eng.

An automobile is just like a bank account — what you get out of it depends on what you put in it.  
Ethyl

Put in Ethyl—get the thrills of high compression

THE new high compression engines had to have a high compression fuel. They could not run satisfactorily on ordinary gasoline.

That's because in a high compression engine the gasoline is squeezed—or compressed—beyond the limit that ordinary gasoline can stand without "knocking" and losing power.

Realizing this, the General Motors Research Laboratories asked: "What can we mix with gasoline to control its combustion rate as pressure is increased?" Seven years of research, thousands of chemical combinations, finally yielded Ethyl fluid, the active ingredient of which is tetraethyl lead.

Mixed with gasoline, Ethyl fluid forms Ethyl Gasoline, which is the standard high compression fuel. It has brought the advantages of high compression within the reach of everybody.

Ethyl will bring out your car's best possible performance, whatever its type or age.

Start riding with Ethyl today.

ETHYL GASOLINE CORPORATION 27 Broadway, New York  
270 Church St., Toronto, Ont. 10 Queen Street, London, Eng.

© E. C. C. 1929

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

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

101. Advertisements in *The American Magazine*, April 1929 and in an unidentified magazine, 1929.

WORLD'S WORK JULY



I started something!  
Ethyl

**ETHYL PAVED THE WAY TO HIGH COMPRESSION**

SINCE the advent of Ethyl Gasoline, the compression of automobile engines has been steadily raised, with consequent increase in efficiency.

In 1927 approximately 14 per cent of the leading car models were of so-called high compression (a "5 to 1" ratio or higher). In 1928 roughly 56 per cent were high compression. And this year about 77 per cent are in this category.

It was Ethyl that made the high-compression engine commercially possible. This is the reason: Engines of this type cannot run properly on ordinary gasoline. From the best of it "knocks" and loses power when it is compressed beyond a certain point.

"What can we add to gasoline which will control the combustion rate as compression is raised?" asked automotive science. After years of research it was found that Ethyl fluid, containing tetraethyl lead, was the answer. Leading oil companies add it to their gasoline to form Ethyl Gasoline, which improves the performance of any car. Start riding with Ethyl today and see for yourself.

ETHYL GASOLINE CORPORATION, 22 Broadway, New York City  
© Ethyl Corp., 1929. London, England



**ETHYL GASOLINE**

REG. U.S. PAT. & TM. OFF.

Take me with you and get a kick out of driving instead of a knock. Ethyl



**The reason is HIGH COMPRESSION**

It isn't the fault of your car when it "knocks" and slows up after carbon has formed in the cylinders. Yours is to blame. Nature gave us the fuel which made possible the automobile—gasoline. But nature failed to make gasoline a perfect fuel. For it explodes too soon—"knocks" and loses power—when it is pressed beyond certain limits. And as every one knows, it is the degree of squeezing of gasoline and air in the combustion chamber before ignition that determines the force of the explosion and the consequent power produced.

In General Motors Research Laboratories underwent no fuel something which, when added to gasoline, would control its combustion rate and make it possible to build engines of higher compression and greater efficiency.

After seven years of experiment, involving thousands of different compounds, the answer came: Ethyl fluid (containing tetraethyl lead), the "anti-knock" compound which leading oil companies are mixing with good gasoline to form Ethyl Gasoline—the standard high-compression fuel.

National distribution of Ethyl has made possible the new models of higher compression and superior performance. A "high compression" car obviously requires high compression fuel to show its best.

The Ethyl Gasoline has made even more: the millions of owners of cars of average compression can enjoy high compression performance by using Ethyl. For carbon automatically raises compression by narrowing the size of the combustion chamber.

Fill your tank with Ethyl today. You'll find a real difference in driving satisfaction.

ETHYL GASOLINE CORPORATION  
22 Broadway, New York City - 10 Chancery, London, Eng.  
10, Queen Anne's Gate, London, Eng.

**ETHYL GASOLINE**

**WHAT'S THE COMPRESSION OF YOUR CAR?**

THE automobile industry is now beginning to present its new models. Notice how many have engines of high compression, designed to take advantage of Ethyl Gasoline.

For Ethyl is the standard high compression fuel. It permits a tighter squeezing of the gasoline in the cylinders before ignition, so that more power results with each stroke of the piston.

Ordinary gasoline can stand only a certain amount of compression; beyond that it "knocks" and loses power.

That is why automotive science developed Ethyl Gasoline. It is good gasoline plus Ethyl fluid, a compound containing tetraethyl lead, which eliminates knocking and increases power as compression is increased.

Through the service of leading oil companies of the United States, Canada and Great Britain, you will now find Ethyl Gasoline available wherever you drive.

But you don't have to have a new car to enjoy the benefits of Ethyl. Its virtues are especially noticeable in older cars of average compression. For it "knocks" out that knock. Ride with Ethyl today. Look for the familiar Ethyl emblem.

ETHYL GASOLINE CORPORATION, 22 Broadway, New York City  
© Ethyl Corp., 1929. London, England

**ETHYL GASOLINE**

REG. U.S. PAT. & TM. OFF.



Any car runs better if you use it. Ethyl

Your car is willing to do its best — Let me give it a chance Ethyl



102. Advertisement in *World's Work*, July 1929. Illustrated by Guy Hoff (1889-1962).

103. Advertisement in *The Review of Reviews*, March 1929. Illustrated signed by Guy Hoff.

104. Advertisement in *The American Magazine*, August 1929. Illustrated by Clark Agnew (1905-1959).

105. Detail of an advertisement in *The American Magazine*, December 1929.

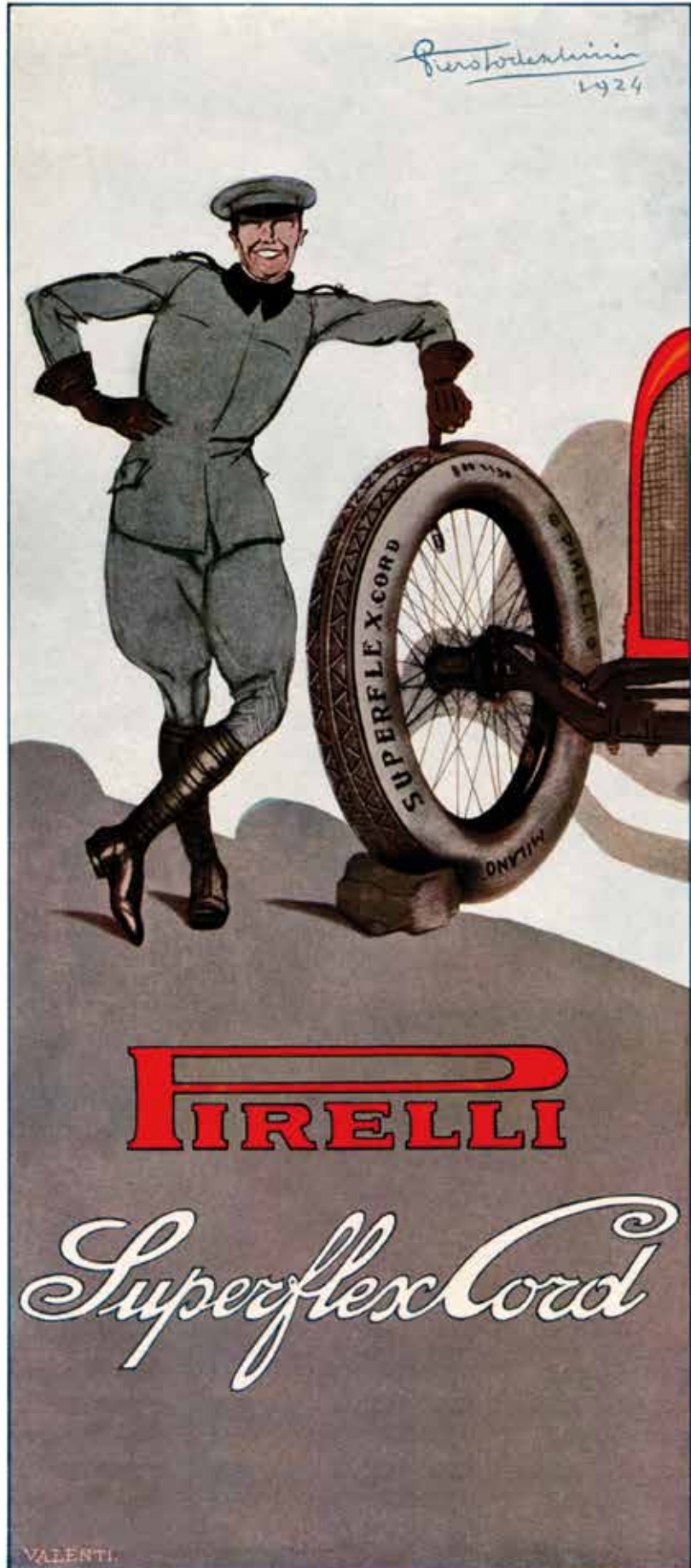


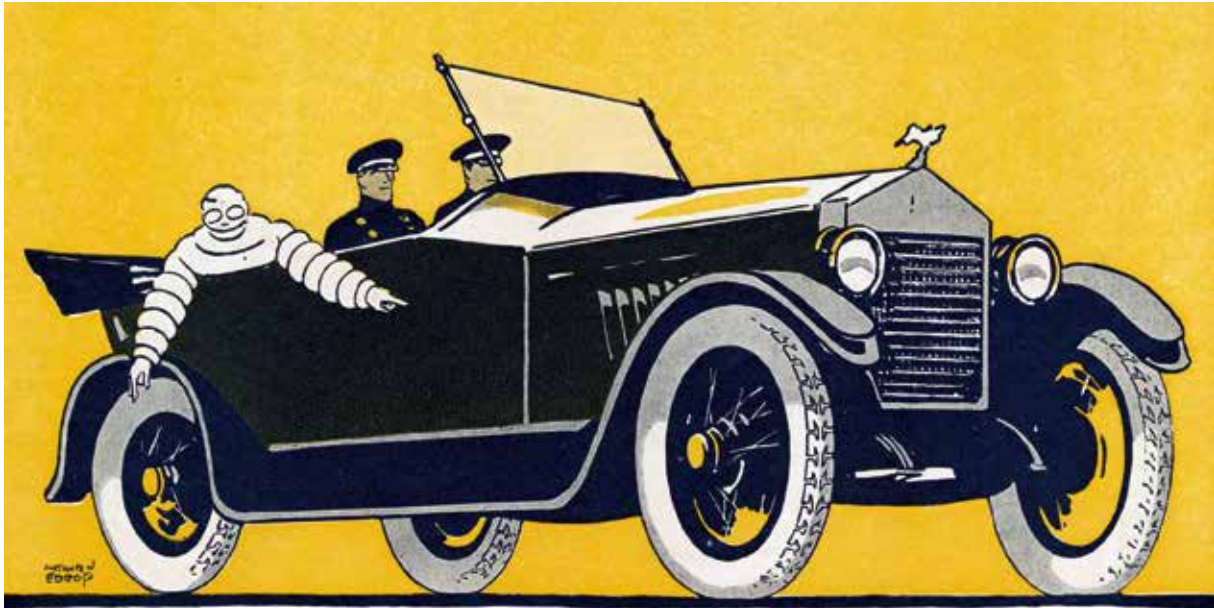
**ONLY UNIFORMS ALLOWED.**

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

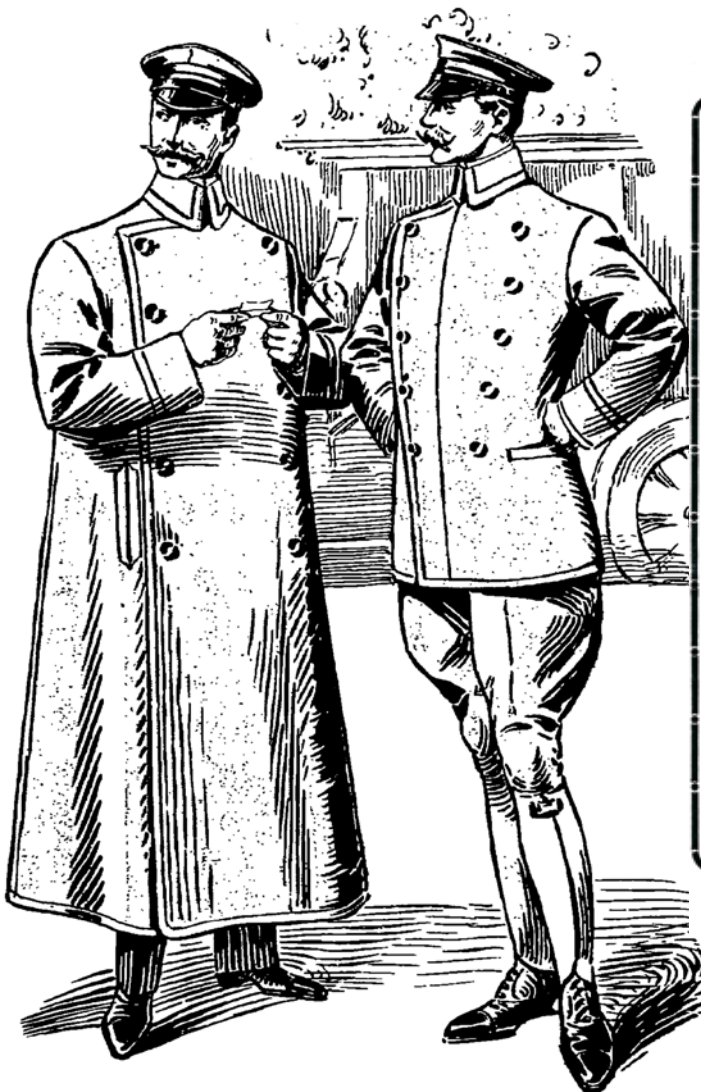
**106.** Italian advertising for Pirelli tires, published in *Guide Automobile Club di Milano*, 1924. Illustrated by the Milanese poster artist and caricaturist Piero Todeschini (1868-1945).

**107.** Employee of a gasoline station pertaining to the service station network owned by the Gulf oil company, c. 1940.





**108.** Bibendum as a passenger of a limousine driven by two chauffeurs, in a Michelin advertisement published in *The Saturday Evening Post*, January 25, 1919. Illustrated by Arthur Edrop. **109.** Detail of an advertisement for the specialized sports clothing stores Au Petit Matelot in Quai d'Anjou, Paris, inserted in the French publication *Revue de l'Association Generale Automobile*, 1912. **110.** Chauffeur uniforms sold at the London department store Gamages. Advertisement published in *The Autocar*, July 10, 1909.



## GAMAGES

### AT YOUR SERVICE

For Smart and Cool Summer Liveries.



**"KOOLITE" LIVERIES**  
smart, a long life smart. Irresistible for warm weather. Delightfully cool and distinctly smart. In Blue or Green. Jacket and Breeches . . . . . Price 45/-  
 Patterns and Self-measure Forms post free.  
 Write for our new book of LIVERY DESIGNS. Post free.



**WHITE DRILL LIVERIES.**  
With detachable collars and cuffs, in any colour. The "last word" in Summer Liveries. Light in weight, and can be easily washed. Jacket and Breeches . . . Price 37/6  
 Patterns and Self-measure Forms post free.  
 Write for our Motor List, "Everything for the Motorist."

**A. W. GAMAGE, LTD. HOLBORN, LONDON, E.C. 1**



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

- 111. Cover of a tire catalog for the Murray Rubber Co., founded in 1922 with a factory in Trenton, New Jersey.
- 112. The Hood Red Man Service in his characteristic pose. Detail of an advertisement published in the magazine *The Literary Digest*, September 18, 1920. Illustrated by A. Jr. Bleser.
- 113-114. Advertisements for Hood tires published in *Life* magazine, June 21 and October 11, 1937.





**CHILDREN CROSSING.** With regard to traffic regulation and pedestrian safety, one of the most portrayed scenes in tire, automobile and accessory advertisements featured traffic patrol officers overseeing children as they made their way to school each day. The images below show how Kelly-Springfield tires captured the attention of female drivers as a market segment that was especially sensitive to these situations.

**115.** Motorized traffic patrol policeman from the twenties with the characteristic Harley-Davidson motorcycle, in a magazine from that time period.

**116-117.** Full-page advertisements for Kelly-Springfield tires published in the magazine *The Saturday Evening Post* in 1946 and 1950, with illustrations signed, respectively, by Slayton Underhill (1913-2002) and Robert Childress (1915-1983).

"Safety first, is Kelly's"

"You're doing OK yourself... with KELLYS all around!"

PROVED AND IMPROVED FOR 52 YEARS -

**KELLY**  
*Springfield*  
**TIRES**

**SPECIAL DELIVERY** Safe on Kellys

**SLOW SCHOOL**

**KELLY**  
*Springfield*  
**TIRES**

Know-how makes them Better!

PROVED AND IMPROVED FOR 52 YEARS





**STOP**

**Safeguard your motoring comfort by using Fisk Tires.**

Whether you drive four or a big eight, a Fisk for your need it's time to re-tire.

**Get a F**



Time to Re-tire  
Get a FISK

BALLOONS

**TIME TO STOP.** Although Fisk's mascot—the sleepy and pajama-clad child clinging to a pneumatic tire included in the above image—usually presided over most of the advertisements for the Fisk Rubber Co. tires, the examples shown here from press advertising employ the figure of the traffic policeman, giving orders to stop to capture the reader's attention.

**118.** Fisk advertisement in *American Weekly*, May 1924.

**119.** Advertisement for the Fisk tire distributor Kokomo Super Tire Service from Kokomo, Indiana published in the local newspaper *Kokomo Tribune*, October 4, 1929.

**YOUR LAST STOP!**

Chance to Buy Nationally Known **FISK TIRES**

At These Great **UNLOADING SALE PRICES!**

YOU'LL SAVE PLENTY!

**OUT THEY GO - ALL STANDARD MAKES LOOK! IF YOUR SIZE IS HERE YOU ARE LUCKY**

**SPECIAL LOW PRICES!**

28x4.50 Goodyear	\$ 4.95	30x4.25 Goodrich	\$ 5.95
5-30x4.50 Miller	6.45	4-28x5.25 Kelly	410.85
2-28x4.50 All State	5.45	4-31x5.00 United States	8.85
2-28x4.75 Miller	7.50	2-32x6.00 Goodyear	8.85
2-28x4.00 Firestone	6.45	4-25x5.25 Pennsylvania	

Prices listed are for each tire. Some are brand new, some have just been driven from factory on new cars and were traded in on New Fisk Tires.

**FISK WINDSOR ALL CORD**  
Discounted for 2400 Miles.

The best tire buy in Kokomo. Compare our quality, compare our prices. We sell direct from factory to you. No middleman's profit.

**Buy These Bargains Now!**

20x3 1/2 Reg	\$ 4.50
20x3 1/2 Overize	4.75
20x4.50	5.35
20x4.50	6.00
20x4.75	6.90
20x4.75	7.15
20x5.00	7.55
20x5.00	8.15
20x5.25	9.10
20x5.25	9.40

**FISK Truck Tires**

30x5	\$24.95
33x5	27.95
32x6	30.95
34x7	38.95
36x8	43.95
40x8	48.95
38x9	135.95
40x10	185.95

**Vulcanizing**

We use the Albag system and steam, the same as the manufacturer uses. Our prices are reasonable and all of our vulcanizing jobs are guaranteed to outlast the rest of the tire or your money back with a smile.

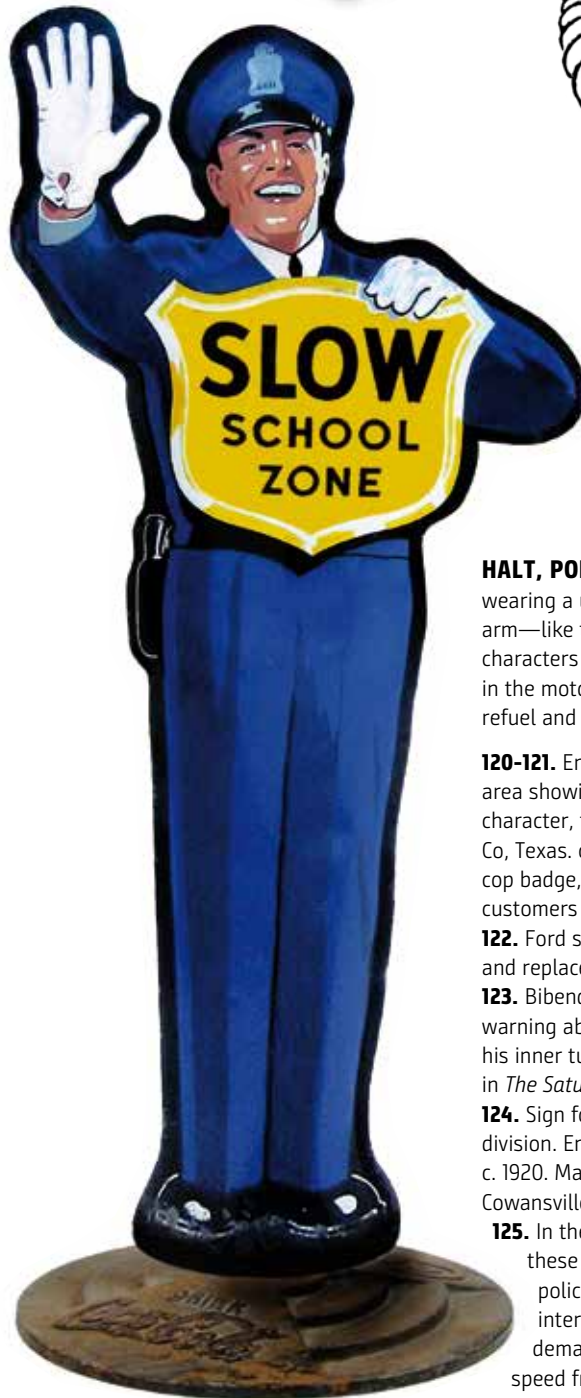
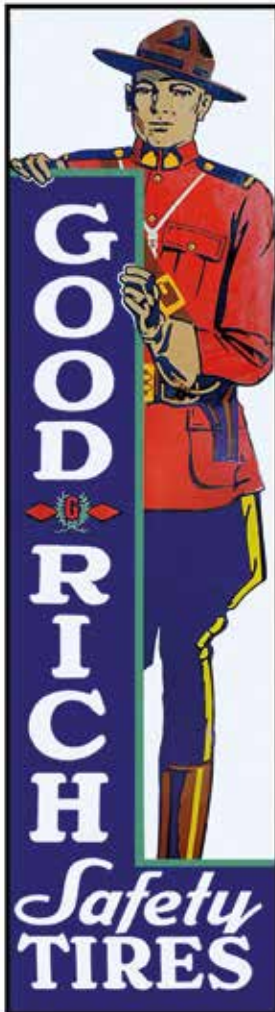
**FREE ROAD SERVICE**

Call 1022 the next time you have a flat on the road. Our truck will be there in a jiffy. Quick courteous service.

**THE TIRE HOUSE OF PERSONAL SERVICE!**

**KoKomo Super Tire Service**

FREE ROAD SERVICE PHONE 1022  
Southwest Corner Washington and Spanglers Sts.  
Kokomo, Indiana  
FREE ROAD SERVICE PHONE 1022



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

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

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

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

**124.** Sign for the Canadian Goodrich tire division. Enameled metal 45x158 cm, c. 1920. Manufactured by The W. Vilas Co., Cowansville P. Q. Quebec, Canada.

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






# Puritan

The Pure Pennsylvania

# Motor And Tractor Oils

## Kaufmann & Baer Co. - Headquarters for AUTO SUPPLIES

The number of automobiles used in the Greater Pittsburgh district today exceeds the entire number used in the state of Pennsylvania five years ago. The business of Auto Supplies and Accessories has increased in the same proportion. Our Auto Supply Department counts its customers by the thousand. It supplies everything for the auto and autoist and guarantees a saving and satisfaction on every article. Once a customer here means always a customer.

### Pharis Packard Extra Quality Tires

Every Packard Tire Fully Guaranteed

Auto owners who are looking for a standard tire that stands a lot of hard service and selling at a decidedly reasonable price will find Packard Tires just what they need. They are built to travel on rough roads and their "extra quality" tough treads will turn tires into money by long mileage.

Size	Price	Special Price	Special Price	Special Price	Special Price
20x3	\$19.50	\$18.00	\$12.00	\$10.20	
20x3 1/2	\$23.50	\$21.00	\$13.00	\$11.00	
22x3 1/2	\$25.50	\$22.50	\$14.00	\$12.00	
24x3 1/2	\$27.00	\$24.00	\$15.00	\$13.00	
24x4	\$22.00	\$19.00	\$10.50	\$9.00	
26x4	\$25.00	\$22.00	\$11.50	\$10.00	
28x4	\$27.00	\$24.00	\$12.50	\$11.00	
30x4	\$29.00	\$26.00	\$13.50	\$12.00	

**45% OFF LIST**

High grade factory standard tires - save time and money - guaranteed superior construction and quality. See our complete list of tires in our store.

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

127. Enameled advertising sign for the Pure Oil Company in Pennsylvania, c. 1920. Dimensions: approximately 90 x 30 cm.

128. Advertisement for the Kaufmann & Baer Co. published in the newspaper *The Gazette Times*, March 21, 1916.



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

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





# STOP at the sign of The RED INDIAN

Stop for gasoline . . . stop for oil . . . stop for service! ☐ At all Red Indian stations you will find quick, courteous attendants . . . spick and span rest rooms . . . a full supply of the famous McColl-Frontenac products. These products, Cyclo Gas (No Knock) Motor Fuel . . . Red Indian Motor Oil . . . and Marathon Hi-test Gasoline have already gained tremendous public favour and are still winning new friends daily. ☐ Try McColl-Frontenac products in *your* car. Drive in at the sign of the Red Indian to-day!



30 - 200 W

## McCOLL-FRONTENAC

McCOLL-FRONTENAC OIL COMPANY LIMITED

Offices and Plants at Winnipeg, Regina, Calgary, Vancouver, Toronto, and Montreal  
Distribution Warehouses at other convenient points



### RED INDIAN.

The Canadian company McColl Brothers—who merged with Frontenac Oil Refineries in 1927—created in the mid-twenties the "Red Indian" brand of fuels and oils. The corporate emblem consisted of the profiled bust of an Indian chief, who soon acquired corporal characteristics and became the promotional mascot of their advertising campaigns. The above image portrays the human mascot raising his arm to indicate the presence of their service and refueling stations.

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



