

SUGGESTED CITATION:

MEDRANO-BIGAS, Pau.

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

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

INDIA TIRE & RUBBER, THE WISE GAZE OF THE OWL

The term “India” was used regularly in nomenclature for several of the rubber industry pioneer companies, as is the case analyzed in this chapter with the India Tire & Rubber Co. “Caoutchouc”, “natural rubber” and “Indian rubber”—the latter applied in the areas of Anglo-Saxon influence—constituted terms to denominate the gummy substance obtained from latex. It dealt with the milky fluid extracted from plants of the genus *Hevea*, native to the Amazon rainforest. In 1770, an English inventor and mechanic named Edward Naime discovered that small cubes of natural rubber could also be used to erase pencil and charcoal strokes, replacing the compacted bread crumbs utilized until then. Believing that they came from India—although they were surely imported from the Amazon—, he baptized them as “Indian rubber.”

1. From Akron to Inchinnan

The India Rubber Company was legally registered on December 1, 1916 in the state of Ohio, installing their production center in the vicinity of Mogadore, in Akron. The executive board was formed by John Melvin Alderfer, President; J. K. Williams, Vice President; Paul C. Searls, Secretary and Treasurer; D. A. Grubb, A. T. Kingsbury, J. W. Chamberlain, H. Lloyd Williams, C. C. Fenton, G. W. Santee, E. A. Armstrong and J. S. Fishburn.¹

In February 1918, the new production line of tires for automobiles and cargo vehicles was launched, with significant investments being made in the expansion of the factory's warehouses and infrastructures. At the beginning of 1919, the company would change their name to The India Tire & Rubber Company, having reached by then a daily production of approximately 500 tires. At the end of that same year new facilities were added to existing ones, expanding the productive capacity to 800-1,000 tires per day.² In February 1922 the daily production rate was 1,914 pneumatic tires and 1,961 inner tubes—part of which were destined for export, a market that increased considerably in the following years—, and staff consisted of 500 workers.³

In 1925, it was estimated that the average production was 1,200 units per day. From the start of the company, much of their manufacturing was destined to meet the tire demand for heavy commercial vehicles transporting both passengers and merchandise, such as buses and trucks.⁴

Around 1925, the India Tire & Rubber company adopted a corporate mascot that accompanied the slogan “Get India-Wise” [Choose, acquire, enjoy the wisdom and experience of India]. It dealt with an owl, an animal iconographically utilized to represent judgment, wisdom and prudence. From then on, it was present in the company’s corporate elements and advertising media as well as in different press campaigns (figs. **13 -17** and **30-32**).

In 1926, British businessman John Cooper entered into negotiations with the American firm. His intention was to obtain the India tires manufacturing license for Great Britain. It must be borne in mind that at that time, tariffs to import American tires from the India Tire & Rubber Company to the British Isles cost about £2,000 per month. Thus, in-situ manufacturing would represent considerable savings and an opportunity to offer a product that was also competitive in price.⁵

After several attempts to establish the factory in English lands, it was decided to partner with the dealer Taylor & Melville Ltd. from Glasgow, who until then had been the exclusive local importer of India Tire & Rubber Company tires.⁶ In December 1927, extensive property was acquired in Inchinnan, Scotland, where the former installations of the aeronautics company William Beardmore & Co. were remodeled. The aeronautics firm had manufactured balloons and airships during the First World War. The new company, the India Tyre & Rubber Co. (Great Britain), Ltd. was established that same year with British capital and logistical support from the parent company (figs. **37-40**). The factory, with an initial staff of 300 workers, produced the first tire in 1928.

At the end of that same year, the American parent company underwent a change in leadership: William George Klauss took over as President and would direct the company until his retirement in 1935.⁷ The India Tire & Rubber Co. would cease their activity, effective as of 1936, when they were absorbed by another rival company which was also established in the city of Akron, the General Tire & Rubber Co.⁸

After the Wall Street stock market crash, the management of the British division acquired the interests of the American parent company, becoming an independent company that was 100% British (figs. **34-35**). The Inchinnan factory continued to operate at full capacity in a climate of prosperity. With these developments, the number of workers increased to 2,000 employees, leading to the construction of staff housing in a nearby area that was named India Drive.

In 1933, Dunlop, who dominated the British market, decided to acquire a large part of India Tyre shares, until they gained full control in 1936. The India Tyre & Rubber Co. would continue to maintain their own brand; however, they benefited from the advantages of belonging to a large corporation such as Dunlop. The Scottish factory was dedicated principally to supply domestic demand, including original factory equipment for companies such as Rolls-Royce. Nevertheless, the “India” brand would extend beyond British borders: Dunlop maintained commercial “India” tire branch offices in South Africa, Pakistan and India. During a time of crisis in the industrial sector and of restructuring in Dunlop, the India Tyres plant in Inchinnan definitively closed in December 1981, putting an end to 65 years of activity for this company.

2. Horned owls, barn owls and little owls

The characteristics attributed to this bird of prey are reflected in a timeworn children's poem secured in collective memory, a nursery rhyme typical of Anglo-Saxon popular culture known as *A Wise Old Owl*, which states:

*A wise old owl lived in an oak.
The more he saw the less he spoke.
The less he spoke the more he heard.
Why can't we all be like that wise old bird?*

This children's song is similar to others collected in the compendium of Mother Goose folk tales, imported into North American culture from Great Britain. It deals with educating young children through the use of language—with phonetic contortions and play on words—while at the same time, as in most stories, transmitting an exemplary and moralizing fable to them. This case highlights the virtue of a slow, reflective and patient attitude for those who know how to be still and quiet—like a little owl in a tree—, as opposed to the restless, busy, unreflective and chattering character typical of childhood.

This poem has vague origins, although it is likely to date back to more than two hundred years.⁹ The popular transmission of this rhyme is closely related to classical culture, a Greco-Roman past and the mythological figure of Pallas Athena, known as Minerva by the Romans. This goddess is the protector of Athens and the Acropolis—later also of Rome—to which she offered the olive tree as a symbol of civilization. Athena constitutes a dual figure, on one hand she is the goddess of knowledge, wisdom, protector of artisans and weavers in particular, as well as guardian of Philosophy and the Arts; on the other hand, she is a warrior goddess, mentor of heroes, skillful strategist and victor. As a Greek deity, she was represented wearing a breastplate and shield—the famous aegis with the head of Medusa—, helmet, spear and ... a little owl perched on her head or on one of her shoulders (figs. 1-5).

One of the epithets that the goddess received was that of Athena Glaukopis [eyes that shine], a Greek word that shares lexical roots with *glaux* [owl]. The owl is a bird of prey endowed with large eyes for night vision, silent and patient in the stalking of its prey, and fast, precise and accurate at the time of action; like Athena, it presents an ambivalent character. On the one hand popular culture abounds in stories and images of animals such as owls, bats and vermin being natural nocturnal inhabitants, companions and instruments of witchcraft, spirits and demons of darkness. On the other hand, and in the case that concerns us, the owl is a symbol of prudence, wisdom, and fair judgment:

“To man, owls (and little owls, which can hardly be differentiated from them), seem to be endowed with a wise and expectant look [large frontal eyes], concentrated on itself, reflective and brooding, and also bestowed with the ability of seeing in the dark (...) As a symbol of erudition and knowledge that perceives through the darkness, this bird can often be seen in brands for publishers and scientific bookstores.”¹⁰

In Spanish literature we find references such as the following text expounded by Juan Pérez de Moya (1513-1596), mathematician, classical mythology scholar and canon of the Granada cathedral, in his book *Philosophia Secreta*. This constituted a key reference work for Baroque artists of the time who were interested in representing mythological passages and scenes of classical Greco-Roman antiquity.

“**WHY THE OWL OR LITTLE OWL WAS RECEIVED TO ACCOMPANY MINERVA.** The crow was discarded from accompanying Minerva [due to being garrulous and indiscreet] and the owl or little owl was received, because this bird sees at night, and to the wise, understood by Minerva, nothing should be hidden as concealed as it may seem; and, just as this bird is hidden during the day withdrawing into dark places away from the conversation of other birds, likewise the wise man with the desire for reflection retreats to solitary places, because amongst the familiarity and frequency of people there is no quiet repose for philosophizing; and because contemplation and deliberation have more strength at night than during the day, and the spirit shows more vigor at this time. That’s why this is more denoted with these nocturnal birds than with other birds.”¹¹

In English, to name birds from the order of Strigiformes—of which there are more than 400 species—the generic word ‘owl’ is used, which refers to nocturnal raptors without distinguishing between horned owls, barn owls, tawny owls, little owls and scops owls. The most visible difference between a barn owl and a horned owl is that the latter has two horns or plumes appearing like false ears and is of a larger size and wing span. As confusing as the term may be, from Ancient Greece to the North America of the 1920s, Athena’s advice-giving little owl was transformed into the wise owl of India Tires.¹²

The India Tires owl was only used as a symbol of identity and as a mascot for the American parent company between 1925 until the mid-1930s. In 1927 the British branch office established in Inchinnan maintained certain original distinctions—such as the logotype and the use of dark orange red as a corporate color—, and employed them in their European expansion. However, the mascot did not survive the transatlantic flight, and was replaced by others (figs. 41-45, 46-51, 56-71).

3. The figure of the wise owl in advertising

India Tire & Rubber made intensive use of their corporate and advertising mascot and, although they were the most prominent to do so, there were other manufacturers in the tire industry that resorted to the figure of the wise owl. Most of the time the appearance of this nocturnal bird was occasional or sporadic, limited to temporary use in a specific campaign or for unique and concrete advertisements. This is the case of given advertisements for the tires manufactured by Goodrich (fig. 72), Hodgman Rubber Company (fig. 73), Goodyear (fig. 74), The Columbia Tire & Rubber (fig. 83), Federal Rubber (fig. 84), United States Rubber (figs. 85-87), Montgomery Ward (figs. 88-90) and Michelin’s U.S. subsidiary (fig. 82). However, there was a company that, similar to India Tire & Rubber, opted to turn the owl and its wisdom into symbols of identity: the Shawmut Tire & Rubber Company.

The origins of the Shawmut tire firm date back to 1902, the year in which the first tests were started in well-equipped workshops in Watertown, Massachusetts. After five years, specifically on February 4, 1907, they were legally constituted with the name of Meteor Tire Company, which was later changed to Shawmut Tire Co. Among the founders were the brothers Frederic Clark Hood, as President, and Arthur Needham Hood, in the position of Treasurer.¹³

Both were also in charge of managing the important Hood Rubber Company, with a factory in the same municipality of Watertown. At the end of 1910, the Shawmut Tire Company launched their X-Tra tires with non-skid treads. In their publicity, the figure of a wise owl was employed, legally registered as a trademark on October 12, 1909, with reference number 41,882. It would be utilized in corporate and commercial stationery as well as in advertisements for their tires (figs. 75-81).¹⁴ The Shawmut Tire

Company was absorbed in 1912 by Hood Rubber Co., which until then had been exclusively dedicated to rubber-soled footwear. With this incorporation, Hood laid the foundations to diversify production and take on the manufacture of tires, a field in which they would subsequently become one of the most important medium-sized companies in the sector.¹⁵

The advertising use of the old owl and its exemplary wisdom was extended to all types of businesses and commercial products: medicinal or hygienic concoctions, detergents, fountain pens, inks and typing machines, and tobacco and alcoholic beverages, among others. It was applied also in propaganda for institutional campaigns that appealed to the discretion of citizens and members of the army during the Second World War (figs. **115-119**).

Tires comprised a part of the products that were associated with a sector, that of the automobile and its components, in which the wise owl was also a prominent protagonist. The bird is present in the advertisements for several automobile brands (figs. **91-93**) as well as for advertising fuels (figs. **94-99; 106-110**), antifreeze (fig. **100**), engine oils (figs. **101-105**) and headlights to increase the driver's vision when circulating during the day and particularly at night (figs. **111-114**).

Notes

1. “The rubber trade in Ohio”, *The India Rubber World*, February 1, 1919, p. 263; “India Tires”, *India Rubber Review*, February 15, 1919, p. 99.
2. Ibid and “Akron building activity”, *The Rubber Age and Tire News*, September 10, 1919.
3. “India breaks record”, *The India Rubber Review*, February 1922.
4. As explained in the text of an advertisement for The India Tire & Rubber Co. published in *Liberty* magazine on September 17, 1927: “Making tires for heavy service was the first job this company tackled (...) Constantly increasing demand from bus and truck operators kept the India factories busy in the early days. Even up until last year - in spite of a lot of increased production—such users took more than 60% of all the India tires made.”
5. As explained in the advertisement for India Tyre & Rubber Company (Great Britain), Ltd. published in the British newspaper *The Times* on December 12, 1927 and referenced in the bibliography.
6. “British notes”, *The India Rubber World*, April 1, 1927, p. 43.
7. “New India head forceful and original”, *The India Rubber World*, December 1, 1928, p. 87.
8. I have found two references regarding this. The first is in the authorized biography of William O’Neil, founder of the General Tire & Rubber Company and listed in the bibliography (p. 136): “There is evidence that he began thinking about international operations as early as 1930. In that year he hired as export manager Josep A. Andreoli, who had served in the same capacity at India Rubber, which General later bought and which, in 1930, was doing 60 per cent of its business in the export field”. The second reference deals with part of a report on the business profile and history of GenCorp Inc., a company originally linked to General Tire & Rubber. It can be consulted at: <http://www.fundinguniverse.com/company-histories/GenCorp-Inc-Company-History.html>. The report states: “In 1931, with the Great Depression weakening many smaller rubber firms, General Tire bought Yale Tire and Rubber of New Haven, Connecticut, and by 1936 added India Tire and Rubber Company in Mogadore, Ohio [next to Akron]”. We can assume that General acquired India Rubber in order to incorporate the latter’s infrastructures into their business interests, since the tire brand with the wise owl mascot disappeared from the American market.
9. In the work of Iona and Peter Opie cited in the bibliography, a detailed and examined compilation of English nursery rhymes has been conducted, some being several hundred years old, orally transmitted between generations in times in which popular illiteracy was the norm and the written language was limited to the education of the upper classes. The book indicates that between 25 and 50% of the poems are indisputably more than 200 years old.
10. Biedermann (1993), pp. 262-263. Translated from the original text in Castilian Spanish: “*Las lechuzas (y los mochuelos, que apenas se diferencian de ellas), al hombre se le antojan dotadas de una mirada sabia y expectante [grandes ojos frontales], concentrada sobre sí misma, reflexiva y caviladora, y dotadas también de la facultad de ver también en la oscuridad (...) Como símbolo de la erudición y del saber que ve a través de la oscuridad, esta ave puede verse a menudo en marcas de imprenta de editoriales y librerías científicas*”.
11. The original text in Castilian Spanish is as follows: “*Por qué la lechuza o mochuelo fue recibido en compañía de Minerva. Desechada la corneja de la compañía de Minerva [por parlanchina e indiscreta] recibió la lechuza o mochuelo, porque esta ave ve de noche, y al sabio, entendido por Minerva, ninguna cosa se le debe esconder por encubierta que parezca; y porque así como esta ave está de día escondida y retraída en lugares oscuros, apartada de la conversación de las otras aves, así el sabio con deseo de la especulación se retrae a lugares solitarios, porque en la familiaridad y frecuencia de la gente no hay quieto reposo para filosofar; y porque el contemplar y considerar tiene más fuerza de noche que de día, y el ánimo muestra en este tiempo más vigor, por esto se denota esto más con estas aves nocturnas que con otras*”. This quote has been taken from the article “La ‘lechuzas de Minerva’

frente al supuesto ‘búho de Minerva’,” published on the website of the Gustavo Bueno Foundation’s Library in Oviedo, referenced in the bibliography. <http://www.lechuza.org/zoo/buhono.htm>.

The bibliographic note indicates the origin of the paragraph: de Moya, Juan Pérez (1513-1596). *Filosofía secreta, donde debajo de historias fabulosas se contiene mucha doctrina provechosa a todos estudios. Con el origen de los ídolos, o dioses de la gentilidad. Libro tercero (trata de las diosas hembras), capítulo VIII (de Minerva), artículo XI*. Madrid, 1585.

12. In Castilian Spanish there are distinct names for each type of owl: horned owl (*búho*), barn owl (*lechuza*), tawny owl (*cárabo*), little owl (*mochuelo*) and scop owl (*autillo*). In nature there is an ornithological species of nocturnal predators scientifically named *Athene noctua* in reference to the Greek goddess and commonly known as little owl, Palas Athena owl or Minerva owl.
13. “The Hoods to make motor tires”, *The India Rubber World*, May 1, 1907, p. 256.
14. “Recent patents relating to rubber”, *The India Rubber World*, December 1, 1909, p. 79; “Shawmut non-skid tire tread”, *The India Rubber World*, December 1, 1910, p. 92.
15. “Hood company takes over Shawmut Tire Co.”, *The India Rubber World*, August 1, 1912, p. 557.

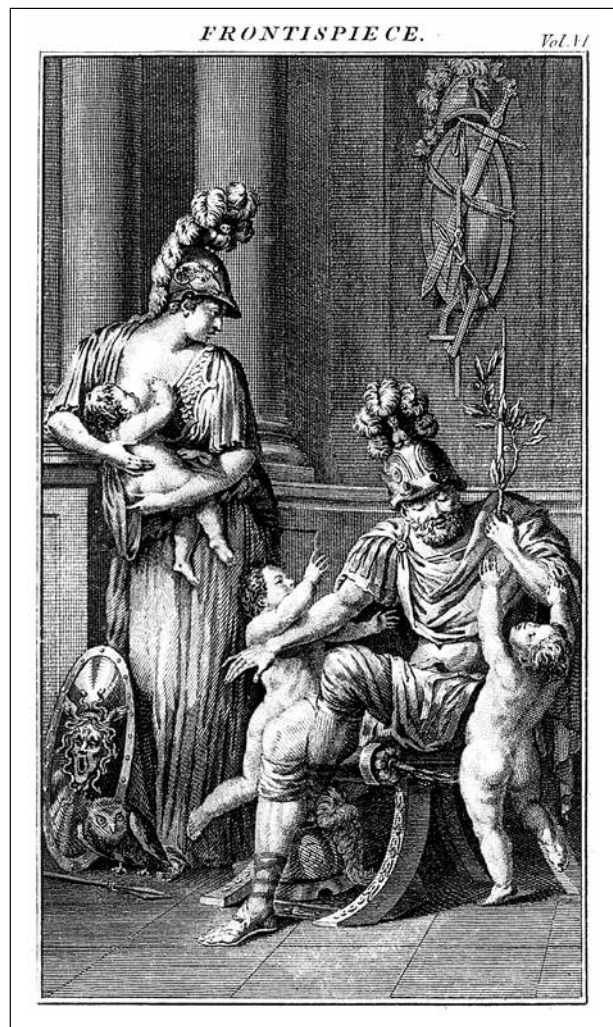
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- “Recent Patents Relating to rubber,” *The India Rubber World*, December 1, 1909.
List of patents with the reference of the Shawmut Tire Co.’s owl registered trademark.
- www.lechuza.org. Website dedicated to documentation on philosophy, with interesting and referenced articles, among which those referring to Athena/Minerva and her emblematic animal, the owl, stand out. Maintained by the Library of the Gustavo Bueno Foundation in Oviedo.



FEATHERS OF SILVER AND MARBLE. The iconographic conventions and codes that unite the goddess Athena with the owl are evidenced in their applications to classical representations from the art world—drawing, painting, sculpture and architecture—and basic elements of daily life such as ancient Greek coins. Before the beginning of 500 BC, until the 1st century AD the silver decadrachmas and tetradrachmas portrayed the image of the goddess Athena on one side and the owl—often with the olive branch—on the back side.

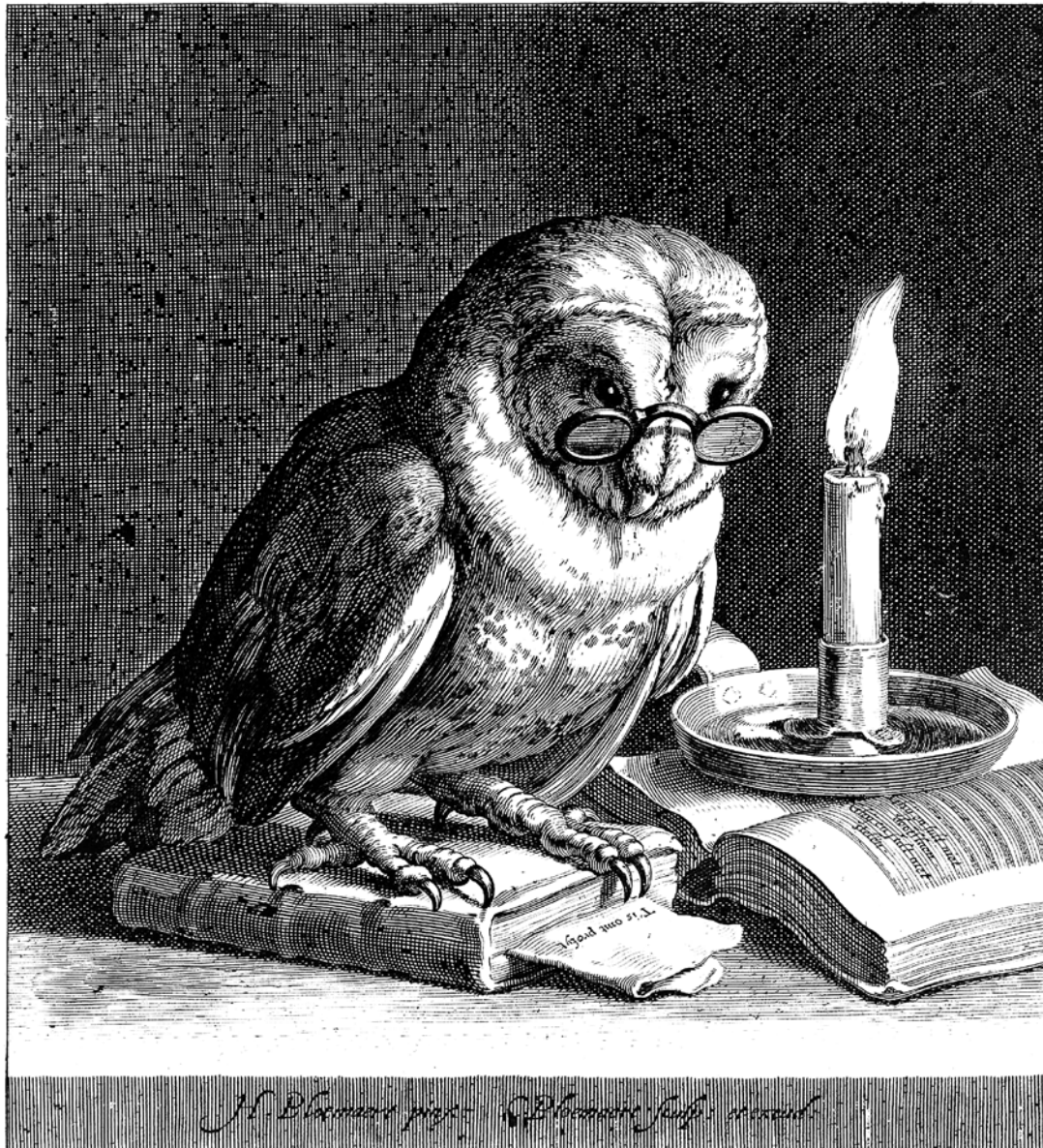
1. Two sides of an Athenian tetradrach showing Athena and the motives of the owl and the olive tree, c. 450 BC.
2. Marble sculpture of the goddess Athena, with a little owl perched on her arm. 1st century AD. Tripoli Museum, Libya.
3. Detail of the Roman sculpture of Minerva/Athena, holding a little owl in the palm of her left hand. 2nd century BC. Louvre Museum, Paris.
4. Allegorical engraving from 1778, showing Minerva with an owl at her feet, next to the shield of Medusa. In the compilation *The American Revolution in drawings and prints; a checklist of 1765-1790 graphics in The Library of Congress*.





PALLAS DEMOCRATHENE. The above image shows the cover of the special issue of *Life* magazine dedicated to Woodrow Wilson. Thomas Woodrow Wilson (1856-1924), trained at Princeton University—of which he was rector from 1902 to 1910—and was the Democratic Party candidate for the presidential elections held in November 1912. The majority of votes—almost doubling in percentage those obtained by his two rivals, the progressive Theodore Roosevelt and the Republican William Howard Taft—, confirmed him as President of the United States, a position he held between 1913 and 1921. The illustration portrays Wilson as Minerva inevitably accompanied by the wise owl, in this case donning a mortarboard, which reaffirms the academic formation of Wilson as a lawyer and a Doctor in Political Sciences.

5. Cover of the humorous magazine *Life*, September 19, 1912. Illustrated by Otho Cushing (1871-1942).



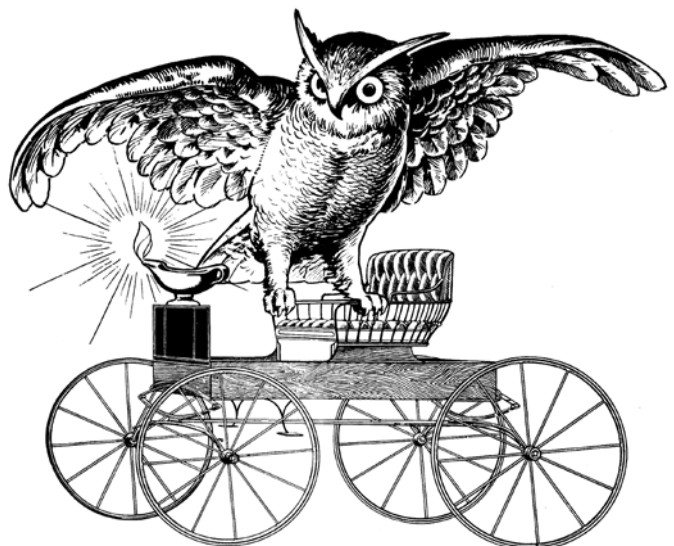
Wat baet keers off bril, als den WL niet sien en wil.

ILLUMINATED READING.

Here an allegorical engraving by Cornelis Bloemaert (1603-1692) is presented, a Dutch painter and engraver who worked in Paris and Rome. He employs the symbolism of the owl's own wisdom—a barn owl is portrayed here—with a legend that states: "What great help a pair of glasses and a candle offer when the owl does not want to see." The image on the right shows an owl and an oil lamp in an illustration taken from the advertisement for The Buffalo Spring & Gear Co., a wagon manufacturer from Buffalo, New York. It illustrates a message addressed to the "wise buyers and wise sellers."

6. Engraving from 1625 with Dutch text. Signed by Cornelis Bloemaert.

7. Full-page advertisement published in the magazine *The Hub*, February 1902.





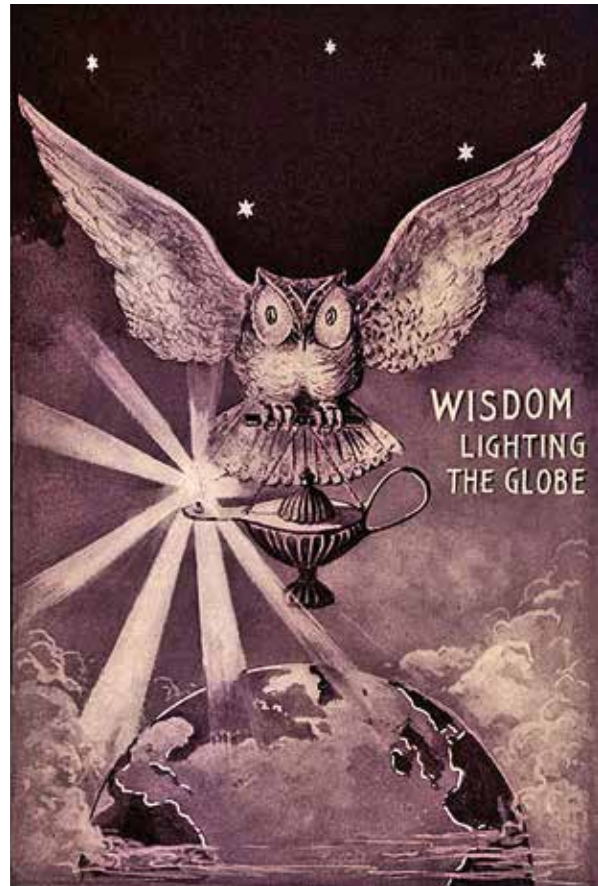
THE ENLIGHTENED MASCOT. The history of the pioneering advertising agency J. Walter Thompson dates back to 1864. From the outset, they chose the judicious owl as a corporate symbol as evidenced in their 1899 publication *The Thompson Red Book on Advertising*: “The Wise Owl is the emblem of wisdom with the Lamp of Science. This has been the trademark of the Thompson agency since its establishment in 1864. It is symbolical of the widespread and thorough work done by the agency in the advertising field.” The figure of the owl was also used as a mascot in advertisements and to illustrate different annuals and self-promotional books that were published for clients, from which the images shown here were extracted.

8. Advertisement header for J. Walter Thompson, 1902.

9. The owl as a nocturnal cyclist, aided by the light that illuminates its path, 1897.

10. The mascot in a scene that seems to refer to the story *Aladdin and the Wonderful Lamp*, 1897.

11. The lamp enlightening the world with its wisdom, 1895.



INDIA

**The Rising Sun
of Tiredom**

INTO the tire world there has emerged a product that bids fair to outshine all competition, the India Quality Hand-Made Tire. The success of the India Tire is the eternal story of quality, made to meet a need, not discovered by accident, specially designed for the purpose for which it is intended. Like other hand-made products, this hand-made tire is distinctly superior to the results of mechanical execution. There is no chance that any

layers may not lay correctly or that the bead may be warped into another section, thus producing blowouts.

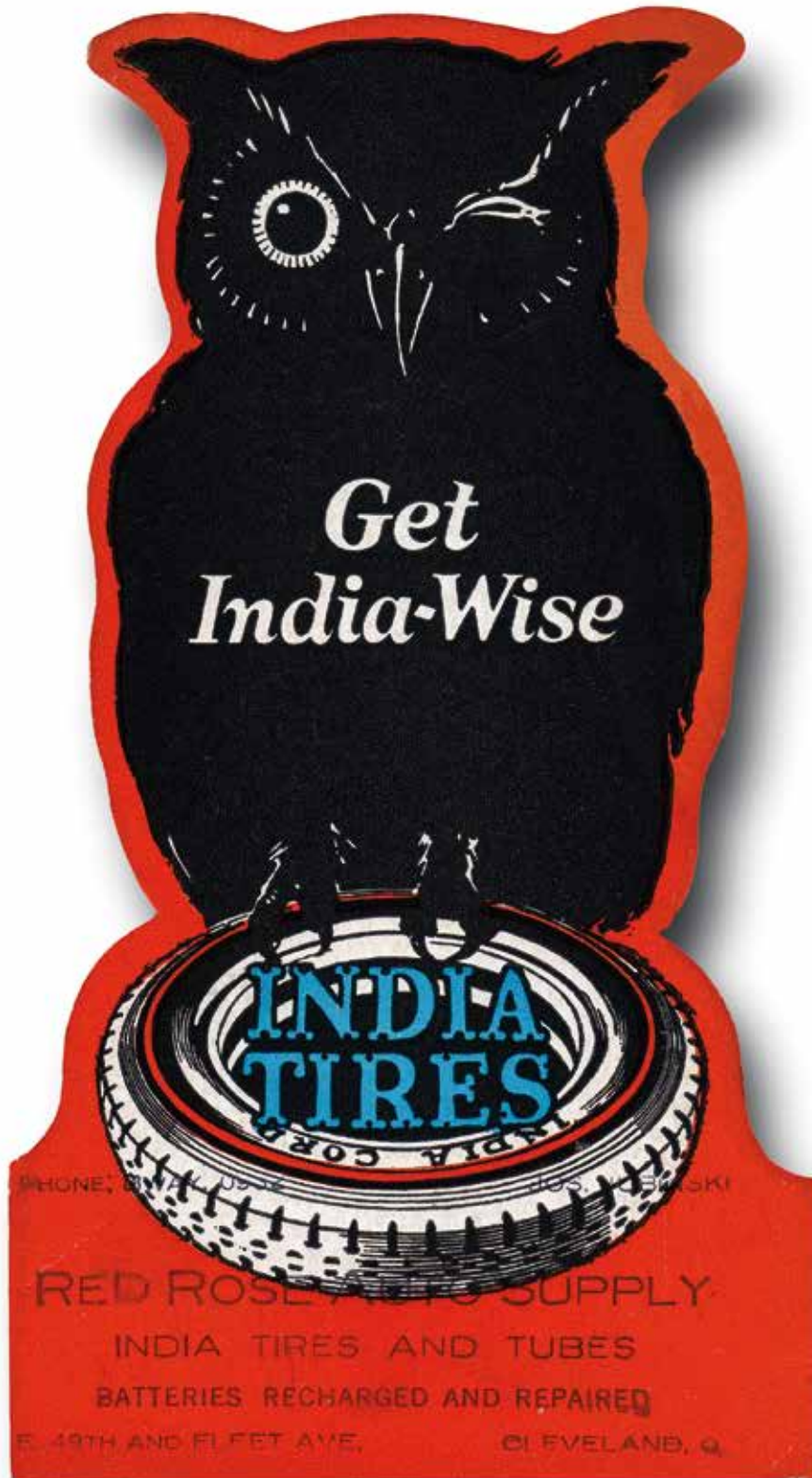
The careful workmanship expended on India Tires is done by experts who regard the construction of each India in the same light as the master artist regards his finished conception.

As a dealer you are above competition, because you are selling a tire that is distinctly different. Write.

India Tire & Rubber Co.
Akron, Ohio

SUNRISE AND SUNSET. The advertisement shown above was published in the year 1920 and tells the reader that the rising sun of a new day illuminates the reign of the "India" tire. In numerous advertisements, this image of solar rays and daylight would turn into darkness with the adoption of the owl as the company's mascot towards the end of 1925.

12. Full-page advertisement published in the magazine *Automobile Trade Journal*, November 1920.



SOMETHING TO HOLD ONTO. The powerful figure and smooth black color of the enormous India Tires owl remind us that it is a nocturnal bird. The facial features and legs are barely discernible. All attention is directed towards the two ends of the animal. First, towards the head and the huge eyes endowed with night vision. One of them is half-closed, in a wink of complicity. At the base, the legs with talons ending in curved nails cling to the tire, without damaging it. “Get India-Wise” [the driver who acquires, gets, obtains, grabs onto India tires shows they have “become wise”] is the slogan that usually accompanies the animal, which encourages the reader to imitate him, as he has also grabbed onto an India tire as a wise and secure choice.

13. Cut-out ink blotter with the silhouette of the India tire owl for the Red Rose Auto Supply from Cleveland, Ohio, c. 1925.



**Tire-Wise
Is India-Wise**

When private car owners watch their tire mileage, as commercial users do, they soon become tire-wise and mere cheapness loses its selling power.

India Tires have never been "cheap", and commercial users take over 61% of the entire India output.

They're Tire-Wise—which is India-Wise.

The Tire With The Gum-Weld Cushion
INDIA TIRE & RUBBER COMPANY, Akron, Ohio

**INDIA
TIRES**



**If
India-Wise
you'll arrive all right**

Barring accident—the failure of an India Tire is such a small chance as to be practically negligible.

More than 60% of all India Tires go into business use—where tires that are apt to fail can't be tolerated.

Big business points the way to the enjoyment of tires that are "miles ahead of competition"—points India-Wise! Let us send you the India Dealer's name.

INDIA TIRE & RUBBER CO., Akron, O.

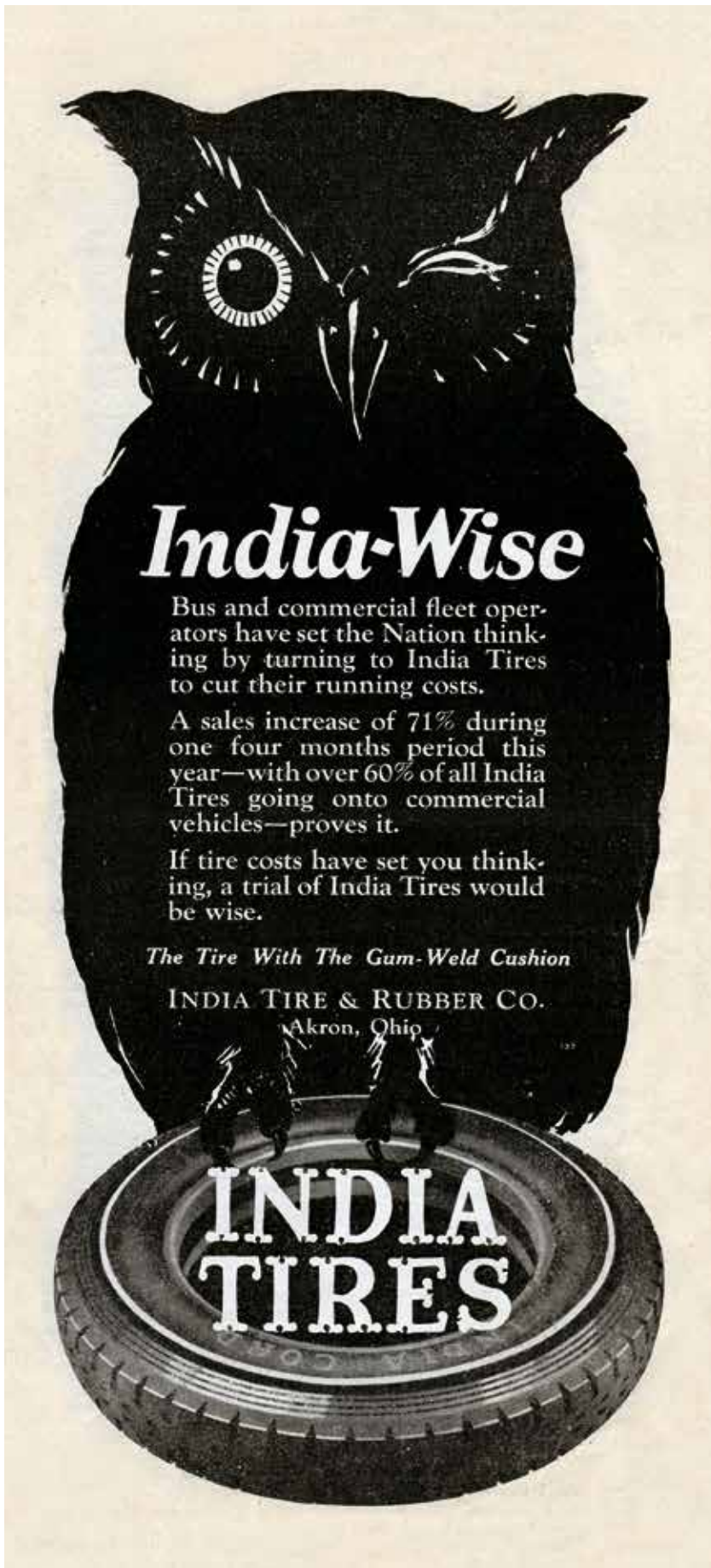


*The Tire With
The
Gum-Weld Cushion*

INDIA TIRES



**INDIA
TIRES**

**NOCTURNAL GUARDIAN.**

On the opposite page, in the upper section, two examples of the 1925 press campaign based on modular advertisements are presented.

In this case white texts were utilized over black backgrounds and illustrations of nocturnal scenes, the natural habitat of the "India" tire owl. The first advertisement on the upper right shows a couple arriving at their destination after traveling at night without any mishaps. Above them, perched on a branch, the protective mascot observes the scene and winks at us. It's all under control.

In the lower section of the adjoining page, next to the logo, the wise owl emerges from the inside of the tire. This alludes to the usual conduct of owls who surface from the portal of their burrows in the hollow of an old oak, waiting for the arrival of sunset in order to take flight. The image on the left presents another example of an advertisement for the same campaign. In this case, the mascot's profile and uniform mass of color is taken advantage of for use as a frame containing the advertising message text.

14. (opposite page) Advertisement published in *The Literary Digest*, December 5, 1925.

15. (opposite page) Advertisement published in *The Literary Digest*, November 7, 1925.

16. (opposite page) Detail of the India Tires mascot and logotype in an advertisement published in *The Literary Digest*, January 2, 1926.

17. Advertisement published in *The Literary Digest*, October 10, 1925.



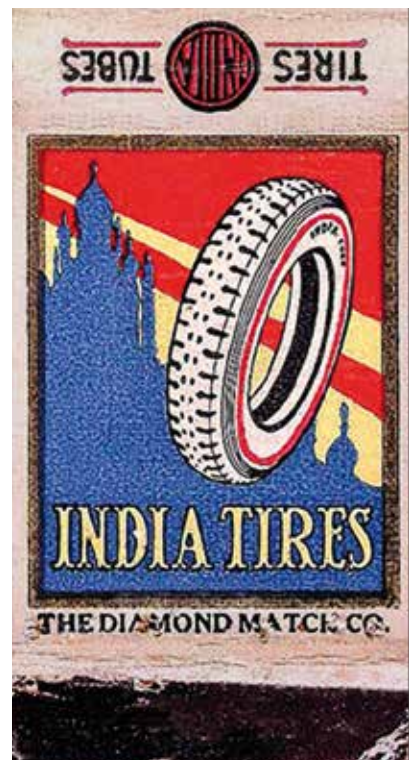
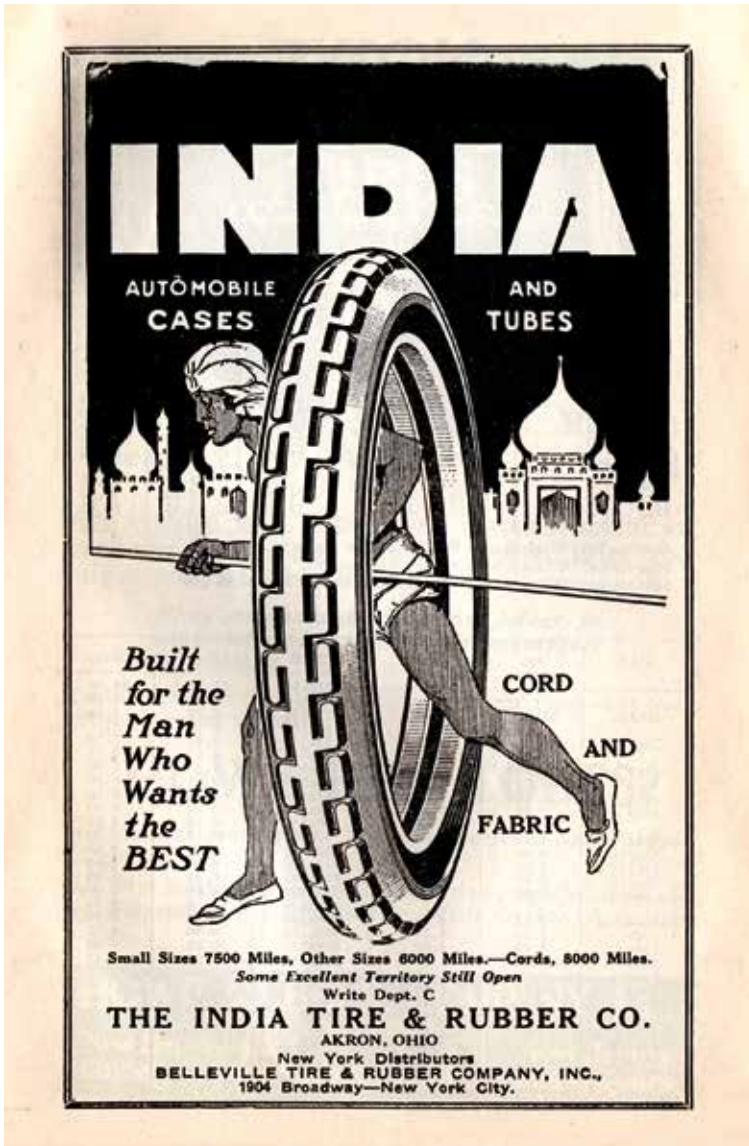
EXOTIC INDIA. Other habitual elements in the advertising of the India Tires company were the references to the geographical origin of their name. The backgrounds of architectural palaces inspired by the majestic Taj Mahal were combined with a character donning a turban and slippers. Such images were present in the U.S. market in various advertisements and promotional supports for India tires.

18. Enameled metal brooch, c. 1928.

19. Advertisement published October 1919 in *The Tire Rate Book*, quarterly publication of The Class Journal Co., New York.

20. Illustration printed on the company's stationary, 1924.

21-22. Two distinct match covers with advertising for India Tires, c. 1928.



The INDIA Poster

SHOVE OFF
 go somewhere see something
 learn something
 join the Navy

They certainly travel far—
 Whether it be on powerful land cruisers
 or speedy business chasers, India Tires
 certainly go far to make dealers' trade
 permanent — and increasingly profitable.

INDIA TIRES

Because they really have the character-
 istics of American fighting men—the "guts"
 — the strength—the never-fail quality.
 India Tires wear with more certainty.

Some exclusive territory open. Write!
The India Tire & Rubber Co.
 Akron Ohio

**The Tire that is
 Typically American
 in Character**

SHOVE OFF
 go somewhere see something
 learn something
 join the Navy

CIRCULATING ON HEAVY VEHICLES.

The advertisement shown here made use of the publication of a military recruitment poster for the U.S. Navy which showed soldiers dispatched to India riding on the back of an elephant. The setting for the advertisement shows a car equipped with India tires and its driver observing, along with other characters—one of them a navy sailor—the previously mentioned poster. The appeal of the advertising text highlighted the purely American character of the India Tire & Rubber Company, associating them with the country's military and the prominence of their presence in far-off places across the globe.

23. Advertisement published in the specialized sector magazine *Motor World*, November 5, 1919.

24. *Shove off. Go somewhere see something learn something. Join the Navy.* Recruitment poster published by the Press Navy Recruiting Bureau. Dimensions: 106.5 x 71 cm, 1919; illustrated by James Henry Daugherty (1889-1974).



INDIA TIRES

*Positive Assurance
of a Care-Free Ride*

INDIA Tires are the best insurance against the usual run of tire trouble. Likewise, these big, buoyant India Cords guarantee riding comfort that is seldom equalled by other makes.

See that INDIAS are on your car and rest assured that your tires will take you safely to your journey's end. Women are among INDIA'S most enthusiastic admirers. For INDIA Tires eliminate all anxiety concerning tire trouble enroute. For the same reason, discriminating men are coming to prefer them. INDIA dealer opportunities also offer exceptional advantages.

□ □

THE INDIA TIRE & RUBBER CO.
AKRON, OHIO, U. S. A.

FEMALE CONDITION. During 1920 and 1921 India Tires devoted part of their advertising strategy to a burgeoning consumer, the female driver. This double page presents five examples of this phenomenon. The messages of the advertisements, with illustrations of single women at the wheel and inserted in specialized automotive publications, were largely aimed at a male audience. They appealed to the conscience of the husband or father who was concerned with facilitating his wife or daughter's driving, and thus ensured that his automobile would have the best safety conditions. As the above advertising text states: "See that INDIAS are on your car and rest assured that your tires will take you safely to your journey's end. Women are among INDIA'S most enthusiastic admirers. For INDIA Tires eliminate all anxiety concerning tire trouble enroute. For the same reason, discriminating men are coming to prefer them."

25. Full-page two-inked advertisement published in the magazine *Motor Life*, November 1920.



**Be Certain of This Red Line
—and the White Tread—**

As sure as your tires have the India Red Line around the side wall—and the white tread—you can be positive of longer mileage—without the chance defects for which guarantees are supposed to compensate.

You have doubtless wished for such certainty of service as is found in India Tires. The unusual in material and workmanship eliminates all hazards, even for lone women drivers. Owners invariably say that India Tires certainly do more.

Get Them Through Your Dealer
The India Tire & Rubber Co.
AKRON, OHIO

INDIA TIRES

INDIA TIRES



THE certainty of India Tires makes them decidedly preferred by the woman who drives. To be sure of arriving white and clean, and without embarrassment, is worth your insistence upon getting this tire with the Red Line 'Round the Side.

Not just part, but all, India Tires are "Master Grade," of purest tire rubber and most skillful workmanship. This has meant fewer but better tires. And people have come to say quite naturally: "India Tires certainly do more."

The India Tire & Rubber Co.
Akron, Ohio

**Freedom
from Worry
for Every Woman Who Drives**



Endurance

NOW, as never before, tire buyers are insisting on Big Values for their money.

In Appearance, Endurance, Reliability and all other features buyers demand, India Tires rank pre-eminent.

In the face of sales resistance is when the value of an India sales-franchise is most apparent.

All of which explains the present day success of India dealers. Write today for full details of our attractive proposition to dealers.

INDIA TIRES

The INDIA TIRE & RUBBER CO.
AKRON, OHIO

INDIA TIRES



ENDURANCE

A Tire That Gives Lasting Satisfaction

Unquestionably, the endurance qualities of India Tires are the basic reason for their sweeping popularity.

But, besides the quality of endurance, which means long and uninterrupted service, there is still another outstanding India feature—appearance. It is a fact that the handsome India Tires add to every car a note of distinction which is not available elsewhere.

This combination of rugged service with unusually attractive appearance means a lasting tire satisfaction that you can experience only with Indian.

For discriminating motorists, for motorists who want 100 per cent return on their tire investment, India Tires are never disappointing.

The India Tire & Rubber Co.
Akron, Ohio

26-27. Advertisements published in the specialized magazine *Motor Life*, February and March 1920.

28. Advertisement published in the specialized magazine *Automobile Journal*, January 1921.

29. Advertisement published in the specialized magazine *Motor Life*, April 1920.



THE SIGN OF THE OWL.

The adoption of the India Tire & Rubber Company's mascot was also reflected in the different signage elements for garages, service stations and establishments associated with their commercial network, as is the case of the horizontal outdoor sign shown on top of this page. The photographs shown here present an example of a metal sign cut out with the figure of the owl, topped with neon lights for night viewing and hanging strategically at the intersection of two streets. The image was taken in 1930, although it's likely that the sign was placed a few years earlier, around 1925-26.

30. Enamelled horizontal metal outdoor sign.
Dimensions: 152 x 46 cm, c. 1925.

31-32. Details of the facade of the Myrick Tire Company service station, located at 204 East Platt Street in the city of Tampa, Hillsborough County, Florida. Photograph by Burgert Brothers, 1930.
© Tampa-Hillsborough County Public Library.

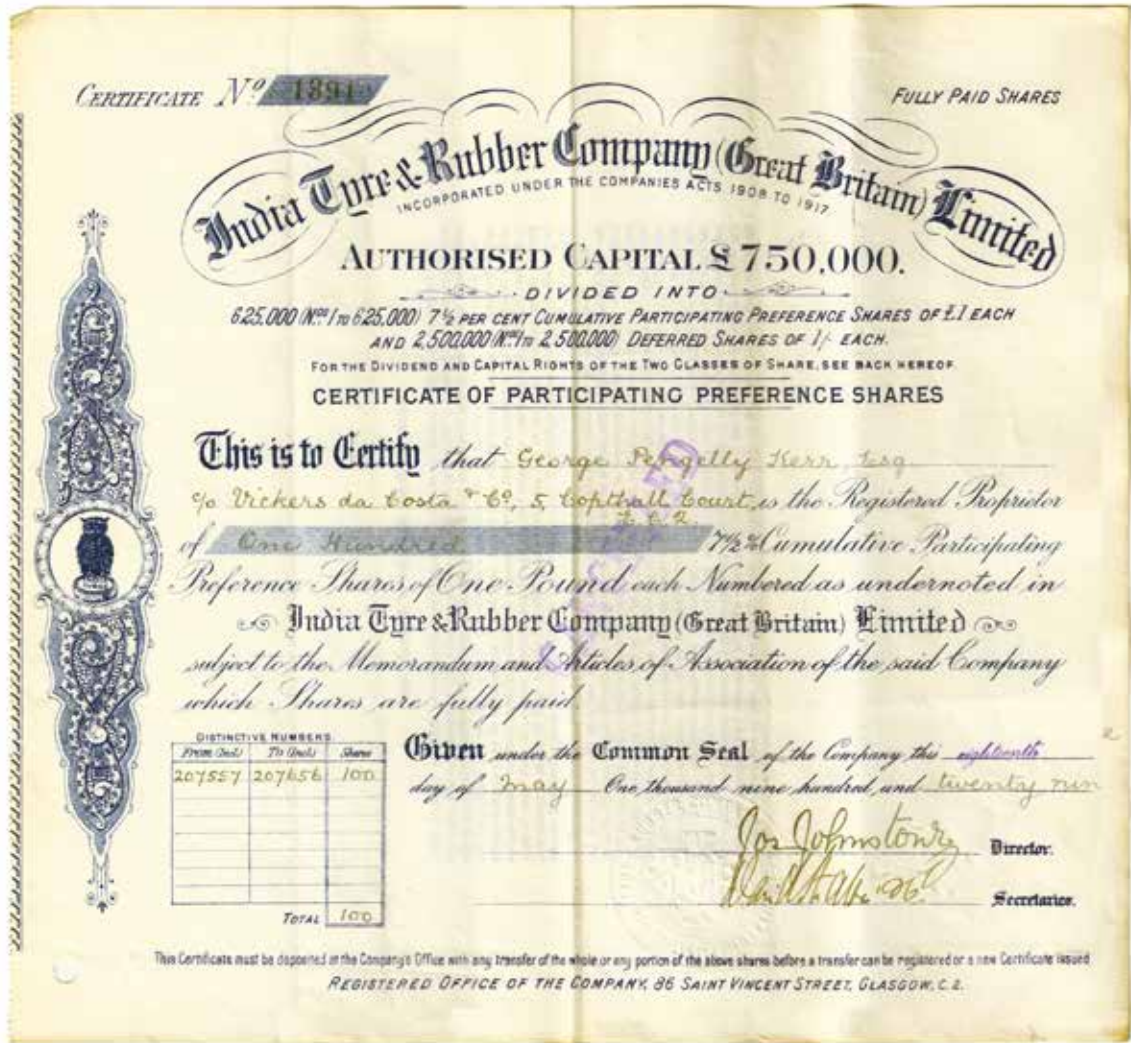




PASSENGER AND CARGO VEHICLES. The advertisements reproduced here are for tires equipping commercial passenger and cargo vehicles, one of the market segments in which the company specialized. In the first advertisement, from 1924, the mobile fleet of six different companies serves as testimony and example of the use of India tires on trucks, vans and buses. The second advertisement, published in 1925, shows another urban transport equipped with India tires accompanied by the logotype heading the composition, an image that changed by the end of 1925 with the adoption of the nocturnal bird as the company's mascot. The last two examples from 1926 and 1927 show how the India Tires owl already appears in small size next to the logotype as an emblematic advertising signature.

33. Advertisement in *Hardware Age*, October 23, 1924. 34. Advertisement in the magazine *Electric Traction*, September 1925.

35. Advertisement in the magazine *Nation's Business*, April 1926. 36. Advertisement in *Liberty* magazine, September 17, 1927.



OWLS AND RAMPANT LIONS.

The image above shows a 1929 certificate of participating preference shares for the British subsidiary of the original India Tyre & Rubber Company. That same year the subsidiary would become independent from the parent company. Among the ornaments that frame the document, the presence of the corporate and promotional mascot used in the U.S. market can be distinguished. The image on the right presents a 1949 advertisement portraying the buildings and chimney of the Inchinnan facility's factory in Scotland. That is the reason for the prominence of the great Lion Rampant, tongue extruded and red colored, heraldic symbol of the Royal Banner of Scotland. In the advertisement footer we see another of the symbols used at that time by the tire manufacturer: the profile of Britannia, the character who was the patriotic personification of Great Britain.

- 37. One of the participation preference shares for India Tyre & Rubber Company (Great Britain), Ltd., 1929.
- 38. Advertisement in *The Scottish Annual*, 1949.

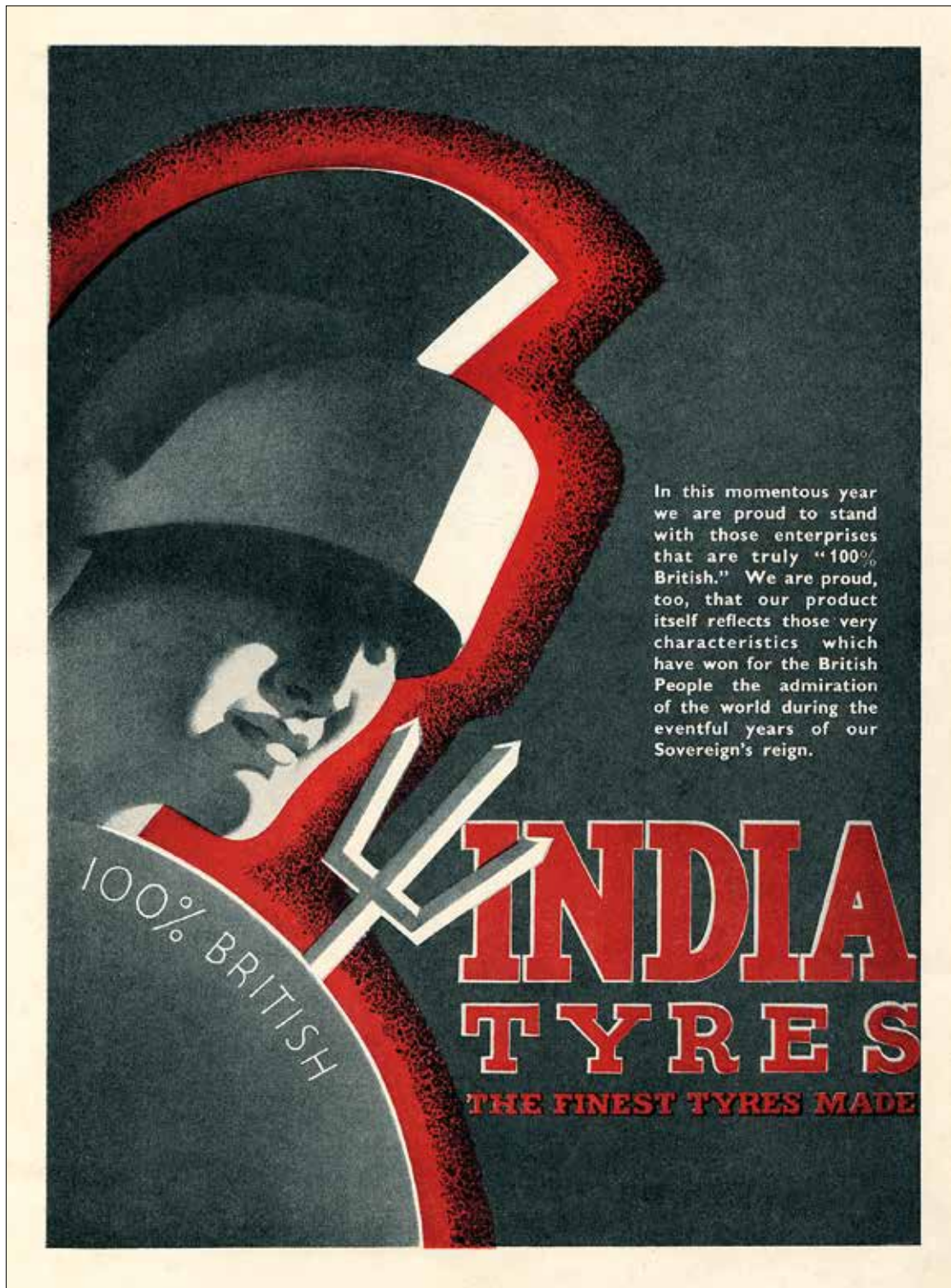




RETREADING. The India Tyre & Rubber Co. Great Britain Ltd. was legally formalized in 1927, and a large tract of land was acquired in Inchinnan, Scotland, very close to Glasgow. To house the company's offices, the project was entrusted to the London firm of architects Wallis, Gilbert & Partners. The proposal was drawn up as an Art Deco style construction, in line with other works designed by Thomas Wallis. It consisted of a two-story building, entirely plastered in white and embellished with ceramic finishes in green, black, and orange-red, the corporate color of the firm. Construction began on June 4, 1929 and was completed within the stipulated period of 16 weeks. The ceremonial and massive inauguration took place on April 30, 1930. After the closure of the company in 1981, the facilities were abandoned and suffered various acts of vandalism. In 2003, extensive renovation was carried out that restored the original splendor to the unique building, currently occupied by offices and a modern restaurant.

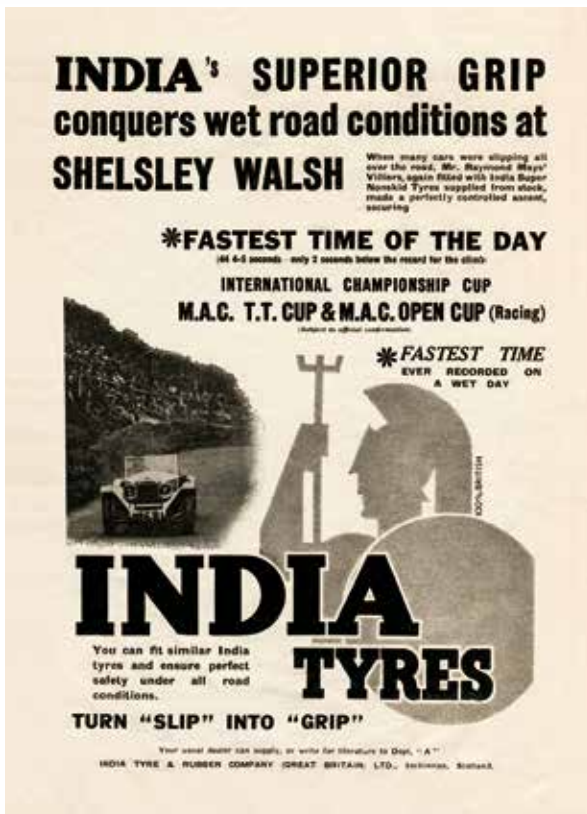
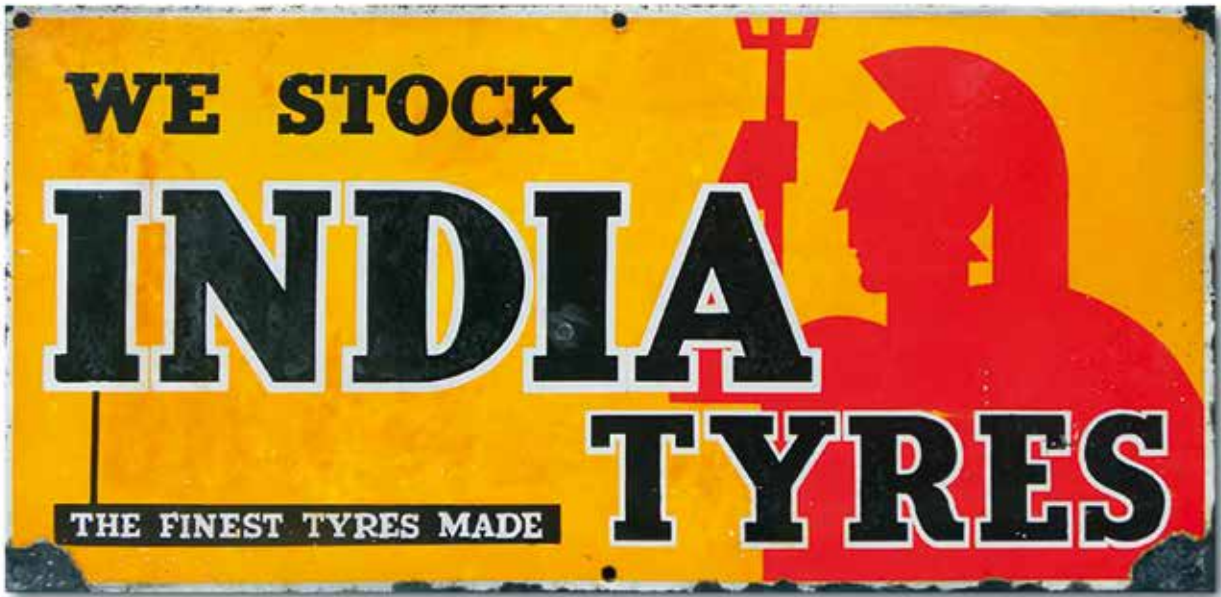


39. Current facade of the former India of Inchinnan building. Photographs provided by Martin Muirhead.
40. Mosaic containing the company emblem on interior pavement.



100 % BRITISH. In 1930, India Tyre & Rubber became independent and totally separated from the American parent company, wholly financed by British capital. This new situation would be reflected in the advertising for those years, with the use of national symbols such as the character of Britannia to emphasize the ties of patriotism. Interestingly, the representation of this allegorical figure is iconographically based on the mythological Greek Pallas Athena or the Roman Minerva, who wears classical clothes and is protected with a helmet, spear and a shield containing the head of Medusa. Britannia changes the spear for the trident, symbol of the British Empire's naval power, and the undulating lines of the Gorgon snakes on the shield for the rectilinear crossed stripes of the national flag. The original American India Tires company resorted to the figure of the wise owl, heir of Athena, as a symbol of their corporate identity; the British India Tyres rescued Britannia/Minerva to potentiate the sense of national identity.

41. Full-page advertisement published in the British magazine *The Motor*, April 30, 1935.



BRITANNIA. The character of British patriotic representation, Britannia—with her trident and round shield, perhaps referring to the circular shape of the tire—became the corporate symbol of Scottish-based India Tyre & Rubber after 1933, when they were under the control of Dunlop.

42. Enamelled metal sign. Dimensions: 60 x 30 cm, c. 1935.

43. Advertisement published in the British magazine *The Autocar*, June 2, 1933.

44. Advertisement published in British press, October 1936.

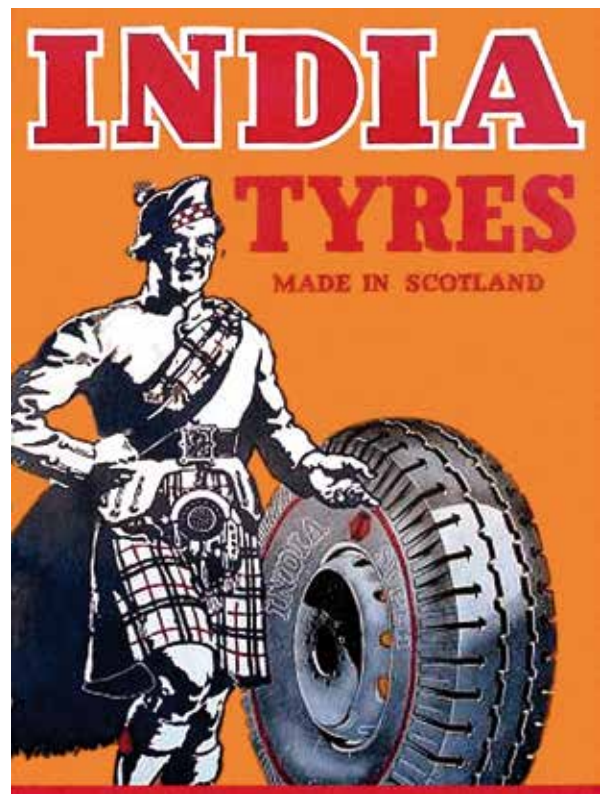
45. Detail of an advertisement published in British press, October 1946.

INDIA
SUPER TYRES

Anciens Etablissements Che... COLONNA
S.A.R.L. Capital 200.000 Francs
20, Rue du Commandant-Vidal - CANNES
R. C. CANNES 6328
TÉL. 8-14

THE INDIA CLAN. By 1932, and now an independent company, India Tyre & Rubber Co. Great Britain Ltd. in Inchinnan wanted to reinforce their Scottish spirit by creating a new mascot having a patriotic identity. The result was the character portrayed in the images on this double page—the portrait of a clan chief wearing typical attire and brandishing the shield and sword as symbols of war and power. This character was used in British advertising, but also accompanied exports of India tires for local promotion that was carried out in the different European commercial branch offices.

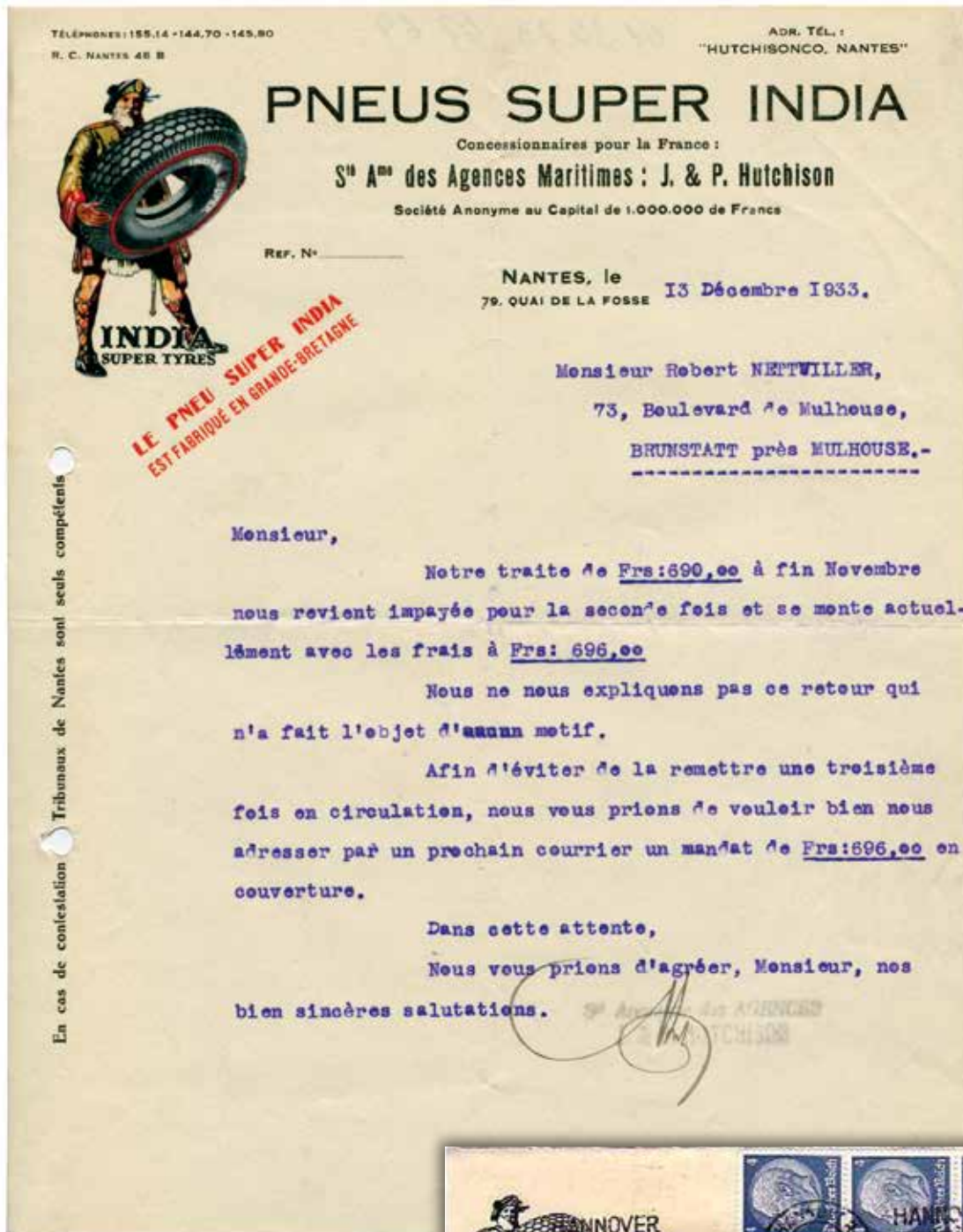
46. Promotional print on blotting paper for the commercial India tires agent in Cannes, France, c. 1932.



47. Promotional photo postcard (printed in Scotland) for the commercial agent F. Gardy de Douai, France, 1932.

48. Embossed and lithographed metal sign advertising Super India tires for the French market. Approximate dimensions: 40 X 68 cm, manufactured in Clichy, c. 1932.

49. Enameled metal sign for advertising tires "made in Scotland" in the British market, c. 1940.



THE TRAVELING SCOTSMAN.


The images on this page constitute two examples of graphic testimony for the commercial presence of India tires and their Scottish mascot in different European markets.

50. Stationary for the J & P Hutchinson society in Nantes, an official French import agent for India tires, 1932.

51. Corporate envelope for A. Mente in Hannover, commercial agent for India tires in Germany, 1933.



**LE SUPER-PNEU INDIA
LE PLUS CHER DU MONDE
est le plus économique
PARCE-QUE**



INDIA


La C* India estime qu'un super-pneu de luxe doit durer un an quoi qu'il arrive et quel que soit son service.

Elle assure donc tout acheteur pendant 12 mois contre tout accident échappant à son contrôle: usure prématurée, éclatements, coupures, perforations, etc... Réclamez cette assurance aux

AGENCES INDIA
PARIS: Les Etablissements "L. B."
20, Boulevard Bineau, 20 - LEVALLOIS-PERRET
S. A. des Agences Maritimes J. et P. Hutchison;
NANTES: 79, Quai de la Fosse
BORDEAUX: 25, Cours du Maréchal-Foch

**UNE ASSURANCE SUR!
LA VIE DE VOS PNEUS...!**

CONTRE USURE
PRÉMATURÉE
PERFORATIONS
COUPURES
ÉCLATEMENTS



INDIA

Avec des gommages de qualité supérieure, une semelle de talles solides, il n'y a système raison pour que les pneumatiques Indus duront plus, ne duront pas au moins. Ceci est tellement évident que la Compagnie INDIA TYRE n'hésite pas à garantir avec chacun de ses pneumatiques un certificat d'assurance en contre tous les dommages: éclatements, coupures, perforations, usure rapide, soit contre tous les risques de la route qui entraînent le contrôle de l'usage. Que pourriez-vous demander davantage comme garantie de qualité et de performance? Contactez la Compagnie INDIA à votre Agent de vos adresses ci-dessous et nous vous assurerons de votre sécurité de même pendant un an!

AGENCES INDIA
PARIS: Les Établissements "L. B." 20, Boulevard Bineau, LEVALLOIS-PERRET - NANTES: S. A. des Agences Maritimes J. et P. Hutchison, 79, Quai de la Fosse. - BORDEAUX: Compagnie Hutchison, 25, Cours du Maréchal-Foch.



LE PNEU INDIA LE PLUS CHER

Reconnaisable par ses
BANDES ROUGES

INDIA TIRES

69, boulevard Maurice Lemonnier, 69
BRUXELLES



En vente chez tous
les garagistes importants et aux

ETS HUBINONT

ANVERS	BRUXELLES
CHARLEROI	GAND
LIÈGE	LOUVAIN
MALINES	NAMUR
MARCHIENNE-AU-PONT	
TOURNAI	VERVIERS

Téléphones 276.34-276.43-291.85

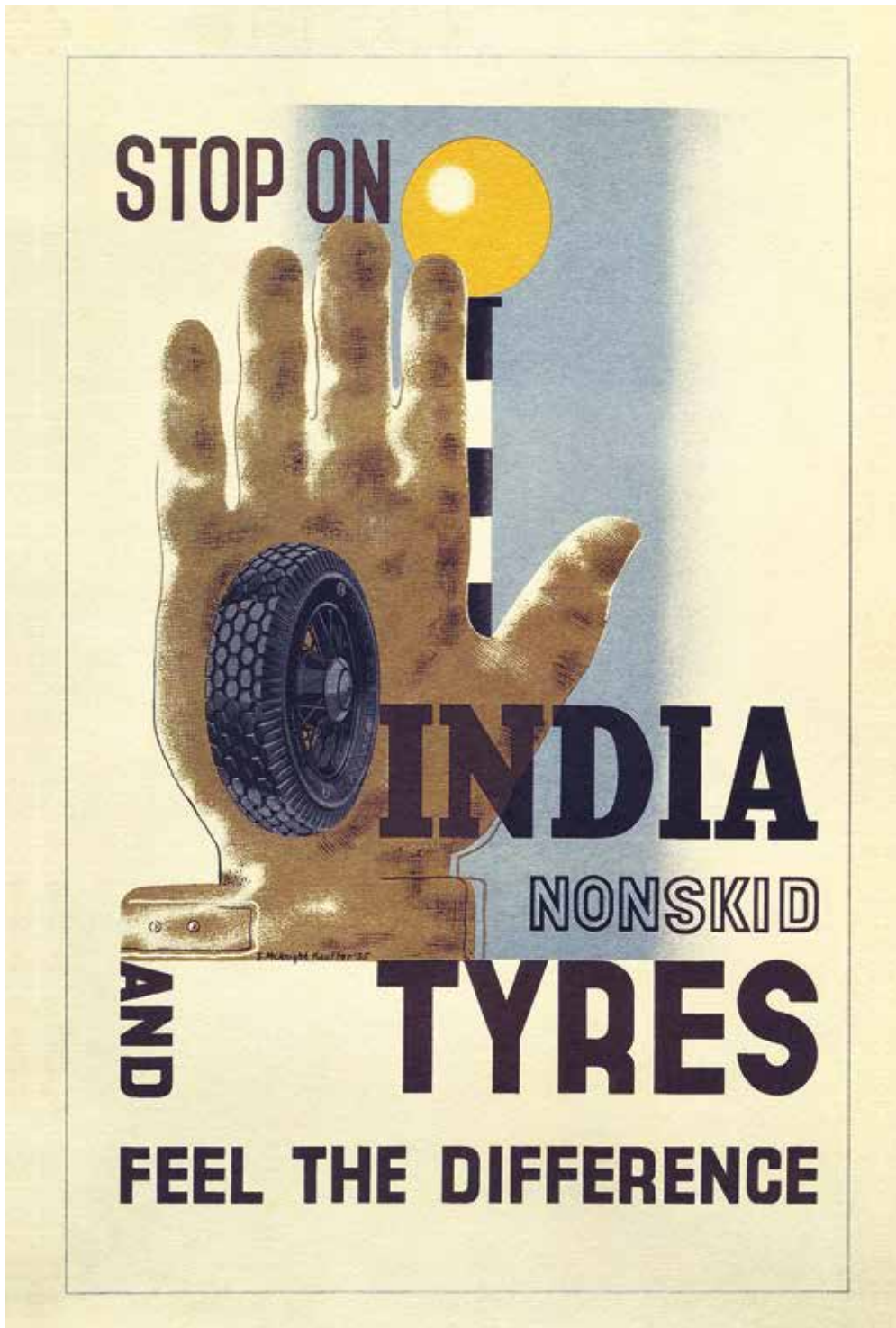
WITH A FRENCH ACCENT.

The advertisements displayed here demonstrate the presence of India tires in the French and Belgian market during the 1930s.

52. Advertising module published in the French magazine *L'illustration*, 1931.

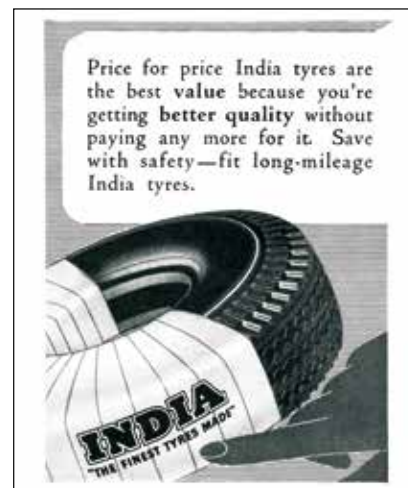
53-54. Full-page advertisement in *L'illustration* on May 2, 1931, and an enlarged detail of the corporate symbol.

55. Advertisement in Belgian press, 1931.



FROM AMERICA TO GREAT BRITAIN. India Tyres made a transatlantic trip from the American city of Akron to the Scottish Inchinnan, where the subsidiary was established. The author of this poster, Edward McKnight Kauffer (1890-1954) was born in Montana, but he developed much of his activity as a designer and illustrator in London until his return in 1940. He trained in Europe as a painter during 1913, studying in Germany and France. In 1914 he settled in England which was shaken by the First World War, and that same year he received his first commissions to make posters for the London Underground Electric Railways. McKnight Kauffer developed a prolific career in which he would actively experiment with avant-garde European movements such as Cubism in 1915; Vorticism in 1916; the Jazz style in 1923 and with artistic currents arising from Russia and Germany in 1927, which impregnated his work during the 1930s. The advertising poster made for British India Tyres in 1935 as part of their poster series, portrays a composition that merges rectilinear, bold typography with synthetic graphics supported by the subtlety of gradients, and refers to the aesthetics of photomontage.

56. *Stop on India Nonskid Tyres.* Lithograph poster on paper. Dimensions: 74 x 50 cm, 1935. © Merrill C. Berman Collection.



THE HAND OF INDIA. The press advertising campaign of the 1950s presents an inquisitive hand—of a dark color, like the rubber on tires—with the index finger extended, pointing out the qualities of India tires. In the top right vertical advertisement shown above we can read the following advice: "The life of your tyres is in your hands". In the same advertisement, the rest of the text is similar to that which usually accompanied India Tires' wise owl mascot in their American publicity: "The motorist who is wise enough to own India tyres takes care to prolong their superior safety, comfort and mileage".

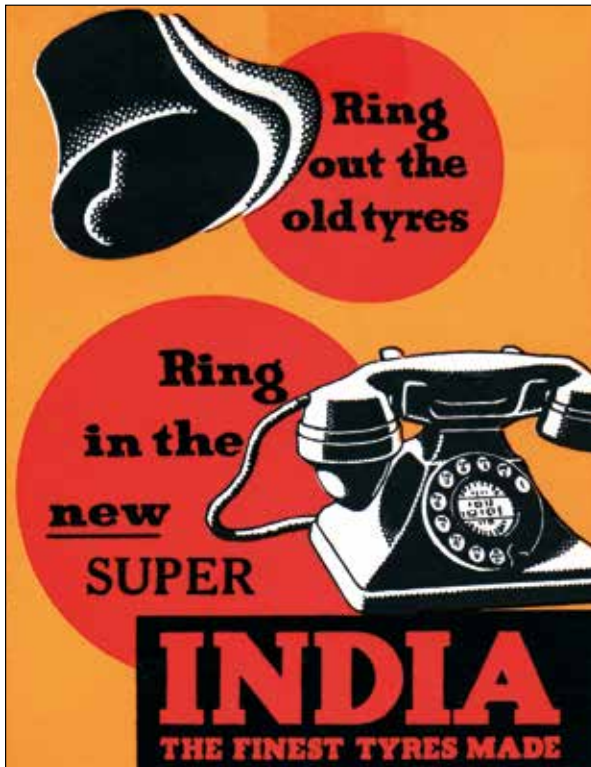
57. Advertisement published in the British magazine *The Autocar*, August 5, 1955.

58. Advertisement published in British press, October 1953.

59. Vertical advertisement published in the British humorous magazine *Punch*, November 21, 1951.

60. Vertical advertisement published in British press, 1955. 61. Advertisement in the British magazine *The Motor*, May 20, 1953

62. Advertisement published in British press, 1954. 63. Advertisement published in the British magazine *Punch*, January 28, 1953.



THE FELLOWSHIP OF THE RING.

A distinctive feature of the original American India tires was a thin ring of their corporate red painted on the sidewalls of the tires. This distinctive brand called Red Ring was also maintained for tires manufactured in Scottish lands. The red circle was utilized as a symbol and advertising claim, sometimes associated with a robust Indian elephant—red in color—as a mascot.

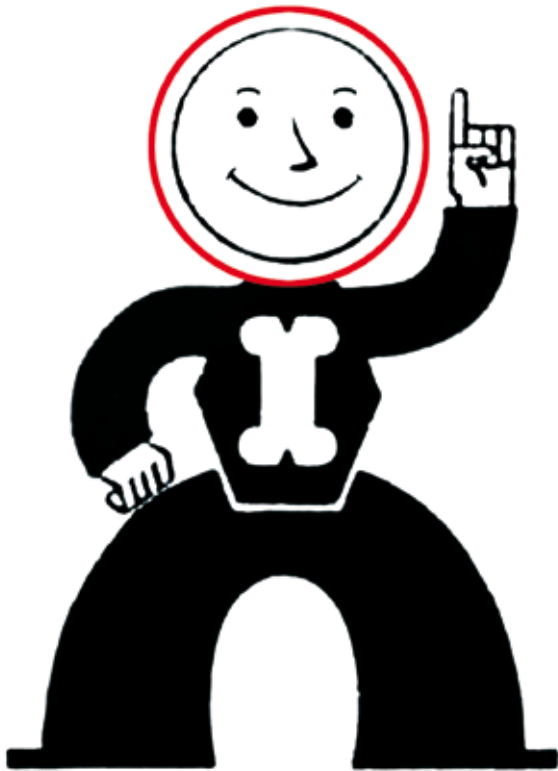
64. Blotter card, promotional gift from the service station Perry's Garage Co. in Minehead, England. c. 1940.

65. Advertisement published in the British magazine *The Graphic*, September 6, 1930.

66. Detail of a corporate invoice showing the India Tyre red elephant, 1933.

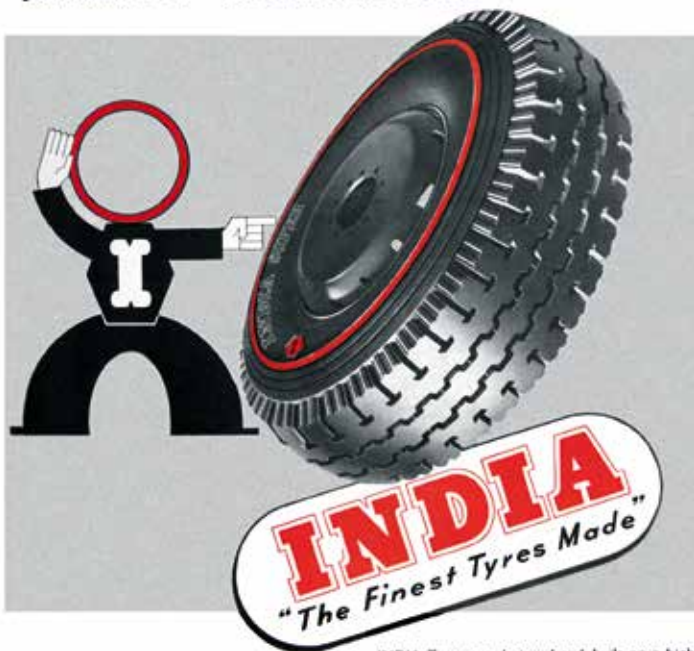
67. Advertisement in the British magazine *The Illustrated London News*, 1930.





The famous *Red Ring* returns

—a decoration won for distinguished conduct in the field of endurance and safety and, more than that, a mark of pride in craftsmanship and of confidence in the road performance of "The Finest Tyres Made".



Why **INDIA TYRES** are the Finest Tyres Made

INDIA Tyres are designed and built on a highly advanced principle — **BALANCED CONSTRUCTION** — whereby tread, sidewall and fabric plies are perfectly co-ordinated so as to give safer mileage, quieter running and smoother riding.



RED CONTOUR.

At the end of the forties, the India Tyre & Rubber company utilized their initial circumscribed in an elongated hexagon as their corporate emblem. This geometric shape was anthropomorphized for use as a mascot in the promotion of their tires. In the configuration of the graphic character the red ring was incorporated in place of its head, contouring the face, as demonstrated by the examples shown here.

68. The India tyres character, extracted from a promotional brochure, c. 1949.

69. Advertisement in British press, 1950.

70. Advertisement published in the British specialized automotive sector magazine *Commercial Vehicle User's Journal*, March 1949.

71. Circular metal indicator sign for establishments associated with the commercial network of India Tyre & Rubber.



GOODRICH TIRES

Goodrich Tires = =

Will carry you farther, faster and better than any other tires made. Their quality and construction assure the most speed, durability and satisfaction attainable in tires.

The "Jiffy" Repair Tool

Adds the finishing touch of perfection to single-tube tires. It makes their repair a matter of ease and certainty. "Jiffy" Solution is a secret repair compound, not an ordinary rubber cement. Beware of imitations. The "jiffy" is given free with every pair of Goodrich tires.

The B. F. Goodrich Co.
Akron Rubber Works, Akron, O.

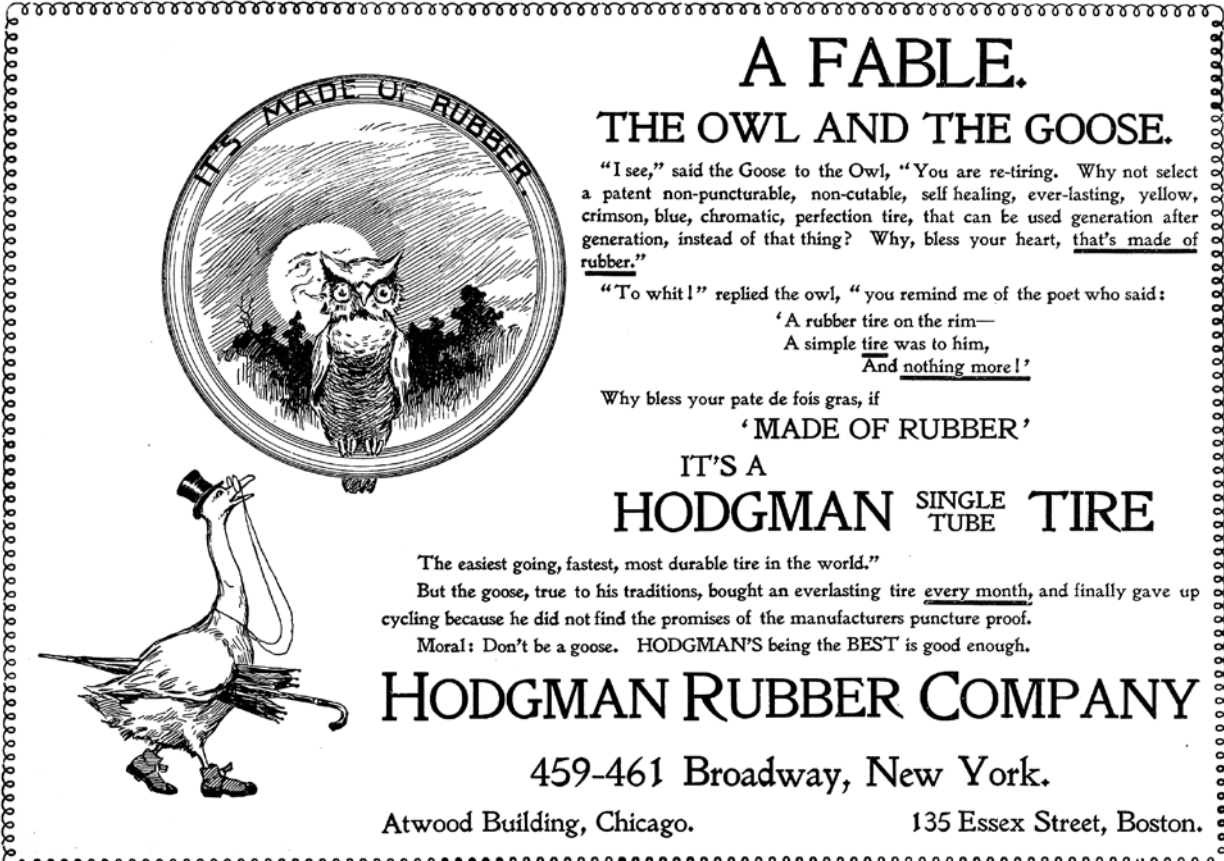
Kindly mention The Wheel.

MADE BY
B. F. GOODRICH CO.
AKRON, O.

BRANCHES: New York, 66 Reade St.; Chicago, 159 Lake St.;
San Francisco, 38 New Montgomery St.

72. Advertisement for BF Goodrich tires in the magazine *The Wheel and Cycling Trade Review*, February 19, 1897.

73. Advertisement for bicycle tires manufactured by the Hodgman Rubber Company, published in the American magazine *The Wheel and Cycling Trade Review*, August 21, 1896. The scene shows a dialogue between two protagonists of traditional nursery rhymes: Mother Goose and Old Wise Owl.



A FABLE.
THE OWL AND THE GOOSE.

"I see," said the Goose to the Owl, "You are re-tiring. Why not select a patent non-puncturable, non-cuttable, self healing, ever-lasting, yellow, crimson, blue, chromatic, perfection tire, that can be used generation after generation, instead of that thing? Why, bless your heart, that's made of rubber."

"To whit!" replied the owl, "you remind me of the poet who said:
'A rubber tire on the rim—
A simple tire was to him,
And nothing more!'

Why bless your pate de fois gras, if
'**MADE OF RUBBER**'

IT'S A
HODGMAN SINGLE TUBE TIRE

The easiest going, fastest, most durable tire in the world."
But the goose, true to his traditions, bought an everlasting tire every month, and finally gave up cycling because he did not find the promises of the manufacturers puncture proof.
Moral: Don't be a goose. HODGMAN'S being the BEST is good enough.

HODGMAN RUBBER COMPANY

459-461 Broadway, New York.
Atwood Building, Chicago. 135 Essex Street, Boston.



KNOWLEDGE IS LARGELY ATTAINED THROUGH
EXPERIENCE, KNOWLEDGE RIGHTLY USED IS
WISDOM.

UNIVERSAL EXPERIENCE HAS PROVEN CONCLUSIVELY THAT TO MAKE A PERFECT AND **SUCCESSFUL RUBBER TIRE** requires the use of the finest and most costly ingredients in its compounding, the employment of high class expert rubber workers, the possession of the best facilities and machinery for manufacturing, and a knowledge of how to use these facilities, acquired only by **EXPERIENCE**, long **EXPERIENCE**, years of **EXPERIENCE**.

SUCCESS to be made lasting requires a steadfast holding to that by which it has been attained. **NO** **CHEAPENING** or **ADULTERATING** of **MATERIAL** to enable the meeting of prices offered on tires sold **BY PRICE ALONE**.

NO CHANGE OF QUALITY TO INCREASE PROFITS. NO FALSE REPRESENTATION.

The only Rubber Manufacturers in the U. S. meeting all of these requirements **OFFER YOU PERFECT TIRES** at prices representing only actual **VALUE**, and but little in advance of the prices offered on goods of many, times less merit. **WISDOM SAYS THESE ARE THE TIRES TO BUY.** They are made right; they are a success.

THE GOODYEAR TIRE & RUBBER CO.,
AKRON, OHIO.

THE GOODYEAR WINGS. The tire manufacturer Goodyear utilized as the company symbol the winged foot of the Greek Hermes, messenger of the gods, transformed into Mercury of the Roman mythological pantheon and turned into a patron of commerce and business. In addition to being a messenger carrying good news, the choice of this image corresponded to the attributes of tire technology, which allowed traveling by car 'on air'. The advertisement shown above states that "Knowledge rightly used is wisdom" and the wings on the foot of Hermes are associated with those of the wise owl.

74. Full-page advertisement published in the magazine *The Hub*, October 1900.



A FRAMED OWL.

On this double page, different examples of advertisements for the U.S. tire manufacturer Shawmut Tire Co. are shown, portraying their mascot the wise owl accompanied by the slogan "Be wise!"

- 75. Emblem of the Shawmut Tire Co. in a news item published in the magazine *The India Rubber World*, December 1, 1910.
- 76. Advertisement published in the magazine *Motor Age*, August 31, 1911.
- 77. Advertising module in *Horseless Age*, April 5, 1911.
- 78. Advertisement published in *Motor Age*, 1912.
- 79. Promotional blotting paper, c. 1912.





“SHAWMUT” TIRES

A refinement in tire quality and construction, manufactured under the most improved methods, incorporating features exclusively their own.



A Positive Assurance of Tire Satisfaction in Every Particular

because they embrace the best quality possible to produce. SHAWMUT TIRE superiority is based on the combination of the toughest rubber, strongest fabric, and our special low heat, slow cure process, which imparts added durability.



The Result of Long Experience and the “Know How” to Make the Best

Our thorough knowledge of Tire construction, together with years of enviable success in the rubber business, is a further guarantee of perfect Tire satisfaction from the use of SHAWMUT TIRES.

Every automobile manufacturer, dealer, or owner should carefully weigh these facts before reaching a verdict on Tire equipment.

An inquiry will bring you further information of value. Why not investigate?

SHAWMUT TIRE COMPANY

Factory at Watertown, Mass.

BOSTON, MASS.




80. Advertisement published in the specialized magazine *The Automobile*, January 13, 1910.

81. Advertisement published in the specialized magazine *Motor Age*, September 1, 1910.



SHAWMUT TIRES stand for the best quality possible to produce, the secret of their durability being a special treatment which imparts great wear to the toughest rubber and strongest fabric used in construction of this thoroughly good tire.

The automobile tire that insures the highest degree of tire satisfaction is the one for your car. Production of tire expense and increased comfort can only result from the use of the best tire.

The use of SHAWMUT TIRES will admit you to the ranks of satisfied tire users, and your success in this respect will fully verify every quality claim.

SHAWMUT TIRE equipment will make your tour more pleasurable. Equip now and avoid tire trouble.

Shawmut Tire Company

Factory at Watertown, Mass. BOSTON, MASS.

This is a MICHELIN year

Proverbs according to
"Old Rubber Ribs"
No. 10



**“Some are wise
and some are otherwise”**

Have you noticed the rapid increase in the number of motorists who use Michelin Tires? It's a wise age. Have you, too, learned to use Michelins? If not, give them a trial. They are now selling at the price of ordinary tires.

GOODE BROS. GARAGE

CHARLES TOWN, WEST VA.

BIBENDUM AND THE WISE OWL. The above image presents one of the variants of the series of advertising modules published only in American newspapers between 1923 and 1925, advertising the tires of the Michelin Tire Company in Milltown. The campaign illustrated up to 25 popular proverbs and phrases, in which Michelin's mascot was the protagonist. In this case, Bibendum shares the scene with the wise owl as a setting to quote the maxim "Some are wise and some are otherwise".

82. Advertising module published in the newspaper *Farmers Advocate* (Charlestown, West Virginia), February 14, 1925.



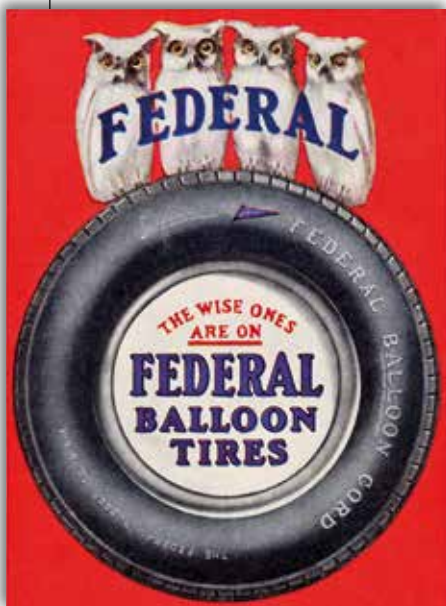
The Wise Bird Says:

"When poor merchandise comes in at the door, Good Will flies out at the window"

When Columbia Tires enter your store they bring sound business and lasting good will. The Reason: Real Quality at competitive prices.



COLUMBIA
THE COLUMBIA TIRE AND RUBBER CO., Mansfield, Ohio



FLASHES OF WISDOM.

The above advertisement is for The Columbia Tire & Rubber Company, founded in 1915 by the same group of investors who already controlled the important Mansfield Tire & Rubber Co. in Mansfield, Ohio. It represents a one-off use of the wise owl character, which had no continuity. On the left, another case of a single application of the wise owl as an endorser of Federal tires.

83. Advertisement published in the specialized magazine *Hardware Retailer*, March 1926.

84. Detail of a promotional postcard provided by the Federal Rubber Co., c. 1925.



THE OWL AND THE WOODENHEAD.

At the end of the fifties, the powerful United States Rubber Company advertised their bicycle tires for young consumers by utilizing two opposite characters. On the one hand, there was the figure of an articulated wooden doll called Willie Woodenhead—an informal way of calling someone stupid, ignorant or dimwitted—that rides his bike without respecting the basic safety rules for proper circulation. On the other hand, there was the character of Oliver Owl, the wise owl who advises readers not to follow the bad example of the wooden doll. The campaign, of didactic character and with a humorous tone, was targeted to the juvenile consumer.

85-87. Advertisements published in the youth magazine *Boys' Life*, April, May and June 1959.





FOUR EYES. Montgomery Ward & Co. was founded in 1872 by Aaron Montgomery Ward, a traveler and visionary salesman who created a veritable empire based on mail order catalog sales. In 1976 it was acquired by the Mobil Oil company, which changed the orientation of the business placing emphasis on specialized stores such as service stations dedicated to automotive mechanics. It is within this context that they used an owl as a mascot for their Riverside tire line for automobiles. The slogan was clear "Buy Wise-Buy Riverside". The character wears the typical cap of Montgomery Ward service station employees and large glasses, a symbol of intelligence.

88. Uppermost image, cover of the 1917 Montgomery Ward & Co. Catalogue for Hawthorne bicycles equipped with Riverside tires.

89. Above, figures of the wise owl utilized as a point of sale advertising element and as a free gift to clients, c. 1978.

90. On the left, the Riverside tire owl, printed on a promotional thermometer, c. 1978.

PREMIER

The PROVEN CAR

—the car that appeals to the motor wise—those who know what to expect from this or that car, basing their judgment of satisfaction or disappointment on knowledge of what the various cars have done and how they are built.

The Premier Company has never found it necessary to resort to special design, special finish or special construction to make an impression either in shows or contest. The Premier aim is to regularly produce the most practical and the best.

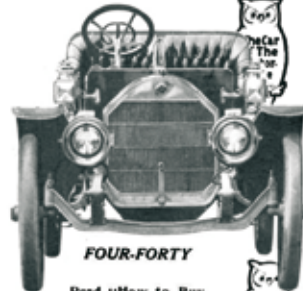
The Automobile is a practical conveyance for practical people, and the Premier theory is that if the regular product is not good enough for display, or for any contest, it is not good enough to sell, or for the other fellow to buy. This accounts for the Premier beating the world in the hardest contest with stock cars built for the buyer, as well as its prestige of unequalled past records.

It is the ease with which the Premier does its work that carries conviction.

Premier Cars are uniformly good—no danger of missing a single Premier quality in any Premier Car.

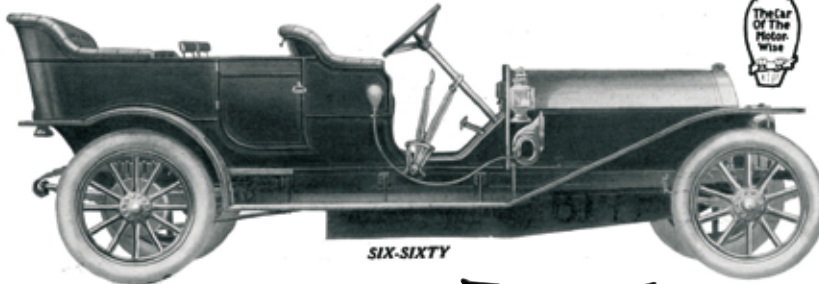
PREMIER MOTOR MFG. CO., Indianapolis, Ind.

LICENSED UNDER THE SELDEN PATENT



FOUR-FORTY

Read "How to Buy a Motor Car." We have secured a limited number of copies of this, one of which we will send you free for the asking. Write for it.



SIX-SIXTY



THE LEADER IN WISDOM.

In 1903, George A. Weidely and Harold O. Smith created the Premier Motor Manufacturing Co. in Indianapolis, Indiana, dedicated to the manufacture of Premier automobiles. The models for 1910 were advertised in the press under the slogan "The car of the motor-wise" accompanied by the silhouette of the wise owl mascot, as shown here.

91-92. Advertisement published in the specialized automotive sector magazine *Motor*, March 1910, and a detail of the wise owl emblem.



**"Ford's out Front,"
says the Wise Old Owl**
(AN INTERVIEW)

"I DON'T give a hoot for gimcracks," the Owl said, blinking. "I'm a practical man, I am, and I want a car that I can depend on. Now you take the 1947 Ford line—there are cars that suit me perfect and I'll tell you why.

"First, you get your choice of engines," and here he raised his eyebrows, "no other car in Ford's class lets you take your choice of either a V-8 or a Six.

"Then there's the matter of brakes," he went on. "They call 'em 'King-size' and that's what they be—with more braking area than any other car in Ford's class. The hydraulic feature makes 'em easy to apply, too!

"And, as to economy—well, I have a Scotch Grouse friend who tells me it's Ford's 4-ring aluminum pistons and balanced carburetion that save a pretty penny on both gas and oil."

"But what about Ford BEAUTY," we asked. "Don't you have an eye for BEAUTY or are you too practical for that?"

"That's the wife's department," he replied solemnly, "but I can tell you she keeps me up days raving about Ford's longer, lower look, about the glamorous interiors and such. It's enough to drive a practical man mad."

"What are your views on safety?" we asked. "If you are referring to Ford's 'Lifeguard' body I can tell you it's sound—really sound. But that's what you'd expect from the Ford people—thoroughly practical people. That's why Ford's out Front—and if you'd ask me I'd say they're out Front to stay!"

And with that, the Wise Old Owl blinked wisely and flew away!

"For savin' gas and oil ye canna beat 4-ring aluminum pistons," said the Scotch Grouse!

FORD'S OUT FRONT
There's a *Ford* in your future

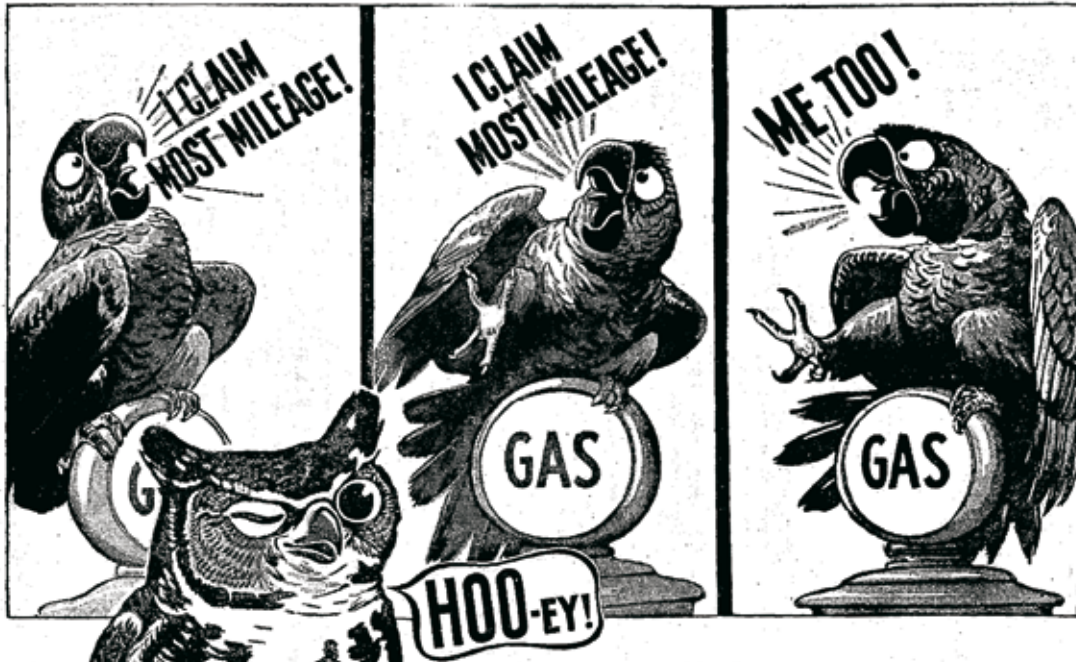


THE CRYSTAL BALL. A journalist sitting on a branch interviews the Wise Old Owl, who enumerates a long list of reasons why she should recommend the new Ford model. Totally convinced by the bird's discourse, she throws away the notebook where she has taken notes on all the qualities of the product. Smiling, she holds a large crystal ball to which she directs her gaze: "There is a Ford in your future." Similarly, the company employed glass or rigid translucent plastic luminous globes that crowned gas station pumps, as if they were a nocturnal beacons for motorists.



They were an advertising element on which the publicity for gasoline was stamped, and where the wise owl found its shelter.

93. Advertisement for Ford in *The Saturday Evening Post*, September 6, 1962. 94. Gasoline pump advertising globe for the Mileage Mart service station in Chicago. 95. Gasoline pump advertising globe for the Reliable Oil Co. from Indianapolis, c. 1950-1960.



*The wise old owl sits calmly by,
Unruffled by the hue and cry—
For, after all, he knows those birds
Can't make cars run with empty words*

**Judge Essolene by performance not promises . . .
by facts not claims. Make your own test . . . in
your own car . . . in your own way. That's all
we ask. We leave it to Essolene to do the rest.**

[Essolube Motor Oil in the crankcase enables Essolene to do its very best.]

AT REGULAR GASOLINE PRICE
Essolene
Guarantees Smoother Performance



BUY AT THIS SIGN
This sign identifies 30,000 Esso Stations and Dealers from Maine to Louisiana who represent the services and products of the world's leading oil organization.

AN AUTHORITATIVE VOICE.

In 1934, the Standard Oil Company of New Jersey made a significant advertising investment to advertise their "Essolene" gasoline. The campaign, which lasted all year, consisted of numerous press publications featuring arguments that occurred through the confrontation between a clever wise owl—the spokesman for "Essolene"—and three talkative parrots -representing competition in the sector. Around thirty different models were created in which, through the same style of caricature and humorous illustration, variations on the same idea were presented.

96-97. Advertisements in the newspaper *The Bee* (Danville, Virginia), March 22 and April 5, 1934.





VOLATILE FUELS. The Esso gasoline owl informs us "You're wise when you save that car". A snowy owl warns us "Be wise this winter ... using the Ajax alcohol antifreeze." An owl perches on the arm of the famous comedian and radio announcer Fred Allen: "In these critical times [in the midst of the Second World War] wise birds favor Fire Chief gasoline!"

- 98. Advertising billboard for Esso, the Standard Oil Co. Illustrated by Albert Staehle, 1946.
- 99. Press advertisement for Fire Chief gasoline, Texaco, 1942.
- 100. Thermometer on serigraphed metal advertising Ajax antifreeze manufactured by the chemical company Rossville Commercial Alcohol Corp. Dimensions: 60 x 90 cm, c. 1935.

**HERE'S A TIP FOR YOUR CAR'S SAKE—
PENNZOIL'S THE BEST BUY YOU CAN MAKE!**



Pennsylvania's Finest Oil Gives You 3 Extra Refining Steps *Free!*

 That's why Pennzoil Motor Oil is the best buy you can make today. Those 3 extra steps provide it with an extra margin of safety that lengthens your car's life, helps it perform better and cost less to run. They give Pennzoil a tough-film that actually reduces engine wear. They remove sludge-forming elements that gum up valves and piston rings. When these vital parts work freely, your motor runs like new. It uses less

gas and less oil. Your car stays out of the repair shop longer. Pennzoil lubricates the world's biggest Diesel-powered streamline trains. United Air Lines and many leading plane manufacturers specify it. And when you use this same oil, you not only get the finest Pennsylvania oil, but the best buy in motor oil — because Pennzoil gives you 3 extra refining steps at no extra cost.

BE OIL-WISE . . . USE PENNZOIL!

NIGHT-DRIVING SAFETY SIGNAL—Free. A brilliant, durable reflector for your car. Write Dept. C-1, The Pennzoil Company, Oil City, Pennsylvania or Los Angeles, California.

3 EXTRA-MARGIN-OF-SAFETY STEPS

Quality, even of Pennsylvania oil, is fixed by the time, skill and money put into refining the crude. Each additional step makes a better oil—and costs more money. But Pennzoil adds 3 extra steps to premium oil refining — and gives you an extra margin of safety at no extra cost to you.





Member Penn. Graph-Grade Oil Assn. Penn. No. 2 Copyright 1938 The Pennzoil Co.

GIVES ALL MOTORS AN EXTRA MARGIN OF SAFETY

ALL IN THE FAMILY. The omnipotent Standard Oil owned by John D. Rockefeller possessed an oil company in southern Pennsylvania, the South Penn Oil Co. founded in 1889 and later renamed Pennzoil. Their emblem featured a representation of the Liberty Bell, the cracked bell which is a patriotic symbol of the United States. In the company's 1937 advertisements, Pennzoil's wise owl mascot appears for the first time along with two owlets that he lectures to. The campaign lasted until 1942 and the figures of the owls were reproduced in press advertisements as well as on the labels of Pennzoil cans, signage plaques and various promotional items.

101. Advertisement published in the generalist magazine *Collier's*, May 21, 1938. Illustrated by Donald Bedell Wootton "Don Wootton" (1896-1962).

102. Pin of the Pennzoil Oil-Wise Club, c. 1940.





YOUR CAR'S FORTUNE IS IN YOUR HANDS

We see a lot of enemies for your car—Dirt, Heat, Sludge and Wear. Look out for them! But here's a tough fellow coming into the picture . . . looks like a bodyguard . . . and the name is—Pennzoil! There's long life and thousands of carefree miles ahead if you put your car in Pennzoil's care. You can depend on it to keep your new car new. Meet your car's good fortune at the sign of your bonded Pennzoil dealer today!

Easy as **A B C**
TO USE
LESS OIL SAFELY



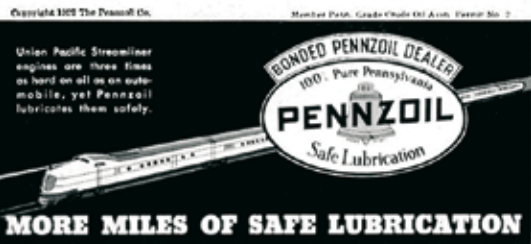
DON'T CHANGE OIL TWICE A DAY!

It isn't necessary to change oil twice a day this Fall if you use Pennzoil. Yet that is just what you should do if you buy plain oil . . . light grades for quick lubrication on chilly mornings and nights . . . heavier grades to stand up during warm afternoons.

The easy, safe way to use less oil this Fall is to get Pennzoil, the oil with the extra margin of safety. It lubricates your cold motor instantly, yet protects it at high operating temperatures. Pennzoil saves gasoline, too. It resists sludge, keeps valves and piston rings working freely to make your motor more efficient.

This is because the pure Pennsylvania crude oil selected for Pennzoil is first double refined for toughness, then solvent-treated to remove sludge-forming elements.

Get Pennzoil from your nearest bonded Pennzoil dealer now!



OUR FATHER WHO ART IN HEAVEN ...

The wise owl mentors two young and inexperienced owlets that always accompany him. When they ask him questions, the father responds with a maxim that he repeats insistently while winking at both of them: "Be Oil-Wise, use Pennzoil."

103. Top left, the owls posed over a Pennzoil emblem, advertisement in *The Saturday Evening Post*, November 23, 1940.

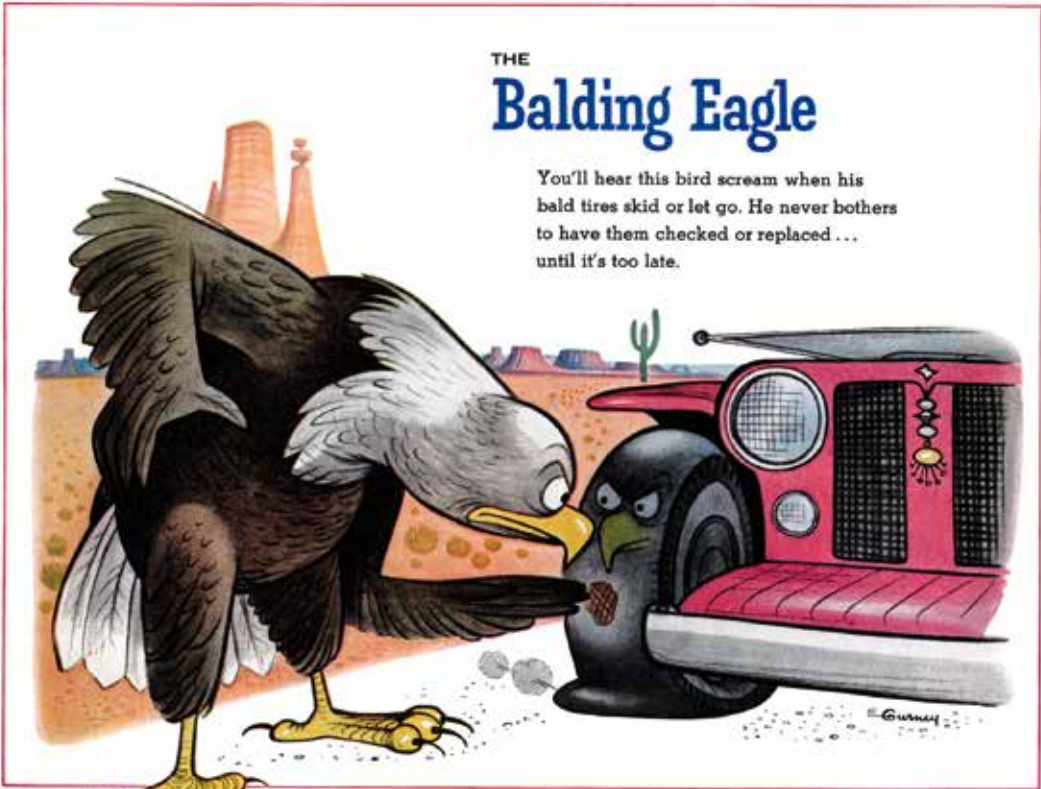
104. Directly above, an advertisement published in *Life* magazine, September 6, 1937.

105. On the left, press advertisement from 1937.

ROAD BIRDS... a series by Ethyl Corporation

THE Balding Eagle



You'll hear this bird scream when his bald tires skid or let go. He never bothers to have them checked or replaced... until it's too late.



THE Smart Bird knows his tires give best service when he gives them good care. He makes sure they're properly inflated at all times and replaces them when the tread wears thin.

The Smart Bird gets best service from his engine, too. He always uses premium gasoline. Premium gasoline has a higher octane rating. It lets modern engines deliver top power... top mileage... top driving pleasure.

It's smart to use premium gasoline

ETHYL CORPORATION

DRIVING BIRDS. The Ethyl Corporation was a chemical additives company founded in 1921 with capital from the Standard Oil company of New Jersey (Esso) and General Motors. In 1955, Ethyl launched an advertising campaign titled *Road Birds*, illustrated by artists Eric Gurney and Keith Ward, to promote the use of a new type of high-octane fuel: Premium gasoline. The protagonist of the advertisements was a smart bird, a wise owl that was respectful of road driving rules and concerned about proper automobile maintenance. In contrast, the upper part of each campaign advertisement portrayed the bad habits of different species of less intelligent birds.

In the above image, a bald eagle observes the reflection of his own grumpy expression on the smooth surface of a flat tire. There is irony based on the play on words, as the term bald and baldness is also applied to describe tire wear and tear. Under the main illustration, the text explains the advantages of behaving like the wise owl: "The Smart Bird knows his tires give best service when he gives them good care. He makes sure they're properly inflated at all times and replaces them when the tread wears thin. The Smart Bird gets best service from his engine, too. He always uses premium gasoline."

106. Advertisement published in *The Saturday Evening Post*, 1955. Illustrated by Eric Gurney.

ROAD BIRDS... a series by Ethyl Corporation

THE Darting Road Runner

This Road bird gets his name from the way he darts in and out of traffic lanes. A truck coming the other way doesn't even ruffle his feathers...and he never looks behind when he suddenly hops back into line.

THE Smart Bird asks sure the road is clear ahead before he starts to pass. And he keeps one eye on the mirror when he moves back into his lane. The Smart Bird also stays safe with his engine. He uses premium gasoline. Premium gasoline's higher octane rating protects against engine knock and overheating. And it gives extra power for quicker, safer passing.

It's smart to use premium gasoline

ROAD BIRDS... a series by Ethyl Corporation

THE Bent-Wing Thrasher

This bird can be quickly identified by his thrashing left wing. You might think he's ready to turn. But he's really flicking some, pointing out sights or saying to friends.

THE Smart Bird keeps both hands on the wheel...except when he's going to turn or stop. Then he gives a rip, clear signals in plenty of time. The Smart Bird knows how to get crisp engine response, too. He uses premium gasoline. Higher-octane premium gasoline burns smoothly in modern engines...delivers full power and performance.

It's smart to use premium gasoline

ROAD BIRDS... a series by Ethyl Corporation

THE Timid Titmouse

This bird is generally found going 15 mph in the high-speed lane of a super-highway. He's really too scared to drive at several speeds...and afraid to pull over to the right and let you pass.

THE Smart Bird knows it's often as bad to go too slow as it is to go too fast. He handles his car with confidence...knows its limitations and his own. One reason the Smart Bird is confident is that his car can respond quickly in tight spots. He always uses premium gasoline. Premium gasoline, with its higher octane rating, helps certain your engine delivers full power on demand.

It's smart to use premium gasoline

ROAD BIRDS... a series by Ethyl Corporation

THE Low-Flying Loon

Here's a loony bird who races over the road just short of flying speed. He pays no attention to speed-limit signs...thinks they're just for the other guy.

THE Smart Bird knows that speed limits are for his own protection. He realizes that when the sign says "35 mph," there's a good reason for it. The Smart Bird also knows how to protect his engine. He always uses premium gasoline. Its higher octane rating guards against damaging engine "knock" and overheating.

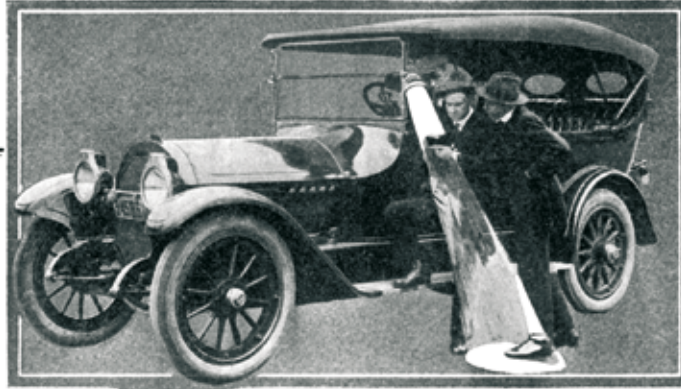
It's smart to use premium gasoline



HIGH FLYING DRIVERS. Eric Gurney, illustrator of the drawings in this advertising series, worked for ten years at Walt Disney Studios, until 1948. Subsequently he dedicated himself to advertising and illustrating articles for magazines and children's books. His mastery of drawing applied to developing characters for animated cinema allowed him to achieve the ideal characterization of real ornithological species. In the Ethyl campaign he portrays imprudent drivers such as the hurried Greater Roadrunner (*Geococcyx californianus*), the Brown Thrasher (*Toxostoma rufum*) with nervous fluttering, the shy Tufted Titmouse (*Baeolophus bicolor*) and the Common Loon (*Gavia immer*), whose flying exceeds all speed limits.

107. Advertisement in *The Saturday Evening Post*, 1955. **108.** Advertisement in *The Saturday Evening Post*, November 19, 1955. **109.** Advertisement in *The Saturday Evening Post*, 1955. **110.** Advertisement published in *The Saturday Evening Post*, February 11, 1956.

*Late Model
Locomobile
Equipped with
OWL Light*



*The Aristocrat
of
Searchlights*



FOSTER OWL LIGHT

Although OWL Lights are undoubtedly more in evidence on high-priced American and foreign cars than any other searchlight, the OWL has also a tremendously popular following among the rank and file of medium and low-priced cars.

Motorists who know searchlights, no matter what car they drive, are very likely to discriminate in favor of the OWL Light—

(1) because its price is extremely low for so high grade an article;

(2) because it offers exclusive patented features obtainable in no other searchlight;

(3) because it adds the finishing touch of completeness and distinction to any car.

Furnished for all makes and models of cars. Ask your dealer. If he cannot supply you, write us direct.

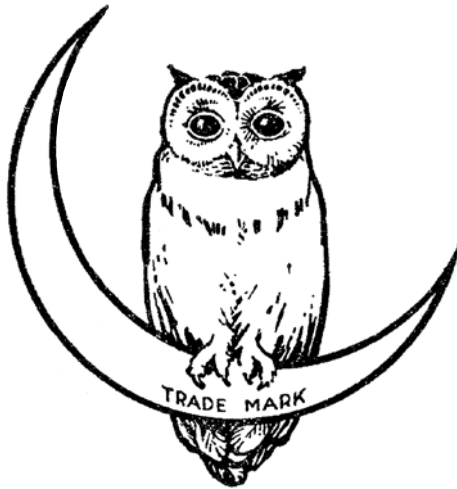
In ordering, state make, model and battery voltage of car.

Booklet illustrating many uses for the OWL-Light sent on request.

**NOW ONLY
\$5
Better Than Ever**

**C. H. FOSTER ACCESSORIES CO.
2303 MICHIGAN BOULEVARD
CHICAGO**

**SOLD ON
10 Days'
Trial. Write**



THE ALL-SEEING EYE.

The company C. H. Foster Accessories from Chicago utilized the figure of the owl as a brand image for their Owl-Light supplementary automobile headlight model, given the bird of prey's natural ability to see in the dark. The Owl-Light headlight was a powerful source of light that could be attached to the body of the car for use as a reinforcement during night driving or as needed to illuminate the adjacent areas around the vehicle by adjusting its position.

111. Advertisement and extracted detail published in *Motor Age*, October 5, 1916.

112. Advertisement published in *The Automobile* magazine, January 4, 1917.

**FOSTER
OWL
LIGHT**

At last the Owl-Light has become pretty generally recognized as the real solution of the glaring headlight problem.

In winter driving on approaching other cars simply switch off the headlights entirely and spot the light with the OWL wherever needed. In city driving with dimmed headlights in emergencies switch on the OWL for ample driving light or drive continually with its rays on the road directly ahead.

Supplement your fixed headlights with *controllable* OWL driving light.

Price, complete, \$5.00

Now handled by most good dealers and supply houses.
High grade jobbers and dealers wanted.
In ordering, state make, model and battery voltage of car.

C. H. FOSTER ACCESSORIES COMPANY
2303 Michigan Ave.
CHICAGO

GM
GENERAL MOTORS

AUTRONIC-EYE[®]

MAKES NIGHT DRIVING

*SO-O-O
EASY!*

(SO COURTEOUS, TOO!)

End fuss and fumble for the dimmer switch! With Autronic-Eye, headlights are controlled—automatically—for the safest night driving ever. Courtesy is automatic, too!

GM's famous Autronic-Eye dims your headlights as cars approach . . . then switches them back to bright when all's clear. And you're free to devote full attention to driving.

So, keep an eye out for your safety. See how easy, safe and courteous night driving can be with Autronic-Eye. Ask for a demonstration at your Cadillac, Oldsmobile, Pontiac or Chevrolet dealer's.

BRIGHT DIM BRIGHT

AUTOMATICALLY AT NIGHT

GUIDE LAMP DIVISION
General Motors Corporation
Anderson, Indiana



EYES LIKE HEADLIGHTS. In 1952, the Guide Lamp Division of the General Motors corporation launched a novel headlight support on the market, prepared to equip and operate in automobile brands such as Cadillac, Oldsmobile, Lincoln, Pontiac, Ford, Mercury and Chevrolet. It dealt with an automated system in which the headlight illuminating the road varied its direction and intensity to avoid blinding drivers who approached from the opposite direction. In the mid-sixties it ceased to be utilized, as this system of lighting was then incorporated into the vehicles' own headlights. The mascot responsible for promoting this device was a smiling owl with the iris of his eyes painted a bright luminous yellow, the corporate color applied to the Autronic-Eye and its advertising.

113. Advertisement in *The Saturday Evening Post*, 1955. **114.** Detail of an advertisement. c. 1955.

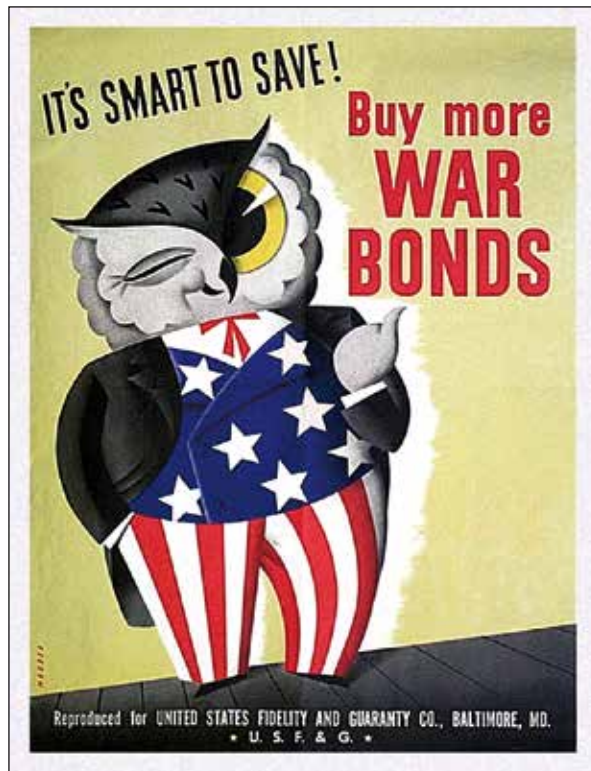
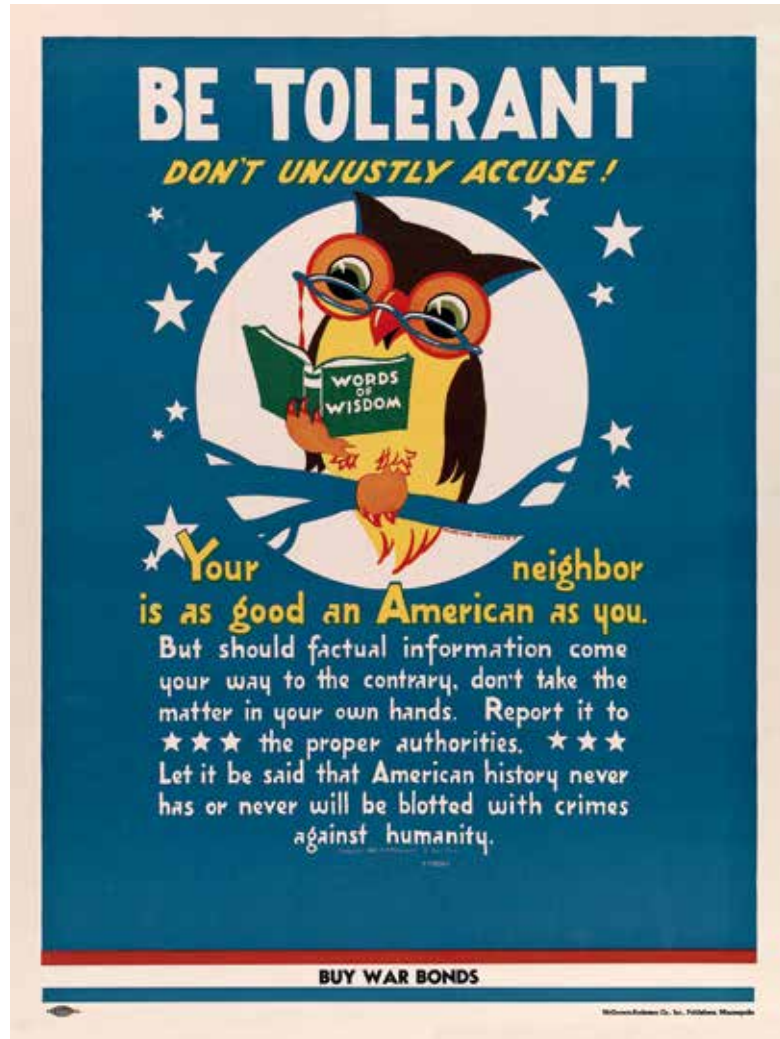
KEEP AN EYE OUT FOR SPIES.

Posters play a basic role as transmitters of propaganda for public awareness and public service during times of war. In these American examples from World War II, the image of the wise owl was utilized in a variety of ways. The poster on the right depicts a wise spectacled owl reading a book called *Words of Wisdom*. The text reminds us that the enemy can be within one's own setting: "Be tolerant, don't unjustly accuse! Your neighbor is as good an American as you. But should factual information come your way to the contrary, don't take the matter in your own hands. Report it to the proper authorities". In the poster shown below left, an owl dressed in the distinctive attire of patriotic Uncle Sam invites us to contribute to the cause by investing in war bonds. Next to it is a poster where the owl informs the reader that it is a wise decision to enlist and continue being a part of the military.

115. *Be Tolerant: Don't Unjustly Accuse!*; Dimensions: 46 x 61 cm, 1942. Poster by Marion H. Matchitt (1899-1967).

116. *It's smart to save! buy more war bonds.* Propaganda poster. United Fidelity and Guaranty Co. in Baltimore, Maryland. Dimensions: 52 x 56 cm, 1943. Illustrated by the artist of German origin residing in the U.S. Sascha Maurer (1897-1961).

117. Military recruitment poster c. 1950. Dimensions: 28 x 36 cm.



PRUDENT VERSUS BABBLING BIRDS.

The images shown here present two propaganda posters from the U.S. Government, warning of the need to maintain 'the beak closed' in matters that may affect national security in times of war. In classical antiquity the discretion and wisdom of the owl was contrasted with that of ravens and magpies. On this occasion the figure of the noisy and talkative parrot is utilized.

118. *Some Birds Talk Too Much.* Poster by the Office for Emergency Management. Office of War Information; Domestic Operations Branch; Bureau of Special Services (1943-1945), c. 1945. Unsigned illustration.

119. *Silence Means Security.* U. S. Government Printing Office. Dimensions: 56 x 71 cm, 1943.

