

## 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].

# CUPPLES TIRES, THE POWER OF THE RHINOCEROS

Elephants, hippopotamuses and rhinoceros stand out among terrestrial mammals due to their weight and size. All three constitute the category popularly known as pachyderms.<sup>1</sup> The word derives from the Greek *pachydermata*—*pachys* means ‘thick’ and *dermata* refers to ‘skin’—and makes direct reference to one of the qualities of these animals: the thickness of their skin. All three are powerful beings, being of great size and weight and armed with intimidating defenses in the form of large tusks or horns. In reality, the rhinoceros’s defenses are not actually horns since they do not originate from the skull as do the bony extensions of antelopes or bovine, but rather are the result of an accumulation of keratin fibers in the animal’s muzzle. The number of these ‘horns’ also helps us distinguish between the different species that exist, three in Asia and two in Africa. The rhinoceros of Sumatra and Africa—the white and black rhinoceros—have two horns, while the rhinoceros of Java and India possess a single horn.

The sum of size—around 4 m in length and 1.80 m in height—, weight—up to three and a half tons—, thickness of the skin—which can exceed 2 cm in certain areas of the body—, horns and the unexpected speed in this type of animal—a respectable 55 km/h—, make the rhinoceros a reference that commercial companies and their advertising campaigns took advantage of (figs. 90-113). In the sector of the American tire industry, two cases stand out: the Cupples Company from Saint Louis, which used an Indian rhinoceros as a mascot, and the Armstrong Rubber Company, which chose an African rhinoceros as their element of identity.

## 1. Cupples Company and rubber

Samuel Cupples (1831-1912) belongs to that mythical group of people who became magnates because of their own entrepreneurial character. His parents were Irish emigrants who had settled in Pennsylvania, and he was the youngest of their thirteen children. The family moved to Cincinnati and Samuel, aged 15, worked at A. O. Taylor (or Tylor) Woodenware Co. as an employee selling baskets, wicker utensils and wooden poles for handles and brooms. Eventually, the company commissioned Samuel Cupples to establish and direct a delegation in Saint Louis, Missouri, an expanding city that offered new business opportunities.

Thus, in 1851, Samuel Cupples and his friend and associate Asa Americus Wallace founded the Samuel Cupples Wooden Ware Company in Saint Louis, a thriving business in charge of manufacturing, distributing and selling a wide range of tools based on the treatment of wood derivatives and other types of products. In 1871, the brothers Harry and Robert Brookings joined the company as partners and, in 1885, Samuel Cupples retired from an active professional life due to his delicate health. The entrepreneurial success turned Cupples into a millionaire and he stood out as a benefactor and philanthropist, dedicating part of his fortune to charities and endowing his city with hospitals, schools, orphanages, bookstores and other equipment linked mostly to the Methodist Church, of which he was a devoted and steadfast member. The magnate died at age 81, leaving behind his only daughter, Amelia, who inherited his entire empire.

The company continued their commercial activity detached from family control but retaining the name of their founder and maintaining headquarters in Saint Louis. In 1916, the Cupples Company began their adventure of manufacturing their first automobile tires. One year later they would produce up to 400 tires and inner tubes per day.<sup>2</sup> From the beginning of the twenties, the company specialized in rubber products, both for the food packaging industry—rubber gaskets for the hermetic sealing of jars and preserves—, as well as for footwear—rubber soles for boots and shoes. In addition, they manufactured various rubber items for applications such as mechanical belts and joints, automobile industry parts and tools, and golf balls, among others (figs. 21 and 23-26).

In 1926, the Cupples Co. responded to the increased competition in the tire sector, the escalating price war and the struggle for control over independent stores they supplied. The company Rhino Tire Store, Inc. was created, which was in charge of deploying a network of contracted establishments under the name of Rhino Tire Stores. These consisted of small individual stores, managed by a single employee, decorated with the corporate colors red, white and blue and with signs that showed the company's mascot. The press advertisements for the towns and cities where these businesses were active were created with a unified design, applying a basic structure to all promotional and identity elements (figs. 29-31).<sup>3</sup>

## 2. The Saint Louis beast

Since their inception, the company had been using the figure of a rhinoceros as the brand image for their tire division (figs. 4-8). However, it was in 1925 when the mascot's presence was multiplied in press advertisements and acquired a leading role.<sup>4</sup> The author of the advertisement illustrations was John Joseph Eppensteiner (1893-1984), a local painter and draftsman trained at the St. Louis School of Fine Arts, specializing in landscape and zoological themes.<sup>5</sup> Among the different species, Eppensteiner chose to represent an active and ferocious Indian rhinoceros, portraying it in dynamic compositions and interacting with tires (figs. 9-19).

In the year 326 BC, Alexander the Great initiated an ambitious military campaign to expand his empire to far off India. In the Indus Valley, during the Battle of Hydaspes, his troops confronted King Poros and defeated his army of elephants. It is in this setting where the West came into contact with the first real rhinoceros. It was the Indian rhinoceros (*Rhinoceros unicornis*), having a single horn—as indicated by its scientific name—and skin segmented into plates that covered the body like an armor. It is the type of rhinoceros that the German painter and engraver Albrecht Dürer portrayed in 1515, based on a sketch and a written description of the first captured live specimen that was recorded from the time of the Roman Empire and transferred to Europe. The animal was transported from India and landed in

Lisbon as a diplomatic gift to King Manuel I of Portugal. Dürer's engraving was widely disseminated and copied and, in spite of its obvious anatomical errors, it was consecrated as the canonical representation of the rhinoceros until the end of the 18th century.

His cultural imprint on popular imagination was so profound that, as Clarke (1986) states: ““A German authority on Dürer noted as recently as 1938 that school books had only just given up the use of the Dürer woodcut as a valid image of the beast.”<sup>6</sup> “No wonder that the colloquial name for the Indian rhinoceros in German is *Panzernashorn* [literally translated as armored or shielded rhinoceros].”<sup>7</sup>

It can be hypothesized that John Joseph Eppensteiner, born in Saint Louis, was the son of German immigrants—as this surname is common in that country—and that within the family educational context, he was exposed to the graphic representation of Dürer's rhinoceros. This knowledge may have influenced his decision to choose the Indian rhino as a model for the Cupples tire advertisements. On the other hand, during the investigation of this chapter I located a postcard—without a publisher's trademark, but most likely German—that reproduces the photograph of a male Indian rhinoceros. It was taken in 1899 at the Zoologischer Garten in Berlin, and could have been the reference model used by Eppensteiner to configure the Cupples emblem (figs. 1-3).<sup>8</sup>

In 1920, the company Cupples coined the slogan “Tough as a Rhino” [hard, resistant, tenacious as a rhinoceros] in clear allusion to the power of the animal and the impenetrability of its skin, a slogan that was used for years in press campaigns. As stated in the text of a full-page 1926 advertisement published in a U.S. magazine (fig. 16):

“The Rhino admirably interprets the mass and strength of the Cupples Diamond Jubilee Balloon. The frame of the tire is tough, twisted cord. Its muscles and hide are honest rubber. Its heart is a fighting heart. The Rhino also typifies the solidity and strength of an institution (...) The Cupples reputation for integrity is stamped with the Rhino on every Cupples Tire.”<sup>9</sup>

The Cupples rhinoceros was featured in numerous advertisements until 1929, when it was no longer utilized. It is likely that this was also the year in which the company canceled their production of tires, although they continued to manufacture other products derived from rubber. After undergoing many changes over the years, the Cupples Rubber Company is still active today as a division of the Fireside Group, dedicated to the manufacture of industrial seals, washers and belts.<sup>10</sup>

### 3. Armstrong Rubber Company

In the year 1912, a representative and tire salesman from New Jersey named George F. Armstrong (1879-?) decided to launch a new type of pneumatic inner tube with his own surname as a trademark and equipped with a patented valve technology called Kahn Automatic Valve. On October 6, 1915, the Armstrong Rubber Company was legally constituted in the state of New York, with an initial capital of \$200,000.<sup>11</sup> The first inner tubes were produced by an external tire manufacturer, but soon Armstrong set out to take over production. In December of 1916, the original New York company was dissolved and re-registered in the state of New Jersey with the same founding capital. The company moved their activity to the new factory in Newark and counted on James A. Walsh as superintendent.<sup>12</sup> In the new facilities, while inner tubes were being manufactured, testing for the serial manufacture of pneumatic tires was initiated.

On April 12, 1918, the Armstrong Rubber Co. acquired a piece of land in the town of Garfield, New Jersey, in which a modern industrial building was built. The manufacture of tires began in April of the following year. By the middle of 1919, they produced 200 tires and inner tubes per day. By the beginning of the twenties production had increased to 500 tires and inner tubes, having a staff at that time composed of approximately 150 workers (figs. 32-33).<sup>13</sup> Thanks to the work of Frederick Machlin, the commercial director, sales progressively increased. The company's growth and the rise in production needs were resolved in 1922 with the acquisition of a former tire factory located in West Haven, Connecticut, where the offices were also relocated to (fig. 35). Despite the success, the company was affected by the Great Depression and George F. Armstrong decided, in 1931, to sell the business to a new company directed by his former employees Walsh and Machlin.<sup>14</sup>

After the difficult times passed, Armstrong Rubber Co. became consolidated when they signed a contract with the powerful Sears, Roebuck & Co. in 1936. They were a company founded in 1893 and specialized in mail order catalog sales of products and goods for the home and automobile, with an extensive direct sales network in department stores as well as their own stores distributed throughout the country. This profitable business alliance brought financial strength to Armstrong and, in 1938, they built a modern factory in Natchez, Mississippi to adequately respond to the growing demand of supplying Sears, Roebuck & Co. Armstrong did not participate in the original car factory equipped tire market (OE). Their tire production was exclusively aimed at the replacement market (RE). In the early 1960s, the Natchez factory employed close to 1,000 people, with a daily production of 13,500 tires and 10,000 inner tubes.<sup>15</sup>

At the request of the Government, during the Second World War the alliance between Armstrong and Sears, Roebuck—along with Pennsylvania, Dayton and Mansfield tire companies—joined the new Copolymer Co., dedicated to the development and manufacture of tires and derivatives of synthetic rubber. In 1949, Armstrong acquired the historic Norwalk Tire & Rubber, a company that had started manufacturing tires in 1916. By 1960, the company was ranked as fifth of all tire manufacturers in the United States, with headquarters in West Haven and with factories also located in Natchez, Mississippi; Des Moines, Iowa; Hanford, California and Norwalk, Connecticut. In 1974, a new factory was built in Nashville. In contrast, it was decided to close the West Haven production center in 1980 due to significant losses.

The decade of the 80's marked the beginning of a recession, although the life contract with Sears, Roebuck & Co. assured them in 1981 39% of their sales. In 1981, Armstrong ranked sixth among U.S. tire manufacturers after Goodyear, Firestone, Uniroyal, Goodrich and General Tire.<sup>16</sup> In 1986, the Natchez plant dedicated to the manufacture of truck tires was closed and in 1987, the companies of the Armstrong group were reorganized under the name of Armtek Corporation. They were the second largest manufacturer of agricultural machinery tires, after Goodyear. In that same year, tires accounted for approximately 35% of the company's sales, along with diversified production of items such as hoses, belts and synthetic rubber derivatives, among others.<sup>17</sup> In June 1988, the Italian Pirelli—then the fifth largest manufacturer in the world—acquired Armtek's tire division, creating the Pirelli Armstrong Co. Pirelli had first tried, unsuccessfully, to obtain Firestone and subsequently General Tire to position themselves in the American market.<sup>18</sup>

The Armstrong brand was withdrawn from the market in 1997. On April 23, 2012, Pirelli signed a contract with the company Zafco Trading LLC for the five-year transfer of the Armstrong brand—with the right to purchase after that period—, which included in the agreement their rhinoceros as a symbol and

mascot. Zafco, created in 1993, is a worldwide distributor of tires, batteries and lubricants based in Dubai but with international projection. They have more than 800 customers spread over 85 different countries as well as commercial offices in the United States, Brazil, Thailand, Russia, the United Arab Emirates and India. According to Zafco, control over the Armstrong brand is another step in their positioning strategy for the U.S. market, especially in the agricultural and commercial transport/truck segments, but without neglecting the consideration of passenger vehicles in the future.<sup>19</sup>

#### 4. The domesticated beast

In 1951, initiating a decade of business consolidation, Armstrong's promotional strategy opted for the figure of an animal as a symbol of their corporate identity. To advertise the new tires with Rhino-Flex technology—in which fabric strips were arranged in superimposed layers, “providing the toughness of a rhinoceros skin”—a mascot was adopted that would become famous: Tuffy Armstrong, the rhinoceros (fig. 40). The name is probably an ironic play on words of the English term ‘toughie’ [resistant and fearless] and the product the rhinoceros represents, the tough, rugged tire.

The rhinoceros was also represented in the company's emblem, with a less caricatured graphic style and possessing a dynamic attitude, charging at the foreground with its enormous horn and jutting out from a circular border that also framed the logotype (figs. 34 and 35-39). The artist in charge of defining Tuffy was Keith Ward (1906-2000), who applied his mastery in drawing and caricature to anthropomorphize the animal and bring it to life in its publicity appearances (figs. 55-65). If the Cupples Rubber Co. mascot of the 1920s was based on India's single-horned rhinoceros, Ward chose to portray the white rhinoceros (*Ceratotherium simum*), the heaviest and largest of the five species, with a huge head that supports two horns: one anterior, which could measure 120 cm in length, and one behind it, which does not exceed 60 cm. In addition, it has much smoother skin than the Indian rhinoceros, without folds and protuberances on the surface (figs. 40-41).

Between 1951 and 1954, Tuffy was featured in Armstrong's advertisements illustrated by Keith Ward, although the character continued to be used intensively until the late 1950s (figs. 40-54 and 78-80). In 1954, Armstrong presented their Rhino-Flex tires that incorporated the new Safety Disc technology. This dealt with small rubber discs being inserted between the grooves of the tire tread design. This innovation, according to the manufacturer, allowed better tire grip on the road. To graphically represent the new technology in advertisements, it was decided to metaphorically utilize the figure of a hand that held firmly to the ground thanks to the small rubber discs positioned between its fingers. The campaign lasted until the mid-1960s, temporarily displacing the mascot as the sole protagonist for Armstrong tire advertisements (figs 66-77 and 78-80).

The figure of the rhinoceros was still present as part of the corporate emblem until 1988, in the headers of commercial stationary and appearing in certain catalogs and press advertisements (figs. 81-89). The purchase of Armstrong by the multinational Pirelli led to the removal of the mascot. The Armstrong company ceased their activity definitively in 1997. After almost a quarter of a century in reserve, thanks to the license extended by Pirelli to Zafco Trading LLC in 2012, the animal that was in danger of extinction could recover its vitality as a symbol for the Armstrong brand. For the time being, it's appearance was only featured in the advertisement designed to publicize the news of the agreement (fig. 97).

## Notes

1. The current zoological taxonomy does not utilize the past nomenclature of “pachyderms.” This categorization was typical of an outdated conception, in which the external aspect was prioritized over internal anatomical characteristics. Going beyond the resemblance to each other, elephants are an independent group, hippopotamuses are closer to pigs and the rhinoceros is more related to horses than the previous two.
2. A full-page advertisement published on April 17, 1926 in *The Saturday Evening Post* stated: “Ten Years of tire building give Cupples tires all that skill can give. Seventy-five years of institutional history stand back of their integrity.” On the other hand, this date is mentioned in a note published in the journal *The India Rubber World*, March 1, 1916. In regards to production data, see *The India Rubber World*, April 1, 1917.
3. “Introducing new tires,” *The Indianapolis News* (Indianapolis, Indiana), April 13, 1926, p. 27.
4. In a news item published on April 1, 1917 in *The India Rubber World* it’s stated: “The Cupples Co., formerly Samuel Cupples Woodenware Co., St. Louis, Missouri, is manufacturing a rubber tire with a rough safety tread of reversed and staggered C’s; also the Rhinos patented inner tube (...)”
5. John Joseph Eppensteiner is the author of the illustrated book *Domestic Animal Studies in the Modern Manner*, Saint Louis, Missouri, special issue, 1930, a detailed study on the art of portraying domestic fauna and, according to the subtitle: “Created and produced for the practical use of artists, designers, sculptors, librarians and teachers.” Eppensteiner also participated, along with other illustrators, in the work of Roger Tory Peterson’s *Wildlife in Color*, Houghton Mifflin Publishers, 1951.
6. Clarke (1986), in the chapter “The European vision of the rhinoceros,” p. 20. The mention of the German specialist is referenced in a footnote of the text; this is seen in the article by Cole, Francis Joseph. “The history of Albrecht Dürer’s rhinoceros in zoölogical literature,” *Science, medicine, and history: essays on the evolution of scientific thought and medical practice*, written in honour of Charles Singer, volume I, London, E. Ashworth Underwood, 1953, p. 337-356.  
Other authors have addressed the concrete example of the representation of the rhinoceros in art, such as Ernst H. Gombrich in his book *Arte e ilusión. Estudio Sobre la Psicología de la Representación Pictórica*. Barcelona: Gustavo Gili, 1982 (London, 1960), specifically in chapter II, “La verdad y el estereotipo”; or Umberto Eco in his *Trattato di Semiotica General*, Milan: Bompiani, 1975, in the section “3.56, Iconismo e convenzioni,” p. 270-272.
7. Clarke (1986), in the chapter “The European vision of the rhinoceros,” p. 22.
8. The original photograph can be seen in Rookmaaker’s book (1988), pp. 50-51.
9. Specifically, in the advertisement published in *The Saturday Evening Post*, June 12, 1926.
10. “Investment group buys Cupples Rubber division,” *RubberNews.com*, December 13, 2000. Online magazine covering news and reports on the rubber industry, available at [www.rubbernews.com](http://www.rubbernews.com).
11. “New incorporations, with authorized capital, 1915,” *The India Rubber World*, November 1, 1915.
12. “Trade notes,” *The India Rubber World*, December 1, 1916, p. 158.
13. Scott (1922), pp. 545-546; and “New Armstrong tire plant,” *The India Rubber World*, May, 1919.
14. “Eastern and Southern notes,” *The India Rubber World*, July 1922, p. 695. This business success should be expounded on, as the Armstrong Rubber Co. did not appear among the 24 most important tire companies in 1920, but belonged to a large group of about 100 manufacturers that competed fiercely amongst themselves. These were apart from a dozen small companies—among them Michelin—, medium sized ones—such as Miller or Kelly-Springfield—and the big five—Goodyear, Firestone, US Rubber, BF Goodrich and Fisk. See Buenstorf and Klepper (2004).
15. “Armstrong Tires are new addition,” *Hattiesburg American*, March 16, 1961, p. 26.
16. “Why Armstrong Rubber still sells tires,” *The New York Times*, October 4, 1981. Armstrong was just one more of the American companies affected by the recession and crisis that took place

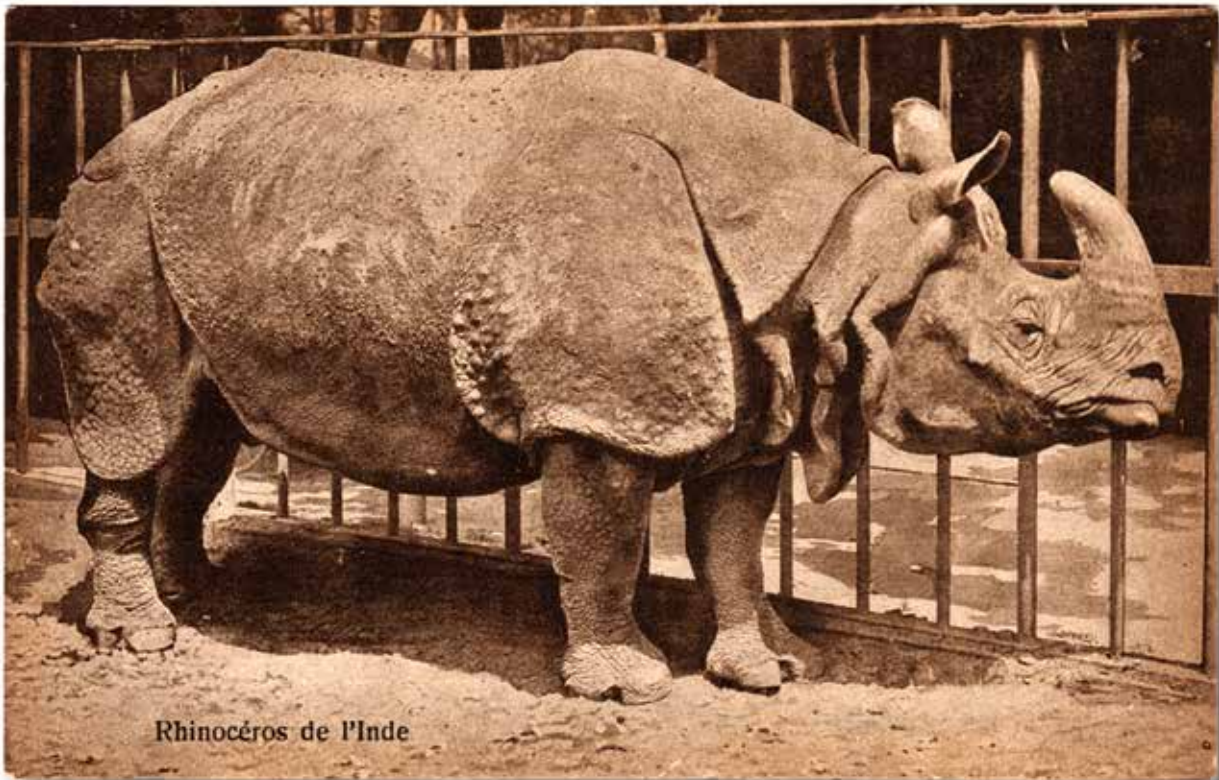
between 1979-1982, in part because of the successful radial tire technology adopted by their foreign competitors. Foreign companies such as Pirelli took advantage of this financial weakness to gain a foothold in the American market. Other examples can be seen: German Continental bought General Tire in 1981; Japanese Bridgestone acquired Firestone in 1988; and Michelin—with a factory in the United States since 1976—acquired Uniroyal Goodrich Tire Co. in 1990.

17. “Sale of Armstrong Tire Co. leads to company takeover,” *Rubber & Plastics News*, August 12, 1996; and “Company news: Pirelli to buy Armstrong from Armtek,” *The New York Times*, April 19, 1988.
18. “Company news: Pirelli to buy Armstrong from Armtek,” *The New York Times*, April 19, 1988.
19. “The Armstrong brand is back!,” July 20, 2012; and “Modern-day phoenix: Armstrong rises from the ashes,” July 26, 2012, both published in the magazine *Modern Tire Dealer*. Available at the historical news archive of the original magazine in its online version: [www.moderntiredealer.com](http://www.moderntiredealer.com)

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Book that compiles the oral presentation that James A. Walsh Jr., son of the owner of Armstrong Rubber Co. and President of the company in 1980, made at the Newcomen Society on August 14, 1981.
- <http://cupples.slu.edu/>. Much of the biographical information about Samuel Cupples can be found on the pages of the Saint Louis University website dedicated to the History of the Samuel Cupples House. The magnate’s former residence is listed as protected historical heritage.
- <http://www.animalmakers.com>. Website of the company Animal Makers Inc., creator of the animatronic rhinoceros used in a television advertisement by Armstrong.





**NATURAL SOURCE OF INSPIRATION.** The above postcard shows the photograph taken in 1899 portraying a male Indian rhinoceros exhibited at the Zoologischer Garten in Berlin. The images below comparing a close up of the animal's head and the illustration made by John Joseph Eppensteiner for the corporate emblem of the American entity Cupples Company from Saint Louis reinforces the possibility that the postcard was a direct graphic reference for the artist.

1. *Rhinocéros de l'Inde*, photographic postcard with bilingual text—French and Dutch—stamped on the back, c. 1900
- 2-3. Close up of the head of the rhinoceros extracted from the photographic postcard and Cupples' corporate emblem in 1925.





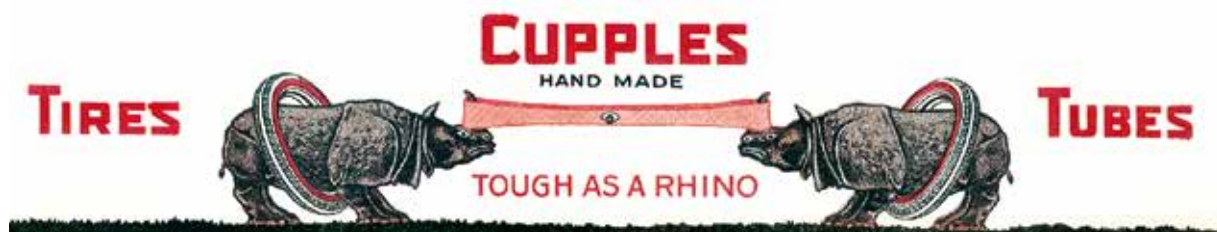


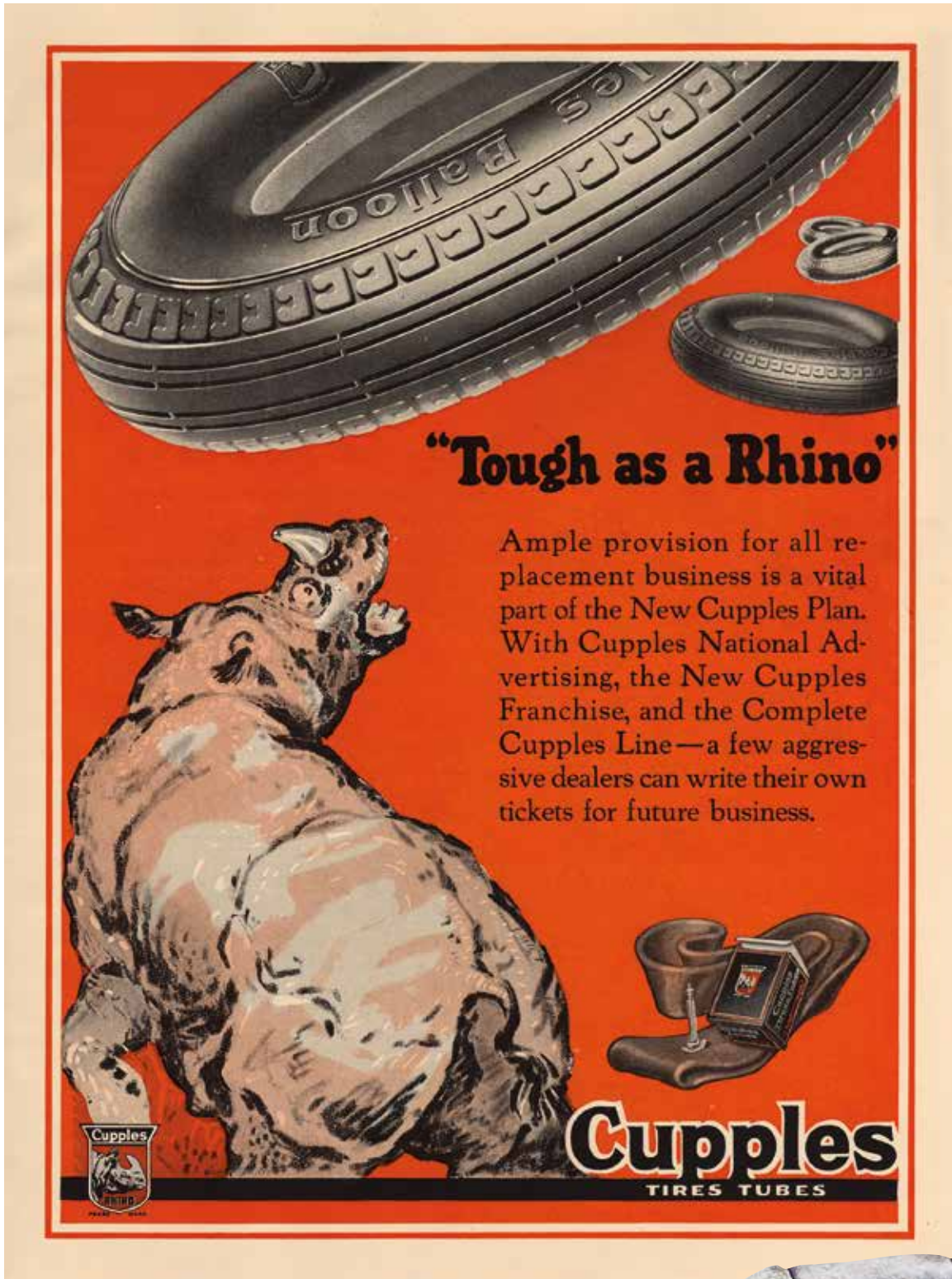
**EMBLEMATIC ANIMAL.**

The image at the top of the page depicts one of the early appearances of the mascot's entire body. The animal appears in the middle of a tire whose tread is marked with a design formed by the repetition of 'C' for Cupples. The company utilized a corporate identity emblem in the form of a shield in their advertisements. The chosen model is known in heraldic language as "pointed German," because it originated from the medieval Teutonic knights; its three pointed vertices made the shield not only a defensive weapon, but also an offensive one. The face of the shield features the profile of a rhinoceros head, either as a drawing, imitating a volumetric bas-relief or as a synthetic negative silhouette with white highlighted against a black background.

4. Detail of an advertisement inserted in the quarterly publication *The Tire Rate Book*, New York: The Class Journal Co., 1923.

5-7. Emblems in magazine advertisements from 1925, 1926 and 1927. 8. Header of Cupples' corporate stationery in 1922.





**A VERY TOUGH RHINOCEROS.** Among the rhinoceros species, the Indian rhinoceros—with its armored folds—was chosen to represent the Cupples mascot. The dermal plates of the animal have the appearance of a protective armor. Its skin is an impenetrable defense and the adult rhinoceros has no predators. This invulnerability is the quality that Cupples tire treads metaphorically acquire.

**9.** Advertisement published as a *Motor Age* magazine insert, 1925. Art by Eppensteiner. **10.** Photograph of an Indian rhinoceros, with its single horn and skin divided into plates.







**AGGRESSIVE CAMPAIGN.** Eyes wide open, mouth in a bellowing pose and body in motion present the image of a challenging, aggressive rhinoceros. This is the attitude portrayed by the Cupples mascot in the extensive 1925-1926 campaign aimed at distributors and tire dealers. Advertisements were inserted in specialized automotive sector publications announcing the sales plans for their three flagship products, Cord and Balloon tires and inner tubes. Above, the double-page advertisement states that participants attending the National Tire Dealers Convention, to be celebrated in Saint Louis in November of that year, "are invited to visit the installations of the Cupples Rubber Company and get to know the spirit of the company."

11-12. Advertisements in the magazine *Motor Age*, September 17 and November 12, 1925. Art by Eppensteiner.

13. Advertisement published in *Motor Age*, 1925. Art by Eppensteiner.



**PUT A RHINOCEROS IN YOUR LIFE.** The above images portray the advertisements of the 1926 campaign, in which Cupples directly targeted consumers nationwide. Advertisements inserted in large-scale general magazines such as *The Saturday Evening Post* explained the proven excellence of their tires utilized in buses, passenger vehicles and cargo trucks. Reference was also made to the company's extensive experience, being 75 years old, and the application of their experience in the rubber industry to other products such as washers, gaskets, shoe soles and golf balls. In several texts motorists are encouraged to ask directly for the Cupples brand—the brand of the rhinoceros—at the tire dealership or distributor in their city/town. In the illustrations of the advertisements, the beast is portrayed as powerful, brimming with energy and fierceness, qualities that, together with the invulnerability of its thick skin, are transmitted as metaphors of pneumatic tire qualities. It's worth noting that the tread's rubber studs are designed to form the initial of the company's name, 'C' for Cupples.

**13-16.** Advertisements in the *The Saturday Evening Post* in 1926: January 16, March 20, May 15, and June 12. Art by Eppensteiner.



**"Tough as a Rhino"**

It's the difference between greatness and the great... between the victor of competition... the difference between toughness and weakness... and more than that, the difference between Cupples Extra Heavy Cord tires rolling over the miles and those which succumb to the first sign of exhaustion. Hence, had the racing world sought the observation to build a rubber tire that is big, tough, resilient, and built from the heart and is one of Cupples Company's ways of continuing its 75th Anniversary Year of business history. Consequently, the result of years of tire building experience... and backed with the investment of thousands of dollars developed through 75 Years of Cupples Company... and Cupples Extra Heavy Cord tires represent a new standard of value as well as a model of excellence. Ask for Cupples Tires and Cupples Tubes at your dealer. Their toughness will pay you a profit.

**CUPPLES COMPANY - SAINT LOUIS**  
A National Institution Since 1853

The dealer who can best give you a Cupples Tire and Cupples Tube at the lowest price is the one who has the most complete stock of tires and tubes. Write for the Free Literature and Price List to Cupples Company.

**Cupples**  
TIRES TUBES

**"Tough as a Rhino"**

The Cupples Extra Heavy Cord is a brute for work. It's built for trucks, buses and heavy duty on passenger cars. The lighter straight-side models are eight ply. The massive six inch tires are ten ply. All are built for full inflation, and absorb the shocks of miles of cuts and bumps when you keep their pressure up. The Cupples Rhino is the trade-mark of an institution whose reputation for integrity has endured throughout 74 years of manufacturing success. Look for the Rhino when you next buy tires or tubes. The nearest Cupples Dealer has a Cupples Cord and a Cupples Tube for every receiving requirement. And every model trade-marked with the Rhino has a fighting heart of honest rubber. It gives you new mileage value.

**CUPPLES CORD TIRES**  
**CUPPLES BALLOON CORDS**  
**CUPPLES INNER TUBES**

**CUPPLES COMPANY - ST. LOUIS**  
A National Institution Since 1853

**Cupples**  
TIRES TUBES

**"Tough as a Rhino"**

BUILT for the utmost endurance in heavy use and such service, Cupples Extra Heavy Cord offers superior mileage value to the passenger car driver using high pressure tires. Their eight and ten ply construction is sturdy insurance against the uncertainty of the road and delay on the road. In building this superior high pressure model, Cupples practices the all-around tire value high standard of value and application established by the Cupples Diamond Lubrication. It's the 75th Anniversary Year of business history. Consequently, the result of years of tire building experience... Each carries the trade-mark of an institution whose reputation for integrity has gone through seven decades of progress. Each Cupples Cord is given a fighting heart of honest rubber. It won't be tough. It's built to last. Ask for Cupples Tires and Cupples Tubes at your dealer. Their toughness is a thing you'll see give you a profit.

**CUPPLES COMPANY - SAINT LOUIS**  
A National Institution Since 1853

The dealer who can best give you a Cupples Tire and Cupples Tube at the lowest price is the one who has the most complete stock of tires and tubes. Write for the Free Literature and Price List to Cupples Company.

**Cupples**  
TIRES TUBES

**Life Insurance for Baby Chicks**

What finer life insurance could you possibly give your baby chicks than a feed that will save their lives?

Official investigation shows that 50 out of every 100 baby chicks eating the average mixtures die. And thousands of tests the country over prove that 90 out of every 100 chicks fed Purina Chick Startena Live.

One cent pays the difference between feeding the cheapest feed and the very best, during the first critical six weeks of a baby chick's life.

Can you think of a more profitable way—and of a more human way—of investing an extra penny?

**PURINA MILLS, 840 Gratiot St., St. Louis, Mo.**  
© 1925 Purina Mills, Inc.

**Poultry Book—Free**  
You can get Purina Chick Startena—the best baby chick starting food—from any feed dealer with the Purina Checker-board sign. Write to today for a copy of the 200 illustrated copies of the Purina Poultry Book—absolutely free.

**PURINA CHICK STARTENA**  
WITH BUTYROLIN  
FOR STARTING BABY CHICKS

**LIFE AND GROWTH FOR CHICKS**

**WILD ... AND FARM ANIMALS.** John Joseph Eppensteiner was already, by the mid-1920s, a renowned commercial artist in his native Saint Louis. In 1894, the company Robinson-Danforth Commission was founded in Saint Louis. They were dedicated to manufacturing breakfast cereals under the Ralston brand as well as manufacturing feed for farm animals under the Purina Mills brand. The latter was subsequently named the Purina Ralston Company—graphically identified by their famous corporate border consisting of a red and white checkerboard print. They commissioned Eppensteiner to illustrate two products of their lines. His collaboration resulted in numerous illustrated advertisements between 1925 and 1932. In the Cupples tire campaigns the artist habitually signed his illustrations with his full surname; for the Purina Ralston Company, he signed them with an abbreviation: "Epp."

**17-19.** Advertisement in *The Saturday Evening Post*, September 4, 1926, September 5, 1925 and unspecified date, 1926  
**20.** Advertisement for Purina published in *Better Homes and Gardens*, 1925. Signed by John J. Eppensteiner "Epp."





**RUBBER SPHERES.** Numerous tire manufacturers applied of their knowledge of rubber transformation to produce all kinds of rubber goods, ranging from automotive mechanical parts to footwear, clothing, medical items and golf balls. Regarding the latter, these spheres had evolved since the beginning of the sport: they went from being a ball of goose down stuffed into a smooth leather cover to become, around 1850, a solid block of rubber with a surface finish consisting of a protective layer of white paint. This new ball of compacted rubber incorporated a great aerodynamic advance, the roughness of its surface. Thus, each golf ball model was engraved with a differential and patented pattern, in addition to the manufacturer's brand imprinted onto its surface. In 1921, Cupples introduced their Rhino balls with the generic slogan "Tough as a Rhino." The company Pecora Paint, founded in 1862 in Philadelphia, commercialized a special elastic and resistant coating with which to repaint golf balls that had been worn-out from constant use. They employed the same animal as a mascot as well as a very similar slogan: "Tough as his hide."

21. Detail of a Cupples advertisement published in *The Saturday Evening Post* magazine, May 15, 1926.

22. Advertisement for Pecora Paint Co. in a magazine from 1917.

# Stop losing Golf Balls

Buy from your dealer  
a 25c can of **"Rhino"**  
**Brand Golf Ball Enamel**  
—make 50 balls  
white as new.  
Tough, elastic, will  
not crack, check, chip,  
peel, blister or turn  
yellow.

Used by best makers  
and by professionals who  
know for "repaints."

**PECORA PAINT CO., Inc.**  
Established 1862 Dept. B, Philadelphia

**Rhino  
Brand**  
"Tough as  
his hide"



CAPITAL \$2,500,000.00

# Cupples

MANUFACTURERS

ORDERING BY MAIL IS ECONOMICALLY SOUND—BUT MUST BE BASED UPON CONFIDENCE IN THE COMPANY FROM WHOM YOU BUY

NEW YORK ST. LOUIS CHICAGO

## MAIL ORDER PRICE LIST

ESTABLISHED 1851 JUBILEE YEAR 75 YEARS IN BUSINESS

OUR TERMS—10 days free cash discount, or 30 days net on open accounts of all days and 100% CASH. THESE LIST—Please all sorts of cupples used in tires, tubes, inner tubes, and other rubber goods. If shipping—list all your orders on it.

These prices are the lowest on the date of printing and are not guaranteed. If desired to lower them some more in reference, you will get the benefit. If desired to raise them, you will get the benefit. UNLESS you report in reference, you will get the benefit. On shipments from some stores a change to cover dragee to railroad stations will be made.

No. 2 March 15, 1926

### CUPPLES BALLOONS

"TOUGH AS A RHINO"  
MOST ATTRACTIVE TIRES IN AMERICA  
RUGGED STRENGTH AND HEART OF HONEST RUBBER

BALLOONS FOR SMALL WHEELS

STRAIGHT SIDES		INTERCHANGEABLE—WILL FIT PRESENT RIMS	
Size	Price	Size	Price
10.00	\$1.25	10.00	\$1.25
10.50	\$1.40	10.50	\$1.40
11.00	\$1.55	11.00	\$1.55
11.50	\$1.70	11.50	\$1.70
12.00	\$1.85	12.00	\$1.85
12.50	\$2.00	12.50	\$2.00
13.00	\$2.15	13.00	\$2.15
13.50	\$2.30	13.50	\$2.30
14.00	\$2.45	14.00	\$2.45
14.50	\$2.60	14.50	\$2.60
15.00	\$2.75	15.00	\$2.75
15.50	\$2.90	15.50	\$2.90
16.00	\$3.05	16.00	\$3.05
16.50	\$3.20	16.50	\$3.20
17.00	\$3.35	17.00	\$3.35
17.50	\$3.50	17.50	\$3.50
18.00	\$3.65	18.00	\$3.65
18.50	\$3.80	18.50	\$3.80
19.00	\$3.95	19.00	\$3.95
19.50	\$4.10	19.50	\$4.10
20.00	\$4.25	20.00	\$4.25

FOR FORD CHEV GRAY STAR

**EXTON**  
The Competitive Priced Tire With the Standard Mileage Value

### BALLOONS

These tires are Cupples-Balls. Every mile you drive in them is a mile of safety. The only tires that are made at one price for all sizes.

Price per tire: \$1.25 to \$3.95 (depending on size)

Freight Allowed  
All Tires and Tubes in Lots  
No L.S. on these

TUBE PRICES PAGE 2



**DIFFERENT SPECIES.** The catalog of products manufactured or produced under the brand "Cupples" contained numerous items. Some of them were products derived from the rubber industry, such as pneumatic tires and inner tubes or rubber heels for shoes. Others, however, were not related, such as the matches shown in the images on the right side of the page.

**23-24.** Price list of Cupples tires and detail of an illustration showing the packaging display of Cupples Rubber Heels, in a generic catalog for Cupples products sent by mail and dated on 15 March 1926.

**25-26.** Cupples match covers, possibly made in Sweden by Svenska Tändsticks Aktiebolaget (STAB), which in 1926 had already turned into the largest manufacturer of matches in the world, c. 1926.



TOUGH AS  
A RHINO

*You Cannot Afford to  
Pass Up This*

**TIRE OPPORTUNITY at  
THE HUNTER, TUPPEN CO.**

IT HAS never been offered before to our knowledge, and may never be offered again. Please do not confuse this offer with the usual "factory surplus sale." The tires offered are the well known

# CUPPLES TIRES

Manufactured by one of the oldest and most reliable companies in the United States, The Cupples Company of St. Louis, an \$80,000,000 company. These tires are not "seconds," but absolutely firsts, with name and serial number on, in original factory wrappings, the same identical tire that you would receive if you had paid full list price, and is sold to you

**Carrying Full Factory Guarantee of 7500 Miles**

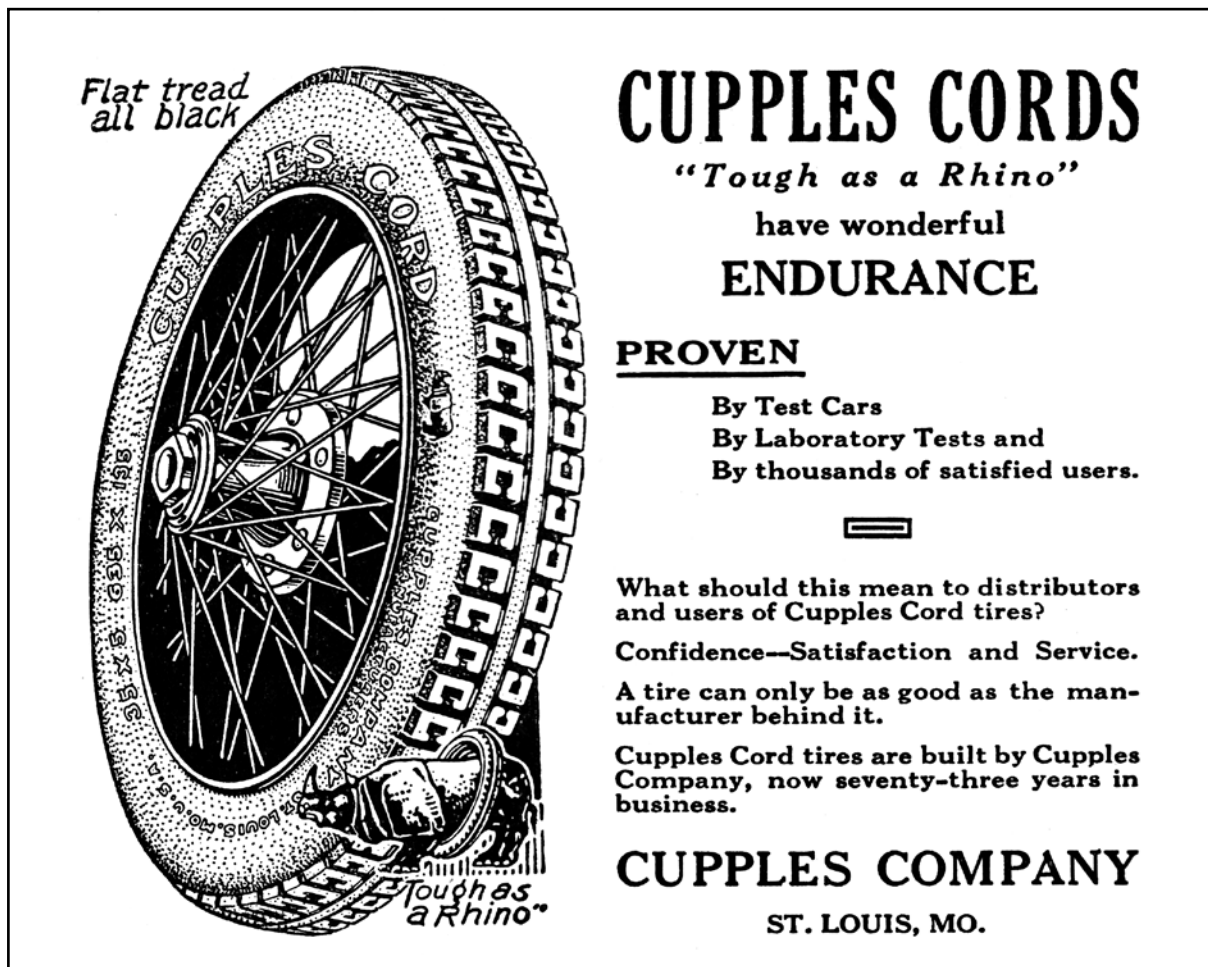
In order to acquaint the motorists of this territory with the sterling qualities of the CUPPLES TIRE, and as an illustration of the wonderful values constantly offered in our tire department, we are offering a limited number of these tires at very much reduced prices. In fact, in some cases

**THE SAVINGS AMOUNT TO AS MUCH AS 40%**

**RHINOCEROS PROTECTION.** On this page, two advertisements are presented showing examples of the mascot in one of his established poses -in this case with notable variations- employed by the company to identify "Cupples" tires.

27. Advertisement published in the *Syracuse Herald* newspaper (Syracuse, New York), October 2, 1919.

28. Advertisement published in the quarterly publication *The Tire Rate Book*, October 1925.



**CUPPLES CORDS**

*"Tough as a Rhino"*

have wonderful  
**ENDURANCE**

**PROVEN**

By Test Cars  
By Laboratory Tests and  
By thousands of satisfied users.

=

What should this mean to distributors and users of Cupples Cord tires?

**Confidence—Satisfaction and Service.**

A tire can only be as good as the manufacturer behind it.

Cupples Cord tires are built by Cupples Company, now seventy-three years in business.

**CUPPLES COMPANY**  
ST. LOUIS, MO.

*Flat tread  
all black*

*Tough as  
a Rhino*

**Special**  
**Cupples \$21.25**  
**SUPREME QUALITY**  
**BALLOON TIRES**  
**31 x 5.25**

Prices Now Lower than ever before on Cupples Tires and Tubes at all Rhino tire stores! Trade in your old, worn out tires NOW—and save money. Note these wonderful offerings for this week!

**Inner Tube SPECIALS**  
**Ruf-Tuf**  
 Heaviest laminated rubber  
 30x3 1/2 ..... \$1.25  
 29x4.40 ..... \$1.65  
 32x4 ..... \$2.05  
 (Other sizes at equally attractive prices.)

**WHIZ \$5.75**  
**F. S. CORD TIRES**  
 A sturdy tire, fine quality, superior tread at this remarkably low price.

**CUPPLES**  
 30x3 1/2 Single O' Size  
**\$9.50** Cord Tires  
 Fresh, new factory tires, fully guaranteed.  
 Prompt Curb Service

**Rhino Tire Stores, Inc.**  
 are exclusive distributors of

**CUPPLES SUPREME QUALITY**  
 "Tough as a Rhino"  
**CORD TIRES**

**VULCANIZING**  
 and repairing of rotted tires, workman.

**MAIL ORDERS**  
 Mail your order to 1008 S. Flores St. and we will deliver anywhere in this territory, U. S. A.

**RHINO TIRE STORES, INC.**  
 AUTHORIZED CUPPLES DEALER

1008 S. Flores St. Tel. Crockett 1852  
 422 Soledad St. 801 Fredericksburg Rd. 1815 Broadway

**When You Buy Tires Get Full Value Received**

The Supreme Quality Mark on the sidewalks of each CUPPLES SUPREME QUALITY TIRE is the mark of identity on a product of distinction!

Only selected plantation rubber is used in compounding the stock from which the side-walls and tread of the New Supreme Tires are built. The New Cupples Supreme—in workmanship and material—represents the highest possible achievement in fine tire building today.

**CARTER TIRE & BATTERY CO.**  
 38 East 4th South—Wasatch 4593  
 Exclusive Distributors in Salt Lake County for Rhino Tires

**The New Cupples Tires**  
**"Tough as a Rhino"**

in the NEW Cupples Tires with the new tough tread you get extra strength—extra toughness—extra protection where you need it. And that means mileage. Up into the second ten thousand and even more.

**No Tires Like Cupples**  
 Into these tires has been built the utmost in strength, durability and riding comfort. The name of Cupples on each tire is a guarantee of quality—backed by the 75-year reputation of this well-known house.

**Constant Betterment**  
 The NEW Cupples Tires have a tread that is a revelation in toughness, traction and endurance. Laboratory tests, road tests and experience of users all prove that the NEW Cupples Tires are truly "The Endurance Tire of America."

**Buy Cupples for Mileage**  
 Drive up to any Rhino Tire Store and trade in your old, worn tires for the NEW Cupples. You will find our prices extremely reasonable—the result of our chain store economic—and our plan of selling direct from factory to you.

**Mail Orders**  
 Promptly filled. Send check or money order to Rhino Tire Stores, Inc.

**Open Evenings**  
 All Rhino Tire Stores are open until 7:00 p. m. Saturdays 5:30 p. m.

**EXTON CORDS**  
 30 x 3 1/2  
 Factory Firsts  
**\$6.50**

**CUPPLES CORDS**  
 32 x 4  
 First Quality  
**\$18.30**

**EXTON CORDS**  
 33 x 4  
 Factory Firsts  
**\$14.55**

**EXTON BALLOONS**  
 29 x 4.40  
 Factory Firsts  
**\$9.40**

**CUPPLES BALLOONS**  
 31 x 5.25  
 First Quality  
**\$19.80**

**RHINO TIRE STORES, INC.**  
 AUTHORIZED CUPPLES DEALER

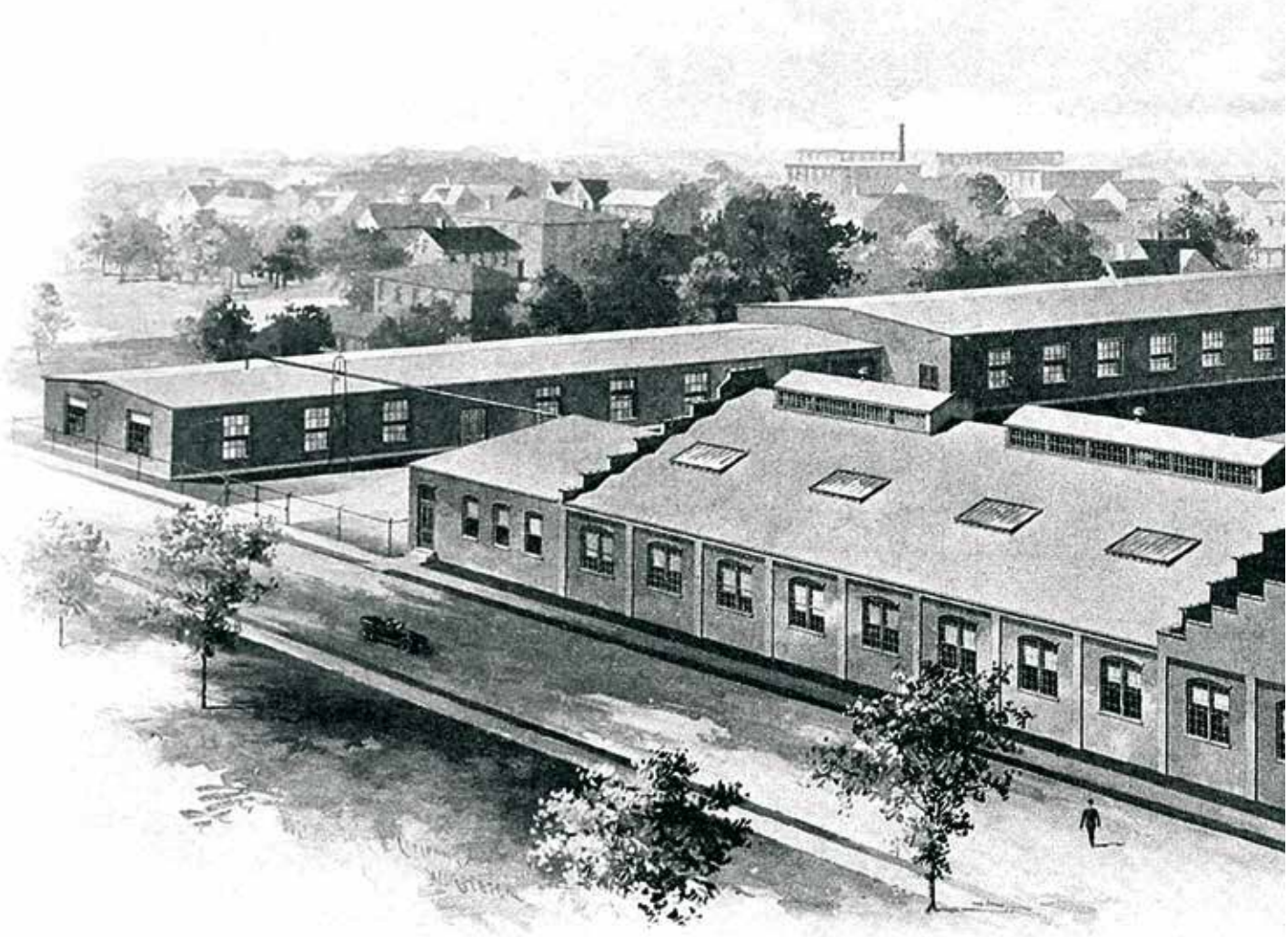
1008 South Flores Street 801 Fredericksburg Road  
 422 Soledad Street 1815 Broadway  
 Telephone Crockett 1852

**MARKING TERRITORY.**

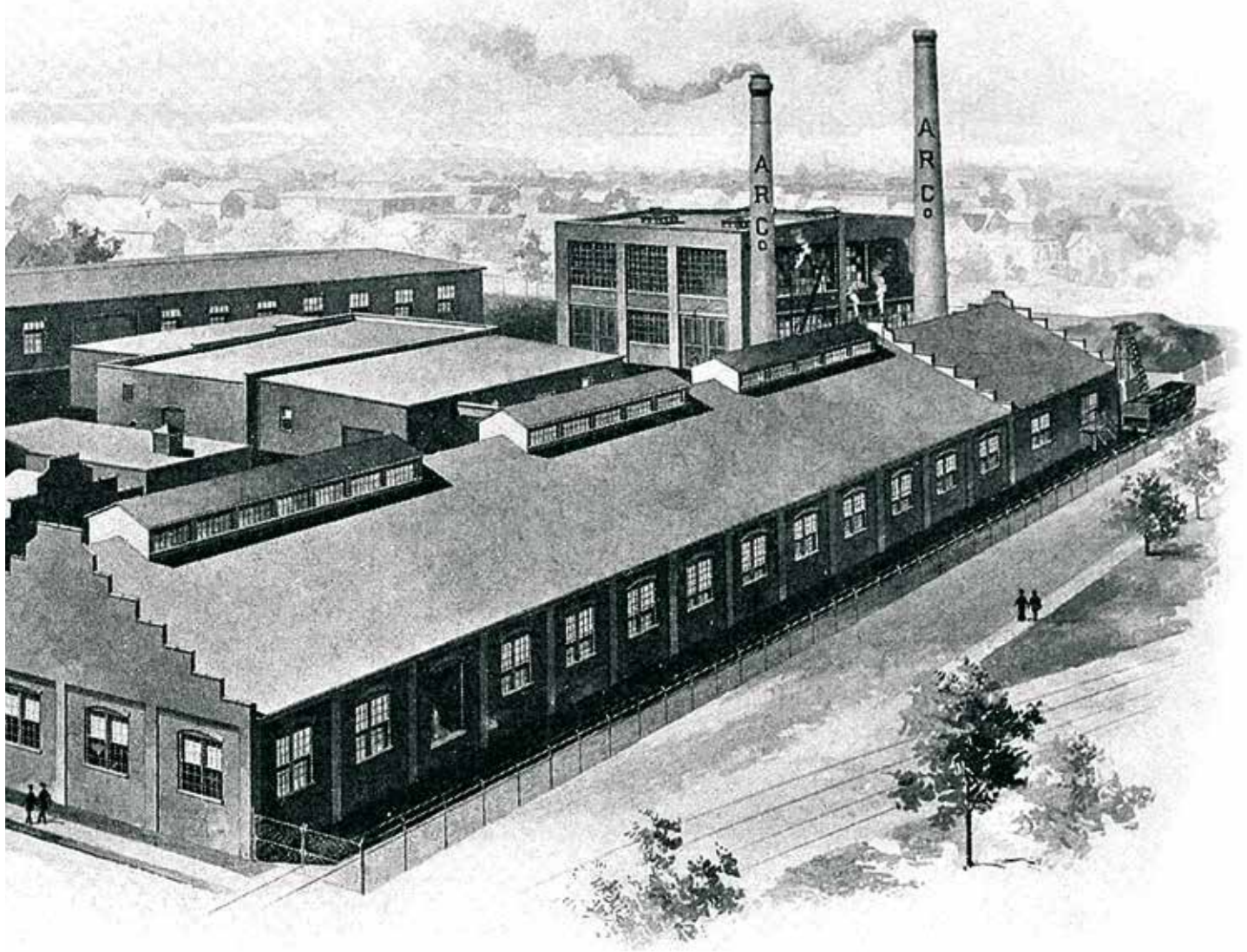
In 1926, Cupples deployed their own network of retail establishments, the Rhino Tire Stores. The images on the left provide two examples of advertising modules utilized in local newspapers advertising offers from the stores located in that territory with a graphic design that incorporates the figure of the rhinoceros in different ways. Above right, an example of an advertising module inserted in a Salt Lake City newspaper by a local independent distributor that commercialized Cupples tires.

- 29. Advertisement in the *San Antonio Light* newspaper (San Antonio, Texas), April 1, 1927.
- 30. Advertisement in the *Salt Lake Tribune* newspaper (Salt Lake City, Utah), May 12, 1929.
- 31. Advertisement published in *San Antonio Light*, September 17, 1926.









**THE ARMSTRONG RUBBER COMPANY, INC.  
GARFIELD, N. J.**

**IMAGES OF GARFIELD.**

Armstrong moved their activity to the town of Garfield where, in April 1919, the new factory built for tire manufacturing was launched. An important part of the production was destined to cargo vehicles, both for passengers and merchandise. On the left is an advertising photograph where Armstrong employees show a tire with the inscription "This tire has gone 18,000 miles on a Reo bus." Flanking the workers, we see two of these buses equipped with Armstrong tires.

**32.** Illustration of the Armstrong Rubber Co. factory in Garfield, 1922.

**33.** Portrait of the employees and factory premises, c. 1920

# **ARMSTRONG TIRES**

1945-1946



1951-1960s



1952



1952



**MUTANT RHINOCEROS.** In the years prior to the incorporation of the rhinoceros, the symbol of the company was a four-sided winged shield, containing the initial 'A' for Armstrong in the center. At the beginning of the 50s, the figure of the animal was circumscribed in a circular border that also contained the Armstrong Rhino-Flex Tires logotype and underwent slight variations throughout the decade. The last emblem used just before the takeover of Armstrong by the Italian multinational Pirelli shows, along with the logotype, the same rhinoceros free of its circular frame, in a running position with kinetic lines that reinforce the concept of movement.

- 34. Logotype and symbol of the company in advertisements from 1945-46.
- 35. The Armstrong factory in the header of corporate stationery from 1926.
- 36-38. Variations of the Armstrong symbol in different advertisements during the 50s.
- 39. Emblem of the 70s and 80s.

1970s-1989





**"RUGGED IS RIGHT!"**

**UNCONDITIONALLY  
GUARANTEED!**

*These days smart tire buyers want 'em rugged. And they don't come any more rugged than Armstrong tires, the only tires in the world made with Rhino-Flex construction. That's why they're unconditionally guaranteed for 18 months against all road hazards. This guarantee, backed by Armstrong's 38 years' experience in building better passenger, truck and tractor tires, is your assurance that Armstrong tires are tough as they come. See your nearby dealer displaying the famous Armstrong "Tuffy." You'll be glad you did. Armstrong Rubber Company. Plants: West Haven 16, Conn., Natchez, Miss., Du Maine, Iowa, Export Division: 20 East 50th Street, New York 22, N. Y.*

**FREE!** Valuable, handy combination diary—address book—pocket calendar. Beautiful leatherette. Send for yours today. Hurry! Write Dept. 3-6.

**ARMSTRONG *Rhino-Flex* TIRES**

**THE RUGGEDNESS OF WHEELS.**

Under the slogan "Rugged is right" the 1951 press advertisement introduces us to Tuffy, Armstrong's humanized African rhinoceros, disguised as a strongman from the circus. In his hands he holds two tire models, in the form of balanced weights: those destined for passenger cars and those for cargo vehicles, trucks and tractors.

40. Advertisement in *The Saturday Evening Post*, June 23, 1951. Signed by Keith Ward.

41. Photograph of the profile of an African white rhinoceros, with its two horns and smooth skin. In the advertisement, the skin of the mascot is rough, with abundant folds and protuberances that exemplify the graphic convention established to represent this animal in a recognizable way. However, these traits are actually typical of the Asian rhinoceros.



**IN A TUXEDO, SPORTSWEAR ... OR NUDE.**

As a rhinoceros, one of Tuffy's qualities is his chameleonic aspect. In the advertisements, he appears disguised as a strongman, an athlete, a law enforcer and elegantly dressed, wearing a top hat, white gloves and packed into a tuxedo. As we can see on the opposite page, in sector-specific advertising for tractor tires, he is stripped of all clothes to pull the plow with all his strength, as do Armstrong tractor tires.

42. Advertisement published in *The Saturday Evening Post*, May 26, 1951. Illustrated by Keith Ward.

43. Full-page advertisement published in *Life* magazine, 1953. Illustrated by Keith Ward.

**"LONG-DISTANCE CHAMP!"**

**UNCONDITIONALLY GUARANTEED!**



Was someone ever there to be long-distance champion? That's why thousands are switching to Armstrong—the world's only tire built with Rhino-Flex construction. These rugged tires are unconditionally guaranteed for 18 months against all road hazards. And they're made by the Armstrong Rubber Company—producers of famous passenger, truck and tractor tires for 18 years. You'll find these tires sold close to home by dealers displaying "Tuffy" Armstrong, the Rhino. There's an Armstrong dealer near you. Why not look him up? Armstrong Rubber Company, Plant: Warrenton, Ore., Portland, Ore., The Manor, Iowa, Elgin, Illinois, 20 East 10th Street, New York 21, New York.

**FREE!** Visible, heavy construction—dies—rolls back—proves value—best performance—lasts for years only! (Wear Dept. 8-5.)

**ARMSTRONG *Rhino-Flex* TIRES**

**NEW ARMSTRONG HAS 700% MORE**



*Classy but tough!*

**THE QUIETEST TREAD ON EARTH!**

**ARMSTRONG *Rhino-Flex* PREMIUM**  
THE MIRACLE-RIDE TIRE

● Today power's the thing in cars! Stepped-up horsepower. New high-speed turnpikes. But what about the power to STOP—stop safe, stop fast? Good brakes, even power brakes, merely stop wheels fast. It's the grip that stops your car—or *doesn't!* Today, more than ever, you need the most vital tire grip improvement in Armstrong's 35 years of building finer tires. You have it in the Armstrong Rhino-Flex Premium with 700% more life-saving gripping edges. First and only tire to power-grip the road in all directions. Exclusive Armstrong Inter-Locking Tread has more grip for faster stopping without side-skid. Sure, silent power-gripping that holds on curves, wet roads as no other tread can. Liberal change-over plan. Look for your Armstrong Dealer in the Classified Directory. **UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS.** Unserviceable tire will be replaced by comparable new tire with full credit for the period of guarantee not retained.

**POWER BRAKES** stop your wheels faster. Only tires can stop your car safe and fast. Only the world's first silent "power-grip" tire—Armstrong—has 700% more life-saving gripping edges to hold you on the safe side of the "Life-Line." More power-grip to eliminate side-skid on curves or wet, oil-slick roads.

**STAYING ON THE HILL ON ARMSTRONG'S DEVIANT CAPTURE!** Works of non-stop traction on under-inked road. Armstrong Premiums! Break-neck speeds over a non-stopped, hole-punctured Tread "road" that mangles conventional tires. On-the-second proof of Armstrong's extra mileage, extra safety!

**World's only Silent Traction design. Cancels out noise and hum.**

**World's only Uni-Cushion contour for longer, more even wear.**

**World's first and only Interlocking, All-Directional safety tread.**

**World's only Intra-Tread Bumpers keep ribs open for extra grip without squeal.**

History of advancement  
**TuraTeam**

ARMSTRONG RUBBER CO., West Haven 10, Conn., Norwalk, Conn., Rocher, Miss., Des Moines, Iowa, All Seward St., San Francisco, Calif. Export Division: 20 East 10th St., New York 21 N.Y.

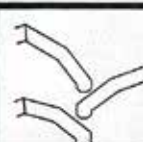


# NOTHING PULLS LIKE AN ARMSTRONG TIRE!



## RHINO-FLEX construction makes ARMSTRONGS BITE BETTER-PULL HARDER

**WEAR LONGER** Yes, Armstrongs out-pull, out-wear any other tractor tires. And for good reason! Those big scientifically-designed "Rhino-Flex" lugs bite the ground deeper . . . laugh at mud and slush—actually clean themselves as they roll along! And Armstrongs are so tough, they're unconditionally guaranteed for 2 years—with no limit on mileage. For tops in traction, wear and value, insist on genuine Armstrong "Rhinos."



Armstrong's Double Angle Design widens space between bars at tread edge, like a funnel. So mud is cleaned away better.



Ordinary tires bulge at base of cleats. But Armstrong's exclusive concave design increases tread depth for greater gripping power, stronger pull.

# NOTHING PULLS LIKE AN ARMSTRONG TRACTOR TIRE



## RHINO-FLEX construction makes ARMSTRONGS BITE BETTER-PULL HARDER



Armstrong Tractor Tires have greater pulling power and wear longer than any others. That's because of the scientifically-designed "Rhino-Flex" lugs that bite the ground deeper . . . go through mud and slush without a care . . . actually clean themselves as they roll along! Unconditionally guaranteed up to 2 years — with no limit on mileage.



Ordinary tires bulge at base of cleats. But Armstrong's exclusive concave design increases tread depth for greater gripping power and pull.

## NOTHING WEARS LIKE ARMSTRONG RHINO-FLEX TRACTOR TIRES

WEST HAVEN, CONN. NORWALK, CONN. NATCHEZ, MISS. DES MOINES, IOWA SAN FRANCISCO, CALIF.

# RHINO FLEX TRACTOR TIRES

NATCHEZ, MISS. • DES MOINES, IOWA • SAN FRANCISCO, CALIF.

**RHINOCEROS.** The above images portray two advertisements for Armstrong's solid rubber and pneumatic tires targeting the agricultural market. In this specific case, the illustrations were realized by Frederick Siebel "Fritz Siebel" (1913-1991), illustrator born in Vienna who emigrated to the United States in 1935 [not to be confused with the New York humorous illustrator Frederick Otto Seibel "Fred Seibel" (1886-1968)]. Siebel illustrated books, covers and magazine articles, propaganda posters and numerous advertisements for firms such as Chrysler and Ford automobiles, Shell motor oil, Textron pajamas, General Foods Sanka coffee, Barreled Sunlight Paint Company paints and Schlitz beer. Although Siebel stood out for his versatility, he often used caricatures in his illustrations.

**44-45.** Full-page advertisements published in a specialized agrarian magazine, 1954-1955. Illustrated by Siebel.







**SHOW ME YOUR IDENTIFICATION!**

The image on the right depicts the rugged police officer Tuffy leaning on an Armstrong tire dispenser. A variety of promotional elements were exhibited at the point of sale and in repair shops, in which the rhinoceros was always the protagonist.

- 49. Tin sign, inlaid and painted, 137 x 46 cm, c. 1951.
- 50. Tire clamping display. Metal plate, manufactured by Stout Sign Company in Saint Louis, c. 1951.
- 51. Circular double-sided metal sign for lateral wall attachment, c. 1951.
- 52. Screen-printed canvas, 90 x 152 cm, c. 1955.
- 53. Painted tin plate, 122 x 48 cm, c. 1975.
- 54. Illustration for an advertisement published in *The Saturday Evening Post*, August 25, 1951.





**MEN AND BEASTS.**

Keith Ward (1906-2000) was a prominent advertising artist, illustrator of children's books and a painter by the end of his career. He illustrated articles in many national magazines such as *Collier's*, *The Saturday Evening Post* and *Life* and covers for *Outdoor Life* and *Child Life*. In his commercial works he adapted his style to the demands of the campaign and the product. His mastery of drawing allowed him to oscillate between a caricatured vision and a more realistic representation of human and animal characters. Among his commissions are the advertisements for USS Steel products, between 1945 and 1948, and for motor companies such as Texaco, Phillips Petroleum Co., Ethyl and Fram Co. oil filters.

- 55. Illustration of an advertisement for domestic refrigerators by Inland Manufacturing of General Motors Corp., 1960.
- 56. Advertisement for Fram Filters engine oil filters, 1956.
- 57. Full-page advertisement for Ethyl gasoline published in *The Saturday Evening Post*, 1950.
- 58. Full-page advertisement for United States Steel published in *The Saturday Evening Post* magazine, 1946.



**Oil and filter both need changing too!**

**IT'S CLEAN OIL MONTH**  
**Change Oil and Filter NOW!**

Regular oil changes and new FRAM Oil Filter Cartridges will help keep your engine's best power and life for years. FRAM saves your engine time - keeps dirty sludge at bay! so you never "DROOP!" in use, you will not remove sludge! There's a FRAM Cartridge individually engineered for your engine - sold on a money-back guarantee. Get it at your FRAM dealer now. During FRAM Clean Oil Month.

**Eagle**

**Beagle**

There's a tremendous difference between an "eagle" and a "beagle"

- and there is a powerful difference, too, between gasoline and "Ethyl" gasoline!

"Ethyl" gasoline is high octane gasoline. That's why it brings out the top power of your engine - makes a difference that you can feel on hills, on the open road, and when you need quick power for passing or acceleration. When you see the familiar yellow and black "Ethyl" emblem on a pump, you know you are getting this better gasoline. "Ethyl" anti-knock fluid is the famous ingredient that steps up power and performance.

ETHYL CORPORATION... New York 17, New York

*"You can't beat STEEL for bathrooms"*

**MANUFACTURED FROM USS STEEL**  
**UNITED STATES STEEL**

and this label means the Steel is good!

The modern bathroom is an all-steel bathroom. The all-steel bathroom is the facility you want in wall, tub, vanity and trim - for these products, steel is the material that assures maximum strength, good looks and long life. And when you see the U-S-Steel on anything made of steel, you know that article is made of quality steel. Steel backed by all the engineering skill and manufacturing knowledge of the world's foremost steelmaker.

**UNITED STATES STEEL**





**Getaway when you need it!**

With Texaco **FIRE CHIEF** gasoline...  
 100% CLIMATE-CONTROLLED

THE TEXAS COMPANY  
 TEXACO DEALERS IN ALL 48 STATES

**Surprising power!**

With Texaco **FIRE CHIEF** gasoline...  
 100% CLIMATE-CONTROLLED

THE TEXAS COMPANY  
 TEXACO DEALERS IN ALL 48 STATES

**Glide-away Starts!**

With Texaco **FIRE CHIEF** gasoline...  
 100% CLIMATE-CONTROLLED

THE TEXAS COMPANY  
 TEXACO DEALERS IN ALL 48 STATES

**All-out Action...**

with Texaco **FIRE CHIEF** gasoline...  
 100% CLIMATE-CONTROLLED

THE TEXAS COMPANY  
 TEXACO DEALERS IN ALL 48 STATES

**Downright starting!...**

...the power you get with  
 TEXACO **FIRE CHIEF** gasoline... 100% CLIMATE-CONTROLLED

THE TEXAS COMPANY  
 TEXACO DEALERS IN ALL 48 STATES

**Snappy Winter performance!**

...with TEXACO **FIRE CHIEF** gasoline  
 100% CLIMATE-CONTROLLED

THE TEXAS COMPANY  
 TEXACO DEALERS IN ALL 48 STATES

**THE INSPIRATION FOR DISNEY.** On January 25, 1961 the Texaco oil company popularized Dalmatian puppies ten years before Walt Disney released his successful animated film *101 Dalmatians*, based on the book by English writer Dodie Smith, who had emigrated to America in the 1940s. Keith Ward illustrated the antics of a litter of five Dalmatians in a campaign totaling more than forty different advertisements that, between 1950 and 1956, populated the advertising pages of leading magazines.

**59-65.** Illustrations by Keith Ward, unsigned, in seven Fire-Chief Texaco gasoline advertisements published in magazines such as *Life* and *The Saturday Evening Post* in the years (ordered respectively): 1950, 1951, 1952, 1953, 1954, 1955 and 1956.

# KNOCK-OUT PUNCH FOR SKIDS!



## ARMSTRONG TIRES' "OUNCE OF PREVENTION"

### Safety Discs give you skid protection no other Tubeless Tires offer!



Just like the edges of your fist, tread ribs of ordinary tires tend to compress into a smooth and slippery surface under pressure. Under brake pressure the tread loses its vital grip on the road . . . and you skid!



With Armstrong Tires, the tread can't compress! Can't squeeze together. For, just like your fingers when you put rubber discs between them . . . "Ounce of Prevention" discs keep the gripping edges apart. Tread can't lose its grip on the road . . . thus preventing dangerous skids!

Photos on the left demonstrate why Armstrong Tires give you the greatest skid protection in tire history. And remember, skids are the *major* cause of accidents due to tire failure.

So today — get the world's first and only tubeless tires with "Ounce of Prevention" Safety Discs. Get new Armstrong Miracle Tubeless Tires. They can save *your* life and the lives of your loved ones!



Only Armstrong gives you this LIFETIME ROAD HAZARD UNCONDITIONAL GUARANTEE—the longest and strongest in the industry.



Armstrong's advanced engineering know-how developed a special puncture-protected liner that resists bruise blowouts . . . gives you ample time to make a straight-line stop.

# ARMSTRONG

Rhino-Flex  Tubeless Tires

THE ARMSTRONG RUBBER CO., WEST HAVEN & NORWALK, CONN. • NATCHEZ, MISS. • DES MOINES, IOWA • SAN FRANCISCO, CALIF. • ARMSTRONG EXPORT DIVISION 26 E. 50 ST., NEW YORK, N.Y.

**PROLONGING THE ARM.** By 1954 and until the end of the 1970s, Armstrong, which literally means "strong arm," published press advertisements that were based on striking large-scale compositions of photographs and illustrations portraying a fist. In a smaller size and in photographs, different hands accompanied the technical explanations. It is striking that the fingers hold small rubber discs which separate them. It is the graphic way to present new Safety Discs technology, using tiny solid rubber cylindrical pieces that are embedded between the grooves of the tire tread. They total more than 1,000 pieces, as stated in the advertisements' text, which prevent the grooves from joining together and favor the tire gripping the road. The rhinoceros emblem was still present in advertisements, and small illustrations of the mascot Tuffy supported texts on the manufacturer's guarantee.

66. Full-page advertisement published in the generalist magazine *Life*, March 14, 1955.



# ARMSTRONG TIRES

## "Ounce of Prevention" Grip can save your life



Warning: SKIDS cause more deaths than blow-outs!

**Exclusive Safety Discs Grip Road, Stop Skids As No Other Tire Can**

**LIKE A SQUEEZED PISTON, TREAD RIGID OF ORDINARY TIRES COMPRESS** under braking pressure into a smooth, slippery surface... like their grip. Without warning, a sudden skid can bring disaster! From behind now that you "go smooth" this way—could you skid?

**ARMSTRONG SAFETY DISC TIRES**

**INCREDIBLE ROAD GRIP**

**LIFETIME GUARANTEE**

The longest, strongest guarantee in the industry.

**LIKE PISTON AT LEFT, ARMSTRONG TIRES CAN'T SQUEEZE SMOOTH.** Safety Discs keep tread open so it always grips, no matter how hard you brake. Look for these patented Safety Disc Tires when you buy. They stop skids as no other tires can, just cost no more.

MADE BY ARMSTRONG RUBBER COMPANY, FOR FURNITURE AND BEDDING - HOME OFFICE, WEST HAVEN, CONNECTICUT

# ARMSTRONG SAFETY DISC GRIP CAN SAVE YOUR LIFE



See how "Ounce of Prevention" SAFETY DISCS prevent deadly skids as no other tire can



**EXTRA SAFETY OF AN EXTRA DISC!** Armstrong "Black" Tires give you an extra ounce of prevention against today's common fatal skids. They help you hold on any road, no matter how slick — yet cost no more. Just compare the guaranteed grip on these rugged tires! Look in the Yellow Pages for your nearest Armstrong Tire dealer. See the new Armstrong Rubber Company, West Haven, Conn.

**Only ARMSTRONG has it!**

# ARMSTRONG TIRES

## "Ounce of Prevention" Safety Discs can save your life!



Grip the road to stop deadly skids as no other tires can!

See how the discs in the hand keep the fingers apart! That's how patented Safety Discs in Armstrong Tires keep the tread's gripping edges apart. The tread is always open, always ready to grip the road to prevent deadly skids — no matter how hard you brake! But ordinary tires without Safety Discs CAN squeeze shut. The tread goes smooth, slippery... and suddenly you skid. So get Armstrong Safety Disc Tires — with extra safety that costs no more. See the Yellow Pages for your nearest Armstrong dealer. **10¢**

IF YOU DON'T WANT TIRE, I HAVE YOUR EYE SKID!  
Armstrong's extra safety disc tires come with a guarantee that never expires!

THE ARMSTRONG RUBBER COMPANY, Home Office, West Haven, Conn.

# ONLY ARMSTRONG TIRES CAN SAVE YOUR LIFE

## with "Ounce of Prevention" Safety Discs!



Plus New Wide-Track Tread gives you up to 10,000 more safe miles than ordinary tires!

**PATENTED ARMSTRONG SAFETY DISCS** KEEP TREAD OPEN OVER — READY TO GRIP THE ROAD TO SAVE YOUR LIFE!

Only Armstrong Tires have Safety Discs between the tread ribs. These discs keep tread open — always ready to grip — no matter how hard you brake! But ordinary tires, without Safety Discs, can squeeze shut, go smooth and suddenly — you skid! So get Armstrong Tires — they grip the road to save your life!

**NEW WIDE-TRACK TREAD** — DOUBLES THE MILES YOU CAN GRIP WITH SAFETY! Ordinary tires have narrow tread ribs — which tend to close. But new Wide-Track doubles the width of the tread — adds as much as 10,000 more SAFE miles to the life of your tires. Get the extra mileage, at no extra cost, only with Armstrong Tires. See the Yellow Pages for your nearest Armstrong dealer.

*You can't buy a better tire... to save your life... than ARMSTRONG!*

**HOLDING FORCE.** Another series of advertisements from the same campaign featured large illustrations of a hand emerging from the tire, an extension of its surface, gripping onto dry or wet pavement as though it were a bedsheet. The advertising text appealed to prevention and security. The slogan that headed all the advertisements was blunt: "Only Armstrong Tires can save your life." The firm grip on the road was the result of Armstrong's technology, which attributed maximum exertion — as seen by the tension and sweat on the hands — to the non-skid design of the tire tread: an authentic lifesaver.

67. Advertisement published in *Life* magazine, 1957. 68. Advertisement published in *The Saturday Evening Post*, May 16, 1959. 69. Advertisement in an unidentified journal, 1961. 70. Advertisement published in the magazine *Outdoor Life*, September 1963.

**KNOCKS OUT DANGER OF SKIDS!**



**ARMSTRONG TIRES' "OUNCE OF PREVENTION"**  
Safety Discs give you skid protection no other Tubeless Tires offer!

Everywhere you look today you read and hear about the advantages of tubeless tires. They're all true!

However, not all Armstrong Tubeless Tires with patented "Ounce of Prevention" Safety Discs offer a plus no other tire can ever deliver: over-extended protection against dangerous skids. And, skids are the major cause of the fall-out accidents!

So stay safe! Equip your car with a set of new Armstrong Tubeless Tires. They cost no more . . . and they can save your life!

Ask your Armstrong dealer for this special 10 year "Ounce of Prevention" tire administration.

Only Armstrong tires can give you this **10 YEAR UNLIMITED MILE GUARANTEE** — the longest and strongest in the industry.


Armstrong's advanced engineering has now developed a special patented protection that skids never break through — giving you a single tire stop.

**ARMSTRONG Rhino-Flex TUBELESS TIRES**

THE ARMSTRONG RUBBER CO., 1001 EAST 14TH & HERRICK, CHICAGO, ILL. • 76103, U.S.A. • 100 PASADENA, CALIF. • 91107, CALIF. • 100 NEW YORK, N.Y.

www.pirelli.com

**POWER IN SAFE HANDS.**



When you drive a top of the range high performance car, you don't want to compromise on performance, style and safety. That's why Pirelli is your official equipment for ultimate control. Nothing less than the leader, always.

**PIRELLI**  
POWER IN SAFER HANDS. CONTROL.

**POWER IS NOTHING WITHOUT CONTROL**



www.pirelli.com

**PIRELLI**

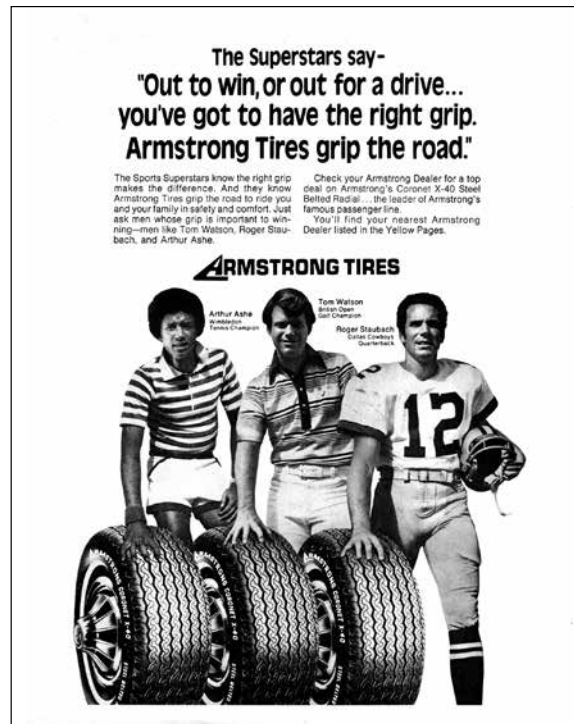
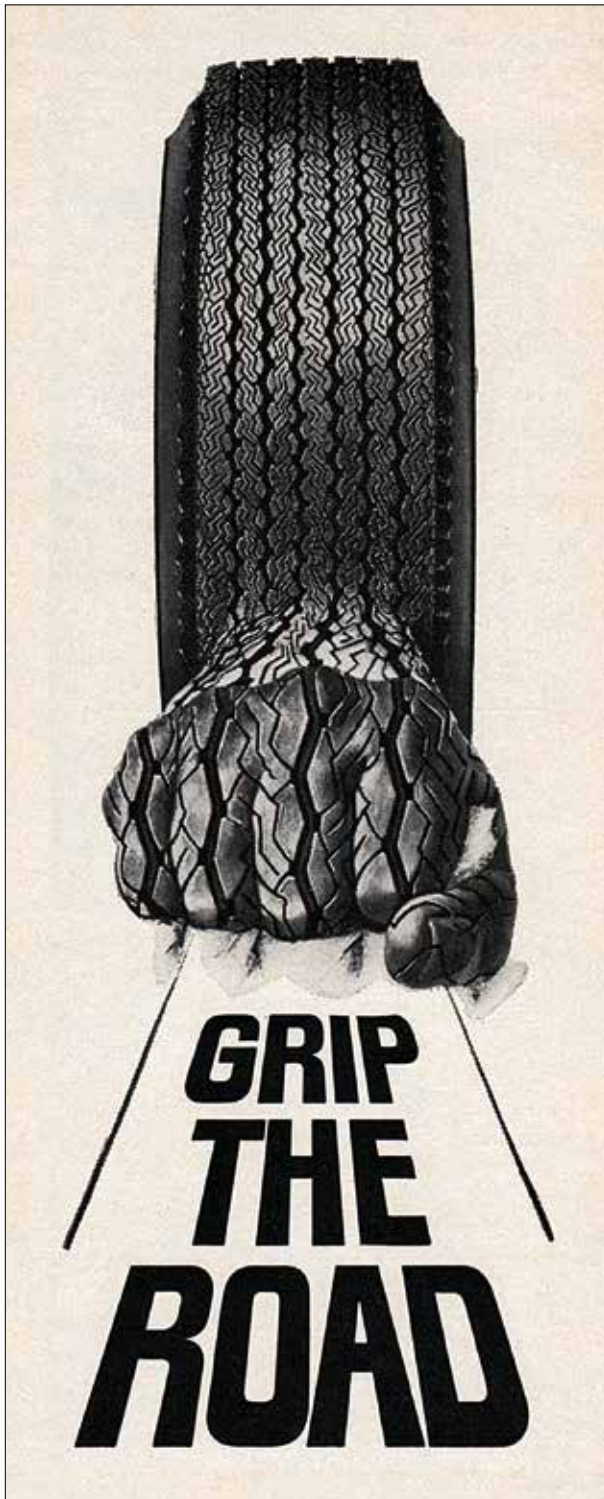
**RUBBER FIST.** In 2002, Pirelli commissioned an international advertising campaign to the Italian agency Armando Testa. The design seemed to revive the past, as it bore a certain similarity to the image of the hand used in Armstrong advertisements between 1954-1970s. It's worth recalling that Armstrong had been acquired by Pirelli in 1988. The image chosen was that of a fist shown frontally, in which the thumb practically remains hidden and the rest of the fingers, aligned, represented the four wheels of a vehicle. The hand was dark gray in color having a rubber texture and fingers engraved with a tire tread pattern. The campaign began in 2002 with the static image of the fist. During 2005-2006 it become more dynamic, being placed in a context of extreme weather conditions — heavy rain, heat or snow. In 2007, the fist was portrayed holding the steering wheel of a car, reinforcing the idea of control.

- 71. Armstrong's advertisement in *Life* magazine, May 9, 1955.
- 72. Pirelli's press advertisement, 2002.
- 73. Pirelli's press advertisement, 2005 and 2006.
- 74. Pirelli's 2007 campaign.



**PIRELLI**





**MANUAL CONTROL.** Armstrong's campaign showed the hand clenched into a fist or its fingers strongly gripping the pavement. According to journalist Priscilla Searles (2007), in the *New Haven* article referenced in the bibliography: "(...) Later the company would introduce the slogan, 'Armstrong Tires Grip the Road.' Using a photo of a hand coming out of a tire, the company often talked sports celebrities into having their hands photographed, something the public was never aware of." The American sports stars who lent their images as photography or illustrated portraits included the golfer Tom Watson—winner in 1977 of the Masters and the British Open—the football player Roger Staubach—quarterback for the Dallas Cowboys—and the tennis player Arthur Ashe—winner of three Grand Slam tournaments, one of them being the 1975 Wimbledon championship.

75. Advertisement published in the magazine *Playboy*, 1972.

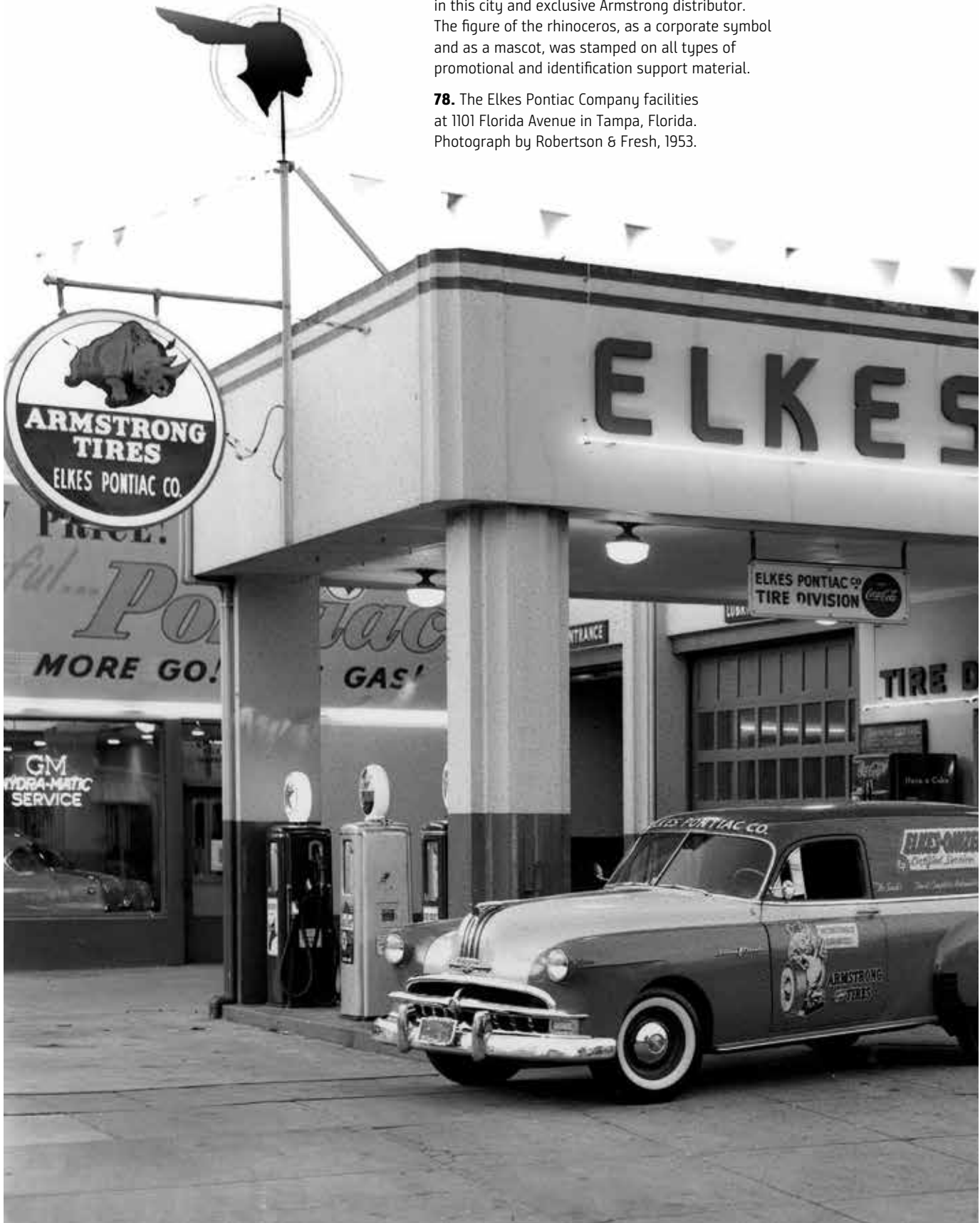
76. Advertisement with Roger Staubach and Tom Watson, published in the magazine *Sports Illustrated*, 1979.

77. Advertisement with Arthur Ashe, Tom Watson and Roger Staubach, published in *Sports Illustrated*, February 17, 1977.

**AN IMPRINTED RHINOCEROS.**

The image below depicts a photograph of the facilities pertaining to the Elkes Pontiac Company in Tampa, Florida, representative of Pontiac cars in this city and exclusive Armstrong distributor. The figure of the rhinoceros, as a corporate symbol and as a mascot, was stamped on all types of promotional and identification support material.

**78.** The Elkes Pontiac Company facilities at 1101 Florida Avenue in Tampa, Florida. Photograph by Robertson & Fresh, 1953.







**THE RHINO-MAGAZINE.**


The images on the left show one of the covers for Armstrong's corporate magazine *The Armstrong Tire News*, as well as advertising about the magazine on its mailing envelope.

**79.** Cover of *The Armstrong Tire News*, July-August 1951. Published by the Armstrong Sales and Advertising Promotion Department in West Haven, Connecticut.

**80.** Detail of the corporate envelope in which *The Armstrong Tire News* was mailed, 1953.



**new**  
**NORSEMAN RADIAL**  
by ARMSTRONG



With amazing Aramid fiber that's pound for pound, 5 times as strong as steel!

Tires, the small move is to radial off-road tires, for some good reasons. Now, the smaller move is to new Norseman Aramid-belted radials, for even better reasons!

**Why radials?**  
With their greater belt stability, radials distribute air pressure more evenly than bias ply tires across the entire tread area. This means that if you lower the tire pressure for off-road use, the footprint gets substantially longer. And that longer footprint provides better flotation and traction.

Radials with belt stabilized tread elements and lower spring rates provide a smoother, quieter ride than similar bias tires at bump-like speeds. And since radials don't squirm as much, they roll easier for better gas mileage.

**Why new Norseman Radials?**  
The new Norseman Radial is made with belts of Aramid. This amazing fiber is, pound for pound, five times as strong as steel.


Armstrong's Aramid system offers excellent impact resistance, yet it is more flexible and more forgiving than steel-belted and rayon-belted radials available to off-roaders, so it gives an even softer, smoother ride.

This new radial has the full width working tread design of the Armstrong Norseman, with its lateral center ridge and open self-cleaning shoulder lugs.

The new Norseman Radial is available in sizes to fit mini-pickups to light truck campers. See your independent Armstrong dealer this week. Give yourself all the advantages of the new Norseman Radial. There's never been an off-road tire like it before!

**ARMSTRONG TIRES**

**MASTER DEALER**  
**PRICE LIST**



**ARMSTRONG**

**ARMSTRONG'S**  
**TURBO ETX** High-Performance Radial



Aggressive modern block design improves handling and resists hydroplaning.

— Fits OE size wheels or approved Plus-one concept wheels.

**Sidewall/Dead Reinforce Feature**

- Increased bead wire and strength for 100 MPH maximum speed qualifications (in speed rating)
- Concave off-rubber bead filler
- Superwall construction

**ARMSTRONG**

The Armstrong Rubber Company  
500 Sargent Drive, P.O. Box 2004  
New Haven, CT 06510 Phone 203/563-1151

**EXTINCTION.** The years in which the rugged character of Tuffy the rhinoceros assiduously appeared in Armstrong's promotional campaigns and in their advertising inserts faded away. During 1960-70 and the 80s the figure of the animal was only rarely utilized. The company's logotype was featured in advertisements without him. However, in brochures and catalogs the mascot was represented graphically, accompanying the logotype, as can be seen on the catalog cover reproduced at the top of the page.

81. Advertisement for Armstrong's "Norseman" radial tires in a magazine, 1978.

82. Catalog and price list of the different Armstrong tire models for authorized dealers, 1988.

83. Double-page magazine advertisement, 1983.





# RIDE THE RHINO.

At Armstrong, we think toughness goes a long way in a tire. In fact, we've been building tires that stand up to America's highways for 75 years. Like our new Five Star radial, coming this fall. With an all-season tread that hangs tough in the rain and snow. An aramid-over-steel DuraFold™ belting system to handle slamming impacts. And our best 50,000-mile warranty.\* The new Five Star is built tough as a rhino. And ready to take you on the road and down the road for miles and miles to come.





# RIDE THE RHINO.

At Armstrong, we think being wadd down Center being unyielding. In fact, we've been building tires that can take the punishment and keep you comfortable for more than 75 years. Like our Norseman All Season pickup and 4 x 4 radial. It carries quiet. Rides smooth. And slips in with a cross tread that holds you over come hill or high water. Underneath, our advanced "Duroflex" belting system soaks up ruts, rocks and avoids anything you throw in its way. But with a full 50,000-mile limited treadwear warranty, the Norseman A/S is still going for the rhino. And ready to keep you rolling on the road, or off.



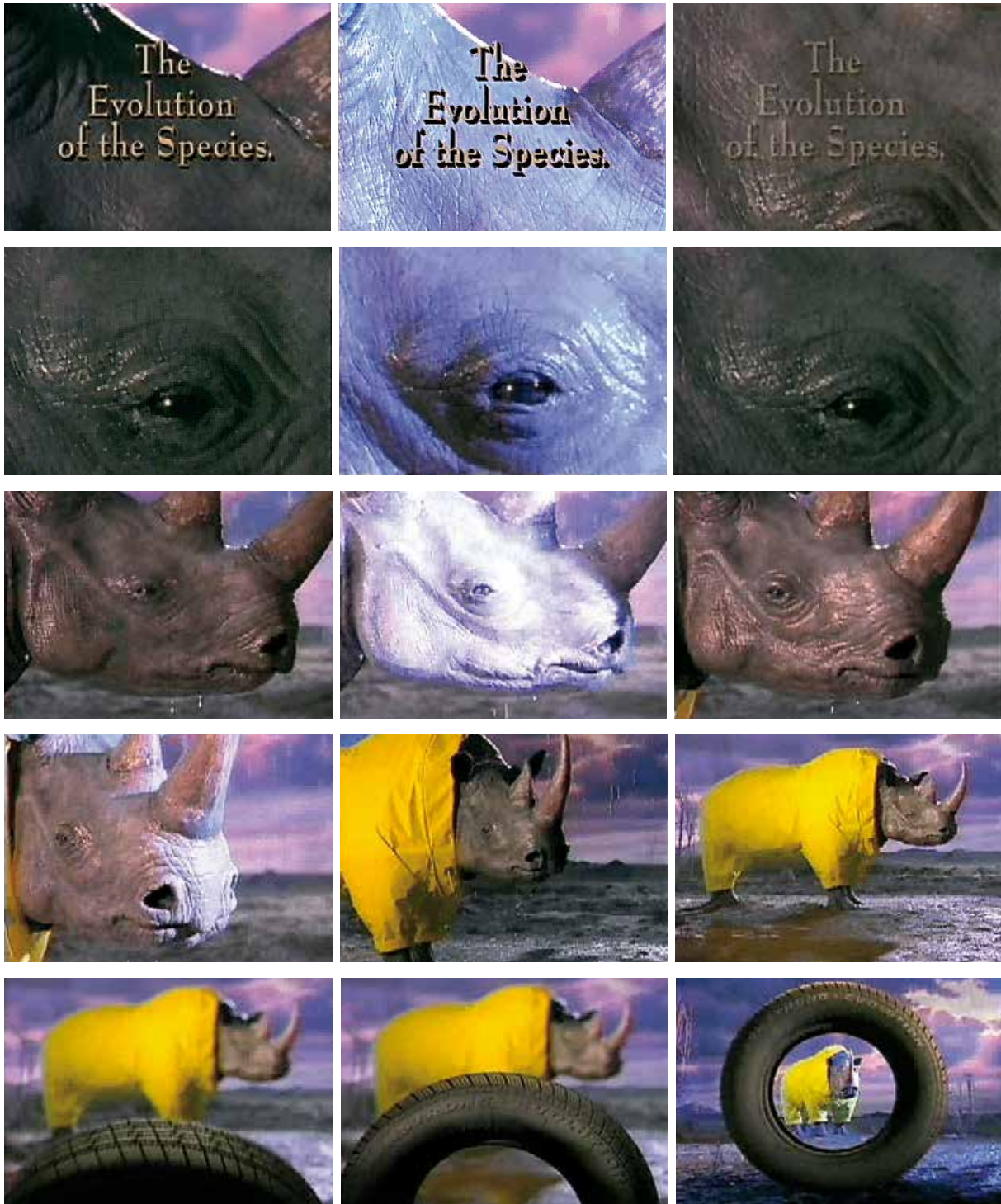

**MIGRATORY ROUTES.**

This page shows two of the last appearances of the rhinoceros as Armstrong’s mascot. They consist of two advertisements published in the U.S. press before the company was acquired by the Italian multinational Pirelli. In combination with the slogan “Ride the Rhino,” the photographic representation of the animal moved on two very different surfaces—asphalted and dirt roads—to advertise the radial Five Star tire model—shown above—and the Norseman All Season model—on the left.

84. Advertisement in an unidentified magazine, 1988.

85. Advertisement in the magazine *Outdoor Life*, 1987.





**ON TV.** Animal Makers is a California company specialized in the design and creation of static artificial or animated robotic animals that, since 1979, has worked for Hollywood movies, television and advertising producers. AMI used an animatronic replica of an African rhinoceros for the Armstrong TV spot filmed by the Lyon Studios production company in the late 1980s. The superimposed slogan of the advertisement proclaims "The evolution of the species" and the image shows us a rhinoceros protected with a raincoat under a thunder and lightning rainstorm. The message is clear: the evolved technology of the "Armstrong" tire will protect motorists and their cars in adverse weather conditions.

**86-87.** Animatronic and scenes from Armstrong's television spot, 1988.

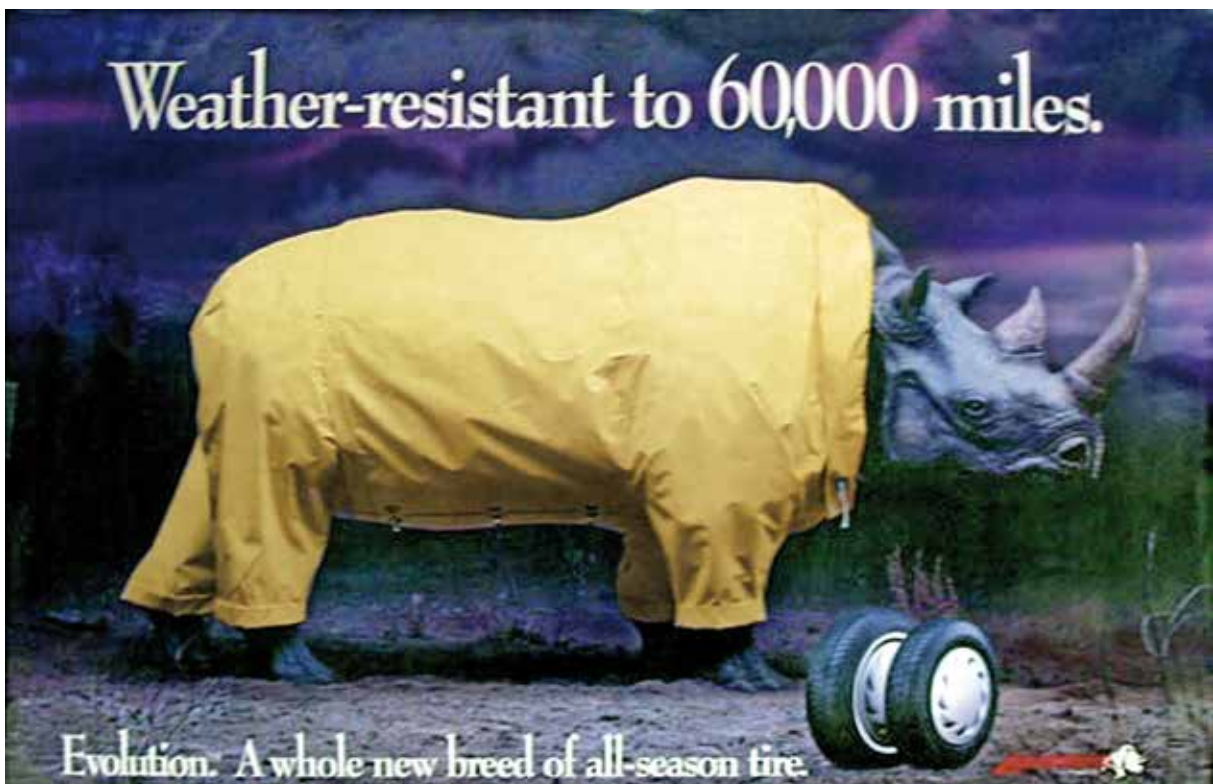






**THE CHAMELEON RHINOCEROS.** The volumetric and full-scale figure of Armstrong's white rhinoceros, created by the company Animal Makers, was utilized both in its animated version for the television spot and in static poses for a few advertisements inserted in U.S. press. This page shows two examples from the same campaign. In the first advertisement shown above, a traffic policeman stops and tickets the rhinoceros—donned in a suit similar to that of racecar drivers—for speeding, as a consequence of the high performance Armstrong Formula H tires. In the second advertisement, shown below, the rhinoceros is safe from inclement weather conditions—protected by a raincoat—, alluding to the protection provided by Armstrong All-Season tires.

**88-89.** Double-page advertisements published in the American press, 1988.







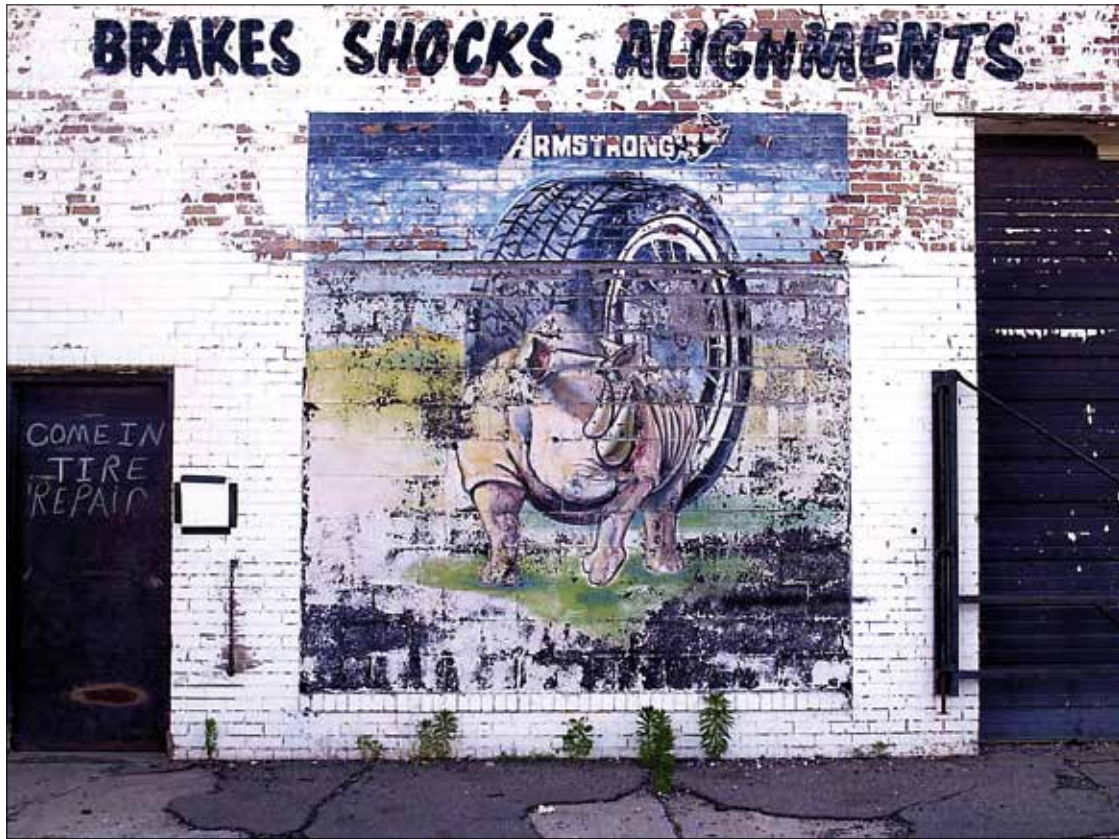
**CEMENT LANDSCAPE.** In 1969, Armstrong inaugurated the building of their new headquarters built within the general plan of territorial remodeling for the city of New Haven. The project was the work of the Hungarian-born architect Marcel Breuer and his American partner Robert F. Gatje. Marcel Lajos Breuer (1902-1981) was trained at the Bauhaus in Weimar, where he received instruction from Walter Gropius and the architectural influences of Le Corbusier and Mies Van der Rohe. The central nave of the Armstrong building—later renamed Pirelli—is preserved today thanks to the efforts of certain groups involved in the preservation of architectural legacy. At that time, these advocates opposed the planned demolition after the building had been sold to the Swedish furniture company IKEA. The rear section, elongated and flat, was sacrificed; the site is now a parking lot for store warehouse customers, after IKEA opened in 2004.

**90-91.** Photographs of the Armstrong building at the Long Wharf urban development area in New Haven, Connecticut, c. 1970.

**92.** Photograph of the building in its present state, next to IKEA warehouses.







**FOOTPRINTS FROM THE PAST.** These two photographs, vestiges from the recent past—prior to 1988—, remind us of the emblematic figure of Armstrong’s rhinoceros, in its most realistic version as well as in the caricatured portrait of Tuffy the mascot.

**93.** Photograph of the mural painted on the facade of a repair shop on Fenkell Street in Detroit, Michigan. June 2007.

**94.** Photograph of abandoned premises pertaining to the Armstrong Rubber factory in Des Moines, Iowa. July 2007.







**RHINOCEROS BILLBOARDS.** This page presents two examples of billboards advertising Armstrong tires. Although they are from different periods, both utilized the mascot either in his more realistic and photographic version or in his illustrated version portrayed by the caricature of Tuffy.

**95.** Billboard for Tire Town (probably Tire Town Inc. from El Paso, Texas) advertising Armstrong agricultural tires with the rhinoceros photograph, c. 1988.

**96.** Billboard for the Burke-Savage Tire Corp. from Baltimore, advertising Armstrong's Rhino-Flex tires with an illustration of Tuffy dressed as a baseball player, c. 1951.





**RESURRECTION.** The above image shows the advertisement designed by the company Zafco to publically announce their intention to manufacture and commercialize tires for the U.S. market, reviving the historic "Armstrong" brand and the emblematic rhinoceros.

**97.** *The Sleeping Giant Has Awakened.* Advertisement taken from Zafco's corporate website illustrating the article "Zafco rejuvenates Armstrong brand," published on June 21, 2012. ([www.zafco.com](http://www.zafco.com)).



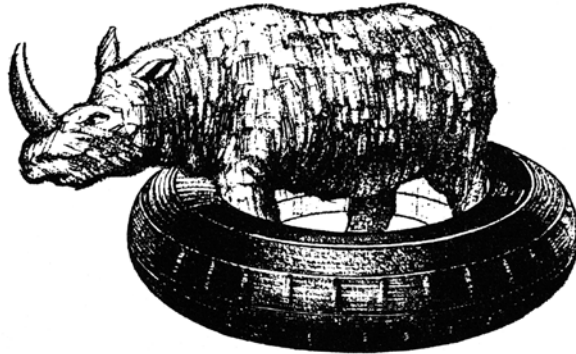


THE TOUGH-  
NESS OF THIS  
TIRE IS TO BE  
COMPARED  
ONLY TO THE  
HIDE OF A RHINOCEROS

**PNEUMATIC HIDE.** Before Cupples and Armstrong, other companies in the tire industry had employed the figure of the rhinoceros both in Europe and in the United States. The upper image portrays an early example in the bicycle tire Hedge Thorn. This was manufactured between 1904 and 1915 by the Record Tire Company in Chicago to equip bicycles for the company Mead Cycle Co., based in the same town. The city of Chicago stood out as the hub for American bicycle production, with intense activity and numerous manufacturers of these vehicles and their components. As can be seen in both illustrations, the rubber on the flank of the tire covers was engraved with a single-horned rhinoceros and the accompanying advertising text included a phrase: "The toughness of this tire is to be compared only to the hide of a rhinoceros."

**98-99.** Illustrations published in the catalog *Mead Cycle Company Catalog number 17*, c. 1910.

*... with Rhinoceros-  
hide toughness*



**T**HE protective structure of a heavy tire tread is like rhinoceros-hide—that tough yet pliable armor-skin which protects the ponderous rhino.

Resistance—protective armor against wear and tear—against scraping, chafing, heat, cold and all other enemies—is imparted to the tire at the time of its manufacture by

**MICRONEX**  
REG. U.S. PAT. OFF.

*The World's Standard Gas Black*

A dense, fluffy carbon black—the standard of the rubber industry—Micronex joins together each tiny particle of rubber—filling the weak spots, protecting the whole because of its light-resisting and wear-resisting qualities.

All standard brands of tires are Micronized in their making—*Micronex adds mileage.*

*Supplied to the Rubber Industry by*

**Binney & Smith Co**  
41 E. 42<sup>nd</sup> Street-New York City

**MICRONIZED.** The above image shows the advertisement for the product Micronex manufactured by the New York-based company Binney & Smith. It dealt with carbon black, utilized by the industry as an essential component in the process of making rubber products and their vulcanization. It consisted of an additive that produced a uniform black color in the tire and increased the resistance of rubber to mechanical abrasion and friction on road surfaces during use. Once again, the metaphor of the rhinoceros' armored skin provided an understandable explanation of a complex technological concept.

**100.** Advertisement inserted in the quarterly publication *The Tire Rate Book*, January 1927.





**SUDDEN STOP.** The imposing mass of a rhinoceros weighing more than three tons, moving at more than 50 km/h, seems difficult to stop. Above, in the illustration signed by Marius Rossillon "O'Galop," Michelin's Bibendum—represented as the typical hunter—remains undisturbed by the attack, and the horn does not appear to make a dent in him, demonstrating his imperviousness. The lower left image presents an advertisement for Turin-based solid rubber Spiga tires for trucks and buses. The mascot, a mix of a runaway hippopotamus and rhinoceros, gallops on the tire, making the world roll. The illustration is the work of the prolific French poster artist Achille Mauzan (1883-1952) who worked in Milan and Turin, lived five years in Argentina and returned to Paris in 1932. The lower right image depicts a child with a raised hand as a simple sign that manages to stop the attack. It is the young mechanic, the corporate mascot of the advertisements for the Belgian brand Englebert, dedicated to the manufacture of bicycle and automobile tires since 1898, and, from 1936, with their own French factory in the town of Clairix-lès-Compiègne, Oise. The message of the advertisement is summarized in the two scenes presented in the composition, one—in the upper section—with characters and a humorous tone and another—below it—with the technical illustrations of a vehicle and its tire. Just as the Englebert child mascot manages to stop the powerful animal, Englebert tires respond, without problems, to the sudden braking of a car circulating at a given speed.

**101.** Advertisement for the contest "Quelle est cette histoire?," in the French magazine *Je Sais Tout*, 1907. Illustrated by O'Galop.

**102.** Advertisement for the solid rubber Spiga tires published in *Rivista Mensile del Touring Club Italiano*, January 1920.

**103.** Advertisement for Englebert tires published in a French magazine, 1958.

# MALOJA PNEU



**MACH MICH  
NICHT AN!**

**... widerstandsfähig!**



**HUMOROUS INSPIRATION.** Above, a Maloja tire poster with an illustration by the Basel artist Herbert Leupin (1916-1999). Leupin humorously interprets the rhinoceros—a reference in tire advertising for its positive attributes linked to the thickness of its skin—showing how fast this heavy beast moves on Maloja tires. The Swiss company Maloja, founded in 1936, went from manufacturing bicycle tires to producing models for motorcycles and cars and modified the spelling of their name to the currently used Maloja. The image on the left presents a humorous advertisement for German Semperit truck tires, showing the caricature of a rhinoceros turned into a cargo vehicle, looking back and exclaiming: “Keep your distance!”

**104.** *Maloja Pneu*, poster printed in Zurich, 1952. Illustrated by Herbert Leupin.

**105.** Semperit promotional sticker, c. 2000.



# The guy with only one rival



**T**here's a rhino reputation about a Mack that fronts in building success.


Watch one walk up a ramp from a power shovel—crack a mountain on its shoulders. You marvel that so many tons can settle so easily a burden.

See the real eye- opener in the fact that a Mack has the most and the most on each rugged body day in and day out—over 15, 20, 25 years and more.

No other truck stands so much work—no other has so many working days, saving days back over it.

It's proud of that. Adding all the miles in its weight class.









Built like a Mack... outlasts them all!

**RUGGED TRUCKS AND REFINED OILS.**

The above advertisement portrays the faces of two animals, both symbols of tenacity and toughness. With the entry of the United States into the First World War, hundreds of AC Mack trucks were shipped—manufactured by the American company Mack Trucks Inc., founded in 1900—to support the allied troops that fought in France in the transport of men, food and supplies. The resistance of these vehicles in unsuitable terrains caused the British soldiers to baptize them with the nickname of “Mack Bulldogs,” a compliment taking into account that this breed of dog was a symbol of their national identity. The name was firmly linked to the brand, so the company decided to register it legally in 1922, and the dog Mack became the official mascot of the trucks. Since 1932, a small three-dimensional bulldog has crowned the radiators of the signature vehicles. The image on the right shows the word ‘Power’, which is the slogan for Texaco’s Havoline motor oil, one of the values associated with the rhinoceros.

106. Double-page advertisement published in *The Saturday Evening Post* magazine, October 27, 1951.

107. Advertisement for Texaco’s Havoline Oil, published in *Look* magazine, July 19, 1949.

get the thrill of full

# Power



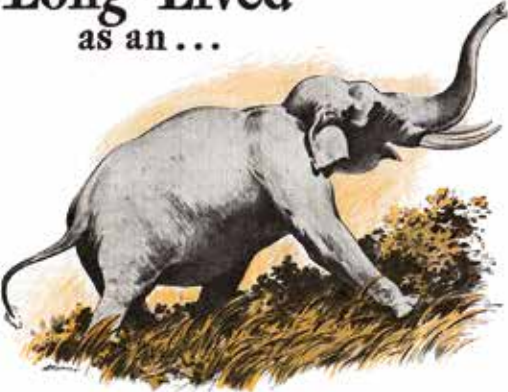
with a clean engine  
Use Havoline—it keeps engines clean

If it's power you want, it's Havoline Motor Oil you ask for. Havoline's exclusive lubricant formula cleans as it lubricates — frees motors of carbon and sludge. A clean, sweet-running motor has more "go" — costs you less because of improved mileage and fewer overhauls. Start keeping your motor clean with Havoline today. Ask for Havoline from your Texaco Dealer, the best friend your car ever had.


**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**  
Texaco Products are also distributed in Canada




**Long-Lived**  
as an ...



Powerful as a ...




Rugged as a ...



**DELCO**  
**BATTERIES**

A QUALITY PRODUCT  
BY DELCO-REMY



KEEP BUYING  
WAR BONDS

Delco-Remy... WHEREVER WHEELS TURN OR PROPELLERS SPIN

**TRAPPED**



Wild animal hunters have an effective system for trapping Indian Rhinoceros. They prepare a semicircular pit in his feeding path. As soon as he falls into it, they dig an adjoining pit containing a stout cage. When the earth between pits is removed, the huge beast is pressed into the cage.

**AC Aluvac Is The Best Trap for Dangerous Engine Oil Dirt**

Designing an effective trap for engine oil dirt requires even more ingenuity than does a rhinoceros trap. AC demonstrated that ingenuity by designing the Aluvac Oil Filter Element.

- **Microscopic filtration**—AC Aluvac removes sludge and dirt particles as small as 1/100,000 of an inch.
- **Maximum filtering area per cubic inch**—AC Aluvac has 10 times the area of ordinary elements.
- **No harmful chemicals**—AC Aluvac won't remove detergents from heavy duty motor oil.
- **Acidproof**—secret process renders AC Aluvac material resistant to acid, gasoline and water.

Change your filter element regularly—usually every 3000 miles. Insist on AC Aluvac—the element that pays for itself in longer engine life and reduced gas and oil consumption.

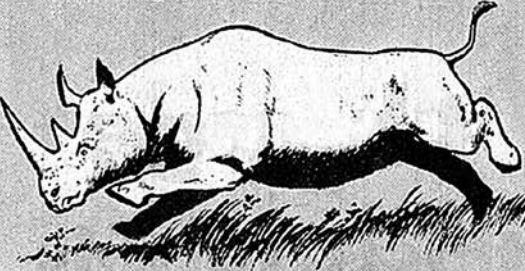
**Protecting More New Car Engines Than Any Other Brand**



WITH **ALUVAC** ELEMENTS

AC SPARK PLUG DIVISION GENERAL MOTORS CORPORATION

Rugged as a ...



**PROS AND CONS.** In the automotive world of motorsport there are different examples for using the figure of the rhinoceros. In 1945 the Delco-Remy batteries defined themselves, as “long-lived as an elephant,” “powerful as a lion” and “rugged as a rhinoceros.” In contrast, AC oil filters for engines compared the beast to the dangerous impurities of used oil, which must be trapped to avoid damage to the engine. The filters act like a trap for wild animals. The illustration of the captured Indian rhinoceros is the work of John Paul Bransom (1885-1976), an artist specialized in portraying fauna in illustrations for articles and covers of leading American magazines.

**108.** Advertisement and detail published in *Collier's*, May 19, 1945.

**109.** Vertical half-page advertisement for AC Spark Plug oil filters, a division of General Motors Corp., 1953.





**PUISSANCE**

La puissance de votre moteur ne sera utilisée avec le maximum de profit que si elle se développe progressivement et sans à-coups.  
**Un effort brutal est une perte d'énergie.**  
 — Employez un super-carburant qui ne fera pas cliqueter votre moteur et lui permettra des reprises brillantes.  
**Les frottements inutiles s'opposent au développement de la puissance.**  
 — Employez une super-huile qui réduira au minimum ces résistances et qui conservera à tous les régimes ses propriétés lubrifiantes.

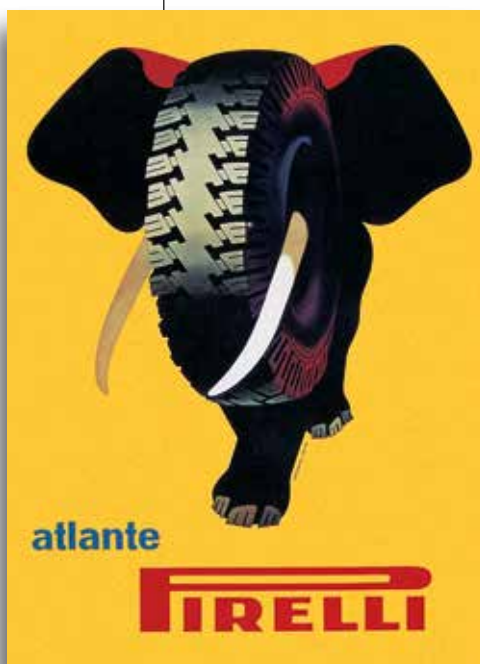
**Esso**  
 le super carburant  
**Essolube**  
 SUPER-HUILE POUR  
 STANDARD

**ADVERTISING SAFARI.** In 1936, the French subsidiary of Esso-Standard Oil launched a press campaign with different advertisements portraying powerful wild animals—wolf, panther, elephant, buffalo, polar bear—, with illustrations by Jacques Blein. The above image portrays the advertisement corresponding to the rhinoceros and its power, compared to that which can be obtained from a car engine if the proper lubricating oil is used. In this case, the source of inspiration of the illustrator is evident: on the right, the historic photograph taken in 1909 by the nature photographer Arthur Radclyffe Dugmore (1870-1955) on a four-month expedition in Africa.

**110.** Advertisement for Essolube oil by Esso-Standard Oil, published in the French magazine *L'Illustration*, April 25, 1936. Signed by the illustrator Jacques Blein.

**111.** Photograph published in the article "Camera adventures in the African wilds" in the *National Geographic* magazine, May 1910. Work by Arthur Radclyffe Dugmore.





**GRAPHIC POWER.** The above image presents the striking poster made in 1956 for the Italian advertising of Esso's Extra gasoline by the Turin-born artist, designer and publicist Armando Testa (1917-1992). Two years before, Testa had applied his synthetic and imaginative style to create another famous image, that of Pirelli's robust elephant—used for years with varying tire models—that exemplified the surreal fusion between animal and machine, between the natural and artificial world. In the case of Pirelli, the strength of the Atlante tire was shown by converting it into the head of the elephant. As for Esso, the power of the new fuel was incarnated by creating a half animal, half car rhinoceros. In 1957, Armando Testa founded his own advertising agency. A few years later, in 1966, he would complete his family of advertising pachyderms by creating Pippo, the endearing blue hippopotamus that served as the brand image and mascot for Lines baby diapers.

**112.** *Esso Gasoline* poster, 1956. Illustrated by Armando Testa.

**113.** Pirelli tire poster *Atlante*, 1954. Illustrated by Armando Testa.



