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The Forgotten Years of Bibendum. Michelin's American Period in Milltown: Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930).
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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.¹ 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.² 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).³

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.⁴ 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.⁵ 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.”⁶ “No wonder that the colloquial name for the Indian rhinoceros in German is *Panzernashorn* [literally translated as armored or shielded rhinoceros].”⁷

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).⁸

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.”⁹

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.¹⁰

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 \$200,000.¹¹ 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.¹² 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).¹³ 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.¹⁴

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.¹⁵

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 Heaven 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.¹⁶ 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 Armtex 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.¹⁷ In June 1988, the Italian Pirelli—then the fifth largest manufacturer in the world—acquired Armtex'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.¹⁸

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.¹⁹

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, its 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.
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 Armtex," *The New York Times*, April 19, 1988.
18. "Company news: Pirelli to buy Armstrong from Armtex," *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

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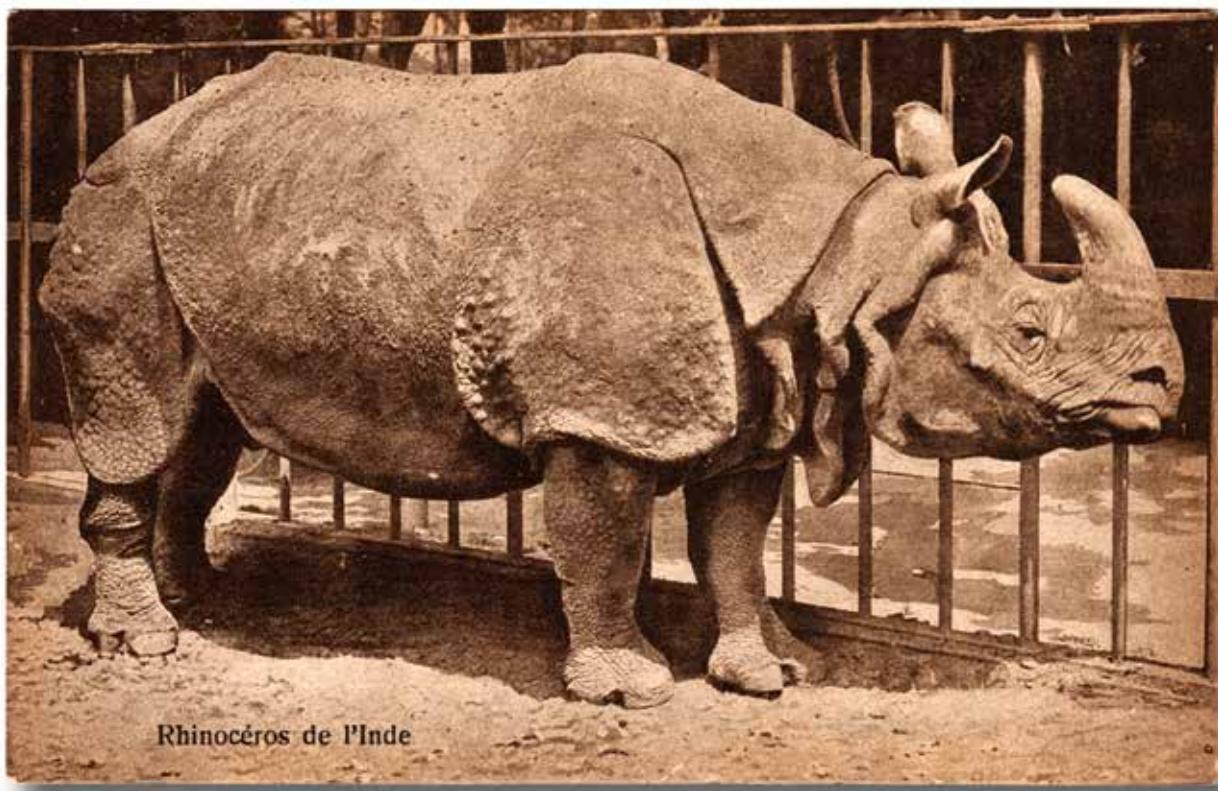
DAVIS, Lisa Selin. "Modern miracle or mishap? A compromise in New Haven reveals how IKEA is furnishing—and changing—the world." Article published on December 19, 2003 in *Preservation Online*, the digital version of the magazine *Preservation*, published by The National Trust for Historical Preservation.

SINGER, Karen. "Lovelorn Landmark," *Business New Haven Magazine*. New Haven: Second Wind Media Ltd., November 11, 2002.

WALSH, James A. *The Armstrong Rubber Company. Seventy Years of Progress in the Tire Industry*. New York: The Newcomen Society, 1982. 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://cuckles.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.

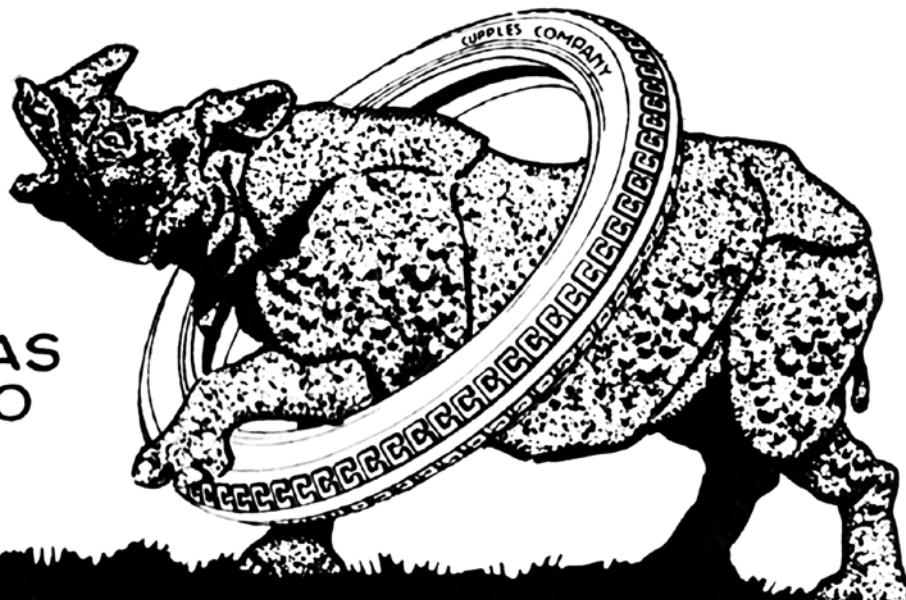


NATURAL SOURCE OF INSPIRATION. The above postcard shows the photograph taken in 1899 portraying a male Indian rhinoceros exhibited at the Zoologischer Garten in Berlin. The images below comparing a close up of the animal's head and the illustration made by John Joseph Eppensteiner for the corporate emblem 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 the head of the rhinoceros extracted from the photographic postcard and Cupples' corporate emblem in 1925.



TOUGH AS
A RHINO



HAND MADE
CUPPLES TIRES



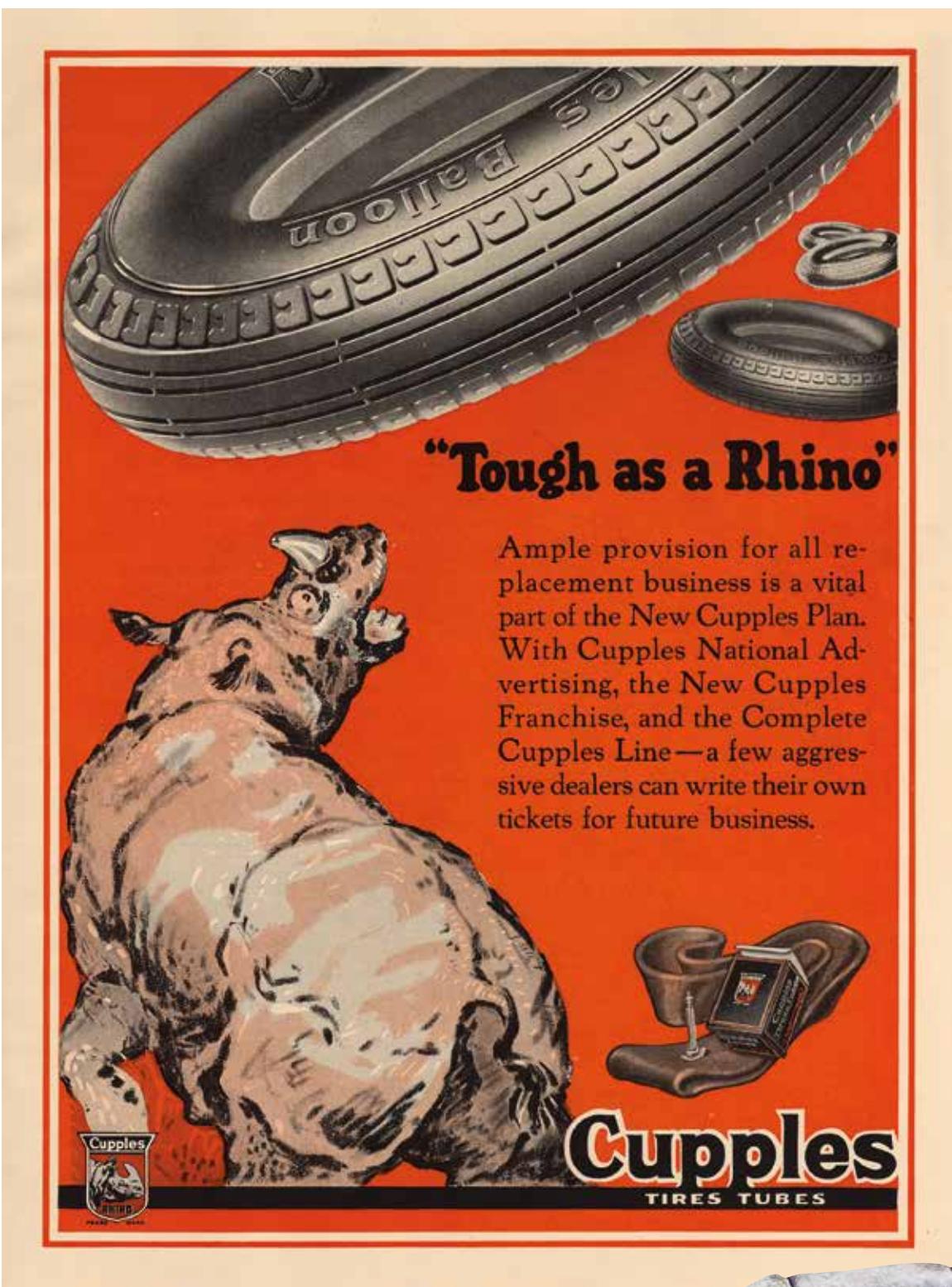
EMBLEMATIC ANIMAL.

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 Cuppler. 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 Cuppler's 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.





"Tough as a Rhino"

THE Rhino, representing the largest Tire and Tube factory in the West, feels himself a special exception committee of one—self-appointed to announce your welcome. Make his acquaintance. ~ He's tough—but he's got an honest heart. ~ He's built for business.

CUPPLES CORD TIRES
CUPPLES BALLOON CORDS
CUPPLES INNER TUBES

4. Standard Tread—Price 1925

Welcome, to St. Louis!

DELEGATES to the National Tire Dealers Association Convention at Saint Louis, November Seventeenth to Nineteenth, are specially invited to visit the Cupples Company. It's just a five minute walk from the downtown hotels.

The touch of Southern Hospitality that has always been associated with Saint Louis has made this city "The Convention City of the Nation". We are particularly glad to welcome the Tire Dealers here this year. It is the eve of the Golden Jubilee Year of the Cupples Institution. It is a time when the rapid growth of Cupples Tire and Tube production is being further stimulated to meet new opportunities. If you must talk business—the Tire Division will try to accommodate you. We would only prefer that you call in make our acquaintance—inspect our factory—examine these features of our laboratory room that most interest you—and hold off the subject of business for a future time.

Whether we have the privilege of meeting you as personal guests here at the factory or not—that is in advance settled.

You are Welcome in old St. Louis

CUPPLES COMPANY - SAINT LOUIS

4. Standard Tread—Price 1925

Cupples
TIRES TUBES

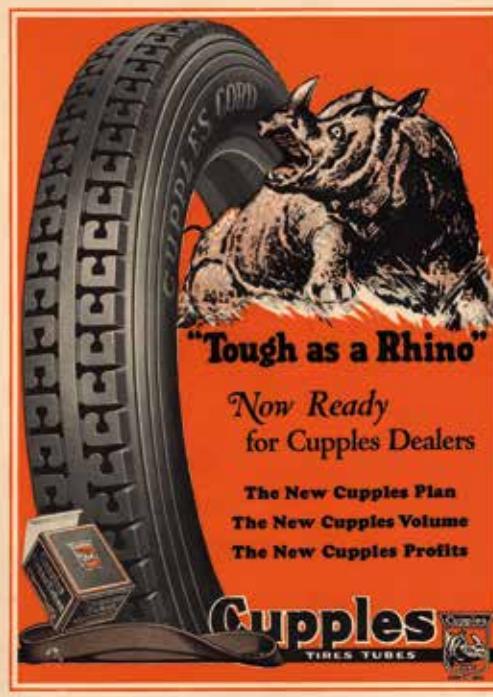


"Tough as a Rhino"

WHEN a tire dealer can provide the degree of safety the public demands, with the dependable serviceability the public desires—and at a price the public affords to pay, he's a winner. That's why we're anxious to make our fat, bumptious Indians as it were like the hide of a rhino. That builds good will and business for us and for Cupples Dealers. Is your store covered?

Over-Size Cords
Extra Heavy Cords
Balloon Cords
Inner Tubes

Cupples
TIRES TUBES



"Tough as a Rhino"

Now Ready
for Cupples Dealers

The New Cupples Plan
The New Cupples Volume
The New Cupples Profits

Cupples
TIRES TUBES

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 Eppenstein.



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

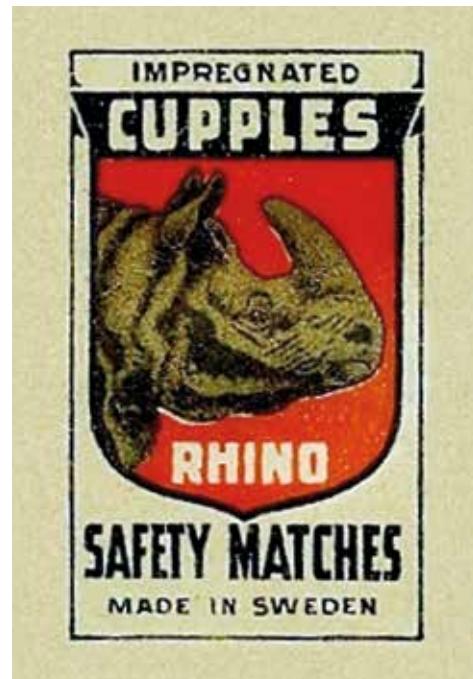
Buy from your dealer
a 25c can of "Rhino"
Brand Golf Ball Enamel

— 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





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 at much reduced price. In fact, in some cases

Carrying Full Factory Guarantee of 7500 Miles

In order to acquaint the motorists of this territory with the sterling qualities of the CUPPLES TIRES, 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 price. 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.

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	
Heavy-duty laminated tubes	
30x3½	\$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, now offered at this remarkably low price.

CUPPLES
30x3½ Single O'Size
\$9.50

Cord Tires
Fresh, new, factory Grade, fully guaranteed.

Prompt Curb Service

VULCANIZING
and repairing by skilled experts, workmen.

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"

EXTON CORDS
3.0 x 3½
Factory Firsts
\$6.50

CUPPLES CORDS
3.2 x 4
First Quality
\$18.30

EXTON BALLOONS
2.9 x 4.40
Factory Firsts
\$9.40

CUPPLES BALLOONS
3.1 x 5.25
First Quality
\$19.80

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 economies—and our plan of selling direct from factory to you.

Mail Orders
Promptly filled.
Send check or
money order to
Rhino Tire Stores,
Inc.
1008 S. Flores St.

Open Evenings
All Rhino Tire
Stores are open un-
til 7:00 p. m.
Saturdays 9:30 p.
m.

RHINO TIRE STORES INC.
AUTHORIZED CUPPLES DEALER

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

A decorative border at the bottom features a repeating pattern of small rhinoceros silhouettes.

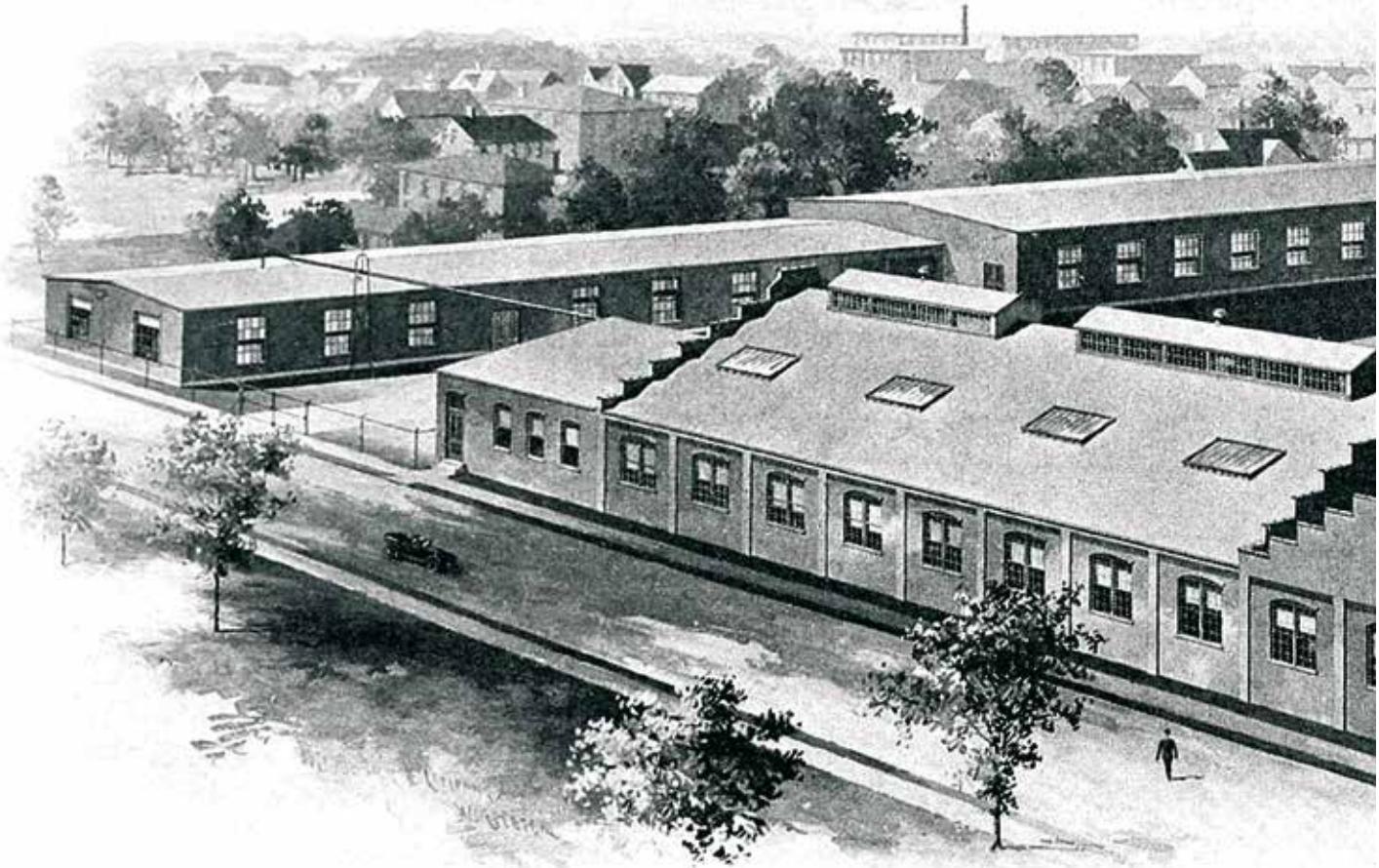
MARKING TERRITORY.

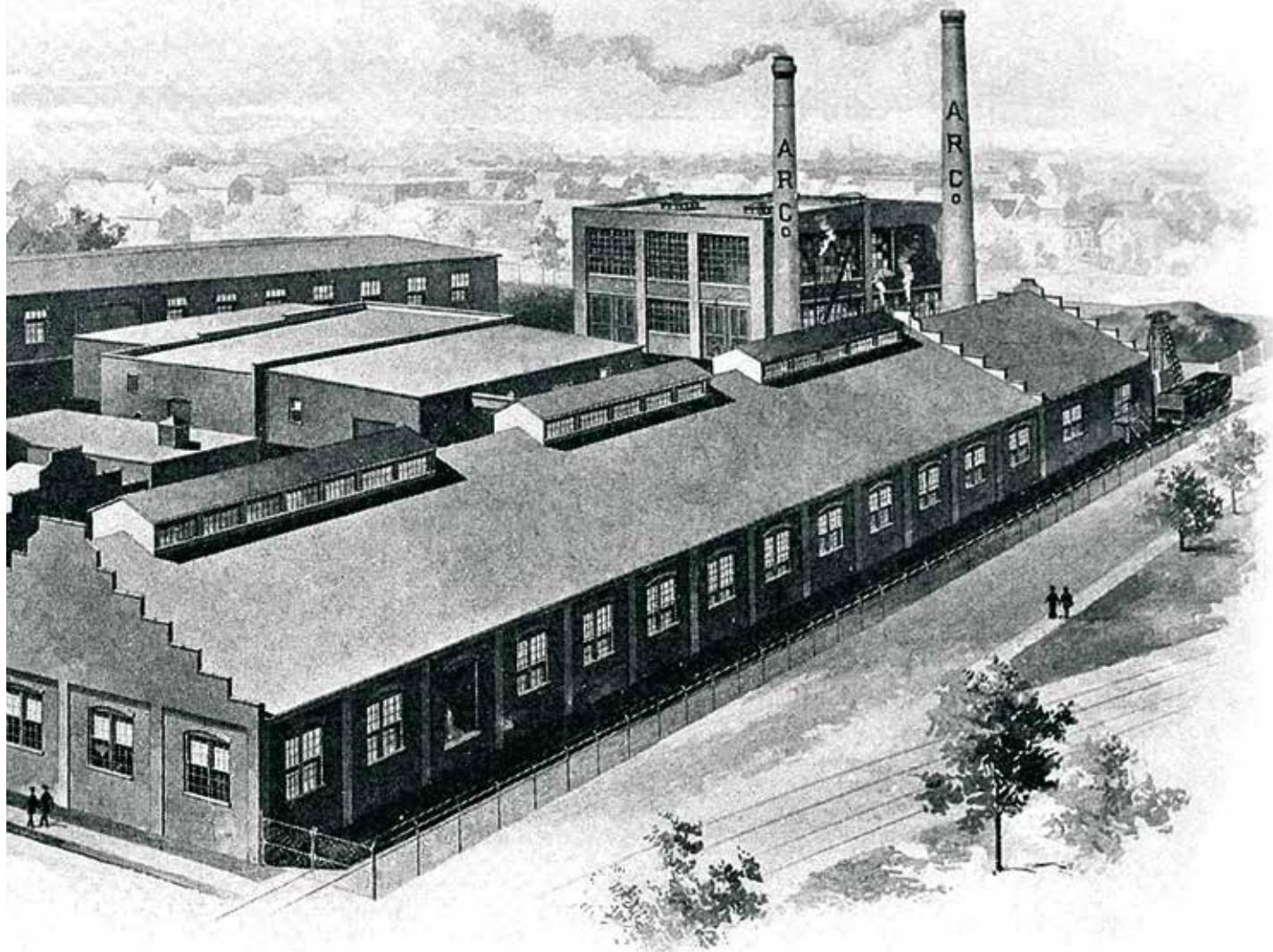
In 1926, Cupples deployed their own network of retail establishments, the Rhino Tire Stores. The images on the left provide two examples of advertising modules utilized in local newspapers advertising offers from the stores located in that territory with a graphic design that incorporates the figure 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

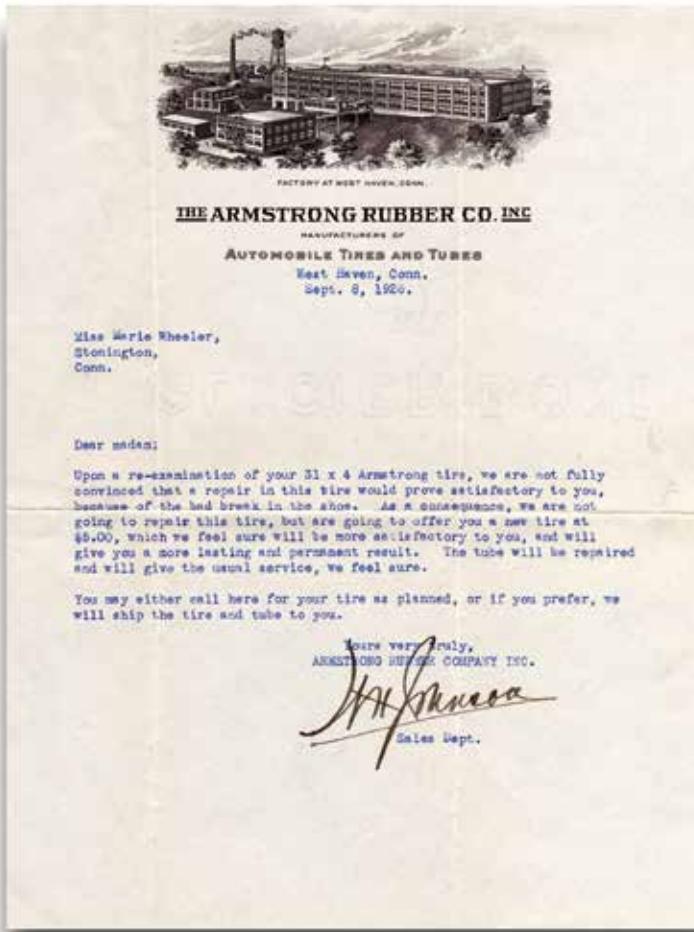
ARMSTRONG TIRES



1945-1946



1952



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, Plant: West Haven 16, Conn., Natchez, Miss., Das Munes, Iowa, Export Division: 20 East 36th Street, New York 22, N. Y.*

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

With motors now built to long-distance damage. That's why drivers are switching to Armstrong—the world's only tire built with Rhino-Flex construction. This tire is unconditionally guaranteed for 18 months against all road hazards. And they're twice the Armstrong Radiator tires—providing twice the passenger, truck and tractor tires for 18 years. And the Armstrong Radiator cost to cover by drivers displaying "Tuffy" Armstrong, the Rhino. There's a new Armstrong tire for every car. Look him up! Armstrong Radiator Company, 1000 Avenue of the Americas, New York 33, New York.

PRET Viscous, hand-crafted leather. Long-wearing, flexible, elastic. The beautiful leatherette. Built for you today. Harry's Wear Dept., S. S.

ARMSTRONG *Rhino-Flex* TIRES**NEW ARMSTRONG HAS 700% MORE GRIP!**

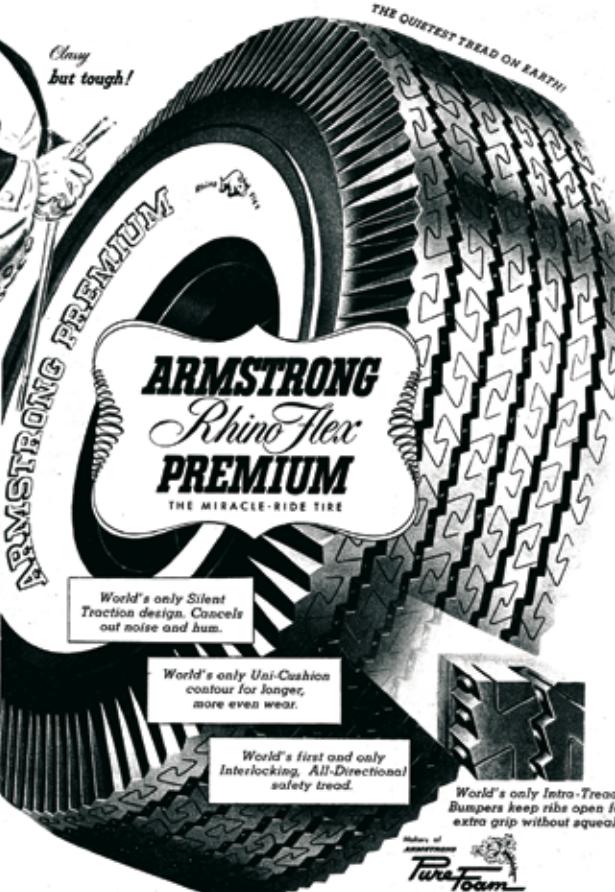
● Today power's the thing in cars! Stopped-up horsepower. New high-speed bumpers. But what about the power to STOP—stop soft, stop fast? Good brakes, even power brakes, merely stop *wheel* fast. It's tire grip that stops your car—or *driveline*? Today, more than ever, you need the most vital tire grip 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

Unrecoverable tire will be replaced by comparable new tire with full credit for the period of guarantee not reduced.



POWER BRAKES stop your wheels faster. Only tire 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 side of the highway. More power grip to eliminate side-skid on curves or wet, oil-slick roads.



DRIVING THE HILL ON ARMSTRONG'S GOV'T CAUTIONARY
Works of non-stop torture can't stand against Armstrong Premium! Break-neck speeds over a sun-baked, hide-gummed Texas "road" that menders conventional tires. On-the-neck proof of Armstrong's extra mileage, extra safety!

ARMSTRONG RUBBER CO., West Haven 10, Conn., Norwell, Mass., Kansas, Mo., Des Moines, Iowa; 481 Second St., San Francisco, Calif. Export Division: 20 East 38th St., New York 22, 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."



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 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.

NOTHING WEARS LIKE

ARMSTRONG RHINO-FLEX TRACTOR TIRES

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

RHINO FLEX TRACTOR TIRES

NATCHIT, 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 Siebel "Fred Siebel" (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.



POLICE PROTECTION.

Tuffy being portrayed as a law enforcement agent is one of the favorite advertising images utilized. Donning a police hat and holding a Billy club, the mascot explains the technical excellence and materials used in the manufacture of Armstrong tires. A repeatedly used cross-sectional diagram of the tire breaks down the different layers that compose it, from the innermost cotton fabric double strips to the surface grip tread and its design. Just as a policeman watches over the safety of citizens on the street, the technology of Armstrong tires "Rhino-Flex" reinforces and takes care of the safety of drivers on the road.

46. Detail of an illustration for the full-page advertisement published in *The Country Gentleman* magazine, November 1954.

47-48. Advertisements published in *The Saturday Evening Post*, April 12 and May 3, 1952. Illustrated by Keith Ward.



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.

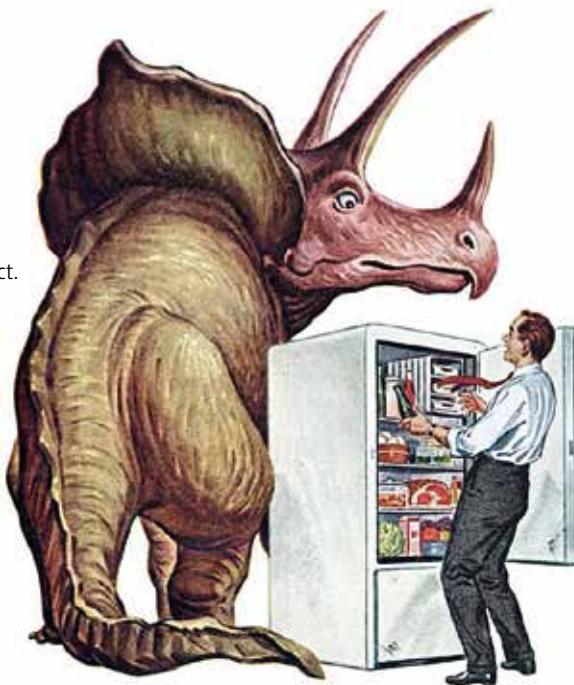
Keith Ward (1906-2000) was a prominent advertising artist, illustrator of children's books and a painter by the end of his career. He illustrated articles in many national magazines such as *Collier's*, *The Saturday Evening Post* and *Life* and covers for *Outdoor Life* and *Child Life*. In his commercial 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.





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!

ARMSTRONG
Rhino-
Flex  Tubeless
Tires



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.

THE ARMSTRONG RUBBER CO., WEST HAVEN & NORWALK, CONN. • NATCHITOCHES, MISS. • DES MOINES, IOWA • SAN FRANCISCO, CALIF. • ARMSTRONG EXPORT DIVISION 26 E. 30 ST., NEW YORK, N.Y.

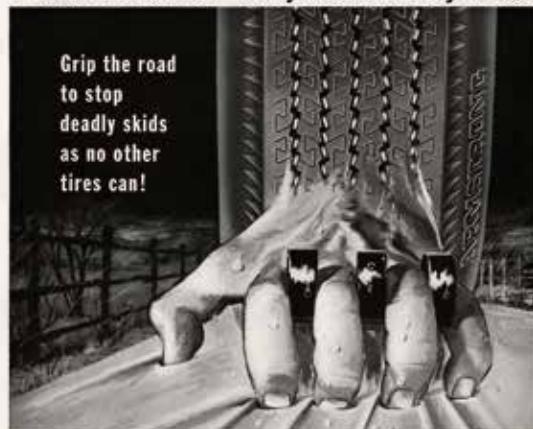
PROLONGING THE ARM. By 1954 and until the end of the 1970s, Armstrong, which literally means "strong arm," published press advertisements that were based on striking large-scale compositions of photographs and illustrations portraying a fist. In a smaller size and in photographs, different hands accompanied 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" Safety Discs can save your life!

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



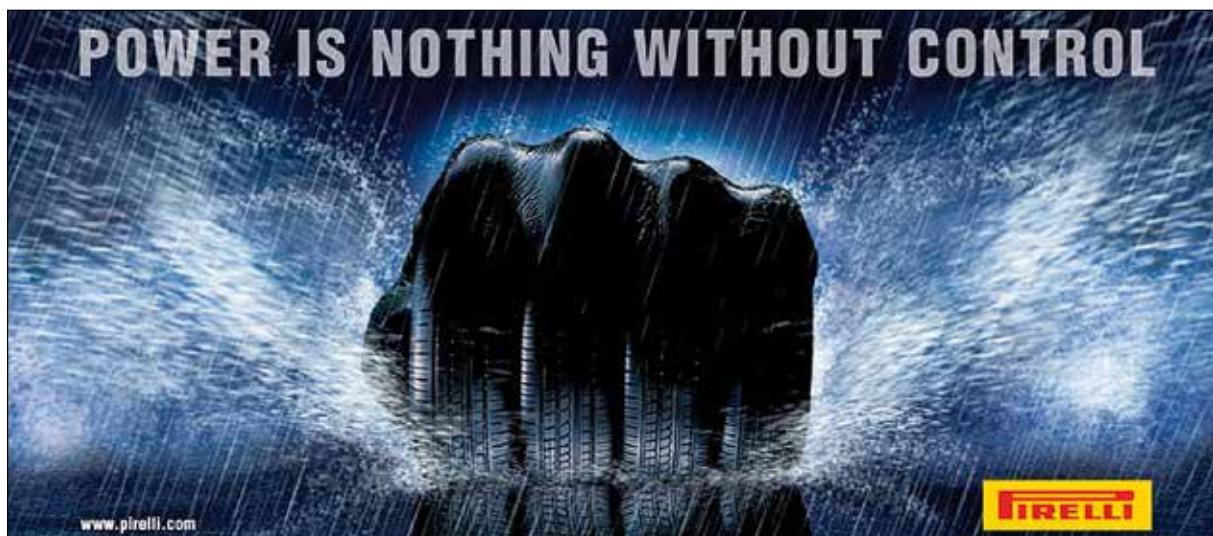
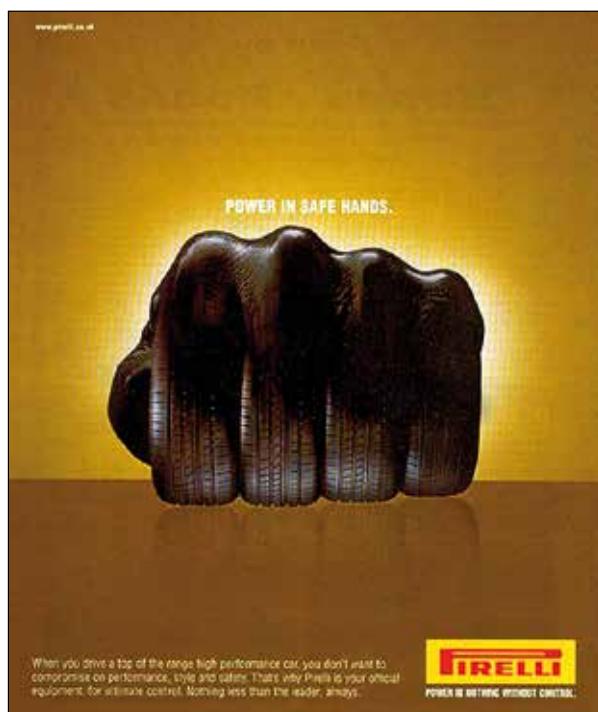
See how the discs in the hand keep the fingers apart? That's how patented Safety Discs in Armstrong Tires keep the tread's gripping edges apart. The tread is always open, always ready to grip the road to prevent deadly skids — no matter how hard you brake! But ordinary tires without Safety Discs CAN 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 FIND THEM, ASK YOUR TIRE DEALER.
ARMSTRONG SAFETY DISC TIRES ARE GUARANTEED AS LONG
AS YOU OWN THEM!

ARMSTRONG
THE ARMSTRONG RUBBER COMPANY, Toledo, Ohio

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 bedsheets. 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.



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 became 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.

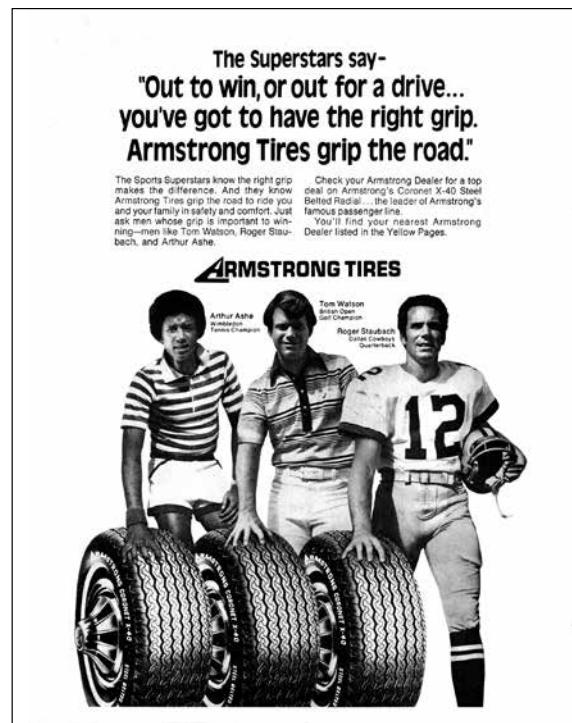
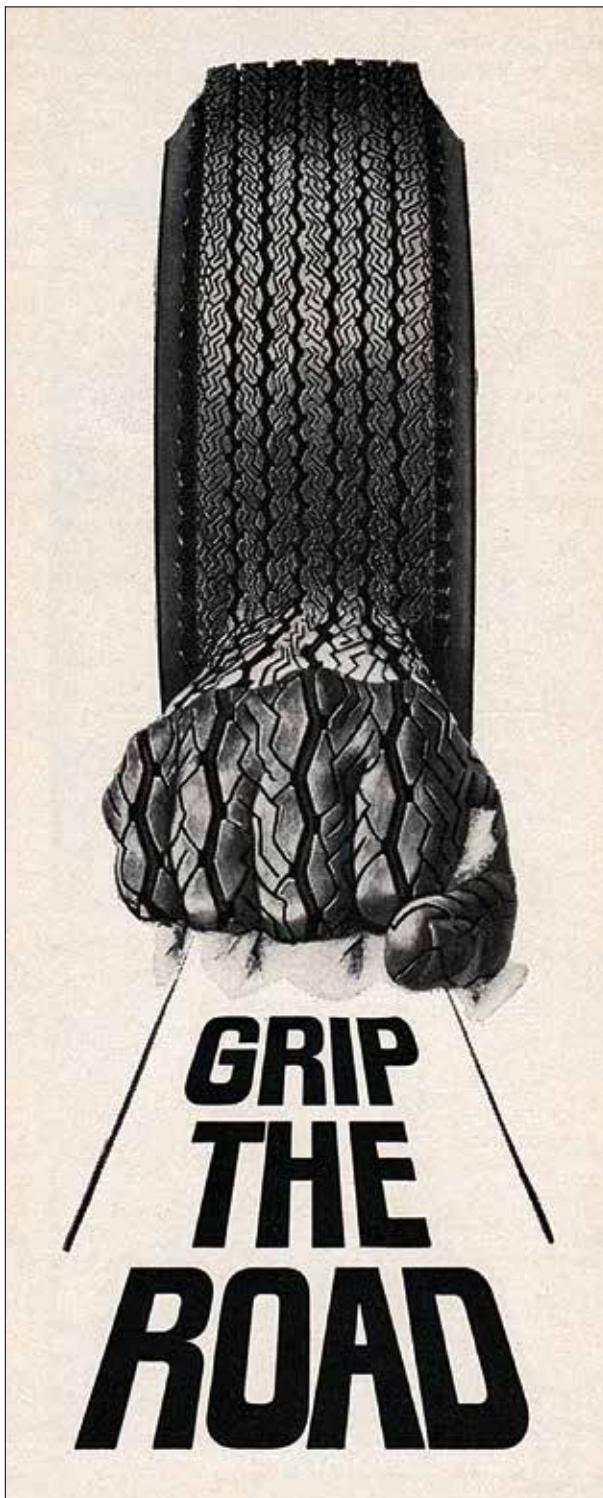
71. Armstrong's advertisement in *Life* magazine, May 9, 1955.

72. Pirelli's press advertisement, 2002.

73. Pirelli's press advertisement, 2005 and 2006.

74. Pirelli's 2007 campaign.





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.

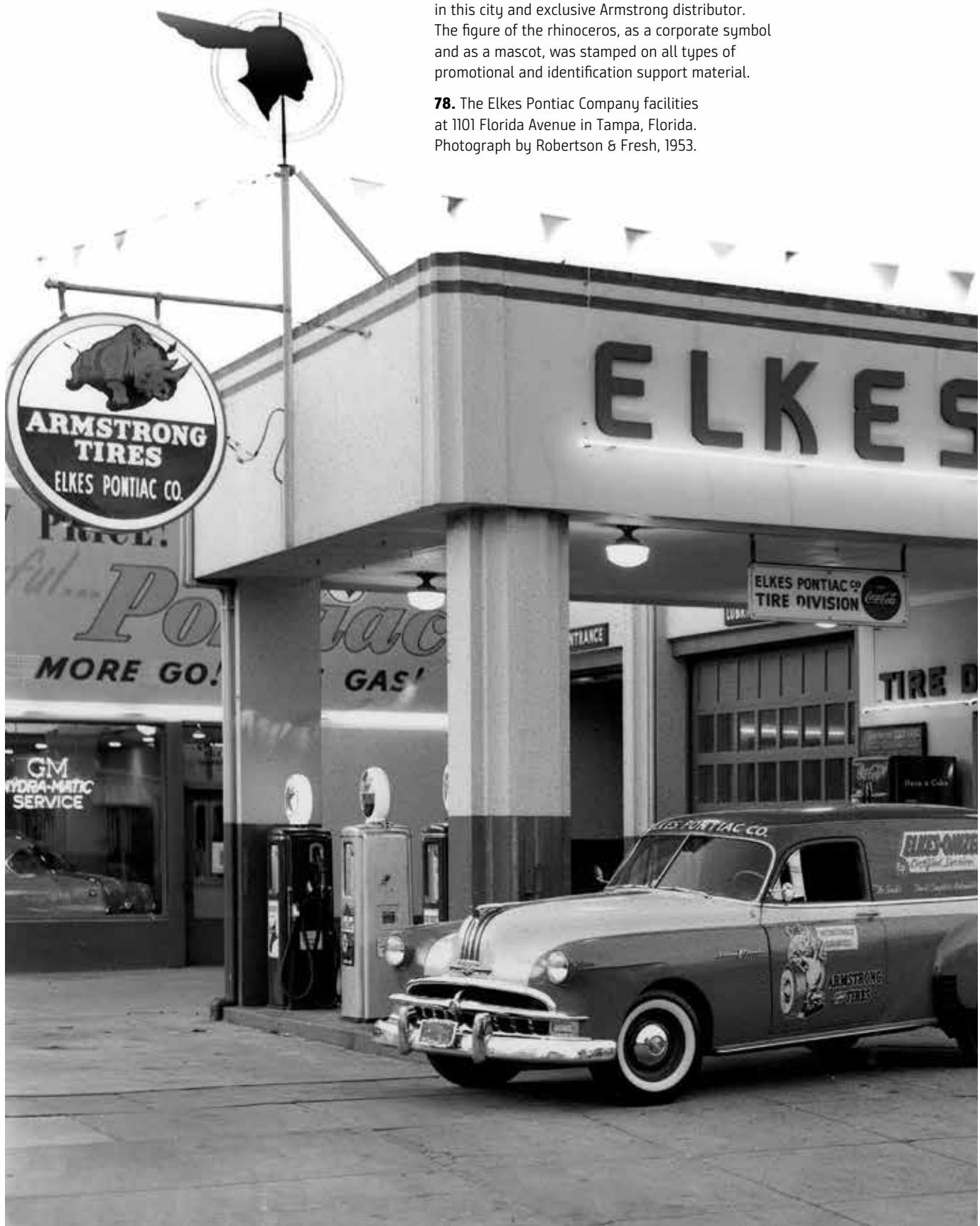
76. Advertisement with Roger Staubach and Tom Watson, published in the magazine *Sports Illustrated*, 1979.

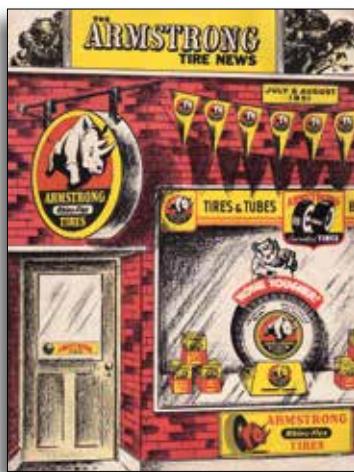
77. Advertisement with Arthur Ashe, Tom Watson and Roger Staubach, published in *Sports Illustrated*, February 17, 1977.

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.





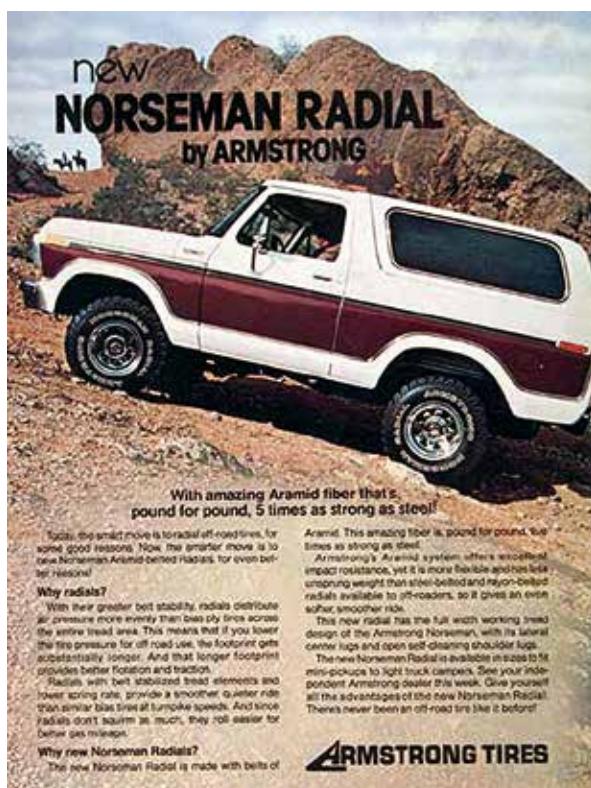
THE RHINO-MAGAZINE.

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.

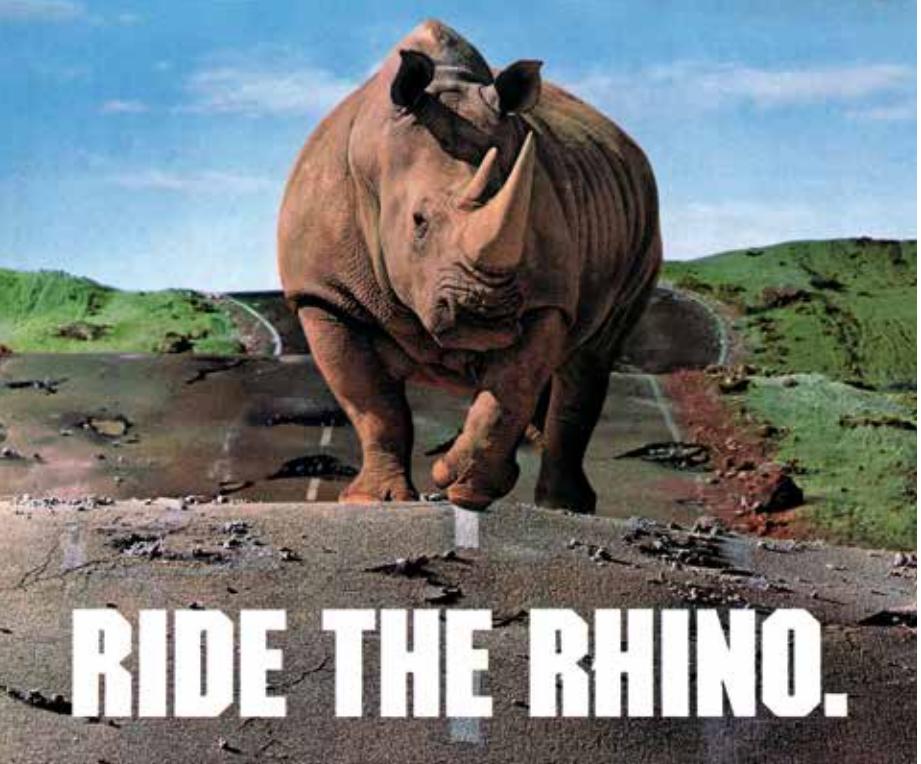
80. Detail of the corporate envelope in which *The Armstrong Tire News* was mailed, 1953.





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 logo was featured in advertisements without him. However, in brochures and catalogs the mascot was represented graphically, accompanying the logo, 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 tough doesn't mean 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 SUV radial. It drives cooler. Tires are smooth. And it's in with a cross-tread that holds its own from hell or high water. Underneath, our advanced Threelayer belting system takes up more space and wears anything you throw in its way. But only a full 40,000-mile tread wear warranty. The Norseman A/S is soft, every bit the rhino. And ready to keep you rolling on the road, or off.



ARMSTRONG 

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.

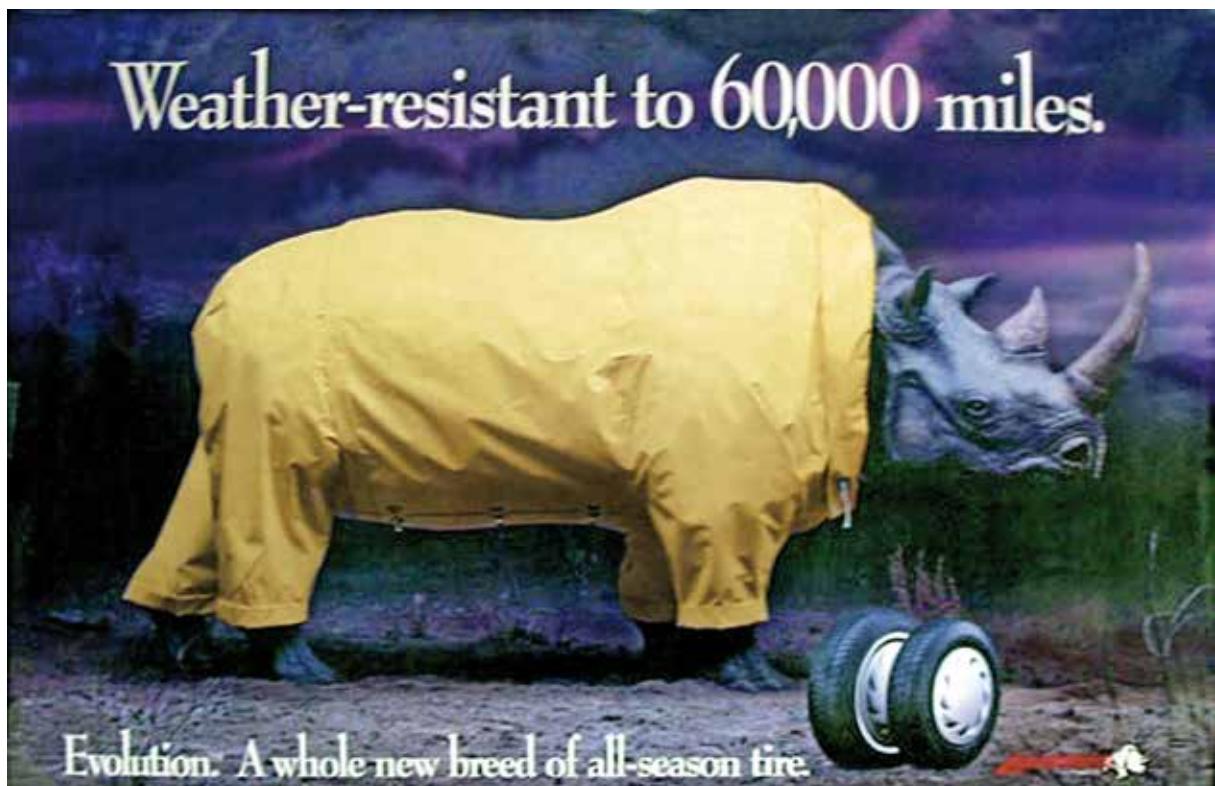
86-87. Animatronic and scenes from Armstrong's television spot, 1988.

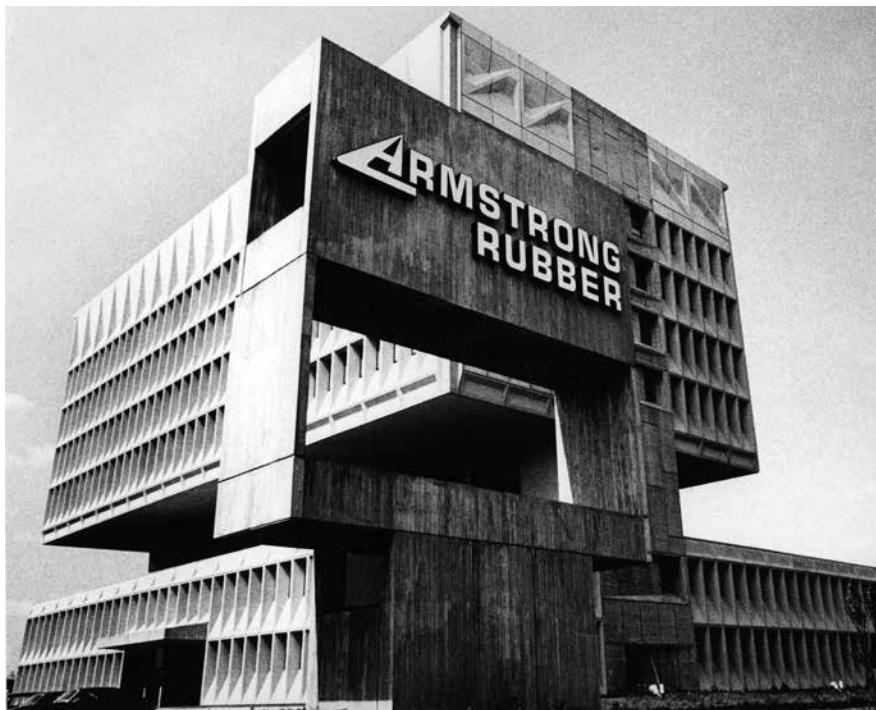




THE CHAMELEON RHINOCEROS. The volumetric and full-scale figure of Armstrong's white rhinoceros, created by the company Animal Makers, was utilized both in its animated version for the television spot and in static poses for a few advertisements inserted in U.S. press. This page shows two examples from 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.

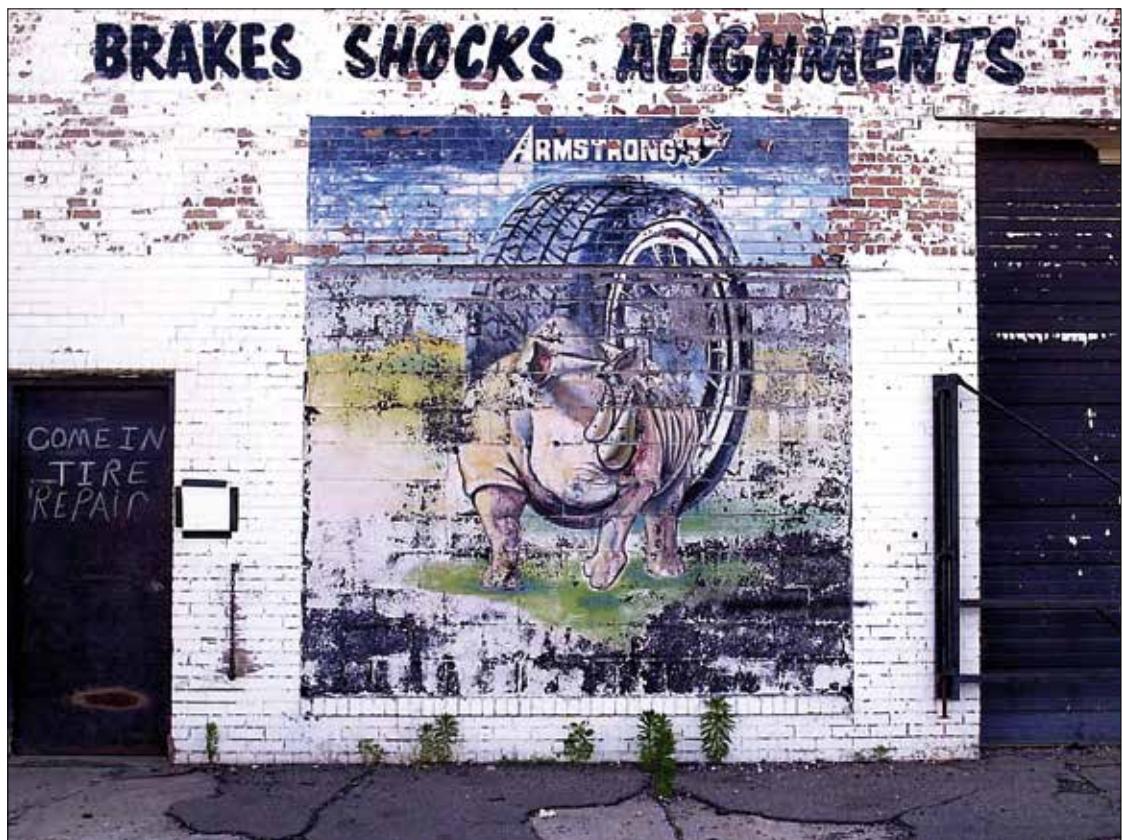




CEMENT LANDSCAPE. In 1969, Armstrong inaugurated the building of their new headquarters built within the general plan of territorial remodeling for the city of New Haven. The project was the work of the Hungarian-born architect Marcel Breuer and his American partner Robert F. Gatje. Marcel Lajos Breuer (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.

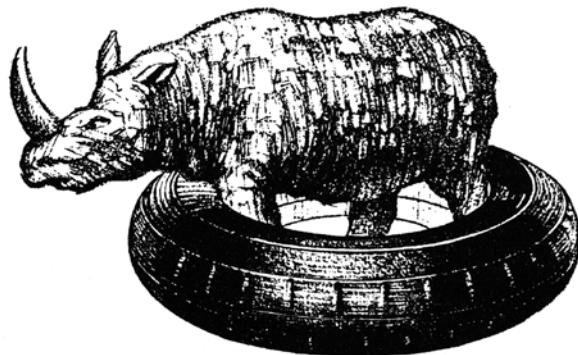
97. *The Sleeping Giant Has Awakened.* Advertisement taken from Zafco's corporate website illustrating the article "Zafco rejuvenates Armstrong brand," published on June 21, 2012. (www.zafco.com).



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



THE 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.

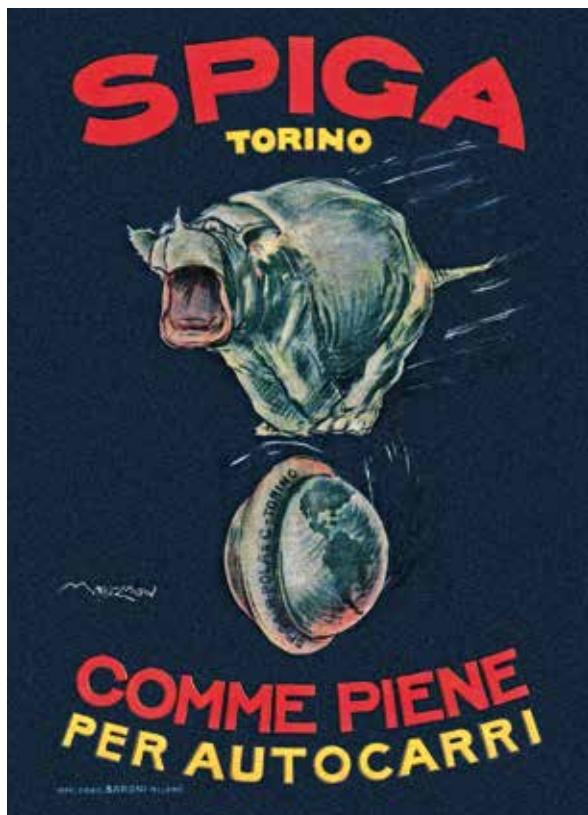
All standard brands of tires are Micronized in their making—*Micronex adds mileage*.

Supplied to the Rubber Industry by

Binney & Smith Co
41 E. 42nd 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.

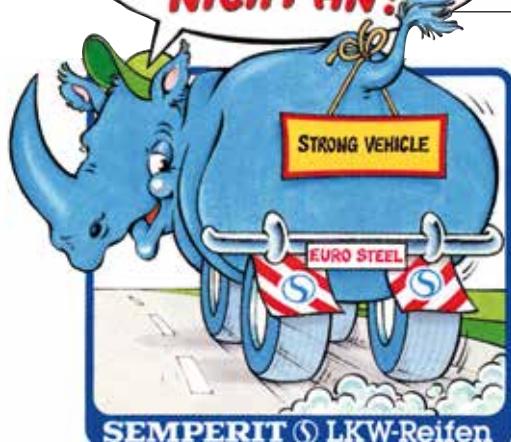


SUDDEN STOP. The imposing mass of a rhinoceros weighing more than three tons, moving at more than 50 km/h, seems difficult to stop. Above, in the illustration signed by Marius Rossillon "O'Galop," Michelin's Bibendum—represented as the typical hunter—remains undisturbed by the attack, and the horn does 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 Clairoix-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.



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 Maloya. 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

The guy with only one rival

Mack
TRUCKS

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

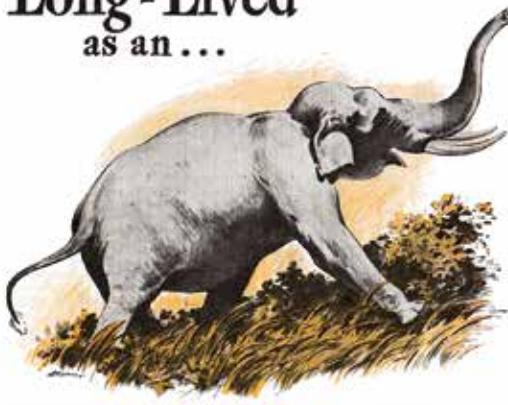
Use Havoline—it keeps engines clean

If it's power you want, it's Havoline Motor Oil you ask for. Havoline's exclusive lubricant formula cleans as it lubricates—freeing 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

Rugged as a ...



TRAPPED



Wild animal hunters have an effective system for trapping Indian Rhinoceros. They prepare a concealed pit in his feeding path, and when he falls into it, they dig a shallow trench around it, laying a stout rope. When the earth between pits is removed, the huge beast is prodded into the cage.

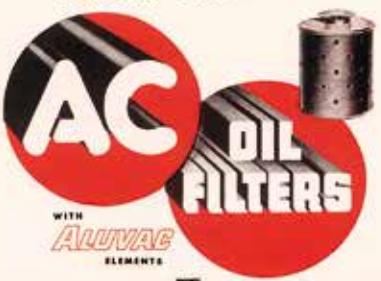
**AC Aluvac Is The Best Trap
for Dangerous Engine Oil Dirt**

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.

- **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.
- **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.

Change your filter element regularly—usually every 5000 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**



AC SPARK PLUG DIVISION GENERAL MOTORS CORPORATION

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.

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.

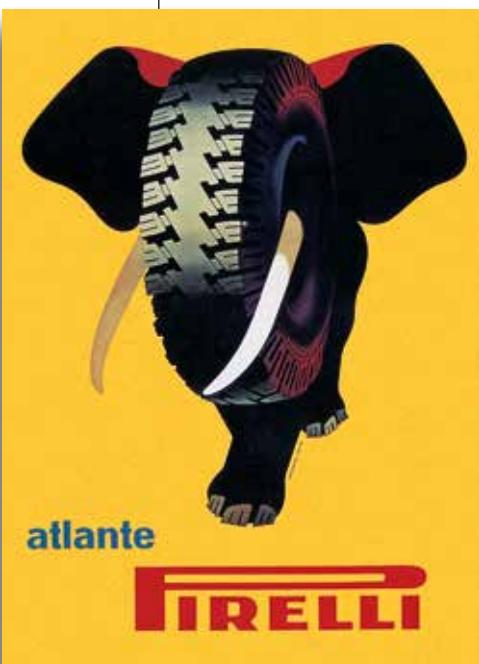
110. Advertisement for Essolube oil by Esso-Standard Oil, published in the French magazine *L'Illustration*, April 25, 1936. Signed by the illustrator Jacques Blein.

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





MASSIMA POTENZA
 CON IL NUOVISSIMO **ESSO** SUPERCARBURANTE
EXTRA



atlante
PIRELLI

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.*

