



The Goodyear Tire & Rubber Company

Topic Guide for Chronicling America (<http://chroniclingamerica.loc.gov>)

Introduction

In 1898, Frank Seiberling of Akron, Ohio, established the Goodyear Tire & Rubber Company. He named it after Charles Goodyear, inventor of vulcanized rubber, and developed its trademark, the Wingfoot, based on a newel post on the staircase in his home. The company produced tires for bicycles and carriages, horseshoe pads and poker chips, and later expanded to the automobile and aircraft industries. Goodyear continued to grow nationally and internationally and was the largest tire manufacturer in the world by 1916 when it adopted the slogan: "More people ride on Goodyear tires than any other kind." During World War I, Goodyear provided airships and observation balloons for the U.S. Army Air Service and built its first blimp in 1917. It was the world's largest rubber company in 1926 and remains a multi-billion dollar company today.

Important Dates

- 1898: Frank Seiberling of Akron, Ohio, establishes the Goodyear Tire & Rubber Company. The business is incorporated in August and production begins in November with 13 employees.
- 1899: Goodyear began to produce tires for "horseless carriages" or automobiles.
- 1901: Goodyear provides Henry Ford with racing tires. The Wingfoot trademark is used in an advertisement for the first time in Philadelphia's *Saturday Evening Post*.
- 1903: Paul W. Litchfield patents the first tubeless automobile tire.
- 1907: Henry Ford purchase 1,200 sets of tires for his Model T automobile.
- 1909: Goodyear manufactures its first aircraft tire.
- 1911: Goodyear begins experimenting with airship design.
- 1912: Goodyear establishes one of the first industrial hospitals in the United States.
- 1917: Goodyear builds the first blimps for the U.S. Navy.

Suggested Search Strategies

- Try searching the following terms in combination (as an "all" word search), in proximity or as phrases: Goodyear, rubber, tire, Frank Seiberling, Ford, Litchfield, automobile, carriage, aeroplane, Wingfoot, blimp.
- If you only search for "Goodyear" or "Goodyear Tire and Rubber Company," some of your first results may be advertisements, so be sure to combine those words with other terms to find information about the company.
- Limit your search by date to find information about specific events.

Sample Articles from Chronicling America

- "[Big Branch](#)" *Akron Daily Democrat* (Akron, OH), April 9, 1900, Image 5, col. 3-4.
- "[Flag Run Up at Goodyear Works](#)" *Akron Daily Democrat* (Akron, OH), May 7, 1902, Image 1, col. 6-7.
- "[A Rubber Cloth for Aeroplanes](#)" *Marion Daily Mirror* (Marion, OH), December 2, 1910, Image 1, col. 2.
- "[How a Big Tire and Rubber Company Takes Care of Employees](#)" *Jasper Weekly Courier* (Jasper, IN), May 9, 1913, Image 2, col. 4-6.
- "[What Greater Tribute Could There Be?](#)" (ad), *El Paso Herald* (El Paso, TX), July 1, 1919, Image 20.
- "[Dirigible Explodes; Thirteen Killed](#)" *Citizen* (Berea, KY), July 31, 1919, Image 1, col. 3-4.
- "[Goodyear Tire Sets Record](#)" *Garden Island* (Lihue, HI), August 16, 1921, Image 8, col. 3.