

1945 March 12-18

Tired Tires

RECAP and RIDE

New tire allotments are reduced. Your chances for a new tire are slim. The best solution is to RECAP NOW. You get thick, new, safer treads on your worn tires. We use the B. F. GOODRICH METHOD. It's factory-approved and mileage proved. NO RATION CERTIFICATE NEEDED. Let us counsel you on repairing cuts and bruises, proper pressures, all tire problems. Quality materials used.

War needs come first. If you wait for new tires, you may regret it. Tires that are too worn cannot be recapped. And our recapping plant may become so busy that you will have to wait. Better ACT TODAY.

Recapping 6:00-16 **6.70**

IF YOU MUST HAVE A NEW TIRE — GET THE BEST — B. F. Goodrich Silvertons

B.F. Goodrich Stores

116 Fifth Avenue South

Phone 1498-J

Tires 36

Firestone Re-Caps

Are Used by Thousands of
Satisfied Customers.

- ☆ They Cost No More.
- ☆ They Last Longer.

Bring your tires to us for
prompt, efficient service.

OFFICIAL TIRE INSPECTION
STATION

Firestone Store

7th and State Sts.

TIRES

ALL SIZES

Bring in your certificate.

BUY the BEST

For Longer Mileage,
Better Service

FIRESTONE STORE

7th and Main

TRUCK TIRE RECAPPING

- ☆ All sizes
- ☆ One Day Service by
Appointment
- ☆ Quality Materials
- ☆ Guaranteed Workman-
ship

ANDERSON TIRE and BATTERY SERVICE

209-215 State Phone 228

TIRES

NUMBER 1 RECAPS

All sizes. Ration free.

AUTO REPAIRING

New tubes, all sizes; ration free.
Day and Night Wrecker Service.

DANNY'S SUPER SERVICE

16th and South Ave. Phone 3081-M.

LET US

REPAIR YOUR TIRES

Skilled tire repairmen at

Ken Patros Super Service
833 Rose St. Phone 1088

La Crosse Tribune, 1945 March 15, page 23

Two factors created a shortage of tires during World War II. The Japanese conquered many of the rubber-producing areas in the Far East and also occupied islands that enabled them to stop commercial

shipping across the Pacific Ocean. The United States was getting almost 97 percent of its raw rubber imports from the Pacific region.¹ The armed forces required vast quantities of rubber not only for vehicle tires, but also for life rafts, gas masks, and other gear. A single heavy bomber contained 1,825 pounds of rubber.² Rubber was an essential commodity for the war effort, so that took priority. Production of civilian rubber goods ended for the duration.³

Even before the war, there was concern about the country's rubber supply because nearly all of it came from the East Indies and Malaya. In 1940, the United States consumed 648,500 tons of rubber. About 500,000 tons of that was used to produce vehicle tires and tubes.⁴

Once the United States entered the war, it was obvious that the almost total curtailment of crude rubber imports was going to be a big problem. Americans were consuming almost 47,000 tons of rubber per month in 1941. The Office of Production Management decreed that consumption had to be reduced to 10,000 tons per month. If this were not done, the supply of tires in the United States would be exhausted in two months. Americans had been buying 4,000,000 tires a month, and there were just 8,000,000 tires on hand.⁵

Synthetic rubber, made from coal and petroleum, could not make up the difference. Production of synthetic rubber was expected to provide only 30,000 tons of rubber in 1942.⁶

Rationing of automobile tires and tubes started January 4, 1942.⁷ Tire rationing was controlled by state and local boards. Prices of new tires, sales of retreaded tires, and the retreading of tires were also controlled.⁸

Now civilians could keep five tires per automobile, and they had to turn in the rest to the government. Those five tires had to last until the end of the war. People were urged to drive slower to save on wear and tear. Car pooling was encouraged.⁹

Exceptions to tire rationing were made for public buses, road repair trucks, police cars, fire fighting vehicles, and other vehicles providing essential health, safety, industrial, and commercial services. Owners of farm tractors could also get tires.¹⁰

When tire rationing went into effect, there were fears that tires would be a prime target for theft. Authorities provided suggestions for protecting tires from thieves.¹¹

Restrictions became even more severe starting in January 1943 when only essential vehicle use was allowed in 17 Eastern states and the District of Columbia.¹²

Tire manufacturers such as Goodyear made "war tires" from reclaimed rubber.¹³

Recapping tires was another way to address the tire shortage, but those who wanted to do it usually had to get a certificate from the Local Tire Rationing Board.¹⁴ Retreading became two-thirds of the replacement tire market during the war.¹⁵ Local businesses, as the advertisements above attest, were part of that trend.

After the war when new tires became available again, retreading was no longer a necessity. It faded in popularity until the 1950's. Retreading is still used in the trucking industry.¹⁶

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Sources & Notes:

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- ¹ James R. Young, "Behind the War News," *Salt Lake Telegram*, Salt Lake City, Utah, 1941 December 17, page 12.
- ² Sarah Sundin, "Make It Do – Tire Rationing in World War II," *Sarah's Blog*, 2016 December 27, <http://www.sarahsundin.com/make-it-do-tire-rationing-in-world-war-ii/>.
- ³ Sundin, Make It Do.
- ⁴ Drew Pearson and Robert S. Allen, "The Daily Washington Merry-Go-Round," *The Index Journal*, Greenwood, South Carolina, 1941 June 4, page 6.
- ⁵ "Impact of War to be Felt in Tire Rationing," *The News Herald*, Franklin, Pennsylvania, 1941 December 18, page 3. Production of golf balls, tennis balls, bathing suits, toy balloons, rubber bands, and other consumer goods also came to an end for the duration of the war.
- ⁶ "Rubber Tire Rationing Brings War to America," *The Rhinelander Daily News*, Rhinelander, Wisconsin, 1941 December 24, page 9.
- ⁷ "Start Tire Rationing," *The Capital Times*, Madison, Wisconsin, 1941 December 18, page 8.
- ⁸ *The News Herald*, 1941 December 18.
- ⁹ Sundin, Make It Do.
- ¹⁰ "Tire Rationing Under State," *Stillwater Daily News Press*, Stillwater, Oklahoma, 1941 December 28, page 6.
- ¹¹ *Stillwater Daily News Press*, 1941 December 28.
- ¹² Miles Moore, "'Tireless' in War: With Most New Tires Earmarked for War Use, Dealers Often Turned to Retreading to Fill the Gap," *Tire Business*, 1995 August 7, <https://www.tirebusiness.com/article/19950807/ISSUE/308079984/tireless-in-war-with-most-new-tires-earmarked-for-war-use-dealers-often-turned-to-retreading-to-fill-the-gap>.
- ¹³ Mike Manges, "Unsung heroes in World War II: Tire dealers, manufacturers kept war effort rolling," *Modern Tire Dealer*, 2005 April 1, <https://www.moderntiredealer.com/article/311239/unsung-heroes-in-ww-ii-tire-dealers-manufacturers-kept-war-effort-rolling>
- ¹⁴ Sundin, Make It Do.
- ¹⁵ Moore, "'Tireless' in War," 1995 August 7. Even United States and British bombers had retreaded tires.
- ¹⁶ Moore, "'Tireless' in War," 1995 August 7.