BIBLIOGRAPHY:
GENERAL GUIDE AND SOURCES

The following bibliographic listing includes works having a general character as well as specific publications used in the development of all research conducted. It serves to constitute a compilation of useful tools on one hand and, on another, as a guide of indispensable references for future researchers that approach the subject of the design, illustration and advertising of pioneer tire companies. The final part of the text for each of the chapters includes the bibliography that is relevant to the specific subject dealt with.

Corporate histories of tire companies


SUGGESTED CITATION:
Medrano-Bigas, Pau.

Erker, Paul. *Competition and Growth: a Contemporary History of the Continental AG.*
Duseldorf: Econ, 1996.


Hood Weekes Pigford, Elizabeth. *Front & Center: Frederic Clark Hood & The Hood Rubber Company.*

Jackson, Kenneth A. *The Kelly-Springfield Story.*


Rodengen, Jeffrey L. *The Legend of Goodyear: The First 100 Years.*

Waks, Fabienne. *Hutchinson, the Album, 1853-2003: 150 Years of Memories.*

Warschitter, Jacques. *À la Rencontre d’Hutchinson.*


**The industry and commercialization of rubber and tires**

Akron, Ohio: Summit County Historical Society, 1925, pp. 313-345.

Carlsmith, Leonard E. *The Economic Characteristics of Rubber Tire Production.*


The Tire Rate Book. New York: Class Journal Company. Quarterly publication printed between 1915 and 1930, with directories, prices and publicity for the tire sector’s main industries, with their corresponding brands for each year.

The corporate history of Michelin

Panthou, Éric. Bibliographie Servant à l’Histoire de l’Entreprise Michelin en France et Dans le Monde. Chamalières, France: self-published, 2014. Soon to be available at https://hal-clermont-univ.archives-ouvertes.fr/ Éric Panthou, librarian and historian, was responsible for the Michelin collections of the Bibliothèque du Patrimoine de Clermont Communauté in Clermont-Ferrand, France, between 2003 and 2013. He undertook an initiative to acquire books and publications for these collections, in addition to carrying out a bibliographic compilation on Michelin, which is especially noteworthy in terms of its contributions addressing employee working conditions and union demands. As part of the results, there is a bibliographic listing of 520 references (as of 20/10/2014) including works, publications and articles on Michelin. The bibliography is updated regularly, incorporating new references. Throughout the investigation of this study I have been in contact with Éric Panthou, exchanging information and providing references for little-known material that I have been locating and collecting, especially American publications from the period between 1900-1930.


Book catalog of the homonymous exhibition inaugurated at the IVAM-Institut Valencià d’Art Modern of Valencia (Spain) in 2005, with itinerancy in different Spanish museums and the last showing at the Musée d’Art Roger-Quilliot in Clermont-Ferrand (France) in 2008. It contains five unpublished articles by specialists in design and art.

**The history of Michelin in Milltown**


Document edited from the original, produced on a typewriter and presented to the Milltown Historical Society by Linda Matlack Butch.


**Advertising, design and illustration**


— *Sa Majesté la Publicité.* Tours: Maison Alfred Mame et Fils, 1914.


Sheldon, George H. Advertising Elements and Principles.

In addition to the American magazines Advertising & Selling, Printers’ Ink, Printers’ Ink Monthly,

Illustrators and their biographies

Falk, Peter H. Who was Who in American Art: Compiled from the Original Thirty-four

Osterwalder, Marcus. Dictionnaire des Illustrateurs 1800-1914. XIXe Siècle.
    — Dictionnaire des Illustrateurs 1890-1945. XXe Siècle. Première Génération. Illustrateurs
    du Monde Entier nés Avant 1885 (Artistes du Livre, Dessinateurs de la Presse et de la Mode,
    — Dictionnaire des Illustrateurs 1905-1965. XXe Siècle. Deuxième Génération. Illustrateurs,

Reed, Walt. The Illustrator in America, 1860-2000.


AskART-The artists’ bluebook. www.askart.com
    Database managed by the company having the same name and with online access free of charge.
    Essentially, when it began, it comprised a dictionary of illustrators and graphic artists focusing
    on American professionals that were active between the sixteenth century up to the present
    moment. Since 2007 it has expanded its coverage to the field of international artists, with
    a current total of about 270,000 names. It contains biographies—constantly being updated—,
    with images of artists works and signatures, as well as different related references.
    It constitutes an interesting source for data collation and comparison.

Corporate and advertising mascots

Bordet, Daniel; Lelieur, Anne-Claude (Eds.).
    De Bébé Cadum à Mamie Nova: Un Siècle de Personnages Publicitaires.
    Paris: Bibliothèque Forney, 1999. Book catalog of the exhibition having the same name
    that was held at the Bibliothèque Forney between December 14, 1999 and April 1, 2000.

Brown, Stephen; Ponsonby-McCabe, Sharon (Eds.).

Cohen, Ronald Jay (Ed.). Psychology and Marketing. Special Issue: Brand Personification,
    volume 31, number 1, January 2014.
    Monographic consisting of a compilation of eight articles by different authors
    on the subject of brand personification, from a marketing and advertising perspective.
Delanoë, Bertrand (Foreword); Amalvi, Christian; Chevrel, Claudine; Cornet, Béatrice. *L’histoire de France Racontée par la Publicité.* Paris: Paris bibliothèques, 2013.


**Technology of automobiles and pneumatic tires**


Specialized magazines in the rubber and tire industry and in the automotive and bicycle sector

During the research and the process of conducting this study, numerous publications circulated between 1900 and the mid-1930s were consulted, many of them exhaustively, employing both digital databases and original paper copies if the latter option was available. Following the trails of the corporate history and the communication, promotion and advertising actions of Michelin and the American subsidiary, the Michelin Tire Company, the main journals consulted were as follows:


British magazines from the automotive industrial sector: The Autocar and The Auto/The Motorist’s Pictorial.

French sports magazines, covering cycling and the automotive sector: L’Auto-Vélo, Le Chauffeur, La Vie Automobile, La Vie Au Grand Air.

Websites and databases to access publications, books and magazines

Currently (2015), it is possible to consult publications, books and journals originally published in the timeframe under study, thanks to the services of different institutions that allow for accessing digitalized material through the Internet. Moreover, to a great degree, millions of pages have been subjected to processes of OCR, which opens up the possibility of searching for concepts and keywords in a fast and efficient way. There are, however, some limitations which are discussed below.

1. Occasionally, part of the original material, especially the collections of period magazines, is incomplete, missing single issues or entire years of publications.

2. Magazine collections were, at that time, bound in volumes. Occasionally, in the binding process the cover forms were eliminated—the weight of the covers and their rigidity was an inconvenience—and they only conserved the thickness of the interior pages for each copy. In other cases, all the pages with advertising content had been eliminated, thus limiting the compilation to the bulk of pages with editorial content.

3. During the digitalization processes at that given time, it was decided to reduce the chromatic range of the paper originals to black and white or to the gray scale, probably due to issues related to the budget allocations for those tasks, the technological capacity of the hardware and software used and the difference in time required and the final size of the files depending on the type of scanning applied. This means that, in the first case, the subtleties of the images and of the page’s background design disappear; and, in the second case, the colored images and the color ornaments or graphic elements are reduced to different intensities of gray. This constitutes a serious limitation as this research deals with an investigation that responds to parameters of graphic design. However, it can be dealt with by checking original physical paper copies in other accessible sources, such as certain collections belonging to institutions and the willingness of private collectors to make their documents available for consultation.
4. Most of the digitalization was carried out at a time when the date of 1923 marked the limit from which international laws—with certain variants in each country—of intellectual property protection came into force. This means that the material digitalized having a date prior to 1923 is accessible in these databases as it forms part of the public domain. On the other hand, the material published subsequently was protected at the time by copyright legislation. Therefore, in most cases and as of today (2015), only material published before 1923 is available for consultation.

After the digitalization activities carried out by the Google company through different agreements with certain important libraries—having a commercial purpose and sometimes, without the necessary permits and infringing copyright rules—, public and private institutions began initiatives for carrying out the digitalization of written, graphic and audiovisual heritage. This was undertaken in the name of public service, to protect against the creation of information monopolies and their for-profit control and access in the hands of private interests.

Among the digital sources—web sites and databases—consulted and utilized in depth during the present investigation, the following stand out:

**Internet Archives** ([www.archive.org](http://www.archive.org)). Website that has digitalized content from numerous contributing institutions. Especially useful is the "American Libraries" collection, composed of more than two million titles of books and magazines that can be consulted and downloaded free of charge. This includes publications and magazines about illustration, design and advertising and about the automotive and rubber industry, published in the United States as well as in Europe.

**HathiTrust Digital Library** ([www.hathitrust.org](http://www.hathitrust.org)). It deals with a society made up of ninety academic and research institutions, having nearly 15 million titles digitalized from library collections around the world. Content is accessible online, with those published prior to 1923 free of charge. In this indispensable database, most of the American journals of the period in which this study focuses, both generalist and those specializing in advertising and in the automotive sector, are represented.

**Gallica** ([www.gallica.bnf.fr](http://www.gallica.bnf.fr)). Digital library of the Bibliothèque Nationale de France’s historical collections, online since 1997 and, since then, increasing its database regularly and continuously. You can consult open-source images and publications and download them free of charge. An essential resource.

**Horseless Carriage Foundation** ([www.hcfi.org](http://www.hcfi.org)). The Automotive Research Library of the HCFI-Horseless Carriage Foundation, Inc. based in La Mesa, California, has an important collection of paper publications resulting from numerous donations. Its digital version includes, page by page, eight of the most emblematic American magazines dedicated to the industrial and commercial sector of the automobile, published between 1895 and the 60s. It is accessible online through an annual subscription.

**Library of Congress. Chronicling America** ([http://chroniclingamerica.loc.gov/](http://chroniclingamerica.loc.gov/)). The National Digital Newspaper Program (NDNP) initiative, developed between 1980 and 2007, was based on the interests of the Library of Congress and the National Endowment for the Humanities (NEH) for offering a database on American historical newspapers published between 1836 and 1922 that would be accessible through the Internet and free of charge. Contents can be consulted by titles, dates and keywords, in addition to downloading scanned pages from more than 1,500 different publications.

**NewspaperARCHIVE.com** ([www.newspaperarchive.com](http://www.newspaperarchive.com)). A commercial database for digital newspapers published between 1607 and the present time, basically North American but also including certain British and European publications. It is pay for access, by temporary subscription, and allows for searches by keywords, titles, dates and territories and cities of publication, in addition to the possibility of downloading digital files of selected pages of interest.