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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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# DECONSTRUCTING BIBENDUM

The appearance of the Michelin mascot is the result of graphically translating the essence of pneumatic tire technology—an “air-filled” tube—and assimilating the enlightening character of promotional communication that the company required. Throughout his advertising adventures Bibendum continued to perfect his image as well as his character, incorporating certain attributes that at a given time were considered as adequate and discarding others deemed obsolete.

## 1. The rubber skin of Michelin

The body of Bibendum is shaped by a sequence of stacked tires that decrease in diameter and size to configure the anatomical profile of his trunk, arms, legs and head. This graphic solution was a true reflection of the extensive catalog displaying different tire models and dimensions that Michelin offered in 1898 for vehicles such as bicycles, tricycles, carts, wheeled stretchers/beds, baby strollers, wheelchairs, carriages, wagons and cars.

The technological evolution of automobile rubber tires in the following years led to a gradual decrease in size, a reduction of the tire radius and an increase in the width of its tread. Bibendum's body composition also adapted to these innovations and as such, his appearance depicted a decrease in the number of stacked rings and an increase in their thickness with respect to the character's original design. In addition, his tires are inflated to their proper pressure, and their surface appears as smooth skin without wrinkles or flaccidity, thus constituting a symbol of youth.

Other innovations that could have visibly affected his appearance were not incorporated, such as the development in 1904 of flat treads instead of having round ones. The revolution that gave rise to the anti-skid tires raised a new challenge for Bibendum. Since 1904 Michelin had emphasized promotion of their *Semelle* tires, made of reinforced leather bands with metal trimming that was glued to the tire tread surface. Several representations of the mascot during that period show a pair of *Semelle* tires incorporated as part of his torso, as well as the famous poster *Le coup de la Semelle* by O'Galop, in which the soles of Bibendum's boots are studded with small round metal cleats (figs. 27 and 41-44). Michelin

continued to offer this type of technology until the 1920s, when its manufacturing was halted. Therefore, from that decade on, graphic representations of the corporate mascot showed him wearing boots with smooth soles. With the further development of all-rubber anti-skid covers a new change took place. Michelin incorporated this new technology in its Universal Tread tires of 1915, and employed the repetition of the letter 'M' in the design of the rubber surface. This shows another case where technology was not reflected in the mascot, as the smooth surface of Bibendum's skin was left intact and unaltered.

Until the early years of the twentieth century, heavy vehicles that had to carry and transport large loads were using solid rubber tires, and many users were skeptical that air-filled tires—despite the enormous advantages they offered—could sustain the pressure. But a key factor—solid tires could only deliver good performance at slow speeds—tipped the balance to the versatile pneumatic tire. Technical solutions opted for distributing the weight over more than one wheel. Towards 1908 Michelin launched the *Jumelé Pneu* [twin tires] in France, a set of flat pneumatic or Semelle tires juxtaposed in a detachable double rim in which two tires could be placed side by side, for use in each one of the two rear driven wheels.<sup>1</sup> One of the images used in the publicity to reflect the resistance of these twin tires was the humorous illustration of one or two hefty elephants—also hippopotamuses and even in some advertisements, obese persons—aboard a car, equipped with new sets of tires (figs. 45-48). In the case of Bibendum, two different solutions were used to represent the pair of tires: in some graphics two pneumatic tires comprising the mascot's torso were portrayed with Semelle metal studded treads; in others, Bibendum appears as a father, accompanied by a pair of his twin child-tires (figs. 46 and 59-60).

In the United States, there was a greater need for high velocity in heavy vehicles transporting goods and passengers due to the long distances characteristic of the country. There, Michelin named its technology the Michelin Twins.<sup>2</sup> Unlike what occurred in Europe, throughout the years of the company's existence in the American market numerous advertising elements—including caravans in parades—and corporate emblems incorporated not only one Bibendum, but two (figs. 55-57). This type of equipment, known as “dual pneumatic equipment,” was also developed by companies such as Fisk, Firestone and The United Rim Company of Akron.

## 2. The color of rubber (I)

One of the first questions raised when contemplating the Michelin mascot, created from a stack of tires, is why the tires are not black. Could it be attributable to the illustrator's artistic liberty? The answer is simple: the first rubber tires—for bicycles, carts, automobiles—were of a light gray color.

Towards the end of the 19th century, pioneer industries in developed countries obtained their raw material from breaking down pure natural rubber articles manufactured in Brazilian workshops in Pará, the hub of cultivating this product extracted from the tree *Hevea brasiliensis*. From there natural rubber footwear, boots and one piece containers were exported to industrialized countries where they had to be reprocessed and transformed into other products. In 1820 the Britain Thomas Hancock invented a process of mechanical shredding with large rollers and named his machine the “masticator.” Ten years later the American Edwin M. Chaffee developed a method of obtaining a fluid rubber mass by mixing shredded natural rubber with solvents and additives.

Transformed into a homogeneous paste, the natural rubber could then be applied as an impermeable film onto different surfaces and fabrics, or processed and transformed into new articles. With the discovery of vulcanization—adding sulfur to the mixture and employing heat—a way of stabilizing natural

rubber was obtained, transforming it into hard (vulcanized) rubber and maintaining its elastic and insulating properties. The use of different pigments was also studied (fig. 1), with the ability to dye the mixture and give it a uniform color, a quality especially valued in commercial products such as footwear or clothing.

On the basis of experimenting with different additives and vulcanized rubber it was found that some contributed greater tenacity and resistance to abrasion while others created undesirable effects, such as favoring its rapid deterioration. In addition, certain additives acted in distinct manners, accelerating or retarding chemical reactions in the vulcanization process. Zinc oxide was one of the most used substances in the rubber industry for its accelerating and activating properties in the process of vulcanization. It goes without saying that this additive was also present in the rubber from which the first tires were made—solid rubber and pneumatic—, giving it one of its most appreciated characteristics for the paint industry which employed it as a pigment: its white color (fig. 2).

The tires that distinct vehicles utilized in the last decade of the nineteenth century were originally gray—recently manufactured from the factory—, although their daily use on highways and dusty roads as well as the effects of atmospheric agents and sunlight wore them down. A dirty, discolored tire indicated signs of ageing, wear and tear. Therefore, Bibendum was white—a pristine white, reflecting youth and good health—and this is how he was portrayed by O’Galop in his first illustrations.<sup>3</sup>

### 3. The color of the rubber (II)

The black color of rubber, as we currently see it applied on tires of today, is inherited from the early years of the 1900s. The English company India Rubber Gutta Percha & Telegraph Works from Silvertown, London, produced a diversified line of articles derived from rubber. Insulation coatings for electric and telegraph cables were its best sellers. It had its own division of tires when in November 1902 it acquired Palmer Tire Ltd, which had been founded in 1895.

Palmer tires were characterized for their differential visual appearance, having a dark gray color which resulted from the addition of a pigment<sup>4</sup>—carbon black or *noir de carbone*—to the rubber mixture prior to vulcanization. This anecdotal fact became a crucial discovery when, in 1904, Sydney Charles Mote (c. 1868-1944), the company’s chemist, discovered that the dye not only provided a uniform color but also increased the resistance of the rubber to mechanical abrasion. Thus, the lifespan of the tire could be doubled or tripled.

By 1912, the company BF Goodrich, which already had agreements with Palmer and had been commercializing the latter’s bicycle tires in America since 1892 and automobile tires since 1906, launched the tire brand Silvertow—in reference to the English population—which incorporated carbon black and other innovative technologies from Palmer.<sup>5</sup> Research developed in the prestigious chemical laboratories of Diamond Rubber—one of the largest tire companies founded in 1894 and absorbed by BF Goodrich in 1912—contributed to the improvement of the process, popularizing the use of carbon black as a substitute for zinc oxide in the industry and benefiting from its qualities.

The pigment and color company Binney & Smith, which had also been producing carbon black for printing inks, paints, varnishes, shoe polishes and colored pencils since 1885, created the Columbian Carbon Company in 1914. This was done to take on increasing demand, especially that of providing supplies for BF Goodrich and other tire manufacturers. Numerous industries also rushed to distribute

their particular production of carbon black and in 1921 there were approximately 10 factories in the United States. Similar products for the rubber industry appeared in the market with different commercial names such as Micronex from Binney & Smith (figs. 3-8) and later, Spheron by Godfrey L. Cabot Inc., Gastex by General Atlas Carbon Co., Dixie and Kosmo by The United Carbon Co. or Disperso by Wishnick-Tumpeer, among others.<sup>6</sup>

The use of dyes for merely decorative purposes, as a differential aspect of the product, was a resource employed by several companies (figs. 15-20). In addition to carbon black, among the dyes added to color the rubber mixture, there was also zinc to obtain a light cream tone, sulfur for a gray color as well as antimony—or the more economical iron oxide—for the color red.<sup>7</sup>

The fierce color competition between products offered by different companies, which were increasingly similar technologically, even reached the courts. Numerous disputes between rival firms sought to ascertain whether color itself constituted a patentable attribute, as was the case with the graphic design of brand symbols, trade names or advertising slogans. But cases such as those of BF Goodrich, Lee, Goodyear or Miller against Firestone in 1917, concluded with similar sentences: “There is no valid trade-mark in coloring an automobile tire to be one color on the sides and another on the tread, regardless of what the colors are. It is not only not distinctive, but the making of sides and tread of different color is functional. There is no trade-mark in a device that depends on color to distinguish it.”<sup>8</sup> These cases supposedly made reference to Firestone’s attempt to register the red side walls and black tread of its historic NON SKID tire model (1908), updated and launched into the market in 1916 with these new characteristics (figs. 16).

In the particular case of Michelin, which had manufactured tire covers not only with white side walls but also with green, red and even yellow strips in the tread area, carbon black was incorporated for the first time in 1917.<sup>9</sup> Historically, Michelin’s inner tubes were also red due to the addition of the mineral antimony sulfide, popularly known as golden antimony sulfide—due to its reddish tones and golden reflections—and which provided greater elasticity and durability to rubber.<sup>10</sup> Michelin inner tubes constituted one of the products manufactured by the Milltown factory—widely advertised—that had the most acceptance in the American market<sup>11</sup> (figs. 11-14).

#### 4. Bibendum as a reference

A little-known story connects Michelin with Colonel Sanders, founder of the Kentucky Fried Chicken fast-food restaurant chain. In mid-1922, at the age of 32, Harland Sanders worked for the Mutual Benefit Life insurance company in Louisville, the largest city in the state of Kentucky, when he learned that the Michelin delegation in that city was looking for an agent. He took over the job and found himself in charge of sales covering all of Kentucky, with a nominal salary of one dollar a month. He had a minimum quota to fill for tire and inner tube sales, which if reached, guaranteed he would earn a commission of \$750 per month. Of course, this amount was always far exceeded by the entrepreneur due to customer orders and his expanding customer base including retailers, garages and service stations throughout Kentucky.

Sanders purchased a house and settled with his wife Josephine and their children in Jessamine County, a central area of Kentucky about 100 km from Louisville, where he used to organize meetings and parties with his clients. He was an innate showman and did not miss the opportunity to put into practice his persuasive gifts. In the Kentucky of the 1920s there were special events, i.e. Court Day, Mule Day,

consisting of Saturday markets where farmers and shopkeepers from each town showed their products and items. Sanders, dressed in a man-tire costume and playing the role of Bibendum, also took advantage of these meetings to organize contests and competitions for promotional purposes.

One of the competitions consisted of comparing the Michelin brand inner tubes with others from different manufacturers, in a test of elasticity and resistance to demonstrate the quality of the product. He selected two boys from the audience and each one was given an inner tube, with the aim of inflating it to the limit. Meanwhile, the public gathered around them cheering and counting the times the tube kept on inflating, until one of the two inner tubes exploded. Michelin's elasticity and uniformity always made it the winner of the challenge (figs. 21). Another regularly featured demonstration was to bet on the number of times an air pump could be pushed until the inner tube blew up. The participant who came closest to the actual figure—the estimate usually ended up being less than the real number—received a small prize or a discount on the purchase of Michelin products.

“Harland was learning how to attract and hold a crowd. He was also selling a lot of tires and inner tubes. And he was discovering something about himself which he had only sensed before. He could get people's attention . He could make them listen to him. He could influence them. He became convinced that somewhere within himself there was a natural leader of men.”<sup>12</sup>

In December 1924 Sanders left the Michelin agency after more than a year and a half of successful sales to manage a service station owned by Kentucky Standard Oil Company located in the town of Nicholasville. With no experience in the industry other than that acquired as a tire salesman, he dispensed gasoline, cleaned the windshield free of charge—an unusual practice at that time—and repaired flat tires that his regular customers entrusted to him. Praised for his good management, in the summer of 1930 he received an offer from the Middlesboro Shell Oil Co., which had built a service station in Corbin—a small town with a population of 6,000 in Kentucky. He was offered management of the station without being charged for rental space, and was only charged a percentage of fuel sales. There, in a small room located in a corner of the building, Harland offered meals on a non-descript table with six chairs to truckers and travelers stopping to refuel. The homemade menu was simple but tasty. The service station soon gave way to a restaurant business.

In 1935 the State Governor granted him the title of “Kentucky Colonel,” an honorary distinction with which distinct Kentuckian personalities were rewarded for their services to the community. By 1950, in a visionary decision, Sanders decided to change his appearance, his name and that of his business in Corbin, then a motel-restaurant with a capacity for more than 140 diners. The establishment was renamed Colonel Sanders Court and specialized in serving its special way of making fried chicken, containing a “secret mix of 11 herbs and spices.” He held the title of Colonel—he signed as Colonel Harland Sanders—and adopted a peculiar physical appearance that characterized him for the rest of his life. He grew a mustache and a goatee, and he dyed his gray-brown hair white. He wore white trousers, white frock coat and a black bow tie around his neck, in keeping with the style of his admired—who also had roots in Kentucky—Abraham Lincoln<sup>13</sup> as portrayed in a famous photographic portrait from 1858, before becoming President of the United States.<sup>14</sup>

In 1955 he closed his restaurant and created franchises in different cities of the United States and Canada. In 1963 the list had grown to 300 Kentucky Fried Chicken establishments (popularly known by the acronym KFC), 600 in 1964 and surpassed 5,000 after ten years.<sup>15</sup> In 1964 he sold part of his business

to a group of investors—and the rest to Heubin Inc. in 1971—without leaving the company. He secured a lifetime position as corporate spokesperson with an annual salary of \$200,000, attending promotional events and lending his image for brand advertising<sup>16</sup> (figs. 22-26).

Is it possible that his experience as a Michelin sales representative and his performances dressed in white disguised as Bibendum and capturing public attention, could have served as an inspiration and model to later build the image of his respectable character? Harland Sanders, at the age of 88, demonstrated in a 1978 interview for *Bibendum News*—the corporate magazine of Michelin’s U.S. headquarters in Greenville, South Carolina—that he had not lost his ability as a former tire salesman or the appreciation he felt for brand:

“One thing I’d like to say: When I buy a car nowadays, we have the tires that come with the car taken off and put on Michelin tires. Michelin tires are the greatest tires I’ve ever put on my car. I’ve always used them and I’d never change. Michelin tires were the greatest in those days and they’re the greatest there are now. And I was so glad when I saw that Michelin was coming back to the United States with a factory again. I was working for them at the time they closed, and I was real glad to see them come back.”<sup>17</sup>

Harland Sanders died in December 1980 at the age of 90. But the image of Colonel Sanders, immaculately dressed in white with his white beard and hair, has been immortalized in history and in the memory of different generations. He is one of the most well-known American advertising icons, who to this day continues being the international ambassador for the fast-food chain KFC.

## 5. Earth, water, fire ... and air

One of the characteristic and most shocking attributes of Bibendum, which did not appear in the first representations of the mascot, is that of his cigar. It was incorporated towards 1905, and we can speculate that it was regarded as yet another symbol of wealth and high social standing as were his spectacles, rings or the cufflinks worn on his sleeves. However, there is also a different interpretation as to why it was implemented.

Natural rubber was traditionally transported from Brazil to the ports of industrialized countries in the form of balls, bullets or packages that were called ‘biscuit,’ as it was shaped by the superposition of several thin layers of coagulated rubber. The rubber trees were “bled” by the *seringueiros*—the name given to natives who specialized in the task of extraction—by means of making incisions in the trunk arranged as channels, yielding latex that was collected in bowls. This liquid substance was transferred from the plantations to processing camps, being poured into containers with greater capacity for storage.

The treatment began by submerging a wooden blade in latex impregnating its surface with a thin film. It was exposed to smoke and heat that emanated from small conical chimneys built over a fire. Latex naturally coagulates upon contact with air, but a higher temperature helped speed up the process of partial solidification—the blade was continuously rotated to achieve a uniform result—, yielding something similar to a reduced, partial vulcanization. The coagulated, cured and dried latex was deposited in successive layers to form bullets of what was termed raw rubber.

These smokestacks utilized certain wood as fuel, and in particular the leaves of a specific type of palm tree that was believed to have special properties. As Dragon (1997) explains:

“All connected with the early rubber trade believed that the mysterious effect of the urcari palm nut smoke was essential for the creation of ‘Fine Hard Pará’ as the top grade of commercial rubber was known. For several decades the Brazilian government banned the export of urcari palm nuts lest the secret of producing Fine Hard Para fall into the hands of competitors. Only later was it understood that the smoke, in addition to partially vulcanizing the rubber, killed the fungus and microbes that caused the quick deterioration of rubber in the humid climate of the Amazon.”<sup>18</sup>

Bibendum embodies an aerial being, evidently a reflection of the technology that generated his existence. The tire, that is to say, a vulcanized rubber cover or casing that overlays and protects a tube filled with pressurized air, was an invention that replaced solid rubber tires. Bibendum is healthily inflated, filled with air which can only be expelled through his mouth, as he is invulnerable to punctures. The cigar and smoke that the mascot inhales and exhales in his advertisements constitute a metaphor, a constant reminder of the essence of the product that he personifies.

Tobacco smoke, portrayed as puffs or sometimes in the form of rings as well as clouds and hot air balloons, was a graphic resource commonly employed in advertisements for Michelin and other tire companies. It alluded to a soft, smooth drive, as if the car were a light, heavenly object, levitating over earthly roads thanks to the air contained in its tires. In addition to the aerial concept, there was a concrete link between the circular swirls exhaled in the act of smoking and pneumatic tubes and covers, a similarity that was also reflected in the advertisements (figs. 67-76).

We can highlight the similarity that exists between the palm leaves that burned and smoked plant-derived latex, from which valued rubber was later shaped layer by layer, and the cigars formed by tobacco plant leaves undergoing processes of curing and fermentation in controlled temperatures, and end up being hand-rolled by a master torcedor (Cuban term for cigar roller) to create a cigar. In the December 1913 issue of the American magazine *The India Rubber World*, a spokesman for the rubber industry gave a brief review—illustrated with a drawing from O’Galop’s Bibendum (figs. 58)—that described the Michelin mascot:

“(...) he possesses an aldermanic contour, indicative of prosperity and general satisfaction with life. It will be noted, also, that he is always depicted smoking. Presumably he is smoking a cigar made of palm nuts, the smoke of which, as is well known in the rubber trade, is believed to give great nerve to the rubber.”<sup>19</sup>

## 6. The nicotine club

In the constant struggle between the tobacco industry and public health, advertising has always been focused on as a tool to create behavioral models and habits, especially for adolescents. In the 1950s, the first medical studies that associated tobacco and lung cancer appeared, in addition to certifying the addictive nature of this substance. In January 1971, the United States Congress passed the Public Health Cigarette Smoking Act, limiting tobacco advertising on radio and television.

In 1997, more than forty states submitted a proposal to the U.S. Congress to prohibit tobacco companies from using fictitious or human mascots in advertising, with their claim having a particular focus on Camel cigarette’s character Joe Camel. This brand made by the R. J. Reynolds Tobacco company had featured the figure of a dromedary in an Egyptian landscape on the wrappers of cigarette packets since

its creation in 1913. In the late 1960s, the French subsidiary of R. J. Reynolds created Old Joe, a caricature depicting the bust of a dromedary who was smoking a cigarette. On Camel's 75th anniversary in 1988, the American mother company revived this idea and launched Joe Camel, a character with a human body and a camelid head, shown in situations and attitudes strategically conceived to attract young consumers. Faced with pressure from regulatory bodies and public opinion—and before being legally obliged to do so—in July 1997, R. J. Reynolds announced the withdrawal of the mascot and the launch of new strategies that exclusively targeted the adult population.<sup>20</sup>

Characters such as the Philip Morris bellhop—created in 1933 and having almost 40 years in use—or the drawing of the engaging penguin for Brown & Williamson Tobacco's Kool cigarettes—launched just one year later and retired in 1960—reached their expiration date as advertising tools due to the anti-tobacco campaigns that had been carried out since the sixties. An authentic American icon, the Marlboro man—the tough cowboy who served as ambassador of the Marlboro brand since 1955 for Philips Morris—resisted strong challenges until 2006. It was then that he disappeared from the firm's publicity in the American market, although his presence persisted in other emerging markets such as Asia.<sup>21</sup>

Also in 1933, the illustrator René Vincent—who had worked for Michelin in 1914, portraying Bibendum in posters and newspaper advertisements—created several children's characters who were ... smokers (!) to advertise the different brands of Caisse Autonome d'Amortissement de la Dette Publique-SEIT (Service d'Exploitation Industrielle des Tabacs), which monopolized the French tobacco business. A small cowboy for the tobacco brand Balto "goût américain" (American taste); a child sultan for Sultanes "cigarettes in tabacs d'Orient, bouts dorés"; a bellhop for Gitanes "cigarettes de choix, tabacs d'Orient"; a young man in a tuxedo and top hat for Week-End, "goût anglais" (English taste) cigarettes; a Celtic child in traditional dress playing a bagpipe for Celtique; or a decked-out diplomat for Diplomates "cigares légers a base de Brésil." An entire catalog of images that today would be considered totally unacceptable.

Apart from the fictional characters created expressly to represent tobacco company brands, the world of comics and animated films directed at children and adolescents was also—and still is—subjected to profound scrutiny. Another famous cowboy, Lucky Luke—created in 1946 by Belgian sketcher Maurice de Bévère "Morris" (1923-2001)—changed the everlasting cigarette perched on his lip to an innocuous blade of grass in 1983. The grumpy bearded Captain Haddock of Tintin—created by the master of *bande dessinée* (comics) Georges Remi "Hergé" (1907-1983)—eliminated his alcoholic references and pipe tobacco in the adaptation to a cartoon series for children. A similar episode occurred with another transatlantic sailor, Popeye, created in 1929 by Elzie Crisler Segar (1894-1938). In his initial bad-tempered and quarrelsome beginnings, delivering punches right and left and smoking a corncob pipe, Popeye the Sailor became a perfect prescriber of consuming spinach when his pipe was simultaneously extinguished. What's more, his pipe wasn't eliminated but rather recycled for other uses that had been previously exploited in his adventures: as a can opener and suctioning element of packaged spinach, as a periscope and motor in the form of a propeller, etc.<sup>22</sup>

In August 2006, the British media regulatory body Ofcom filed a complaint with warnings about images from *Tom and Jerry* cartoons that were broadcast as part of children's programming for the Boomerang television station, owned by Turner Broadcasting British Division. In several episodes from the forties and fifties, the famous cat and mouse appeared smoking tobacco or portrayed in contexts related to tobacco having less than exemplary attitudes. Since then, most of the historical cartoons in Turner's

catalog—more than 1,700 episodes of distinct children’s series created by Hanna-Barbera—have been subject to control, censorship and revision to make them more adequate for the new requirements of current times.<sup>23</sup>

After approximately twenty-five years of being “hooked” on tobacco, Bibendum initiated a slow process of detoxification. In the 1930s, the cigar that he flourished in his Michelin Guide appearances was eliminated, and although there were fewer and fewer images showing him smoking, several press advertisements in the early sixties show us how Bibendum was allowed to have controlled and sporadic relapses (fig. 62). Furthermore, in different phases of tire manufacturing—and which also occurred in rubber industries and in many other sectors—a variety of chemical compounds such as resins, solvents, clays or pigments were used and proper precautions had to be applied. Measures also had to be implemented to assure adequate ventilation so as to avoid breathing in the gases, vapors and dust generated. In this sense, the smoking mascot, nonchalantly inhaling and exhaling tobacco smoke, portrayed an image that was not very exemplary.

The figure of Bibendum adapted to different gadgets and printed material—such as storybooks and board games—was also a children’s gift used in Michelin promotions where evidently, he should not appear as a smoker (fig. 61). Additionally, a change in reference models could have contributed to this phenomenon: in contrast to “democratic” cigarettes, the original aristocratic Bibendum, a cigar smoker from the start, reflected only the wealthy classes who could afford purchasing and maintaining an automobile ... and the habitual enjoyment of exclusive Cuban cigars. As such, perhaps this image depicted a questionable interlocutor for advertising tires in a new era where popularization of the automobile redefined the parameters of social status.

## Notes

1. Other companies have developed similar solutions, such as the “coupled tires” by the German company Continental, with a special double rim designed in conjunction with the Vinet company. “Continental Tires,” *El Mundo Deportivo* (Barcelona), March 25, 1909.
2. One of the first mentions of this technology in American press is found in the article—accompanied by a photograph of a truck chassis installed with Michelin Twins—“The new Michelin double tires,” published in *The New York Times*, February 14, 1909.
3. As a further argument, it may be added that in most texts covering the history of Michelin, authors attribute the mascot’s color to the fact that the first tires were sold wrapped in long strips of light colored paper—as though they were bandaged—to protect them during storage. In general, it seems that these wrappers appeared to be light in color, although there are graphic and photographic testimonies from this period showing tires wrapped in dark colored paper strips, as was the case with Michelin American tires (fig. 9-10).
4. The black pigments obtained by burning different vegetable and animal substances—oils, fats and resins—were already used in ancient Egypt for paintings and make-up, as well as being used in the Orient to manufacture writing ink. Carbon black is a powder comprised of fine particles generated by the incomplete combustion of gas, which are deposited on the surface of a metal in contact with the flame.
5. As explained in Goodrich’s advertisement published in the monthly *House & Garden*, July 1916.
6. Carbon black is still used in the manufacturing of tires and other rubber products, as well as in the toner for printers.
7. “Makers encounter difficulty in filling tire colors wants,” published in the newspaper *Billing Gazette*, August 24, 1919. Stitt, Calvin. “Colors and pigments in rubber compounds,” *The India Rubber World*, April 1920, pp. 425-426. “La coloration du caoutchouc,” *La Revue Industrielle*, July 1930, pp. 427-439.
8. “Trade-Mark decisions: color not registrable as a trademark,” *The India Rubber World*, September 1, 1917.
9. Nibblet and Reynolds (2005), p. 58.
10. “Pourquoi les chambres Michelin sont-elles rouges?” in *Le Chauffeur*, number 137, September 11, 1902, p. 340.
11. In the first two decades of the 20th century, inner tubes of various colors could be found in the American market. These included: red varieties from Firestone, Michelin, Miller, Dural Tubes of Dural Rubber Corp., those manufactured by Hamilton Rubber Mfg, Semco by Semple Rubber Co., Mason Heavy Duty Red Tubes by Mason Tire & Rubber Co.; yellow or gray-brown: made by the vast majority; green: the Evergreen model from The Falls Rubber Company in Akron; and even blue ones, such as the Sterling Blue Tubes commercialized by the Rutherford Rubber Company in 1909 or the True Blue inner tubes manufactured by India Tire & Rubber Co. in the 1920s.
12. Pearce (1982), p. 38.
13. In 1977, the Abraham Lincoln Library and Museum was built at the Lincoln Memorial University in Harrogate, Tennessee, to safeguard and exhibit collections of objects, books and manuscripts about Lincoln and the Civil War. The initial contribution, donated by Colonel Harland Sanders in 1974, was \$500,000. “Lincoln Memorial University,” *The Middlesboro Daily News*, July 2, 1976; “Lincoln Library dedicated during LMU graduation,” *The Middlesboro Daily News*, June 6, 1977; “Thurmont native Victor M. Birely awarded honorary doctor of human letters degree,” *The News* (Frederick, Maryland), August 17, 1977.

14. The famous photographic portrait of Abraham Lincoln dressed in white was taken by the photographer Abraham B. Byers on May 7, 1858, hours after Lincoln obtained the acquittal of his defendant—he was then practicing as a lawyer—in a murder case.
15. Pearce (1982), p. 115 and Sanders (1974), p. 127.
16. According to information provided in the news item, “Colonel Sanders dies at 90,” *Beaver Country Times*, December 16, 1980. As for dividends for his work, Pearce (p. 208) specifies: “He received \$125,000 from KFC for his public relations work, earned another \$100,000 from his participation with KFC-Canada, and \$100,000 for his collaboration with agencies and departments responsible for advertising the fast-food chain.” Most of these dividends ended up being donated to charity and charitable works.
17. “From tires to a chicken empire.” Short article published in *Bibendum News*, Michelin’s internal corporate magazine published monthly in New York, April 1978, pp. 6-7.
18. Dragon (1997), in the section “Brazilian Rubber shoe manufacture,” p. 244-245.
19. “The tired man of the Michelin Company,” *The India Rubber World*, December 1, 1913.
20. “Joe Camel retired by R. J. Reynolds,” *Pittsburgh Post-Gazette*, July 11, 1997. An interesting and detailed report by the Federal Trade Commission (FTC) of the U.S. government concretely addressing the issue of R. J. Reynolds and Joe Camel, which can be consulted at: [www.ftc.gov/opa/1997/05/joecamel.shtm](http://www.ftc.gov/opa/1997/05/joecamel.shtm)
21. “El vaquero apaga el cigarrillo,” *La Vanguardia*, July 6, 2007.
22. The extremes of this trend can be seen in the proposal of the Liverpool Primary Care Trust to ban all types of tobacco promotion in exhibition halls of this English city, publically announced through the media in June 2009. The character of Popeye and his adventures would be—like many other films—included in the classification “for ages over 18 years,” constituting restricted diffusion among children and adolescents. “Popeye the Sailor banned,” *Daily Star* (Online edition), June 24, 2009.
23. “Smoke’s no joke for Tom and Jerry,” *BBC News* (Online edition), August 21, 2006; “Tom y Jerry dejan de fumar en la televisión británica,” *La Vanguardia*, August 23, 2006.

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# FORSTER & GREGORY

Limited.

**MANUFACTURING AND . .  
INDIA-RUBBER CHEMISTS.**

Highest Award at the Sanitary and Medical Exhibition, London, 1881.



Ammonia, Antimony Golden Sulphuret, specially prepared for India-Rubber, Antimony Vermilion. India-Rubber Substitute. Barytes, Benzole, and Toluole. Black Pigment for facing. Cadmium Yellow. Carbon Bisulphide. Carbon Tetrachloride. Gloss (White). Flake White. French Chalk. India-Rubber Green. India-Rubber Yellow. Lead Hyposulphite. Lead (Red). Prepared Lime. Litharge Magnesia. Naphtha (Solvent). Plumbago. Petroleum Spirit. Soda (Caustic). Sulphur (Precipitated). Sulphur (Finest Flour). Sulphur Chloride. Zinc Oxide. Zinc . . . . Sulphide. Vegetable Black. . . . .

**ALL COLOURS AND SHADES OF COLOURS  
MATCHED IN RELIABLE & FINE PIGMENTS.**

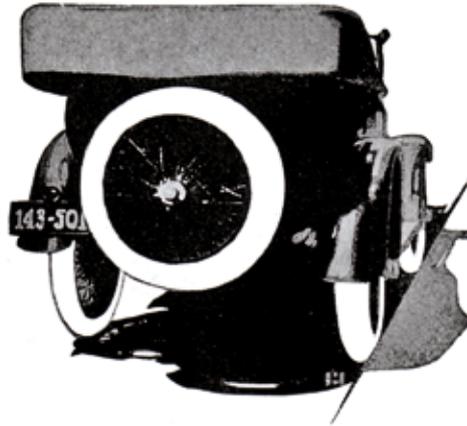
*All Chemical Substances required for Rubber Manufacturing  
are made on our premises under our personal supervision. ®*

Consultation at the Works or by Post is Requested,  
regarding prospective requirements. Expert advice given.

**LONESOME CHEMICAL WORKS,  
STREATHAM COMMON, SURREY, S.W.**

**THE RUBBER PALETTE.** This advertisement is an example of the development of a wide variety of chemicals and pigments for the rubber industry. Forster & Gregory, the pigments and additives division of the Lonesome Chemical Works of Streatham Common was located near London. It operated in the second half of the nineteenth century and had its own space in the English pavilion at the Exposition Universelle in Paris in 1878. In the official catalog it was described as: "Chemical products in general; others intended for use with rubber manufacturers, especially for dyeing and vulcanizing rubber, in solid state and over fabric."

1. Advertisement for additives and chemicals by Forster & Gregory in an English publication, 1909.



## WHITE RUBBER TIRES

When tires grow dingy with use people paint them *white* to make them look new. Why? Because so many tires when new are *white* tires, taking their color from the Zinc Oxide that goes into them.

Zinc Oxide also contributes toughness and long life to any automobile tire. Satisfactory tires have not been produced without Zinc Oxide being used.

The New Jersey Zinc Company has been supplying pure Zinc Oxide for this purpose since the advent of the tire industry. This Zinc, made from the unique ore of its Franklin Mines, has always been the standard among manufacturers who have built their reputations on the merit of their tires.

We manufacture Zinc products only, devoting our experience, resources and research department to the one purpose of giving each industry the materials best suited to its needs.

THE NEW JERSEY ZINC COMPANY, 160 Front Street, New York

ESTABLISHED 1848

CHICAGO: Mineral Point Zinc Company, 1111 Marquette Building

PITTSBURGH: The New Jersey Zinc Company (of Pa.), 1439 Oliver Building

*Manufacturers of Zinc Oxide, Spelter, Spiegeleisen, Lithopone, Sulphuric Acid, Rolled Zinc Strips and Plates, Zinc Dust, Salt Cake and Zinc Chloride*

*The world's standard for Zinc products*



**ZINC WHITE.** The company New Jersey Zinc was the main producer in the United States of zinc oxide, a bleaching pigment used in paints, cosmetics and in the rubber and tire industry, due to its accelerating qualities in the process of vulcanization. Its creation in 1852 was the result of the merger of two large mining companies, Sussex Zinc and Cooper Mining Mfg.—created in 1848 and dedicated to the extraction of zinc—and the New Jersey Exploration and Mining Co.—in iron mining since 1849. Both were in charge of exploiting parts of the rich mineral deposits located in the northwest zone of the State of New Jersey.

2. Advertisement for the New Jersey Zinc Company in the monthly magazine *The National Geographic*, June 1919.

# PNEUMATICS



## “GO RIGHT” *On the Tires You Sell!*

**I**F the tires on your racks have **BLACK** treads and sidewalls, your customers will recognize them immediately as standard brands, known for mileages of 15,000, and over.

The use of

# MICRONEX<sub>s</sub>

### *The World's Largest Gas Black*

in the rubber compound when these tires are manufactured, automatically endows them with the utmost resiliency and toughness to withstand great abuse and long wear

— and —

automatically guarantees the dealer the largest profits in the long run from selling such tires with the surety and stamina which invariably accompanies them.

Your jobber will show you standard brand, MICRONIZED tires. Ask him.

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

**MICRONIZED TREADS.** By the mid-1920s carbon black had become an indispensable ingredient for tire manufacturing. Binney & Smith commercialized it through its brand Micronex, so named for the miniscule particles that made up the product.

3. Advertisement by Binney & Smith in *The Tire Rate Book*, October 1925.



**FROM MICRO TO MACRO.**

To advertise something as minute as coal dust yet of vital importance for the global rubber industry the image of an Atlas was employed, a colossus who sustained the entire weight of the globe encircled in a tire on its back. The catchy slogan "The Colossus of Roads" played on its similarity to the sculpture titled Colossus of Rhodes, the gigantic statue built in the third century BC on the Greek island of Rhodes.

4. Detail of the Micronex emblem, in an advertisement published in *The Tire Rate Book*, April 1927.

5. Micronex advertisement in *The India Rubber World*, September 1923.

**The Colossus of Roads**

**OUR** world today moves forward on rubber cushions. Shoes with soles and heels of rubber cover our sidewalks, while millions of rubber tires ceaselessly revolve upon our roads.

Science has met the tremendously increased demands on rubber by perfecting a rubber compound thrice as strong and with many times the wearing qualities of the compounds of yesterday, by the introduction of

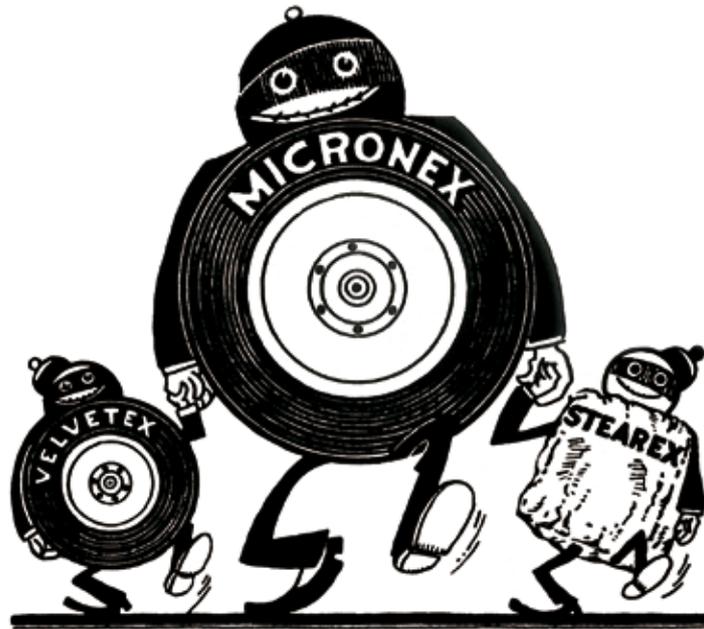
**MICRONEX**  
Carbon Black

which possesses qualities that hold the rubber in a vise-like grip, a compound with a toughness, tensile strength and degree of resilience undreamed of a few short years ago has been achieved. The Black Tread Tire, compounded with MICRONEX (as most standard make tires now are) is indeed the new colossus of roads.

Recognition of the value of MICRONEX has been vividly brought home to us by a demand which for a time far exceeded our utmost output. Now, however, due to rapidly enlarged manufacturing facilities, we are glad to state that we can meet our customers' requirements with a full supply.

**BINNEY & SMITH CO.**  
41 East 42nd St. New York City

Agents with stocks located in Cleveland, Akron, Chicago, San Francisco, Los Angeles, Toronto and Montreal.



**Mike and His Kid Brothers**

**AS BLACK AS COAL.**

Around 1925 Binney & Smith introduced Mike, a friendly character created to promote their Micronex product. It was an automobile wheel endowed with head and limbs. As could be expected, and in contrast to the white Bibendum, this pneumatic mascot was a uniform dark black color, as dictated by the carbon black pigment it represented. One of its promotional applications was in the form of an electric lighter with a resistor connected to the current by a long cable and plug. The body of the figure was made of vulcanized rubber, and incorporated the brand name.

6. Illustration of a news item published in *The India Rubber World*, April 1927.

7. Micronex advertisement in *The India Rubber World*, September 1, 1922.

8. Electric lighter with the figure of Mike, 15 cm high, c. 1925.

**The Micronex "Colloid Mill"**

The recognition of the commanding role played by fineness of subdivision in the science of rubber compounding has led to intensive efforts to reduce existing pigments to colloidal subdivision by mechanical means. The so-called "Colloid Mill" is a recent outgrowth of this effort, and it seeks by innumerable impacts to disintegrate the coarse particles of pigments such as Barytes, Zinc Oxide, etc.

How crude beside the exquisite chemistry of the flame of natural gas!

How different from the smooth certainty of nature's way—freeing the carbon *atoms* from their gaseous compounds and then releasing them in tiny colloidal aggregates

as

**MICRONEX  
CARBON BLACK**

the pigment which is  
**Built from Atoms NOT Ground  
from Grit**

**BINNEY & SMITH CO.**  
41 E. 42nd Street New York City





## EVEN IN THE OUTSIDE WRAPPING THEY'RE BETTER

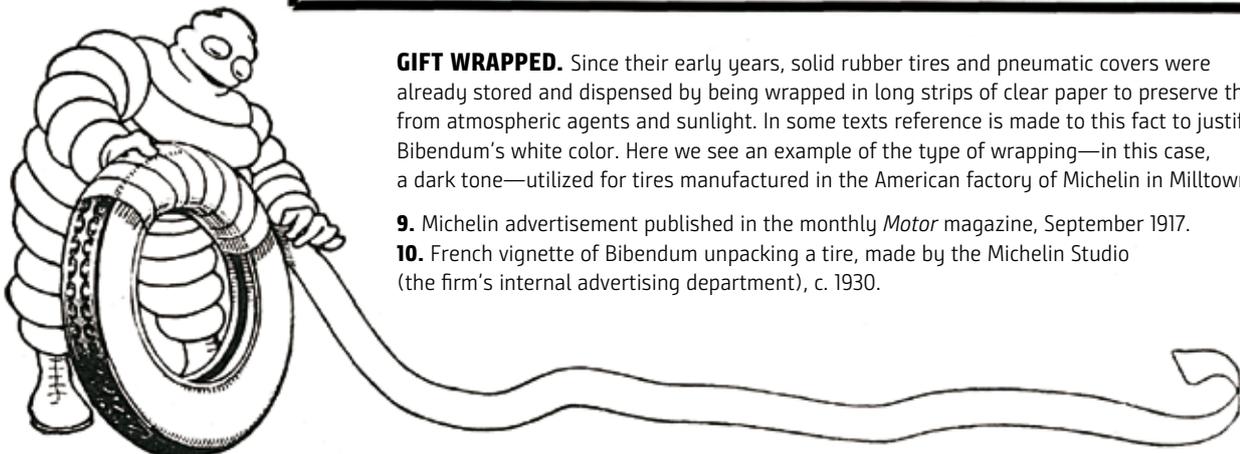
There is evidence of Michelin superiority even in the manner in which Michelin Tires are wrapped to protect them until they reach the user. The Michelin wrapping is:

- Light Proof** (because light injures rubber).
- Water-Proof** (because water injures fabric).
- Tough** (wrapping is of double thickness, reinforced with cord, and hence is proof against tearing).
- Convenient** (the wrapping is wired so that it can be removed easily and quickly).

Michelin Tires are best—outside, inside, and all the way through.

**MICHELIN TIRE COMPANY**  
MILLTOWN N. J.

# MICHELIN



**GIFT WRAPPED.** Since their early years, solid rubber tires and pneumatic covers were already stored and dispensed by being wrapped in long strips of clear paper to preserve them from atmospheric agents and sunlight. In some texts reference is made to this fact to justify Bibendum's white color. Here we see an example of the type of wrapping—in this case, a dark tone—utilized for tires manufactured in the American factory of Michelin in Milltown.

9. Michelin advertisement published in the monthly *Motor* magazine, September 1917.

10. French vignette of Bibendum unpacking a tire, made by the Michelin Studio (the firm's internal advertising department), c. 1930.

# MICHELIN

**MICHELIN  
Red Inner Tubes**

have a world-wide reputation for durability for the following reasons:

**1st:** Michelin Red-Rubber Tubes are compounded of certain quality-giving ingredients which prevent them from becoming brittle or porous and which preserve their velvety softness indefinitely.

*These ingredients make Michelin Tubes red; but red in itself is no sign of superiority, for there is a "Dyed-Red" as well as the "Michelin Quality-Red."*

**2nd:** Michelin Tubes are not simply pieces of straight tubing with their ends cemented, but are formed on a ring mandrel to exactly the circular shape of the inside of the casing and hence fit perfectly.

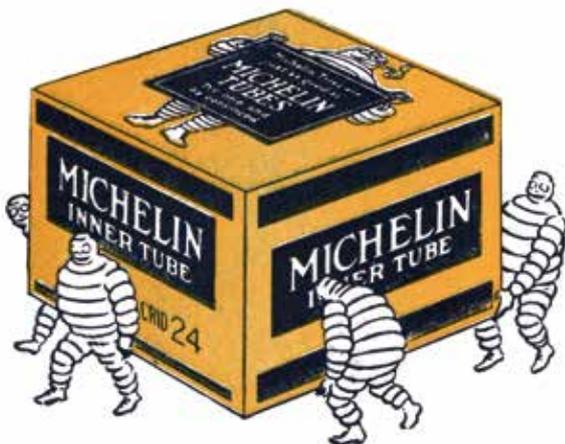
*Michelin Tubes when in service are neither stretched on their outer side nor compressed into wrinkles next to the rim. Thus tube-destroying causes are avoided, and pinching, due to careless fitting, is practically eliminated.*

**3rd:** The world's first inner tube was made by Michelin in 1891, coincident with his invention of the detachable bicycle tire. This original inner tube was red, and Michelin Tubes have been red ever since. Backed by twenty-five years' experience and sincere effort for improvement, it is not surprising that Michelin Inner Tubes hold their present preëminent position.

Note to Dealers—There are thousands of loyal Michelin dealers in all parts of the country, yet in your territory we may not be adequately represented. Michelin casings and Michelin red tubes—both of the highest quality—offer you a real sales-opportunity. Write for full information.

**MICHELIN TIRE CO.**  
Milltown — New Jersey  
*Canadian Headquarters:*  
Michelin Tire Co. of Canada, Ltd.  
762 St. Catharines St. West, Montreal

**MICHELIN RED INNER TUBES cost so little more than the average and last so much longer that in the end they are by far the most economical and satisfactory**



**RED ON THE INSIDE, WHITE ON THE OUTSIDE.**

Michelin inner tubes were always reddish in color, and were announced as such—serving as a differential visual feature—in the American market. The truth is that inner tubes offered by many American brands were also red in color.

11. American advertisement of Michelin inner tubes published in *The Saturday Evening Post*, April 29, 1916.

12. Detail of an advertisement in the magazine *The Saturday Evening Post*, November 3, 1923.

**MICHELIN TUBES**  
(AND CASINGS)  
Sold in SAN ANTONIO,  
by  
**CITIZENS AUTO COMPANY,**  
222 TRAVIS STREET

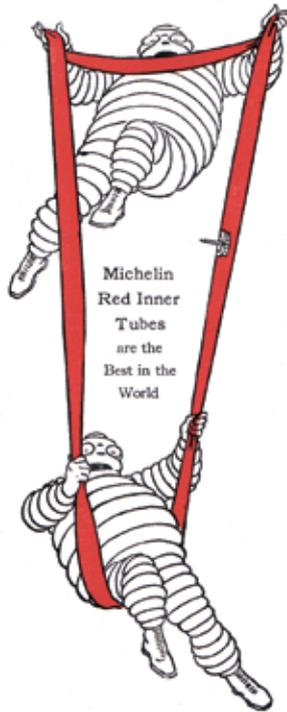


**MICHELIN**  
INNER TUBE

*Imitation is the sincerest form of flattery, but it is no guarantee of Quality*

Many tubes are colored red in imitation of Michelins

**—But,**  
to get Michelin Quality,  
you must get  
**Michelin Tubes!**



**MADE IN AMERICA**

**SEMCO**  
THE GOOD RED TUBE



**SEMCO**  
SEMPLE RUBBER CO.  
TRENTON, N. J.

36 X 4 1/2

We manufacture tubes exclusively: All our energy and thoughts are focused on just one product—Tubes.

There is no finer quality, yet our prices are most reasonable. We also make these tubes under private brands. They are wonderful tubes for special brand; tubes you are proud to have your name on; tubes that add to your reputation for quality goods.

When you write state whether you are interested in our stock tubes or want tubes made with your own brand name.

**SEMPLE RUBBER CO.**  
TRENTON, N. J.

**DIFFERENT TONES.**

In spite of denouncing imitations, the color red or earthy reddish tones were not exclusive to Michelin. It was a common feature of inner tubes offered by various tire manufacturers including Firestone, Miller or Republic. It was also employed by those firms that only produced inner tubes such as the two Trenton companies, Semple Rubber with its Semco model or Hamilton Rubber Mfg. and its Hamilton Red tube model.

13. Michelin promotional die-cut card, c. 1914.

14. Detail, illustration of a pamphlet sent by mail addressing Michelin inner tubes, dated March 1, 1914.

15. Semco Campaign advertisement, published in the magazine *Automobile Trade Journal*, April 17, 1917.

16. Advertisement for Firestone covers and inner tubes, published in the specialized magazine *Motor World*, January 19, 1916.

**The Red Side Wall and Black Tread**

THIS COLOR COMBINATION IS THE TRADE-MARK OF

**Firestone**  
TIRES

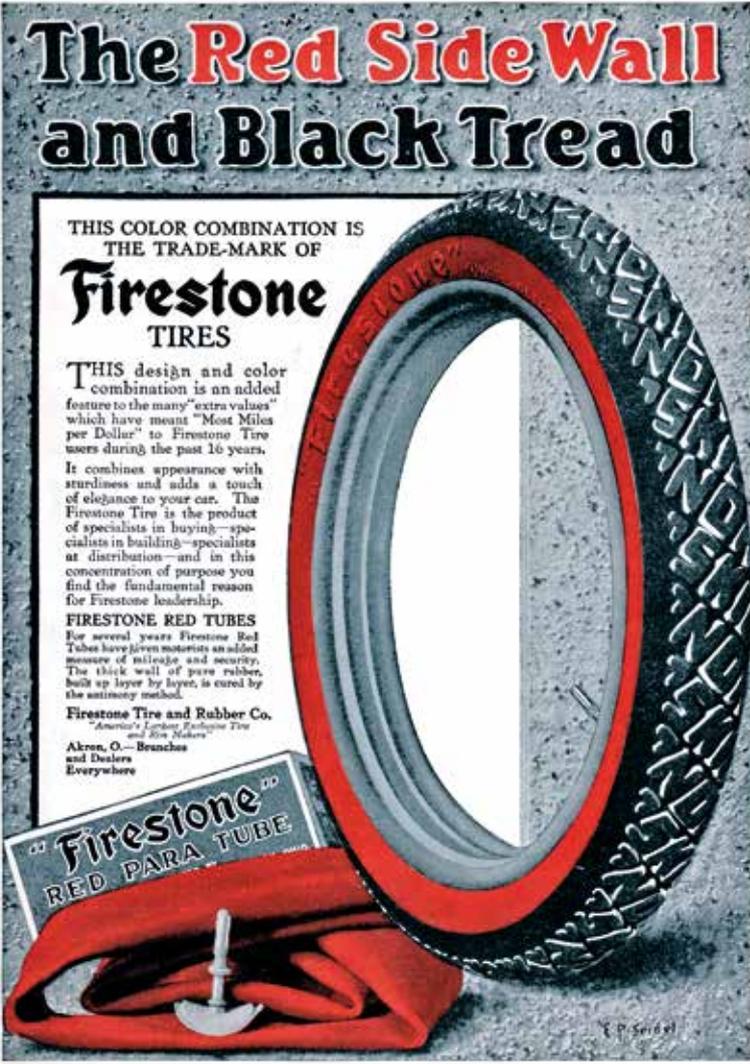
THIS design and color combination is an added feature to the many "extra values" which have meant "Most Miles per Dollar" to Firestone Tire users during the past 16 years.

It combines appearance with sturdiness and adds a touch of elegance to your car. The Firestone Tire is the product of specialists in buying—specialists in building—specialists at distribution—and in this concentration of purpose you find the fundamental reason for Firestone leadership.

**FIRESTONE RED TUBES**  
For several years Firestone Red Tubes have given motorists an added measure of mileage and security. The thick wall of pure rubber, built up layer by layer, is cured by the autogenous method.

Firestone Tire and Rubber Co.  
"America's Largest Exclusive Tire and Rim Makers"

Akron, O.—Branches and Dealers Everywhere



© P. S. S. Co.

# EVERGREEN TUBE



**THE FALLS RUBBER CO. CUYAHOGA FALLS, OHIO, U.S.A.**

17. Advertisement for the green inner tubes Evergreen manufactured by Falls Rubber Co., in the magazine *Motor Age*, July 29, 1920.

18. Grey inner tube brand Seiberling by Seiberling Rubber Co. advertised in *The Saturday Evening Post*, 1922.

19. Advertisement for blue inner tube brand known as True-Blue by India Tire & Rubber Co., in a promotional pamphlet, c. 1926.

20. Advertisements for Silvertown red inner tubes by BF Goodrich Rubber Co., in *Motor Age*, August 3, 1922.



<p><b>This is Bibendem He Will Be in Logansport on Saturday</b></p>		<p><b>Bibendem Will Tell You</b></p>
<p>Below What His Mission Here on That Day Will Be.</p>		
<p><b>MAY SIXTEENTH</b></p>		
<p>On Saturday, May 16th, 1925 Bibendem will start a tube bursting contest at the Star Garage and here is what he intends doing:</p>		
<p>Promptly at 1 P. M. on the above date some disinterested person will be asked to pick from our stock of Michelin Ring Shaped Inner Tubes at the Star Garage one Ford 30x3½ tube that come packed in sealed cartons. Bibendem will start to pump this tube up with a hand pump taken from the stock at the same place. This tube will be pumped up until it bursts. Each stroke of the pump will be counted and tabulated. To the two persons guessing the nearest amount of strokes it takes to burst this tube we will give absolutely free of all cost one inner tube for their car regardless of size.</p>		
<p>There will appear in this paper on May 13th and 15th a guessing coupon ready to be filled out and when presented at the Star or North Street Garages will be among those to be counted. Don't fail to fill in the coupon and bring or send in before Saturday the Sixteenth and get a balloon for the kiddies.</p>		
<p>Bibendem will need some help to pump the tube so come in and lend a hand at One o'Clock.</p>		
<p><b>STAR GARAGE</b></p>		

#### THE BEST SELLER.

The advertisement shown here is an example of the type of promotional actions that featured Harland Sanders as a sales representative of the Michelin Tire Company. In this particular case an actor disguised as Bibendum proposed a challenge: to guess the number of strokes that would cause the pneumatic Michelin Ring Shaped Inner Tube to burst after being inflated to the maximum. Previously made guesses by means of a duly completed nominal coupon would allow for the designation of two winners, those whose estimates would have been the closest to the real number. Both would receive free Michelin inner tubes for their vehicles.

21. Advertising module published in *The Logansport Morning Press*, May 10, 1925.

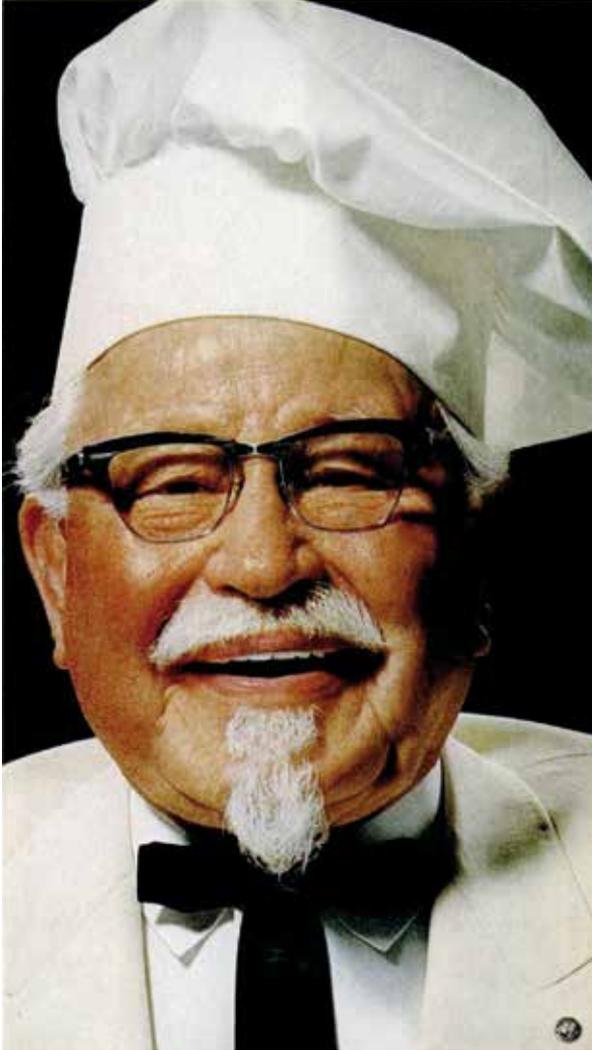
22. Magazine advertisement for the chain store Kentucky Fried Chicken, 1966.

**Meet the World's  
NO. 1  
CHICKEN  
SALESMAN**

Colonel Harland Sanders sells more chicken than anybody in the whole wide world. More than a million Kentucky Fried Chicken dinners every single day! Now that's a lot of chicken. Makes you think it's pretty good? Take it from the Colonel... "it's finger lickin' good!" And it's ready to go from any of the more than 1,000 locations throughout the United States. Just pick it up and take it home. Today.



We fix Sunday dinner seven days a week  
COLONEL SANDERS' RECIPE  
**Kentucky Fried Chicken.**



**THE MAN IN WHITE.**

The image of the character created by Harland Sanders took over the advertising press campaigns for the Kentucky Fried Chicken chain, both as a photographic portrait or as a caricatured mascot. His face was stamped on corporate elements and on KFC food and product wrappings.

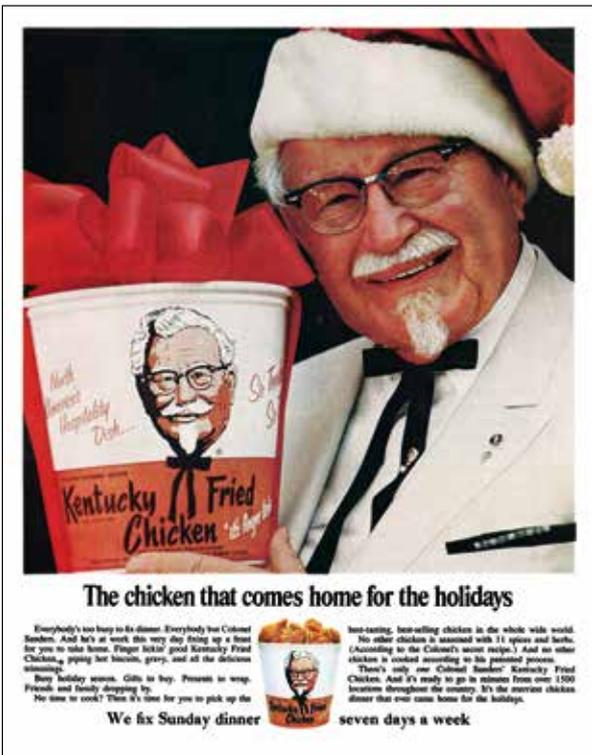
Three-dimensional figures and cut-out cartons reproduced his life-size figure, or were adapted to piggy banks and figurines as promotional gifts. In addition to this was, of course, the real presence of Harland Sanders, who traveled all year throughout the United States and Canada to attend different events and functions.

**23.** Fragment of a KFC advertisement published in *Life* magazine, April 21, 1967.

**24.** Detail of caricatured Colonel Sanders character in an advertisement published in 1952.

**25.** KFC Christmas advertisement in *Life*, December 15, 1967.

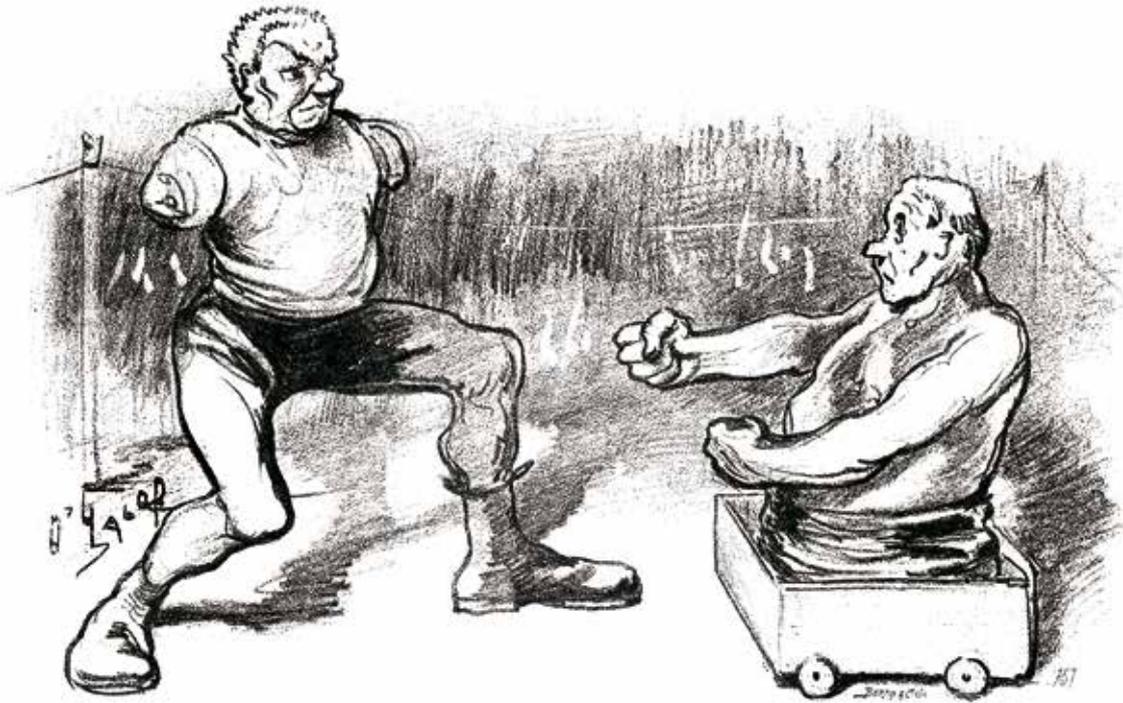
**26.** Colonel Sanders photographed next to one of the vehicles used in his promotional trips for KFC, a Rolls-Royce Silver Cloud; c. 1970.



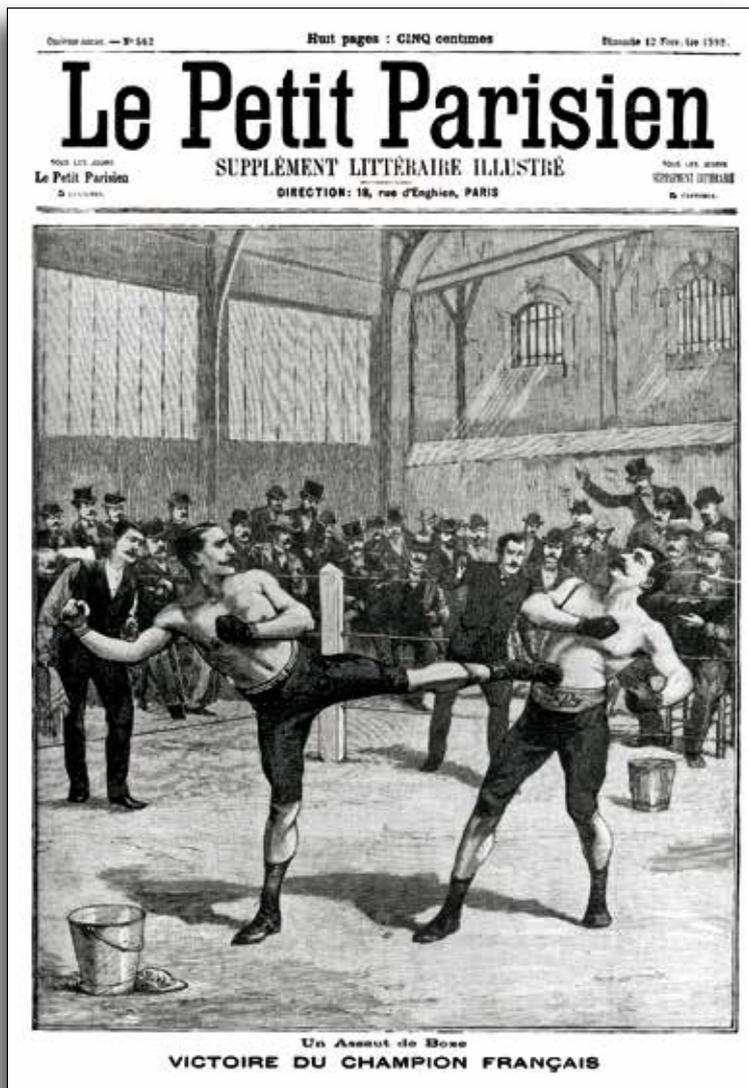


**STRIKING POSE.** Bibendum, with boxing gloves and leopard underwear, presents himself as a savate fighter, French boxing characterized by—unlike the English in which fighters use only fists to strike—the use of arms, fists, legs and feet. Savate as a discipline began at the beginning of the nineteenth century as an amalgam of street fights at port facilities and— it is speculated—of fighting with sailors from French ships that traversed the East who would have incorporated the martial arts learned in their travels. One of the key characteristics of this sport, and the one shown in the poster, was the “cup of pied,” in which the body leaned laterally supported by one leg while the other extended in a raised kick. In the poster *Le Coup de la Semelle Michelin*, O’Galop chose this striking visual perspective to be able to show the sole of Bibendum’s boot, covered with metallic studs just like those that covered the non-slip tire tread *Semelle*, the product that was featured in the poster.

27. Lithographic poster. Dimensions: 120 x 160 cm. Illustrated by O’Galop, 1905.



(Dessin de O'Galop.) **BOXE ANGLAISE CONTRE BOXE FRANÇAISE : Le moyen de régler la question de suprématie entre la boxe et la svate**



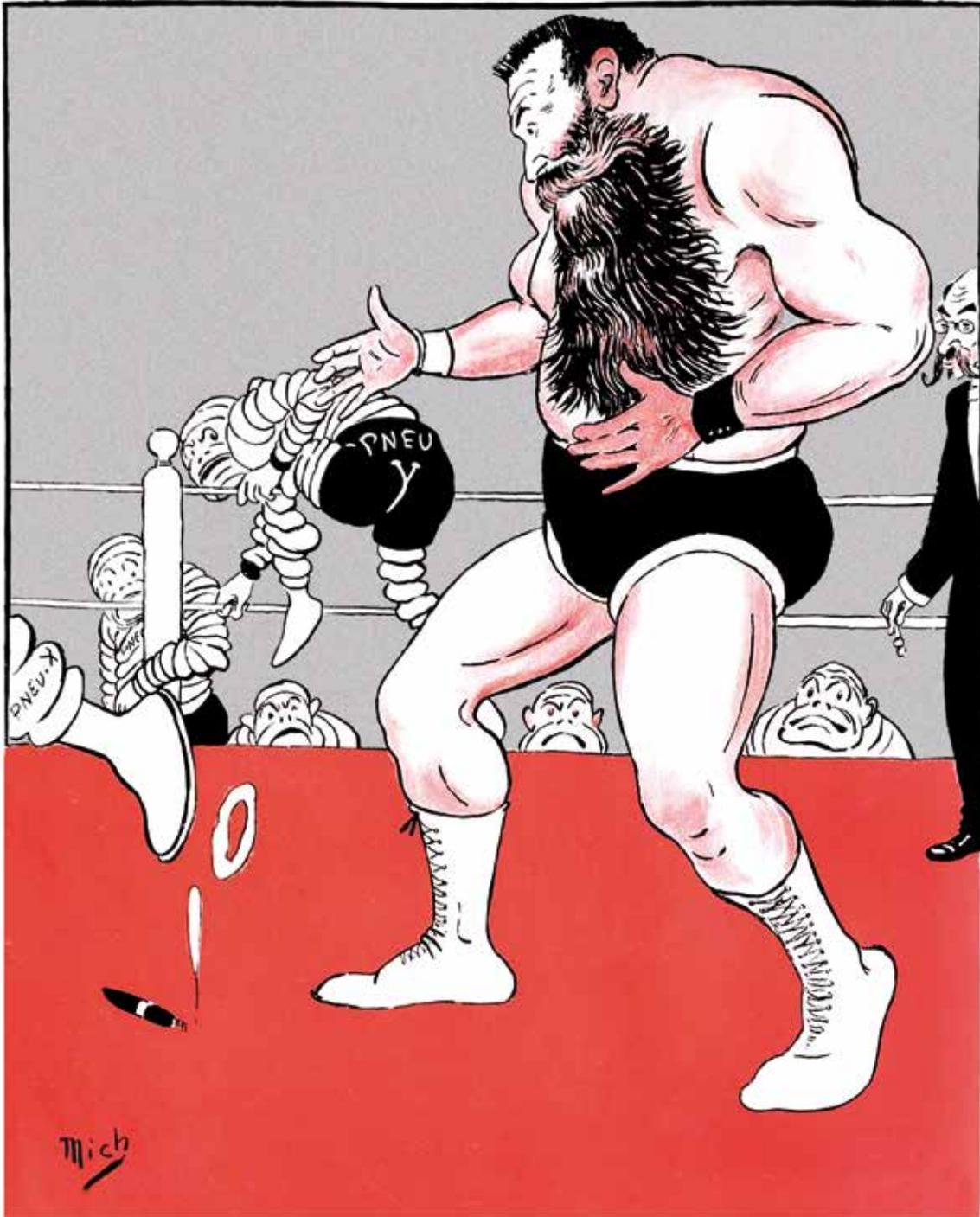
#### A COUP D'AUTHORITY.

In O'Galop's poster Bibendum's kick was not only aimed at overcoming road obstacles, it was also a warning to his rivals and a reaffirmation of the French brand's supremacy in its commercial battle with the competition, Britain's Dunlop. It was a clear reference to the famous fight that took place on October 28, 1899 in the ring on Parisian street Pergoiese, which was attended by 150 spectators and was widely covered by international press. It was a confrontation between former British middleweight boxing champion Jerry Driscoll and French boxing champion Charles Charlemont, each one using the own rules of their particular discipline. That meant that the Britain's pure pugilistic technique was to counter the Frenchman's punches and kicks, which did not occur as he was knocked down by a kick in the stomach after one hour of fighting. Evidently the stories about the fight differed according to the nature of the press, being local or Anglo-Saxon. But what's certain is that the French considered the victory as a veritable national demonstration of dominion over the English. In the vignette shown above, O'Galop satirized the impossible fight between two cripples confronting each other using the two types of boxing and their respective blows: the punches of the Englishman (without hands?) against the Frenchman's kicks (without legs?).

**28.** Humorous illustration published in the sports magazine *La Vie au grand Air*, November 12, 1899, by O'Galop.

**29.** Combat shown on the cover of *Le Petit Parisien* magazine, November 12, 1899.

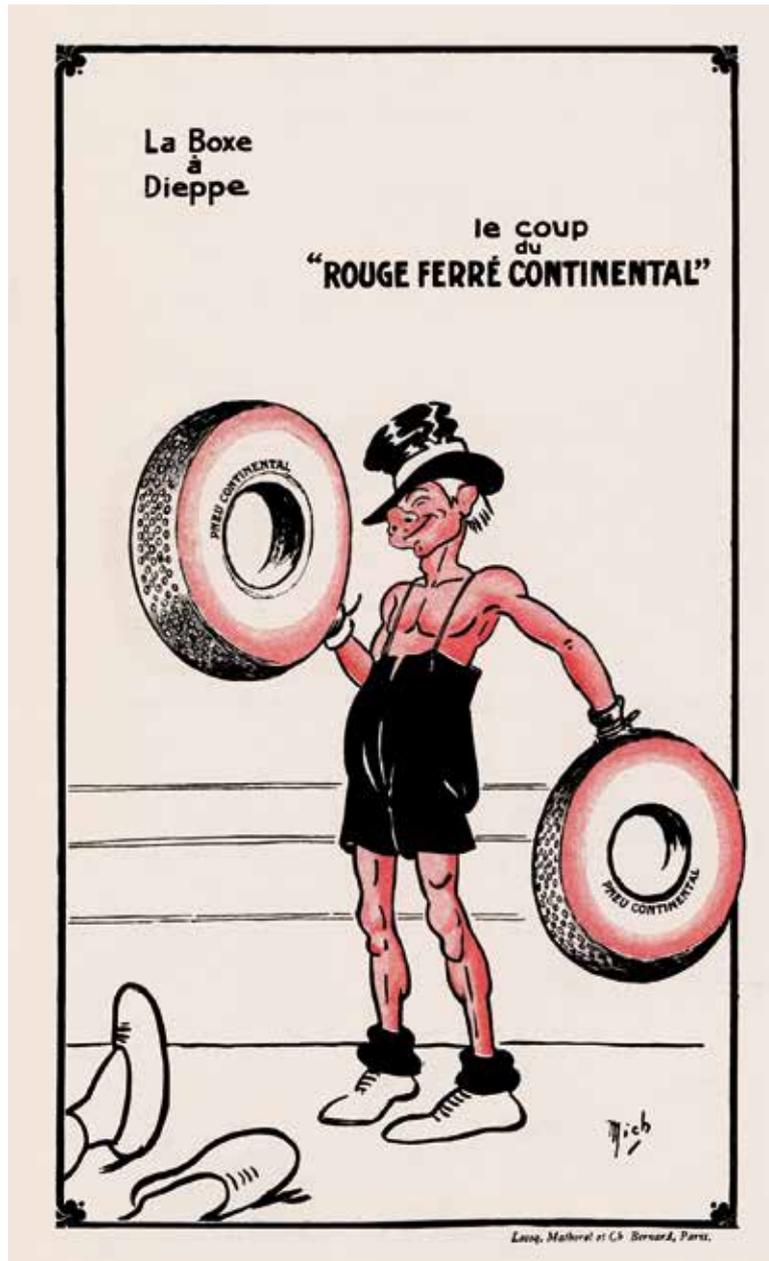
## CHAMPIONNAT DU MONDE. — LUTTES

*Dessin de Mich.*

Dunlop, la terreur des pneus, descend dans l'arène.

**A BEARDED MUSCLEMAN.** On October 14, 1905, the second edition of the Vanderbilt Cup was held in America, specifically Long Island, New York. If the first edition in 1904 had resulted in the winning pilot reaching the finish line utilizing Michelin tires, in the second edition the winner—Victor Hemery representing France behind the wheel of a Darracq—utilized Dunlop tires. This image is an allegorical representation as illustrated by Michel Liebeaux “Mich.” Dunlop’s mascot—a caricatured portrait of John Boyd Dunlop, founder of the British company—is portrayed in the boxing ring confronting and overcoming his opponents, who flee in terror. On the left margin we see the leg of a character whose identity we can deduce given the shape of his boot and the cigar that lays on the ground. The referee of the fight—a recognizable portrait of the pilot Hemery—acts as a witness of the victory by the giant Dunlop over Bibendum in the fight for “Championnat du Monde.”

**30.** Full page advertising illustration published in the magazine *La Vie Parisienne*, December 9, 1905. Illustrated by Mich.



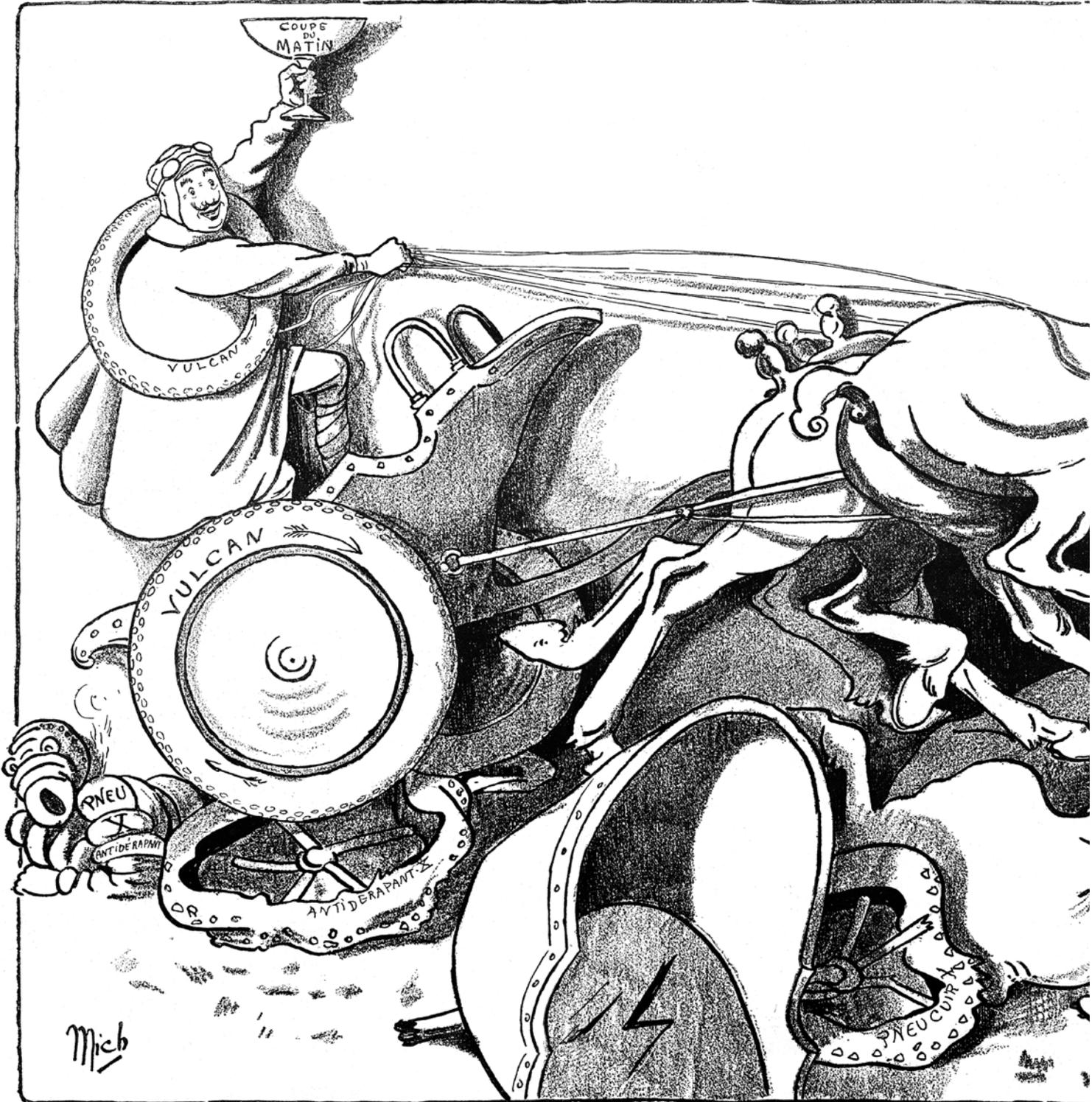
**A HARD KNOCK.** The XII Grand Prix of the Automobile Club de France, held on June 25-26, 1912 at Dieppe circuit, produced an unexpected result for Michelin. Despite racing on French territory and the enormous investment made in equipping a large number of participants' vehicles with their tires—which included four of the five finalists—the victory went to Georges Boillot with his Peugeot L-76 on Continental tires. Participating racecars utilized similar technologies of non-skid tires with steel studs, such as Semelle in the case of Michelin or Rouge Ferré by Continental. As such, the confrontation in the race also demonstrated the efficiency and supremacy of one model over the other. The French division of Continental took advantage of the victory to create a witty advertisement responding to Michelin's aggressive comparative advertising. Mich repeated the outline of the advertisement he had created for Dunlop in 1905. In this case he employed the mascot he had created for Continental in 1912: the indigent clown. The character knocks out Bibendum—his white slippers shown on the floor—with two Rouge Ferré tires as boxing gloves. It constitutes a new parody of the poster and slogan "Le Coup de la Semelle Michelin," transformed here into "Le Coup du Rouge Ferré Continental."

**31.** Continental tire advertisement for the company's flyer listing their victories in 1912 competitions. Illustration by Michel Liebeaux "Mich."

**32.** Cartoon of Bibendum boxing, c. 1908. Illustrated by O'Galop.

LA VIE PARISIENNE

LE CHAR DU TRIOM

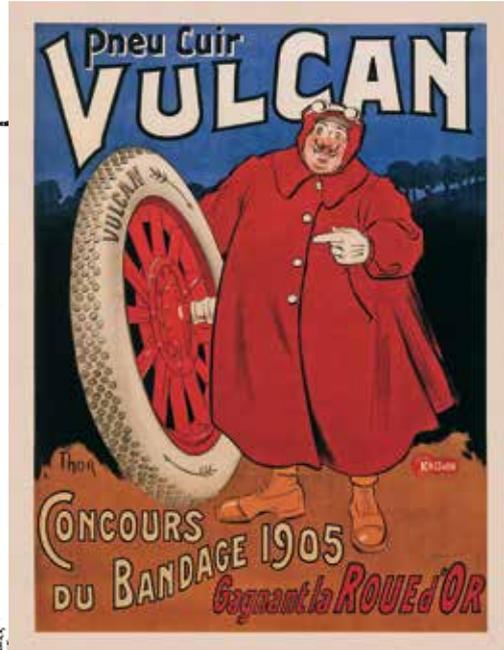


Projet de bas-relief pour le PNEUMATIQUE

PHE



VULCAN

**MICH VS. MICHELIN (AGAIN).**

Mich used the same type of comparative advertising as the Michelin campaigns to advertise Vulcan tire. In this case, the driver of a victorious four-horsed chariot prevails over his rivals, the Anti-skid X Tires—portrayed similar to Bibendum in style—who lie defeated among the remains of their shattered vehicle. This is an allegory of what actually happened in the Coupe du Matin automobile competition held August 1906, a 6,000 km route in which the automobile equipped with Vulcan tires won. These tires, manufactured by Société P. Buchillet et Cie., had also been triumphant the year before in March 1905, during the Concours de la Roue or Coupe du Bandage, a route 4,000 km long. The character that raises the winning trophy is, in fact, the racing pilot mascot created by illustrator Walter Thor, which is portrayed in the poster shown above on the right.

**33.** Double-page advertisement published in *La Vie Parisienne*, December 1906. Illustrated by Mich.

**34.** Lithographic poster for Vulcan tires. 115 x 156 cm. Printed by Kossuth & Cie, Paris, 1905. Illustrated by Walter Thor.



### MICH AND MICHELIN: CONVERGENCE AND DIVERGENCE

The examples shown on the previous double page are indicative of the reasons that might have caused a sought-after poster artist like Michel Liebeaux “Mich” to never have worked as an illustrator for Michelin tires’ advertising campaigns. However, in his work as editorial caricaturist for different French press, on several occasions Mich respectfully portrayed André and Édouard Michelin, as shown here. In addition to being a prolific poster artist, he collaborated regularly providing humorous illustrations in publications such as *L’Auto*, *La Voiturette*, *Le Matin*, *Fantasio*, *L’Écho de Paris*, *Le Rire* or *La Vie Parisienne*.

In the above image, the entrance to a circus fair parodies the facilities of the VIII Salon de l’Automobile, held December 8–25, 1905 at the Grand Palais in Paris, showing caricatured portraits of vehicle and component exhibitors. On the right panel of the triptych André Michelin is portrayed as a puncture-proof Bibendum sword swallower, with the famous slogan “Je bois l’obstacle” stamped on his chest. Above him a sign reads “Match de jiu-jitsu entre le Pneu X et le Pneu Y,” which demonstrates the combative comparative advertising that characterized the Michelin company’s advertisements and posters.

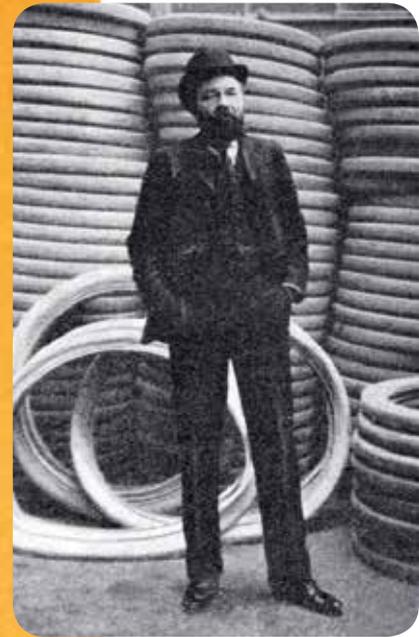
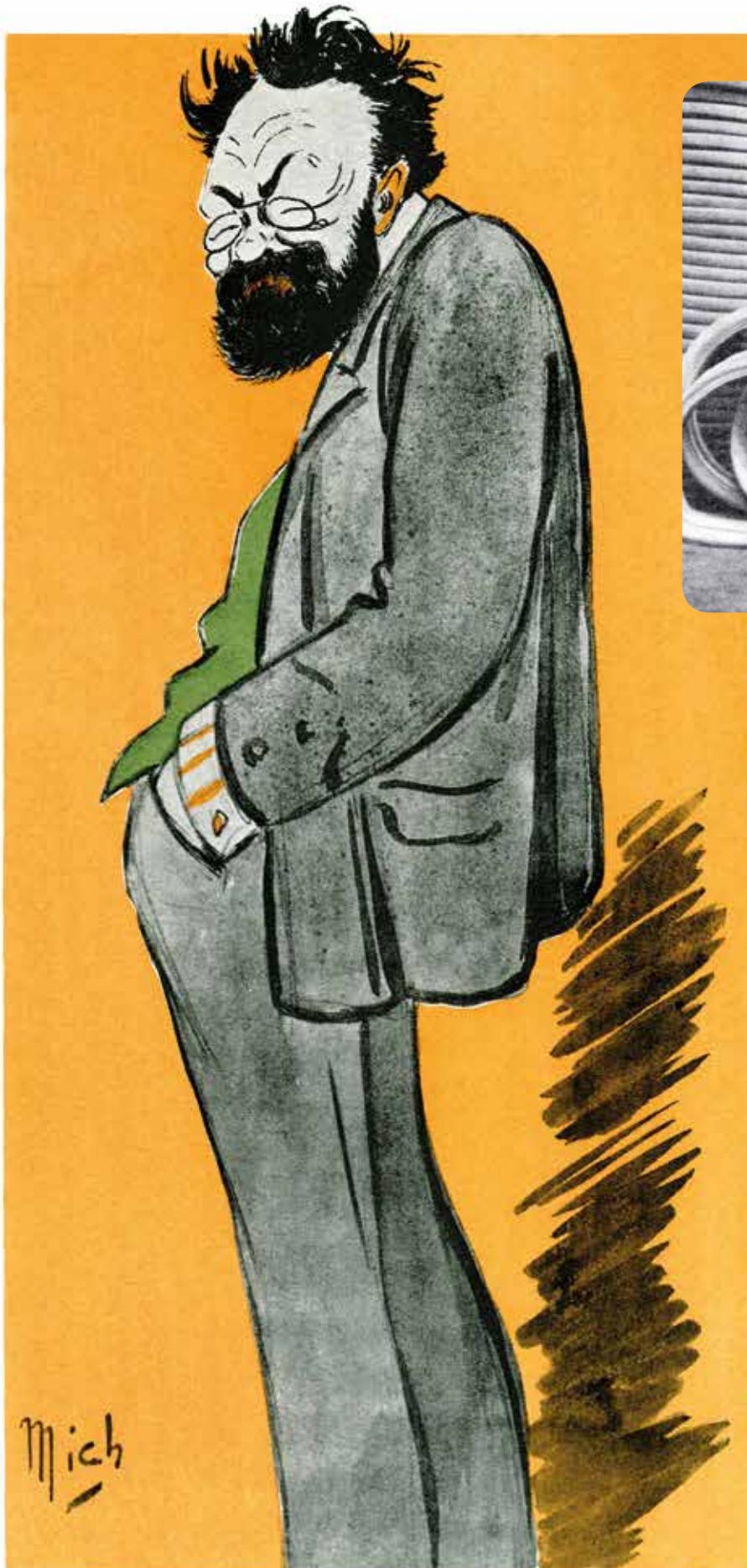
**35.** Vignette published in the magazine *La Vie Parisienne*, December 16, 1905. Illustrated by Mich.

**36.** Caricature of the brothers Édouard and André Michelin. Fragment extracted from the double-page illustration “La bataille du Puy-de-Dôme: L’État-Major” published in the magazine

*La Vie Parisienne*, July 1, 1905. Illustrated by Mich.

**37.** Caricature of André Michelin. Fragment from the double-page illustration “Fin de banquet à l’ACF” —which portrays the dome of the Automobile Club de France—published in the magazine *La Vie Parisienne*, December 10, 1904. Illustrated by Mich.





**38.** Caricature of André Michelin in a publication by Michel Liebeaux (1907). *Mich a l'Automobile: Tère série*, Paris: Kapp.

**39.** Photographic portrait of André Michelin published in the French sports magazine *La Vie au Grand Air*, November 24, 1904.

**40.** Fragment extracted from the double-page illustration "La Coupe rentre en France"—referring to the Grodon-Bennet Cup held in France in 1904—published in an unidentified magazine, 1904. Illustrated by Mich.



**THE FOOTPRINT SHOWING THE WAY.**

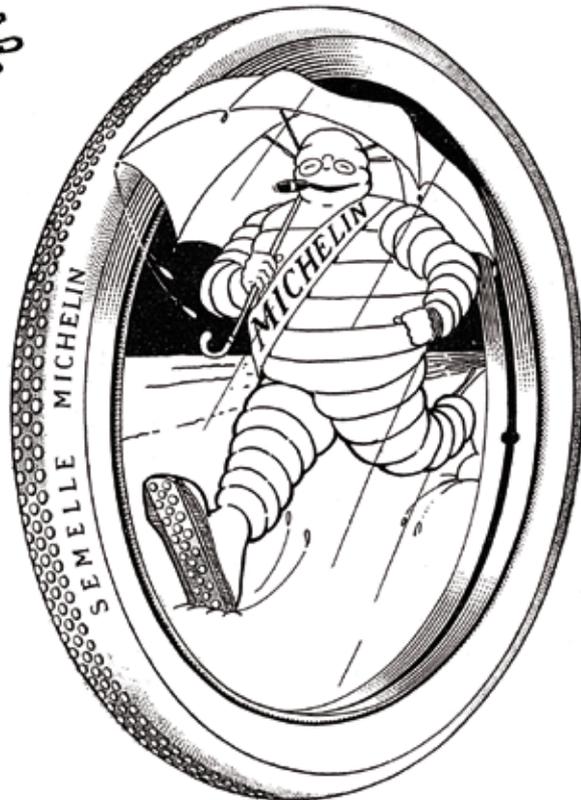
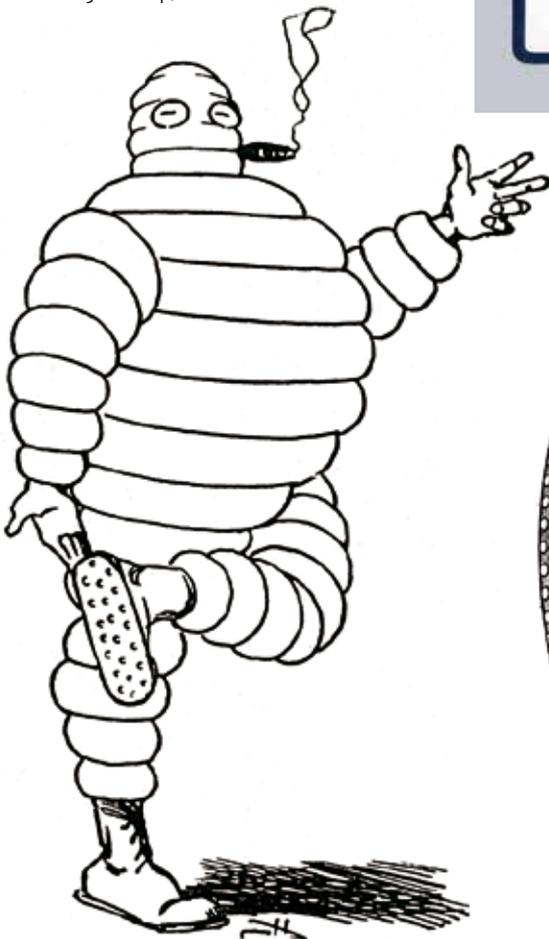
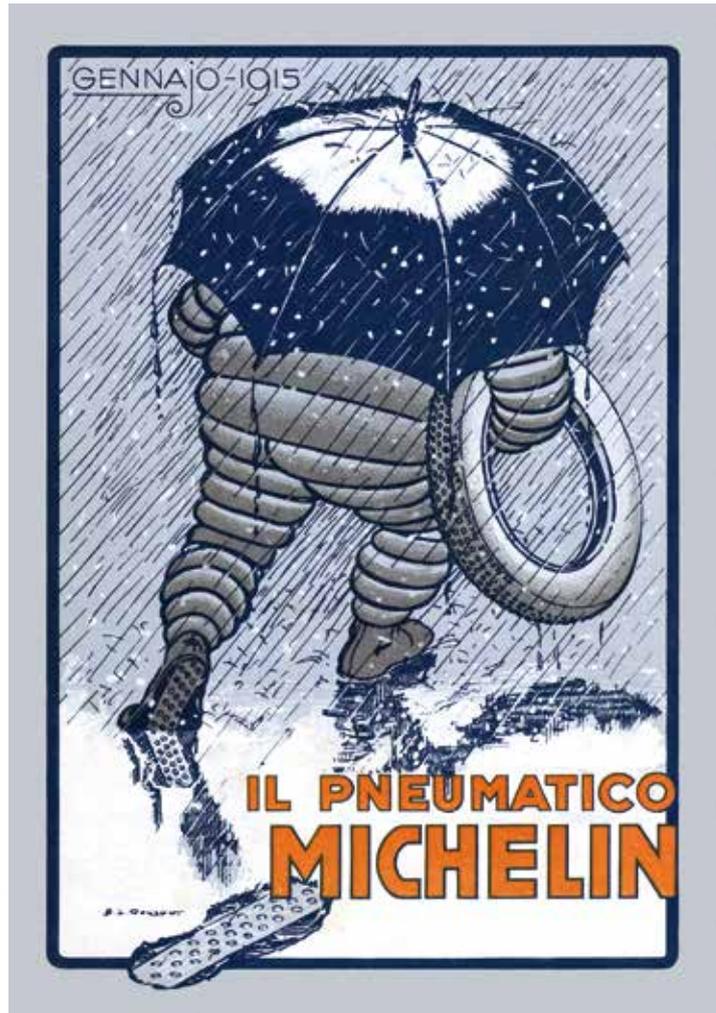
Michelin introduced its model of tire treads reinforced with metal studs in different markets such as the French, British, Italian or American. It soon had to compete with very similar technologies developed by manufacturers from different countries. In Britain, what was known as steel studded or steel armored treads were part of the catalog representing local firms such as Avon India Rubber in 1909 and Dunlop, Wood-Milne or Palmer in 1912, in addition to those imported by Continental Tyre & Rubber, the British delegation of the German company.

**41.** Cover of the Italian corporate magazine *Il Pneumatico Michelin*, January 1915. Illustration signed by Frenchman Édouard Louis Cousyn (1881-1926), regular collaborator of the firm.

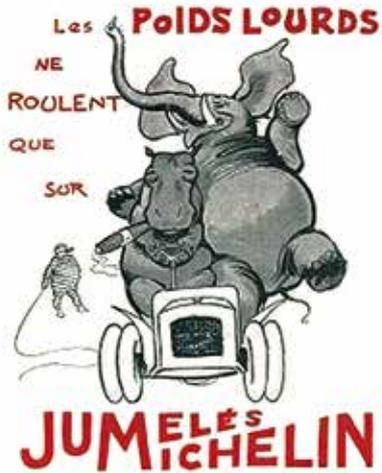
**42.** Bibendum illustration showing the sole of his footwear. Illustrated by Georges Hautot (1887-1963), regular collaborator of Michelin.

**43.** Bibendum shows the anti-skid properties of Semelle on a slippery surface. c. 1910.

**44.** (opposite page) Version of the original poster on a red background and without the French text "Le Coup de la Semelle Michelin" for the British market. Lithographic poster, 120 x 160 cm. Illustrated by O'Galop, 1905.







**HEAVY WEIGHTS.** One elephant—or better two—and a hippopotamus were examples of how weight was used to humorously present benefits of the new Michelin twin tires (Michelin Twins). In the illustration on the right Bibendum appears accompanied by two small replicas, often portrayed as his children in other advertisements. In this case, the two Bibendums—alluding to the two wheels—comprise the base that sustains the greater weight of the large pneumatic man.

45. (above) Michelin’s advertisement, 1910. Unsigned.

46. (on the right) Advertisement for Michelin Jumelé tires, 1910. Illustrated by Raymond Tournon (1870–1919).

47. (below left) Poster, c. 1909. Signed by Chaussard (?).

48. Advertisement in *Je Sais Tout*, 1909, by Chenet.

# Le Pneu Michelin Jumelé

POUR  
**Poids Lourds**

*Est le seul Bandage  
qui permette de rouler  
:: économiquement ::*

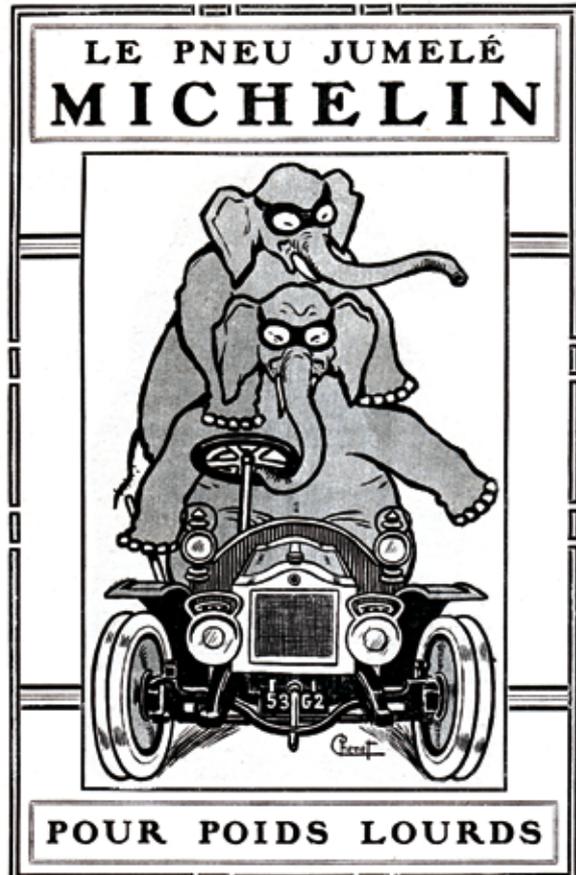
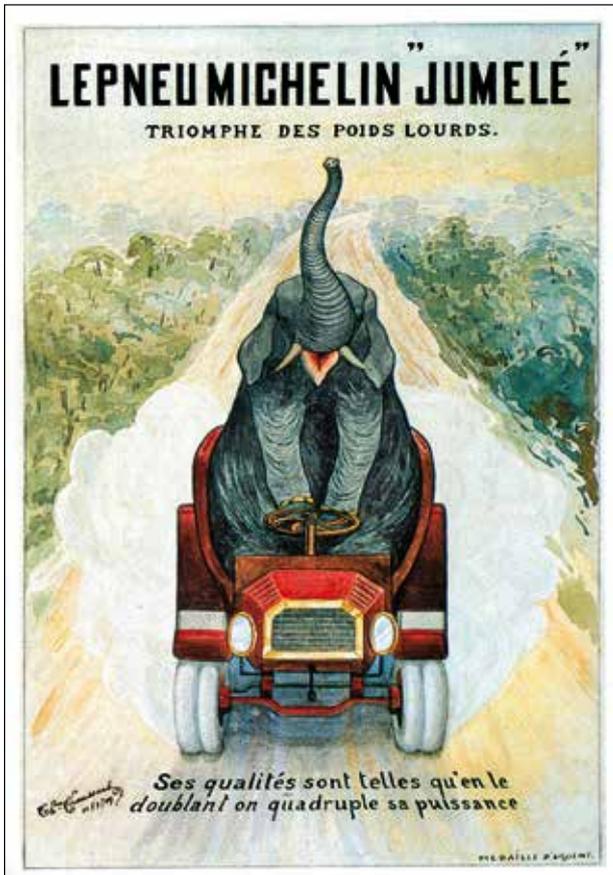
**Aux Grosses  
Voitures  
de Tourisme**

**Aux Grosses  
Limousines**

**A l'Autobus**

**Au Véhicule  
Industriel**

**L'UNION FAIT LA FORCE**



### The Heavy Car Problem Solved.

Until two years ago, there seemed to be ground for fear lest the pneumatic tyre, after having brought the automobile to a high degree of efficiency, would check its further progress. Increased weight and speed of cars meant greatly increased tyre expenditure.

It is evident that when the weight on each tyre approaches 1,500 lbs., and the speed and the resultant heat add their destructive influence, the best of tyres cannot long survive. Some tried using solid tyres or various so-called "elastic" devices. They soon found, however, that the car mechanism was afforded practically no protection from the incessant road shocks.

We have always refused to make solid tyres, simply because we have always believed that no satisfaction could be got from them. Three years ago we made a series of experiments, and proved our belief correct, viz.: that solid rubber is incapable of allaying vibration.

## MICHELIN Twin Tyres

have solved the problem of the heavy touring car and of the commercial vehicle. They afford speed with comfort, and all the advantages of pneumatic suspension. And they permit the use of the heaviest bodies without the penalty of excessive tyre consumption.

Much useful and interesting information is set forth in our illustrated booklet on Twin Tyres. Send for a copy to-day.

MICHELIN TYRE COMPANY, Ltd.  
81, Fulham Road, Chelsea,  
London, S.W.

Telephone: Kensington 402 & 403.

### WEIGHTLIFTING.

In 1911, the import and distribution delegation of Michelin in the United Kingdom, the London-based Michelin Tyre Company, intensified advertising campaigns for the new Michelin Twin Tyres. In the advertisement on the left, a powerful Bibendum lifts a passenger and luggage-loaded car with one hand, emulating the strong weightlifting musclemen. The rear axle and two wheels at both ends constitute an authentic dumbbell, a metaphor of the stamina Michelin tires possessed. In 1920, the English advertisements revived the twins, and this time each one represented Michelin's two star products: inner tubes and covers.

49. Advertisement published in *The Sphere* magazine, February 25, 1911.

50. Advertisement in *The Times* newspaper, February 23, 1911.

51. Advertisement published in *The Graphic* magazine, May 8, 1920.

### Something more about MICHELIN Twin Tyres

Two tyres placed on the same wheel constitute the Michelin Twin tyre, sometimes three tyres are fitted side by side. Taking 10 cwt. as the greatest weight which can be reasonably imposed on each tyre on an ordinary wheel, a Twin tyre, working under normal conditions, can support 20 to 24 cwt. with ease. That is to say, with Twin tyres 40 to 50 cwt. would be a normal axle weight.

Twin tyres running side by side, under double weight conditions, last far longer than two single tyres carrying half the weight. This is due to the fact that a Tyre wears out in nearly exact ratio to the cube of the load.

That is to say, that by fitting two tyres together, where formerly there was only one, the wear is reduced in a proportion of about one to eight.

Agile, the Twin tyre is more retentive. With its four walls it suffers less from contact with the brake than does a single tyre which has but two walls with which to withstand the strain.

When Twin tyres are used, the risk of being stopped on roads by puncture is considerably lessened. For under ordinary favourable circumstances, a short distance can be covered on the single undamaged tyre.

A spare, however, should always be carried. Our detachable expanding rim affords every facility for replacing a damaged tyre by a spare already inflated and ready for service.

If you have a heavy car, you should certainly investigate our Twin tyres. Send today for our Illustrated Descriptive Booklet, "Michelin Twin Tyres" and see what great savings you can effect.

MICHELIN TYRE COMPANY, Ltd.,  
81, Fulham Road, Chelsea,  
London, S.W.

Telephone: Kensington 402 & 403.

# MICHELIN

## CABLÉ COVER & RED INNER TUBE.

"The Twins"

### Resilient - Economical - Easy to Fit.

### ASK YOUR DEALER ABOUT THEM.

**TRANSATLANTIC KICK.**

In the United States, Semelle tires were well received, especially in the wake of numerous victories that different racing pilots had achieved with these tires. This included the Vanderbilt Cup and the 1908 American Grand Prize, the year in which the Michelin American factory was fully operational. But it was not until early 1911 when the first advertisements for Semelle began appearing in the press. This seems to indicate that it was formerly an imported product and it wasn't until 1911 when Semelle tires were actually made on the facilities of the Milltown Michelin factory. In the campaign advertisements for launching Semelle, developed between 1911 and 1912, the image of O'Galop's original French poster was utilized as a monochrome illustration and always portrayed in a reduced size. The poster was never distributed in the American market, a new context in which the image's symbolism of patriotism and attacking the competition made no sense, beyond that of being graphically dramatic.

- 52. Michelin's advertisement in *The Automobile* magazine, January 4, 1912.
- 53. Michelin's advertisement in *Motor* magazine, December 1911.
- 54. Michelin's advertisement for *The Constitution* newspaper published on March 24, 1911 in Atlanta, Georgia.

**MICHELIN**  
SEMELLE  
**ANTI-SKIDS**

Prevent skidding, and perhaps serious injury

Tough, Flexible Non-Puncturing Leather Tread

Firmly Imbedded Hardened Steel Anti-Skid Rivets

Michelin Anti-Skids are easy riding as the resilient rubber side walls are not confined by the leather tread

Send for illustrated booklet  
**ANTI-SKID EQUIPMENT AT HALF USUAL COST**  
Michelin Anti-Skids are thoroughly efficient, though not expensive. They DO prevent skidding. Two 32-page booklets on the care and repair of tires, fully illustrated, mailed free to every enquirer about Michelin Anti-Skids.  
Michelin—Milltown—New Jersey

**MICHELIN**  
STEEL STUDDED LEATHER TREAD  
**ANTI-SKIDS DO PREVENT SKIDDING**

**MICHELIN**  
"Semelle"  
**Anti-Skids**

The hardened Steel Anti-Skid Studs do prevent skidding

Look for this sign on leading garages

The Leather tread is tough, flexible and non-puncturing

**MICHELIN**

For Sale at Leading Garages Everywhere





**DOUBLY BAD EXAMPLE.** The drawing on the upper part of the page depicts one of the few graphic clichés of Bibendum—originating from France—that was used in American Michelin advertisements between 1910 and 1913. Here, two rings encircling the torso of the character can be seen which represent Semelle tires in the Michelin Twins double version. Both the first illustration and the two vignettes below it—created for the French public—portray the normality with which the subject of tobacco was treated, especially in the humorous sequence of Bibendum chastising his mischievous twin sons.

**58.** Illustration of Bibendum, *The Indian Rubber World*, December 1, 1913. Illustration by O'Galop.

**59-60.** Humorous illustrations for Michelin. Probably the work of Spanish cartoonist Ortiz.



**You're TWICE the motorist**

**on  
MICHELIN 'X' TYRES**

You get **TWICE** the grip  
**TWICE** the comfort  
**TWICE** the mileage  
and you **SAVE** fuel

In a Michelin 'X' tyre each advantage is gained without detriment to any other, because unique manufacturing techniques ensure that flexion and distortion do not interfere with tread stability. Thus long mileage and fuel economy are combined to perfection with maximum grip, comfort and road holding.

MICHELIN TYRE CO. LTD. Factories: STOKE-ON-TRENT (Head Office) & BURNLEY

**FOR ADULTS ONLY.**

The image shown above is part of the Michelin campaign to encourage natality in a population decimated by World War I and the postwar era in France. In the advertisement, a group of children browse guides showing battle scenes published by the firm, while having fun with Bibendum. The cigar is also portrayed as a toy for them, an image that would be totally unacceptable today. On the left, a 1963 advertisement for the British market is shown, one of the last in which the mascot still appears smoking.

**61.** Detail of an advertisement in *La Petite Illustration*, February 21, 1920, illustrated by Georges Hautot.

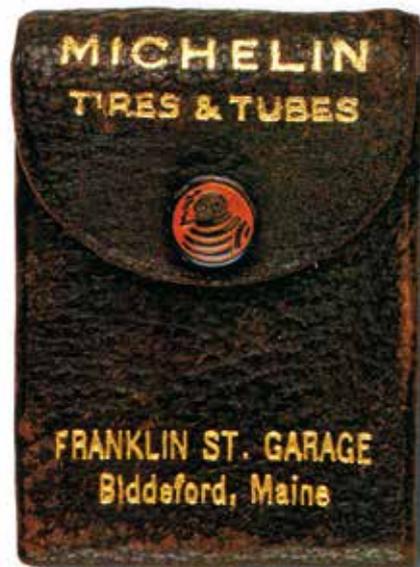
**62.** Michelin advertisement published in the British monthly magazine *Motor Sport*, May 1963.

**FROM ONE SMOKER TO THE OTHER.**

Michelin promotional gifts included stationery, key chains and wallets, diaries and notepads, as well as ashtrays and match cases with brand advertising. Also in the American market, the Michelin Tire Company made the kind of gadgets shown here available to retailers and distributors, with the exception of the ashtray. The latter was offered by the British Michelin towards 1950, as shown in the image on the left. The ashtray model was made out of Bakelite with the base available in three different colors: black, green and brown. There is no evidence that the Milltown branch manufactured any ashtrays.



- 63. English Bakelite ashtray, c. 1950.
- 64. Matchbook cover with publicity for the Michelin Tire Co. of Milltown, 1928.
- 65. Matchbook cover with publicity for the Michelin Tire Co. of Milltown, c. 1920.
- 66. Leather case for matchbooks, a promotional gift from the Michelin Tire Co. of Milltown, c. 1926.



**KOKOMO**  
**TIRES**  
**PNEUMATIC**  
and  
**SOLID**

---

**ONE QUALITY ONLY**  
• AND •  
**THAT THE BEST**

---

**KOKOMORUBBER CO.**  
**KOKOMO,**  
**INDIANA.**

The advertisement features a tall, slender smokestack on the right side, emitting a thick plume of black smoke that curves over the top of the text. The smokestack is detailed with a ladder and various mechanical components. The text is arranged in a vertical column, with the company name and location at the bottom.

67. Kokomo Rubber Company advertisement in the magazine *Cycle and Automobile Trade Journal*, February 1903.

68. Detail of a Michelin advertisement published in the American magazine *Country Life in America*, July 1910.



**“More!—More!!”**

There has never been a season when the demand for Goodrich Tires did not exceed *by thousands* the utmost capacity of our factories . . . Every year the demand has outstripped even the *increases* which we anticipated and tried to provide for. This year we have met the issue by a

**TREMENDOUSLY INCREASED CAPACITY**  
which will enable us to care for dealers and users to the fullest extent.

# GOODRICH TIRES

**MADE OF REAL RUBBER**

have always supplied a natural, unforced, intelligent demand—caused solely by the service which these tires give to users.

Increasing every year on account of the cheerful testimony of satisfaction which Goodrich Tire users give to other users.

Such a demand concerns itself very little with technical talking points—but it is

mightily interested in the answers to straightforward questions like:—“did your tires wear well?” and:—“how did the Goodrich Company treat you?”

To have the confidence and support of a vast body of intelligent, experienced consumers is our best asset. And it's *your* most positive assurance of real tire value.

*Goodrich Tires are the original American Clincher,—the tire with the White Tough Tread.*

*All styles to fit all rims, to suit all purposes.*



*Supplied by one hundred branches and service stations; the most complete system ever established to care for tire dealers and tire users after sale.*



**DISTINCT INTERPRETATIONS.** To demonstrate its industrial strength within the tire sector, the company BF Goodrich employed this image portraying factories at maximum activity, with their smoking chimneys going full blast. Nowadays, images of factories emitting smoke and gases into the atmosphere constitute a negative testimony to the contaminating power of industrial processes.

69. BF Goodrich's full page advertisement published in the magazine *The Literary Digest*, May 4, 1912.

**AJAX TIRES**

**GUARANTEED**

**5000**

**MILES**

*Make Tire Dreams Come True*

**A**FTER experiencing the uncertainty and inadequacy of the average 3500 mile promise, how often have you wished for a tire whose makers had sufficient confidence in it to guarantee it for **5000 miles in writing!**

Ajax Tires are the **only** tires made that will realize your dreams of a definite and reasonable amount of mileage, because they are **guaranteed for 1500 miles more than any other make.** This represents a guaranteed saving of 30 per cent. in tire cost.

We don't enter into a long explanation of the methods, workmanship and quality of materials that enable us to effect this saving for you—**we guarantee the mileage**—and that is all you want to know about any tire.

Your dealer carries Ajax Tires or will get them for you. See him or our nearest Branch.

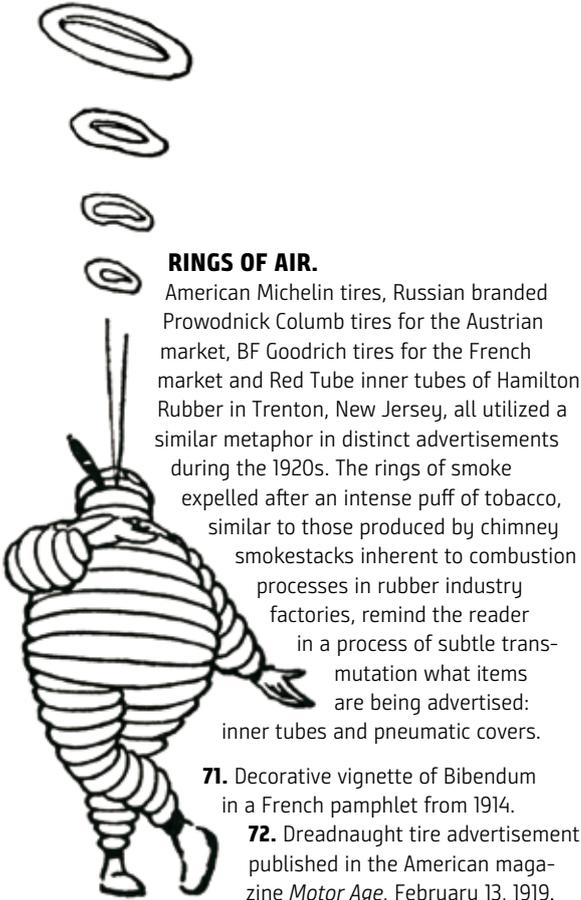
*Don't fail to write for our booklet "Common Sense Lessons in the Care and Preservation of Tires."*

**A TIP TO DEALERS:** The men who are selling Ajax Tires this season are giving their customers better tire value and greatly increasing their tire business. Write for our proposition.

**AJAX-GRIEB RUBBER COMPANY**  
 General Offices: 1796 Broadway, New York. Factories: Trenton, N. J.  
 Branches in Principal Cities

**VOLATILE THOUGHTS.** The advertisement for Ajax tires utilizes the apparent similarity between rings of tobacco smoke and tire rings, adding them to the message of making "tire dreams come true" by extending the product warranty to 5,000 miles.

**70.** Ajax-Grieb Rubber Company full page tire advertisement, published in *Motor* magazine, June 1911.



**RINGS OF AIR.**

American Michelin tires, Russian branded Prowodnick Columb tires for the Austrian market, BF Goodrich tires for the French market and Red Tube inner tubes of Hamilton Rubber in Trenton, New Jersey, all utilized a similar metaphor in distinct advertisements during the 1920s. The rings of smoke expelled after an intense puff of tobacco, similar to those produced by chimney smokestacks inherent to combustion processes in rubber industry factories, remind the reader in a process of subtle transmutation what items are being advertised: inner tubes and pneumatic covers.

- 71. Decorative vignette of Bibendum in a French pamphlet from 1914.
- 72. Dreadnaught tire advertisement published in the American magazine *Motor Age*, February 13, 1919.

73. Hamilton Rubber Co. advertising their red tubes, published in the American *Automobile Trade Journal*, November 1920.

74. Illustration of a promotional postcard for Russia's Prowodnik Columb tires targeting the Austrian market, c. 1912-1914.

**DREADNAUGHT  
TIRES**

**"Go Ahead"**

A MESSAGE often wigwagged aboard a Dreadnaught battleship is the brief command, "Go Ahead." Likewise in operating your motor car there are times when your very life depends on its ability to "go ahead" without the risk of tire failure.

Safety and tremendous reserve power are embodied in DREADNAUGHT TIRES.

The Government's message to us is "Go Ahead—the restrictions are lifted."

This will be a big year for every "go ahead" dealer who pushes the sale of the "go ahead" DREADNAUGHT TIRES.

**THE DREADNAUGHT TIRE & RUBBER CO.**  
BAINBRIDGE, MASSACHUSETTS

**DEALERS:**  
We have an exceptional proposition to those who want to join in selling DREADNAUGHT TIRES.  
Write or Wire  
**CHARLES F. U. KELLY, Inc.**  
Sales Department  
1014 BROADWAY NEW YORK

**GUARANTEED 5000 MILES**

**HAMILTON RED TUBE**

HIGHEST QUALITY HEAVY, DURABLE, FULLY GUARANTEED

MADE UNDER YOUR SPECIAL BRANDS IF SO DESIRED.

ESTABLISHED 1870

**HAMILTON RUBBER MFG. CO.**  
TRENTON N. J.

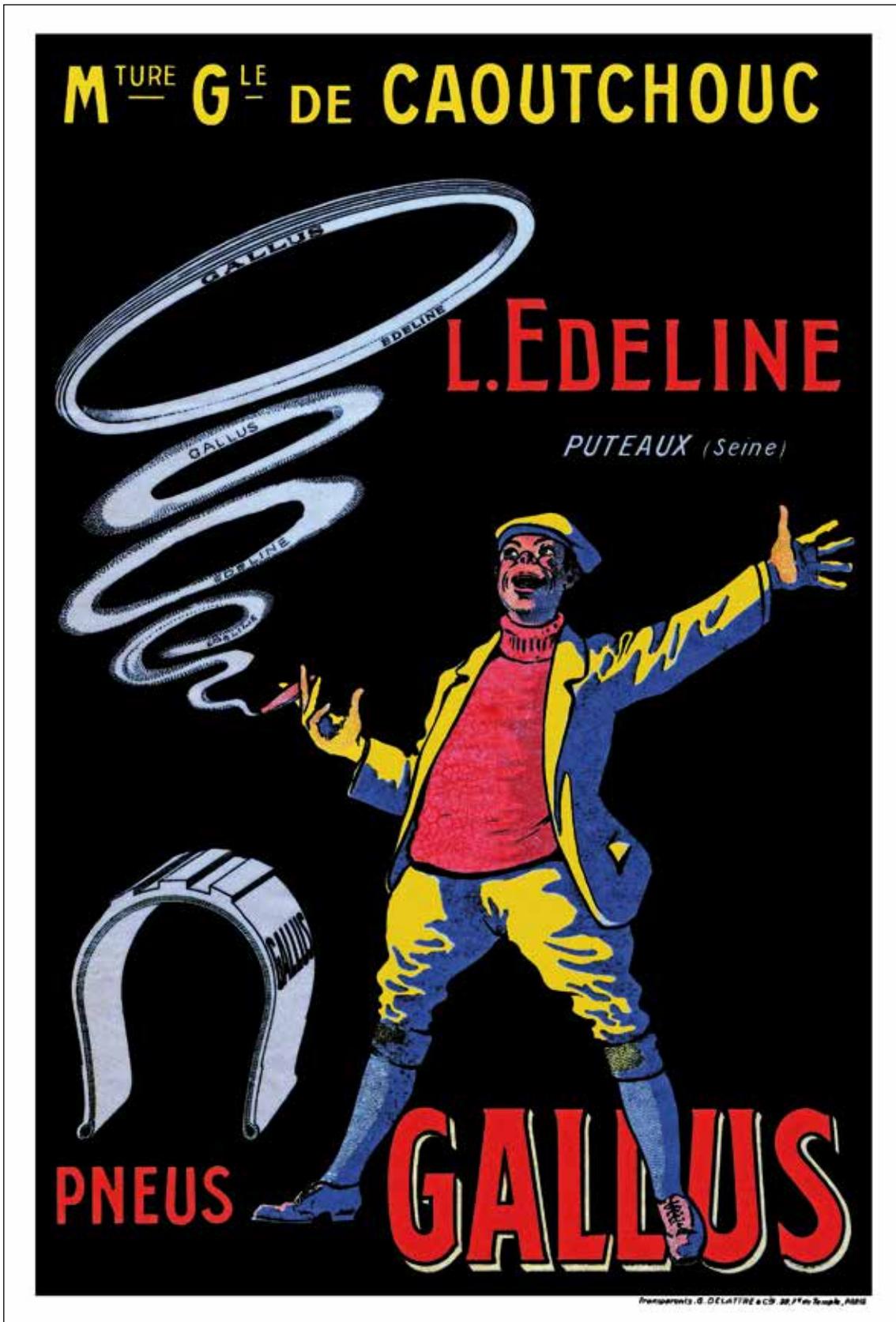
**COLUMB**

**PROWODNIK-PNEU**



**THE CHAUFFEUR'S TIME OUT.** The image here portrays a chauffeur who stops along the way to take a break, lying on the grass and toying with the smoke of the cigar he puffs on. From the smoke rings, as if metamorphosed, the object of his desires arises: the new Safety Tread tire model with anti-skid one hundred percent rubber treads. The French subsidiary of the American giant, Société Française B.F. Goodrich, was founded in 1910 and had a factory in Colombes, on the outskirts of Paris.

75. French lithographic poster for Goodrich, 1919. Illustrated by J. Basté.



**PNEUMATICS GALLUS.** The origin of the French company Manufacture Générale de Caoutchouc L. Édeline dates back to 1875. In 1892 it owned a rubber by-products factory in Puteaux, Hauts-de-Seine and by 1905, launched its Gallus brand tires for bicycles and at a later date, for automobiles.

76. Poster in the form of a glass decal, 18 x 27 cm, printing by G. Delattre et Cie., Paris, c. 1905.



**LE SOUS-VÊTEMENT... RASSURANT**

**DU PNEU**

QUAND, pour votre santé vous craignez l'effet des intempéries ou des exercices violents, vous interposez entre votre corps et vos vêtements, un sous-vêtement protecteur. Pourquoi alors, lorsqu'un pneu est exposé aux fatigues des longues randonnées ne lui donnez-vous pas son sous-vêtement naturel ?

**LE FOURREAU DURANDAL**

Celui-ci renforce et protège tous pneus, lisses ou ferrés. Il permet d'utiliser le croissant jusqu'à la dernière toile, sans aucun dommage pour la chambre, celle-ci étant abritée par le fourreau.

Le FOURREAU DURANDAL est composé d'un assemblage calculé de 3 à 5 toiles, et de multiples couches de para fin, lui donnant une **grande résistance** et une **souplesse** égale à celle de la chambre.

Le seul vraiment **AMOVIBLE, INTERCHANGEABLE.**

Le FOURREAU DURANDAL, grâce à ces deux qualités, représente le progrès le plus considéré en matière de protections de pneus et aussi d'accidents.

Il ne craint aucune comparaison, même il la sollicite comme il prouve sa qualité, puisque vous avez possibilité d'en effectuer le retour si vous êtes déçu à réception.

Son prix engage à un essai :

La dimension de 760/90	vaut seulement	23 francs
• 765/105	•	25 " "
• 820/120	•	31 " "
• 895/135	•	36 " "

Il se fait en toutes dimensions, pour toutes marques de pneus : Français, Russes, Anglais, Américains.

Vous devez au moins vous documenter et nous demander nos Catalogues illustrés :

**USINES DURANDAL**  
LECLUSE (Nord)  
PARIS : 82, Rue de la Folie-Méricourt



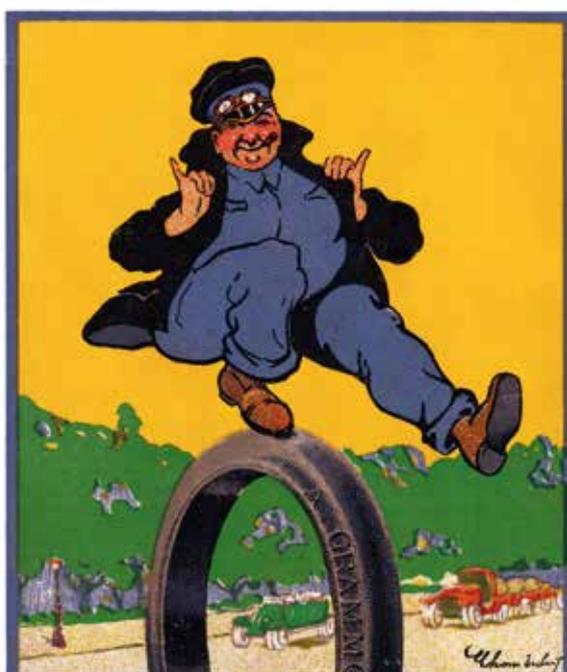

**SMOKE AND AIR.**

In advertisements and posters for several of Michelin's competitors, different characters were portrayed smoking in the same manner as Bibendum. Both chauffeurs and drivers—such as Torrilhon's mascot shown above as a humanized globe—as well as monocle-bearing aristocratic prescribers exhibited their status through smoking tobacco.

77. Durandal advertising protective inner liners for pneumatic tires, 1913.

78. Detail extracted from a poster for Torrilhon, c. 1900. Illustrated by Georges Pritt.

79. Promotional postcard of solid rubber truck tires for the brand Alexandre Grammont, c. 1920.



**BANDAGES PLEINS**  
**A. GRAMMONT** POUR POIDS LOURDS

64 Robert KAHN 25, rue des Pyramides PARIS





