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# OFFICIAL U.S. IMPORT AGENCIES FOR MICHELIN TIRES

Michelin tires reached the American market on a regular basis through the import agencies for French vehicles and were also available at automobile parts and supply stores as well as repair shops. To regulate their growing tire business, the French parent company developed a policy of representation through agents and official agencies, on the brink of definitively implementing production with their own factory in the United States.

## 1. The first representative

1903 is the year when reference is made to the first official Michelin agency in the United States, the U.S. Agency of the Michelin Tire Co. The company was legally constituted a few months later, on January 23, 1904, with a capital of \$ 30,000 and with Norris N. Mason, J. N. Marshall, and J. J. Ackenman—all residents of New York—as founding partners, and located at 132-142 West 27th Street in New York City<sup>1</sup> (fig. 4). Mason, who managed the business, was a businessman linked to the motor world and representative until 1903 of the Société Franco-Américaine d'Automobiles of Paris.<sup>2</sup> After leaving Michelin in 1906, he worked importing Leon Bollée automobiles.<sup>3</sup> On March 7, 1916, he founded his own company that was dedicated to the sale of automobiles: The Mason Motor Car Company.<sup>4</sup>

Mason's agency, despite being Michelin's official representative, also had to compete with other well-established component companies, such as the import company headed by Léon Rubay since 1902, a delegation of the French automobile accessories firm J. Lacoste & Cie. from Paris. In its extensive catalog, in addition to carburetors, spark plugs, batteries and headlights, it offered three European tire brands: Samson, Continental and Michelin (figs. 1-3).

The U.S. Agency of the Michelin Tire Company opened its first office in the summer of 1903, located on East 27th Street, and it soon outgrew the premises. On January 14, 1904, the business was moved to a spacious location comprising almost 1,000 m<sup>2</sup> on the ground floor of the building between 132 and 142 West 27th Street. The facilities included the firm's headquarters, with a large reception lounge; an exhibition and sales space; a storage warehouse for goods and accessories, with the largest volume of

imported tires in America valued at about \$20,000; and a garage with repair shop, mechanized car wash area with capacity for three vehicles and a room for drivers. In March 1904 the facilities were occupied and at full capacity.<sup>5</sup>

Between March and April 1904, Eben D. Winans was appointed assistant director for the U.S. Agency of the Michelin Tire Company following a period of working as the advertising director for the Darracq Automobile Co., an American automobile import company that imported French cars.<sup>6</sup> In early May, Norris Mason traveled to France to visit the Clermont factory and, presumably, to meet with the Michelin brothers. The meeting dealt with adequately preparing the space that the agency had reserved in the French pavilion at the international tradeshow, Louisiana Purchase Exposition, informally known as the Saint Louis World's Fair. It took place between April 30 and December 1, 1904 and was an important showcase for displaying all the products produced by the French firm. The Michelin stand featured an impressive *Art Nouveau* wrought-iron display case created for Michelin et Cie. in their own workshops for metallic structures and blacksmithing owned at that time by André Michelin. The exhibit, which received one of the Grand Prizes from the exhibition's jury, displayed the principal company products: the different measures for pneumatic covers and inner tubes—exhibiting them both whole and cut up into different cross-sections to show the internal tire structure—, repair kits, tools and air pumps (fig. 6).<sup>7</sup>

A similar stand, perhaps the same one, was utilized in the *Esposizione Internazionale dell'Industria e del Lavoro*, which was held in the Italian city of Turin in 1911, displaying the technological innovations and tools that the firm offered. A large side panel listed Michelin's production centers, with factories in Clermont-Ferrand, in London—actually a large distribution center—in Turin and in Milltown (fig. 7).

In early September 1904, Mason sold his business to G. G. McMurtry Senior and severed his ties with the Michelin company.<sup>8</sup> In December of that year, the Fire Commissioner—of the New York City fire department who was responsible for fire prevention—after studying and inspecting conditions of the establishment set up by Mason on 27th Street, decided to revoke the previously granted license. The materials stored in the Michelin agency's extensive ground floor, including automobile fuel, were an ominous potential danger to the rest of the building—on the upper floors a business employed more than 250 workers.<sup>9</sup> Presumably this decision was a blow to the business after the major investment realized to equip and make headquarters adequate. This seems to account for the fact that a few weeks later, Michelin decided to transfer their business to a new agency.

## 2. Eben Winans and the new agencies

In the following months Eben D. Winans, assistant manager at Mason's former agency, traveled to France to study all aspects of the tire business and upon his return—January 1, 1905—he established a new agency.<sup>10</sup> The Michelin Tire American Agency, Inc. of New York (fig. 5) was established on January 10, 1905, promoted and directed by George McIntosh MacWilliam<sup>11</sup>—General Director of the American Darracq Automobile Co.—and with Eben D. Winans in the position of manager. It had delegations in several cities, such as those run by A. F. McWilliams in Boston, R. H. McKinney in Philadelphia—with J. L. Kier as salesman—J. B. McTeague in Chicago, and R. H. Magoon in Cleveland.<sup>12</sup>

Winans became the right-hand man of the Michelin brothers in America. He managed the French firm's import trading activities and successfully achieved making profits. His administrative skills were not only dedicated to import trading, he was also soundly instructed to start negotiations for creating

an American factory.<sup>13</sup> On January 14, 1906, he returned from his second trip to France after presumably interviewing the Michelin brothers and discussing the strategy to be followed in the upcoming months, dealing with both import distribution and implementation plans. Thus, confirming the growing rumors that were circulating amongst the motor and rubber industries in this respect, a news article published in February of that same year reported on Winans' statements: The Michelin company disposed of \$ 3,000,000 to invest in the construction of a factory destined to produce tires on American soil.<sup>14</sup>

Two days after disembarking, on January 16, 1906, Winans legally established the Michelin Products Selling Company Inc. of New York, which was responsible for the exclusive importation of Michelin tires for North America (figs. 8-9).<sup>15</sup> The founding capital was \$ 100,000 and the partners were William F. Donovan, Percival W. Logan, and Frank P. Reilly, with Winans as the general director.<sup>16</sup> The company was located at 31-33 West 31st Street, where it had offices, exhibition and sale rooms. The new firm acquired the exclusive rights to import tires and products manufactured in Clermont-Ferrand by Michelin et Cie.<sup>17</sup>

In April—and as a subsidiary of the new Winans agency—the Michelin Tire Repair Works was established, with J. A. Straus as manager and with premises located at 242-244 West 41st Street. Their function was to offer official Michelin maintenance and repair services for company products utilizing the company's own methods;<sup>18</sup> they also had delegations in other cities.<sup>19</sup> But at the end of the same year, due to health problems, Winans left his position as manager of the Michelin Products Selling Co. and was replaced by Edward W. Elverson, who until then had been the company's treasurer.<sup>20</sup>

### 3. The E. Lamberjack & Co. Agency

The gap that the withdrawal of Winans created, being the French parent company's right-hand man, led to the emergence of a new import agency, E. Lamberjack & Co., Inc. (fig. 10), which acquired the Michelin Tire American Agency and the Michelin Products Selling Co. to become—without competitors—the sole import agency for Michelin.<sup>21</sup> The business took over the facilities, material, warehouses and infrastructure of the Michelin Products Selling Co., settling in the same premises—31-33 West 31st Street in New York—and obtained the exclusive representation rights in America for the firm.<sup>22</sup> The agency was legally registered in January 1907, providing an initial capital of \$ 10,000, and with J. E. Lamberjack, Paul La Croix and M. G. Bernin as founding partners and S. H. Stern as director of the American agency.<sup>23</sup>

Emile Lamberjack, born in Paris in 1869, was the importer in the United States of Italian Fiat vehicles in 1905, and from France, had administered for years the sale of Michelin tires abroad as an exclusive exporter. His experience in the sector and close relationship with the parent company in Clermont-Ferrand was conducive to the fluid transatlantic commercialization of Michelin products. Lamberjack was the director of the Société Franco-American Automobiles in Paris, managing the business along with his brother Dominique. Both were also accustomed to participating as pilots in different automobile races. Emile Lamberjack was also in charge of the Franco-American Auto and Supply Company in Chicago, directing the distribution of Michelin products in central and western North American States. He ran the business from France and although he visited New York and Chicago several times, he had a personal representative in America, his partner Paul La Croix and S. H. Stern as the agency's managing director.<sup>24</sup>

Paul Louis Jacques La Croix [or Lacroix, as it is written in certain American documents] was born in Paris on February 7, 1880. He was a well-known racing driver linked to various businesses in the motor industry. He was vice president and general manager of the American automobile agency Renault et Frères in New York since its establishment in November 1906 and for several years thereafter. He was a member of the New York Motor Club and one of the promoters of the Importers' Automobile Salon, where he held various posts in the organizing committee's leadership positions for various editions.<sup>25</sup> In 1912 he formed his own sales company, Paul Lacroix Automobile Company, located at the junction of Broadway with 57th Street, and later became an agent for the German car company Mercedes.<sup>26</sup> A news item from November 1, 1906 reported:

“Mr. Paul Lacroix, of Paris, France, a personal representative of the Michelins, is now visiting the United States.”<sup>27</sup>

Lacroix had landed in New York on September 1, 1906 from the English port of Liverpool, after having interviewed the Michelin brothers in reference to the creation of the new agency which he founded six months later with Emile Lamberjack.

#### **4. The promised land**

The American market constituted an opportunity that not only Michelin was interested in. Most of the major British and European tire industries insistently devoted their attention to this end, using automotive trade shows and exhibitions to strengthen their presence or make themselves known, and establishing agreements with import and representation agencies. For example, we can see that in those years firms such as the Italian Pirelli or the German Continental—and also smaller brands like the French Samson and Pneu L'Electrique or the Austrian Harburg—regularly advertised in press specializing in the motor sector.

The first European company in the tire sector to take on the U.S. automotive market was Britain's Dunlop, backed by its patents on tubular or single-tube technology. It was established in 1893, with the creation of the American Dunlop Tire Co. based in Belleville, New Jersey. In 1900, the Rubber Goods Mfg. Co. purchased the business and disengaged it from the British parent company, incorporating the entity into the Hartford Rubber Works of Connecticut, which was in charge of manufacturing Dunlop tires and continued utilizing the British brand name (figs. 11-12). In 1905, the firm was acquired by the United States Rubber Co. as part of a business package. The original company, British Dunlop, would return in the twenties, regaining its rights over the brand through the Dunlop Tire & Rubber Co. and building a large production facility in Buffalo, New York.

The German firm Continental had been represented in the United States since 1903 by the Continental Caoutchouc Company. Five years later it began its own production, reaching an agreement with a local industry, an initiative that was soon cut short. The local company, in 1911 and without German participation, became part of a business conglomerate run by the United States Tire Co. (figs. 13-14).

The Parisian company Société Anonyme des Pneumatiques Cuir Samson was established around 1902, in order to commercialize covers or casing protectors designed to extend the life of tires and give them a firm grip that smooth treads did not provide. These protectors—made of leather and small metal studs on the tire tread—were attached to the tire, completely surrounding it. This technology was offered by various companies and was an effective solution for the fragility of pneumatic tires in those early years.

In fact, Eben D. Winans' American import agency, the Michelin Product Selling Co., offered Michelin tires protected by Samson covers for use in fall and winter months when driving was complicated by wet motorways or roads covered with mud or snow. The invention also developed into the French Patent Number 336.654, issued on November 13, 1903, which dealt with strips of leather reinforced with metal trim that could be glued to the tread—a smooth model or simply worn-down—of any tire.

In 1904 the American subsidiary, Samson Leather Tire Co., was established at 12 West 33rd Street in New York with A. E. Gallien as its director—replaced in 1906 by Count G. de Pontac—J. B. McKeague as its agent in Chicago and James Coggeswall in Boston. Only a few years later, after having initial success, the business went bankrupt and closed, probably due to the product's obsolescence given the appearance and standardization of pneumatic tires that incorporated anti-skid soles (figs. 17-20).<sup>28</sup>

Société Industrielle des Téléphones, a Parisian company that manufactured electrical wiring and various articles and accessories for bicycles and motor vehicles such as inner tubes and solid rubber tires, started producing their L'Électric car tire in 1901. In 1904 they already had delegations in Lyon, Marseilles, Bordeaux and Nice, which serviced shops of the major French cities. In 1906 they ventured into the American market, creating an import agency, The Pneu L'Electric Company. It was initially located at number 1591—and later transferred to 1610—on Broadway in New York City, and was responsible for publicizing and commercializing the product (figs. 15-16).<sup>29</sup>

The American agency Pirelli & Co., headed by Emil Grossman, was established in 1907. Its headquarters were located at the premises of number 296 Broadway and part of the business, in addition to supplying tires for Italian imported cars fitted with original Pirelli tires, constituted the division of rubber insulated electrical wiring, widely used in automotive components (fig. 22).<sup>30</sup>

On December 16, 1906, the Harburg Tire Company was founded with the purpose of introducing and commercializing for the first time in the United States the tires produced by Vereinigte Gummiwaaren-Fabriken, Harburg-Wien, a German-Austrian company whose origins date back to Vienna in 1856. The American headquarters, run by R.L. Kingston, were located in a large building on West 58th Street in New York that housed offices, a showroom, and an assembly and repair shop with specialized personnel. Six months later, they had eight associate distributors, in cities such as Boston, Chicago, Philadelphia, and Washington (fig. 21).<sup>31</sup>

The case of Englebert was similar to that of many other European companies. They had a token presence that was often limited to International Automobile Trade Shows and Events held in the United States, a way of making themselves known and establishing commercial ties with local businesses. In 1908, the tires produced by O. Englebert Fils & Co. in Belgium were distributed in Great Britain through Englebert Tires Ltd. and in the United States through the representation of William Stanford Company in Philadelphia. On September 13, 1912, Englebert Tire Co. was founded, with a capital stock of \$ 100,000 contributed by three local partners. The company was directed by E. W. Elverson with an office on Broadway in New York City, with the mission of expanding the network of representatives and achieving a good position in the competitive American market (figs. 23-24).<sup>32</sup>

## 5. The arrival of Michelin

After 1906 events unfolded quickly. The final objective of André and Édouard Michelin was to establish a subsidiary in American land with their own factory—a rumor that had already been circulating in the sector since 1905. They aimed at having a more direct means of controlling the commercialization of tires and articles produced in the new facilities.

The different official agencies that operated between 1904 and 1907 to import and distribute products manufactured in Clermont-Ferrand were short lived and constituted a period of transition towards the established goal. A news story appearing in *The Horseless Age* magazine during the first quarter of 1908—citing information published in the French press—explained that the company Michelin et Cie. paid 2,100,000 francs to Emile Lamberjack for regaining control of marketing rights in the United States as well as for its accumulated stock of tires.<sup>33</sup>

In November 1906, a French delegation from the Michelin factory in Clermont-Ferrand composed of V. Lespinas, G. Lespinas and G. Ogier visited the United States, “(...) for the purpose of studying the tire industry and business.”<sup>34</sup> On February 9, 1907 Édouard Michelin disembarked at the port of New York, and announced the establishment of a factory in America.<sup>35</sup> This statement of intent was expressed publicly during a dinner organized in his honor and held on Wednesday, March 20 at the premises of Café des Beaux Arts—at the junction of Sixth Avenue and 40th Street in New York<sup>36</sup>—with various guests that included Paul Lacroix, director of the Renault Frères delegation, its advertising director and a group of prominent French engineers:

“The French concern has decided to establish an American factory in view of the increasing number of sales [imports] of Michelin tires here despite the fact that we are required to pay a heavy duty [for customs]. Last year our American agents, E. Lamberjack & Co., sold over 16,000 tires, and contracts for over 20,000 tires have been made for the present year. Our French and American factories will compete, and this competition will be very useful to the progress of tires. I am rather at a loss to say which one will overcome the other in popularity, but I think that French ingenuity and American brains will prove a great success.”<sup>37</sup>

A press release from the firm published in December of that year speaks of the turnover generated by Michelin French tires to date, which included tires produced for export. The total number of automobile tires manufactured between 1896 and the end of June 1907 was estimated at 1,180,830, which translated into 107,348 tires per year, sufficient to annually equip 26,837 cars over those 11 years.<sup>38</sup>

On March 12, 1907 the Michelin Tire Co., the company that would later run the American Michelin factory, was legally established. The startup capital provided was \$ 3,000,000 and the founding partners consisted of John P. Murray from Jersey City and Lorenzo Semple and James E. Hopkins, both from New York.<sup>39</sup> The position of President was evidently held by Édouard Michelin and the Vice President was a man who was a well-trusted colleague, A. Fountaine, from the Clermont-Ferrand factory. Several Michelin full-page advertisements published in the most important press of the automotive sector reported the situation and intentions of the firm with respect to the North American market<sup>40</sup> (fig. 30). Negotiations for the future location of the factory soon began, and they seemed to be banking on the acquisition of one of the active industries from the sector.

## 6. The Milltown Company

The International A. & V. Tire Co. of Milltown, New Jersey, was one of the major firms in the tire industry, as demonstrated by its constant presence alongside leading brands exhibited at various annual automobile shows.<sup>41</sup> The company's importance is also verified by the publicity and attention they were given by technical publications such as *The India Rubber World*<sup>42</sup> (fig. 25). According to Litchfield (1954), in the years prior to Michelin's acquisition of the firm, the automobile tire market was divided as follows: BF Goodrich and Diamond dominated 55% of the business between the two; U.S. Rubber held an important 30%; International Vehicle & Tire Company, 7%; Fisk Rubber Company of Chicopee Falls, controlled 5% of the market; Goodyear, with 1.5%, closed the list of industries whose percentages were worth taking into account.<sup>43</sup>

The solidness of International Automobile & Vehicle Tire Co.—they were not known to have financial difficulties—and its fully operational infrastructures attracted the attention of Michelin. Obtaining an operative factory also meant not having to start from scratch, and to make sure that the chosen site and its environment were conducive to the rubber industry (availability and access to raw materials, labor, communications, etc.). In 1906, the International A. & V. Tire Co. employed 300 people.<sup>44</sup>

In a previous step, the exclusive rights of the product and tire business that were being manufactured by International A. & V. Tire Co. (figs. 26-29)—in 1907 they used the name of International Rubber Co. of Milltown<sup>45</sup>—were transferred to a new corporation, the International Rubber Co. of Boston. This was directed by Lawrence H. Fiske, who had been working for three years as representative of the company for the eastern areas.<sup>46</sup> In March 1907, negotiations were consolidated and Michelin acquired the properties and infrastructure of the Milltown industrial complex.<sup>47</sup>

The factory would become operational in a few months, producing the first “American” Michelin tires. Consequently, it meant the closure of shipments from Clermont-Ferrand and the dismantling of their import agencies. E. Lamberjack & Co. ceased its commercial activity at the beginning of June.<sup>48</sup> In that same month, the new Michelin tire repair center was inaugurated in New York, The Michelin Tire Repair Works, located at 242 West 41st Street and run by F. D. Bable, expert in tire manufacturing and repair.<sup>49</sup>

Emile Lamberjack traveled to the United States at the end of August 1907. Part of the fourteen days he spent on American soil was dedicated to managing matters related to the continuity of his business as a previous supplier of Michelin products. One has to bear in mind that, as he told reporters before embarking on September 12 for Paris, the Milltown factory would be producing goods within one month and afterwards, the first tires could be commercialized after one more month.<sup>50</sup>

## Notes

1. “New Incorporations,” *The India Rubber World*, February 1, 1904, p. 175; as was also reported in *The Horseless Age*, February 3, 1904, p. 144.
2. The name of Norris N. Mason is also cited as “président de la société de vente aux Etats-Unis,” without further information or clarification, within the paragraph titled “1907-Aux Etats Unis: the Michelin Tire Co. Ltd,” *Cent ans d’Industrie: Histoire Anecdote de la maison Michelin*. Part 4, Chapter 18, p. 18. This deals with a typewritten manuscript by M. Mercier about the publication of Fernand Gillet, André Michelin’s collaborator. Michelin Archives, Clermont-Ferrand. About his role as agent of the Societé Franco-Americaine d’Automobiles, and as exclusive importer of Panhard, Renault and Clement automobiles: “Minor mention,” *The Horseless Age*, October 28, 1903; “Trade notes,” *Automobile Review*, February 27, 1904.
3. Mason held the position of manager, as shown in several advertisements for Leon Bollée automobiles in press; for example, the advertising module published in the New York newspaper *The Sun* on January 18, 1906.
4. *The New York Times*, August 20, 1916 and November 14, 1917.
5. *The Horseless Age*, January 13, 1904, p. 51; and “Michelin tire depot,” *The Automobile*, March 19, 1904.
6. As explained by two short notes in *The Horseless Age*, April 6 and 27, 1904.
7. “News and trade miscellany,” *The Automobile*, April 30, 1904, p. 488; “India-Rubber at the St. Louis World’s Fair,” *The India Rubber World*, October 1, 1904, pp. 13-16; “The United States Agency Michelin Tire Co.,” *The India Rubber World*, November 1, 1904, p. 63; “Exposition de Saint-Louis. Les exposants français et les Grands Prix,” newspaper supplement in *Le Temps*, December 19, 1904, p. 4.
8. *The Horseless Age*, September 14, 1904, p. 272; “Norris Mason,” *Cycle and Automobile Trade Journal*, November, 1904, p. 144.
9. “One garage license revoked,” *The New York Times*, December 14, 1904.
10. The historic records of passenger who landed on Ellis Island tell us of two voyages registered under the name of Eben D. Winans. The first record describes Winans’ return to New York on January 1, 1905, embarking at the English port of Southampton aboard the ship Philadelphia, probably after his trip to Clermont-Ferrand. In the second case, we are told that he returned from France one year later on January 14, 1906 as a passenger of the La Savoie embarking from the port of Le Havre, on the northwest coast of France. The American Family Immigration History Center (AFIHC), division of The Statue of Liberty-Ellis Island Foundation (SOLEIF). *Ellis Island Archives, Immigrant Arrival Records*. “List or Manifest of Alien Passengers for the U.S. Immigration Officer at Port Arrival,” ship Philadelphia, December 31, 1904 and La Savoie, which covered the Le Havre-New York line, January 14, 1906.
11. As quoted in a short biography published in the *International Motor Cyclopaedia. Year Book, March 1908 to March 1909*. New York: Automobile Topics/E. E. Schwarzkopf, 1909.
12. “The Foreign Tires,” *The India Rubber World*, February 1, 1906, p. 157. The agency’s exact date of creation and dissolution (1926) can be found in the Certificate of Incorporation. Archives of the New York State Department of State Division of Corporations, State Records, and Uniform Commercial Code, Albany, NY.
13. “It is rumored that in response to the demand in the United States for these tires, a large factory will soon be erected here to make them under the Michelin process (...) Mr. Winans has in charge the financing of the American company which will manufacture Michelin tires (...) up to the present

- time he is understood to have sold more Michelin tires in the United States than anybody else.” “The Head of the House of Michelin,” *The India Rubber World*, June 1, 1905, p. 303.
14. “A Michelin Factory for America,” *Tire and Motor*, February 15, 1906, p. 37.
  15. The Winans agency also created a distribution network in different states. In this regard, it is likely that the Michelin Tire and Supply Co., established in the state of Illinois on July 20, 1906, was one of these distribution centers. On March 9, 1908—a year in which Winans no longer had the Michelin license—the Michelin Tire and Supply Co. of Illinois changed its name to that of Dan J. Canary Company (a company that closed definitively on July 16, 1921). Information based on documents of the “Annual Report 1908, Office of the Secretary of State,” provided by the Department of Business Services in Springfield, Illinois.
  16. *The India Rubber World*, March 1, 1906, p. 204.
  17. *The India Rubber World*, July 1, 1906, p. 337.
  18. “Automobile notes of interest,” *The New York Times*, April 26, 1906.
  19. *The India Rubber World*, November 1, 1906, p. 60.
  20. As explained: “Mr. E. D. Winans has resigned his position as general manager of the Michelin Products Selling Co., Inc. (...) Mr. Winans is in ill health and will go to California for a rest,” *The India Rubber World*, November 1, 1906, p. 60. The voluntary certificate of dissolution for the Michelin Products Selling Co. was processed in May 1907. *The India Rubber World*, June, 1907.
  21. As explained in a news article that reports on Lamberjack’s visit to the Chicago League Union, published in the New York newspaper *The Sun*, January 13, 1907, second section, p. 13.
  22. *The India Rubber World* makes a brief mention of rumors circulating in the sector that E. Winans had obtained \$ 200,000 for the sale of his company and the Michelin tire commercialization rights, paid for by the Michelin Tire Company. *The India Rubber World*, May 1908.
  23. “A New American Michelin Agency,” *The India Rubber World*, February 1, 1907, p. 150.
  24. Although each one had their own representation agencies, both were partners in different businesses. Lacroix acted as the representative of Lamberjack, who remained in France and traveled personally only on a few occasions. We find Paul Lacroix (traveler number 21, aged 23) and E. Lamberjack (number 23, aged 34) in the 1903 Ellis Island passenger register, namely amongst those coming from the French port of Le Havre on the ship *La Savoy*, which landed on August 14. The records tell us that while Lamberjack crossed the Atlantic three times (1903, 1904 and 1906), Paul Lacroix was much more active and did so on at least eight occasions between 1903 and 1911. In all registers he appears as a citizen who resides in Paris, except for that of 1911, the last recorded voyage (the Ellis Island immigration files spanned from 1892 to 1924). Then his residence is recorded in New York. He probably established his home in this city, upon marrying on February 18, 1912—after divorcing his first wife— Mrs. Susie F. Bailey, also of New York.
  25. “Importer’s Salon growing in numbers,” *The New York Times*, January 2, 1910.
  26. “Pastors refuse to wed divorcees,” *The New York Times*, February 18, 1912, and “Divorcees at last find a minister,” *The New York Times*, February 19, 1912.
  27. *The India Rubber World*, November 1, 1906, p. 60.
  28. “The Samson leather tire,” *The India Rubber World*, October 1, 1904, p. 17; “Personal trade brevities,” *The Automobile*, April 12, 1906, p. 656; “Samson Leather Tire company bankrupt,” *The India Rubber World*, April 1, 1910, p. 247. This company should not be confused with the Samson Tire and Rubber Company, founded in 1918 by Adolph Schleicher with a factory in Los Angeles, California, which was purchased by U.S. Rubber in 1931.
  29. “The Pneu l’Electric Company,” *The Horseless Age*, October 30, 1907; “The l’Electrique Tire,” *The Horseless Age*, June 3, 1908.

30. Brief press releases in November and December 1906 and March 1907 numbers of *The India Rubber World*; *The Automobile*, March 26 and May 21, 1908.
31. “New incorporations,” *The India Rubber World*, January 1, 1906, p. 130; “Harburg tires in America,” *The India Rubber World*, April 1, 1906.
32. “Tires and tire makers,” *The India Rubber World*, September 1, 1908, p. 412; *The India Rubber World*, October 1, 1912.
33. *The Horseless Age*, March 25, 1908, p. 362.
34. *The India Rubber World*, November 1, 1906, p. 61.
35. Historic records of passenger landings on Ellis Island portray an “Americanized” Edward Michelin, married and 48 years old (the age at this time coincides with what corresponds to Édouard Michelin’s date of birth, June 23, 1859). *Ellis Island Archives, Immigrant Arrival Records*. “List or Manifest of Alien Passengers for the U.S. Immigration Officer at Port Arrival,” ship La Savoie, February 9, 1907. According to other news, Édouard Michelin returned to France, leaving on March 21 aboard the vessel Touraine. “Plans for the Michelin American factory,” *The Automobile*, March 28, 1907.
36. The event was attended by George B. Van Cleve, director of the advertising agency with the same name, Leon Rubay and S. H. Stern, director of Lamberjack & Co., as explained in the news item “Plans for the Michelin American factory” *The Automobile*, March 28, 1907.
37. According to news published in 1907 in the New York newspapers *The Sun* (which also names “Edward” Michelin), March 24, p. 61, and *The New York Times* (this time as “Edouard” Michelin), March 22. A report was also published on the subject in “Plans for the Michelin American factory,” *The Automobile*, March 28.
38. *The India Rubber World*, December 1, 1907, p. 91. The same text is reproduced in an advertisement published in an unidentified American magazine in 1908 with slight variations: “Michelin created the first automobile tire in 1895. Since then until last September, we have manufactured 1,180,830 tires, enough to fit 295,000 cars (...).”
39. “New incorporations,” *The India Rubber World*, April 1, 1907, p. 224. John P. Murray, James E. Hopkins and Lorenzo Semple—who were founding partners of the Michelin Tire Co.—were members of the major New York law firm Coudert Brothers, at least according to what was published in a professional list edited in 1915. This law office, created by the three children of a French immigrant, was closely related to certain immigrant communities and represented at the turn of the century the interests of French subsidiary companies such as Renault. It seems plausible that André and Édouard Michelin entrusted them with their legal affairs upon establishing the Michelin Tire Company (1907) and that the names of Murray, Hopkins and Semple were simply utilized as a legality, without them actually being founding partners nor providing any capital.
40. For example: *The Horseless Age*, July 24, 1907, p. 9; *Motor*, August 1907, p. 24; *Cycle and Automobile Trade Journal*, August 1907, p. 327.
41. The International A. & V. Tire Co. was legally established on April 15, 1899. That same month, operating from its offices in New York, it absorbed the Newton Rubber Works Company of Newton Upper Falls, Massachusetts. The Newton entity was a major tire manufacturer for wagons, bicycles and motor vehicles as well as all kinds of rubber parts for mechanical components. The International A. & V. Tire Co also acquired the industrial plant of another leading company, the LC Chase & Co. of Boston, located in the town of Chelsea. In 1902 they acquired the Milltown factory. The firm was present at the third Annual Automobile Show, organized by the Automobile Club of America and the National Association of Automobile Manufacturers at Madison Square Garden, January 17-24, 1903, showing its range of pneumatic and solid rubber wheels produced in Milltown.

In the official catalog of the exhibition 11 tire companies were represented: Hartford Rubber Works, Firestone Tire & Rubber, Fisk Rubber, Metallic Rubber Tire, BF Goodrich, Consolidated Rubber Tire, G & J Tire, Diamond Rubber, Goodyear Tire & Rubber, Standard Anti-Friction Equipment and, of course, International Automobile and Vehicle Tire. In the following editions of the Automobile Show—the fourth during the week of January 16 to 23, 1904; the fifth during the week of January 14 to 21, 1905; the sixth during the week of January 13 to 20, 1906 and the seventh during the week of December 1 to 8, 1906—all 11 continued to participate. *The Annual Statistics of Manufactures, 1899 (fourteenth report)*. Boston, Massachusetts: Bureau of Statistics of Labor, 1900, p. 69.

42. For example, a large advertisement for The International A & V Tire occupies a half-page cover of *The India Rubber World* magazine, in its June 1, 1906 issue.
43. Paul W. Litchfield, a former Goodyear manager, joined the firm L. C. Chase in 1897, working as a manager for their factories in Reading and Chelsea, Massachusetts. After a year, he left the company for another job offer. In 1899, he returned to L. C. Chase in Chelsea, at that moment in the process of being merged with what turned into a major enterprise led by the International A. & V. Tire Company. The following year, he joined the then modest Goodyear Tire and Rubber Co., as assistant superintendent of production. Litchfield (1954), pp. 85-86.
44. “Milltown (H5), Middlesex County,” *The Industrial Directory of New Jersey, 1906*. Trenton, New Jersey: Bureau of Statistics of New Jersey, p. 230.
45. At the seventh edition of the New York Automobile Show in December 1906, the International Rubber Co. from Milltown, NJ and New York’s Michelin Products Selling Co, Inc. were among the participating exhibitors. *The India Rubber World*, January 1, 1907, p. 108.
46. *The India Rubber World*, August 1, 1907, p. 371.
47. “The Michelin American factory,” *The India Rubber World*, July 1, 1907.
48. A news story published on June 1, 1906 explains that the Michelin Products Selling Co., whose rights were acquired by E. Lamberjack & Co., was dissolved legally and voluntarily. “Trade new notes,” *India Rubber World*, June 1, 1907, p. 291. On the other hand, a publicity campaign for Michelin tires run by E. Lamberjack & Co., appeared in the press between May and June 1907. In the New York newspaper *The Sun*, the campaign began on March 5th and ended, after 19 insertions, on June 2nd (presumably because that was the time the Lamberjack agency disappeared). The next Michelin advertisement published in this medium was on September 30th, this time run by the Michelin Tire Co.
49. “Trade news notes,” *The India Rubber World*, June 1, 1907, p. 292.
50. “Emile Lamberjack returns to Paris,” *The Automobile*, September 12, 1907.

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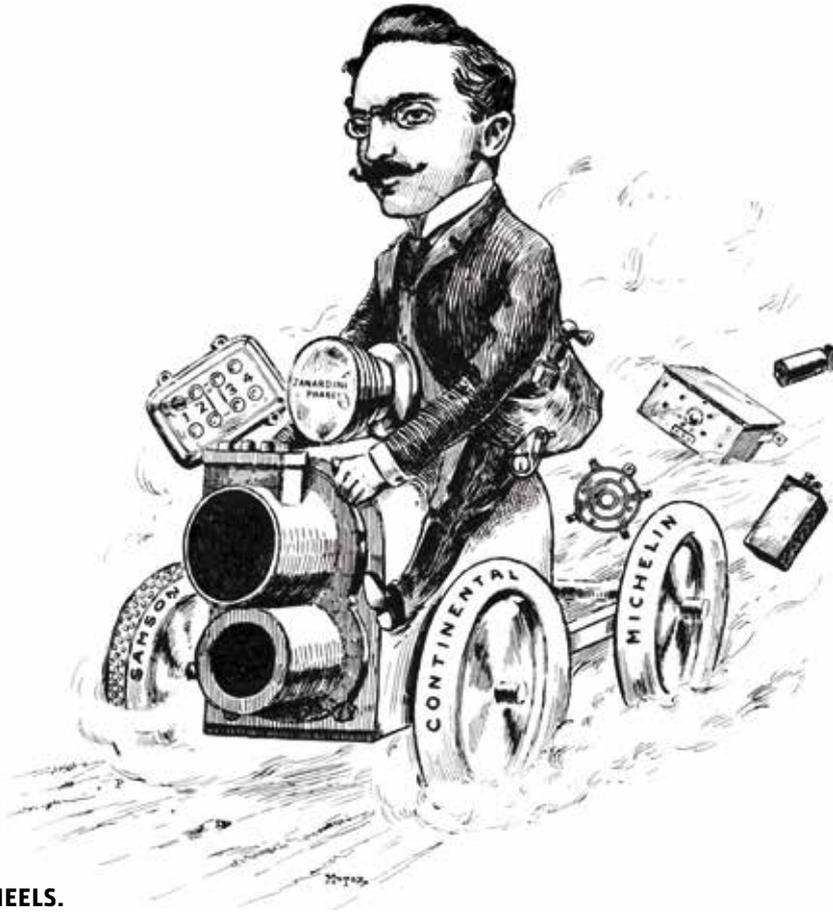
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Document edited from the original, written by typewriter

and presented to the Milltown Historical Society by Linda Matlack Butch.

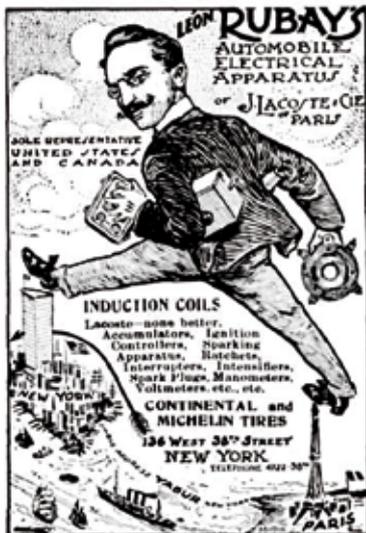




**BUSINESS ON WHEELS.**

The Frenchman Léon Rubay began his career in the United States as a sales agent for imported automobile components and often times his portrait would appear in his advertisements. In 1915 he founded his own company, the Léon Rubay Co. dedicated to the design of automobile bodies and worked with several of the most important firms in the sector, such as White Motor Co., Franklin, Templar, Marmon, Locomobile, Packard, Pierce Arrow, Cadillac, Chandler, Cole, Rickenbacker, Duesenberg and Moon, among others.

1. Illustration of an advertisement by Léon Rubay in the monthly magazine *Motor*, February 1905.
2. Advertisement in *Motor*, April 1905.
3. Advertisement in *The Automobile*, July 9, 1904.



**J. Lacoste &**

Is on top of the heap in France in  
ignition Apparatus for Motor Cars,

**Cie. of Paris**

the manufacture of Electrical Ig-  
Motor Boats, Etc. : : :

---

**Léon Rubay**

Is on top of the heap in  
America, because he is the  
*Sole Importer of the*  
Electrical Ignition  
Apparatus of

J. Lacoste & Cie,  
of Paris

**Léon Rubay**

Always carries in Stock the  
famous Lacoste  
High Tension  
Magneto, Low  
Tension Magneto,  
Accumulators,  
Coils, Commutators

---

Write  
for  
Complete  
Catalogue

Also carries  
Zanardini  
Lamps,  
Horns, and  
Continental,  
Michelin  
and Samson  
Tires

---

Telephone, 4722 38th St.  
Cable, Yabur, N. Y.

**LÉON RUBAY**

140 West 38th Street  
NEW YORK CITY

<p style="text-align: center;"><b>The King of TIRES</b></p>	<p><b>THE FAMOUS</b> <b>MICHELIN</b> <b>12 East 27th Street, New York City.</b> United States Agency, Norris N. Mason, Manager</p>	<p style="text-align: center;"><b>They Eat All Obstacles</b></p>
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**FROM MASON TO WINANS.** The names of the directors of Michelin's representatives on American soil were conveniently emphasized in press advertisements.

4. Advertising module in *Motor Age*, 1903. 5. Full page advertisement in *Motor*, June 1905.

**THE 10,000 MILE TIRE**  
HATS OFF TO  
**MICHELIN**



The tire that everybody wants.  
Because it lasts longer, goes further and  
gives less trouble than any other tire in the world.  
They cost more but are cheaper in the end.  
Why are they better?  
Why do they last longer?  
Why is more mileage made on these tires?  
Why are they safer?

*Write for Michelin Instruction book, free, the best  
treatise on tires ever written*

**MICHELIN**

*Branches:*  
Chicago, 1461 Michigan Boulevard  
Boston, 751 Boylston Street  
Philadelphia, 322 No. Broad Street  
Washington, 1330 New York Ave., N. W.  
San Francisco, 304 McAllister Street  
Rochester, 21-29 Plymouth Ave.  
Baltimore, 102 East Eager Street  
Minneapolis, Winston & Walker  
St. Louis, 3935 Olive Street  
Indianapolis, Indiana Automobile Co.  
St. Paul, C. F. Joy Auto Co.

**MICHELIN TIRES DO NOT RIM CUT**

**MICHELIN TIRE AMERICAN AGENCY**  
INCORPORATED  
6 West 29th Street, NEW YORK

E. D. WINANS, General Manager

Telephone, 4657 Madison

Maison fondée en 1804

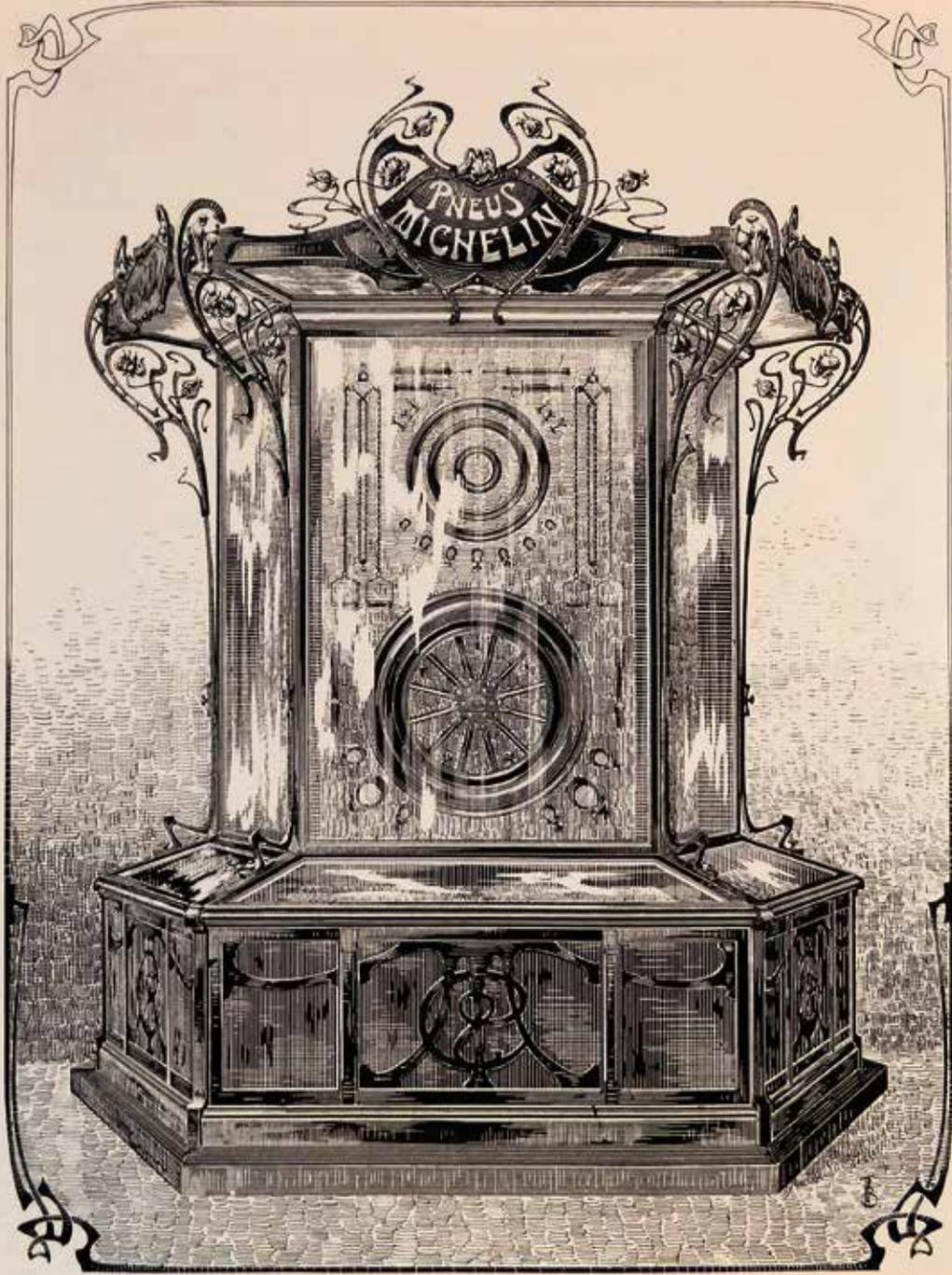
**A. MICHELIN,** Ingénieur et Constructeur

INGÉNIEUR E. C. P. \* O. O. †, ANCIEN ÉLÈVE DE L'ÉCOLE DES BEAUX-ARTS  
*Lauréat de la Société centrale des architectes français*

TELEPHONE 904-66 115, rue de Bagnolet, PARIS TELEPHONE 904-66

FERRONNERIE D'ART — SERRURERIE FUNÉRAIRE, RELIGIEUSE, HORTICOLE, ETC.

VÉRANDAS — WINDOWS — JARDINS D'HIVER — GRILLES — MARQUISES, ETC.



**VITRINE EN FER FORGÉ**  
Exécutée pour MM. Michelin et C<sup>e</sup>, à l'Exposition de Saint-Louis (États-Unis)

**EXPOSITION.** This large wrought iron display cabinet with Art Nouveau decoration served to show visitors at the Saint Louis Fair the range of products made in France by Michelin et Cie. and imported by the Michelin Tire American Agency.

6. Showcase for Michelin et Cie., 1904. Catalog page from the works and products of André Michelin's metal workshop.

## Chiosco MICHELIN all'Esposizione di Torino.



**Automobilisti!** Non acquistate pneumatici Michelin offerti a prezzi inferiori di quelli della tariffa 1° Giugno 1911. Essi non possono essere  
**PNEUMATICI MICHELIN AUTENTICI**  
 Per garantirvi da sorprese, rivolgetevi sempre ai nostri *Depositari autorizzati* in tutta Italia.  
*(Vedere elenco Depositari nelle pagine interne di copertina).*

**REPETITION.** The same showcase—or a new one built with the same design—was used seven years later to display the renovated Michelin products in the 1911 Esposizione internazionale dell'Industria e del Lavoro in Turin.

7. Page extracted from the corporate magazine of the Italian subsidiary *Il Pneumatico Michelin*, June-July 1911.

**MICHELIN TIRES**

*(THE HIGH STANDARD OF MICHELIN TIRES HAS NEVER  
BEEN EQUALED BY ANY OTHER TIRE IN THE WORLD)*

**Announcement**

*Jan. 29, 1906.*

*The Michelin Products Selling Company, Inc., have the Sole and Exclusive rights in the United States to import Michelin Tires and all Products of the House of Michelin, Clermont-Ferrand, France. This notification will set aside all rumors as to any other agencies.*

*We would respectfully request that all arrangements, such as agencies, disposition of territories, prices, and all other matters pertaining to the sale of Michelin Tires and products, be taken up with us for the year 1906 immediately.*

*Yours truly,*

**Michelin Products Selling Company, Inc.**

Nos. 31-33 West 31st Street,  
New York City.

E. D. WINANS, Gen'l Manager.  
Telephone 5580 | Madison Square.  
5582 |

*Branches in principal cities. Sales Agencies everywhere.*

**THE SECOND AGENCY.** When establishing the new Winans agency—Michelin Products Selling—in 1906, advertisements were published in motor industry magazines to announce the change of the official representative.

The motto that accompanies some of these advertisements, "It's considered 'CHIC' to have Michelin Tires on your cars, even in France" reflects the reputation of French Michelin tires for American customers of that era.

**8-9.** Half page advertisements of Winans' Michelin Products Selling Co. agency in *The Automobile* magazine, February 15, 1906, and a full page advertisement in *Motor Age*, February 1906.

**MICHELIN  
TIRES**

It is considered "CHIC" to have Michelin  
Tires on your car even in France

☛ MR. E. D. WINANS begs to announce that a new and large company has just been incorporated, consisting of American and French capital to control the output of Michelin Tires and products, in United States, under the name of MICHELIN PRODUCTS SELLING COMPANY, Inc., 31-33 West 31st Street, New York.

☛ All orders and inquiries for agencies and goods should be sent at once to E. D. WINANS, General Manager.

☛ MR. WINANS is no longer connected with any other company or organization who claims to have American agency for 1906.

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THE ONLY REPRESENTATIVES IN UNITED STATES ARE  
**THE MICHELIN PRODUCTS  
SELLING CO., Inc.**  
31-33 West 31st Street, NEW YORK

# ANNOUNCEMENT

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**E. Lamberjack & Company, Inc.**

Are now the sole Agents for the  
United States for

## Michelin Tires

having taken over all the rights, effects and good-will of the former Michelin Products Selling Company, Inc. of 31-33 West 31st Street, and the Michelin Tire Agency, 6 West 29th Street, New York City, and now stand alone as the direct representatives of MICHELIN ET CIE, of France, and as such are enabled to protect the American purchasers of MICHELIN TIRES, and to import directly from the parent house of which this is a branch.

☞ This arrangement permits of material reductions in the price of MICHELIN TIRES, which will be announced shortly.

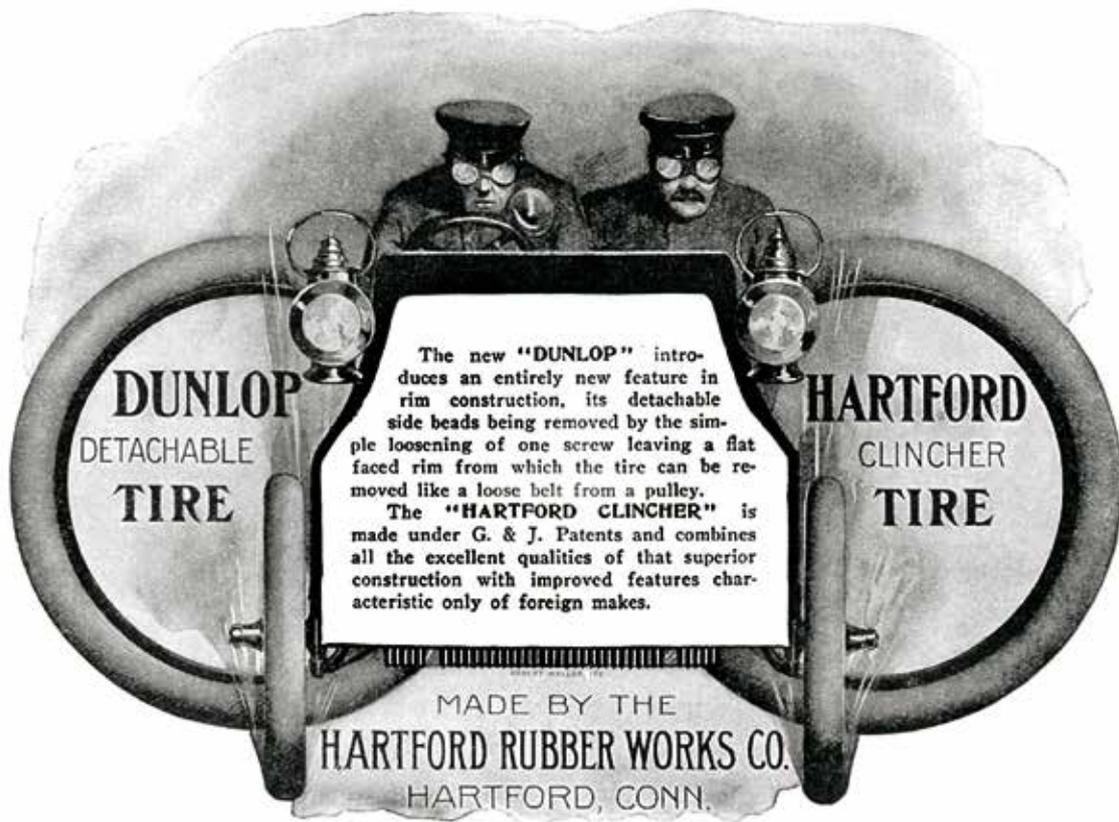
☞ Address all orders and make all checks payable, in the future, to

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**E. LAMBERJACK & COMPANY, INC.**

31-33 West Thirty-first Street :: :: New York City  
TELEPHONE: 5560 MADISON SQUARE



**ASSIMILATED.** On this page, two samples of advertisements for Hartford Rubber Works Co., which manufactured automobile tires based on the original Dunlop patent, retaining the name of the British brand for certain models.

- 11. Hartford-Dunlop tire advertisement, published in *Theatre* magazine, June 1904.
- 12. Modular advertisement published in the magazine *Country Life in America*, May 1903.



MoToR
May, 1927
MoToR




### The Home of Continental Tires

Continental Tires are manufactured by the factory, the oldest and the most respected and modern tire manufacturing in the world, the Continental Tyre and Rubber Works, Hannover, Germany.

The Tyre and Rubber Works have been manufacturing tires for over 100 years.

"Continental" was a trademark in the early days. This trademark is due to the fact of its origin in the particular style of the workmen whose names have remained over 100 years in the "Continental" brand.

It is the only trademark for the tires that are the duplicate of the plant or of the manner of production.

The momentary improvement of material and "high" quality tires are made of such and other to be the greatest of all the quality of Continental tires.

The Continental plant has several large plants, as well as several of the best machinery and tools, for the production of tires, as well as the machinery and tools for the production of tires.

There are a few other plants, but they are not of the same quality as the Continental plant.

It is the only plant in the world that has the same quality of tires as the Continental plant.

### Where Continental Tires are Made

Continental Tires are made in the world's largest tire factory in the world. The factory is located in Hannover, Germany, and is one of the largest and most modern tire manufacturing plants in the world.

The factory is located in Hannover, Germany, and is one of the largest and most modern tire manufacturing plants in the world.

The factory is located in Hannover, Germany, and is one of the largest and most modern tire manufacturing plants in the world.

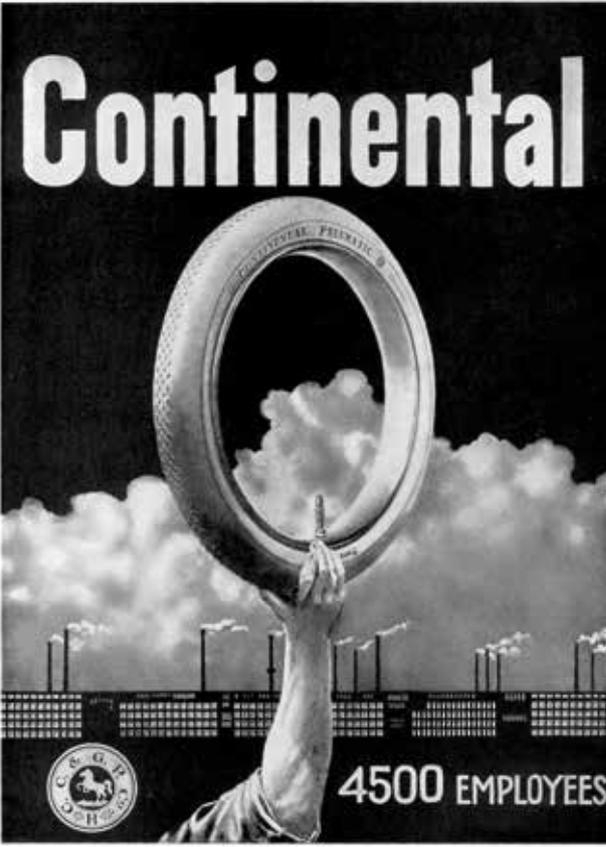
The factory is located in Hannover, Germany, and is one of the largest and most modern tire manufacturing plants in the world.

The factory is located in Hannover, Germany, and is one of the largest and most modern tire manufacturing plants in the world.




March, 1927
MoToR
155

# Continental



4500 EMPLOYEES

The advertisement in Motor are advised. See Motor's Information Bureau, page 14.

**AMERICAN CONTINENT.**

Continental constantly maintained their advertising presence in specialized American magazines of the sector, always highlighting the company's German origin. In the above image, the two-page advertisement of Continental's U.S. subsidiary flaunts the productive power of the parent company's factories in Hannover, Germany, with more than 4,500 employees. It also details that in 1907 it had already deployed delegations in several major U.S. cities: Boston, Buffalo, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, San Francisco and St. Louis, as well as Toronto, Canada. Hundreds of retailers were served from these centers. On the left, an American advertisement reproduces Continental's iconic corporate banner—the raised arm holding a tire—, constantly utilized and updated over the years for their campaigns in Germany, Great Britain and the rest of European markets.

**13.** Continental double page advertisement published in *Motor* magazine, May 1907.

**14.** Full page advertisement published in *Motor* magazine, March, 1907.



#### STREET SHOWCASE.

The Société Industrielle de Theléphones (S.I.T.) began its activity producing electrical and telegraph cables covered with an insulating rubber tube. But soon, as the above illustration shows, it expanded its catalog to a multitude of mechanical and electrical items, many of which were essential components of motor vehicles: headlamps, batteries, various tools, inflation pumps, valves, etc. Among them, the company highlighted its L'Electric tire brand that can be seen represented in posters—which were actually printed and preserved as different collections—glued to the wall. On the right, the image of a wheel fitted with the L'Electric brand tire portrayed incorporating the product name, which was also used as an emblem in the import subsidiary's American advertising.

15. French promotional postcard for products of the Société Industrielle de Theléphones, 1906.

16. Advertisement for Pneu L'Electric in the American magazine *Motor*, January, 1906.

The **PNEU** Best



French **L'ELECTRIC** Pneumatic

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**Automobile Tires**

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Made by  
**Societe Industrielle des Telephones**  
 Paris, France

The latest achievement in Scientific and Practical Pneumatic  
 Tire Making.

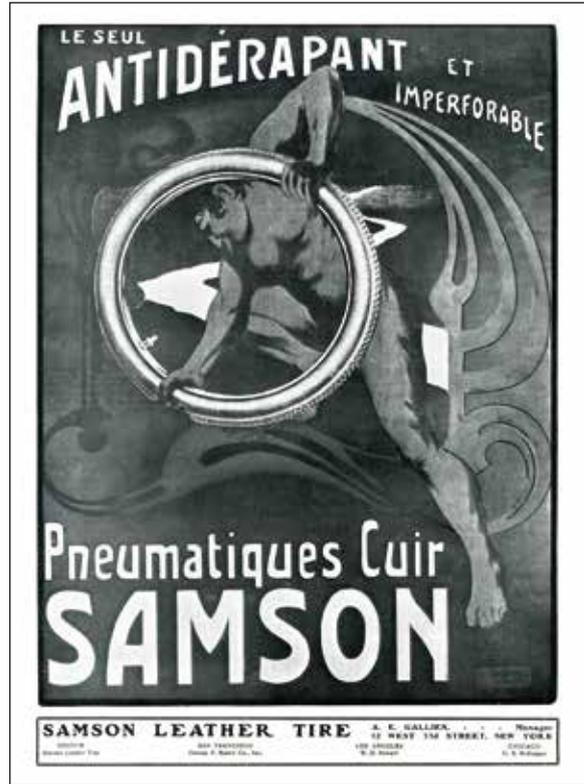
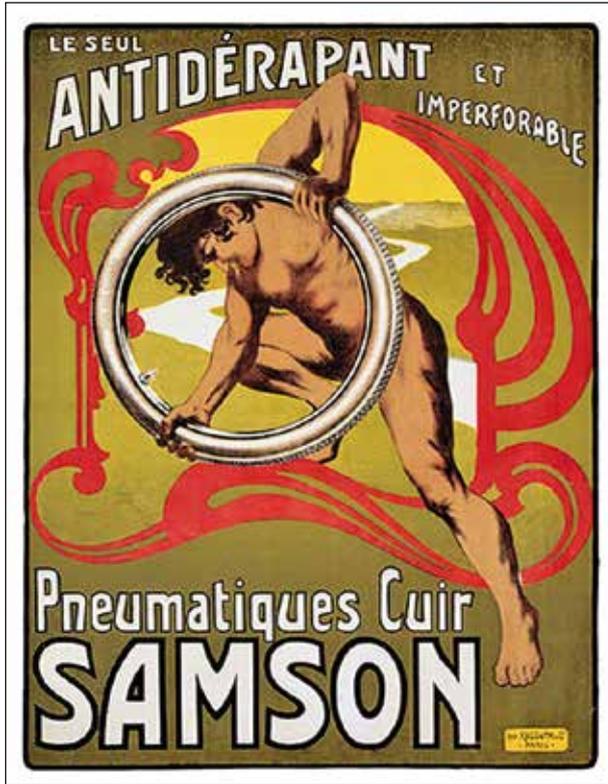
Quality and Durability Unsurpassed.

**Prices Right**

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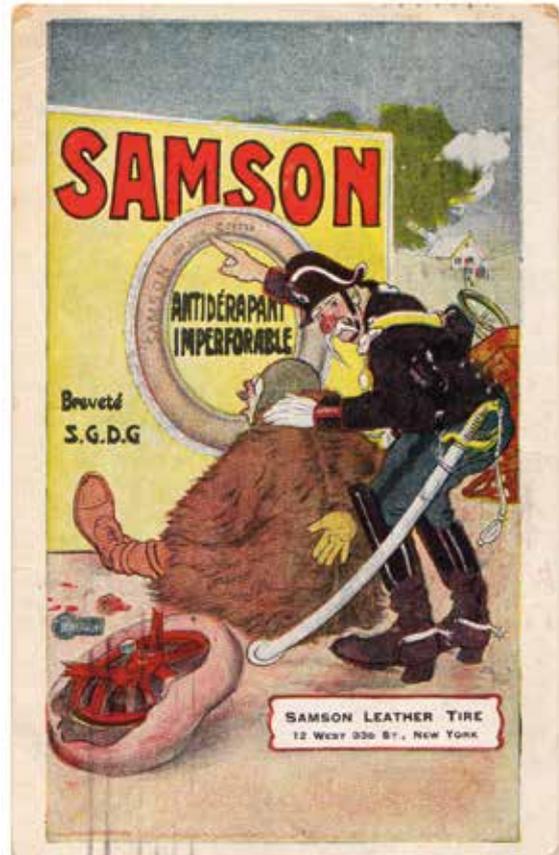
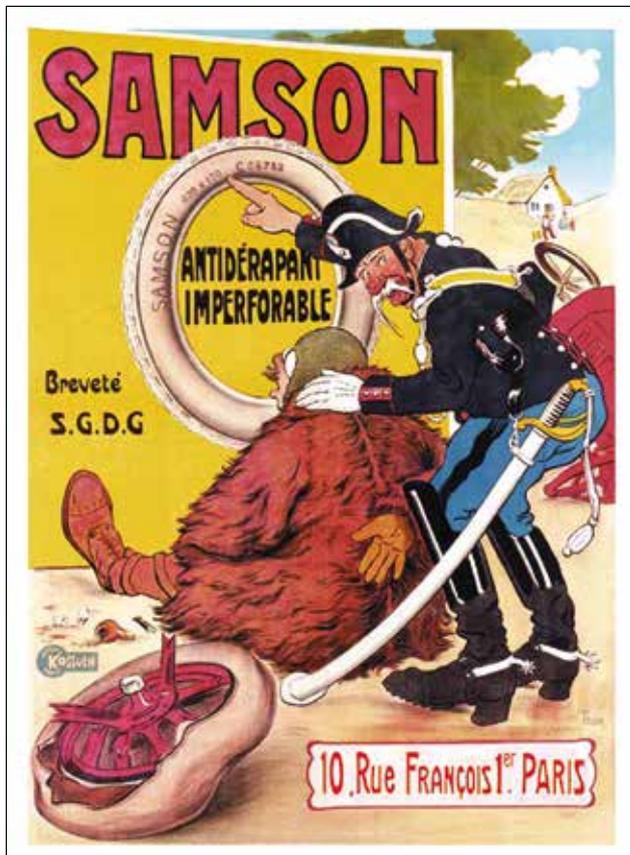
American Branch  
**1591 Broadway, New York**

Manufacturers List Mailed on Application



**FRENCH LESSONS.** Part of the advertising developed by Samson’s American subsidiary, the Samson Leather Tire Company, took advantage of original French posters and designs, reproducing them and even preserving messages written in their original language.

17-18. Samson French lithograph poster. Imp. Kossuth et al., 1905; Advertisement in the American magazine Motor, 1906. 19 and 20. Samson French lithograph poster. Illustration by Walter Thor (1870-1929); American postcard, postmarked in 1905.



**HARBURG TIRES**

<p><b>PRACTICALLY PUNCTURE PROOF</b></p> <p><b>RESILIENT</b></p> <p><b>ECONOMICAL</b></p> <p><b>BLISTER PROOF</b></p>		<p><b>SAFE FROM BLOWOUTS</b></p> <p><b>INSURANCE AGAINST TROUBLES</b></p>
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**TYPICAL OF GREAT STRENGTH.**

**The Harburg Tire Company**  
**232 WEST 58th STREET, NEW YORK**

---

**The Harburg and Vienna India Rubber Company**  
**Harburg-Elbe, Hanover-Linden, Germany      Vienna-Wimpassing, Austria**  
**GENERAL RUBBER GOODS AGENCY: 350 BROADWAY, NEW YORK**

**NATIONAL HALLMARK.** In the first years after the turn of the century, the label "made in Europe" highlighted the intrinsic quality of products imported from the Old Continent. This was evidenced in advertisements for different representation agencies, as seen in the two examples included on this page. In the image below, we see this in the case of Pirelli, with the statement: "Improved Construction' Italian Tire."

21. Advertisement for Harburg American Agency in the monthly magazine *The India Rubber World*, July 1, 1906.

22. Modular advertisement for the U.S. agency Pirelli & Co. published in *Motor* magazine, July 1907.

**PIRELLI**

ASK YOUR DEALER TO SHOW YOU THE

**"Improved Construction" Italian Tire**

Made by machinery—every tire is uniform in quality.

Try one alongside of other makes and watch the  
difference in results.

Same price as indifferent makes.

Send for catalog.

**PIRELLI & CO., 296 Broadway, N. Y.**

*Agents wanted in Leading Cities*

PHILADELPHIA DISTRIBUTORS—The Autolight & Motor Supply Co., Inc., 506-08 N. Broad St.	NEW ENGLAND DISTRIBUTORS—Pettingell, Andrews Co., 160 Pearl Street, Boston, Mass.
---	---





**IMPORTANT.** In the advertisements for the American delegation of the Belgian firm Englebert, the motto “Made in Belgium” was always portrayed as a guarantee of quality. Using this base, the firm unhesitatingly launched affirmations such as that seen in the example below, “(...) it averages nearly 40% higher than the best domestic tyres (...)”

23. Detail of an advertisement in *Motor Age*, October 16, 1913. 24. Englebert’s modular advertisement in American press, 1914.

**Exclusive Territories being assigned NOW!**

**Englebert** is a new name in America but it has an old and solid reputation in Europe, having always been a quality product, conservatively promoted on a moderate scale.

We have been gratified to find that under American conditions it averages nearly 40% higher than the best domestic tyres, and mileage is what decides purchasers nowadays! It is a phenomenal “repeater”, as the experience of our New York sales-room shows.

Our sales method outside of New York City is to grant exclusive territories and ample profit-margins. Any properly qualified agent can build up a good business in Engleberts on the basis of the steadily increasing stream of “repeat orders”.

No cutthroat competition in Engleberts!  
*American sizes. Clincher and Quick-detachable types.  
 Chevron Steel-stud and Ribbed tread.*



**TYRES**  
 MADE IN BELGIUM  
**ENGLEBERT**  
 ENGLEBERT TYRE CO., 1928 BROADWAY, NEW YORK

**The BEST BUCKLES for ARCTICS**  
ARE MADE BY  
**THE WELD MFG. CO.,**  
 41 Lincoln Street, - - Boston.

*"Cravenette"*  
**RAIN COATS**  
Must have this Circular  
 Trade Mark stamped in  
 inside of coat.....



# INDIA RUBBER WORLD



CAOUTCHOUC  
HEVEA BRASILIENSIS



GUTTA-PERCHA  
CISSAMPLOPS GUTTA

Edited by HENRY C. PEARSON—Offices, No. 35 West 21st Street, NEW YORK.

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Vol. XXXIV, No. 3. JUNE 1, 1906. 85 Cents a Copy.  
\$3.00 Per Year.



**MANUFACTURERS OF MOLDED AND MECHANICAL RUBBER GOODS, DRUG SUNDRIES, AUTOMOBILE, BICYCLE AND CARRIAGE TIRES, SOLID AND PNEUMATIC.**





**The International A. & V. Tire Company**  
 MILLTOWN, N. J., U. S. A.



BOSTON, 895 Boylston St.      135 and 137 Lake St., CHICAGO.  
 DETROIT, 214 Jefferson Ave.      318 Market St., SAN FRANCISCO.



**LAMPBLACKS especially for RUBBER MANUFACTURE.**  
 SAMUEL CABOT, BOSTON MASS.

**FRONT COVER.** The image here provides proof that The International Automobile & Vehicle Tire Company was one of the top-ranking tire companies. It depicts an advertising insertion in one of the most prestigious—and appreciated by companies who advertise and publicists for its impact—places in a magazine: its cover. In this case the accomplishment was double, since it dealt with the monthly publication *The India Rubber World*, the main publication and reference for the rubber industrial sector. The advertisement's image depicts aspects of the industrial complex in Milltown and its surroundings in those years.

**25.** Front cover advertisement in the specialized monthly magazine *The India Rubber*, June 1, 1906.

**INTERNATIONAL**  
**IS EXCELLED BY NONE.**  
*—THE COSMOPOLITAN.*

---

MR. HARRISON C. WILLIAMS, MAY 15, 1902  
 GENERAL MANAGER INTERNATIONAL A. & V. TIRE CO.,  
 346 Broadway, New York City :

*Dear Sir—*After three years of study of rubber tires for heavy and light vehicles, the "Mobile" Company of America placed its contract for 1901-2 with your company.

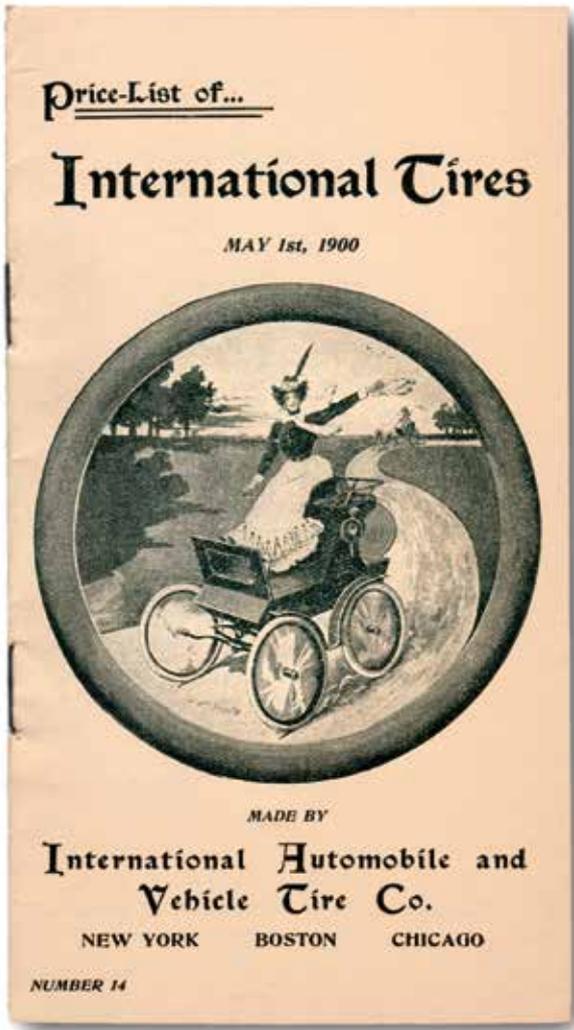
One delivery wagon equipped with these tires has made over 2,500 miles since April 1 last without showing the slightest sign of wear. "Mobile" coaches carrying eleven persons are daily covering sixty miles out of New York, the tires being those of the International A. & V. Tire Company. For the first time in the history of this Company we have ceased to worry about the tires used on our carriages.

Yours truly,  
**JOHN BRISBEN WALKER,**  
 President, "Mobile" Company of America.

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**INTERNATIONAL A. & V. TIRE CO.**  
 NEWTON UPPER FALLS, MASS.

346 Broadway, NEW YORK. 435 Wabash Avenue, CHICAGO.



**FROM MASSACHUSETTS  
 TO NEW JERSEY.**

The International Automobile and Vehicle Tire Company was established in 1899 acquiring several businesses in the State of Massachusetts and its corresponding factories. In June 1902, they bought the facilities of Christopher Meyer's former factory in Milltown, which, after their adaptation, were ready to begin production in August of that same year. This page shows two examples of pre-Milltown advertising material: a testimonial advertisement and a catalog of products and prices offered by the company.

26. Half page advertisement published in *The Horseless Age* magazine, June 18, 1902.

27. Cover of catalog and price list for products manufactured by the International Automobile & Vehicle Tire Co., effective May 1, 1900.



**THE MILLTOWN FOX.** Fox Brand was one of the classic brands produced by The International Automobile and Vehicle Tire Company at its Upper Newton Falls facility in Massachusetts—through a licensing agreement for the technology developed by G & J Tire Co.—, which was also manufactured at the new headquarters in Milltown.

28. Detail of the Fox Brand pneumatic tire cover in an advertisement published in the magazine *The Horseless Age*, May 15, 1907.  
 29. Modular advertisement published in *The Automobile* magazine, January 11, 1906.

# INTERNATIONAL



# TIRES



**A FEW REASONS WHY  
THEY ARE BETTER AND WEAR  
LONGER THAN OTHERS**

**BECAUSE**

- Of superior material and construction.
- Of internal cushion construction.
- Of correct shape.
- Piles of fabric do not separate.
- They do not blister.
- Liability to puncture is reduced 90 per cent.
- No danger of rim cutting.
- No pinched inner tubes.
- Pure gum rubber inner tubes.

are constructed of the finest long staple Sea Island Cotton, (the very best it is possible to buy), especially woven to give maximum strength and life. The Rubber Tread or wearing surface is the toughest ever conceived. Between the Tread and Fabric is an elastic Cushion of soft, pure, Fine Para Rubber to increase resiliency and prevent internal friction, thus increasing the life of the tire. When worn down from long service new fabric and new rubber can be applied, making the tire practically as good as new.

"International" is so constructed and moulded in shape that it seats itself on the clincher rim and retains its shape when deflated. Its position is always natural, and without strain on any part of the tire.

**THEIR SUPERIORITY IS EVIDENT  
TO THOSE WHO USE THEM. THEY  
GIVE SATISFACTION. THEY  
MAKE FRIENDS AND KEEP THEM.**

**Write to us.**

INTERNATIONAL A. & V. TIRE CO., MILLTOWN, N. J.

July 24, 1907.

THE HORSELESS AGE.

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# MICHELIN TIRES



## Made in America

### ANNOUNCEMENT

¶ In order to save to the American Automobile trade the 85 per cent. duty on imported MICHELIN TIRES, Messieurs Michelin, of Clermont-Ferrand, France, have incorporated in New Jersey under the name of the Michelin Tire Company.

¶ Our factory at Milltown, which is being rapidly pushed to completion, will be the largest automobile tire plant in America, and is being perfectly equipped with new and modern machinery throughout, which will give us unequalled facilities for prompt deliveries at all seasons of the year. In addition, branch stocks will be established in many important cities.

¶ The MICHELIN TIRES made in America will duplicate those made in France in every minute detail of fabric, rubber, secret processes and workmanship.

¶ The quality of MICHELIN TIRES needs no comment here, for as you know they have helped win every automobile contest for many years past. The only nine cars which finished in the Grand Prix were all equipped with MICHELIN TIRES; the nine successful contestants in the Targa-Floria were all fitted with MICHELIN TIRES; the winners in the German Emperor's Cup Race were also equipped with MICHELIN TIRES. The repetition of this splendid showing is most significant to thoughtful purchasers. The quality which made these successes possible will be repeated in every particular in the tires made at Milltown, N. J.

¶ We wish to talk with you about your tire requirements for 1908, and we shall endeavor to make our proposition interesting to you in price as well as quality. We can begin deliveries as early as you desire.

¶ We extend our thanks to those who have used imported MICHELIN TIRES, and trust, in view of the lower prices made possible by saving the 85 per cent. import duty, to number among our good friends and customers a constantly increasing number of the American automobile trade for 1908.

*Édouard Michelin*  
PRESIDENT.

## MICHELIN TIRE COMPANY

FACTORY AND GENERAL OFFICE

### MILLTOWN, N.J., U.S.A.

Factories Founded In

CLERMONT-FERRAND, FRANCE  
1832

LONDON, ENGLAND  
1905

TURIN, ITALY  
1907

MILLTOWN, N. J., U. S. A.  
1907

30. Full page advertisement for the new Michelin Tire Company with a text signed by Édouard Michelin, published in the trade journal *The Horseless Age*, July 24, 1907.

