INTERNATIONAL TROOPS. The advertisements inserted in local newspapers by Michelin’s Australian subsidiary also reflected the wartime climate of the times. In the above image, Bibendum marches in line with an Australian soldier as part of a battalion where combatants of other nationalities are also portrayed. Below left, next to the advertisement of the mascot with an open bayonet rifle, Bibendum shakes hands with his Australian ally incarnated as a kangaroo, the patriotic animal par excellence.

131. Advertisement published in the Melbourne newspaper The Argus, February 8, 1918.
CROSSFIRE TRIBUTE.
The corporate monthly magazine published since 1908 by the Italian subsidiary of Michelin, the Agenzia Italiana Pneumatici Michelin, dedicated a special number in 1924 to pay homage to their staff who participated in the First World War as well as to those who died in combat. It included several reports and articles that covered the celebrations commemorating events that were celebrated that year—including the inauguration of a monument to the fallen fighters—accompanied by photographs and allegorical illustrations.

134. Cover of the corporate magazine Bibendum, May-June 1924.
135-136. Detail of two interior vignettes.
WARTIME POSTCARDS.
During 1915 Michelin’s transalpine subsidiary issued a series of postcards under the title “Il soldati d’Italia” depicting scenes by various Italian military troops that used vehicles —bicycles, motorcycles, automobiles, trucks or tanks— equipped with tires. The postcards were commissioned to Cenni Quinto (1845-1917), a painter dedicated essentially to the illustration of military scenes and uniforms, a specialty in which he was considered as the maximum national authority. Quinto was also an editor who founded, financed, directed and illustrated the magazine L’Illustrazione Militare Italiana between 1887 and 1897, among other publications. His illustrations for Michelin were created when he was seventy years old, just two years before his death.

137-138. Front and back sides of one of the postcards from the series “Il soldati d’Italia,” 1915. Published by the magazine Il Pneumatico Michelin and printed in Milan by Bertieri e Banzetti. Illustrated by Cenni Quinto.
139-143. (Continued on opposite page)
Postcards from the series "Il soldati d’Italia."
Published in 1915 by the magazine Il Pneumatico Michelin and printed in Milan by Bertieri e Banzetti. Illustrations by Cenni Quinto.
MEDAL FOR (AUTOMOTIVE) BRAVERY.

L’Agenzia Italiana dei Pneumatici Michelin provided the Ministry of War a fund of 100,000 lire for the military motorist who stood out for his service in combat, also granting him a gold medal whose design is shown in the image at the top of the page. A second fund of the same amount was given to a commission supervised by the Ministry of War to assess families who faced hardship caused by the death or serious injuries suffered by one of their members—as a motorist—during the War. Petitions for support were made to this committee for consideration and evaluation.

144-145. Front and back sides of the honorary medal, reproduced in a promotional postcard by Michelin, c. 1920.
MILITARY CORRESPONDENCE. Communication via letters by soldiers in training or stationed to areas of combat was controlled through the militarized service of postal mail. Correspondence between Michelin and their enlisted employees as well as of these individuals with their family and friends could be made utilizing the printed letter templates that the company provided, accompanied by a cover to protect them. The images on this double page show their covers and interiors, with Bibendum as protagonist in the illustrations, demonstrating the possibilities of this postal system.

146-147. External and internal sides of the protective cover provided by the company, 1915. 148-149. Printed postcards.
Indirizzo del mittente da riprodursi nelle risposte:

Cognome o nome...
Grado
Reggimento e arma
Compagnia
Squadrone
Batteria
Riparti speciali...
CHANGING SIDES... AND TIRES.
The image on the right depicts a 1914 advertisement just before the start of the First World War, where certain Italian brands such as Isotta Fraschini utilized tires produced by the Michelin subsidiary factory in Turin for the original equipment of their cars. This was similar to what they did with the solid rubber tires [gomme piene] from the German Continental brand for their range of heavy transport vehicles and trucks for industrial and military use. Evidently with the beginning of hostilities, the confrontation and alliances between powers resulted in a change of suppliers and in prioritizing the use of national brands—headed by the powerful Pirelli—and in certain army contracts with the established Agenzia Italiana dei Pneumatico Michelin.

The image below shows an advertisement in the Spanish press that reflects the use of solid rubber tires for equipping military vehicles manufactured by Fiat that were commissioned by the Italian army.


DUDOVICH. Marcelo Dudovich (1878-1962) was one of the outstanding figures in illustration and poster art of the Italian Liberty style. He carried out numerous advertising commissions, of which those related to the motor world stand out, such as posters and advertisements for Fiat, Bugatti and Alfa Romeo automobiles and for the tire brands Dunlop, Pirelli ... and Michelin.

TIRES AND FLAGS. This advertising illustration for Pirelli pneumatic tires, rolling over the map of Europe and bearing a set of national flags, portrays the alliances between Italy and certain European powers who joined together in 1916 to form one of the combatant factions during the First War World. From left to right, the flags of: the Kingdom of Serbia, Japan, the Kingdom of Montenegro, the British Empire, Italy, France, the Russian Empire and Belgium.

153. Advertisement for Pirelli on the front cover of the magazine Rivista Mensile del Touring Club Italiano, April 1916.
FROM 1916 TO 1919. Three years after the first cover of Pirelli’s patriotic Allied publicity and once the war ended, a second version was published that incorporated two other flags. One was from Monaco, the first one on the left, and the other one, from the United States, positioned in the center in recognition of its determining role in the conflict. At that time, the official magazine of the Italian Touring Club was distributed free of charge amongst its members, and went from printing 190,000 copies to 200,000 in 1919.

154. Advertisement for Pirelli on the front cover of Rivista Mensile del Touring Club Italiano, March-April 1919.
SOMEBWHERE IN FRANCE.

December, 1915.

The Dunlop Rubber Co., Ltd.,
Aston Cross, Birmingham.

Dear Sirs,

I am writing this letter to you simply out of admiration for the wonderful durability of your tyres as supplied to H.M. Government.

I am a driver of a 16-20 h.p. car and have been on active service for over seven months, during which time the car has done some very strenuous work on the most atrocious and abominable roads. My speedometer at the present time shows a mileage of 7345 miles, and for the first 5000 of them I had one of your tyres on a back wheel, when it was replaced and fixed on to a front wheel, where I am pleased to inform you it still remains, and is making me wonder if it will last the War out. I have had several other makes of tyres fitted to the car, none of which have lasted a third of the time, and I shall always have a good word to say for Dunlop Tyres after this experience of them. My Commanding Officer will fully endorse everything that is written in this letter.

Yours sincerely,
Lance-Corporal M.

P.S.—If this letter is of any use to you, you are at liberty to take advantage of it providing you do not mention my name or the division or unit, as that is forbidden by the Military Authorities.

THE DUNLOP RUBBER CO., LTD.,
Founders of the Pneumatic Tyre Industry
Aston Cross, Birmingham; 14, Regent Street,
London, S.W.
Paris: 4, Rue du Colonel Moli.

TESTIMONIES. If Michelin, in their aggressive campaigns in the British press, came to the aid of the Allied army, the Dunlop company responded using testimonial advertisements to extol the goodness of their products. Publicity texts included the letters of gratitude sent by British soldiers who, using military vehicles equipped with Dunlop tires, fought on French territory.

ON THE FRONT. Similar to Michelin’s Bibendum, Dunlop Tyre’s corporate character Mr. Dunlop participated in the company’s military-themed advertisements, inquiring into and concerned about the result of Dunlop tires and products subjected to the harsh conditions in military missions and battlefields.

Spokesman: To you, Mr. Dunlop, we tender our warmest thanks. On every front on which the Allied Armies are fighting Dunlop tyres are giving fine service — service which is playing a big part in the success of the cause for which we one and all are fighting.

The war has made for Dunlop tyres old friendships stancher and new friendships have sprung up on every side.

On behalf of our men in the field, we thank you.

DUNLOP RUBBER CO., LTD.

Founders of the Pneumatic Tyre Industry,

Paris 1914, Axis Cross, FRANCE.

OF ALL MOTOR AGENTS.
HIGH COMMAND.

Mr. Dunlop displayed his aristocratic bearing, fraternizing with the soldiers—French, English, or Italian—and meeting with commanders of the Allied Armies, who expressed their sincere thanks to him: “To you, Mr. Dunlop, we tender our warmest thanks. On every front on which the Allied Armies are fighting Dunlop tyres are giving fine service—service which is playing a big part in the success of the cause for which we one and all are fighting.”


Registers, British share-
holders, and British workmen
benefit by your purchase of Avon Tyres
—in the first place.

Secondly, there is substantial benefit
for you—in increased comfort, greater
security, longer service. Not problematic,
but proven. Our Catalogue gives facts
and figures—may we send you a copy
post free?

BRITISH directors, British share-
holders, and British workmen
benefit by your purchase of Avon Tyres
—in the first place.

Secondly, there is substantial benefit
for you—in increased comfort, greater
security, longer service. Not problematic,
but proven. Our Catalogue gives facts
and figures—may we send you a copy
post free?

PATRIOTIC CONSUMPTION.
Patriotism during the confused times of war,
the defense of local business interests, and
the reaction to an invasion (commercial),
were intermingled in public appeals launched
by leading firms of the British tire industry.
To the right, the London-based company
Stelastic emphasized that their tires,
like the company, were 100% British:
"British Made and British Owned" utilizing
the image of John Bull, the recognizable
character that was the popular patriotic
representative. The above image shows
the advertisement for Avon, employing
the image of Britannia, a more elaborate
allegorical cultural personification.

160. Advertisement published in the British
magazine The Sphere, December 7, 1914.

British Motorists!
Are you aware that you
buy imported tyres to the
extent of £398,000 for
the month of November,1915
We are sure it is "want of thought,"
and not "want of heart". You
can buy Stelastic Tyres which
are guaranteed for 4,500 miles
and are British Made and
British Owned.
We ask you to support
Stelastic British Made Tyres
26 York Street, Westminster, London, S.W.
Telephone: "Yorkline, London" Victoria 4442 and 4528
AVON TYRES.

The company Avon India Rubber also resorted to patriotic issues in their advertising campaigns. In the advertisement on the left, the sustainability of employment and the economy is linked to the consumption of British products. The advertisement on the top right employs the image of War Secretary Lord Horatio Kitchener to endorse the advertising message. The image above this text includes contents explaining that Avon tires were also tested and ready to be used in the transportation of artillery pieces.

MOSELEY TYRES.
The company David Moseley & Sons Ltd. from Manchester was founded in 1833 and originally dedicated to manufacturing various articles derived from rubber and mechanical parts. In 1964 they were acquired by Avon and closed in 1981. During the first decades of the twentieth century they also manufactured tires and, in their wartime advertisements, called for the consumption of autochthonous instead of imported products. In the press campaigns of 1916 and 1917 they employed as their spokesperson the character portrayed in the examples shown here.


"Keep the Home Tyres turning"

Millions of British money—money Britain needs to win—are going abroad to pay for imported tyres.
Is any of your money going?

Buying imported tyres to-day is damaging extravagance, because imported tyres needlessly increase our national indebtedness abroad, because they lower the exchange value of the English pound and hurt British credit, because they increase freights and make necessities dearer, and because the supplies of British-made tyres are ample for all needs.

MOSELEY

Catalogues post free from
DAVID MOSELEY & SONS, LIMITED
CHAPEL FIELD WORKS, ARDWICK, MANCHESTER.
MANCHESTER: 2, 4 and 6 New Brown Street; LONDON: 35 and 39 Aldersgate Street; GLASGOW: 36 Ingram Street; BIRMINGHAM: 44 and 46 High Bridge; DUBLIN: 45 William Street.
12. MICHELIN, THE GREAT WAR AND TIRE COMPANIES

The Scottish tire manufacturer launched an important advertising arsenal during the Great War. Mixing patriotic propaganda and advertising, their advertisements made explicit references to military battles in their texts and illustrations. As explained in the advertisement shown above, tires and rubber products manufactured by The North British Rubber Co. were utilized by the armies of Britain, France, Belgium and Greece as well as by the British Red Cross.

Patriotism. The Scottish company North British Rubber was one of the most belligerent in their publicity that promoted patriotic awareness against importing tires manufactured in other countries. They declared that the purchase of these products led to the outflow of capital and weakened the British economy. This situation could affect the financing of military activities and thus favor the enemy factions, the Germans. The neutrality of the United States at the beginning of the war and their systematic commercial invasion were heavily criticized. In the advertisements shown here, the feminine figures of patriotism and Britannia advised the client to consume autochthonous tires and to not be fooled by Uncle Sam, the defender of American products.
175. Advertisement in The Times, October 18, 1915.
Any complaints? NONE

North BRITISH Solid Band Tyres & CLINCHER CROSS Tyres

are giving most satisfactory service in every sphere of motoring. No matter which branch of the service—Heavy Transport, Staff Duties, Red Cross Work, etc., Clinchers are enhancing their great reputation, and proving by their freedom from troubles their right to the title:

"THE TYRES THAT ARE SUPERIOR."

The North British Rubber Co., Limited.

WAR TRUCKS AND AMBULANCES. The United States’ entry into World War I as an Allied force led to the appearance of other types of advertising. As the images here show, North British Rubber and other British companies—in this case Henley, Beldam and Wood-Milne—displayed in their advertisements the good service that their solid rubber and pneumatic tires provided to military ambulances, trucks and other vehicles for transporting material and troops.

BELGIAN ARTILLERY. The Belgian firm Englebert published a series of promotional postcards showing that their tires were part of the military equipment for their country’s army. The two examples here portray the deployment of Belgian gunners with light cannons mounted on a transport carrier fitted with Englebert tires and pulled by trained dogs. Both photographs had previously been disseminated in the magazine *Vie militaire*, published in Brussels.

184-185. Englebert promotional postcards, c. 1914.
EXCELSIOR TIRES.
The use of humor in publicity was employed by a variety of companies to approach complex subjects such as the Great War. In this case, a series of promotional postcards published by the German firm Excelsior, based in Hannover, is shown. For example, on the left, we see that a trench wire fence neither punctures nor detains the functioning of a bicycle fitted with Excelsior tires. Or on the right, a soldier wearing a pneumatic tire finds that it serves as an authentic and impenetrable bulletproof vest.

HERMANN SCHÜTZ.
During 1916 and 1917, the Excelsior company published a series of humorous postcards about military themes, such as those shown here and on the following pages. The author of the illustrations was German-born Hermann Schütz (1875-1953), outstanding caricaturist, illustrator of children’s books and who also worked extensively for Continental.

12. MICHELIN, THE GREAT WAR AND TIRE COMPANIES

188-189. Two postcards from the military-themed humorous series promoting Excelsior tires for motorcycles, 1916. Illustrated by Hermann Schütz.

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190-191. Two postcards from the military-themed humorous series promoting Excelsior tires to equip airplanes, 1917. Illustrations signed by Hermann Schütz.
CONTINENTAL WAR. As of 1914 and during 1916 and 1917 an extensive series of lithograph postcards with humorous illustrations went into circulation promoting products made by the Continental company: tires for carts and floats, bicycles, motorcycles, automobiles and small aircrafts, solid rubber tires for carriages and heavy transport vehicles, waterproof fabric for aerostatic balloons and airships as well as tennis balls. A part of these postcards, given the context of the moment, portrayed military scenes with a comic twist. Although the series appears unsigned, the illustrations may also have been the work of Hermann Schütz.

192-193. Two German postcards from the military-themed humorous series promoting Continental tires, c. 1917. Unsigned.
AERIAL BATTLES.
Aerial warfare, in which Germany was skilled and powerful, constituted a prominent subject among those featured by these humorous postcards. Airplanes and technologically advanced zeppelins, thanks to fabric layers that were coated and treated with impermeable rubber substances and sealants that covered their structures, had a massive debut as instruments of war during the First World War. Moreover, the conflict potentiated the development of tires adapted to airplane landing gear, a product that Continental also manufactured.

194-195. Two postcards from the military-themed humorous series promoting Continental products to equip zeppelins and airplanes, 1917. Unsigned illustrations.
THE RUSSIAN FRONT.
The two largest rubber companies in Russia, Prowodnik and Treugolnik, equipped the vehicles of the Russian Ministry of War. They also crossed borders to equip Allied forces, while commercializing their products throughout Europe as well as having an import agency in the United States.

196. “To satisfy the highest demands, only Columb Prowodnik tires.” Advertisement for Prowodnik in the Russian magazine Avtomobil, 1916.

Advertisement for the British subsidiary of Prowodnik in the newspaper The Observer Sunday, November 29, 1914.
THE GERMAN OBSTACLE. “We also drink up the obstacle.” This is the slogan of the patriotic postcard that shows a French private first-class soldier holding a large cup in which a German army officer lies. The phrase and the scene are a clear reference to the famous poster designed by O’Galop for Michelin advertising.

Patriotic symbols and popular characters such as the rooster or Marianne, the personification of the Republic, were profusely utilized in times of war. The iconographic resource of the fowl on top of the wheel—of fortune, pertaining to an artillery cannon or a car or bicycle tire—was also a way of joining the war effort. In the image above, Michelin employed this patriotic appeal, portraying the rooster rolling on a roue amovible disk fitted with Semelle tires. The images below portray the use of the French rooster in advertising to help “nationalize” certain foreign products, as intended by advertisements in French press for Clément bicycles equipped with English Dunlop tires or for the German firm Continental.

THE HOSPITAL MICHELIN. To provide care for the first war casualties, in 1914 Michelin et Cie decided to renovate their new warehouses located at Chantoign street in Clermont-Ferrand. Reconstruction began at the beginning of September and on the 22nd of that same month the hospital was already in operation, with 225 available beds that increased to 320 in 1916, and medical care provided by six doctors and fifty nurses. The image above shows the cover of the publication that tells the story of the initiative. It depicts the entry of the wounded in front of the hospital gateway, being unloaded from an ambulance fitted with Michelin double or twin tires employing the non-skid Semelle model, which was considered standard equipment for light trucks and vans.

204. Michelin Pendant la Guerre, 1914-1917. 40-page booklet published by Michelin et Cie in June 1917, containing numerous photographs of the modern health facilities and patients admitted to the Hospital Michelin.
This page shows other initiatives taken on by Michelin regarding the war effort and the recognition of their employees enlisted in the military. The photo on the left shows the book that pays tribute to personnel mobilized for the war effort. It compiles data and lists of the recruits—including those decorated for their service and those who lost their life in combat—including French employees of the Michelin Tire Company in Milltown.

Below left, a stamp of patriotic propaganda, with no postal value. The central motif of the composition is a Semelle tire with the message “The Michelin tire takes us to victory.” Below right, a brooch of the ACM, Anciens Combattants Michelin, the association of ex-soldiers from the company, presided by Marcel Michelin. The initials of the entity are inscribed in a tire, crowned by the emblematic Adrian helmet, forming part of the French army’s basic equipment since 1915.


206. One of the patriotic stamps of the series—with variations of color—printed by Michelin in 1916.

207. Badge for the association of Anciens Combattants Michelin from the First World War.
BERGOUGNAN TIRES. The manufacturer located in Clermont-Ferrand obtained substantial contracts from the French Ministère de la Guerre, since they specialized in solid rubber tires (bandages pleins) able to withstand the cargo of trucks that transported all kinds of heavy materials such as boxes of ammunition as well as towing enormous pieces of artillery. The use of pneumatic tires was limited to trucks, vans, and other light vehicles, a sector which Michelin was able to supply products for.