WEAPON OF WAR. Bergougnan’s contribution as a supplier to the French army was not limited to solid rubber tires but also included other products manufactured by the firm which became part of the soldiers’ equipment. The Le Gaulois rubber heels also fulfilled their mission, as exemplified by the postcards shown below.

SEALING THE ALLIANCE. On April 24, 1913 the Gaulois Tire Corp., the official import agency for Bergougnan solid rubber and pneumatic tires, was established with administrative headquarters and warehouses in New York. The advertisement shown above from the year 1914 reported that exports had resumed and prices had remained the same despite the start of the war. In January 1917 the agency changed their name to the Bergougnan Tire Corp. and their advertisements included a pronunciation guide under the company name due to its difficulty: “Pronounced BEAR-GOO-NIAN.” The illustration in the advertisement shown above depicts the political alliance between the two powers, France and the United States in the Great War, also reinforcing their commercial alliance.

The American subsidiary of Bergougnan did not hesitate to identify themselves as a company of French origin, taking advantage of the good reputation that products from the Old Continent enjoyed in the American market and appealing to the affinity between the Allied powers during the First World War. The advertisement shown above portrays the result of this complicity, comparing the Bergougnan tires with the selfless service offered by French soldiers, represented by an archetypal poilu, along with the slogan “Bergougnan, the Poilu of Tires” [Bergougnan, the soldier (French) of tires].

216. Full page advertisement published in Motor Age magazine, November 28, 1918.
The American subsidiary of Bergougnan also participated in the United States military effort, as can be seen in the above advertisement stating that the savings obtained by the good performance and duration of French tires could be invested in acquiring “War Saving Stamps.”

Advertisement for Bergougnan Tire Corp. published in Automobile Trade Journal, May 1918.
DIPTYCH.

The illustration above acquires its meaning by comparing it with the image shown in the advertisement from the previous page. The previous image portrays a nature landscape with an automobile driving through it. The other shows a scene of military deployment, with military vehicles and back up aviation support. Bergougnan tires, which were imported “direct from the battlefields of France”—as can be read in the advertisement on the left—could equip both conventional American passenger cars and military vehicles that had been used in the battles at the European front during the Great War.


MILITARY AND CORPORATE MAIL. Tire industry companies published postcards to be used by their employees stationed at the Front when sending letters to the company or family through the military correspondence service.

221-222. Examples of letters of military correspondence issued by the companies Bergougnan and Dunlop, 1917.
PETER HELCK. Spanish advertising for Bergougnan in 1920 and 1921 had the good fortune of employing a series of advertisements realized by the prestigious American illustrator Peter Helck (1893-1988). Some of these, such as the one shown here, portrayed military scenes that were still fresh in the minds and imagery of those who had participated in the Great War. Advertisements were commissioned during the artist’s stay in Madrid between 1920 and 1921, which he had devoted to the study of masterworks from the Prado Museum.

WINGS OF THE EAGLE.

Hutchinson was the most active French company in the manufacture of treated textiles and fabrics to build airplanes, aeronautical balloons and zeppelins for military purposes even before the First World War. It is likely that this development was carried out partly in their German subsidiary constituted in 1860, with headquarters and factory in Mannheim.

224. Emblem of the Hutchinson German subsidiary, on a stamp c. 1910.
225-226. Postcards of the military zeppelins L’Ajudant-Reau (1912) and Fleurus (1913), built in French army workshops with fuselages covered by Hutchinson’s rubber coated fabrics.
227. Artillery cannon for the French army manufactured by Renault and equipped with Hutchinson solid rubber tires, c. 1919.

Les grandes applications des BANDES PLEINES HUTCHINSON (Guerre 1914-1918)

Material 155 long F construit dans les usines Renault sur bandes pleines Hutchinson.
ALLIED HYMNS. The bagpiper created by Micheli Liebeaux “Mich” became the corporate mascot of W. Russell tires for many years, appearing on corporate administrative stationery and on various promotional items such as the postcard shown here, based on a large lithograph poster (118 X 160 cm) that had been published.

Winds of Victory. The W. Russell tire and inner tube company, with offices and factory in Clinchy (Seine), employed a Scotsman in traditional costume blowing a bagpipe made of an inner tube as their mascot. After the end of the war, W. Russell tire incorporated patriotic flags and symbols with the bagpiper in one of their advertising campaigns.

Cover and interior illustrations of the publicity booklet for W. Russell tires published in 1919. The chameleon character of the Scottish bagpiper was portrayed on several occasions adorned with different uniforms of the Allied armies: French, Italian, American and Belgian—in addition to his own British attire—to celebrate the victory.

Die-cut and lithographed promotional card for W. Russell tires, c. 1920.
A GUIDE, A PANORAMA, A HISTORY. This was the motto used in the publicity for the Guides Illustres Michelin des Champs de Bataille published by the Clermont-Ferrand firm. In the advertisement shown here, Bibendum exemplifies the three principles wearing a French army helmet, consulting maps and itineraries and walking with a camera. The text is written in French, except for the last sentence which is in English and targets the Anglo-Saxon reader.

236. Advertisement in the magazine La Petite Illustration, May 17, 1919. Illustrations by Georges Hautot.
Advertisements for the Michelin Battlefield Guides published in the magazine L’Illustration, January 10, 1920, 1920 (undated), 1920 (undated), and August 27, 1921. Illustrations by Édouard Louis Cousyn.
ARMCHAIR TOURIST ... AND CANE. Michelin publicity stated that their guides and itineraries were an essential element for visiting battle scenes by car or on foot with favorable climatic conditions during the summer months. In addition, they could be leisurely read in detail during the winter by the heat of a fireplace, for unhurried and in-depth consultation. In the example shown above, the handwritten text in red and signed by Bibendum announces the three guides expressly dedicated to the participation of American troops in battles on French land, edited in English.

246. Bookmark to promote the latest guides published by Michelin in November 1920
WHEELS AND PROPELLERS.
In the image on the left, the soldier Bibendum raises the pressed steel disc wheel developed during the war and marketed in 1920. The image below shows the promotional postcard for the Michelin Battlefield Guides and for the repopulation campaign promoted by Michelin after the end of the war. The image depicts a stand at the sixth Exposition Internationale de la Locomotion Aérienne, held in Paris between December 19, 1919 and January 4, 1920.

250. Michelin promotional postcard, December 1919.
AN ADDITION TO THE ABOVE SERIES OF GUIDES.

THE

AMERICANS

IN THE

GREAT WAR

PUBLISHED IN 3 VOLUMES.

VOL. 1. (CHATEAU-THIERRY. SOISSONS. FISMES.)
Containing 132 pages of text. 200 illustrations from photographs.
PRICE 3s. NET or POST FREE 3s. 3½d.

VOL. 2. (ST. MIHIEL. PONT-À-MOUSSON. METZ.)
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VOL. 3. (MONTFAUCON. ROMAGNE. ST.-MENEHOU LD.)
Containing 112 pages of text. 168 illustrations from photographs.
PRICE 3s. NET or POST FREE 3s. 3½d.

ON SALE AT ALL BOOKSELLERS; THE ROYAL AUTOMOBILE CLUB, LONDON;
THE AUTOMOBILE ASSOCIATION, LONDON; and at MICHELIN STOCKISTS.
FURTHER PARTICULARS OF THESE, AND OTHER VOLUMES IN THIS SERIES,
MAY BE OBTAINED FROM

MICHELIN TYRE CO LTD
81, FULHAM ROAD,
LONDON, S.W. 3.

ANGLO-SAXON CONNECTION. The guides translated into English had their own particular advertising campaign in the British media. Michelin’s advertisement shown above presents the three volumes of Americans in the Great War.

Here is a Friend waiting for you!!!

with his

Michelin illustrated Guides to the Battlefields

He will take you all over the front and not let you go back until you have seen all that is interesting.

Cover of a promotional brochure, c. 1920.

Illustrated Guides to the Battlefields

If you wish to make your visit to the Western Front interesting and complete, do not fail to secure copies of the following Publications:

Battle-fields of the MARNE, 1914
Containing 256 pages of text, 30 illustrations from photographs, and 2 maps: 6 plans in 2 volumes. Price 6d net post free 4d.

AMENAS
Containing 144 pages of text, 35 illustrations from photographs, and 1 map: 6 plans in 2 volumes. Price 6d net post free 4d.

SOISSONS
Containing 136 pages of text, 74 illustrations from photographs. Price 6d net post free 4d.

VERSUS
Containing 112 pages of text, 54 illustrations from photographs. Price 6d net post free 4d.

LILLE
Containing 144 pages of text, 4 illustrations. Price 6d net post free 4d.

The following volumes completing the Western Front will be prepared and will be issued during 1920:

𬮱河川河川河川河川河川河川河川河川河川河川河川河川河川河川

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now published

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MICH.ELIN & C. C. CLERMONT-FERRAND

A HISTORY, A GUIDE, A BOOK FOR THE BOOK LOVER

Published illustrated new photographs.

OTHER VOLUMES NOW READY.

LILLE 3d. net.

VERSUS 3d. net.

AMENAS 3d. net.

SOISSONS 3d. net.

THE MARNE 6d. net.

VERSUS 6d. net.

AMERICAN IN THE GREAT WAR 6d. net.

LILLE 6d. net.

VERSUS 6d. net.

AMENAS 6d. net.

SOISSONS 6d. net.

THE MARNE 6d. net.

VERSUS 6d. net.

AMERICAN IN THE GREAT WAR 6d. net.

ON SALE AT ALL BOOKSHOPS, THE KNIGHTS AUTOMOBILE CLUB, THE AUTOMOBILE ASSOCIATION, SENTRY, AT TWICKENHAM STUDIOS.

MICH.ELIN TYRE CO. LTD.
81 Fulham Road, London, S.W.3

ILLUSTRATES THE BATTLE-FIELDS

Full page advertisement published in Punch magazine, October 15, 1919.

Advertisement in The Times newspaper, June 3, 1920.

SELLING THE GUIDES. During the year 1922 the corporate magazine *Bibendum* of the Agenzia dei Pneumatici Michelin in Milan included several articles on the Italian Guides, as well as advertisements to encourage their purchase. The four-volume collection of *La Guida dei Campi de Battaglia* could be purchased mainly in the stores and repair shops of the Michelin dealership network or directly from Italian headquarters. Their distribution and sales policy was similar to that developed in France, the United Kingdom and the United States.

256. Illustration of an article in *Bibendum* magazine, August-September 1922.
257. Advertisement for the Italian guides, in *Bibendum* magazine, December, 1922.
GUIDED TOURS.
Although originally arranged throughout the text, the illustrations compiled and ordered here succinctly explain to us in cartoon form the motives that could induce visitors to tour the battlefields as well as the virtues of the guides and maps that Michelin offered. It ends with a reflection on the social function of allocating funds raised from their sales towards the action of educating war orphans.

258. Compilation of vignettes that illustrate the article “Beneficial tourism.” Published in the corporate magazine Bibendum in the June 1922 issue. Illustrations signed by Ludovico Ramponi.
FROM MILLTOWN TO CLERMONT-FERRAND.
In 1919 Michelin published a special edition within their collection of battlefield guides. It dealt with a guide aimed at promoting elite tourism in the Auvergne region, incorporating information on hotels, sports and cultural activities, description of sites, historical monuments and medieval buildings such as the church of Notre-Dame-du-Port and the cathedral of Notre-Dame-de-l’Assomption. Obviously, it was written in English and in its interior—as shown in the image on the right—the link between Michelin and the American consumer was reinforced by referring to the activity of their American subsidiary, the Michelin Tire Company in Milltown.

POLYGLOT GUIDES.

In 1920, the Michelin et Cie.’s Parisian publication service edited English versions of several guides that had been specifically designed for the American public. They were imported, advertised and distributed in the United States under the supervision of a specific department of the Michelin Tire Company in Milltown.

261-264. Cover pages for four of the seven guides published for the American market, 1920.

265. Advertisement for road maps and the collection of *Michelin Guides to the Battlefields*, published in the interior of one of them.
THE AMERICAN TRIO.

The publication Americans in the Great War was composed of three volumes having a variable number of pages—132, 148 and 114 pages respectively—, bound in cloth and with a standard format of 14 x 21 cm. Within the first few pages, the following heading was always written as a dedication: “In memory of the Michelin workers and employees who died valiantly for their country.”

266-267. Photograph of the three guides and a double interior page from one of them, showing text as well as illustrations in the form of maps and photographs.
MAPS AND GUIDES. The above image shows the stationary utilized by the Michelin Guide & Touring Bureau department of the Michelin Tire Company in Milltown. The heading, the footnote and the illustrations promote the guides to the battlefields. However, in this case, the Michelin department offers another of their publications, the road maps made by Paris headquarters’ cartographic service which followed the same scheme as the existing ones covering French and other European routes.

268. Corporate stationery, 1922.
MAKING A MARK. The above images show the bookmarks that were included in the American guides. They constituted promotional material that was taken advantage of to provide information about the collection, their prices and where to buy them (in this case, the area destined for the dealership’s informational stamp is unused). In addition, the multinational character of the Michelin company and their supremacy in Europe was also highlighted.

269. Front and back of the bookmark from the Michelin Guides to the Battlefields distributed in the U.S. market, 1920.
HERE AND THERE.

Michelin’s first advertisements for the battlefield guides translated into English were included in publications such as The Stars & Stripes newspaper, designed to inform and entertain American soldiers pertaining to the American Expeditionary Force (AE). The North American press also launched a personalized campaign for the sale of these guides, which was created from the headquarters of the Michelin Tire Company in Milltown, and which emphasized the three volumes featuring the participation of the United States military.

Advertisements for the Michelin Guides to the Battlefields of Europe published in The Literary Digest magazine, June 19, 26; and July 3, 1920.

MICHELIN GUIDES to the Battlefields of Europe

The devastated villages of the Aisne, the shattered ruins of Rheims, Verdun, Soissons, Chateau Thierry, the Argonne—these and the part each played in the great struggle are graphically described in the Michelin Guides.

Beautifully printed, substantially bound and illustrated with thousands of authentic photographs, maps and diagrams, these books are invaluable to the tourist and a worthy addition to any library. Order them today.

BOOKS NOW READY: (English Edition)

The First Battle of the Marne................. $1.50
Amiens........................................... .50
Soissons.......................................... .50
Lille.............................................. 1.00
Verdun............................................ 1.00
Rheims........................................... 1.00
Tyres............................................. 1.00

THE AMERICANS IN THE GREAT WAR
Vol. 1—The Second Battle of the Marne........ $1.00
Vol. 2—The Battle of St. Mihiel............. 1.00
Vol. 3—Meuse and Argonne................. 1.00

Battlefields................. 1.00

Published by MICHELIN & CIE., CLERMONT-FERRAND, FRANCE
Address Orders and Inquiries to Guide Dept. of
MICHELIN TIRE COMPANY, MILLTOWN, N. J.
These books will soon be on sale the world over.

MICHELIN GUIDES to the Battlefields of Europe

These remarkable books offer the most complete authentic description and history of the battlefields ever published. They trace for you each step in the development of the great war, explain all the famous landmarks and describe, in a vivid interesting manner, the part each played in the Great Struggle.

Shed of interesting information, illustrated with thousands of photographs and maps, these books are invaluable to the tourist and all those interested in the war. Order them today.

BOOKS NOW READY: (English Edition)

The First Battle of the Marne................. $1.50
Amiens........................................... .50
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Lille.............................................. 1.00
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Rheims........................................... 1.00
Tyres............................................. 1.00

Published by Michelin & Cie., Clermont-Ferrand, France. Orders from bows and the part each played in the Great Struggle. Address Orders and Inquiries to
MICHELIN TIRE COMPANY, MILLTOWN, N. J.
Address all other inquiries to
WAR RECORDS PUBLISHING CO., 50 UNION SQUARE, NEW YORK DISTRIBUTORS MICHELIN GUIDES
Advertisements for the Michelin Guides to the Battlefields of Europe published in The Literary Digest magazine, July 31, July 17 and August 14, 1920.

275-277.

Advertisements for the Michelin Guides to the Battlefields of Europe published in The Literary Digest magazine, July 31, July 17 and August 14, 1920.
Advertisements for the Michelin Guides to the Battlefields of Europe published in The Literary Digest magazine, September 11, August 28, and September 25, 1920.
12. MICHELIN, THE GREAT WAR AND TIRE COMPANIES

Advertisements for the Michelin Guides to the Battlefields of Europe published in The Literary Digest magazine, October 23, October 9 and November 6, 1920.
Advertisements for the Michelin Guides to the Battlefields of Europe published in The American Legion, July 9, October 1, and November 12, 1920.
Advertisements for the Michelin Guides to the Battlefields of Europe published in The American Legion, October 15, June 18 and September 3, 1920.
THE GOODRICH GUIDE.
In 1910 the American company BF Goodrich expanded their commercial activities in Europe by creating a French subsidiary that replaced the import agency that had been operating since 1908. The Société Française BF Goodrich, with their own factory located in the town of Colombes on the outskirts of Paris, collaborated by supplying the French army with solid rubber and pneumatic tires since the beginning of 1915. By 1919-1920 they published in French and English a guide—Les Régions de Guerre. Itinéraires Pratiques, Visites Intéressantes, Descriptions Pittoresques par Goodrich—that was similar to those edited by Michelin. However, there were substantial differences as it dealt with a single volume of 159 pages, of which around thirty were dedicated to promoting their products. Goodrich’s subsidiary opted to intensify the ties that identified them as a French company, with actions such as publishing the guide or positioning themselves as portrayed in the images shown above.

290. Paper cover of a promotional pocket calendar given away by Goodrich’s French subsidiary, 1919.
OPEN LETTER FOR CAR DEALERSHIPS. The Service de la Publicité of the Société Française BF Goodrich presented their guide *Les Regions de Guerre* with the open letter shown here, sent to establishments dedicated to selling their brand of tires. In the communiqué, dated June 1930, it was specified that the publication was available on request free of charge, given that the form on the back of the letter be completed and returned to Goodrich’s offices.

293. Corporate stationery announcing the availability of the publication *Les Regions de Guerre*, June 1930