

**SUGGESTED CITATION:**

MEDRANO-BIGAS, Pau.

*The Forgotten Years of Bibendum. Michelin's American Period in Milltown: Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930).*

Doctoral dissertation. University of Barcelona, 2015 [English translation, 2018].

# RACING EVENTS AS A TOOL FOR TIRE PROMOTION

At the end of the nineteenth century technological improvements applied to bicycles made an inexpensive and autonomous means of land transportation accessible to everyone. It was a new way of traveling freely, without any limitations other than the physical capacity of cyclists, the state of roads and highways and the robustness of the machine. The numerous cycling events were also a reflection of their boom as well as the battle between different manufacturers to demonstrate the qualities of their product. The success of a cyclist in a race meant the brand of his bicycle triumphing over the rest, not only on the track but also in the commercial field, being achievements that were exploited for promotional purposes. The emerging motor world rapidly picked up on the bicycle's example.

## 1. The (r)evolution of the tire

For the first automobile manufacturers, car racing was not only the opportunity to test the limits of their vehicles' performance, but also a primary form of promotion. Moreover, component manufacturers producing carburetors, batteries and spark plugs, shock absorbers and tires were careful to adequately equip the automobiles. Races constituted a true and uncompromising trial ground where brand competitors had to constantly test, evaluate and progressively incorporate improvements in technology, with the aim of not being surpassed by their rivals.

The press, one of the motor world's first allies as an event promoter, disseminated these demonstrations which were based on the skill of pilots and the capacity of their machines, comprising fascinating performances where entertainment, sports and technology were mixed together. The motor world was gradually gaining space in the press, both in specific sections of editorial content as well as in spaces intended to accommodate publicity, with the incorporation of automobile firms and their components as advertisers. Manufacturers utilized their feats in racing—along with the usual technical description of the vehicle and often the selling price in their agencies—as a selling point in advertising insertions. In the specific case of Michelin this option was widely employed to promote their brand, thanks to the numerous triumphs of vehicles equipped with their tires obtained in different competitions (**TABLE 1** and **figs. 2-13** and **26-45**).

It all started with the victory of Charles Terront, a cycling champion hired specifically by Michelin—receiving 2,500 francs—in the 1891 Paris-Brest-Paris cycle race organized by the sports newspaper *Le Petit Journal*. 210 riders participated in this race, representing 59 different tire brands. Terront was competing on the first bicycle—an English Humber—that was equipped with the novel Michelin *Démontable*, a tire model developed by the French firm based on British technology patented by John Boyd Dunlop. The essential and determining difference was that while the Dunlop tire cover was glued over the width of the wheel rim—and therefore the inner tube could not be accessed without tearing it off to repair the tire—in the case of the *Démontable*, the tire could be detached to repair the cover or to change the inner tube, since it was attached to the rim by means of nuts that could be loosened.

Michelin's first advertising campaign to promote their tires consisted of distributing leaflets among spectators at the finish line. The text—printed the night before when the victory was already anticipated—was written by André Michelin and explained the advantages of the new tire. Utilizing historical references with irony, he added at the end:

“On July 14, Louis XVI, informed by La Fayette of the capture of Bastille, exclaimed: ‘So this is a revolt?’—‘No, Your Majesty,’ answered the Marquis, ‘IT IS A REVOLUTION.’ We are confident that the cyclist public says of our tire: ‘Is it an improvement?’—‘NO, IT’S A REVOLUTION’”<sup>1</sup> [fig. 1].

This promotion on the premises was followed by a press advertisement, a small module in a sports newspaper consisting of a publicity text with a testimonial character:

“Michelin tires, Clermont-Ferrand. I won the Paris-Brest race thanks to their easy disassembly and repair. Signed: Charles Terront.”<sup>2</sup>

## 2. The pioneers of the automobile tire

Their success was effectively managed, and soon Michelin detachable tires became a profitable reality for the firm. The same technology was applied to functional needs for moving stretchers and wheelchairs, loading equipment and baby carriages (about 300 Parisian carriages circulated in 1896 on Michelin tires).<sup>3</sup> It became evident that not only lightweight bicycles and the heaviest carts and coaches could be improved in their capacity to be driven on tires and provide comfort to passengers; the next challenge was to demonstrate that the emerging automobile was also made to comfortably circulate on tires “filled” with air.

The first motor vehicles were inspired by bicycles and tricycles and evolved in passenger size and capacity towards an emulation of their predecessors. The differential aspect was the lack of horses, while the body—among other elements—was a replica of their precursors using animal traction. As for the wheels, they were similar to those of carriages, large circles of wood covered by a ring and an iron profile having an exterior lining along its length consisting of a long solid rubber strip. This protection had the advantage of not being affected by punctures, but it was also characterized by its transmission of vibrations and potholes produced by driving on streets and roads that were often in bad condition. The comfort of the chauffeur and passenger as well as the mechanics of the vehicle were the victims of the tire's limited shock-absorbing capacity.

The Michelin brothers and their engineers set out to equip automobiles with tires. To achieve this, they conducted several tests with three modified cars, L'Hirondelle, L'Araignée and finally with L'Eclair [The Lightning]. The latter was baptized with this name not for its speed, but rather for its difficult maneuverability which prevented the vehicle's advancing in a straight line thus making it zig zag, similar to the asymmetrical flash produced by lightning when it strikes. The configuration of this creation was based on a Peugeot with a 4 hp Daimler motor and weighing 1,400 kg which included a complete set of spare parts and tools for repairs. The wheels, which consisted of an adaptation of Démontable tires, had a large diameter with light metallic spokes (fig. 14). André and Édouard Michelin themselves took part in the Paris-Bordeaux-Paris event in 1895—the second major automobile race in history, following the success of the Paris-Rouen in 1894—organized by the Marquis De Dion.<sup>4</sup>

The pair of racing pilots managed to finish the race after overcoming numerous mechanical failures. This included the ordeal brought on by the continuous repairs of tires which had an average life span of approximately 120-150 kilometers with each tire being fastened to the rim by twenty locknuts.<sup>5</sup> In total 12 covers and 22 inner tubes were used during the race, and each tire change represented approximately thirty minutes of work.<sup>6</sup> They arrived in last place but it constituted a great success taking into account the large number of drop outs—50 participants registered and only 19 cars and 2 bicycles were present at the starting line—that occurred over the 1,200 km route and the time limit of 100 hours that was allowed for the entire race. They were finally disqualified for changing tires that were being punctured. This was a controversial decision since it was the only car equipped with this new technology and the others were fitted with the usual solid rubber tires. Nevertheless, the public demonstration of the tire's viability was already a reality.<sup>7</sup>

After 1896, due to the good results obtained in other tests, such as the Paris-Marseille held that year, different French automobile manufacturers began to be convinced about the qualities of Michelin's pneumatic tires. They not only equipped their vehicles destined for competition but also those intended for commercial sales. Each outstanding participation in a race and especially those that were victorious were added to the list of achievements shown in Michelin advertisements. These were portrayed in the form of advertisements in French press and through posters (figs. 2-13 and 20-21).

### 3. Transatlantic fame

In the United States, the progress of the French automobile industry and the results of car races where different manufacturers' brands competed with each other were closely watched. The 1894 Paris-Rouen—the first major automobile competition in history—organized by the sports newspaper *Le Petit Journal* had aroused the interest of the public and foreign press. An accredited journalist from the influential *New York Herald* covered the development of the race and reported the chronicles to his readers, following the different stages of the event mounted on his bicycle. The same happened for the subsequent Paris-Bordeaux race, in which the owner of the New York newspaper, the financier James Gordon Bennett, contributed a considerable sum of money to the awarding of cash prizes.

Directly inspired by the repercussions of Paris-Bordeaux—celebrated between June 11 and 14, 1895—the *Chicago Times-Herald* newspaper decided to organize the first motor vehicle race in the country. The owner of the newspaper, Herman Henry Kohlsaas, and journalist Frederick Upham Adams, also director of the race, launched the challenge to those inventors who could build feasible self-propelled cars by offering \$ 5,000 in prizes, including \$2,000 for the winner. They established rules for participating, limiting to motor vehicles with three or more wheels powered by oil, gasoline, electricity or steam,

and carrying at least two people.<sup>8</sup> In 1895 there were no American automobile manufacturers, and vehicles registered in the race. Those that did participate were mostly handcrafted artifacts built from the assembly and modification of engines and imported part, the fruit of their owners' efforts, including financial aspects.

The race was finally held November 28 of that same year with the definitive course consisting of Chicago-Evanston-Chicago, which was nearly 50 km. Of the eleven expected vehicles, only six were present at the starting line, two with battery-powered electric motors and four with gasoline engines. Of the latter, three were based on European Benz engines, while the fourth was the only vehicle that was entirely American, built by trained bicycle mechanics and brothers James Frank and Charles Edgar Duryea from Illinois (fig. 15). In addition to Duryea, two other vehicles were equipped with pneumatic tires, while the rest were fitted with solid rubber tires.

After 7 hours and 53 minutes of racing under harsh winter conditions, with snow covered terrain and low temperatures, the first to cross the finish line was Duryea, driven by James Frank at an average speed of 12 km/h. The vehicle was equipped with a set of tubular tires (without inner tubes that were separate from the tire cover) fitted on large wooden spoke wheels, similar to those used for bicycles, which were supplied in early 1895 by Hartford Rubber Works in Hartford, Connecticut. This company began to manufacture solid rubber bicycle tires in 1885 and pneumatic tires in 1891 based on Dunlop patents. In 1892 they successfully experimented with modifications to adapt them to the "sulky" light two-wheel vehicles used in harness racing; these were the tires used in the Duryea.<sup>9</sup>

If in June 1895 the Michelin brothers tested the Michelin automobile detachable tires (with inner tube and cover as dissociated elements) at the Paris-Bordeaux race for the first time, on the other side of the Atlantic two other brothers included Hartford pneumatic tires on the wheels of the winning vehicle in the American racing event held November of that year. This had been developed and built between April 1894 and early 1895. The victory was also the public baptism of the first gasoline powered automobile manufactured in the United States and equipped with American tires.<sup>10</sup>

The adaptation of pneumatic tires utilized on bicycles and animal-drawn vehicles to novel "horseless carriages" was an obvious solution that was not only adopted by the Duryea brothers. In the same Chicago race, as opposed to the use of solid rubber tires by some, other participants opted to utilize pneumatic tires, such as Edward Joel Pennington's lightweight petrol-powered vehicle. Although, in the end, he was not present at the starting lineup on November 28th, he successfully passed the pre-registration reviews and participated in several demonstrations. His vehicle was built from two bicycle frames attached to a central chassis where the engine was housed and circulated on air-filled tires, which allowed for smooth driving and better control on snowy terrain.<sup>11</sup>

#### 4. Flying on wheels

Motor racing was not the only competition in which technological advances and daring pioneers of the motor world were put to the test. Vehicle manufacturers and a handful of pilots were involved in competitions over different distances, establishing records that were successively surpassed by rivals.

This is the case of the Belgian racing driver Camille Jenatzy who, in 1899, played a lead role in a major event that boosted the prestige of the Michelin brand. Jenatzy and the French count Gaston de Chasseloup-Laubant were vying for the best speed record; separately and on different occasions each one suc-

cessively beat the record of their opponent. Finally, on April 29, 1899, in the French town of Achères, Jenatzy became the first driver to surpass the barrier of 100 km/h, reaching the record of 105.88 km/h piloting a car equipped with custom made Michelin tires (figs. 16-17). It was a single-seat prototype shaped like a torpedo, designed especially for this type of trial run having a body covered with plates made of a light metal alloy—aluminum, tungsten and magnesium—called “partinium.” The creation was baptized with a name that reflected the insatiable struggle to overcome the barriers of speed: *Jamais Contente* [Never satisfied].

The presence of Michelin in North American territory was also noted in racing trials destined to break speed records. On October 10, 1901, the champion French cyclist Henri Fournier, who had made the transition from the bicycle to the automobile—and later to airplane competitions—set a world record. He established the best times on a day in which he alternated with the American Albert C. Bostwick and his car in the Empire City circuit in Yonkers, New York. In his series, Fournier utilized his 60 hp Mors, a French vehicle made by the firm founded by Émile Mors, Société de l'Electricité et des Automobiles Mors set up in 1898—although manufacturing vehicles since 1896—and fitted with Michelin tires. It was the same car that had won in June of that year the prestigious Paris-Berlin race, on Michelin tires.

After several laps on the circuit, he established the best world record in the distance of one mile (1 minute 6.8 seconds), setting record times in his laps from two to six miles and surpassing previous records in which he was also the reference. He amply dominated his rival, Bostwick and another competitor who at the time was trying to set the record in Detroit, Alexander Winton (1 minute 12 seconds), an American car manufacturer who founded the Winton Motor Carriage Co.<sup>12</sup>

## 5. The Gordon Bennett Cup

The organization of automotive trials went from being an exceptional event to becoming a regular show. The end of the century also marked the birth of national automobile clubs—with the Automobile Club de France-ACF (1895) as the reference model—in different countries as well as the creation of disperse and innumerable local entities. These associations combined efforts to organize the principal local, continental and international competitions.

Each of these racing trials also meant an opportunity to participate for Michelin, utilizing successful results for national and international promotion (figs. 22-25 and 122-125). This was the case in the annual competitions of the Gordon Bennett Cup. Once again, we come across the onset of a career that was associated with a businessman and his newspaper, in this case the *New York Herald*. The American James Gordon Bennett Junior had inherited—apart from a vast fortune—the newspaper founded by his father. He showed his interest and commitment to the motor world, employed his newspaper as a platform for dissemination and sponsored different competitions as a member of the Automóbile Club de France. In 1900 he established the Gordon Bennett Cup, expressing his intention in a letter addressed to the President of the ACF:

“Eager to encourage the auto industry, I have instituted an international prize for which various automobile clubs around the world may compete (...).”<sup>13</sup>

In order to avoid the monopoly of the French industry in the sector, each of the national clubs could only register three representatives, and it's worth noting that out of the 22 articles in the regulation, the eighth specified that all vehicles and their components—such as tires—must be manufactured in the corre-

sponding country. In addition, it was stipulated that the winning country would host the next competition. This international vocation did not obtain the expected response in the six competitions that took place between 1900 and 1905, during which the predominance of French cars and their Michelin tires was only interrupted twice. In 1902 the United Kingdom won the race with the Australian Selwyn Francis Edge—a former cycling champion—driving a Napier on Dunlop tires; and in 1903, with the Belgian race driver Camille Jenatzy at the wheel of a Mercedes equipped with Continental tires (figs. 18-19).

The pressure of French car manufacturers, who saw their participation limited by the restrictive rule of three vehicles per country, and of the ACF caused Gordon Bennett to lose favor with national brands. In addition, there was also the desertion of American representatives who were attracted to the international competitions celebrated on their own territory: the Vanderbilt Cup and the American Grand Prix.

## 6. The Grand Prix and the “detachable” rim

Bearing witness to the last Gordon Bennett Cup in 1905, the ACF decided to organize a new international competition for 1906, baptized with the name of Grand Prix. It was held on June 26 and 27 in an urban road layout called the Circuit de Sarthe in the town of Le Mans, and thirty-two vehicles representing twelve different brands participated.

As for the tire manufacturers, they were represented in the race as follows: Michelin in eighteen cars (three Fiat, three Renault, three Itala, three Panhard, three Hotchkiss, two Dietrich and one Bayard-Clément), Continental in ten cars (three Brasier, three Mercedes, two Darracq, one Dietrich and one Gregoire), Dunlop in three cars (two Bayard-Clément and one Darracq) and Bergougnan and their mark Le Gaulois in a Gobron car.<sup>14</sup> Victory was claimed by the Hungarian pilot Ferenc Szisz along with his co-driver and mechanic M. Marteau in a four-cylinder inline, 90 hp Renault.

The great novelty of the race was the technological revelation of the new “jante amovible” [detachable rim] in which the tire itself was not repaired; it was simply removed and changed for another. This new type of tire was protected by a metal ring that covered the exterior front part of the wheel to which it was attached by eight nuts. Loosening and removing the nuts allowed for the detaching of the protective ring thus accessing the rim and tire, which could be removed and replaced by a spare—placing it on the rim and fastening it with the outer ring—in less than five minutes. This technology involved the use of “artillery” wheels—wooden wheels with thick spokes, similar to those for wagons—with a much heavier weight than the light wire spoked wheels, similar to those for bicycles, usually used in competition (figs. 65-68).

According to the list of technical and mechanical specifications for race participants, about nine vehicles from different teams were equipped with the new type of tire, be it Michelin tires—the three Fiats piloted respectively by Nazzaro, Lancia and Weillschott and the three Renaults driven by Szisz, Richez and Edmond—or Dunlop tires—at least two of the three Bayard-Cléments, piloted respectively by A. Clément, De la Touloubre and Villemain.<sup>15</sup>

The handicap represented by the extra weight was more than compensated by the speedy response in case of a blowout, especially important as the regulations stipulated that any kind of damage had to be repaired by the piloting team without external help. During the entire racing trial—twelve laps on the 103 km Sarthe circuit, with a total of about 1,238 km—Szisz and his co-driver changed tires up to nineteen times, with an average repair time of five minutes. If they had used conventional tires, it would have

taken ten to fifteen minutes each time.<sup>16</sup> The national and international press stressed the importance of the “detachable rim” used to fasten Michelin tires, a decisive advance that marked a before and after in changing tires during competitions and in daily use of the automobile on the road. Its success gave a boost to similar technologies previously developed in Europe and on the other side of the Atlantic.<sup>17</sup>

The first French detachable rim shown in public—at the Salon de l’Automobile in Paris in December 1905—was the Jante ML (figs. 69-72), by the Société des Jantes Amovibles M. L. based in Rue du Riche-lieu in Paris (it is more than likely that the letters M. L. refer to Marcel Lemercier). However, prior to that, Gaston Vinet possessed a French patent for a detachable rim issued on November 4, 1904—in 1905 in Great Britain with the patent 22,121—<sup>18</sup> which he perfected for commercialization in 1906 through M. Kapferer et Cie, on the road from Paris to Puteaux (Hauts de Seine) or for licensing to different manufacturers, such as the German Continental (figs. 80-81 and 84).

As reported by American press a few weeks after the end of the racing trial, the industrialist Gaston Vinet denounced Szisz for infringing the patent of manufacturers who produced the tire used in the race—the M.L. tire. In his lawsuit, Vinet also opposed Michelin’s commercialization of that technology. According to this information, the “detachable rim” was manufactured by a third party, the Société des Jantes Amovibles M. L., and supplied to Michelin by contract; they were the same design as Vinet rims, differing only in details.<sup>19</sup>

This patent was also the subject of controversy in the United States passing through a long process of litigation settled in 1915 in favor of Louis H. Perlman. He had applied for the American patent for a similar technology on May 21, 1906, although he was able to show that the first public use of his invention dated back to August 1904. Finally, in February 1913, Perlman obtained patent number 1,052,270, which could then be licensed to the Standard Welding Co., a company that supplied tires with detachable rims to about 50-60% of American car manufacturers and who had also been Perlman’s advocate in the lawsuit.<sup>20</sup> It’s worth noting the importance this decision had for the automobile industry. For example, about 700,000 of the 1,200,000 cars manufactured in 1916 utilized detachable rims. In any case, the tire companies themselves adopted the detachable rim by licensing or by developing and patenting their own variants (figs. 80-84).

The first Michelin detachable rims used in the United States were those applied on location for several of the foreign vehicles participating in the Vanderbilt Cup in October 1906. The winning car, a Darracq driven by Wagner, was equipped with them. In 1910 the Milltown factory produced these rims to supply the American market.

## 7. The Vanderbilt Cup

The U.S. engine and motor industry enthusiasts were helpless in the overwhelming European dominance shown by Gordon Bennett, seeing little likelihood of their representatives winning a victory and the corresponding celebration of a future race on American soil. The initiative to organize an important international prize was led by New Yorker William Kissam Vanderbilt Jr. (1878-1944), a powerful businessman fascinated by automobiles and driving. In 1898 he already possessed among his vehicles a Dion-Bouton brand motorized tricycle that was brought to New York from France.

The donation of a unique trophy, a silver cup specially designed by the prestigious Tiffany & Co., formalized the promoter’s proposal to the AAA (American Automobile Association) on January 8, 1904.

The Vanderbilt Cup—and the monetary value of the prizes—would attract great champions from the European continent and serve as a stimulus to the public and American automakers. The first competition was held on Saturday October 8, 1904 in Long Island, with the participation of four countries: the United States, Germany, Italy and France. The rules stipulated that up to five vehicles could be registered per nation, that the nationality was not established by the driver or the automobile owner but rather the origin of its manufacturer. Moreover, all of the car's equipment—including the tires—had to be manufactured in the country which was being represented.

For Michelin, by means of their official import agency, the Vanderbilt Cup was a showcase for their products in a territory to be conquered. It was also an opportunity to transfer to a new market their positive results in the confrontation that was already waging in the Old Continent between countries and their most representative brands, especially against Britain's Dunlop and Germany's Continental, who were commercially established in France.

The winning positions of the 1904 race were occupied by two Frenchmen. In first place, the pilot George Heath—born in America, British citizen and residing in Paris—aboard a Panhard. Following him was Albert Clément Jr. driving a Clément Bayard. Both vehicles came equipped with Michelin tires, which constituted a highly contested complaint. Third and fourth place corresponded to two American vehicles, presumably equipped with Diamond tires. In that year the distribution of Michelin tires—made in Clermont-Ferrand—in the American market was conducted through the Michelin Tire Co.'s U.S. Agency, managed by Norris N. Mason and authorized for imports. The lack of their own organized branch office in the United States did not allow Michelin to have widespread advertising campaigns in the country and it was the European continent—the Gordon Bennett Cup had more importance than Vanderbilt's—where that victory was taken advantage of for publicity.

The list of victories for racing vehicles equipped by Michelin presents a gap in the II Vanderbilt Cup in 1905. The race, held on Saturday, October 14 of that year, included complete teams of five vehicles presented by automotive clubs of each participating country. France took the first two positions, followed by an American and an Italian car. But to the surprise of many the winner, Victor Hemery at the wheel of a Darracq, did not have his vehicle fitted with Michelin tires but rather ... Dunlop! Of course, the tires would presumably have been manufactured in France—as stipulated in the regulations<sup>21</sup>—on the premises of the factory that the British firm had in Argenteuil which had been producing “bandages automobiles” for the French market since 1902.<sup>22</sup> The Dunlop company took advantage of this victory in the French market (figs. 109-121), although their triumph was minimized in the country's press probably under the influence of the omnipresent and powerful Michelin.<sup>23</sup> Hemery, in addition to being awarded the winner's prize, received \$2,000 from Dunlop for starting out on their tires, and an additional \$5,000 for winning with them. In addition, the company manufacturing the vehicle, Darracq & Co., added another \$5,000.<sup>24</sup>

Spurred on by the dramatic blow achieved by their rival, Michelin placed their stakes heavily on participation in the next race, where they accomplished resounding victories over their competitors (figs. 122-123). The first four cars to cross the finish line in the III Vanderbilt Cup of 1906, held on October 6, were equipped with Michelin tires.<sup>25</sup> Three of them were French: Louis Wagner with Darracq, the winner; Arthur Duray with Lorraine-Dietrich, third; and Albert Clément with Clément-Bayard, fourth. Second place went to Vincenzo Lancia driving his Fiat ... with Michelin tires [supposedly Italian]. In Italy, Michelin was officially represented through their branch office, Agenzia Pneumatici Michelin since 1901, with headquarters on 14 Via Forum in Turin.<sup>26</sup> In 1906 they began construction of a fac-



tory in that same city, next to the river Dora, constituting their first production center implanted outside French borders. On July 13, 1907, the first Italian tire was emitted from the factory. If we know for certain that the factory in Turin did not come into operation until 1907, could the winning tires have been manufactured in Italy? This was certainly not the case, and the tires unquestionably came from Clermont-Ferrand.<sup>27</sup>

With the establishment of new factories in Turin and Milltown in addition to the original Les Carmes facility in Clermont-Ferrand, Michelin imposed the principle of homogeneity for their tires, comprising one of the firm's guarantees of quality. This premise meant that production processes were identical in all their factories—irrespective of their location—to obtain the same quality tires. Moreover, contrary to what some authors point out, the tires were always marked with the name of the subsidiary that had manufactured them, thus making it possible to trace them. As such, a 1908 Michelin tire, manufactured according to the same parameters and visually indistinguishable from others with the naked eye, betrayed its origin with the small letters placed on its side, being extruded in the tire's rubber firing mold. This enabled one to clearly read in each case "Clermont-Ferrand," "Turin" or "Milltown." It remains a mystery to be solved as to how Michelin tires made in and marked with Clermont-Ferrand, equipped a Fiat representing Italy and passed the inspection of meticulous racing judges for the Vanderbilt Cup.

## 8. Wheels without borders

After a hiatus in which the 1907 race was not celebrated, the IV Vanderbilt Cup in 1908 held new surprises. In this case the advantageous situation of the French firm was repeated with a decisive factor: the start-up of the Michelin American factory in Milltown. In this way Michelin had the possibility of equipping three of the four teams representing participating countries, having their own factory in all of them—France, Italy and United States—with the exception of Germany.

The pressure of the French firm was felt, and in the podium of the race celebrated on October 24, 1908 the first three classified did so on Michelin tires: the victor George Robertson and his 120 hp Locomobile by North American equipment (figs. 58-61); second place Herbert Lytle and his 50 hp Issota by Italy; and in third position another North American, Joe Florida also driving a Locomobile. For the first time in the history of racing, an American vehicle had surpassed the powerful German (3), French (2) and Italian (1) cars. This feat filled the covers and pages of American press and was presented with ecstatic patriotic allegations, such as the one published in a magazine for the motor sector:

"America has at last come into its own. An American car, designed by an American, built by Americans in an American factory, of American material, and driven by an American, finally won America's classic contest in this the fourth year of the stubborn perseverance of Americans to place American cars on a speed level with the product of Europe."<sup>28</sup>

The previous year had also confirmed the strengthening of the U.S. automotive industry—although under the effects of a temporary financial crisis between 1907 and 1908—whose production was equivalent to that of the main European industries of the sector combined together. Output was 44,000 American vehicles compared to the 44,650 manufactured between France, the United Kingdom, Germany and Italy. The 1908 race also marked the end of a cycle in the Vanderbilt Cup. If in the three previous races the number of participants consisted of five for each country, for the 1908 race only six foreign vehicles competed: three Germans, two French and one Italian. Challenging them, up to thir-

teen cars were competing under the American flag. The reason for this lies in the support that the ACF (Automobile Club de France) and other European club members from the International Automobile Federation gave to the creation of a new international championship.

In the United States, two rival automobile associations coexisted, the AAA—the American Automobile Association established in 1902 in Chicago—and the ACA—the Automobile Club of America founded in 1899 in New York, which in 1907 already had more than 1,000 members.<sup>29</sup> The AAA sponsored the creation and development of the Vanderbilt Cup, but the ACA, which was the international representative recognized by other clubs in other countries, decided to launch the American Grand Prize which was in direct competition with the Vanderbilt Cup. The AAA sponsored the creation and development of the Vanderbilt Cup, but the ACA, the international representative recognized by similar clubs in other countries, decided to launch the American Grand Prize which was a direct competitor of the Vanderbilt Cup.

The rules of the Grand Prize were similar to those applied by the ACF in French competitions, including the orientation towards a lighter type of vehicle—close to European standards—, which was the reason why the ACF decided to no longer participate in the Vanderbilt Cup and center their aspirations in the new competition where participants would be grouped by teams, not by countries. The racing cars that participated in the Vanderbilt Cup of 1908 and in their later races did not form part of a national team, which was until then the standard, but rather as independent vehicles. The nationality of each car manufacturer was the one that marked the country which the vehicle represented.<sup>30</sup>

On November 26, 1908 the I American Grand Prize race took place in Savannah, Georgia. The winner was Louis Wagner with a Fiat car; including his vehicle, five of the first six leading cars were equipped with Michelin tires. The second competition took place on November 12, 1910. The top six finishers, including the winner—David Bruce-Brown driving a Benz—were fitted with Michelin tires. The third race, celebrated on November 30, 1911 was the last one in which Michelin officially participated. The first six drivers including the winner—again David Bruce-Brown but this time at the wheel of a Fiat—circulated on Michelin tires.

Since 1908, due to the fact that European racing car efforts were being redirected to the American Grand Prize, the international presence was drastically reduced in the following Vanderbilt Cup competitions. In 1909, five European cars (four Italian cars and one German) competed against eleven Americans. The first two were, in order, Harry Grant with his Alco representing the United States and Edward H. Parker aboard a Fiat for Italy; both were equipped with Michelin tires. In 1910, five German cars participated and were challenged by twenty-seven American vehicles. The top six finishers, including the winner—Harry Grant and Alco for the second consecutive year—were American and all were fitted with Michelin tires manufactured in Milltown.

The last edition of the Vanderbilt Cup in which Michelin participated was in 1911. A total of fourteen cars participated: two German Mercedes and three Italian Fiats challenged by nine American vehicles; the winner was the American pilot Ralph Muldorf with a Lozier. The top six finishers—including two Mercedes and one Fiat—were equipped with Michelin tires. It is possible that due to scarce foreign participation as well as a lack of sponsorship by European automobile clubs the rules of the race were modified, such as allowing the use of components not manufactured in the same country as the vehicle. This would explain why cars of German origin—traditionally linked to Continental—were fitted with Michelin tires, probably manufactured in Milltown.

## 9. The role of Michelin agencies

The import agencies authorized by Michelin—in chronological order: the U.S. Agency of the Michelin Tire Co. under Norris N. Mason (1903-1904), the Michelin Tire American Agency and the Michelin Products Selling Co. under Eben D. Winans (1905 -1906), and E. Lamberjack & Co. run by Emile Lamberjack and Paul LaCroix (1906-1907)—played an important role in motor racing taking place in North American territory. As representatives of the French firm, they were responsible for supplying imported Michelin material to racers and vehicles coming from Europe to participate in the different racing competitions, as well as to technically assist them and make their team of mechanics available during competitions (figs. 54-57).

The races also constituted a great showcase for carrying out promotional events and fomenting public relations in the pavilions and physical spaces contracted by the agencies.<sup>31</sup> On the same day that the competition results were published in the press—in the case of a team's victory in which Michelin participated as the official tire supplier—pre-arranged advertising insertions were made, reinforced with short follow-up campaigns on later dates (figs. 28-30) to take advantage of the triumphs achieved.

The creation of the Michelin Tire Co. in 1907 also meant assuming all the activities that import agencies had been carrying out up until then. In addition, it entailed the cessation of supplying imported tires and replacing them with those produced at the new Milltown factory facilities starting in early 1908. Michelin's participation in the two major events of 1908—the Vanderbilt Cup and the American Grand Prize in Savannah—was already under the supervision of the American subsidiary. At both racing events, the top managers for the Michelin Tire Co., headed by Jules Hauvette-Michelin, J. C. Matlack and J. W. Hobbs, were present.<sup>32</sup>

In the 1908 Vanderbilt Cup, celebrated on October 24 and attended by nearly 20,000 spectators, Michelin arranged for a wide deployment of support, with thirty assistance stations distributed along the route of the race. These teams of mechanics—made up in part by employees from the Milltown factory—consisted of expert men, trained during the previous weeks and able to change tires in unusually short times, taking advantage of their technical knowledge on already standardized detachable rims.<sup>33</sup> The importance and professionalism of these teams was essential to the success of the race car drivers, as Harry F. Grant, winner of the 1909 and 1910 competitions with an Alco on Michelin tires, recalled:

“[In the 1910 edition] I did not calculate to win by any big margin, but I did intend to have a bigger one than I did. It was because of those wrong signals and the tire that gave out in the lap next to the last that I won by so little. That tire change, so much talked about, was made by my mechanic Frank Lee; my pit assistant, George Babcock, and the Michelin Tire Company's expert, George Cleland, in 22 seconds (...) I only changed three tires during the entire race, for Michelins served me well.”<sup>34</sup>

A dinner was held in his honor at the New York Engineers Club organized by the firm of the car that he was driving, the American Locomotive Company (ALCO)—an act that was exclusively attended by ALCO employees and managers. Grant wanted to publicly emphasize at the dinner that, although his three mechanics acted in a coordinated fashion as if governed by a single mind, all of them agreed that merit should be fully attributed to the Michelin expert, George Cleland.<sup>35</sup>

## 10. The controversy of “American” tires

Michelin’s participation as a supplier of race car tires in the United States was not limited to the different competitions of major automotive races such as the Vanderbilt Cup or the American Grand Prize. The firm took part in a long list of important competitions achieving outstanding victories in circuits and on roadways. This not only helped to consolidate confidence in the brand as well as their prestige in American territory; they were employed as sales pitches on both sides of the Atlantic (figs. 126-128).

The stiff competition between tire manufacturers led to fierce disputes on and off the tracks (figs. 107-108, 110-117 and 140-145). The American presence in competitions on the European continent was exemplified by the participation of the team representing the United States in the 1905 Gordon Bennett Cup, formed by Joe Tracy, H. H. Lytle and Ber Dingley. Their vehicles, a Pope-Toledo and a Locomobile, were equipped with American Diamond tires from the Diamond Rubber Company in Akron, which deployed comprehensive support services comprising seven mechanical controls and equipment each consisting of five-man teams. Finally, both cars were surpassed by other competitors not because of a problem with their tires—which showed good performance—but rather with their vehicles’ characteristics, which were not well adapted to a difficult circuit, full of curves and uneven surfaces. The participation of the tire firms in that Gordon Bennett competition was divided as follows: two American cars equipped with Diamond, two French and Italian vehicles with Michelin, German and Austrian cars with Continental, and for the two British vehicles, one was with Dunlop and the other with Palmer.<sup>36</sup>

In the 1906 Vanderbilt Cup, the five vehicles that represented the United States were equipped with Diamond tires versus European Michelin and Continental brands. Although Michelin’s top rival in the United States was Diamond, other tire manufacturers also opted for the competition to test their technology and use it as a promotional method as well. Thus, on September 26, 1908, the race car driver George Robertson—with whom Michelin would win the Vanderbilt Cup a month later—participated and won the Fairmount Park race in Philadelphia using the tires made by ... Firestone. In that race up to seven brands of tires were represented: American Diamond (in seven cars), Firestone (in two), Ajax and Fisk (in one); German Continental (in three); and French-American Michelin (in a single car that, moreover, did not finish the race due to an accident).<sup>37</sup>

On the occasion of Robertson and his Locomobile’s victory in the Vanderbilt Cup of 1908, certain doubts were expressed in public opinion on the real origin of the Michelin tires used in the competition. Pursuant to the rules of the race, the tires of the vehicle representing America must be manufactured—like the vehicle and the rest of its components—by an American company. The Michelin Tire Co. having a Milltown factory met that requirement, but it was not clear if those tires were made there.

The type of tire used in the Locomobile was the Semelle, much appreciated in Europe since its appearance around 1904-1905, but constituting an unusual product for American cars. In the 1906 Vanderbilt Cup European vehicles had already used this type of non-skid tire.<sup>38</sup> They were the evolution of the French cover known as Samson, leather overlays with small circular protrusions of steel trim on its surface. These were fastened to the conventional casings—solid rubber and pneumatic—in the form of covers, to give them greater grip and traction on the road. The Semelle model consisted of a leather band reinforced with small studs, which was firmly glued to the tread of a Michelin smooth tire (figs. 67-68).

But the Semelle triumph at the Vanderbilt Cup in October 1908 aroused much suspicion. A news article published on November 1st in a New York newspaper stated:

“There was considerable discussion at the Automobile Club of America one afternoon last week as to whether or not the thirteen cars that were shod with Michelin tires in the Vanderbilt cup race were equipped with Michelins made in France or in this country. The consensus of opinion was that the tires were made in the big Michelin factory Milltown, N. J. When the question was referred for settlement to F. W. Libby, sales manager of the Michelin Tire Company, he said:

“There is absolutely no difference between the Michelin tires made in France and those made in this country, those made in England and those made in Italy. In each of these countries the Michelin Tire Company has enormous factories and the tires made in each are of the same material and made by identically the same process, and there can be no difference in any way between any tires bearing Michelin’s name, no matter in what country they are made. I know that eleven of the thirteen cars using Michelins were equipped with tires made in our factory at Milltown, but my information about the other two is not certain, although I could find out in an hour or so. Inasmuch as the other cars were foreign cars they may have been sent to this country with tires on them, but inasmuch as the winning car and the second car were both equipped with Michelins made at Milltown I cannot see that it makes any difference.”<sup>39</sup>

The start of production at the Milltown factory, following a major renovation of the pre-existing industrial complex, was around March-April 1908, and the race was held on October 24 of that year. Six months seems like sufficient a period of time to take on the manufacturing of Semelle tires, but it is unlikely that this model, which required complex facilities and machinery, was chosen to cover the first months of Michelin’s production in the American market.

It was not until 1910 and 1911 that an intense campaign began in American newspapers and magazines specifically presenting the type of tire, with the backing of related victories and their successful use in competitions. The Michelin advertisements in 1908 focused on the Compressed Tread range, a type of tire with continuous longitudinal furrows or grooves. Once the tire was inflated these had the peculiarity of being compressed rather than distended, which created a compact surface on the tread that increased its resistance to wear and punctures. This was the type of tire used by racing cars in the early 1908 races, such as the Renault in Daytona Beach (March 5), the Isotta in the Savannah Automobile Club Trophy (March 19) or the Isotta in the Briarcliff Trophy (April 24).<sup>40</sup>

It is possible that the Semelle tires used in the October race were produced from Michelin smooth tires manufactured in Milltown, to which the steel-studded leather band produced in Clermont-Ferrand would have been added. The process, in part manual, required the expert knowledge that French technicians and skilled workers could bring to Milltown along with their families. In this way, the origin of the brand for each tire—implicating a large number of tires, since eleven cars and their spare parts had to be equipped for use during the race—could exhibit “Milltown” as the place of manufacture, although the tread was reinforced with the non-skid Semelle band, undoubtedly produced in France.

## 11. Taking a race car driver’s word

Along with advertising spaces contracted in the press that listed the trophies and victories of cars that Michelin equipped, another type of advertising was appearing in the editorial contents of the news. Newspapers were to some degree obligated to their advertisers. As a result, there were plenty of press releases and chronicles that collected testimony from race car drivers praising the qualities of tires that

had taken them to the finish line. This was part of the promotional agreement established between the two parties, the race car driver and the tire firm. An example of such covert press coverage includes the review published in the “Automobile notes” section of the *New York Times* in 1907:

“In an interview recently published in a London paper, Nazarro, the winner of the Grand Prix race, said: ‘It was the very hardest race I have ever run, but I was extremely lucky with my tires.’ Nazarro’s Fiat was equipped with Michelin tires and rims.”<sup>41</sup>

George Robertson’s victory in the Vanderbilt Cup included the corresponding collaboration of the race car driver. A letter addressed to the Michelin Tire Co. and dated October 28, 1908 was conveniently reproduced in the press. The text read:

“Gentlemen: I used Michelin anti-skid clincher tires [Semelle type] and your demountable rims on the Locomobile No. 16 in which I won the 1908 Vanderbilt Cup race. Both the tires and rims gave me such perfect service that I know I could not have won without them. The anti-skids held in the course many turns and enabled me to make a new record for road racing. I have been greatly impressed with their reliability and the regularity which they have won every important contest during the last year, both here and abroad, but I did not really appreciate their quality until I used them personally and won the Vanderbilt race. Yours sincerely, Geo. H. Robertson.”<sup>42</sup>

This endorsing function of racing pilots who were famous people had a variant. These consisted of common user testimonials that extolled the performance of tires and recommending their use. They were press notes written by the Michelin company themselves and reproduced in newspapers and magazines, where demonstrations of this type are listed as follows:

“A Michelin tire which ran for 19,000 miles on a car owned by Mr. H. V. Price, of Chicago, has been presented by him to the Michelin agency of that city. Another tire on the same car ran 17,000 miles.”<sup>43</sup>

“E. Lamberjack & Co. of this city, agents for the Michelin tires, has received a letter from J. H. Walker of Walkerville, Ont., who states that his car was equipped with Michelin tires last summer. ‘One of the four tires’ he says, ‘has run 5,140 miles, and the other three varied from 4,250 to 4,675 miles, and are still in good condition.’”<sup>44</sup>

“A letter has just been received by the Michelin tire company, containing the information that Truxton Clark of Pomona has a Michelin tire on his Reo that covered 20,000 miles up to the fall of 1907, when the odometer was taken. The same tire is on the same car and is still giving service, but he has lost track of the mileage. In the same letter the company has received word that J. Stubbs, also of Pomona, has run a set of Michelin tires 17,000 miles, and they show practically no wear at all.”<sup>45</sup>

## 12. The transoceanic rallies

Technological and commercial battles were not only waged on racing circuits. Rallies, off-road endurance competitions held over various phases, proved to be a very demanding testing field. Among the numerous races—in which Michelin also participated—two truly epic events of the time are highlighted: the Peking-Paris rally of 1907 and the New York-Paris rally celebrated a year later.

They were both promoted—following the trend of numerous scientific expeditions, geographic conquests, and sporting events—by prominent newspapers, such as *Le Petit Journal* with the 1895 Paris-Bordeaux-Paris race or the *Chicago Times-Herald* a few months later with the famous Chicago-Evanston-Chicago competition. The media, collectors but also generators of news, sponsored the feats and provided informative coverage, dosing out new reports and serializing them, transforming them into essential addictive stories for their faithful readers and of interest for the national public. These competitions also achieved great international notoriety, as the different teams that competed acquired the status of patriotic representation. But not only was supremacy limited to one nation’s power over another, it was also a competition between manufacturers of automobiles, carburetors, spark plugs, shock absorbers ... and tires.

### 12.1. The Peking-Paris rally.

The idea was launched by the French newspaper *Le Matin* at the end of January 1907, within the context of reaffirming the French automobile industry.<sup>46</sup> The layout of the route included departing from Peking—with a prior transferring of teams as well as overcoming all bureaucratic border obstacles on the route—and crossing territories such as Mongolia, the Gobi Desert, Russia, Ukraine, Poland, Austria and Switzerland, and finishing in the French capital. After months of preparation, five participating teams started the race on June 10, 1907.

The first team, the only one that presented a private car, came into fruition by a personal wager of an Italian nobleman, Prince Scipione Bourghese, who claimed victory accompanied by his mechanic Ettore Guizzardi; the car was a 40 hp Itala equipped with Pirelli tires. The second team used a 15 hp Spiker, an official car from the Dutch manufacturer with the same name led by driver Charles Godard and fitted with Michelin and Hutchinson tires, which came in second place. The third team was made up of two official cars from the 10 hp De Dion-Bouton brand fitted with official Dunlop tires and driven by Georges Cormier and Victor Collignon—with their mechanic Jean Bizac—who took third and fourth place respectively. Finally, the French motorized 6 hp Contal tricycle, with Auguste Pons as pilot and Octave Foucault as the mechanic also began the race, but their participation ended when trying to cross, unsuccessfully, the Gobi Desert.

Different journalists were sent by their respective newspapers to cover the race in situ: Jean du Tallais, aboard the Spijker as correspondent and chronicler for the French newspaper *Le Matin*; the rival Milanese newspapers sent Luigi Barzini, aboard the Bourghese Itala for *Corriere della Sera*, and Edgardo Longoni riding the tandem De Dion-Bouton for *Il Secolo*. These two daily newspapers obtained collaborative agreements with important London newspapers—*Il Secolo* with the *Tribune* and *Corriere della Sera* with the *Daily Telegraph*—to share chronicles of the trip in exchange for the use of the telegraph network deployed and controlled by the British media.<sup>47</sup> These reporters also participated in broadcasting advertising texts from their columns, as seen in the following example, dated July 2, 1907 from Irkutsu, Siberia, signed by Luigi Barzini, that explains:

“After nearly 2,500 km of impossible roads, endless adventures, river crossings, going uphill and downhill, falling and being stranded, the Itala is preserved in optimum conditions except for some insignificant surface scratches. Pirelli tires remain splendid, they are the same ones with which we left Peking. We’ve just changed a back cover.”<sup>48</sup>

The different tire companies obtained corresponding advertising benefits for their participation. In December 1907 an American news report included the dialogue from the meeting that took place between the winner Bourghese and Alberto Pirelli—along with his brother Piero from the Italian firm founded by their father in 1872—after the race: “I must be the one to congratulate you, Mr. Pirelli, your tires are wonderful.” The text described how the Itala, fitted exclusively with Pirelli tires, had arrived at the finish line with the same tires that had been fitted at Omsk, Siberia, traveling nearly 7,000 kilometers without problems (figs. 85-86).<sup>49</sup> For the British company Dunlop, firmly established in markets such as those in France and Germany, coming in second and third place—equipping a genuinely French brand and beating their great rival Michelin—was truly a taste of victory (figs. 87-88).

As for Michelin, they did not have the opportunity to capitalize on their investment. According to the chronicles of the time, Charles Godard behaved in a reckless way when undertaking the journey without preparation nor the necessary economic support. His traveling companions, the journalist Jean du Taillis and his rival the racing pilot Georges Cormier did not hesitate to portray him as a bold and fearless adventurer ... as well as being foolish and irresponsible.<sup>50</sup> Without any kind of provisions, he was able to embark for Peking after selling a large part of their equipment, spare parts and spare tires, postponing the inevitable problem of approaching the race with some minimum economic guarantees. The lack of funds for mechanics, spare parts, fuel for each day, paying for accommodations and incentives for guides and porters, as well as customs fees, caused a multitude of conflicts and extreme situations.

The car that finally arrived in Paris in second place on August 30, 1907—twenty days after the Itala—was not piloted by Godard, who was replaced at the German-Russian border by a driver hired for that purpose by the Spijker team. Godard had been arrested for fraud and sentenced to several months in prison in France. Neither the Spijker company nor Michelin could take advantage of the meritorious second place achieved, given the negative image generated by Godard’s legal problems.

### 12.2. The New York-Paris rally.

Taking it one step further, *Le Matin* announced during the same summer of 1907 the proposal to organize and jointly sponsor with the American newspaper *The New York Times* a new automotive competition, constituting an even more ambitious challenge: the New York-Paris rally. Starting from New York, and assisted by other means such as ships or railroads as required for sections of the route, the participants would cross the United States to California, then be transferred to Valdez to cross Alaska and the Bering Strait, continue through Russia and, circulating through Poland, Germany and France, would end in Paris. The rally began on the morning of Wednesday, February 12, 1908—a national holiday celebrating Lincoln’s birthday—to avoid the months of melting snow and ice, starting from Times Square and cheered on by nearly 250,000 spectators.

Six teams took the start, five representing Europe and only one from the host country. For France, the proven 30 hp De Dion-Bouton (figs. 89-91) and the light 15 hp Sizaire-Naudin (figs. 92-93), both equipped with Michelin tires, and the new 30-24 hp Moto-Bloc equipped with Ducasble cushion tires and piloted by a resurrected Charles Godard,<sup>51</sup> after his controversial participation in the Peking-Paris rally (figs. 101-103). Italy was represented by the 28-45 hp Züst, fitted with Pirelli tires (figs. 98-100). Germany employed the heavy 40 hp Protos, sponsored by the German



newspaper *Zeitung am Mittag* and equipped with Dunlop tires (figs. 94-95).<sup>52</sup> The United States was represented by the powerful 60 hp Thomas Flyer equipped with the American brand, Diamond tires (figs. 96-97).

Only three of the participating teams were able to complete the entire route, which was plagued with vicissitudes caused by weather, poor road conditions, mechanical and supply problems, and changes in team members. The official winner was the American car Thomas Flyer, driven by George Schuster who crossed Les Champs Elysees on July 30th, 173 days after leaving New York. The German Protos came in second place—despite having arrived four days earlier—due to a 30-day penalty applied by the organizing committee for not respecting the rules. Finally, winning third place, the Italian Züst, entered Paris on September 17th, one month and a half later.

The behavior of wheels and tires was a key issue in the course of the competition. Godard's Moto-Bloc set off with the atypical Ducasble cushion tires, which soon had to be replaced with conventional tires as they could not respond to the demands of the race.<sup>53</sup> As for the German car Protos, it suffered serious problems with supplies of Dunlop tires, which were continuously damaged due to the automobile's excessive tonnage.<sup>54</sup> The Züst car had the assistance and unconditional support of the Italian firm headed by Alberto Pirelli, who traveled to the United States expressly to be present at the rally's official start.<sup>55</sup> The Italian team's assistance is presumed to have employed logistical support from Pirelli's official import agency.<sup>56</sup> The chronicles of the route were narrated by the team's pilot Antonio Scarfoglio, acting as a reporter for the Neapolitan newspaper *Il Mattino*.

The Michelin Tire Company, from their new headquarters in Milltown, was the tire supplier for two of the participants in the competition, a fact that was used as a selling point in their advertisements. But their promotional campaign first suffered the early abandonment of the fragile Sizaire-Naudin, just a few days after the start of the race. In contrast, the De Dion-Bouton car—with team driver and captain Georges Bourcier St. Chaffray, his co-driver and mechanic Alphonse Autran and assistant mechanic Hans Hendrick Hansen—was much more reliable and considered as the favorite before the start of the competition; it managed to stay in the race until definitively stopping in Vladivostok. The leaders of both teams made statements prior to the start of the competition, which were included in a press release that was clearly for advertising purposes. According to Bourcier St. Chaffray, of the De Dion-Bouton team:

“I have every confidence in my Michelin tires. I have known them to survive over mountain roads and across fields of snow and ice that cannot be surpassed in dangers and difficulties even by the worst sections of Alaska and Siberia.”<sup>57</sup>

As for August Pons, a member of the Sizaire-Naudin team, he added:

“My experience with Michelins has been too thorough to allow me any doubts as to their ability to cover the course, rough and difficult though it is sure to be.”<sup>58</sup>

During the race Bourcier St. Chaffray mailed parts of his adventures that were conveniently used by Michelin to be transformed into press releases and published as news reports in various newspapers. In one of these cases for example, C. C. Harbridge, director of the Michelin delegation in Chicago, told the local press about the report he received directly from the racing pilot:

“M. Bourcier St. Chaffray states that he had no tire trouble in his entire trip between New York and San Francisco, in spite of the fact that the roads were far worse than any he had ever seen, and that the load carried, 7,500 pounds, was in itself almost a guarantee of blowouts. In addition to this, the front tires actually did not need inflation between the time of the start from the Times Building, in New York City, and the finish of the journey in San Francisco. We had no idea that any tire built in the world would stand this usage and undergo this frightful strain.”<sup>59</sup>

In one form or another all the participants in this adventure utilized their escapades for publicity purposes, but evidently the Thomas Flyer vehicle driven by George Schuster obtained the most benefit. The victory of an American car—the only one against five European rivals—which was equipped with American tires supplied by the Diamond Rubber Company from Akron, Ohio, represented the triumph of American technology and the consecration of the emerging national automotive industry. Erwin Ross Thomas—founder of the E. R. Thomas Motor Company from Buffalo, New York and manufacturer of the winning car—was interviewed after winning:

“In the New York to Paris race, not only an American car, but also American tires scored an important triumph, the Diamond quick-detachable tires used giving excellent service.”<sup>60</sup>

At the end of the same year a similar feat would consolidate the trend, this time in speed racing competitions which were dominated until then by European teams: the first position in the IV Vanderbilt Cup achieved by the racing pilot George Robertson and his 120 hp Locomobile vehicle, on “American” Michelin tires.

### 13. Exclusive incentives

Winning an automotive race was the sum of many factors: the human element represented in the expertise and experience of the pilot, his co-pilot and the skill and speed of mechanical equipment and refueling. There was also the technological factor, encompassing the power and performance of the vehicle and its components. Other factors included the state of the track or route and finally, the factor of luck during the course of the race. Furthermore, there were the interests of the racing pilot, those of the owner of the team, the manufacturer of the vehicle and its components (figs. 103-105) as well as those of the organizers of the competition itself.

In this sense, opting for a type of tire not only depended on the quality of the brand, but also on combining all the interests and expectations created regarding the team. It was often a decision based on economic sponsorship and the amount of the prizes offered. In 1908, non-skid tires with steel-studded treads in the style of the Samson model were used by most of the racing teams. They could choose between Michelin’s Semelle, Continental’s Rouge Ferré and a host of similar tires offered by American manufacturers such as Diamond, as well as by foreigners (in Italy, Pirelli offered their Neroferrato tires).

Professional drivers had made racing a well-paying business. They received large sums of money from various sources, some of which were in the public domain for promotional purposes and others which involved confidential agreements. They were not only paid by the owner of the vehicle, but also by manufacturers of the car and a long list of mechanical components and accessories (carburetors, spark plugs, batteries, wheels and tires, oils and lubricants, fuel, etc.).<sup>61</sup>

Obviously, the more tires of a single brand that competed in a race, the more likely they were to obtain good results. Michelin ensured that famous drivers chose their tires, offering numerous prizes and making their experienced technical assistance service available to teams during the races. This competition between brands to see who obtained the best winning team reached extremes that could corrupt the spirit of sporting events. In the autumn of 1908, the awards offered by Michelin led to thirteen of the nineteen cars competing in the IV Vanderbilt Cup on October 24 being equipped with their tires; two cars were fitted with Diamond and another two with Fisk. In the International Light Car race held at Savannah on November 25th, nine of the seventeen participants were fitted with Michelin tires. At the I American Grand Prize on November 26th, twelve of the twenty competitors went with Michelin.<sup>62</sup>

On August 25 and 26, 1911, four racing events of the Illinois Meeting at the Elgin Circuit were held: the Illinois Trophy, with four participants enrolled; the Kane County Trophy, with eleven participants enrolled; the Aurora Cup, with three registered participants; and Elgin National, with twelve participants enrolled. All of them were equipped with Michelin tires.<sup>63</sup>

The annex shows two tables listing several examples of incentives that tire manufacturers offered to racing pilots so that their tires would be utilized (see **TABLE 2** and **TABLE 3**).

#### **14. The year 1912, a turning point**

On the evening of Saturday, June 17, 1912, employees of the Michelin Tire Co. in Milltown were invited by the company to watch a movie at the Airdome—an outdoor theater—in the neighboring town of New Brunswick. Announced as “one of the best and most realistic racing movies ever filmed, reproducing all the excitement and battling for the most important competitions,” the movie showed images of the two major car races held at the Savannah circuit the previous season. Michelin had played a prominent role in both events.<sup>64</sup> They had obtained the first two places equipping the cars of racing pilot Ralph Muldorf in the Vanderbilt Cup and of David Bruce-Brown in the III American Grand Prize; in both races the first six classified vehicles ran on Michelin tires. Few could have imagined that the triumphant cinema session would not be repeated the following year.

In early October 1912, the two major sporting events held on American soil took place at the racing circuit on the premises of their new headquarters in Wauwatosa, Milwaukee. The Vanderbilt Cup started their competition on October 2 and, just three days apart, the Grand Prize began theirs on October 5. The preliminaries and the development of the trial races during these days marked a drastic and unexpected turning point in the ongoing and close relationship between Michelin and automotive competitions.

The practice runs prior to the fourth American Grand Prize race ended up being dramatic. The favorite of the race was the young Fiat racing pilot, David Bruce-Brown, and the team with whom he had won the same race the year before on Michelin tires. He defended his title since he had also won in 1910 the II American Grand Prize, on that occasion driving a German car Benz presumably equipped with Continental tires.<sup>65</sup> A new victory would make him the champion for three consecutive years, an unprecedented feat. In addition, according to the rules of the race, winning a third victory would grant him the right to keep the valued trophy—a golden cup worth \$5,000—as his own property. It was not just another race.

For the Wauwatosa racing trials, the Fiat team counted on two other official drivers, Teddy Tetzlaff and Caleb Bragg, Bruce Brown's friends and teammates from the European team. All three were running with the Fiat S74, equipped with a powerful 14-liter engine, 4 cylinders and 75 hp. This Italian model was the same that had given the victory to Bruce-Brown and his co-driver and mechanic Antonio "Tony" Scudelari—employed by Fiat in Turin—in the III American Grand Prize of 1911, and with which they had participated four months before in the Grand Prix of Europe held in Dieppe on June 25-26, 1912. In this last race, despite taking the lead during the two days and terminating in third place at the end of the race, they were ultimately disqualified for refueling in a manner that was not permitted. In both competitions, the Fiat was equipped with Michelin tires.

Bruce-Brown arrived just in time to attend the resumed trial runs held on days right before the race, which had been postponed for several days (figs. 131). On Tuesday, Oct. 1, barely 22 hours after returning from New York, Bruce-Brown and Scudelari took their seats in their Fiat S74 equipped with used tires to become familiar with the circuit's layout.<sup>66</sup> After completing it two or three times, the vehicle set the best time marking the fastest lap of all the practice sessions. Bruce-Brown was circling behind his teammate Tetzlaff's car on the track and accelerated to hunt him down. On the sixth lap, driving more than 90 miles/h (150 km/h), one of the car's rear tires exploded. According to a journalist's report published the following day:

“When his tire exploded it was thrown thirty yards away [from the car Tetzlaff was driving]. The inner tube, still hot, was picked up about fifty feet from the scene. As the rims of the left hind wheel struck the hard surface of the road, Bruce-Brown lost control of his car. It shot diagonally across the road, and plunged into the ditch on the right hand side.”<sup>67</sup>

The collision was brutal, catapulting its occupants out of the cockpit away from the car, which was shattered (figs. 133). Both were seriously injured, and there was no ambulance stationed during the trial runs, a negligence for which the organization was blamed. Bruce-Brown died three hours later in the hospital and Scudelari, in critical condition, was also unable to recover. Bruce-Brown was an enthusiastic lover of speed and racing, and he competed purely as a hobby since he was the son of a millionaire family from New York. His popularity on and off the tracks and his young age—25 years—left the entire country in shock. Virtually every newspaper included the news about the accident the day after, making the front page and also covered in the interior sections, most reproducing the press release distributed by the Associated Press agency.

The accident, one day before the start of the Vanderbilt Cup and four Grand Prize races, also provoked criticism from racing pilots and teams about conditions of the race.<sup>68</sup> The issue of safety for drivers and the public was a historical claim. In different competitions, the narrow layout and road conditions, littered with holes and bumps, posed a danger to driving. The lack of law enforcement was also common, considered necessary to control crowds of spectators located at especially dangerous points to view the course of the race or who crossed the road while it was going on. Another cause of accidents was the invasion of the track at the finish line after the arrival of the first classified car, forcing the rest of the contestants to brake and maneuver to dodge the crowd, which was not always successful.<sup>69</sup> Faced with a barrage of criticism, the organization was defended by A. R. Pardington, a judge of the races:

“The accident was unavoidable and the track was in no wise to blame. It is in excellent condition. The casting of a tire would have upset any machine traveling at that speed, no matter how excellent the course.”<sup>70</sup>

The two races were finally initiated. In the Vanderbilt Cup, held the morning of October 2 before 75,000 spectators, Ralph De Palma won with a Mercedes, assisted in changing tires by Michelin mechanics.<sup>71</sup> Spencer Wishart, his teammate, came in third position. Both Mercedes were equipped with Michelin tires. The American Grand Prize held on October 5 was won by Caleb S. Bragg with Michelin non-skid tires fitted on the four wheels. Bragg, Bruce-Brown's teammate at Fiat, had renounced participating but finally made the decision to do so in tribute to the memory of his friend. The other two Fiat cars were driven by Barney Oldfield—replacing Bruce-Brown—who came in fourth place (figs. 124) and Teddy Tetzlaff who classified in eighth position. De Palma also participated in this race, who had recently won the Vanderbilt, but suffered a severe accident during the route and he and his co-pilot Tom Alley ended up hospitalized with serious injuries.

## 15. The end of an era

Bruce-Brown's name was added to the long list of racing pilots who had died in the previous months.<sup>72</sup> Racing victims, both spectators and participants, constituted a compelling argument that fueled increasing animosity towards such competitions. In the specific case of Michelin and their fidelity to racing competitions, this state of opinion was extremely unfavorable for the brand's image. Although the cause of the accident was in no case attributed to the tires, headlines such as "Tire blows out, driver killed,"<sup>73</sup> "Driving at ninety miles clip when rear tire explodes wrecking car,"<sup>74</sup> "Explosion of auto tire causes Bruce-Brown to be killed at the Milwaukee track,"<sup>75</sup> and "Rear tire of high powered Fiat car blows out hurling wealthy sportsman to his death,"<sup>76</sup> on newspaper covers in the early days of October was not the type of publicity expected from such events.

At the end of the month, on October 27, the Michelin Tire Co. of Milltown issued a press release that was covered by the media, signed by their Vice-President Jules Hauvette-Michelin:

"Our interest in automobile racing has always been confined to a study of the effects on tires of fast driving, quick braking, taking turns at high speed and of other severe contingencies seldom experienced in every day service. The knowledge gained in seventeen years close study of the effects on tires of long distance road contests has unquestionably helped us to improve our product and in this way the motoring public has also profited."

"Road racing is dying out because many manufacturers of standard models are not willing to compete against specially built racing machines. Track races and other hippodrome performances survive but the average consumer certainly does not expect to drive on the race track so we have no desire to make tires for track racing. On the other hand, contests like the Vanderbilt Cup, the Elgin Stock Car and the International Grand Prize have unquestionably aided us in giving the motoring public better tires."

"Another fact that we cannot overlook is the regrettable number of serious accidents that have occurred this season. We feel that a strong public sentiment against racing has developed which we believe it would be unwise to ignore."<sup>77</sup>

Apart from prudence, another interpretation of the decision to withdraw from racing competitions may also be considered. In 1912 the consolidation and drive of American brands was already a reality, as well as the technological advances that non-skid covers with tread patterns entailed. The latter was obtained by generating different surface designs with pieces rubber that formed part of the curing molds instead of utilizing metal studded leather bands that were fastened to tires.

In the competitions, the tires from Firestone,<sup>78</sup> Goodyear, Diamond, Fisk, Goodrich, G & J and Morgan & Wright, as well as those of medium-sized companies like Federal, Ajax-Grieb or Nassau—to which Braender and Miller<sup>79</sup> were subsequently added—represented technologically advanced options comparable to those of Michelin (figs. 140-145). Apart from that, the strength of these companies also allowed them to economically compete with incentives that were granted to racing pilots. Although the major American racing events of 1912 were monopolized by Michelin—first in the Vanderbilt Cup followed by the American Grand Prize, the Indianapolis Speedway, the Elgin Free-For-All, the Wisconsin Challenge, and the Pabst Trophy—they were achieved at a high cost that was difficult to maintain.

The decision that was publicly announced in American newspapers had already been made in reference to competitions that were held in continental Europe. This had been certified in an official declaration realized by Michelin in July 1912, just before the beginning of the second day of the Grand Prix du RACB (Royal Automobile Club de Belgique) held at Anseremme.<sup>80</sup> As for the British Isles, open track racing had been banned in that country from the outset, confining most of racing events to stadiums and closed circuits that were specially equipped. In September of that same year, an advertisement in the newspaper *The Times* reproduced a brief message written on a sign which is held by the mascot Bibendum: “Michelin no longer takes part in races” (figs. 138-139).<sup>81</sup> The reasons for this drastic determination abounded, and Michelin inserted an advertisement in the same British newspaper two years later bringing up new arguments. This time the rationale was based on an article published in one of the magazines that served as a reference for the motor world, which stated:

“Speaking in tyres, it is a thousand pities that the money question should prevent makers of cars using the tyres of their natural choice; in this event the price paid by the tyre makers to any known driver is stated to be £200 to start only, with a further £300 or £500 to win ... The present system is a crying scandal (...)”<sup>82</sup>

The huge expense involved with participating in competitions, and especially the incentives paid to racing pilots to utilize their tires—the result of fierce auctions with bidding against the other tire firms—constituted money that was computed in the final cost of the tire, making it more expensive. This burdensome investment, it was said, should be eliminated. In the text Michelin explained the case of a car brand that had won the previous Grand Prix with different tires for each year the race was held. That year [1914] they participated with a third brand and, therefore, it was impossible to determine which was the best tire based on the results of the races. He was referring, of course, to the French driver Georges Louis Frederic Boillot and his team with Peugeot. In the XII Grand Prix of the Automobile Club de France held in Dieppe on June 25-26, 1912 Boillot won with his Peugeot L-76 fitted with Continental tires (the cars coming in second to seventh place were all equipped with Michelin tires). The following year, at the XIII Grand Prix held in Amiens on July 12th, Boillot won with the Peugeot EX3 ... running on Pirelli tires. Finally, he participated in the XIV Grand Prix in Lyon held July 4, 1914 with a Peugeot EX5 equipped with Dunlop tires, although he did not finish the race.

It would have been a fully justified rationale ... if it were not for the fact that Michelin had been one of the instigators of this practice and systematically applied it to their participation in all types of European and American competitions on roads and tracks, in speed and resistance (such as 24 hour) races, to impose their hegemony on all other brands. With the withdrawal of Michelin from automobile racing, the rest of the manufacturers found a more open and competitive space to place their stakes on racing as a means of promoting their products (figs. 146-159).

## Notes

1. Miquel (1962), p. 374.
2. Darmon (1997), pp. 9-10. The advertisement was published in the sports newspaper *Vélo Sport*.
3. Ibid, p. 27.
4. According to Pierre Souvestre (1907) in “Les trois premières voitures automobiles de Michelin,” pp. 229-232, and in the chapter “La Course Paris-Bordeaux-Paris (1895),” pp. 287-295.
5. Ibid, p. 293.
6. As stated in the dossier *Le pneumatique et la compétition. Une longue course vers le progrès*. Clermont-Ferrand, Michelin & Cie, 1972, pp. 2 and 7.
7. Other sources cite the number of registered vehicles at 42. The truth is that nineteen cars—twelve with gasoline engines, six with steam engines and one electric car—were present at the starting line along with two bicycles. Moreover, the final official classification of the race listed nine cars, which did not include Michelin’s L’Eclair. The first to cross the finish line was a Panhard-Levassor, although it was disqualified—as happened to Michelin with their tires—for having changed the solid rubber tires. Souvestre (1907), p. 295. Besqueut (2007) also mentions the disqualification in his article.
8. Anderson (1954), p. 345.
9. Babcock (1966), p. 49.
10. Duryea’s adventure was followed by others which featured the founding pioneers of the American auto industry. In 1896, Alexander Winton commissioned BF Goodrich, a manufacturer of bicycle tires among other items, to produce the first cars made by his company, the Winton Automobile Company of Cleveland. This company was responsible for the initial expenses which included, among others, the development of molds. At the end of the same year he received the first set of tires. Blackford and Kerr (1997), p. 32.
11. According to Cord’s account (2003) in the article listed in the bibliography.
12. “New automobile records,” *The New York Times*, October 11, 1901.
13. According to the first paragraph of the letter sent to the ACF in November 1899: “Désireux d’encourager l’industrie automobile, j’ai institué un prix international destiné à être disputé par les divers clubs automobiles du monde entier.” Souvestre (1907), pp. 475-476.
14. “Grand Prix del Automóvil Club de Francia,” *El Mundo Deportivo*, July 5, 1906.
15. “Details of construction of the thirty-four grand prix racers,” *The Automobile*, July 12, 1906, p. 38.
16. “Ideas for Cup race,” *The New York Times*, July 15, 1906; and “Motoring notes,” *Star*, October 1, 1906, p. 1.
17. Henry C. Pearson had been the editor and director of the rubber and tire industry magazine *The India Rubber World* since 1889, which provided timely information on the changes and technological advances in the sector. In the publication included in the bibliography, he cited the Quick Change Rim as the first detachable tire, developed in England especially for the competition. According to him, the idea was quickly adopted in France, with the successive appearance of detachable tires by M. L., Michelin, Vinet, Lousteauneau and Houdet. Pearson, pp. 793-803.
18. “Recent patents relating to rubber,” *The India Rubber World*, May 1, 1907, p. 247.
19. “The patent rims in the race,” *The Automobile*, July 12, 1906, p. 57. “Ideas for Cup race,” *The New York Times*, July 1, 1906. “Development of the removable rim,” *Motor*, October 1907, p. 49-51.
20. “Perlman wins the demountable rim suite,” *The India Rubber World*, May 1, 1916, pp. 402-403. “Louis H. Perlman wins rim patent suit,” *The India Rubber World*, March 1, 1916, p. 307. “Demountable rim history,” *The India Rubber World*, June 1, 1916, p. 472.
21. At the end of the race, the fourth qualifier—Vicenzo Lancia representing Italy with his Fiat—and the second—George Heath for France, with his Panhard (both presumably equipped with Michelin

- tires) joined together to protest against the victory of Victor Hemery—also for France, with his Darracq. They did so as they understood that Hemery had broken the regulations when running on English Dunlop tires. Finally they decided not to file an official complaint, although the story is taken from the article “Lancia will protest. With Heath, he charges that the winner used English tires” published in *The New York Times* on the day after the race, October 15, 1905. In an article about the race published in the specialized magazine *Motor Age*, October 19, 1905, it was added that Mr. Rawlinson, representative of Darracq, provided numerous documentation certifying that the tires had been manufactured at Dunlop’s new French factory and protested, following the same argument about George Heat’s Panhard being made by German manufacturers.
22. Dumond (1993), p. 579.
  23. The French branch for Dunlop edited a commemorative poster of the victory that was illustrated by French artist Philippe Halbert. The main illustration shows Hemery driving his Darracq car equipped with Dunlop tires. This lithograph poster measuring 55 x 40 cm was auctioned by the gallery L’Art et l’Automobile in 2005 (see fig. 109).
  24. *Motor Age*, October 19, 1905.
  25. In the race of 1906, the five participating American cars were fitted with Diamond tires and, of the foreigners, ten were equipped with Michelin and two (German) were equipped with Continental. “Tires at the Vanderbilt Cup race,” *The India Rubber World*, November 1, 1906, p. 55.
  26. The primary function of the branch office was to supply its commercial network with tires imported from France and stored for distribution. Its facilities included a mechanical repair center equipped with machinery and specialized mechanics to provide service to customers.
  27. In a table detailing the cars participating in the 1905 Vanderbilt Cup, curiously, French and Italian cars equipped with Michelin tires are listed specifying each case as “French Michelin” or “Italian Michelin” (also seen with French vehicles running on Dunlop tires, listed as “French Dunlop”). “Details of cars in the Vanderbilt Cup race,” *Motor Age*, October 10, 1905
  28. *The Automobile*, October 29, 1908, as mentioned by Casey (1999), p. 359.
  29. “The Automobile Club’s sumptuous new home,” *The New York Times*, April 14, 1907.
  30. “History of the Vanderbilt Cup race,” *The New York Times*, September 11, 1910.
  31. For example, the Michelin Products Selling Co. was present at the 1906 Vanderbilt Cup. Its exhibitor tent, next to the main grandstand, included 100 sleeping beds specifically rented for use on the eve of the racing event. Acquaintances and friends of the sector were invited to enter the premises, where refreshments were distributed. *The India Rubber World*, November 1, 1906, p. 61.
  32. *The New York Times*, November 21, 1908; and “Michelinites were happy,” *The Automobile*, June 24, 1909.
  33. “Michelin people at race,” *New Brunswick Times*, October 26, 1908. Another news item published in the same newspaper on September 21, 1912 states: “A number of local employes of the Michelin Tire Co. are attending the automobile races at Milwaukee. A large number of the racing cars are equipped with Michelin tires.”
  34. As explained in a news report that appeared in the *New York Daily Tribune* newspaper on December 4, 1910, p. 12, reproducing part of an article published in the December issue of *The Columbian Magazine*.
  35. “Dinner to Victor,” *The New York Times*, October 9, 1910.
  36. “American tires make fine showing,” *The Automobile*, July 20, 1905, p. 73.
  37. Seneca, Michael J. *The Fairmount Park motor races, 1908-1911*. Jefferson, NC, McFarland & Co., 1973, p. 51.
  38. *The India Rubber World*, November 1, 1906, p. 55.
  39. *The Sun*, November 1, 1908, p. 12.



40. As mentioned in the text of Michelin advertisements published in *The Literary Digest*, April 11 and May 9, 1908, and in *The Country Life in America*, June 1908.
41. *The New York Times*, July 29, 1907.
42. *Oakland Tribune*, November 29, 1908.
43. *The India Rubber World*, January 1, 1907, p. 125.
44. *The New York Times*, April 21, 1907.
45. *The San Francisco Call*, May 17, 1910.
46. The initial momentum of the French automotive industry gave way in 1904 to a change in ranking, led thereafter by American manufacturers. In 1907 the United States practically doubled its production—44,000 units—compared to the French: 25,000 cars. Flink (1988), p. 19.
47. The race was also a competition between the two major Italian newspapers, both based in Milan, being in 1904 the third city with the largest population in the country. In that year the newspaper *Corriere della Sera*, founded in 1876 and with conservative and bourgeois tendencies, distributed 150,000 copies; its rival, *Il Secolo*, founded in 1896 and with a radical-democratic orientation, had a circulation of 115,000 copies. As Amadelli (2007) explains in detail.
48. *Corriere della Sera*, July 2, 1907.
49. “Pirelli tires across Siberia,” *The India Rubber World*, December 1, 1907.
50. As explained in their own texts, which are listed in the bibliography. For example, a paragraph written by Jean du Taillis (1908) about the character: “This shows how sublimely unconsciousness Charles Godard is by embarking on such a trip without spare parts and without a penny in his pocket. The precaution of having fuel tanks, tires and spare parts along the way has been a huge effort for *Le Matin* and for each participant. Godard not only didn’t care about anything, but has even sacrificed the tires he had and that he could have taken with him in his car.”
51. In addition to the explicit promotional postcard shown in the corresponding part of the chapter, I have only found one written reference regarding the participation of the French company Société l’Automatique Ducasble as a supplier of cushion tires for the Moto-Bloc car: “Le raid New York-Paris,” *La Vie Au Grand Air*, February 8, 1908. As an additional contribution, an article about the New York-Paris rally notes: “Pneumatic tires have been discarded by opting for a special type of cushion tire with individual inner tubes,” “Features of Frenchmen for world tour,” *The Automobile*, February 6, 1908, p. 174.
52. To find some references as to the type of tire used in the Protos, we must refer to the words of his pilot, the high-ranking military official of the German army Hand Koeppen and author of the book listed in the bibliography. In chapter three he states: “Everything worked well from the start. The first tire failure, after twelve difficult kilometers past Camillus [a town in northern New York], did not affect us too much, because the problem was quickly solved with the help of the Dunlop detachable rim.” In chapter four he relates: “Our wheels were too low and weak due to the short time we had to properly equip the car (...) All the wheels were the same size, so we only had to supply Dunlop 935 x 135 tires.” In chapter seven he adds: “(...) We still had four spare Dunlop tires.”
53. The chronicles written by racing pilot Charles Godard and published in the *New York Times*, without naming the brand, stated: “The repairs which I have effected here have been complete (...) the car is now in even better shape than when it left New York, especially as I have substituted new tires for the cushion tires which I used at the start. I find the unevenness of your roads too severe for cushion tires to stand, so have been forced to make the change. I’m delighted with the result.” “Motobloc takes back trail,” *The New York Times*, March 13, 1908.
54. Dunlop’s supply problems can be followed in the daily press reports: “Protos has tire trouble,” “Protos wait for tires” and “Protos still wait for tires” published consecutively on March 14, 15 and 16, 1908 in *The New York Times*.

55. Alberto Pirelli arrived at the port of New York on January 30. "Trade personals," *The Horseless Age*, February 5, 1908; "Expects American to win auto race," *The New York Times*, February 4, 1908; "A visitor from Italy," *The India Rubber World*, March 1, 1908.
56. The U.S. agency, headed by Emil Grossman, was established in 1907. Its headquarters were located at 296 Broadway and part of the business, in addition to supplying tires for Italian import cars factory equipped with Pirelli, included their electric cabling division with rubber insulation, widely used in automotive components. Short press releases in the November and December 1906 issues and in March 1907 of *The India Rubber World*; *The Automobile*, March 26 and May 21, 1908.
57. *The New York Daily Tribune*, February 16, 1908, p. 11.
58. Ibid.
59. "St. Chaffray crosses continent without inflating tires," *The Chicago Examiner*, April 22, 1908.
60. "Victorious Thomas receives an ovation in Paris," *The Automobile*, August 6, 1908, p. 138.
61. For example, at the Cobe Trophy held in June 1909 a large number of companies offered incentives to the winners, apart from the organization's own prizes. The Fisk Rubber Co. awarded the winner if he utilized Fisk detachable rims and tires. The Michelin Tire Co. and Diamond Rubber offered a similar figure to the winner for using their tires. Columbia Lubricants Co. made an extra payment if they used their Monogram oil. Lavalette & Co. did the same with their Eisenmann spark plugs, as did the Bosch spark plugs manufacturers. In addition there were the rewards offered by car manufacturers and an amount provided by the Chicago Automobile Club. "Dangerous turns on Cobe race course," *The New York Times*, June 6, 1909.
62. According to the tables of participants enrolled in the racing event, published in the specialized magazine *The Automobile*, October 22 and November 19, 1908.
63. According to the tables of participants enrolled in the racing event, published in the specialized magazine *Motor Age*, August 31, 1911, p. 14.
64. The projection of the film, courtesy of the Michelin Tire Co., lasted for the week of June 17-22, 1912. A series of small advertising modules inserted daily during those dates in the local newspaper served as a reminder to people interested in the film. "Milltown," *The New Brunswick Times*, June 17, 1912; and *The New Brunswick Times*, advertised between June 17 and 22, 1912.
65. That victory is not on Michelin's list of achievements, so it was certainly achieved on a different brand of tires. Being a Benz car, of German origin, it is most likely that Continental was utilized.
66. "Bruce-Brown car was equipped with old tires. Other racing drivers say that if new tires had been put on the Fiat before it was taken out yesterday the accident undoubtedly would not have occurred." "Bruce Brown is Dead but race will go on," *The Daily Northwestern* (Oshkosh, Wisconsin), October 2, 1912, p. 9.
67. Ibid.
68. "The question of the safety or danger of the course was debated by officials, drivers and team managers up to the hour for starting the race. The killing of David Bruce-Brown of New York, during yesterday's tuning up trials, had renewed hostility towards the course exhibited ten days ago, when the race program was postponed." "Bruce-Brown is dead but race will go on," *The Daily Northwestern* (Oshkosh, Wisconsin), October 2, 1912, p. 9. Also discussed in the news item published in "Race course in bad condition," *Wichita Weekly Times*, October 4, 1912.
69. In the 1910 edition of the Vanderbilt Cup, "Drivers rebel at Vanderbilt Track," *The New York Times*, October 3, 1910. Benz's team was sanctioned by the organization with not participating in the Grand Prize, for criticizing the conditions of the racing trial that had taken place on October 1 on the same circuit in Long Island. Four people (two being mechanics) were killed and 20 wounded in the race, including the Chevrolet and Stone race car drivers. Eventually the planned Grand

- Prize race was canceled. "Vanderbilt throw out Benz entries," October 5 and "Grand Prize auto race called off," October 7, 1910, *The New York Times*.
70. "Tire blows out driver killed," *The Anaconda Standard*, October 2, 1912; and "Bruce-Brown Killed in auto race trial," *The New York Times*, October 2, 1912.
  71. "The winning car was equipped with Michelin tires and a Bosch magneto. The Michelin forces did great work in the pits and some of the quickest changes on record were made." According to the report, De Palma forced the situation to reckless limits in order to win the victory. In the last stages he preferred not to stop to change tires so as to preserve his lead over his competitors, when the circumstances required the replacement of two to possibly three tires. "Ralph De Palma romps home at 69 an hour clip," *The Evening Gazette* (Cedar Rapids, Iowa), October 3, 1912, on the front page.
  72. According to a report signed by A.S. Blakely, in 1911 alone, there was a list of up to seven racing pilots and mechanics killed in racing accidents: Sam P. Dickson at the Speedway on May 30, Marcelle Basle at Hawthorne in Chicago on June 10, Bunny Pearce in Sioux City on August 15, J. Mcnay and HF Maxwell in Savannah on November 20, Louis Strang in Blue River on July 20 ... to which was added Bruce-Brown in Milwaukee on October 1 1912. *The Indianapolis Star*, October 2, 1912, p.11.
  73. *The Anaconda Standard* (Montana), October 2, 1912, cover page.
  74. *Cedar Rapids Republican*, October 2, 1912, cover page.
  75. *Trenton Evening Times*, October 2, 1912, p. 3.
  76. *The Ogden Examiner* (Utah), October 2, 1912, cover page.
  77. This news was widely reported in the press. On the same day, October 27, it was published, among other newspapers, in: "Withdraws from racing," *The New York Times*; "Tire concern will quit racing game," *The Indianapolis Sunday Star*, p. 20; "Michelin out of racing," *New York Tribune*, p. 13; "Michelin Tire Co. withdraws from racing," *The Pittsburgh Press*, p. 6; and the following day, October 28, in "Michelin drops out of the big race," *New Brunswick Times*, p. 9; "Tire company to quit racing game," *The Sandusky Star-Journal*, p. 7. Also in motor world magazines: "Michelin Tire Co. withdraws from racing," *Motor*, December; "Michelin retires from racing," *The Horseless Age*, October 30; and "Michelin withdraws from Racing," *Automobile Topics*, November 2.
  78. Precisely the founder and President Harvey S. Firestone contended in declarations just after finishing the races in the Indianapolis Speedway: "It is claimed that motor racing is no longer necessary to aid in the development and perfection of the motor car. I am not an automobile manufacturer, but I doubt if absolute perfection has been reached in cars any more than in tires or any other part that is subjected to wear and tear (...) Motor car racing is by all odds the severest test a tire can have as it is a scientific fact that the high speed shows up all the strength or weakness of a tire (...) This shows that the lessons of former races in tiremaking have not been forgotten, and that regular stock tires are being made to withstand any condition of speed or road surface. It justifies our position since 1908 in refusing to make any racing tires, and in giving to the man who buys his tires from his dealer just the same quality and durability as the race driver: no more and no less." *The New York Times*, June 4, 1911.
  79. In the 1914 Vanderbilt Cup, held on February 26 in Santa Monica, the winner was Ralph De Palma driving a Mercedes equipped with Braender tires, and William Carlson came in third place with a Mason-Duesenberg fitted with new tires manufactured by the Savage Tire Company from San Diego. Two days later, in the V American Grand Prize held in the same circuit, the winner was Eddie Pullen with a Mercer on Palmer tires and second and third place Guy Ball with a Marmon and William Taylor with an Alco, both equipped with Miller tires. Taking into account all participants of these two major racing events, seven cars used Miller tires and five Braender. "Big part in races played by equipment," *The San Antonio Light*, March 15, 1914.

80. “Belgian race was a fiasco,” *The Automobile*, p. 247.
81. Advertisement in *The Times* newspaper, September 6, 1912. Naturally this advertisement was simultaneously published in different countries. In France, moreover, in the sports newspaper *L’Auto* on July 12, 1913, the decision was reaffirmed with a full-page advertisement portraying the face of Bibendum and the text “Michelin rappelle qu’il ne prend plus part aux courses “ (Michelin reiterates that it will no longer take part in races).
82. As reproduced in the advertisement, and extracted as explained in the article “Practice for the Grand Prix,” published in the British magazine *The Coach*, June 27, 1914. The same advertisement was inserted in different newspapers; for example, in *The Manchester Guardian*, July 6, 1914.

## Bibliography

- AMADELLI, Aldo. *La Pechino-Parigi degli altri, ovvero: Corriere vs. Secolo, la sfida degli invitati speciali e considerazioni varie*. Conference included in the document published by the AISA, Associazione Italiana per la Storia ‘dell Automobile, Milan, March 27, 2007.
- ANDERSON, Russell H. “The first automobile race in America.” *Journal of the Illinois State Historical Society*, Winter 1954, pp. 343-359. Springfield: Illinois State Historical Society, 1954.
- BABCOCK, Glenn D. *History of the United States Rubber Company. A Case Study in Corporation Management*. Indiana: The Foundation for the School of Business-Indiana University, 1966.
- BLACKFORD, Mansel G.; KERR, Kathel Austin. *BFGoodrich. Tradition and Transformation, 1870-1995*. Columbus: Ohio State University Press, 1996.
- BESQUEUT, Patrice. “L’Eclair met les pneus dans la course.” *Michelin: Son Histoire, Ses champions, les Héros du Quotidien*. Clermont-Ferrand: La Montagne, 2007.
- CANESTRINI, Giovanni. *I Pneumatici e le Corse. Storia di una Conquista della Tecnica*. Milano: Edizioni Interauto, 1950.
- CASEY, Robert. “The Vanderbilt Cup, 1908.” *Technology and Culture*, Volume 40, Number 2, April 1999, pp. 359-362. The Johns Hopkins University Press.
- CORD, Scott. “The race of the century: 1985 Chicago.” *Journal of the Illinois State Historical Society*, Volume 96, Number 1, pp. 37-48. Springfield: Illinois State Historical Society, 2003.
- CORMIER, Georges. *El Raid Pekín-París*. Paris: Librería Ch. Delagrave, 1907. Translation of original in French into Spanish, available at [www.escuderia.com/WebcolabPP.htm](http://www.escuderia.com/WebcolabPP.htm)
- DICK, Robert. *Auto Racing Comes of Age: a Transatlantic View of the Cars, Drivers and Speedways, 1900-1925*. New York: McFarland & Co., 2013.
- DU TAILLIS, Jean. *De Pekín a París en Automóvil*. Milan: Fratelli Treves Editori, 1908. Translation of original in Italian into Spanish, available at [www.escuderia.com/WebcolabPP.htm](http://www.escuderia.com/WebcolabPP.htm)

- DUMOND, Lionel. *L'Industrie Française du Caoutchouc, 1828-1938: Analyse d'un Secteur de Production*. Doctoral thesis, Université Paris 7-Denis-Diderot, 1996.
- FENSTER, J. M. "The longest race," *American Heritage Magazine*, vol. 47, number 7, November 1996.
- FLINK, James J. *The Automobile Age*. Cambridge: MIT Press, 1988.
- GALPIN, Darren. *A Record of Motorsport Racing Before World War I*. Extensive and complete list of races celebrated in the United States and Europe from 1909 to 1918, as part of a work in preparation, updated in 2008 and still unpublished.
- GARRETT, Romeo B. "The role of the Duryea brothers in the development of the gasoline automobile." *Journal of the Illinois State Historical Society*, April 1975, pp. 174-180. Springfield: Illinois State Historical Society, 1975.
- KOEPPE, Hans. *Im Auto um Die Welt*. Berlin: Ullstein & Co., 1909.
- NOLAN, William F. *Barney Oldfield. The Life and Times of America's Legendary Speed King*. Carpinteria, California: Brown Fox Books, 1961 (revised edition, 2002).
- PATCHETT, Barry Martin. "The Story of the 28/45 hp Züst No. 127." *Automobile Quarterly*, 4th quarter, 2008. New Albany, Indiana: Automobile Quarterly, Inc. An updated digital version is available at: [www.greTRACEZUST.com](http://www.greTRACEZUST.com)
- PEARSON, Henry C. *Pneumatic Tires*. New York: The India Rubber World Publisher, 1922.
- ROSENKRANZ, Simon. *Michelin. Pioneers in Motor Racing*. Essex: Zoot Publications, 2003.
- SNELLMAN, Leif. "The First Grand Prix," *8W Millennium special, Reader's Why*, May 27, 2002. Article published in the historical section of the website: [forix.autosport.com](http://forix.autosport.com).
- SOUVESTRE, Pierre. *Histoire de l'Automobile*. Paris: H. Dunod et E. Pinat Éditeurs, 1907.
- 75 Anniversario della Michelin Italiana. 1907-1982*. Milan: Servizio Propaganda della Michelin Italiana, July 1982.
- Monograph on the Italian history of Michelin for their 75th anniversary*. Pirelli, *Cent'Anni per lo Sport*. Milan: Mondadori Electra, 2007.
- [www.vanderbiltcupraces.com](http://www.vanderbiltcupraces.com). Website of a key reference on the history of the Vanderbilt Cup managed by the expert in the field, , Howard Kroplick.



**TABLE 1:  
VICTORIES OF VEHICLES  
OFFICIALLY EQUIPPED  
WITH MICHELIN TIRES  
IN AMERICAN COMPETITIONS  
(1901-1912)\***

**1901**

**THE RECORD MILE**

**DATE:** October 10.

**LOCATION:** Empire City Race Track  
in Yonkers, New York.

**WINNER:** Henri Fournier. **CAR:** Mors 60 hp.  
World speed record for 1 mile (1'61 km)  
in a time of 1 minute 6 seconds, on Michelin tires

**1904**

**I VANDERBILT CUP**

**DATE:** October 8.

**LOCATION:** Long Island Motor Parkway, New York.

**WINNER:** George Heath.

**CAR:** Panhard.

The first two placements,  
equipped with Michelin tires.

**1906**

**III VANDERBILT CUP**

**DATE:** October 6.

**LOCATION:** Long Island Motor Parkway, New York.

**WINNER:** Louis Wagner. **CAR:** Darracq.

The first four placements,  
equipped with Michelin tires.

**1907**

**MORRIS PARK 24-HOUR RACE**

**DATE:** September 7.

**LOCATION:** Morris Park Motordrome, New York.  
winning team: Maurice Bernin and Paul Lacroix.

**CAR:** Renault 35-45 hp.

Equipped with Michelin tires (only one flat tire).

**MORRIS PARK 24-HOUR RACE**

**DATE:** September 27.

**LOCATION:** Morris Park Motordrome, New York.

**WINNER:** Emanuel Cedrino.

**CAR:** Fiat 35 hp.

Equipped with Michelin tires.

**1908**

**100 MILES DAYTONA BEACH**

**DATE:** March 5. location: Ormond Beach, Florida.

**WINNER:** Maurice G. Bernin.

**CAR:** Renault 60 hp.

Speed record covering the course of 100 miles  
(161 km) in 1 h 12 minutes 56 seconds,  
on Michelin tires.

**SAVANNAH AUTOMOBILE CLUB TROPHY**

**DATE:** March 19.

**LOCATION:** Savannah, Georgia.

**WINNER:** Louis Strang. **CAR:** Isotta-Fraschini.

Equipped with Michelin tires

**BRIARCLIFF TROPHY**

**DATE:** April 24.

**LOCATION:** Westchester County, New York.

**WINNER:** Louis Strang. **CAR:** Isotta-Fraschini.

Five of the first six placements, including the winner,  
equipped with Michelin tires.

**THE LONG ISLAND**

**MOTOR PARKWAY SWEEPSTAKES**

**DATE:** October 10.

**LOCATION:** Long Island Motor Parkway, New York.

**NASSAU SWEEPSTAKES**

**WINNER:** Hugh Easter. **CAR:** Buick.

Equipped with Michelin tires.

**MEADOW SWEEPSTAKES**

**WINNER:** Hugh Easter. **CAR:** Allen-Kingston.

First two placements, equipped with Michelin tires.

**GARDEN CITY SWEEPSTAKES**

**WINNER:** William H. Sharp.

**CAR:** Sharp-Harrow.

Equipped with Michelin tires.

**MOTOR PARKWAY SWEEPSTAKES**

**DATE:** Herbert Lytle. **CAR:** Isotta.

Among the first seven, the first, second,  
fourth, fifth and seventh, ran on Michelin tires.

**NARRAGANSETT PARK**

**DATE:** October 10.

**LOCATION:** Narragansett Park, Providence.

**WINNER:** Ralph De Palma. **CAR:** Fiat Cyclone.

1 mile speed record (52.4 seconds),  
5 mile speed record (4 minutes 26 seconds),  
both run on Michelin tires.

**VANDERBILT CUP**

**DATE:** October 24.

**LOCATION:** Long Island Motor Parkway, New York.

**WINNER:** George Robertson.

**CAR:** Locomobile.

First three winners, fitted with Michelin.

**I AMERICAN GRAND PRIZE**

**DATE:** November 26.

**LOCATION:** Savannah Circuit.

**WINNER:** Louis Wagner. **CAR:** Fiat.

Five of the first six, including the winner,  
on Michelin tires.

**1909****INDIANA TROPHY****DATE:** June 18.**LOCATION:** Crown Point.**WINNER:** Joe Matson. **CAR:** Chalmers-Detroit.

The first five placements, fitted with Michelin tires.

**COBE TROPHY****DATE:** June 19.**LOCATION:** Crown Point.**WINNER:** Louis Chevrolet. **CAR:** Buick.Among the top five,  
the first, third, fourth and fifth place,  
ran on Michelin tires.**DENVER****DATE:** July 5.**LOCATION:** Denver.**WINNER:** Eaton McMillian. **CAR:** Colburn.First and third place were equipped with  
Michelin tires.**VESPER CLUB TROPHY****DATE:** September 6.**LOCATION:** Merrimack Valley, Massachusetts.**WINNER:** Bob Burman. **CAR:** Buick.

The first five placements, ran on Michelin tires.

**LOWELL TROPHY****DATE:** September 8.**LOCATION:** Merrimack Valley, Massachusetts.**WINNER:** George Robertson. **CAR:** Simplex.

The first five placements, ran on Michelin tires.

**RIVERHEAD CIRCUIT****DATE:** September 29.**LOCATION:** Riverhead, New York.

CLASS 1 (227,5 miles)

**WINNER:** Ralph De Palma. **CAR:** Fiat.

First three placements, equipped with Michelin tires.

CLASS 2 (182 miles)

**WINNER:** Frank Lescault. **CAR:** Palmer-Singer.

First two placements, fitted with Michelin tires.

CLASS 3 (136,5 miles)

**WINNER:** William Sharp. **CAR:** Sharp Arrow.

On Michelin tires.

CLASS 4 (113,75 miles)

**WINNER:** Louis Chevrolet. **CAR:** Buick.

First two placements, fitted with Michelin tires.

**FAIRMOUNT PARK RACE****DATE:** October 9.**LOCATION:** Philadelphia, Pennsylvania.**WINNER:** George Robertson. **CAR:** Simplex.First three positions,  
equipped with Michelin tires.**VANDERBILT CUP****DATE:** October 9.**LOCATION:** Long Island Motor Parkway, New York.**WINNER:** Harry Grant. **CAR:** Alco.

First two placements, ran on Michelin tires.

**WHEATLEY HILLS TROPHY****DATE:** October 9

(during the Vanderbilt Cup event).

**LOCATION:** Long Island Motor Parkway, New York.**WINNER:** Ray Harroun. **CAR:** Marmon 32 hp.First three positions,  
equipped with Michelin tires.**MASSAPEQUA SWEEPSTAKES****DATE:** October 9

(during the Vanderbilt Cup event).

**LOCATION:** Long Island Motor Parkway, New York.**WINNER:** Joe Matson. **CAR:** Chalmers.

Equipped with Michelin tires.

**1910****ATLANTA RACE****DATE:** May 5.**LOCATION:** Atlanta Motordrome  
in Atlanta, Georgia.

13 TRIALS, between 1 to 200 miles.

**WINNER:** 11 victories  
vehicles ran on Michelin tires.

200 MILE RACING TRIAL.

**WINNER:** First two placements, ran on Michelin tires.**PRESTOLITE TROPHY****DATE:** May 27.**LOCATION:** Indianapolis Motor Speedway  
in Indianapolis, Indiana.

100 MILES RACING TRIAL

**WINNER:** Tom Kincaid. **CAR:** National.

First five placements, equipped with Michelin tires.

5 MILE RACE

**WINNER:** Tom Kincaid. **CAR:** National.

First three placements, ran on Michelin tires.

10 MILE RACE

**WINNER:** Ray Harroun. **CAR:** Marmon.

Equipped with Michelin tires.

5 MILE RACE

**WINNER:** Louis Chevrolet. **CAR:** Buick.

Ran on Michelin tires.

**WHEELER & SCHEBLER TROPHY****DATE:** May 28.**LOCATION:** Indianapolis Motor Speedway.**WINNER:** Ray Harroun.**CAR:** Marmon.First four placements,  
equipped with Michelin tires.



**COBE TROPHY**

**DATE:** July 4.  
**LOCATION:** Indianapolis Motor Speedway.  
**WINNER:** Joe Dawson.  
**CAR:** Marmon.  
 First four placements, ran on Michelin tires.

**ELGIN NATIONAL TROPHY**

**DATE:** August 27.  
**LOCATION:** Elgin Circuit in Elgin, Illinois.  
**WINNER:** Joe Dawson. **CAR:** Marmon.  
 First four placements,  
 equipped with Michelin tires.

**REMY GRAND TROPHY**

(100 miles)  
**DATE:** September 3.  
**LOCATION:** Indianapolis Motor Speedway.  
**WINNER:** Howdy Wilcox. **CAR:** National.  
 First three placements, ran on Michelin tires.

**ALGONQUIN HILL CLIMB**

**DATE:** September 16  
**LOCATION:** Algonquin, Illinois.  
**WINNER:** Arthur Greiner. **CAR:** National.  
 First four placements,  
 equipped with Michelin tires.

**VANDERBILT CUP**

**DATE:** October 1.  
**LOCATION:** Long Island Motor Parkway, New York.  
**WINNER:** Harry Grant. **CAR:** Alco.  
 First six placements, equipped with Michelin tires.

**FAIRMOUNT PARK RACE**

**DATE:** October 8.  
**LOCATION:** Philadelphia, Pennsylvania.  
 CLASS 5-C  
**WINNER:** Ralph Mulford. **CAR:** Lozier.  
 First four placements, equipped with Michelin tires.

## CLASS 4-C

**WINNER:** Johnny Aitken. **CAR:** National.  
 First three placements, ran on Michelin tires.

## CLASS 3-C

**WINNER:** Ernest Gilliard. **CAR:** Pullman.  
 First two placements, fitted with Michelin tires.

## CLASS 2-C

**WINNER:** Vincent Padula. **CAR:** Abbott-Detroit.  
 First two placements, equipped with Michelin tires.

**II AMERICAN GRAND PRIZE**

**DATE:** November 12.  
**LOCATION:** Savannah Circuit.  
**WINNER:** David Bruce-Brown.  
**CAR:** Benz.  
 First six placements, equipped with Michelin tires.

**1911****INDIANAPOLIS 500**

**DATE:** May 30.  
**LOCATION:** Indianapolis Motor Speedway.  
 2nd and 6th placements,  
 ran on Michelin tires.

**ILLINOIS MEETING**

**DATE:** August 25.  
**LOCATION:** Elgin Circuit in Elgin, Illinois.

**ILLINOIS TROPHY**

**WINNER:** Don Herr. **CAR:** National.  
 First three placements, equipped with Michelin tires

**KANE COUNTY TROPHY**

**WINNER:** Hughie Hughes. **CAR:** Mercer  
 First three placements, ran on Michelin tires

**AURORA CUP**

**WINNER:** M. Roberts. **CAR:** Abbott-Detroit.  
 Fitted with Michelin tires.

**ELGIN NATIONAL STOCK CAR TROPHY**

**DATE:** August 26.  
**LOCATION:** Elgin Circuit in Elgin, Illinois.  
**WINNER:** Len Zengle. **CAR:** National.  
 First three placements, ran on Michelin tires

**FAIRMOUNT PARK RACE**

**DATE:** October 9.  
**LOCATION:** Philadelphia, Pennsylvania.  
 CLASS 6  
**WINNER:** Erwin Bergdoll. **CAR:** Benz.  
 Ran on Michelin tires.

## CLASS 5

**WINNER:** Ralph Mulford. **CAR:** Lozier.  
 First three placements, equipped with Michelin tires.

## CLASS 4

**WINNER:** Louis Disbrow. **CAR:** National.  
 First two placements, equipped with Michelin tires.

## CLASS 3

**WINNER:** Hughie Hughes. **CAR:** Mercer.  
 Ran on Michelin tires.

**SANTA MONICA MEETING**

**DATE:** October 14.  
**LOCATION:** Santa Monica, California.

**DICK FERRIS TROPHY**

**WINNER:** Harvey Herrick. **CAR:** National.  
 First two placements, equipped with Michelin tires.

**LEON SHETTLER CUP**

**WINNER:** Charles Merz. **CAR:** National.  
 Fitted with Michelin tires.

**JEPSEN TROPHY**

**WINNER:** Bruce Keene. **CAR:** Marmon.  
 Equipped with Michelin tires.

**VANDERBILT CUP****DATE:** November 27.**LOCATION:** Savannah-Effingham Circuit.**WINNER:** Ralph Muldorf. **CAR:** Lozier.

First six placements, equipped with Michelin tires.

**SAVANNAH CHALLENGE TROPHY****DATE:** November 27.**LOCATION:** Savannah Circuit.**WINNER:** Hughie Hughes. **CAR:** Mercer.

First three placements, fitted with Michelin tires.

**III AMERICAN GRAND PRIZE****DATE:** November 30.**LOCATION:** Savannah-Effingham Circuit.**WINNER:** David Bruce-Brown. **CAR:** Fiat.

First six placements, equipped with Michelin tires.

**1910****INDIANAPOLIS 500****DATE:** May 30.**LOCATION:** Indianapolis Motor Speedway  
in Indianapolis, Indiana.**WINNER:** Joe Dawson/Don Herr. **CAR:** National.

First two placements, equipped with Michelin tires.

**ELGIN MEETING****DATE:** August 30-31.**LOCATION:** Elgin, Illinois.

ELGIN V

**WINNER:** Ralph De Palma. **CAR:** Mercedes.First and third placement,  
equipped with Michelin tires.**ELGIN TROPHY****WINNER:** Ralph De Palma.**CAR:** Mercedes.

Ran on Michelin tires.

**ILLINOIS NATIONAL TROPHY****WINNER:** Charles Merz.**CAR:** Stutz-Wisconsin.

Ran on Michelin tires.

**VANDERBILT CUP****DATE:** October 2.**LOCATION:** Milwaukee, Wisconsin.**WINNER:** Ralph De Palma. **CAR:** Mercedes.First and third placement,  
equipped with Michelin tires.**PABST BLUE RIBBON TROPHY****DATE:** October 3.**LOCATION:** Milwaukee, Wisconsin.**WINNER:** Mortimer Roberts. **CAR:** Mason.

First two placements, fitted with Michelin tires.

**WISCONSIN CHALLENGE TROPHY****DATE:** October 5.**LOCATION:** Milwaukee, Wisconsin.**WINNER:** Harry Endicott. **CAR:** Mason.

First two placements, equipped with Michelin tires.

**IV AMERICAN GRAND PRIZE****DATE:** October 5.**LOCATION:** Milwaukee, Wisconsin.**WINNER:** Caleb Bragg. **CAR:** Fiat.

Employed Michelin ("Semelle") tires.

\*The list of victories is not exhaustive, but it is complete in terms of showing the most important competitions. The following comprises data compiled from advertisements in the American press inserted by Michelin after the races, which list different victories and are complemented by a variety of sources, including articles and news reports:

"Henri Fournier reduces world figures at Yonkers," *The New York Times*, October 11, 1901.

"Renault breaks auto race record," *The New York Times*, September 8, 1907.

"Big motor race may be repeated," *The New York Times*, September 9, 1907

"The racing autos ahead of record," *The New York Times*, September 28, 1907

"Auto driver killed: two wives claim him," *The New York Times*, September 29, 1907.

"100-Mile record broken at Ormond," *The New York Times*, March 7, 1908.

"Foreign car wins Savannah race," *The New York Times*, March 20, 1908.

"Strang winner at Briarcliff," *The New York Times*, April 25, 1908.

"35 cars to race on the Motor Parkway," *The New York Times*, October 10, 1908.

"Motor Parkway is complete success," *The New York Times*, October 12, 1908.

"Recent Michelin victories," *The Automobile*, July 29, 1909.

"A years' record on road, track and beach," *The New York Times*, January 2, 1910.

"Chadwick car wins 200-mile motor race," *The New York Times*, October 9, 1910.

"Beardsley's mechanic has a leg broken," *New Brunswick Times*, October 10, 1910.

"Bruce-Brown Killed in auto race trial," *The New York Times*, October 2, 1912.

And the websites collating information on racing events, dates and participants:

[www.vanderbiltcupraces.com](http://www.vanderbiltcupraces.com); [www.champcarstats.com](http://www.champcarstats.com);

[www.firstsuperspeedway.com](http://www.firstsuperspeedway.com); [www.teamdan.com/archive/book/book.html](http://www.teamdan.com/archive/book/book.html)

**TABLE 2: INCENTIVE AND AWARDS SCALE OFFERED  
BY AUTOMOBILE COMPONENT MANUFACTURERS \*  
TO RACING PILOTS IN THE 1904 VANDERBILT CUP.  
(MICHELIN IMPORT AGENCY)**

<b>I VANDERBILT CUP</b>	<b>MICHELIN (import agency)</b>
(October 8, 1904)	To be distributed among the leading drivers (in the case of Michelin winners):
	\$ 1,000 first place.
	\$ 500 second place.
	\$ 250 third place.
	\$ 100 fourth place.
	<b>CONTINENTAL</b>
	To be distributed among the leading drivers (in the case of Continental winners):
	\$ 1,000 first place.
	\$ 600 second place.
	\$ 400 third place.

\*If there is no data from other manufacturers for each race, it does not mean that they did not offer their own incentives, but rather that information was not available.

Data compiled from different sources, including articles and news reports:

“Continental prizes in Cup race,” *Automobile Review*, October 1, 1904, p. 318.

“Michelin tires at Vanderbilt Cup race,” *Automobile Review*, October 1, 1904, p. 318.

**TABLE 3: INCENTIVE AND AWARDS SCALE  
OFFERED BY AUTOMOBILE COMPONENT MANUFACTURERS \*  
TO RACING PILOTS IN SEVERAL 1908 RACING EVENTS.**

<b>BRIGHTON BEACH</b> (September 11-12, 1908)	<b>MICHELIN</b> \$250 first place, \$150 second place and \$100 third place. <b>CONTINENTAL</b> \$450 first place, \$100 second place.
<b>VANDERBILT CUP</b> (October 24, 1908)	<b>MICHELIN</b> \$1,000 first place, \$750 second place and \$500 third place, plus a given amount assured to all who finished the race.  <b>DIAMOND</b> \$500 first place, \$250 second place, \$150 third place and \$100 fourth place. <b>HEALY COMPANY (RIMS)</b> \$500 first place, \$300 second place, \$150 third place and \$50 fourth place. (it did not matter which tires were used)
<b>SAVANNAH MEETING</b> INTERNATIONAL LIGHT CAR (November 25, 1908)	<b>MICHELIN</b> \$500 first place, \$300 second place and \$200 third place. <b>CONTINENTAL</b> \$250 first place, \$150 second place and \$100 third place. <b>BOSCH-MAGNETO (SPARK PLUGS)</b> \$500 first place, \$250 second place and \$150 third place.
<b>SAVANNAH MEETING</b> I AMERICAN GRAN PRIZE (November 26, 1908)	<b>MICHELIN</b> \$2,000 first place, \$1,000 second place, \$500 third place, \$300 fourth place, \$200 fifth place, plus \$100 to the next six that finished the race with Michelin tires. An additional \$1,000 distributed amongst the racing pilots in the top three positions (in the case of Michelin winners). <b>CONTINENTAL</b> \$2,000 first place, \$1,250 second place and \$750 third place.

\*If there is no data from other manufacturers for each race, it does not mean that they did not offer their own incentives, but rather that information was not available.

Data compiled from different sources, including articles and news reports:

“Races at Brighton,” *New York Tribune*, September 6, 1908.

“Victors in auto races well paid,” *The Washington Times*, September 27, 1908, p. 5.

“Diamond offers prizes,” *The New York Times*, October 11, 1908.

*The New York Times*, October 19, 1908.

“From the New York end of the race,” *The Automobile*, November 12, 1908, p. 668.

“Michelin prize money,” *The San Francisco Call*, November 21, 1908, p. 14.

“Entries and drivers for Savannah races,” *The Sun*, November 22, 1908, p. 11.

“Trade news notes,” *The India Rubber World*, December 1, 1908, p. 113.

Ch. TERRONT a monté dans la course Paris-Brest une "Humber" avec notre PNEUMATIQUE.

Près de Saint-Brieuc, Ch. TERRONT fait changer sa chambre à air par des paysans.



**PNEUMATIQUE MICHELIN & C<sup>IE</sup>**

↔ Breveté S. G. D. G. en France ↔

*Breveté en Angleterre, Allemagne, Autriche-Hongrie, Italie, Espagne, Belgique, Hollande, Suisse, Russie, États-Unis, etc.*

---

Le Pneumatique est et restera par sa nature même, le plus confortable et le plus rapide des bandages. Mais aucun des nombreux systèmes connus n'était pratique pour la route. Nous croyons pouvoir dire aujourd'hui, après avoir perfectionné notre invention par quatre brevets successifs, **après avoir entendu les appréciations des meilleurs Routiers de France**, que le Pneumatique MICHELIN et C<sup>ie</sup> est pratique pour la route.

Notre Pneumatique se caractérise par deux principes :

**1° PLUS DE COLLAGES**, plus un gramme de dissolution.

Notre Pneumatique entier se démonte et se remonte avec un tournevis, et au besoin avec une pièce de dix sous, en 15 minutes.

**2° PLUS DE RÉPARATION SUR ROUTE.**

On a dans sa poche une chambre à air toute soudée, éprouvée d'avance, et on la met à la place de celle qui est percée, en **HUIT MINUTES**, avec un simple tournevis.

Nous signalons la **qualité** de nos caoutchoucs, que plusieurs personnes très autorisées dans la vélocipédie ont trouvés remarquables, ce qui assure la durée de nos bandages. — Notre maison, fondée en 1832, c'est-à-dire dès les débuts de l'emploi de cette substance, fabrique spécialement pour les usages industriels des produits de première qualité. — Nous avons tenu à honneur de présenter aux cyclistes du **caoutchouc vraiment digne de ce nom.**

Le QUATORZE JUILLET, Louis XVI, apprenant de la bouche de La Fayette la prise de la Bastille, s'écriait : « Mais alors, c'est une révolte ! » — Non, Sire, répondit le Marquis, **C'EST UNE RÉVOLUTION.** »

Nous avons la confiance que le Public vélocipédique dira de notre pneumatique : « C'est un perfectionnement ? — Non, **C'EST UNE RÉVOLUTION.** »

**Cinq crevaisons dues à DES CLOUS réparées en 3 heures 1/2, la nuit, par des hommes fatigués.**

1. Original advertisement distributed among spectators at the finish line of the cyclist race Paris-Brest-Paris, September 9, 1891.

## LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1900

### PARIS-TOULOUSE-PARIS

**VOITURES**  
Le 1<sup>er</sup> LEVEGH, Voiture Mors

**VOITURETTES**  
Le 1<sup>er</sup> L. RENAULT - Voiturette Renault Frères  
étaient sur pneus "MICHELIN"

### COUPE GORDON-BENNETT

**PARIS - LYON**  
Le 1<sup>er</sup> CHARRON - Voiture Panhard-Levassor  
était sur pneus "MICHELIN"

### COUPE DES VOITURETTES

**PARIS-ROGEE-PARIS**  
**VOITURETTES DE 250 A 300"**  
Le 1<sup>er</sup> THERY Voiturette Decauville  
et 3 dans les 4 Premiers  
étaient sur pneus "MICHELIN"

### AU CRYSTAL PALACE

**LONDON SHOW**  
Les 2 Voiturettes DECAUVILLE  
ayant couvert 1000 miles  
sans aucun arrêt  
étaient sur pneus "MICHELIN"

### RECORD DU MILE ET DE L'HEURE

**AU CRYSTAL PALACE**  
Le 1<sup>er</sup> RIGAL - Moto-cyclo Perfecta  
était sur pneus "MICHELIN"

### CRITÉRIUM DES VOITURETTES

**ÉTAMPES-ARBUS (2 TOURS)**  
Le 1<sup>er</sup> COTTEREAU Voiturette Coltroux  
et les 3 premiers  
étaient sur pneus "MICHELIN"

### BORDEAUX-PÉRIGUEUX-BORDEAUX

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> LEVEGH, Voiture Mors

**VOITURETTES**  
Le 1<sup>er</sup> THERY, Voiturette Decauville  
étaient sur pneus "MICHELIN"

### MEETING D'OSTENDE

**GRAND PRIX D'OSTENDE**  
Le 1<sup>er</sup> LEVEGH, Voiture Mors  
était sur pneus "MICHELIN"

### CRITÉRIUM DES ÉLECTRIQUES

**PARIS - DIJON**  
Le 1<sup>er</sup> KRIEGER, Voiture Krüger  
était sur pneus MICHELIN

### MEETING DE SALON

**VOITURES**  
Le 1<sup>er</sup> JENATY, Voiture Lefèvre Bolide

**VOITURETTES**  
Le 1<sup>er</sup> CAMUS, Voiturette La Mouche  
étaient sur pneus "MICHELIN"

## LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1901

### PARIS - BERLIN

**VOITURES**  
Le 1<sup>er</sup> FOURNIER, Voiture Mors  
et les 6 Premiers

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> GIRAUD, Voiture Panhard-Levassor  
et les 6 Premiers

**VOITURETTES**  
Le 1<sup>er</sup> L. RENAULT, Voiturette Renault Frères  
et les 6 Premiers  
étaient sur pneus "MICHELIN"

### PARIS - BORDEAUX

**VOITURES**  
Le 1<sup>er</sup> FOURNIER, Voiture Mors  
et 8 dans les 10 Premiers

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> GIRAUD, Voiture Panhard-Levassor  
et 4 dans les 5 Premiers

**VOITURETTES**  
Le 1<sup>er</sup> L. RENAULT, Voiturette Renault Frères  
et 4 dans les 5 Premiers  
étaient sur pneus "MICHELIN"

### COUPE GORDON BENNETT

**PARIS - BORDEAUX**  
Le 1<sup>er</sup> GIRARDOT, Voiture Panhard-Levassor  
était sur pneus "MICHELIN"

### RECORD DU MILE

**AMÉRIQUE**  
Le 1<sup>er</sup> FOURNIER, Voiture Mors  
était sur pneus "MICHELIN"

### MEETING D'OSTENDE

**VOITURES**  
Le 1<sup>er</sup> B<sup>is</sup> de CATERS, Voiture Mors

**VOITURETTES**  
Le 1<sup>er</sup> GABRIEL, Voiturette Darraq  
étaient sur pneus "MICHELIN"

### PARIS-ROUBAIX (A L'ALCOOL)

**VOITURES**  
Le 1<sup>er</sup> DOYER, Voiture Delahaye

**VOITURETTES**  
Le 1<sup>er</sup> THEODORE, Voiturette Darraq  
étaient sur pneus "MICHELIN"

### SEMAINE DE NICE

**COUPE ROTHSCHILD**  
Le 1<sup>er</sup> SERPOLLET, Gardner Serpillet  
était sur pneus "MICHELIN"

### MEETING DE DRAGUIGNAN

**(DRAGUIGNAN - FRÈRES et autres)**  
**VOITURES** - Le 1<sup>er</sup> CHAICHARD  
était sur pneus "MICHELIN"

## LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1902

### PARIS - VIENNE

**VOITURES**  
Le 1<sup>er</sup> H. FARMAN, Voiture Panhard-Levassor

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> M. RENAULT, Voiture Renault Frères

**VOITURETTES**  
Le 1<sup>er</sup> GUILLAUME, Voiture Darraq  
étaient sur pneus "MICHELIN"

### CIRCUIT DES ARDENNES

**COUPE DE RACZYNSKI**  
Le 1<sup>er</sup> P. de CRAWHEZ, Voiture Panhard-Levassor  
était sur pneus "MICHELIN"

### CIRCUIT DU NORD

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> MARCELLIN, Voiture Darraq

**VOITURETTES**  
Le 1<sup>er</sup> ORLIS, Voiturette Renault  
étaient sur pneus "MICHELIN"

### DAUVILLE-COURSE DU NIL

**VOITURES**  
Le 1<sup>er</sup> GABRIEL, Voiture Mors

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> THERY, Voiture Decauville

**VOITURETTES**  
Le 1<sup>er</sup> OURY, Voiturette Clément  
étaient sur pneus "MICHELIN"

### NICE LA TURBIE

**VOITURES**  
Le 1<sup>er</sup> STEAD, Voiture Mercedes

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> GABRIEL, Voiture Darraq

**VOITURETTES**  
Le 1<sup>er</sup> GUILLAUME, Voiturette Darraq  
étaient sur pneus "MICHELIN"

### CIRCUIT DE PORTUGAL

**FIEGLERA DA FOZ-LISBOANE**  
Le 1<sup>er</sup> EDMOND, Voiture Darraq  
était sur pneus "MICHELIN"

### COURSE DE CÔTE DE GAILLON

Le 1<sup>er</sup> LE BLON, Voiture Gardner-Serpillet,  
était sur pneus "MICHELIN"

### CRITÉRIUM DE PROVENCE

**GROSSES VOITURES**  
Le 1<sup>er</sup> CHAICHARD, Voiture Panhard-Levassor

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> HEMERY, Voiture Darraq

**VOITURETTES**  
Le 1<sup>er</sup> OURY, Voiturette Clément  
étaient sur pneus "MICHELIN"

## LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1903

### PARIS-MADRID

**1<sup>er</sup> Etape BORDEAUX**  
Le 1<sup>er</sup> GABRIEL, Voiture Mors  
et les 3 premiers  
étaient sur pneus "MICHELIN"

### CIRCUIT DES ARDENNES

**GROSSES VOITURES**  
Le 1<sup>er</sup> Baron de CRAWHEZ, Voiture Panhard

**VOITURES LÉGÈRES**  
Le 1<sup>er</sup> BARAS, Voiture Darraq  
et les 7 premiers

**VOITURETTES**  
Le 1<sup>er</sup> WAGNER, Voiture Darraq  
étaient sur pneus "MICHELIN"

### CRITÉRIUM DE CONSOMMATION

**SERRES-CORBEI-SERRES**  
Grosses Voitures - Le 1<sup>er</sup> ROST (Bardon)  
Voitures - Le 1<sup>er</sup> WALKER (Gardner)  
Voitures Légères - Le 1<sup>er</sup> CACHÉLET (Peugeot)  
Voiturettes - Le 1<sup>er</sup> PULSSEN (De Dion Bouton)  
étaient sur pneus "MICHELIN"

### COURSE DE CÔTE D'IXELBERG

**AUTRICHE**  
Grosses Voitures - Le 1<sup>er</sup> C. WIMPFENS (Serpillet)  
Voitures Légères - Le 1<sup>er</sup> HIERONYMUS (Spitz)  
Voiturettes - Le 1<sup>er</sup> SCHWEIPLER (de Dies)  
étaient sur pneus "MICHELIN"

### SEMAINE D'OSTENDE

**COURSE DES BOIS**  
Le 1<sup>er</sup> GABRIEL, Voiture Mors

**VITESSE**  
Grosses Voitures - Le 1<sup>er</sup> RIGOLLY (Edon Bolide)  
Voitures Légères - Le 1<sup>er</sup> BARAS (Darraq)  
Voiturettes - Le 1<sup>er</sup> VILLEMANN (Darraq)  
étaient sur pneus "MICHELIN"

### SEMAINE DE NICE

**COURSE DU MILE**  
Grosses Voitures - Le 1<sup>er</sup> BRAMIN (Mercedes)  
Voitures Légères - Le 1<sup>er</sup> BARAS (Darraq)

**COUPE ROTHSCHILD**  
Le 1<sup>er</sup> SERPOLLET, Voiture Gardner-Serpillet  
étaient sur pneus "MICHELIN"

### MEETING DE PHOENIX PARK

**DUBLIN**  
**COUPE DE L'AUTOCAR**  
Le 1<sup>er</sup> De FOREST, Voiture Mors et le 2<sup>es</sup>  
étaient sur pneus "MICHELIN"

### CIRCUIT DE PORTUGAL

Le 1<sup>er</sup> TAVAREZ, Voiture Darraq  
était sur pneus "MICHELIN"

2-5. Posters of Michelin victories in national and international races during 1900, 1901, 1902 and 1903.

### LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1904

**COUPE GORDON BENNETT**  
CIRCUIT DU TAUNUS  
Le 1<sup>er</sup> THÉRY, Voiture Richard-Brasier  
ramenant la Coupe en France  
était sur pneus "MICHELIN"

**CIRCUIT DES ARDENNES**  
VOITURES  
Le 1<sup>er</sup> HEATH, Voiture Panhard  
et les 8 premiers  
étaient sur pneus "MICHELIN"

**VOITURETTES**  
Le 1<sup>er</sup> A. CLÉMENT, Voiturette Clément-Bayard  
était sur pneus "MICHELIN"

**COUPE GORDON BENNETT**  
ELIMINATOIRES FRANÇAISES  
Le 1<sup>er</sup> THÉRY, Voiture Richard-Brasier  
et tous les arrivants  
étaient sur pneus "MICHELIN"

**MEETING DE BRESCIA**  
COUPE D'ITALIE  
Le 1<sup>er</sup> LANCIA, Voiture F.I.A.T.  
et les 4 premiers  
étaient sur pneus "MICHELIN"

**SEMAINE D'OSTENDE**  
VOITURES  
Le 1<sup>er</sup> BARAS, Voiture Darracq  
et les 3 premiers  
étaient sur pneus "MICHELIN"

**MEETING DU MONT VERTOUX**  
VOITURES  
Le 1<sup>er</sup> ROUGIER, Voiture Turcat-Méry  
et les 6 premiers  
étaient sur pneus "MICHELIN"

**VOITURETTES**  
Le 1<sup>er</sup> ALBERT, Voiture Darracq  
était sur pneus "MICHELIN"

**SEMAINE DE NICE**  
COUPE DE CATERS  
Le 1<sup>er</sup> DURAY, Voiture Gobron-Bellidé  
et le second  
étaient sur pneus "MICHELIN"

**COUPE VANDERBILT**  
Le 1<sup>er</sup> HEATH, Voiture Panhard-Levassor  
et le second  
étaient sur pneus "MICHELIN"

### LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1905

**COUPE GORDON BENNETT**  
CIRCUIT D'AUVERGNE  
Le 1<sup>er</sup> THÉRY, Voiture Richard-Brasier  
et les 4 premiers  
étaient sur pneus "MICHELIN"

**CIRCUIT DES ARDENNES**  
VOITURES  
Le 1<sup>er</sup> HEMERY, Voiture Darracq  
et les 5 premiers  
étaient sur pneus "MICHELIN"

**VOITURETTES**  
Le 1<sup>er</sup> WAGNER, Voiturette Darracq  
était sur pneus "MICHELIN"

**COURSE DE DEHLI BOMBAY**  
INDES  
Le 1<sup>er</sup> SOREL, Voiture Dietrich  
1<sup>er</sup> grand prix  
était sur pneus "MICHELIN"

**MEETING DE BRESCIA**  
COUPE FLORIO  
Le 1<sup>er</sup> BAGGIÒ, Voiture Italia  
et les 10 premiers  
étaient sur pneus "MICHELIN"

**COURSE DES 1000 KIL**  
L'équipe gagnante STUCCHI  
était sur pneus MICHELIN

**COUPE GORDON BENNETT**  
ELIMINATOIRES FRANÇAISES  
Le 1<sup>er</sup> THÉRY, Voiture Richard-Brasier  
et les 14 premiers  
étaient sur pneus "MICHELIN"

**SEMAINE DE MUNICH**  
COUPE BLEICHROEDER  
Le 1<sup>er</sup> HYERONIMUS, Voiture Mercedes  
était sur pneus "MICHELIN"

**SEMAINE D'OSTENDE**  
CIRCUIT DU LITTORAL  
1<sup>er</sup> Catégorie  
Le 1<sup>er</sup> JAMAR, Voiture Germain  
2<sup>e</sup> Catégorie  
Le 1<sup>er</sup> VANDERSTEGEN, Voiture FIAT,  
étaient sur pneus "MICHELIN"

**COURSE DE MONTREUX**  
Le 1<sup>er</sup> Colonel de LOTS, Voiture La Buire  
et les 4 premiers  
étaient sur pneus "MICHELIN"

### LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1906

**GRAND PRIX DE L'A.C.F.**  
CIRCUIT DE LA SARTHE  
Le 1<sup>er</sup> SZISZ (Voiture Renault)  
et 4 dans les 6 Premiers  
étaient sur pneus "MICHELIN"

**CIRCUIT DES ARDENNES**  
Le 1<sup>er</sup> DURAY (Voiture Lorraine Dietrich)  
et 6 dans les 7 Premiers  
étaient sur pneus "MICHELIN"

**TARGA FLORIO**  
Le 1<sup>er</sup> CAGNO (Voiture Italia)  
et 4 dans les 6 Premiers  
étaient sur Pneus "MICHELIN"

**COURSE DE SICILE (V<sup>o</sup>)**  
Le 1<sup>er</sup> CHEC FLORIO (Voiture de Dion)  
et les 3 Premiers  
étaient sur Pneus "MICHELIN"

**MEETING DE FLORIDE**  
COUPE DEVAR  
Le 1<sup>er</sup> LANCIA (Voiture Fiat)  
était sur Pneus "MICHELIN"

**COUPE DES VOITURETTES**  
Le 1<sup>er</sup> SICARE (Voiture Sizaire et Naudin)  
et les 4 Premiers  
étaient sur Pneus "MICHELIN"

**COUPE D'OR DE MILAN**  
Le 1<sup>er</sup> LANCIA (Voiture Fiat)  
et 6 dans les 8 Premiers  
étaient sur Pneus "MICHELIN"

**COUPE VANDERBILT**  
Le 1<sup>er</sup> WAGNER (Voiture Fiat)  
et les 4 Premiers  
étaient sur Pneus "MICHELIN"

### LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1907

**GRAND PRIX DE L'A.C.F.**  
CIRCUIT DE DIEPPE  
Le 1<sup>er</sup> NAZZARO, (Voiture F.I.A.T.)  
et les 8 Premiers  
étaient sur pneus MICHELIN

**COUPE DE L'EMPEREUR**  
CIRCUIT DU TAUNUS  
Le 1<sup>er</sup> NAZZARO, (Voiture F.I.A.T.)  
et 5 dans les 8 Premiers  
étaient sur pneus "MICHELIN"

**MOSCOU S'PETERSBOURG**  
Le 1<sup>er</sup> DURAY, Voiture Dietrich  
et les 4 Premiers  
étaient sur pneus MICHELIN

**COUPE DES VOITURETTES**  
Le 1<sup>er</sup> MAUDIN, Voiture Sizaire et Naudin  
et 8 dans les 10 Premiers  
étaient sur pneus MICHELIN

**TARGA FLORIO**  
COUPE DES VOITURETTES  
Le 1<sup>er</sup> MAUDIN, Voiture Sizaire et Naudin

**MEETING DE BRESCIA**  
COUPE FLORIO  
Le 1<sup>er</sup> MINOIA, Voiture Isotta Fraschini  
et les 6 Premiers

**COUPE DES VOITURES**  
Le 1<sup>er</sup> NAZZARO, Voiture Fiat  
et les 10 premiers  
étaient sur pneus MICHELIN

**COUPE DE VITSESS**  
Le 1<sup>er</sup> CAGNO, Voiture Italia  
et 5 dans les 6 Premiers  
étaient sur pneus MICHELIN

**MEETING DU MONT VERTOUX**  
Le 1<sup>er</sup> ROUGIER, Voiture Dietrich  
était sur pneus MICHELIN

**COURSE DES 24 HEURES**  
Le 1<sup>er</sup> BERNIN, Voiture Renault  
était sur pneus MICHELIN

6-9. Posters of Michelin victories in national and international races during 1904, 1905, 1906 and 1907.

**LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1908**

**CIRCUIT DE DIEPPE**  
GRAND PRIX DE L'A.C.F.  
Le 1<sup>er</sup> LAUTELUSCHLAGER (Voiture Mercedes) et 3 dans les 10 Premiers étaient sur pneus "MICHELIN"

**GRAND PRIX DES VOITURETTES**  
Le 1<sup>er</sup> GUIVOT (Voiturette Delage) et 8 dans les 10 Premiers étaient sur pneus "MICHELIN"

**CIRCUIT DE BOLOGNE**  
COUPE FLORIO  
Le 1<sup>er</sup> NAZZARO (Voiture FIAT - Pneus MICHELIN) et 4 dans les 5 Premiers étaient sur pneus "MICHELIN"

<p><b>TARGA FLORIO</b> VOITURETTES Le 1<sup>er</sup> GIUPPONE (Voiturette Léo) et 5 dans les 6 Premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE DES VOITURES</b> Le 1<sup>er</sup> TRUCCO (Voiture Isotta Fraschini) était sur pneus "MICHELIN"</p> <p><b>COUPE DE CATALOGNE</b> Le 1<sup>er</sup> GIUPPONE (Voiturette Léo) était sur pneus "MICHELIN"</p> <p><b>S. PETERSBOURG - MOSCOU</b> Le 1<sup>er</sup> (fr-omnon) HÉMEZY (Voiture Benz) et le 1<sup>er</sup> (fr-omnon) WAGNER (Voiture Fiat) étaient sur pneus "MICHELIN"</p>	<p><b>COUPE VANDERBILT</b> Le 1<sup>er</sup> ROBERTSON (Voiture Locomobile) et les 3 Premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE des VOITURETTES</b> Le 1<sup>er</sup> NAUDIN (Voiturette Sciarra-Naudin) et 7 dans les 8 Premiers étaient sur pneus "MICHELIN"</p> <p><b>GRANDS PRIX D'AMÉRIQUE</b> CIRCUIT de SAVANNAH Le 1<sup>er</sup> WAGNER (Voiture Fiat) et 5 dans les 6 Premiers étaient sur pneus "MICHELIN"</p>
--	--

**LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1909**

Bien que Michelin n'ait participé à aucune course en 1909, et n'en ait même complètement désintéressé, grand nombre de ses clients n'ont pas voulu risquer leur chance sur un autre pneu. Ils en ont été récompensés et la Puce d'Or de Michelin en 1909 est aussi belle que celle des années précédentes. Michelin a remporté d'illustres victoires sous tous les drapeaux de la terre comme en la terre danoise.

**COUPE VANDERBILT**  
Le 1<sup>er</sup> GRANT et le 2<sup>e</sup> PARKER étaient sur pneus "MICHELIN"

**COUPE DES VOITURETTES**  
CIRCUIT DE BOULOGNE Y MER  
Le 1<sup>er</sup> GIUPPONE et les 7 Premiers étaient sur pneus "MICHELIN"

<p><b>TARGA FLORIO</b> VOITURETTES Le 1<sup>er</sup> GOUX et les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>VOITURES</b> Le 1<sup>er</sup> GIUPPONE et les 5 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE DE CATALOGNE</b> Le 1<sup>er</sup> GOUX et 3 dans les 4 premiers étaient sur pneus "MICHELIN"</p> <p><b>COBE TROPHY</b> Le 1<sup>er</sup> CHEVROLET et 4 dans les 5 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE DE L'AC. NÉERLANDAIS</b> Le 1<sup>er</sup> AERTJUS était sur pneus "MICHELIN"</p>	<p><b>CIRCUIT DE SEELAND</b> DANEMARK Le 1<sup>er</sup> SALOMONSEN était sur pneus "MICHELIN"</p> <p><b>CIRCUIT DE LOWEL</b> LOWEL TROPHY Le 1<sup>er</sup> ROBERTSON et les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>VESPER CLUB TROPHY</b> Le 1<sup>er</sup> BURMAN et les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE D'ÉTÉ DE SUÈDE</b> BARBARA-STOCKHOLM (1906) Le 1<sup>er</sup> CHRISTIANSEN était sur pneus "MICHELIN"</p> <p><b>COURSE DE FAIRMOUNT PARK</b> Le 1<sup>er</sup> ROBERTSON et 4 dans les 5 premiers étaient sur pneus "MICHELIN"</p>
---	--

**LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1910**

**GRAND PRIX D'AMÉRIQUE**  
Le 1<sup>er</sup> BRUCE BROVIN et les 6 premiers étaient sur pneus "MICHELIN"

**COUPE VANDERBILT**  
Le 1<sup>er</sup> GRANT ; 2<sup>e</sup> DAWSON et les 7 premiers étaient sur pneus "MICHELIN"

**COUPE DES VOITURETTES**  
CIRCUIT DE BOULOGNE-Y-MER  
Le 1<sup>er</sup> ZUCARELLI et tous les coursés classés étaient sur pneus "MICHELIN"

<p><b>TARGA FLORIO</b> VOITURETTES Le 1<sup>er</sup> BOILLOT et les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>VOITURES</b> Le 1<sup>er</sup> CAROLATO seul arrivé était sur pneus "MICHELIN"</p> <p><b>COUPE DE CATALOGNE</b> Le 1<sup>er</sup> GOUX et les 4 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE DE LA MEUSE</b> VOITURETTES Le 1<sup>er</sup> GIUPPONE et les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>VOITURES</b> Le 1<sup>er</sup> SPRINGHUEL était sur pneus "MICHELIN"</p> <p><b>COBE TROPHY</b> Le 1<sup>er</sup> DAWSON et les 4 premiers étaient sur pneus "MICHELIN"</p>	<p><b>GRAND PRIX de l'A.C. ROUAIN</b> VITESSE Le 1<sup>er</sup> VESTRIANO et 2 sur les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>TOURISTE</b> Le 1<sup>er</sup> SZEMPTER et les 2 premiers étaient sur pneus "MICHELIN"</p> <p><b>CIRCUIT DE SEELAND</b> Le 1<sup>er</sup> FRIBERG et 3 dans les 4 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE MOND (SUISSE)</b> Le 1<sup>er</sup> HOFFER et 6 dans les 10 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE D'FOUR (SUMEX)</b> Le 1<sup>er</sup> HOFFER et 6 dans les 10 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE D'HIVER DE SUÈDE</b> SALOMONSEN dans la 1<sup>re</sup> classe était sur pneus "MICHELIN"</p>
--	--

**LES VICTOIRES DE MICHELIN DANS L'ANNÉE 1911**

**GRAND PRIX DE FRANCE**  
1<sup>er</sup> HÉMEZY seul arrivé était sur pneus "MICHELIN"

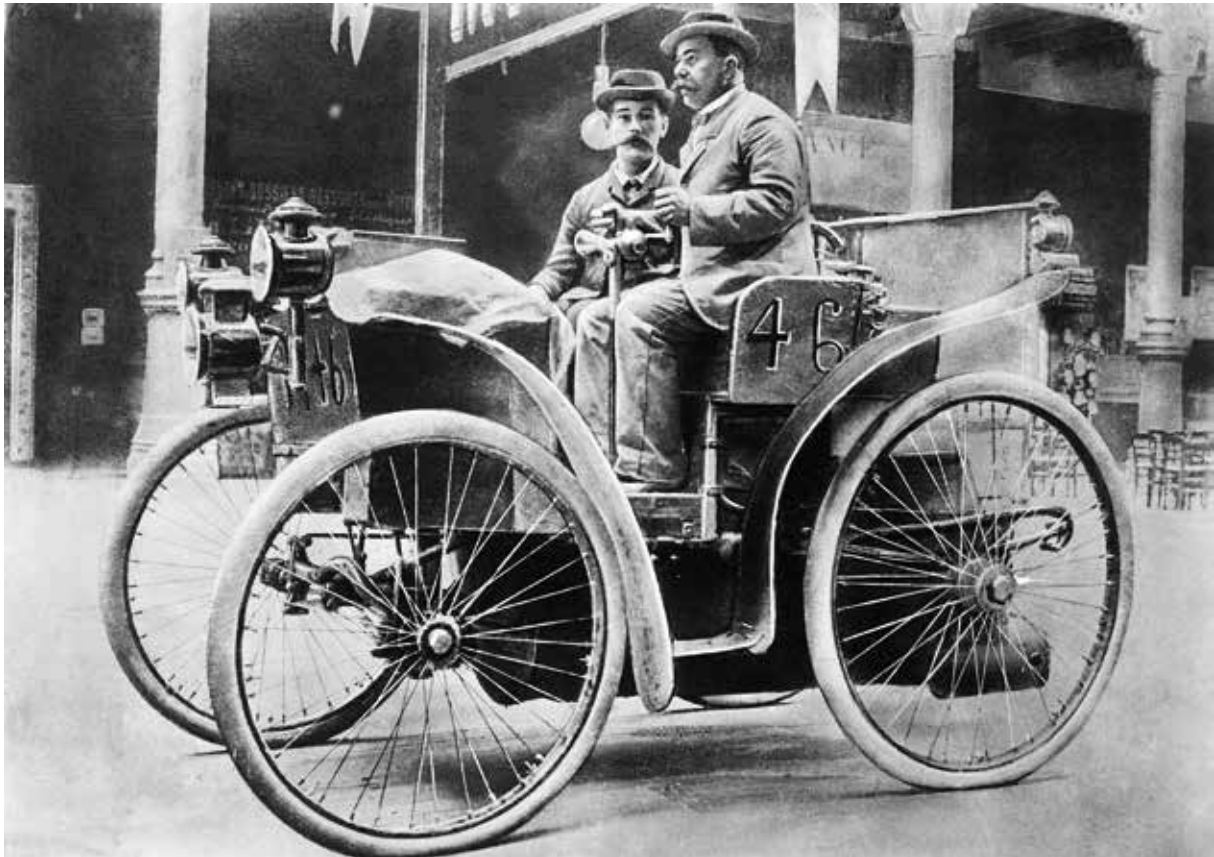
**COUPE VANDERBILT**  
Le 1<sup>er</sup> MULFORD et les 6 premiers étaient sur pneus "MICHELIN"

**GRAND PRIX D'AMÉRIQUE**  
Le 1<sup>er</sup> BRUCE BROVIN et les 6 premiers étaient sur pneus "MICHELIN"

<p><b>COUPE des VOITURES LÉGERES</b> CIRCUIT de BOULOGNE-Y-MER Le 1<sup>er</sup> BABLOT et 6 dans les 8 premiers étaient sur pneus "MICHELIN"</p> <p><b>2<sup>e</sup> JOURNÉE</b> Kilomètres départ lancé Le 1<sup>er</sup> BOILLOT et le second</p> <p><small>Course départ et arrivée ouvertes</small> Le 1<sup>er</sup> BOILLOT étaient sur pneus "MICHELIN"</p> <p><b>TOUR DE JUTLAND</b> Le 1<sup>er</sup> CHRISTIANSEN et les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE du PRINTEMPS</b> Le 1<sup>er</sup> KERSTENER et les 3 premiers étaient sur pneus "MICHELIN"</p>	<p><b>MEETING d'OSTENDE</b> COUPE d'OSTENDE Le 1<sup>er</sup> BOILLOT</p> <p><b>COUPE WILLIAME</b> Le 1<sup>er</sup> BOILLOT</p> <p><b>COUPE HEDERKERKE</b> Le 1<sup>er</sup> VERAEREN</p> <p><b>COUPE DES VOITURETTES</b> Le 1<sup>er</sup> GOUX étaient sur pneus "MICHELIN"</p> <p><b>SAVANNAH TROPHY</b> Le 1<sup>er</sup> HUGHES et les 3 premiers étaient sur pneus "MICHELIN"</p> <p><b>COUPE DE BARCELONE</b> Le 1<sup>er</sup> José CIUDAD et le second étaient sur pneus "MICHELIN"</p>
---	---

10-13. Posters of Michelin victories in national and international races during 1908, 1909, 1910 and 1911.





**THE PIONEERS.** The above image portrays the Michelin l'Eclair, the first automobile that competed on tires. The two people portrayed are not the Michelin brothers, who were actually the racing car pilots for the Paris-Bordeaux-Paris race in June 1895. The image below shows Frank Duryea—at the wheel—and his brother Charles who both piloted the vehicle equipped with Hartford tires on the snowy road in the Chicago-Evanston-Chicago race held November 1895, crossing the finish line in first position.

**14.** Photograph by l'Eclair at the Salon du Cycle in Paris, 1895. **15.** The Duryea car at the Chicago-Evanston-Chicago race, 1895.





**TORPEDO ON WHEELS.** Camille Jenatzy's record in 1899 had the help of thick, smooth and small-in-diameter Michelin tires specially designed for the vehicle. It ran on approximately 67 hp (50 kw) thanks to its two Postel-Vinay electric motors, powered with Fulmen brand batteries.

**16.** Scale model of the vehicle *Jamais Contente*, preserved as part of the Michelin Heritage private collections at their Clermont-Ferrand headquarters. **17.** Photograph of Camille Jenatzy at the wheel and his wife sitting on the decorated vehicle, on tour during celebrations after setting the speed record. Photograph dated May 1, 1899.





**CHANGING TIRES.** Jenatzy also established a great reputation as a road racing pilot, especially after winning the prestigious 1903 Gordon Bennett at the wheel of car number 4, a 60 hp Mercedes-Simplex fitted with German Continental tires, who had offered an award of \$8,000 to the contestant who won on their tires. Interestingly, the image of that victory with Continental was chosen to advertise Jenatzy tires, produced at the rubber derivatives company of his father Constant Jenatzy—the Manufacture Generale du Caoutchou C. Jenatzy-Leleux, near Brussels—which Camille and his brothers took over in 1904. Jenatzy tires were distributed in France, Germany and also in the United States, through the Jenatzy Rubber Co. of New York, established on November 21, 1907.

**18.** Photograph of Jenatzy in the 1903 Gordon Bennett. **19.** Lithograph poster, signed by the Belgian illustrator—who was an experienced cyclist competitor—Georges Gaudy (1872-1940) for Jenatzy tires. Printed in Brussels by J. E. Goossens, 1906.



LES "CONQUÊTES" DE BIBENDUM Après la SICILIENNE, la RUSSE, l'ALLEMANDE. Voici : **La Normande!**



*Je sais tout*

## REPRISE DU QUADRILLE

**EN PLACE POUR LA 4<sup>e</sup> FIGURE**  
En 1908 comme en 1907

1 <sup>er</sup> Sujet : LA SICILIENNE	3 <sup>e</sup> Sujet : LA MOSCOVITE
2 <sup>e</sup> Sujet : LA CATALANE	4 <sup>e</sup> Sujet : LES DEUX NORMANDES

# Grand Prix de l'A.C.F.

6 Juillet 1908 VOITURETTES (462 kilomètres)

**1<sup>er</sup> GUYOT sur Delage. . . . . et PNEUS MICHELIN**  
**2<sup>e</sup> Naudin sur Sizaire et Naudin . . . . . et PNEUS MICHELIN**  
**3<sup>e</sup> Goux sur Peugeot. . . . . et PNEUS MICHELIN**  
**4<sup>e</sup> Boillot sur Peugeot. . . . . et PNEUS MICHELIN**  
**5<sup>e</sup> Thomas sur Delage . . . . . et PNEUS MICHELIN**

7 Juillet 1908 VOITURES (770 kilomètres)

**1<sup>er</sup> LAUTENSCHLAGER sur Mercedes et PNEUS MICHELIN**  
**2<sup>e</sup> Hémerly sur Benz. . . . . et PNEUS MICHELIN**  
**3<sup>e</sup> Hanriot sur Benz. . . . . et PNEUS MICHELIN**  
**4<sup>e</sup> Rigal sur Bayard-Clément. . . . . et PNEUS MICHELIN**  
**5<sup>e</sup> Poège sur Mercedes . . . . . et PNEUS MICHELIN**  
 sur les 12 premiers, 11 étaient. . . . . sur **PNEUS MICHELIN**

**BIBENDUM THE CONQUERER.**

Michelin's French advertisements, illustrated by the imaginative O'Galop, profusely employed Bibendum's image to list their victories in different motor competitions. One of the images utilized is the allegory shown on this page in which the Michelin male mascot "conquers" cups and trophies for different races. They are represented as women dressed in their typical regional/national costumes—the Sicilian, Russian, German and Norman—who go hand in hand with Bibendum in a folk dance. Or they appear as anthropomorphized trophies transformed into females, which dance to the song played by Bibendum on his violin.

20. Advertisement published in the magazine *La Vie Heureuse*, August 1907.

21. Advertisement of Michelin's victories in the Grand Prix, published in the magazine *Je Sais Tout*, 1908.

**IL PNEUMATICO**  
**MICHELIN**

Targa Florio

Pietroburgo-Mosca

Meeting di Provenza

Circuito di Bologna

L'ULTIMA DANZA  
DI  
**BIBENDUM**  
—  
"Kake-Walk",  
DEL  
**GRAND PRIX D'AMERICA**

VETTURE: 7 sulle prime 9  
VETTURETTE: 4 sulle prime 5

Grand Prix A. C. F.

Coppa di Catalogna

Coppa d'Evreux

Coppa Vanderbilt

chiude così splendidamente  
la sua Pagina d'oro 1908  
col **TRUST**  
delle vittorie dell'annata.



**THE VICTORY DANCE.**

Michelin advertising in Italy also echoed their triumphs in European competitions—especially the Italian Targa Florio won by Felice Nazzarro with Fiat in 1908—as well as in American races. The image above shows the popular patriotic figure of Uncle Sam crowning Bibendum with laurels, This commemorated the victories obtained in the 1 American Grand Prize by Louis Wagner with a Fiat —the first four winning cars ran on Michelin tires—and in the Vanderbilt Cup, with George Robertson driving a Locomobile.

The text refers to "the last dance of Bibendum, the cake-walk of the Grand Prize of America." The cake-walk was a tongue-in-cheek dance that originated in the 1850s on southern plantations in the United States, in which black slaves melodramatically parodied the confined postures and ballroom dance rules of their white masters. From there it became popularized and was performed at festivals, where contests in pairs were organized and the prize awarded consisted of a cake. In the early 1900s, especially after the Exposition Universelle, this dance was already known by its name in France and spread to the rest of Europe, including Italy. It went out of style in the twenties.

22. Advertisement in the Italian press, 1909. Illustrated by Guido Baldassarre "Gib"  
23. Illustration of the cake-walk in the French magazine *Saint Nicolas*, 1908.

The  
**Triumph**  
OF  
**MICHELIN** TYRES

In the Grand Prix for Voiturettes  
(288 miles), July 6th,  
MICHELIN Tyres were fitted to the  
**First Five Cars.**

In  
**THE GRAND PRIX**  
(480 miles), July 7th, the results were :

**1st. MERCEDES. 2nd. BENZ. 3rd. BENZ.**  
**4th. BAYARD. 5th. MERCEDES.**  
**ALL ON MICHELINS.**

**Now you  
know  
the best  
tyre for  
your car.**

*Write for new illustrated Price List.*

**49-50, SUSSEX PLACE,  
S. KENSINGTON,  
LONDON. S.W.**

**FACING THE ENGLISH COAST.**

In the United Kingdom—where a major Michelin branch office was operating—the firm's advertisements of their achievements in racing events also abounded. The example shown above lists the classification of the III Grand Prix celebrated in Dieppe on July 7, 1908, a town from the Seine-Maritime department, facing the English coast. The top five finishers, including the winner—German champion Christian Lautenschlager driving a Mercedes—utilized Michelin tires.

**24.** Full page advertisement in the English motor magazine *The Autocar*, July 11, 1908. The illustration is adapted from a drawing by French artist Ernest Montaut (1879-1936) based on a poster that he made for Michelin in 1905.

**MICHELIN**

1904 WINNER OF THE 1905  
GORDON BENNETT CUP

A VOTRE SANTÉ

**TIRES**

A VOTRE SANTÉ

If you want the best tires made, - Buy MICHELIN  
 If a dealer tells you he has a good substitute, Buy MICHELIN  
 If you want to reduce your tire expense, Buy MICHELIN  
 If you want pleasure instead of trouble, Buy MICHELIN

**MICHELIN TIRES do not rim cut**

MANUFACTURED BY SECRET PROCESS—ENTIRELY EXCLUSIVE  
 MICHELIN TIRES always take first place

MICHELIN TIRES were on the winning Napier in the Mount Washington hill climbing contest

**MICHELIN TIRE AMERICAN AGENCY (Incorporated)**  
 E. D. WINANS, General Manager 6 WEST TWENTY-NINTH STREET, NEW YORK Telephone, 4657 MADISON  
 Branches in all large cities of the United States

**RAISING THE GORDON BENETT CUP.**

Before the launch of the American subsidiary—the Michelin Tire Co. of Milltown established in 1907—import agencies also employed the prestige achieved in European races for promotional purposes. In this example, one of the few in which Bibendum is shown—and exceptionally with the French motto inciting the toast “A votre santé”—the Michelin Tire American Agency Eben Winans celebrates the second consecutive victory of French pilot Léon Théry with Michelin tires in the Gordon Bennett Cup held on July 5, 1905 at the Auvergne circuit. Six countries—France, Germany, Austria, England, Italy and the United States—were each represented by three vehicles.

25. Full page advertisement in the U.S. monthly magazine *Motor*, August, 1905.

300 NIGHTS AT THE

# MICHELIN TIRES

FAMOUS THROUGHOUT THE WORLD!

LE PNEU MICHELIN  
A VAINCU  
LE RAIL

WINNER OF  
EVERY IMPOR-  
TANT RACE IN  
THE WORLD  
— IN —  
1904-1905  
1906



ON ALL THE  
BEST CARS!  
MICHELIN  
TIRES  
DO NOT RIM  
CUT!

MICHELIN PRODUCTS SELLING COMPANY  
(INCORPORATED)  
**31-33 WEST 31<sup>ST</sup> STREET, N. Y.**  
SOLE AMERICAN IMPORTERS AND REPRESENTATIVES  
E. D. WINANS, GEN'L MGR. — TEL. 5560-5561 MADISON SQ.

# MICHELIN TIRES

FAMOUS THROUGHOUT THE WORLD!

LE PNEU MICHELIN  
A VAINCU  
LE RAIL

WINNER OF  
EVERY IMPOR-  
TANT RACE IN  
THE WORLD  
— IN —  
1904-1905  
1906



MICHELIN PRODUCTS SELLING COMPANY  
(INCORPORATED)  
**31-33 WEST 31<sup>ST</sup> STREET, N. Y.**  
SOLE AMERICAN IMPORTERS AND REPRESENTATIVES  
E. D. WINANS, GEN'L MGR. — TEL. 5560-5561 MADISON SQ.





**VICTORIES WITH A FRENCH ACCENT.**

The consecutive importers of Michelin tires and products, Michelin Tire American Agency, Inc. and Michelin Products Selling Co.—both led by Eben D. Winans—employed the advertising material provided directly by the French parent company. In the specific case of examples shown here, they deal with the poster entitled *Le pneu Michelin a vaincu le rail*, created by illustrator Ernest Montaut and utilized in European markets. When exported to the U.S. market, the poster retained its original appearance and its image was occasionally used as a poster—preserving the original motto in French as seen here— as well as in a format adapted for press advertisements.

- 26. Photograph of a facade covered by posters from the Michelin Products Selling Co. in the city of New York, 1906.
- 27. Full page advertisement of the Michelin Tire American Agency, Inc. published in *Motor* magazine, July 1905.

# MICHELIN

In the Vanderbilt Cup Race of 1906, the greatest racers in the world entrusted their lives and fortunes to Michelin Tires and Michelin Quality. All four of the winning cars were equipped with Michelin Tires and Michelin Removable Rims. Ask yourself why these winners chose them and what the results proved.

To get Michelin quality without fault or blemish buy your tires from the only authorized representative in North America, the

**MICHELIN PRODUCTS SELLING CO., Inc.**  
 EDWARD W. ELVERSON, Treasurer & Genl. Manager  
 31 West 31st St., New York  
 WESTERN DISTRIBUTOR, MICHELIN TIRE & SUPPLY CO., 1251 MICHIGAN AVE.

Michelin
Michelin  
**Who Used Michelin Tires?**  
**Vanderbilt Cup Race of 1906.**

Wagner, 1st, Darracq Car,  
 Lancia, 2nd, Fiat Car,  
 Duray, 3rd, Lorraine De Dietrich Car,  
 Clement, 4th, Clement-Bayard Car.

This quartet of winners used MICHELIN TIRES exclusively throughout the great race. And they were able to show their heels to all other competitors owing to their freedom from tire troubles.

These results again verify our sweeping claim for absolute superiority of MICHELIN TIRES over every other tire in the world and justify the faith reposed in them by the greatest automobile drivers in the world.

**Michelin Product Selling Company, Inc.,**  
 E. D. Winans, General Manager,  
 31 West 31st Street, New York City.  
 Sole representative in North America of Michelin et Cie.

Michelin
Michelin

# MICHELIN TIRES

WON  
**THE VANDERBILT CUP RACE**  
 OF 1906  
**ON THE FIRST FOUR CARS**

and will be on the following cars in the INTERNATIONAL RACES of 1907 both in FRANCE and AMERICA:

Panhard & Levassor	Renault Freres
Itala	F. I. A. T.
Clement-Bayard	De Dietrich
Darracq	

ADDRESS:  
**E. LAMBERJACK & COMPANY, Inc.,**  
 31-33 West 31st St., New York City.

NOW THE ONLY AGENTS IN AMERICA FOR  
 MICHELIN ET CIE, OF FRANCE.  
 Telephone 558 Madison Square.

**AMERICAN ACHIEVEMENTS.** With the creation of the Vanderbilt Cup in 1904, the attention of the media and North American public was directed towards the first important automobile racing event in United States territory. The French achievements in 1904 and 1906 won on Michelin tires made it possible for the import agencies the Michelin Product Selling Co. and its successor, E. Lamberjack & Co, both based in New York City, to take promotional advantage of these events.

28. Half-page advertisement in the press, November, 1906. 29. Advertisement in *The Sun* newspaper, October 7, 1906.

30. Advertisement in *The New York Times*, January 13, 1907, during the celebration of the VII National Automobile Show.

"As Usual"

# MICHELINS WIN

**Robertson, Using Michelin  
Tires, on a Locomobile  
car, comes in first**

— IN THE —

## VANDERBILT CUP

1st Locomobile: Robertson, Driver  
MICHELINS "as usual"

2d Isotta: Lyttle, Driver  
MICHELINS "as usual"

On account of crowds surging on the track no other cars finished officially, as the race was then declared off. Other cars equipped with MICHELINS were running well up when the race was declared ended. Out of 17 cars in this Vanderbilt Cup Race, 13 had Michelin tires.

Why?

The men who manufacture cars, and the drivers who travel at record speed, know the tires that give the best service under most destructive conditions.

Do you think that money, favoritism or fancy counts in a contest like this Vanderbilt Cup Race?

**Nothing but QUALITY counts!**

The Michelin Tires used in races are taken from the same stock that yours come from.

Then, why were so many Michelins used?

# WHY?

## MICHELIN TIRE CO.

308-314 Van Ness Avenue  
SAN FRANCISCO

Factories—MILLTOWN, N. J.



**YESTERDAY**  
October 30, 1909  
in the

# VANDERBILT CUP RACE

(278.08 Miles)  
On Long Island  
NEW YORK

# MICHELIN TIRES

"AS USUAL"  
FINISHED

**FIRST!  
SECOND!**

**WHEATLEY HILLS TROPHY  
FIRST!**

**MASSAPEQUA SWEEPSTAKES  
FIRST!**

# MICHELIN

1763 B'way, N. Y. C.      PHONES 4444 COLUMBUS



**THE PRODIGAL SON.**

With the victory of Georges Robertson, the 1908 Vanderbilt Cup achieved for the first time the fulfillment of the dream that inspired its creation: the victory of an American racing pilot driving a vehicle manufactured in the United States ... and equipped with Michelin tires! The Michelin Tire Co., the U.S. subsidiary of the French company with the Milltown factory in production since the beginning of that year, took advantage of the achievement to claim the origin of the new "American" tires that had won the race.

31. Advertisement inserted by the Michelin branch office in San Francisco, in a local newspaper *The San Francisco Call*, November 1, 1908.

32. Advertisement celebrating the victories of 1909—including the Vanderbilt Cup—inserted by the Michelin branch office in New York in the local newspaper *The Sun*, October 31, 1909.

**THE PRINTED WORD.**

The Michelin Tire Co.'s first advertising inserts in press did not count on the help of Michelin's seller par excellence. The mascot Bibendum only appears on sporadic and exceptional occasions, and the advertisements are typographic compositions in which the absence of a logotype closely linked to the company name stands out.

- 33. Advertisement in the newspaper *The San Francisco Call*, November 29, 1908.
- 34. Advertisement in *The Sun* newspaper, October 18, 1908.
- 35. Advertisement in the newspaper *The San Francisco Call*, June 21, 1908.
- 36. Advertisement in *The New York Times*, April 25, 1908.

**AS USUAL  
MICHELINS  
WIN  
—AT—  
SAVANNAH**

**Grand Prize Race**

1st No. 14 Fiat	Wagner	MICHELINS as Usual
2nd No. 8 Benz	Henry	MICHELINS as Usual
3rd No. 6 Fiat	Nazario	MICHELINS as Usual
4th No. 15 Benz	Hanriot	MICHELINS as Usual

**Light Car Race**

2nd No. 8 Buick	Burman	MICHELINS as Usual
3rd No. 10 Chalmers-Detroit	Lanier	MICHELINS as Usual
4th No. 11 Buick	Heane	MICHELINS as Usual
5th No. 6 Isotta	Peole	MICHELINS as Usual

"Again, as usual" Michelins show their  
**Speed, Endurance and Uniformity**

The Vanderbilt Cup, the French Grand Prize, the Brighton 24-hour race, Lowell, Denver, Briarcliff, Savannah stock car road races, and now the Savannah Grand Prize races were won by Michelins "as Usual."

**MICHELIN TIRE CO.**  
308 Van Ness Ave., S. F.  
Factories, MILLTOWN, N. J.

**"As Usual"  
One Day's  
(October 10th, 1908) Performances with  
MICHELINS**

At the  
**Vanderbilt Motor Parkway**

**Jericho Sweepstakes, 140.75 miles.**  
1st Chalmers, X Tires.  
No Michelins entered in this race.

**Nassau Sweepstakes, 93.84 miles.**  
1st Buick, Michelin Tires.

**Meadow Brook Sweepstakes, 211.14 miles.**  
1st Allen Kingston, Michelin Tires.  
2d Rainier, Michelin Tires.

**Garden City Sweepstakes, 157.68 miles.**  
1st Sharp-Arrow, Michelin Tires.

**Motor Parkway Sweepstakes, 234.6 miles.**  
1st Isotta, Michelin Tires.  
2d Renault, Michelin Tires.  
3d Itala, X Tires.  
4th Simplex, Michelin Tires.  
5th Chadwick, Michelin Tires.  
6th Knox, X Tires.  
7th Hotchkiss, Michelin Tires.

The performance of the Sharp-Arrow was the sensation of the race. The same was true of its Michelin Tires. Three of the tires were new, but the fourth tire—on the left front wheel—had gone 6,000 miles on roads before the race, and yet was so good that it lasted through the race. This is surely a record performance—6,000 miles on roads, then practically a mile a minute on a cement racing path for 200 miles—and still in use on the car.

**On the Same Day  
MICHELINS**

were doing record work at Narragansett Park, Providence. Ralph de Palma, in the Fiat Cyclone, using Michelin Tires, made a track record of one mile in 52 2-5 seconds. He then beat Barney Oldfield's former record for five miles of 4 min. 30 sec., and made a

**5 Miles World's Record**  
Of 4 minutes 25 seconds

**MICHELIN TIRE CO., 1763 Broadway, N. Y.**  
Factories—MILLTOWN, N. J.

**MICHELIN  
WINS**

AS USUAL AT  
**JAMAICA**

**3 More World's Records**

CONTINUING OUR VICTORIES AT

**Briarcliff, Michelin Tires . . . 1st Place**  
**Savannah, Michelin Tires . . . 1st Place**  
**Ormond, Michelin Tires . . . 1st Place**

AND IN THE

**Targo Flovio (Italy) Michelin Tires, 1st Place**

The Hotchkiss established new world's road records for one and two miles and the kilometer events at Jamaica June 12th, equipped with MICHELIN TIRES, as was the Isotta, which also won three notable victories. Neither car had the slightest trouble from start to finish. This makes a clean sweep for MICHELIN TIRES in every notable event of the year.

**MICHELIN TIRE CO.**  
(SAN FRANCISCO BRANCH) 308 VAN NESS AVE. SAN FRANCISCO  
Phone Market 809

**MICHELIN  
WINS AS USUAL AT  
BRIARCLIFF**

Michelin Anti-Skid Clinchers and Demountable Rims

**Winning Car an Isotta, driven by Strang, scored as usual Signal Victory over all other makes. The Isotta had no tire trouble in entire distance of over 250 miles and used same tires throughout.**

This makes a clean sweep for Michelin in every important event in this country since the establishment of Michelin's great American factory and consistently follows Michelin's triumphs in all the world's famous events since motor racing began. Michelins won at

**SAVANNAH**—342-mile stock chassis contest, Isotta car, average speed 53.8 miles per hour.

**ORMOND**—100-mile world's record, Renault car, average speed 82.17 miles per hour.

**MORRIS PARK**—Renault car finished 107 miles ahead of nearest competitor.

**MORRIS PARK**—Fiat car finished 106 miles ahead of nearest competitor.

**NEW YORK to PARIS**—Front tires hold air from New York to 'Frisco over worst roads possible.

THEY'VE BEEN WINNING ALL THE BIG EVENTS HERE AND ABROAD EVER SINCE 1895, WHEN MICHELIN PRODUCED THE FIRST SUCCESSFUL AUTOMOBILE TIRES EVER MADE.

**NEW YORK BRANCH, 1,763 BROADWAY**  
MICHELIN TIRE CO., MILLTOWN, N. J., U. S. A.

**MICHELIN TIRES WIN "AS USUAL"**

UNEQUALED FOR  
**SPEED AND ENDURANCE**

All the world's important speed and endurance contests since motoring began have been won on Michelin Tires. Michelines wear longer and are more resilient than any other tires, and are safer, more durable, economical, easier riding and faster.

**LONG ISLAND STOCK CHASSIS DERBY  
SEPTEMBER 29, 1909.**

**CLASS 1—327.06 MILES.**  
1st De Palma - FIAT - MICHELINS "AS USUAL"  
2nd Doherty - RAINIER - MICHELINS "AS USUAL"  
3rd Lenz - RAINIER - MICHELINS "AS USUAL"

**CLASS 2—183 MILES.**  
1st Lescail - PALMER-SINGER MICHELINS "AS USUAL"  
2nd Hughes - AMERICAN - MICHELINS "AS USUAL"

**CLASS 3—194.6 MILES.**  
1st Sharp - SHARP-ARROW MICHELINS "AS USUAL"

**CLASS 4—118.75 MILES.**  
1st Chevrolet - BUICK - MICHELINS "AS USUAL"  
2nd Bernan - BUICK - MICHELINS "AS USUAL"

In the Class 4 English Chevrolet averaged 70 miles an hour, the highest distance speed ever attained by a stock car in a road contest. He used Anti-Risks (Michelines of course) on his rear wheels. They did not impede his progress and made his journey safe.

**MICHELIN**  
1763 Broadway, N. Y. City. Phones: COLUMBUS

**MICHELIN TIRES "AS USUAL"**

**Won All Contests**  
at the  
**ATLANTA MOTORDROME**  
Thursday and Friday

excepting two light car events, making eleven MICHELIN victories out of a total of thirteen contests, ranging in distance from one mile to 200 miles.

Even in the 200-mile event MICHELIN finished first and second without a scratch on any of the tires.

**MICHELIN TIRE COMPANY**  
1763 Broadway, New York City Phone COLUMBUS 24-1

**MICHELIN TIRES WIN "AS USUAL"**

Three New World's Mile Track Records  
at  
Los Angeles Motordrome Yesterday

**100 MILE STOCK CHASSIS—WORLD'S RECORD**  
FIRST: Wagon, Harmon 1:28:47 MICHELINS "AS USUAL"

**5 MILE FREE FOR ALL—WORLD'S RECORD**  
FIRST: Van, De Palma 33:12 MICHELINS "AS USUAL"

**1 MILE AMATEUR—WORLD'S RECORD**  
FIRST: Van, De Palma 3:17 MICHELINS "AS USUAL"

At Amarillo, Texas, on April 7th, a Motor Car won the 2, 10 and 20 mile contests without tire change—Michelines "As Usual."

**MICHELIN**  
NEW YORK—1763 BROADWAY

**MICHELIN TIRES WIN**

**Elgin National Stock Car Trophy**  
Distance 305 Miles  
SATURDAY, AUGUST 27th

Car Driver Tires  
First LOZIER Mallard MICHELINS "as usual"  
Second NATIONAL Livingstone MICHELINS "as usual"  
Third NATIONAL Greiner MICHELINS "as usual"

**MICHELIN**  
1763 Broadway, New York

**MICHELIN TIRES WIN "AS USUAL"**

**Indianapolis Motor Speedway**  
4000 MILES—WHEELS, SCUFFS, DISTANCE AND SPEED.

Three—Two hours forty-six minutes thirty-one seconds.  
THE WINNING HARMON CAR DID NOT CHANGE TIRES DURING THE ENTIRE RACE.

First Marmon, Harmon MICHELINS "AS USUAL"  
Second Jackson, Lynch MICHELINS "AS USUAL"  
Third National, Vinton MICHELINS "AS USUAL"  
Fourth Buick, A. Chevrolet MICHELINS "AS USUAL"

All events were run and five events were won on MICHELIN TIRES "AS USUAL."

**MICHELIN**  
1763 Broadway, New York  
PHONE 10-11 COLUMBUS

**YESTERDAY MICHELIN TIRES WIN "AS USUAL"**

UNEQUALED FOR  
**SPEED AND ENDURANCE**

All the world's important speed and endurance contests since motoring began have been won on Michelin Tires. Michelines wear longer, are more resilient, and are safer, more durable, economical, easier riding and faster than other tires.

**Fairmount Park Road Race**  
October 9, 1909 Philadelphia Distance 200 Miles

FIRST, **SIMPLEX** (Robertson) MICHELINS "AS USUAL"  
SECOND, **Chalmers-Detroit** (Dingley) MICHELINS "AS USUAL"  
THIRD, **Apperson** (Harding) MICHELINS "AS USUAL"

**MICHELIN**  
1763 BROADWAY, N. Y. CITY PHONES: COLUMBUS

**MICHELIN TIRES**  
AT THE INDIVIDUAL MILE OPENING SESSIONS

**NOW "AS USUAL"**

Eight of the Ten Contests  
INCLUDING THE

**ONE HUNDRED MILE REMY TROPHY**

First, National, Wilcox—Michelines "AS USUAL"  
Second, National—Michelines "AS USUAL"  
Third, Spaulwell—Michelines "AS USUAL"

ALL THREE  
Without a Tire Change

**MICHELIN**  
1763 Broadway, New York

**MICHELIN TIRES WON**

FOUR OF THE FIVE CLASSES AT  
**FAIRMOUNT PARK**

YESTERDAY

CLASS 5-C		
FIRST	Lozier	Michelines "As Usual"
Second	Stoddard-Dayton	Michelines "As Usual"
Third	Mercedes	Michelines "As Usual"
Fourth	Apperson	Michelines "As Usual"
CLASS 4-C		
FIRST	National	Michelines "As Usual"
Second	Jackson	Michelines "As Usual"
Third	Westcott	Michelines "As Usual"
CLASS 3-C		
FIRST	Pullman	Michelines "As Usual"
Second	Merced	Michelines "As Usual"
CLASS 2-C		
FIRST	Albott-Detroit	Michelines "As Usual"
Second	Albott-Detroit	Michelines "As Usual"

**WITHOUT CHANGING A TIRE**

**MICHELIN**  
1763 BROADWAY

**MICHELIN TIRES WON**

**Seventeen of the Twenty Contests**  
AT THE  
**INDIANAPOLIS SPEEDWAY**  
FRIDAY AND YESTERDAY

Including the fifty and one hundred mile trophy contests.

Still another demonstration of the superior durability of Michelin Tires under condition of hardest possible usage. It is a matter of record that Michelines have won every important contest for the past fifteen years.

**1763 BROADWAY**

**THE DIMINUTIVE BIBENDUM.**

As of September 1910, the corporate mascot accompanies advertisements and press modules in the same invariable pose, a drawing from the illustrator O'Galop repeated over and over again. In the first column, from top to bottom:

- 37. *The Sun*, September 30, 1909.
  - 38. *The Sun*, October 10, 1909.
  - 39. *The New York Daily Tribune*, July 3, 1910.
- In the second column, from top to bottom:
- 40. *The Sun*, May 8, 1910.
  - 41. *The New York Daily Tribune*, August 28, 1910.
  - 42. *The Sun*, September 4, 1910.

In the third and last column, from top to bottom:

- 43-45. Advertisements published during 1910 in *The Sun* newspaper, April 10, May 29 and October 9.

# MICHELIN

## TIRES

### WIN

"AS USUAL"

## INTERNATIONAL

# Grand Prize

AT SAVANNAH LAST THURSDAY

**Distance 411 Miles**

1st F.I.A.T.	Bruce-Brown	Michelins "As Usual"
2d Benz	Hearne	Michelins "As Usual"
3d Mercedes	De Palma	Michelins "As Usual"
4th F.I.A.T.	Bragg	Michelins "As Usual"
5th Pope	Disbrow	Michelins "As Usual"
6th Abbott-Detroit	Mitchell	Michelins "As Usual"

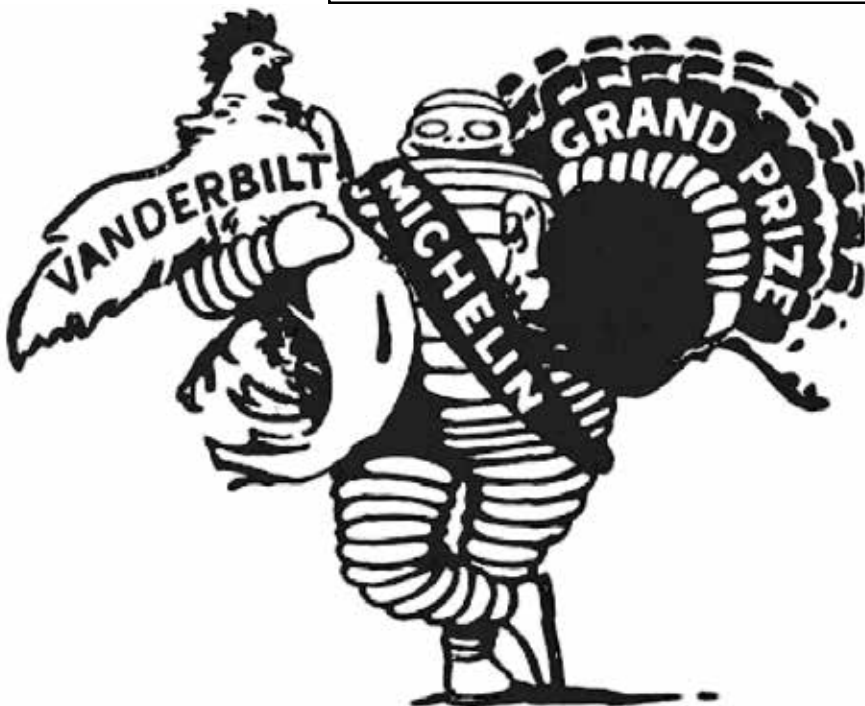
**The winning cars in the Vanderbilt Cup, and in the Savannah Challenge Trophy also used**

## MICHELIN TIRES

**Similar Tires for Sale at Leading Garages Everywhere**



Look for this sign on leading garages



#### **CUPS AND CAPONS.**

The victory of Michelin in the three major car racing events held the last week of November 1911 at the Savannah Circuit—the Vanderbilt Cup, Savannah Challenge Trophy and American Grand Prize—were reflected in an advertisement depicting the pneumatic mascot in an unusual way. Bibendum holds a rooster in one hand—the Vanderbilt Cup—and in the other a large turkey—the Grand Prize—as though he were a poultry breeder proudly presenting his best specimens to the competition.

**46-47.** Full page and detail illustration of an advertisement published in the specialized magazine *The Horseless Age*, December 6, 1911.

**MICHELIN**  
**TIRES**  
WIN "As Usual"  
**Vanderbilt Cup**

AT SAVANNAH YESTERDAY  
Distance 292 Miles

1st—LOZIER.....Mulford.....Michelins "As Usual"  
2d—MERCEDES....De Palma..... Michelins "As Usual"  
3d—MERCEDES....Wishart..... Michelins "As Usual"  
4th—LOZIER.....Grant..... Michelins "As Usual"  
5th—FIAT.....Parker..... Michelins "As Usual"  
6th—POPE.....Disbrow..... Michelins "As Usual"

**Savannah Challenge Trophy**  
Distance 223 Miles

1st—MERCER..... Hughes..... Michelins "As Usual"  
2d—MARMON.....Heinmann..... Michelins "As Usual"  
3d—MARMON.....Nickrent..... Michelins "As Usual"

*Hughes' victory was a triumph for Michelin "Anti-Skids," demonstrating their resiliency, durability and speed.  
The Michelin "Anti-Skids" were not changed during the contest.*

**Similar Tires for Sale at Leading  
Garages Everywhere**

1763 BROADWAY - - NEW YORK



**KING OF THE COOP.**

A curious example of publicity for racing event triumphs is seen in this singular advertising module from 1911, in which Bibendum appears strutting around regarding the Vanderbilt Cup victories. His head is covered with a large crest and he has a feathered tail at the back, attributes that identify him with the patriotic image of France's national mascot, the rooster. It is curious that, precisely within the few years that Michelin Tire in Milltown claimed to be considered as an American company, this representation reasserting French heritage appears.

**48-49.** Advertising module in the *New York Herald*, April 28, 1911, and detail of the illustration, signed by O'Galop.

**50.** Advertisement of Michelin's victory in the 1910 Vanderbilt Cup, reminding readers that it is the fifth time they have won. Advertising module in the *San Francisco Call* newspaper, October 2, 1910.

**MICHELIN**  
**TIRES**  
WIN THE  
**VANDERBILT CUP**

FOR THE  
**FIFTH TIME**

Long Island Motor Parkway—Yesterday, October 1, 1910

<b>FIRST</b>	Alco	(Great)	Michelin "As Usual"
<b>Second</b>	Marmon	(Good)	Michelin "As Usual"
<b>Third</b>	National	(All-wo)	Michelin "As Usual"

 **LOOK FOR THIS SIGN**      308-314 Van Ness Avenue



# LE GRAND PRIX d'AMERIQUE

(Circuit de Savannah — 26 Novembre 1908)

**EST ENCORE UNE VICTOIRE pour BIBENDUM**



**1<sup>er</sup> WAGNER, voiture F.I.A.T.**

sur JANTES AMOVIBLES et **PNEUS MICHELIN**

2<sup>e</sup> HÉMERY, voiture Benz, sur jantes amovibles et **PNEUS MICHELIN**

3<sup>e</sup> NAZZARO, voit. F.I.A.T., sur jantes amovibles et **PNEUS MICHELIN**

4<sup>e</sup> HANRIOT, voit. F.I.A.T., sur jantes amovibles et **PNEUS MICHELIN**

5<sup>e</sup> HAUTVAST, **PNEUS Y**

6<sup>e</sup> STRANG, voiture Renault, sur jantes amovibles et **PNEUS MICHELIN**

7<sup>e</sup> RIGAL, **PNEUS Y**

8<sup>e</sup> FOURNIER, voiture Itala, sur jantes amovibles et **PNEUS MICHELIN**

9<sup>e</sup> DE PALMA, voit. F.I.A.T., sur jantes amovibles et **PNEUS MICHELIN**



## VICTORY DANCE.

O'Galop's graphic design which anthropomorphized inanimate cups and trophies into dancing characters was a widely used means for highlighting the list of victories achieved in automotive competitions. In this particular case, the pair of characters chosen to represent winning the two major American racing events—the Vanderbilt Cup and The Grand Prix—consists of a woman whose dress is the United States stars and stripes flag and another character of Indian heritage, wearing his feathered headdress and wielding an ax.

51-52. Advertisement and detail of the illustration for a Michelin campaign published in a French magazine on December 19, 1908. Illustration signed by O'Galop.





**Die großen Automobil-Rennen in Amerika**  
**Eine Qualitätsprobe.**

**29. November 1911**

**Vanderbilt-Pokal**  
 (292 Miles – 477 Km.)

1 <sup>er</sup> Mulford	auf Lozier	mit	Michelin Pneus
2 <sup>er</sup> Depalma	.. Mercedes	..	Michelin Pneus
3 <sup>er</sup> Wishart	.. Mercedes	..	Michelin Pneus
4 <sup>er</sup> Grant	.. Lozier	..	Michelin Pneus
5 <sup>er</sup> Parker	.. Fiat	..	Michelin Pneus
6 <sup>er</sup> Disbrow	.. Pope	..	Michelin Pneus

(Durchschnittsgeschwindigkeit des Siegers 74 Miles – 119 Km. in der Stunde.)

**SAVANNAH CHALLENGE TROPHY**  
 (228 Miles – 366 Km.)

1 <sup>er</sup> Hughes	auf Mercier	mit	Michelin Pneus
2 <sup>er</sup> Heinmann	.. Marmon	..	Michelin Pneus
3 <sup>er</sup> Nikernt	.. Marmon	..	Michelin Pneus

**30. November 1911**

**GRAND PRIX**  
 von Amerika (411 Miles – 661 Km.)

1 <sup>er</sup> Bruce Brown	auf Fiat	mit	Michelin Pneus
2 <sup>er</sup> Hearne	. Benz	.	Michelin Pneus
3 <sup>er</sup> Depalma	. Mercedes	.	Michelin Pneus
4 <sup>er</sup> Bragg	. Fiat	.	Michelin Pneus
5 <sup>er</sup> Disbrow	. Pope	.	Michelin Pneus
6 <sup>er</sup> Mitchell	. Abbott Detroit	.	Michelin Pneus

(Durchschnittsgeschwindigkeit der Sieger 74.45 Miles – 119.80 Km. in der Stunde.)

**Alle für Michelin**  
**Michelin für Alle.**  
 Deutsche Michelin Pneumatik A.-G. Frankfurt a. M.

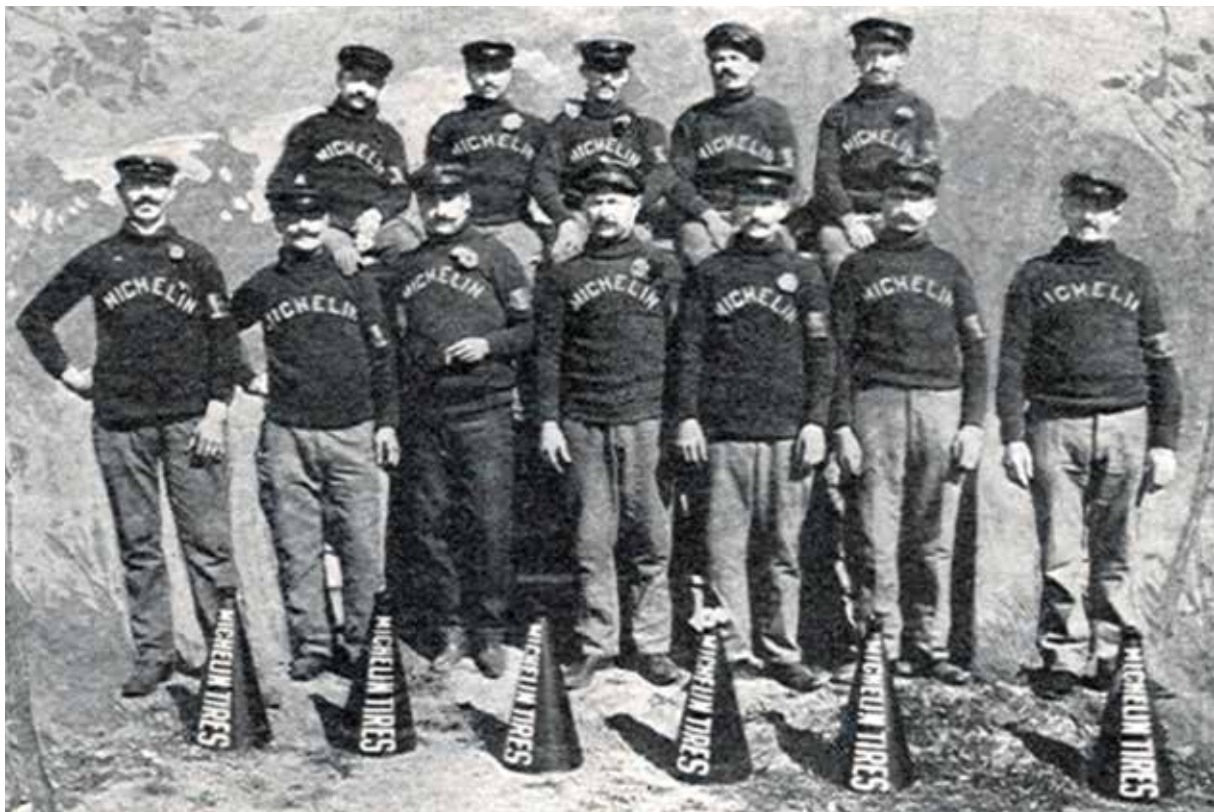
**HERR BIBENDUM.** The above image is an example of the international repercussion of Michelin's victories obtained in the United States during 1911 and realized for their German branch office, the Deutsche Michelin Pneumatik A. G. in Frankfurt. This campaign took place within the fierce commercial dispute between the French firm and their major rival, Continental, who not only confronted Michelin in European territory, but also competed by equipping vehicles from different manufacturers for American racing events.

53. Michelin promotional postcard, 1911. Illustrated by O'Galop.



**ROADSIDE ASSISTANCE.** The teams of mechanics formed by Michelin to assist pilots in changing wheels and for any other type of tire problems constituted an essential support for attaining victories. They trained hard to achieve maximum efficiency and were often featured in newspaper reports for their problem-solving capacity. By the end of 1907, some of their members came from the Milltown factory itself.

**54-55.** Photographs of the team of Michelin technicians in the Vanderbilt Cup, probably from the year 1906.





#### LAST TO ARRIVE.

The firm E. Lamberjack & Co., managed by Paul Lacroix, was the last official Michelin import agency and was short lived. It was established in January 1907 and disappeared after the new Michelin Tire Company was fully installed in September, which took over and reinstated the business. During those months, the import agency took advantage of publicity from the motorcycle competitions held in late 1906 and 1907 in which Michelin participated. This was especially true of the prestigious victory obtained at the Vanderbilt Cup won by Louis Wagner with a Darracq car fitted with Michelin tires. The above image shows a racing car parked in front of an E. Lamberjack & Co. dealer. It is equipped with Semelle tires on the rear tractor wheels and smooth treads on the front. The car is a 35-45 hp Renault, the same type of vehicle that Maurice Bernin and Paul Lacroix—it is possible that they are the race drivers portrayed in the photograph—took turns driving when they were proclaimed winners of the 24 Hour racing competition celebrated on September 7, 1907 at the Morris Park Motordrome in New York. Previously, Maurice Bernin had won the Daytona Beach 100 Mile race held in March and participated the following month in the Briarcliff Trophy, always using Michelin tires. The image on the left portrays the emblem used by the Lamberjack agency in its press advertisements, a regal Michelin tire resting on a cushion and embellished with a winning crown and laurels.

56. Photograph taken in 1907.

57. Advertising module published in the press, 1907.



SER-NO 83201

496-14

**CRAZY ABOUT SPEED.**

George Robertson and his copilot driving the Locomobile number 16—equipped with Michelin tires—in front of the main grandstand marking the start and finish of the IV Vanderbilt Cup, flanked by a crowd of spectators.

**58.** Photograph taken on the day of the race, October 24, 1908 at the Long Island Motor Parkway, New York.





**SEMELLE.** In the first two images of the race you can clearly see Michelin tires with studded treads that fitted the winning Locomobile. Above, George Robertson and his copilot Glen Etheridge are pitted for a tire change while William K. Vanderbilt Jr. (left) and race commissioner Jefferson DeMont Thompson ask them about the conditions of the race. The image on the right shows the car being refueled and below, a snapshot of a moment during the race.



**59, 60 and 61.** Several photographs of the Locomobile during the IV Vanderbilt Cup competition, October 24, 1908.



# Diamond TIRES WIN VANDERBILT CUP RACE

Equipping the Locomobile in Its Heartbreaking Average of 64.2 Miles an Hour, Demonstrating the American Product

## THE BEST IN THE WORLD

And Climaxing the **Diamond Tire** Victories for the Premier Position of 1909

We Showed You in THE GLIDDEN TOUR Where  
The average tire cost per car equipped Diamond Tires was .....\$16.88 The average tire cost per car equipped with other makes was .....\$64.94

We Showed You Again in THE PHILADELPHIA FAIRMOUNT PARK RACE Where  
The total tire cost of 7 cars equipped with Diamonds was but .....\$9.00 The total tire cost of 9 cars equipped with other makes was .....\$94.50

We Showed You Again in THE CHICAGO 1000-MILE RELIABILITY RUN  
In which Diamond Tires were awarded the only cup ever given.  
Where five cars equipped Diamond Tires were penalized for a total of 114 points. Where 1 car each with still other makes were penalized from 75 to 284.  
Where three cars equipped with another make were penalized for a total of 25 points.

Thoroughly Substantiating Our Claim **Diamond TIRES ARE THE BEST**

## THE DIAMOND RUBBER COMPANY

SAN FRANCISCO—502 Golden Gate; Second and Mission C. E. MATHEWSON, Pacific Coast Manager LOS ANGELES—1207 South Main Street

"As Usual"

# MICHELINS WIN

**Robertson, Using Michelin  
Tires, on a Locomobile  
car, comes in first**

— IN THE —

## VANDERBILT CUP

1st Locomobile: Robertson, Driver  
MICHELINS "as usual"

2d Isotta: Lyttle, Driver  
MICHELINS "as usual"

On account of crowds surging on the track no other cars finished officially, as the race was then declared off. Other cars equipped with MICHELINS were running well up when the race was declared ended. Out of 17 cars in this Vanderbilt Cup Race, 13 had Michelin tires.

Why?  
The men who manufacture cars, and the drivers who travel at record speed, know the tires that give the best service under most destructive conditions.

Do you think that money, favoritism or fancy counts in a contest like this Vanderbilt Cup Race?  
Nothing but QUALITY counts!

The Michelin Tires used in races are taken from the same stock that yours come from.  
Then, why were so many Michelins used?

## WHY?

**MICHELIN TIRE CO.**  
308-314 Van Ness Avenue  
SAN FRANCISCO

Factories—MILWAUKEE, N. J.

**DID DIAMOND WIN?** The advertisement shown above challenges the information which certified that the locomotive driven by Robertson and fitted with Michelin tires was the winner of the IV Vanderbilt Cup. The Locomobile Company from Bridgeport, Connecticut presented two of their new 4 cylinder, 90 hp models. The first place vehicle, driven by George Robertson, utilized Michelin tires with which he won the race. The other Locomobile came in third place, piloted by Joe Florida and fitted with Diamond tires, once the race had been declared as finished after the track had been invaded by the public. Diamond deliberately tried to confuse the public with their advertising. Days later Michelin replied in the same newspaper with an advertisement highlighting that their firm equipped 13 of the 17 participants, including the first and second place winners in the official classification.

62. Diamond advertisement published in *The San Francisco Call*, October 25, 1908.  
63. Michelin's advertisement in *The San Francisco Call*, November 1, 1908.  
64. Advertisement for Diamond tires (for daily use and for racing) in the press, 1908.



## On All Roads

Daily Service  
Touring  
Racing



# Diamond

Casings and Tubes  
**MEAN MOST MILEAGE**  
ASK USERS

Interesting Book, "CARE OF TIRES," On request

**THE DIAMOND RUBBER CO., Akron, Ohio**  
Branches in Principal Cities



**LUCKY MICHELINES.** The advertisement shown above depicts an allegory of Fortune, in which the use of Michelin's detachable tires is associated with the attainment of good fortune and riches. Bibendum dismantles—comfortably and while smoking—the rim that holds the non-skid pneumatic tire. Above the wheel sits the chubby goddess Fortune, who smiles with complicity and places her hand on the mascot's head while coins and bills fall out of the horn of plenty that she holds in her other hand.

**65.** Advertisement in the French magazine *Le Monde Illustré*, April 20, 1907. Illustrated by Walter Thor.





# MICHELIN

## "SEMELLE" NON-SKID

ON  
DETACHABLE RIM.

- (1) It is a non-skid.
- (2) The tread is an integral part of the cover.
- (3) It is virtually puncture proof.
- (4) It is as supple as an ordinary plain tread cover.
- (5) It is suitable for all weathers, and all kinds of road surfaces.

### THE AMOVIBLE RIM.

This new way of fastening the tire to the wheel, by means of a removable rim, was a technological landmark that benefited not only changing tires in races, but also carrying out repairs in the vehicle's everyday use.

**66.** Commemorative poster published by Michelin on the occasion of their victory in the Sarthe circuit. Illustrated by Hazeryon, c. 1906.

**67.** Advertising poster for the Semelle tire and detachable rim targeting the English market.

**68.** Photograph of a Semelle tire fastened with the detachable rim to a classic wooden artillery wheel.



*En moins de 2 Minutes*  
**SUPPRESSION  
DES PANNES  
DE PNEUS**

JANTE AMOVIBLE M.L.  
TOUT GONFLÉ

**SOCIÉTÉ DES JANTES AMOVIBLES "M.L."**  
**J. KÖNIG WIEN, II.**  
Generalvertretung für Oesterreich-Ungarn  
Grosse Mohrengasse 25. int. Telefon N° 15573.

**THE LEGACY OF THE GODS.** The image above shows the advertisement for the Austrian distributor of the French detachable rims M. L., which promised a quick solution—less than two minutes—to dismantle conventional wheels and to replace the tire. The salvation of this earthly problem comes, of course, in the form of a gift from the gods.

**69.** Advertisement in the form of a bas-relief for the Austrian magazine *Allgemeine Automobil-Zeitung*, August 19, 1906.



**REPERCUSSION.** Szisz's victory in the 1906 Grand Prix run on Michelin tires fastened with the novel M.L. rim triggered the demand for this new technology. The Société des Jantes Amovibles M. L. rapidly developed a promotion and commercialization policy, being present in the motor sector's demonstrations and conventions as well as having distributors in foreign markets.

**70.** Stand of the Société des Movables M.L. at the Paris Salon in 1906. Photograph published in the *Allgemeine Automobil-Zeitung*, December 23, 1906. **71-72.** Advertisements from J. König, Austrian distributor for French detachable rims M. L. in the magazine *Allgemeine Automobil-Zeitung*, July 15 and August 19, 1906.

**Anzeige.**

Ich beehre mich, meine P. T. Kunden und Interessenten zu benachrichtigen, daß mir seitens des Pariser Etablissement, das die

**Jante amovible M. L.**

(abnehmbare Felge)

erzeugt, mit der in diesem Jahre der

**Grand Prix**

gewonnen wurde, die

**General-Vertretung für Oesterreich-Ungarn**

übertragen wurde.

Generalvertreter der Persan-Pneumatik und des Antidérapant «Samson»:

**J. KÖNIG**

Wien, II. Grosse Mohrengasse 25  
Telephon 15573. Telephon 15572.

Vertriebs- und Niederlagen für die Abnehmer: Wien: Schiller, Graz: für Ungarn: Viedrum, Budapest: für Rumänien: Junko Löschner, Prag.

**Ardennen-Rundfahrt**

**Ein Sieg**

der

**Jante amovible**

(abnehmbare Felge)

auf der

**ganzen Linie**

Fast alle Wettfahrer im Circuit des Ardennes besitzen die abnehmbare Felge. Diejenigen, die sie nicht hatten, schieden schon zu Beginn des Rennens aus.

Generalvertreter der Jante amovible M. L.

**J. König**

Wien, II. Große Mohrengasse 25

Int. Telephon Nr. 15573 Int. Telephon Nr. 15572



## ROUES VINET

Caoutchoutées, brevetées s. g. d. g. — Modèles déposés  
**SPECIALITÉ POUR AUTOMOBILES**

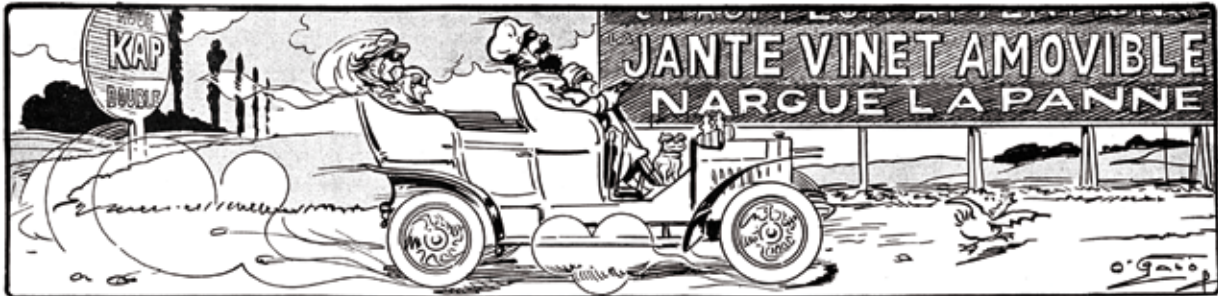


De tous les Grands Constructeurs.  
De tous les Fiacres de Paris.  
De l'Automobile-Club de France.

**Des Ambulances Municipales.**

Téléphone 526-90. — 61, rue de Villiers. — **NEUILLY (Seine)**

AVENTURES MEMORABLES DE M. ET M<sup>me</sup> BOULOT, (née Pointu) AUTOMOBILISTES, par O'GALOP



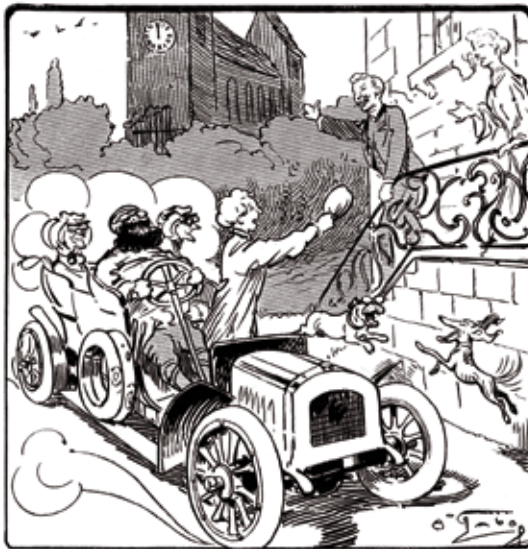
M. Boulot et madame, née Pointu, leur fille Zézette, leur fils Toto et leur chien Boule, s'initient aux charmes du tourisme automobile. M. Boulot s'indigne contre la publicité qui déshonore le paysage et n'a jamais converti personne, car, dit-il, l'homme raisonnable ne se laisse pas influencer. (La suite au prochain numéro.)

AVENTURES MÉMORABLES DE M. ET M<sup>me</sup> BOULOT (née Pointu) AUTOMOBILISTES, par O'GALOP (suite)



Monsieur Boulot. — Trente secondes !... C'est plus qu'il ne m'en faut pour remonter ma jante Vinet amovible !... (A suivre.)

AVENTURES MÉMORABLES DE M. ET M<sup>me</sup> BOULOT (née Pointu) AUTOMOBILISTES, par O'GALOP (suite)



M. Boulot et madame, née Pointu, avec les petits Boulot et leur bull, font des arrivées sensationnelles, toujours à l'heure, malgré clous et silex, grâce à leurs jantes Vinet amovibles. (A suivre.)

AVENTURES MÉMORABLES DE M. ET M<sup>me</sup> BOULOT (née Pointu) AUTOMOBILISTES, par O'GALOP (suite)



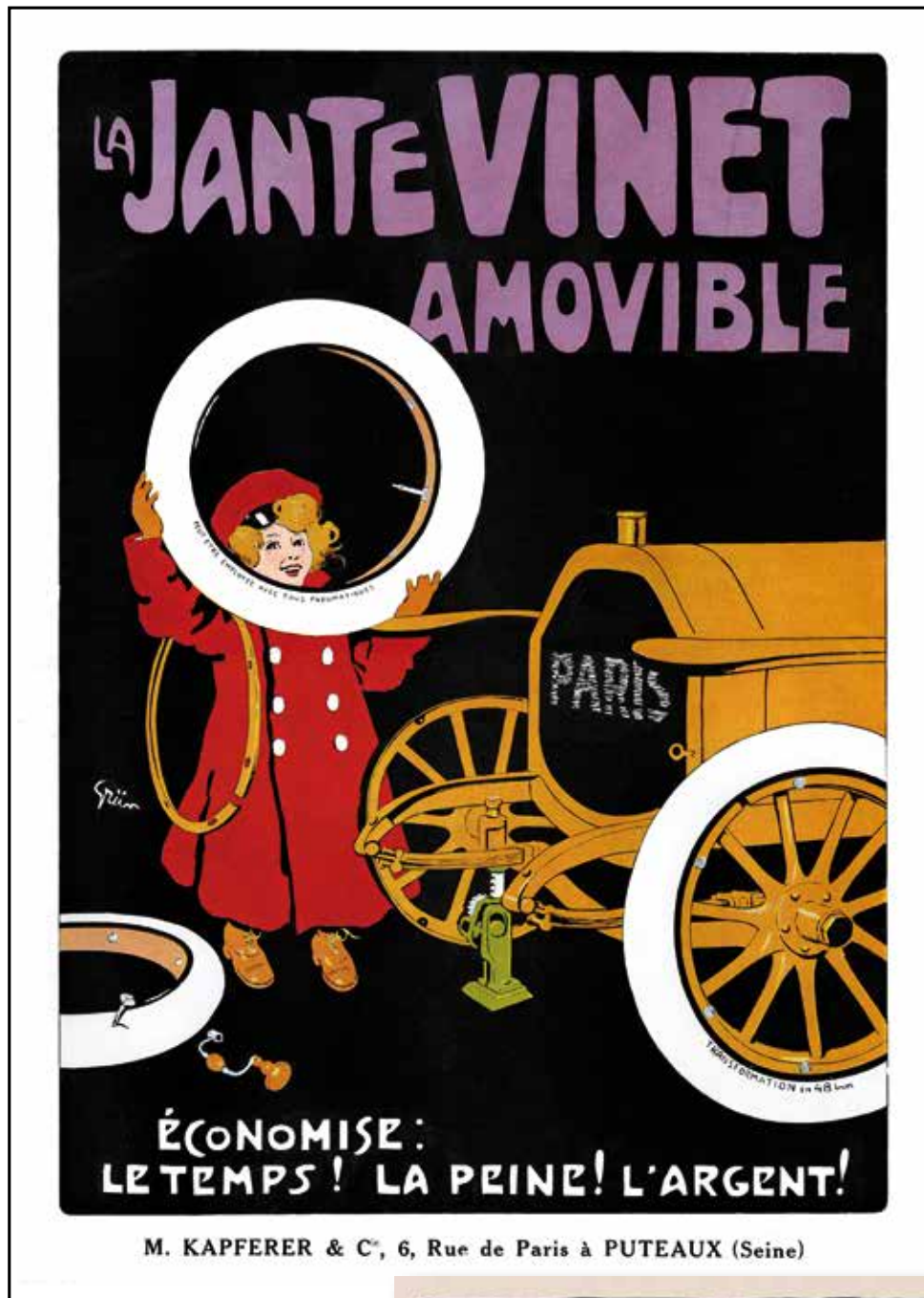
Les Boulot ont crevé. M<sup>me</sup> Boulot, née Pointu, montre clairement à son mari (Là, je te l'avais bien dit...) à propos de la Providence, qui place toujours le remède à côté du mal, un peu au-dessus et à droite. (A suivre.)

**VINET AND O'GALOP.** It is curious to note how O'Galop, creator of Bibendum and head illustrator of Michelin until the beginning of World War I, in 1911 carried out a campaign to advertise the detachable rim Vinet, a product that directly competed with the rim commercialized by Michelin. The advertisements showed the automobile adventures of the Boulnot family —Mr. Boulnot, Mrs. Boulnot (maiden name Pointu), their daughter Zézette, son Toto and their dog Boule—who could continue on with their excursions in spite of flat tires, thanks to the advantages offered by the Vinet rim assembly.

**73.** (opposite page) Caricature published in the French magazine *Le Chauffeur*, March 25, 1903. Illustrated by O'Galop.

**74.** (opposite page) Advertising banner published in *Le Chauffeur*, July 11, 1902.

**75-78.** Modular advertisements published in the French magazine *L'Illustration* in 1911. Illustrated by O'Galop.



**CHILD'S PLAY.** The above image shows an advertisement by Maurice Kapferer et Cie., holder of the exclusive license to manufacture and operate the detachable rims patented by Gaston Vinet. As depicted in the scene, the ease of assembly and handling allows even a child to be able to tackle the, up to that point, complex task of changing a tire. The illustration is the work of the painter, illustrator and poster artist Jules Alexandre Grün (1868-1934). The image on the right is an original of a draft made by the artist for the campaign which in the end was not utilized.

**79.** Advertisement in a French magazine from 1911 and draft illustration for the same campaign.



**Less than Five Minutes' Work**  
is not excessive to ensure absolute stability of tyre and wheel. It is all that is necessary when changing a

**MICHELIN**

**Detachable Rim**

The **Detachable Rim** is the rim that comes off when required, and only then.

It is simple to operate. More than that, it is safe.

These are the reasons why the **Detachable Rim** is the most popular rim on the market.

Write for descriptive Booklet.

49-50, St. James Place, E. Kensington, London, S.W.



Pat. 1.200.000  
Paris, 1.200.000  
London

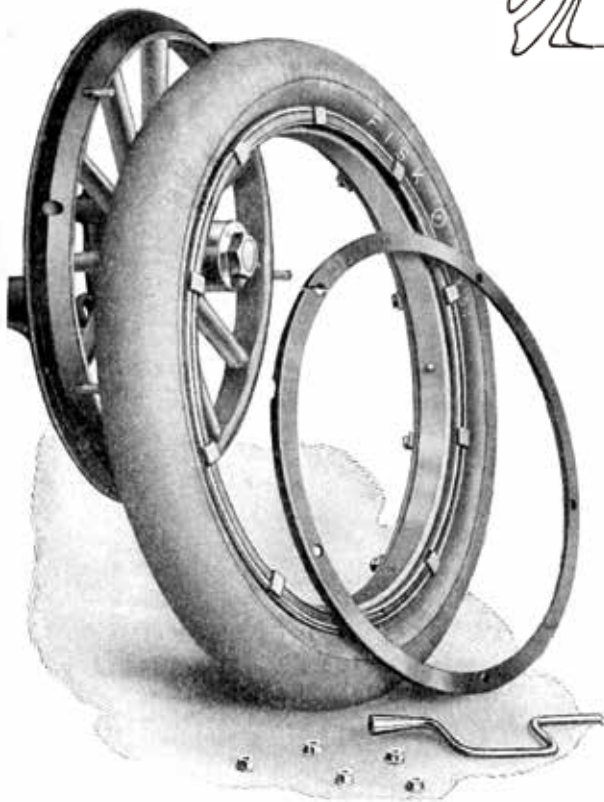
Whenever you see a British Car (or any other make in fact) you invariably note that it is fitted with

**CONTINENTAL TYRES**

Motorists all over the world appreciate the wear-resisting qualities of these famous Tyres.

PARTICULARS of the CONTINENTAL VINET DETACHABLE RIM FREE ON REQUEST.

Have you tried Continental Tennis Balls?



FISK REMOVABLE RIM.

P. T.

Ich beehre mich, höflichst anzuzeigen, daß ich die Vertretung der

**besten abnehmbaren Felge**

**Jante Vinet Amovible**

übernommen habe.

Ueber die abnehmbare Felge des Pariser Hauses Vinet schreibt der bekannte Fachschriftsteller Henri Gaillard in «La Locomotion Automobile» folgendes:

«Ein interessantes System ist jenes der Vinetschen abnehmbaren Felge, deren charakteristische Eigenschaften nachfolgend angeführt sind:

1. Die Pneumatikfelge ist die gewöhnliche Felge, an die der Mantel mit Sicherheitsbolzen befestigt ist, die einen ganz kurzen Stift haben, durch Muttern fixiert sind und um nichts 4 mm gegen das Innere der Felge hervorstecken. Das Ventil ist im Innern nur 2 cm lang und ragt kaum nach innen hervor.
2. Das Rad ist mit einem Stahtring umgeben, der an der Innenseite einen kerulichen Rand hat. Um diesen Stahtring wird die Pneumatikfelge gelegt, die sich mit ihrem Innerrand an den kerulichen Rand anlegt. Der freie Raum zwischen Stahtring und Pneumatikfelge ist verhältnismäßig groß, um den Verschiebheiten der Radurchmesser Rechnung zu tragen und die Montage möglichst zu erleichtern. In den Stahtring sind Löcher von nichts 4 mm Tiefe zur Aufnahme des Ventils und der Sicherheitsbolzen gestanzt.
3. Die Pneumatikfelge wird an die Radfelge vermittelst eines beweglichen Ringes befestigt, dessen Querschnitt ein

zu dem ersten symmetrischer Korus ist. Das Festschrauben dieses Ringes mittel Bolzen und Muttern sowie die beiden sich fest zueinander anlegenden Kerulflächen machen jedes Gleiten und jede seitliche Bewegung der Pneumatikfelge auf ihrer Unterlage unmöglich, so daß die drei Teile: Rad, beweglicher Ring und abnehmbare Felge ein einziges Stück wie aus einem Guß bilden.

4. Das Gleiten der Pneumatikfelge längs der Radperipherie ist durch die Sicherheitsbolzen unmöglich gemacht.

Diese Lösung des Problems scheint so recht eigentlich eine der mechanischen Präzisipien entsprechende zu sein, insofern als jedes Organ unter den bestmöglichen Bedingungen und mit einem ganz bestimmten Zwecke funktioniert: die Bolzen zum Festschrauben, die Kerulose zum Tragen des Gewichtes und zu dessen direkter Übertragung auf die Nabe ohne Beanspruchung der Befestigungsbolzen. Beweist hierfür, daß diese nicht die mindeste Tendenz zum Lockerwerden haben.»



Schematische Darstellung der abnehmbaren Felge von Vinet.

**:: Die abnehmbare Felge Vinet ::**

gestattet, einen beschädigten Pneumatik durch einen anderen bereits aufgepumpten zu ersetzen und

**binnen 2 Minuten weiterzufahren.**

**ALEXANDER WIESNER**

Generalvertreter der berühmten Brasier-Automobile und der unerreichten Alpha-Laterne.

Wien, III. Reiserstraße Nr. 37. — Telephon Nr. 871.

**THE SENSATION**  
at all the motor shows,  
British and Foreign, is the

**DUNLOP**

**DETACHABLE RIM.**

Tyres changed in 10 seconds!

**DETACHABLE RIM.**

The vast majority of tire companies patented and manufactured their own versions of removable rims, both in Europe—Continental, Dunlop, Jenatzy—and in America. In the United States, several firms agreed to achieve tire standardization through the United Rim Company.

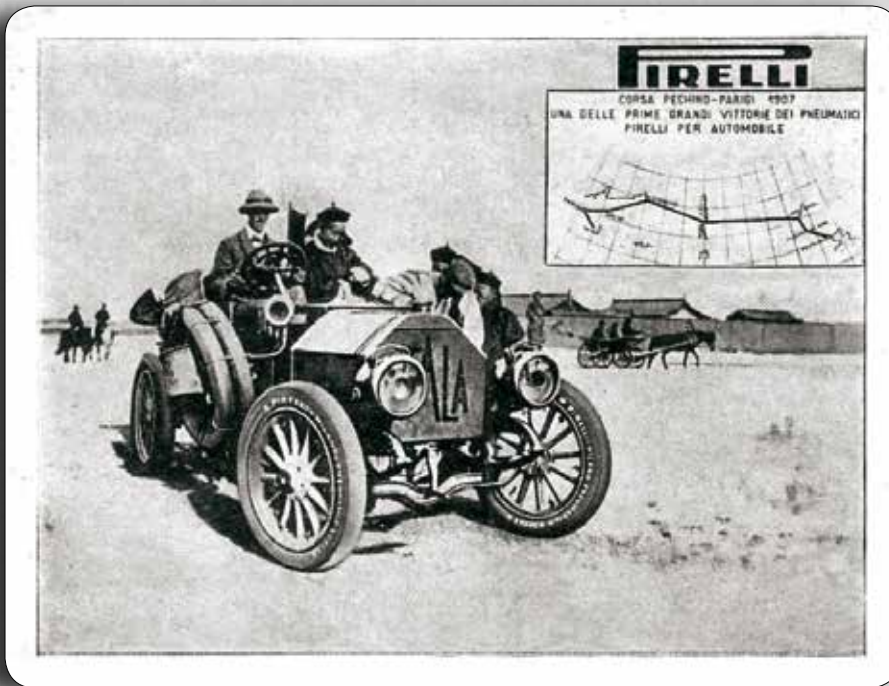
**80.** Advertisement for the Michelin removable rim in the British newspaper *The Times*, November 26, 1907.

**81.** Advertisement for the Continental-Vinet rim in the British weekly *Black & White*, April 18, 1908.

**82.** Advertisement for the Austrian Vinet distributor in the magazine *Allgemeine Automobil-Zeitung*, September 9, 1906.

**83.** Illustration of the rim for Fisk Rubber Co. in the magazine *The India Rubber World*, September 1, 1911.

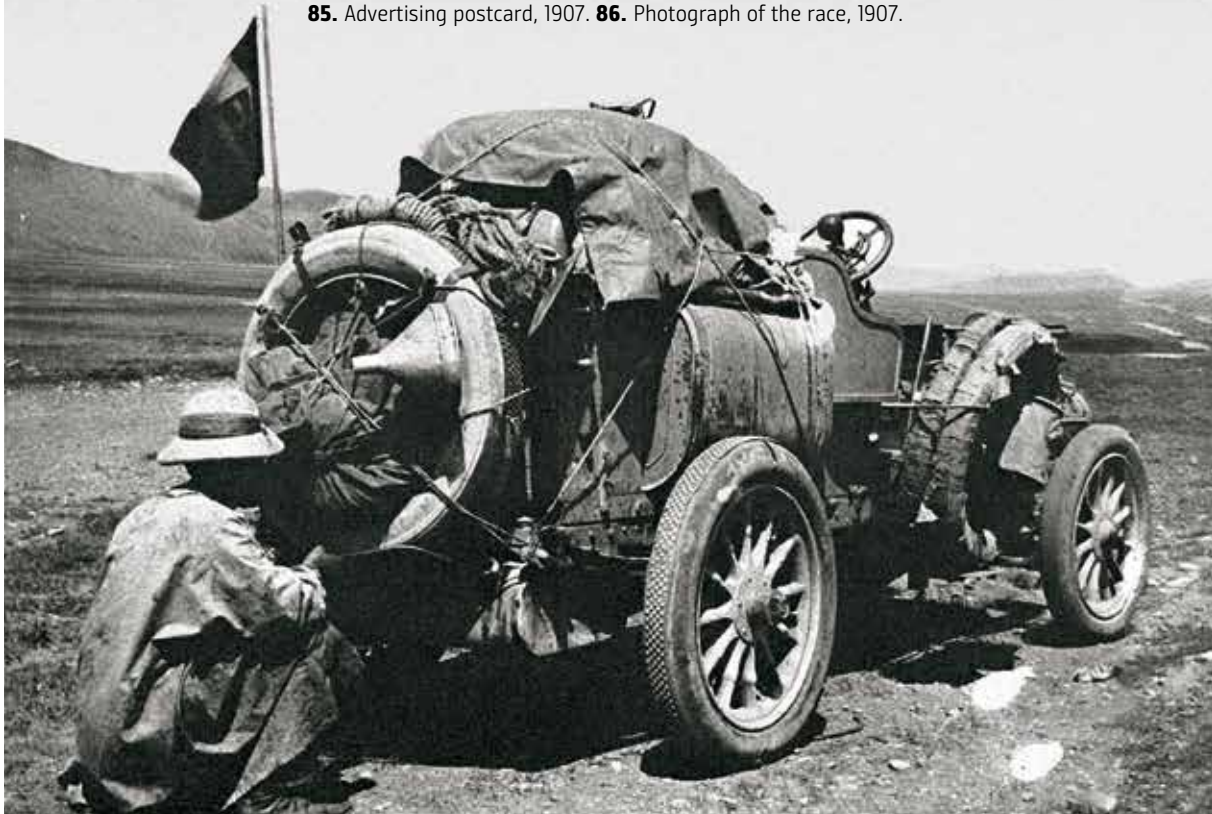
**84.** Advertisement for the Dunlop rim in the British weekly *Black & White*, January 11, 1908.



***LES TRIBULATIONS D'UN ITALIEN EN CHINE.***

Both the Itala brand, the winning vehicle, and Pirelli tires utilized their success in the Pekin-Paris race for advertising purposes. The image above portrays an example in the form of a promotional postcard. Further down, the Itala automobile belonging to Prince Sivione Bourghese, with its official Pirelli tires, in a stretch of the race. The front tires are a smooth tread model, while the rear tractor wheels are likely to have been fitted with the Neroferrato model of non-skid tires.

**85.** Advertising postcard, 1907. **86.** Photograph of the race, 1907.





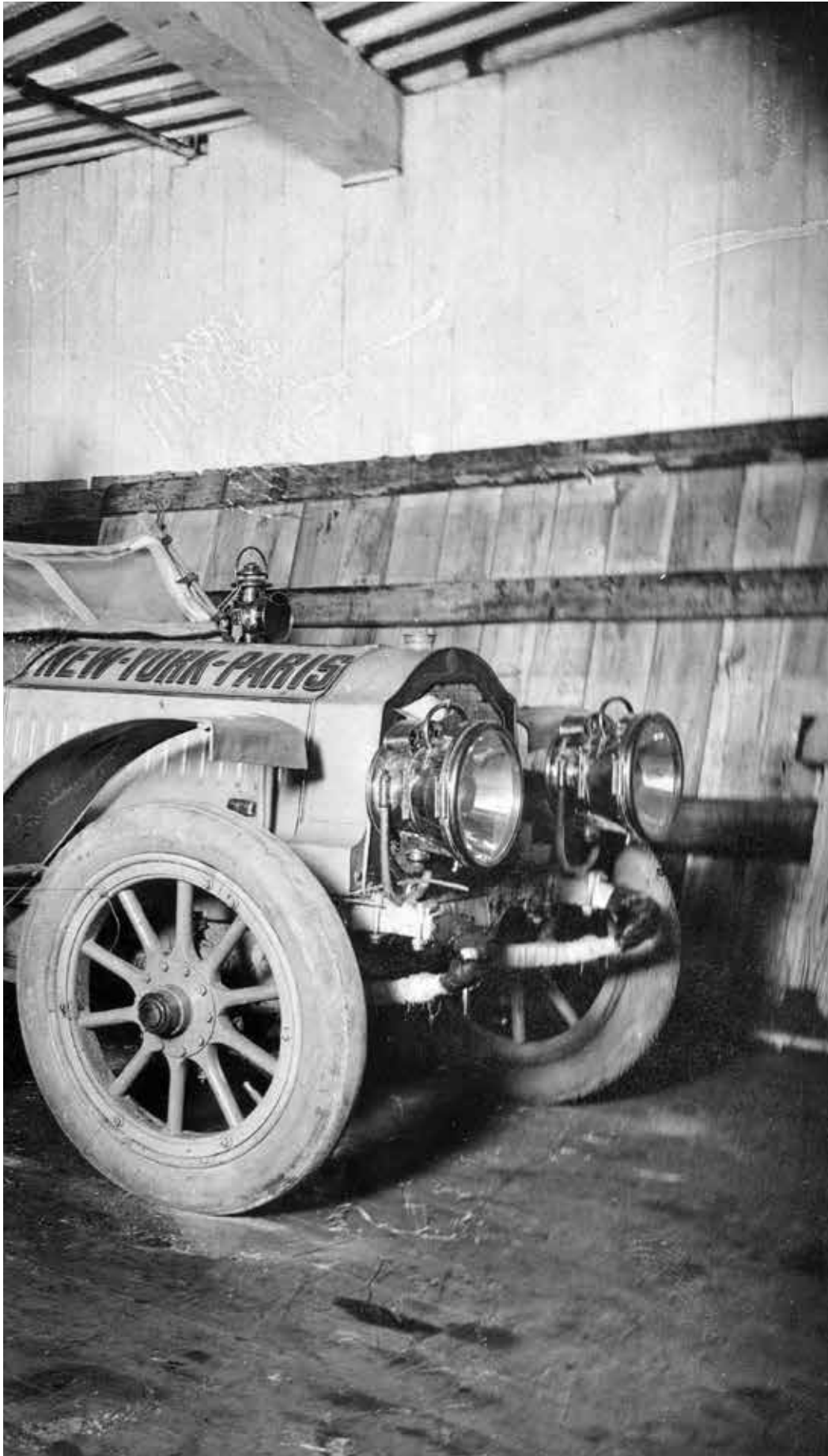


**THE DION-BOUTON TANDEM.** For the French affiliate of Britain’s Dunlop known as the Compagnie Française des Pneumatiques Dunlop, coming in third and fourth place with two French De Dion-Bouton cars running on their tires was a major achievement. The resulting promotional impact was duly taken advantage of, as shown in the examples here. The above image shows the first vehicle, piloted by Victor Collignon and accompanied by Jean Bizac, in charge of mechanics. The image below portrays the second automobile, driven by Georges Cormier.

87-88. French promotional postcards, published in 1907.



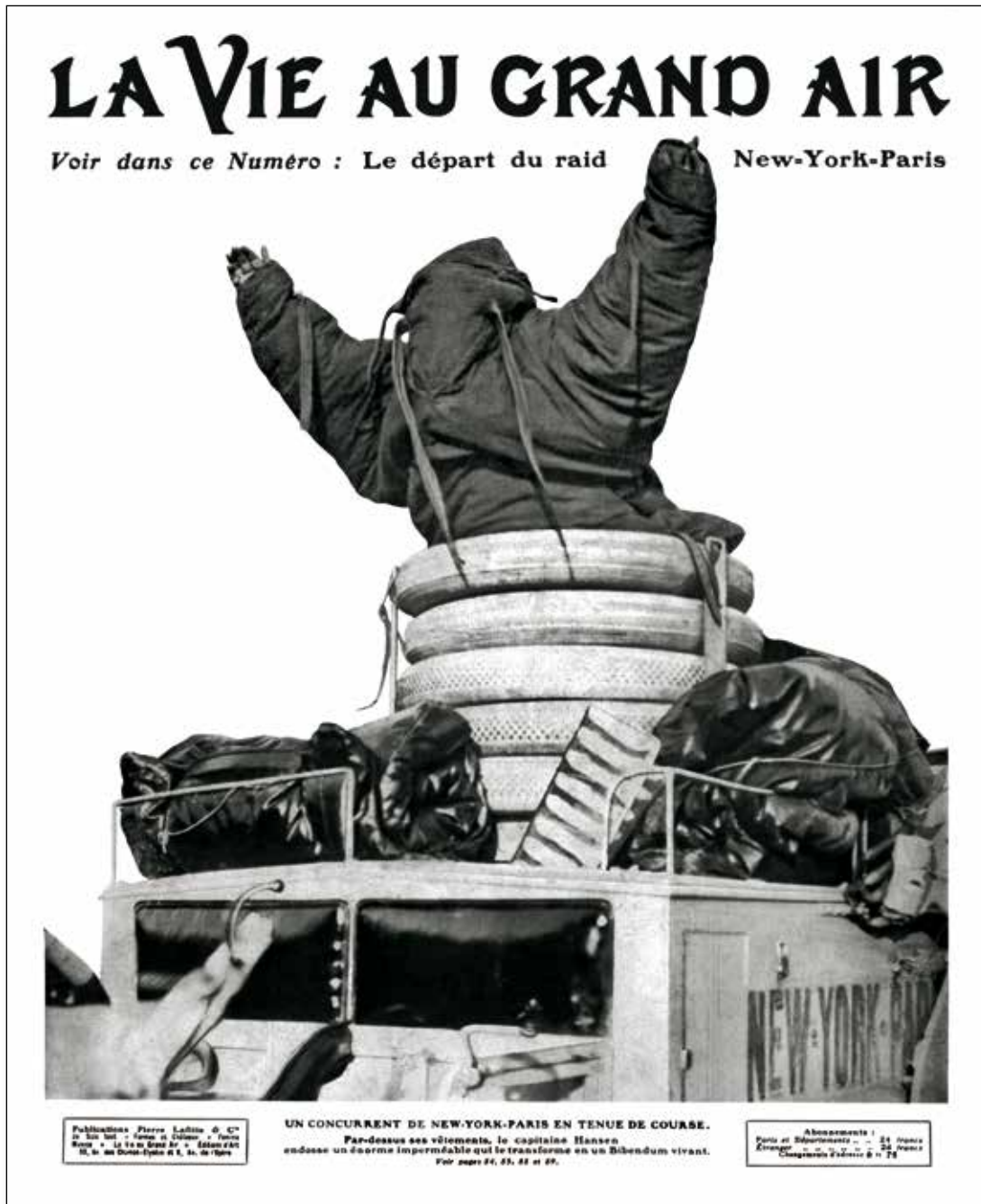




**WELL EQUIPPED.**

The photograph shown here portrays the copilot and mechanic Alphonse Autran and assistant mechanic Hans Hendrick Hansen aboard the Dion-Bouton automobile, equipped with Michelin tires. They constituted two of the three crew members—the captain and racing driver Georges Bourcier St. Chaffray was absent—who met to participate in the New York-Paris automotive rally. In the picture, they are accompanied by other unidentified people, possibly Michelin staff in New York.

**89.** Promotional photography, taken by Nathan Lazarnick's New York studio, specializing in automotive photography, 1908.



**THE BIBENDUM DION-BOUTON.**

The French magazine *La Vie Au Grand Air* dedicated double page coverage to the follow-up of European participants in the New York-Paris rally during the embarkation of vehicles on the vessel Lorraine, which would transfer them from the port of Le Havre to the American city. Two teams were equipped with Michelin tires, the automobiles Sizaire et Naudin and De Dion-Bouton. It is precisely the latter who is shown on the front page of the publication, where one of the team members—Hans Hendrick Hansen—appears wrapped up in his raincoat and emerging from the stack of spare tires that crowns the back of the car. The caption explains: “A participant of the New York-Paris rally placed in his position for the race. Captain Hansen wears over his clothes an enormous raincoat that transforms him into a revitalized Bibendum.”

**90-91.** *La Vie Au Grand Air* front cover and detail from the interior article, February 8, 1908.

