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COSMOPOLITAN.
The image above shows the automobile Sizaire-Naudin with its crew, a team formed by August Pons, Maurice Berlhe and Lucien Dechamps. As shown in the picture, they carry a Michelin advertising banner, and the front wheels are fitted with Semelle type non-skid pneumatic treads. In the background, on the left is the De Dion-Bouton team, with Bourcier St. Chaffray, Autran and Hansen, also equipped with Michelin tires. The image on the left is an example of testimonial advertising that includes statements made by Bourcier St. Chaffray, after completing the New York-San Francisco section of the race.

92. Photograph at the starting line of the New York-Paris race, 1908.
GERMAN DUNLOPS.
The automobile Protos was equipped exclusively with Dunlop tires, a firm with a strong presence in the German market backed by their early establishment—founded in 1893 as Deutsche Dunlop Gummi Compagnie and later named The Dunlop Pneumatic Tire Company—and having their own factory in the town of Hanau. In the photograph above, we see the Protos team in Times Square, aligned with the rest of the participants in the race. On the left side of the vehicle one can observe the solid rubber pneumatic tire with the characteristic Grooved Tread pattern, while to the right we see the non-skid model with small circular metal studs in the tread. Both of them comprised the two types of Dunlop tires with the most distribution and the greatest acceptance in the different markets. These qualities can also be observed in the image on the right, which depicts a French poster of Mercury holding both tires.

94. Photograph of the New York-Paris race, 1908.
95. French poster for Dunlop, c. 1908.
**AMERICA’S HOPE.** The most powerful vehicle of all racing participants was the one representing the U.S., the 60 hp Thomas Flyer. The photograph above shows the vehicle equipped with the non-skid metal-studded tires of the Diamond Rubber Company, who had a factory in Akron, Ohio. The firm published several advertisements in specialized magazines and daily press during and after the competition, thus capitalizing on their triumph.

96. Photograph of the Thomas Flyer at the starting line of the New York-Paris race, 1908.
AN ITALIAN IN NEW YORK.

The photograph above shows the Italian vehicle Züst which was manufactured in Milan. Since 1906, Züst had contracted an official import agency for the U.S. market, R. Bertelli & Co., located at 144 West 30th Street in New York, with Paul de la Chesnaye as the exclusive sales agent. The Italian team’s good performance won third position which allowed Pirelli, their tire supplier, to publish advertising insertions in American press. This gave greater visibility to their products, which at that time were a minority in the competitive market.

98. Photograph of the automobile Züst, 1908.
MOTO-BLOC AND DUCASBLE.

Ducasse cushion tires for automobiles were developed based on Alfred Ducasse's patent, which proposed a solid rubber tire with self-contained hollow compartments and perforations that acted to give it the necessary elasticity. In the photograph on the left, Alfred Ducasse is shown next to one of the automobiles equipped with his tires during the third edition of the wheel and cushion tire competition organized by the French newspaper l’Auto and celebrated on April 7-17, 1908. A dozen different brands took part in the 2,100 km Paris-Nice-Paris rally. The Ducasse tire was used in five vehicles—De Dion-Bouton, Mors, Delage, Vulpes and a Moto-Bloc—, obtaining the first, second and fourth place in the final classification.

101. Photographic portrait of Alfred Ducasse, 1908.
102. Photograph of the automobile Moto-Bloc with Godard at the wheel, accompanying an article published in the Austrian magazine Allgemeine Automobil-Zeitung, February 2, 1908.
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103. French promotional postcard of Ducasble’s participation in the New York-Paris rally equipping the automobile Motobloc, 1908.
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THE SUM OF THE PARTS. As was customary in other competitions, the teams participating in the New York-Paris rally were sponsored by companies who in large part were the manufacturers of the mechanical inventions that made up their vehicles' engine and equipment. In the examples shown here we see the advertising utilized by companies such as Bosch —magneto—and the Weed Chain Tire Grip Co.—chains for wheels in difficult or snowy terrain—, taking advantage of the victory by Thomas Flyer, the American automobile which they equipped. One of the strategies employed was the use of testimonial advertisements where drivers and mechanics praised the behavior and performance of different products, as seen in these two examples authored by the racing driver George Schuster.

104. Advertisement in The Automobile, September 17, 1908.
105. Advertisement in Automobile Topics, September 12, 1908.
106. Detail of an advertisement in Motor, May 1908.
Michelin’s French advertising took advantage of all their triumphs in racing competitions to ‘demonstrate’ the technological superiority of their tires versus their top competitors. Their opponents were never named directly, but were identified through nicknames that they had been baptized with in aggressive campaigns—“pneu X” and “pneu Y” respectively. They were also depicted in contemptuous forms, portrayed as deflated and defeated characters in front of a fully inflated and triumphant Bibendum, who was immune to the dangers on the road.

107. Advertisement celebrating the 1905 Gordon Bennett victories, in which Michelin prevailed over rival brands by winning the first 6 positions (with the exception of fifth place, which went to a German Mercedes equipped with Continental tires).

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SOLE TESTIMONY.
The poster shown here commemorates the victory of the racing pilot Hémery using Dunlop tires in the 1905 Vanderbilt Cup, which the manufacturer’s French subsidiary printed out for the local market. Only one existing poster is left, the one shown here, reproduced for the first time with permission of the private collector who owns it.

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REVENGE. Michelin won the I Vanderbilt Cup in 1904, beating other brands that equipped vehicles from the participating countries. Once again, this time in American territory, Bibendum claimed victory over their despondent rivals, tires “X” (Dunlop) and “Y” (Continental) both of which were mocked in Michelin’s aggressive comparative advertising. The following year, another passenger accompanied Bibendum in the victory of the second Vanderbilt Cup.

A WARNING CALL. The second Vanderbilt Cup competition, won by pilot Victor Hemery riding a Darracq car on Dunlop tires, was a warning to Michelin’s aspirations. The 1905 race was a lapse that Michelin quickly rectified, but the British company Dunlop did not pass up the opportunity to use it as a promotional victory. Their French subsidiary published a series of humorous postcards celebrating the triumph in American lands against their great rival Michelin.

110. Photograph of Hemery and his Darracq—with characteristic grooved Dunlop tires—in the 1905 Vanderbilt Cup.

111. First postcard of the series Drame en 4 tableaux, published by Dunlop’s French subsidiary, 1905.
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ANTICIPATION.
If the mascot Bibendum represented the firm Michelin, a portrait of John Boyd Dunlop did the same with the company bearing his surname. In a striking blow, Dunlop convinced the pilot Victor Hemery to fit his Darracq with Dunlop tires. Hemery was competing in the French team, and in theory it was permissible to use Dunlop tires ... provided that they were made in France.

112. Second postcard in the series Drame en 4 tableaux, published by Dunlop’s French subsidiary, 1905.

THE WINNER.
In the illustration, a laureated and almost divine Mr. Dunlop is portrayed floating on a cloud. He is holding onto Victor Hemery, the brand-new winner of the race, who exclaims: “I won the cup thanks to Dunlop.” Bibendum turns his back on the scene, not in the mood for celebrations. Aged and dejected, he blows out air, becoming deflated as a sign of discouragement.

113. Third postcard in the series Drame en 4 tableaux, published by Dunlop’s French subsidiary, 1905.

THE PEACE PIPE.
Uncle Sam hands over the Vanderbilt Cup to Dunlop, while offering the peace pipe — another indisputably American symbol — to the previously energetic and battling Bibendum. Clearly affected by defeat, he gapes open-mouthed — his cigar dropping — at the ascension of his rival. In the background, to the left, the racing pilot Victor Hemery applauds the act.

114. Postcard published by Dunlop’s French subsidiary, 1905
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HAVING A DRINK.
Mr. Dunlop invites his opponent to a few drinks in an American bar (the bartender is portrayed as Hemery, the winning pilot), which Bibendum prefers not to accept, as he may choke on the drink. Dunlop gives the famous motto “The Michelin tire drinks the obstacle” a new twist, being the phrase that accompanies Bibendum while he engulfs a goblet full of nails and broken glass that do not affect him. In the text below the scene we read: “Dunlop has drunk the American obstacle.”

115. Fourth postcard in the series Drame en 4 tableaux, published by Dunlop’s French subsidiary, 1905.

AT THE TAILOR.
A deteriorated Bibendum goes to a tailor—Mr. Dunlop—who has taken his measurements. The dialogue reproduced in texts at the foot of the illustration is a play on words of the French polysemic meaning for coupe, referring to the Vanderbilt Cup [cup] and the coupe [size] of Bibendum’s clothing. In the background, behind the counter, the pilot Victor Hemery appears once again.

117. Sixth postcard in the series Drame en 4 tableaux, published by Dunlop’s French subsidiary, 1905.

THE SAD RETURN.
A practically deflated Bibendum is still puffing while smoking the peace pipe. In the background, the smiling sun and an exhilarated Statue of Liberty announce the dawn of a new era. In the foreground, a relaxed Mr. Dunlop sits calmly in his chair while smoking a cigar for the first time in the series, a sign of opulence that had once been reserved only for the haughty Michelin mascot.

116. Fifth postcard in the series Drame en 4 tableaux, published by Dunlop’s French subsidiary, 1905.
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**TIT FOR TAT.**
The image on the left is the eleventh advertisement of the campaign entitled "Mots Historiques" by Michelin, which contains famous phrases illustrated by O'Galop. In this case a fully inflated and robust Bibendum sits atop a long ladder, holding in both hands the trophies obtained in the 1904 and 1905 Gordon-Bennett Cup competitions. At the bottom of the ladder we see a debilitated man-tire, marked as Pneu X, trying to ascend the first rungs while looking at the inaccessible leader. The sentence "J'y suis, j'y reste!" [I am here and I will remain] is attributed to the Marshal of the French army—Patrice de MacMahon, who presumably declared it after taking a strategic defensive bulwark, the Malakoff tower, on September 8, 1855 during the Siege of Sevastopol in the Crimean War.

The image below depicts the humorous postcard published by Dunlop which parodies the previous scene. The 1905 Vanderbilt Cup winner Darracq, led by Hemery and with Mr. Dunlop as copilot, topples the ladder standing in the middle of the road. Bibendum falls to the ground from his watchtower, and the pneumatic man X jabs at him: "Tu y es, restes-y" [You are there, there you'll stay], thus making him see that he is now no longer the reference, but has been replaced by another competitor: the triumphant Dunlop, baptized as 'Tire Y' (underlined)!

118. Michelin’s full page advertisement published in the magazine *Je Sais Tout*, 1905.
119. Postal letter parodying Michelin, published by Dunlop’s French subsidiary, 1905.
LA BÛCHE DE NOËL.
The popular French tradition of La Bûche de Noël [The Tradition of the Christmas Yule Log] has its origin in the pagan cults to nature and her seasonal cycles. In a rite of renewal for the new year, the family patriarch or a community leader makes the offering of a new log to fuel the fire of the chimney that is already extinguishing and in which only the ashes of the ending year remain. The vignette shown above portrays this Christmas tradition transforming it into an advertisement, an advertising allegory in which the tire manufacturer Dunlop boasts of his triumph in the American Vanderbilt Cup. Mr. Dunlop, disguised as Santa Claus, gives a large wooden log to a family of pneumatic beings, suspiciously similar in appearance to Michelin’s Bibendum. The legend at the foot of the illustration adds the necessary dialogue to understand the scenario:
(Mr. Dunlop): “—Allow me to offer you this American wood trunk. It comes from the Coupe Vanderbilt.”
The French word “coupe” refers to a goblet and trophy but it also means the logging of trees. Thus the joke consists of this play on words.

THE DUNLOP CARNIVAL OF 1906.
The Mi-Carême festivities, which were held in the month of March during the Paris Carnival, included the anticipated parade of decorated floats. In the 1905 Carnival, Michelin company participated for the first time with a float featuring the gigantic inflated Bibendum figure, an advertising action that made a great impact on the French press. It dealt with a promotional action to publicize Semelle, their new pneumatic tire with non-skid treads and metal studs. Michelin’s press advertising campaign for that year had used the image of Bibendum wearing boots whose soles were also equipped with that type of tread. Dunlop’s advertisement shown here, published in March 1906, was a response to the 1905 Michelin float.

The editorial illustration reproduced above was published in the U.S. magazine *Motor Way* accompanying an extensive article dedicated to the 1906 Vanderbilt Cup. The scene represented utilizes the same allegory as the postcards issued by Dunlop’s French subsidiary when they commemorated their victory in the previous competition. In this case, the protagonist is the racing driver Louis Wagner—in addition to the Darracq car and Michelin tires that he used to compete—, who takes the trophy on board a transatlantic bound for France, before the sad face of the solar sphere that is already setting on the horizon. A pensive Uncle Sam looking at the scene reflects on what happened—similar to what had occurred in 1905, the 1906 Vanderbilt Cup held in American lands went to a French winner—and expresses optimism for the future through the cartoon’s motto: “The end of the season, or ... there she goes again.”

ON THE FRONT PAGE.
The French press not necessarily specialized in the motor world sector, such as the generalist La Vie Illustrée, disseminated the most prestigious competitions held both in European territory and in the United States. The photograph on the left shows Charles Henri Brasier (on the left) together with André Michelin (on the right) alongside the automobile Richard Brasier, winner of the prestigious 1905 Gordon-Bennett Cup on Michelin tires. The image above depicts the cover page of La Vie Illustrée celebrating the victory in the 1906 Vanderbilt Cup by the French team formed by racing pilot Louis Wagner with his Darracq car fitted with Michelin tires. The photograph shows the winner in the main stretch in front of the principal grandstand, with a Michelin advertising banner in the background.

124. Cover of La Vie Illustrée, October 19, 1906.
125. Cover of La Vie Illustrée, July 14, 1905.
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In Michelin’s American advertising we can also observe that they listed the victories achieved in European competitions. In the above example the following competitions are named: the Coupe des Voiturettes in Boulogne-sur-Mer or the Catalunya Cup held on May 29, 1910. Similarly, in France as well as in the rest of Europe, the company exhibited their triumphs achieved in the prestigious American racing events. The example on the left lists the following competitions: the Vanderbilt Cup, the Savannah Trophy and the American Grand Prize.

127. Advertisements of the Michelin American victories during 1911, published in the sports newspaper El Mundo Deportivo (Barcelona, Spain), December 14, 1911.
USE OF MAGAZINES. Newspapers were the natural means of advertising Michelin’s victories in competitions. Because of their great dissemination and immediacy, the company could boast about their results the following day—even on the same day in evening editions, since competitions were usually initiated early in the morning—that the races were celebrated. However, Michelin also utilized magazines, including those targeting the general population—as the examples here show—as well as those specialized in the motor world, which usually had bi-weekly or monthly periodicity.

Motor racing shows the VALUE of a tire. The terrific strain of a mile-a-minute speed, around turns, over ruts and obstacles, continued sometimes for hundreds of miles, shows with certainty the WEARING power of the tires used. The car that WINS is usually enabled to do so by the ABSENCE of tire trouble. Michelin Tires have won ALL the world famous contests since Motor racing began. Think of it! ALL! Recall the important events in this country during the last year—

Briarcliff—Savannah—Ormond
Jamaica—3 World’s Records
Both Morris Park 24 hour races

ALL Michelin victories—ALL made possible by Michelin endurance—tires not touched from start to finish throughout

Durability is what you want when you buy tires. You get so much more of it, so much better, more satisfactory and enduring service, when you buy Michelines that they have always been famed for endurance—the standard tires of the world.

Michelines are sold at a fair price. Buy Michelines and get many dollars of actual road wear for every dollar of road cost.
16. RACING EVENTS AS A TOOL FOR TIRE PROMOTION
ADVERTISING MEDIA. The images shown here summarize the symbiotic relationship between motor racing, media and advertising. Both were taken hours prior to the start of the event held on Saturday, October 5, 1912 in Milwaukee, Wisconsin, the IV American Grand Prize. The competition was won by racing pilot Caleb Bragg driving his Fiat car equipped with Michelin Semelle tires. The scene portrays the pit stops or boxes, the spaces available to each racing team to perform mechanical repairs, refuel, replace parts and change worn or damaged tires. In the nearby zone, a privileged place to closely follow the details of the race, was the space reserved for journalists from accredited media that covered the event. This is seen in the image below, where one of the signs—in front of the empty wooden folding chairs—posts the name of the Chicago Examiner newspaper. In the background of the image you can see different advertising media: a row of hanging banners advertising various establishments and services in the motor world, a large billboard for Federal tires and, under it, a horizontal typographic flag with the text “Michelin Tires” that was repeated all along the edges of the circuit. In this competition five brands of tires were represented—curiously, the list published in the Motor Age magazine, October 10, 1912, p. 11, does not include the participation of Federal tires—sponsoring the twelve contenders: Michelin (6), Firestone (3), Goodyear (1), Fisk (1), and Miller (1).

130. The Fiat piloted by Teddy Tetzlaff, passing by the pit stops. 131. General photograph, October 5, 1912. © David Bradley.
LAST IMAGES. The image above portrays Bruce-Brown and Scudelari in the home straight in front of the main grandstand, aboard the Fiat S74. This photograph of the training prior to the IV American Grand Prize was taken the same day of the accident that cost them both their lives. In the background we see a long fence advertising Michelin, the tires that equipped the Fiat team. The vacant place in the race was occupied at the last minute by racing pilot Barney Oldfield, with his Fiat. But as the photograph below can certify—taken in the same location—the vehicle’s rear drive wheels were fitted with Firestone non-skid pneumatic tires, characterized by the rubber studded tread, whose design reproduced in diagonal stripes the words “non skid.”

132. David Bruce-Brown and his co-driver in the American Grand Prize trial runs, October 1, 1912. Photographed by J. Robert Taylor.
133. Barney Oldfield, Bruce-Brown’s replacement in the race. Photograph taken between October 2-5, 1912.
TESTIMONIALS. At the beginning of 1912 the Michelin Tire Co. in Milltown realized an intense campaign taking advantage of their triumphs in racing competitions. In the booklet *The Motorist’s Handbook*, published at that time by the company, numerous testimonials were collected in the form of letters signed by several champions such as Ralph Muldorf, Ralph De Palma, Len J. Zengel, Hughie Hughes, Harvey Herrick, Louis Disbrow, Eddie Hearne, Spencer E. Wishart, Joe Dawson and, of course, David Bruce Brown.

134. Letter from the American automobile import agency for Fiat, signed by David Bruce Brown, December 13, 1911.
THE ADVANCEMENT OF SCIENCE. The image shown above appeared on the cover of several evening papers, illustrating the news of the accident involving David Bruce-Brown and Antonio Scudelari which had occurred that morning. One character — probably Uncle Sam — is holding a newspaper entitled "Science is conquering germinal diseases ..."; however, the heading reads "... but she finds new ways to die." The phrase, together with the drawings, refers to technological advances applied to the motor and aviation world competitions, which cost the lives of so many victims.

135. An editorial illustration originally published in the Cleveland Leader newspaper and reproduced on the covers of the evening papers The Sheboygan Evening Press and the Daily Commonwealth and Daily Bulletin on October 1, 1912.
The British advertisement shown above is one of the last that Michelin did for that year. In the illustrations, a replicated Bibendum carries in his arms the first three classified winners in the Dieppe Circuit Auto Cup. After listing the different victories, the slogan concludes: Why not let Bibendum carry your car?

DECELERATION. With this advertisement inserted September 1912 in the London daily The Times, Michelin declared their intention to withdraw from car racing in Britain, a decision that would extend to other countries by the end of that year.

Saturo dei suoi innumerevoli, costanti e insuperati trionfi sportivi in tutto il mondo

NON PRENDE PIÙ PARTE ALLE CORSE

139. Advertisement published in the magazine of Michelin’s Italian subsidiary, Il Pneumatico Michelin, August-September 1912.
EVERYONE’S A WINNER.

Newspaper sections dedicated to the motor world were dotted with advertising modules. Often these pages offered a layout in the form of a crammed mosaic in which rival companies could be found vying for the reader’s attention.


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**FIRESTONE TIRES WIN FIRST AND FOURTH**

Firestone stock car tires and Demo Winemaking rifles equipped the Locomotive winning First and the Perkes finishing Fourth in yesterday’s 250-mile race at Fairmount Park, Philadelphia. FURTHERMORE: No cars equipped with Firestone tires or rims were delayed one moment by tire trouble of any nature whatever.

**233 WEST 58TH ST. Phone Columbus 5980**

**FACTORY AND GENERAL OFFICES, ALEXANDRIA, W. Va.**

**BRANCHES AND AGENCIES ALMOST EVERYWHERE.**

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**AJAX TIRES WIN**

In the Gilmore and Howard Contest.

**CUDDEN CONTEST SCORE BOARD**

1904 Goodrich Winner 1905 Goodrich Winner 1906 Goodrich Winner 1907 Goodrich Winner 1908 Goodrich Winner

**Goodrich Tires**

Worn on Twenty-three of the long-time Gilmore and Howard cars.

**Hughson & Marion**

Van Ness and Golden Gate Avenue

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**HARTFORD TIRES**

WIN ONCE MORE

**Hartford Tires**

Which Made a Perfect Score in the

**48-Hour Endurance Run**

Covering 1,347 Miles on the San Leandro Triangle

**THIS IS THE THIRD TIME**

That Hartford Tires Have Carried the Winners in the San Leandro Endurance Run

**YOU CAN COUNT THEM TO WIN ALWAYS**

**THE MIDGELY TRED ANTI-SKID**

**IS THE PEER OF ALL WINTER TIRES**

Get a Set and Feel Safe on the Wet Streets.

**CHANSLOR & LYON**

Golden Gate Avenue and Polk Street

Branches—Los Angeles, Fresno, Portland, Seattle

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**DIAMOND TIRES WIN**

Santa Rosa Road Race

Carrying the Norden-Dayton No. 12 and Stevens-Dayton No. 19 to

1st and 2d Place

WITH NOT ONE PARTICLE OF TIRE TROUBLE

**Our famous Michelin Tread Contour and Tread and Blue was the choice of the majority of the drivers because experienced drivers know that when**

**SPEED—SAFETY—DURABILITY—Are the Requirements**

**DIAMOND TIRES ARE THE BEST**

Made in clincher, quick detachable, and Dunlop types with regular radial and steel anti-skid treads. Also in 31x4 to 34x4.5 sizes, 34x4 to 37x4.5 sizes, and 37x4.5 to 40x4.5 sizes.

**DIAMOND DEMOUNTABLE and MARSH QUICK ACTING RIMS Are Mechanically Perfect**

**THE DIAMOND RUBBER COMPANY**

SAN FRANCISCO LOS ANGELES SEATTLE

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**Fisk TIRES Were Used On**

75% of Winning Cars

On the Entire Coast

At Track Meets May 30-31 as Follows:

**AT LOS ANGELES**
Franklin—Bearing 60 Mile Quest Record Franklin—Winner 100 Mile Maze Race Franklin—Winner 100 Mile Race Pullman—Second 100 Mile Race

**AT SEATTLE**
Pullman—Winning Pursuit Race in Seven Miles Franklin—Winning Five Mile Race Mitchell—Winning Five Mile Race

**San Francisco Endurance Run**

**Peoria—Perfect Score**

1908 Fisk Tires must be the best if they are selected from 15 American made tires by experienced men who know their work largely depends on the strength and wearing qualities of their tires.
If tire manufacturers competed in newspapers to obtain space for their monochrome modules, the pages of magazines—general and specialized motor editions—allowed them to reproduce quality halftone ads and color pages. The image of a racing car speedily emerging from a tire was a widely used concept.

150. In 1913, racing pilot Ralph Mulford took part in the Indianapolis races with the Mercedes 1908 GP, equipped with Braender tires. He was ranked seventh, and highlighted that he did not need to change any tires during the race. Promotional photograph of the vehicle and its pilot, 1913, Library of Congress. 151. Miller tire advertisement published in *The Rotarian*, August, 1913. 152. Goodyear’s advertisement published in *The Sun*, October 8, 1916.
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TIRE CHAMPIONS. The racing pilot Dario Resta dominated the American automobile season of 1915-1916.

As explained by the double-page advertisement at the top of the page, he won the VI American Grand Prize on February 27, 1915 with a Peugeot EX3 on Nassau tires, then the Vanderbilt Cup and was second in the Indianapolis 500.

In 1916 he finished first in the United States National Driving Championship, running all racing trials on BF Goodrich’s Silvertown tires—versus 400 existing tire brands that year—as explained in the advertisement above on the left.

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ADVERTISING MAN. Barney Oldfield was one of the most active race car drivers in the history of the automotive world. He took part in more than one thousand racing trials between 1902 and 1918, the year he officially retired. Although at the beginning of his career he allowed his image to be employed for recommending Goodyear tires, he was always linked to Firestone, with which he won records and competitions. In 1918 he retired from racing and founded the Oldfield Tire & Rubber Company in Cleveland, of which he was President. It dealt with a firm controlled from Akron by Firestone to produce tires as a second brand taking advantage of Oldfield’s prestige, who received $50,000 for the right to use his name and image. The press advertisements of the new company showed portraits of the pilot and testimonial texts with his signature, guaranteeing the quality of his tires. In 1922 Harvey Firestone, displeased with Oldfield’s management, offered him an agreement so as to gain control of the brand, and Barney Oldfield disengaged himself from the business. Having become a celebrity, he dedicated himself to a variety of occupations, participating in several automobile demonstrations and collaborating in films and musical shows.

156. Advertisement for Goodyear tires in Motor Age magazine, December 27, 1906.
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TRANSOCEANIC BATTLE.
The German Continental and French Bergougnan also tried their hand with the transoceanic venture, following the path marked by Michelin. This was done first through import agencies and later by initiating manufacturing in American territory to avoid customs duties. Bergougnan acquired the fully equipped factory from the Delion Tire Co. in Trenton, New Jersey, in July 1919 which later became the Bergougnan Rubber Corp. After a year of construction, the factory started production in the late 1920s. The factory closed in August 1924, plagued with financial problems. The German firm Continental created the Continental Caoutchouc Co. in 1903, and in 1908 reached an agreement to manufacture their tires at the Boston Revere Rubber Co. factory. Once production and sales were initiated, the German parent company disposed of their share in the business, which was absorbed in 1911 by the United States Tire Co. who discontinued the brand in 1912. As can be seen in the two examples on this page, racing competition victories were a selling point in advertisements.
