

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].

THE MICHELIN TWINS: KINGS OF CARNIVALS, FESTIVALS AND PARADES

Michelin's promotional actions based on public exhibitions of Bibendum as an incarnation of the product and brand, common in automobile shows and industrial fairs, also found fertile ground for the character in popular festivities. Carnivals were especially propitious, being a (temporary) subversion of established order, with their costumes and masks, processions of floats and dances, all held in a climate of debauchery, transgression and transformism. It was the ideal setting for idiosyncrasy and the strong personality of the exhibitionistic and feisty Bibendum at the beginning of the century. Among other bizarre figures and references that were either historical or linked to the present, Michelin's corporate mascot was in his element participating in parades, providing both humor and controversy. Bibendum's performances in the traditional Carnivals of Nice or the Mi-Carême of Paris—transformed into a gigantic inflated figure—served as an excellent letter of introduction to embark on a transatlantic trip and deploy his skills as Michelin's ambassador in American lands.

1. Bibendum ... an only child?

The first public appearance of a corporeal Bibendum took place at the 1898 Exposition Internationale d'Automobiles in Paris. It dealt with a large bust that presided over the Michelin stand, based on the two-dimensional graphic description of the character illustrated by O'Galop for a poster designed a few months earlier. The impact that the pneumatic man produced among visitors encouraged the French firm to repeat the experience in successive events and to export him to exhibitions that they participated in. This step towards the character's third dimension was reinforced with other volumetric solutions such as hydrogen-filled aerostatic balloons used in aeronautical demonstrations or costumes donned by an actor that was hired to animate certain promotions.

One of the most effective adaptations was in the form of large full-bodied figures that were flexible and inflatable, coupled to a compressor that regulated the air supply to freely deflate and inflate them. As such, they were provided with movement and dynamism that aroused curiosity and provoked the laughter of spectators. These pneumatic automatons were widely used in automotive fairs and shows throughout Europe, Britain and North America.¹ But their presence was not always well-received by

everyone. Bibendum's appearance in Michelin's stands was an attraction celebrated by the general public, although it was a nuisance for the rest of the exhibitors—notwithstanding the competitors' possible jealousy and interests—and for adequately carrying out activities that professional visitors from the sector conducted in those enclosures. For the latter, the automotive and motor exhibitions were a showcase, an opportunity to capture sales and expand commercial boundaries, and not for use as leisure space, making it equivalent to an amusement park.

Responding to these professional criteria, for example, a series of important restrictions were established during the week of the ninth International Motor Exhibition—popularly known as the Olympia Motor Show—held between November 4 and 12, 1910 at the British capital. For exhibition grounds with more than 700 vehicles on display, 150 stands and an influx of visitors that had exceeded 200,000 attendees the previous year, everything that hindered the normal functioning of the event, such as noise pollution—noise produced by motors in motion and other devices such as loudspeakers and also booming claims—as well as any physical element that hindered the smooth flow of visitors was prohibited. This last provision prevented the entrance of Michelin's promotional mascot on the premises, which had been present in previous shows. As explained in an article published the opening day in the London newspaper *The Times*:

“Another familiar feature that will be missed will be the grotesque ‘Bibendum’ figures of the Michelin Company; they were certainly attractive, but perhaps their very attractiveness has had something to do with their disappearance, for they were apt to cause considerable obstruction in the gangway in their neighbourhood.”²

Two years before, during the seventh International Motor Exhibition held on November 13-21, 1908 at the same Olympia pavilion, the French firm had publically launched their latest technological wager, the Michelin twin tires (figs. 6-8).³ A few days later Michelin et Cie. repeated the presentation at the XI Salon de l'Automobile, held between November 28 and December 13 at the Grand Palais in Paris (figs. 3-5).

The technology of twin, double or dual tires—“Michelin Jumelé” in France, “Michelin Twins” in the Anglo-Saxon market, “Pneumatici Accoppiatti Michelin” in Italy—, was developed to respond to the strain heavy trucks and cargo and passenger vehicles underwent. Their requirements exceeded the load that a single tire per wheel could bear. Michelin also suggested fitting each of the rear drive wheels for these types of heavy or semi-heavy vehicles with two different tires. They recommended one being non-skid and the other having a smooth tread, as well as other possible compensating combinations, also with rear drive wheels (figs. 1-2).

For this occasion, the corporate mascot was split into two: the Michelin twins became a well-suited promotional duo. Each of them embodied one of the two basic Michelin tire models that was offered in their catalog, which was now also manufactured on American soil at the Milltown factory. The first Bibendum contained a non-skid Semelle model as one of the pneumatic rings in his rib cage, with small cylindrical metal studs on the tread that was replicated on the soles of his shoes in metaphorical allusion to tire treads. The other Bibendum was made of stacked pneumatic tires featuring treads without any patterns—such as Compressed Tread—, which was also imitated in his smooth soled shoes.

This solution was exceptionally and temporarily used in different European markets; the imposing figures of inflated Bibendums adorned the stands of the French company at the Paris Motor Show in 1908 (figs. 3-5) as well as most of the events, exhibitions and local and international fairs that they partici-

pated in (figs. 6-15). Actually by 1914, Michelin's dual-tire technology ceased to be the focus of brand advertising battles, and as such, the pair of twin mascots no longer made sense. Despite this, the figure of a single Bibendum as an inflatable figure powered by a compressor continued to be utilized in later years and was perpetuated as one of the advertising features characteristic of the firm (fig. 21).

In American lands, the technological proposal was publicized not only by specialized media, but also by generalist press. The newspaper *The New York Times* published in February 1909, in their Sunday edition, an article accompanied by a photograph to explain Michelin's innovative "double wheels."⁴ The American public welcomed the presence of air-filled giants with enthusiasm and the favorable impact they caused was such that the Michelin Tire Company decided to prolong the use of the fraternal couple for several years. In the illustrations of advertisements inserted in the American press as well as in the company's promotional stationery, it was usual to see two or more Bibendums presenting the product, a differential fact with respect to French and European advertising (figs. 16-17).

2. The blossoming of automobile festivals

In the late nineteenth century the automobile was still considered an exotic element, an anomaly that capriciously invaded urban layouts and the roads of rural landscapes. The streets of traditional parades associated with popular festivals and celebrations, featuring marching bands and decorated floats pulled by cattle and horses, were soon joined by that strange motorized device that aroused the curiosity and admiration of the public. Participation in popular events was also a public display of the status of those people who could afford to have a car, a luxury that only a few had access to at that time. The associations and clubs that brought together social and leisure events for certain aristocracy and bourgeoisie—financiers, industrialists, businessmen and merchants—turned to the organization of excursions, motor caravans and elegant parades, replacing floats and wagons with the modern means of locomotion (fig. 23).

On Monday, April 26, 1897, the Premier Longchamp Fleuri Automobile was held in Paris, a motorcade displaying florally decorated cars, organized by the newspaper *Le Journal des Sports* and sponsored by the ACF-Automobile Club de France. Under an overcast sky and the intermittent presence of rain, which hindered the event, around thirty—of the more than fifty—enrolled vehicles left the Jardin des Tuileries on a route that passed through the Place de la Concorde, Avenue des Champs Élysées and ended at the ACF summer villa in Bois de Boulogne. Among the participants who stood out were the enthusiastic Baron de Zuylen and Count de Dion, ACF's President and Vice President, respectively, two outstanding figures in the promotion of motorsports in France. On July 4 of the following year, a similar event was held, also sponsored by *Le Journal des Sports*.⁵

On June 3, 1899, the charity festival organized by the newspaper *Echo de Paris* was held to raise funds for the Caisse de Secours de l'Association des Artistes Dramatiques. Among the events, in addition to a female cycling competition, a parade of vehicles was the festival's closing act held at six in the evening in Longchamps, Bois de Boulogne. Automobiles adorned with flowers representing different theaters as well as the principal lyrical and theatrical figures of Parisian stages were featured in the parade.⁶

On Monday, June 12, the week of Les Fêtes de Paris was inaugurated with an automotive and aerostatic day that included an automotive floral parade in the Jardin des Tuileries, followed by a flower contest (fig. 24).⁷ This celebration preceded the II Exposition Internationale d'Automobiles, an important annual meeting organized by the ACF that took place in the Jardin des Tuileries between June 15 and July 3, 1899.⁸

A year later, specifically on Friday July 6, 1900, another charity festival was held for the Caisse de Secours de l'Association des Artistes Dramatiques and the Association des Secrétaires de Théâtres. The event, hampered by stormy winds and the threat of rain, took place on the grounds of Longchamps, in Bois de Boulogne. In addition to amateur and professional cycling races, a floral parade of automobiles was programmed that represented Paris's most important theaters and halls: Opéra, Comédie Française, Odéon, Variétés, Vaudeville, Gaité, Nouveautés, Palais-Royal, Opera-Comique, Ambigu, Bouffes-Parisiens, Cluny, Déjazet, Olympia, Folies-Marigny, Boîte-à-Fursy, Cigale, Vieux-Paris, Auteurs-Gais, etc. After the programmed events, about 300 private automobiles adorned with flowers and their drivers—a large part of them being ACF members—formed a procession that ended in the floral competition. The party was chaired by the actress Sarah Bernhardt, the Baron de Zuylen as head of the ACF and a variety of other officials.⁹

But perhaps the public and festive parade having the greatest impact and depth where the automobile took over the role of traditional carriages pulled by horses and mules occurred as part of the program of events and celebrations for the 1900 Exposition Universelle Internationale in Paris. On Thursday, November 8, 1900, under the generic title of *La Fete d'Automobiles Fleuris* and sponsored by the Automobile Club de France, two different parades were scheduled, one during the day and one in the evening. At 2:30 p.m., with good weather and a large public turnout, the daytime procession of automobiles adorned with garlands and floral decorations began. The ensemble of more than one hundred motor vehicles was divided into three different parades, each one having its own route, running along major avenues and thoroughfares such as Les Champs Elysées, the Esplanade des Invalides, the Champs de Mars and the Trocadero. Along the route, at strategic junctions, cars were parked that transported different orchestras who enlivened the parades. A jury was in charge of awarding different medals and merits among the participants. The night party called *Retraite des Chrysanthèmes* began at 8:30 pm at the Parisian Champ-de-Mars, parading a set of cars decorated with allegorical motifs and illuminated with bright electrical lights of their own that generated a great deal of excitement as they traveled towards Trocadero (fig. 25).¹⁰

3. The French Carnivals of Nice and Paris

The transformation of traditional Nice Carnival celebrations into a complete show dates back to 1873, with the creation of an organizing committee and the establishment of a program of festivities that included a parade of large and decorated allegorical floats. For approximately two weeks—between January and February—satire and irreverence took to the streets of the city in numerous banquets, parades, contests, dances, music and public masquerades, an added incentive to enhance attracting visitors to this important European place for winter tourism. Michelin, like some of their rivals from the tire sector in other celebrations (figs. 41-44), utilized this scenario and was present in parades in 1908, 1911, 1912 and 1914.¹¹ They employed figures of Bibendum in large dimensions as can be seen in several of numerous postcards published as souvenirs for different years of the event (figs. 32-40).¹²

The Paris Carnivals included among its main activities the Mi-Carême, a celebration focusing on femininity that took place at the end of March and in which the Queen of Queens was crowned who was in charge of presiding over different acts. One of these was the parade of decorated floats. Michelin participated, at minimum, in the processions of 1905, 1908, 1910 and 1911 (figs. 26-31).¹³ During the first decade of 1900 Mi-Carême established the norm of inviting an international representative with its corresponding Queen Ambassador. Thus, for example, the 1905 event was dedicated to the Franco-Italian *entente cordiale*. In a lavishly adorned float—Louis XV style—the Queens of Turin and Milan

and their corresponding Ladies in Waiting were enthroned. The Villa of Paris float welcomed the two Queen city ambassadors, one on the left bank and the other one on the right bank of the Seine River that divides the city in two. Accompanying the entourages were guild trade representatives from different local associations and entities as well as the city's commercial firms.

In the 1905 Mi-Carême, next to the floats sponsored by the newspaper *Le Matin* and the automotive magazine *L'Auto*, Michelin paraded their own float. The scenography recreated a road under construction where, in the foreground, laborers armed with picks and shovels remove nails and glass from the path throwing them into a large goblet of champagne resting on a table covered with a tablecloth. On the sides of the table the company's perpetual slogan could be read: "*Le pneu Michelin boit l'obstacle.*" Behind the table with the champagne goblet a gigantic Bibendum is seated who, with his mouth wide open, is gobbling up the debris without suffering mishaps while holding in one arm the suffering motorist who had to drive on these hostile roads.¹⁴ The scene constituted an *ad hoc* metaphor of the debauchery and gluttony that characterized Carnival before facing the abstinence of Holy Week and Lent (fig. 26).

The use of one single but gigantic half-bodied Bibendum was repeated at the 1908 Mi-Carême (fig. 30), whereas the 1910 proposal was more elaborate. The float for that latter year was part of the entourage for the Queen of Queens and carried a large banner with the city of Paris's coat of arms, accompanied by the slogan par excellence of the tire manufacturer: "*Nunc est bibendum.*" On the structure was the large half-body figure of Bibendum, surrounded by four similar inflatable automatons. However, these four figures were full-bodied and smaller. Surrounding them, and servings as escorts, swarmed a group of actors disguised as the corporate mascot. The float was accompanied by balloons inflated with hydrogen and held by ropes to the structure, also representing a spherical Bibendum (fig. 27-28).¹⁵

4. The Michelin globetrotters

There is no information on the exact date that the Michelin twins crossed the Atlantic, but the first mention of their presence at a promotional event on American soil was in February 1909 at the Chicago Automobile Show (fig. 18), coinciding with the repercussion of the news about dual tire technology that appeared in *The New York Times*.¹⁶ From that moment, the Michelin Twins were initiated into frenetic promotional activity, in stationary installations such as stands of fairs or in showrooms of establishments linked to Michelin's commercial network (figs. 19-22). They were also portrayed dynamically, enthroned in floats arranged on a motorized chassis and participating in popular and massively attended parades.

It is probable that initially, a single set of figures representing the Michelin Twins was imported from France and that this was employed for their first appearances. But it is also evident that subsequently there were different sets of figures simultaneously touring the United States territory and making appearances in several cities in the country. Some examples of images from the period, where we can also observe substantial differences in terms of the figures' corporeal shapes, confirm this fact (fig. 71).

Following the wake of different news stories published in local and state press, it is possible to chronologically order, although in a fragmented and incomplete manner, the public performances of the Michelin Twins between 1909 and 1914. This was when the beginning of the European War seems to have marked the moment for postponing these types of leisure celebrations. Some of the appearances listed below are explained in more detail in subsequent sections of the chapter.

1908 -1909**New York Automobile Show, from December 31, 1908 to January 7, 1909.**

The ninth International Automobile Show of New York, organized by the American Motor Car Manufacturers' Association together with the Importers' Automobile Salon-Motor and Accessory Manufacturers, was held in the Grand Palace of the city. The event was attended by the Michelin Tire Company of Milltown, who had their own stand for the first time. There is no record of the Michelin Twins being used for promotion.

National Automobile Show, January 16-23, 1909.

The show was held at Madison Square Garden, under the auspices of the Association of Licensed Automobile Manufacturers. Michelin took part showing their "American" tires with smooth and non-skid treads along with the new "Compressed Tread" and other products such as the "Michelin Red Tubes" inner tubes, detachable tires, pressure controllers and portable compressed air tanks. There is no record of the Michelin Twins being present.

Chicago National Automobile Show, February 6-13.

On Saturday afternoon, at two o'clock, the largest and most important exhibition of the automobile sector opened its doors, which was held annually in the U.S. The 325 registered exhibitors—manufacturers of vehicles and their components—were divided up into buildings such as the Coliseum, the First Regiment Armory and other installations. The stand of the Michelin Tire Co. from Milltown was located on the first floor of the Coliseum Gallery area and its annexes, sharing space with competitors such as Ajax-Grieb, Batavia, Continental, Consolidated Rubber, Dayton, Diamond, Empire, Federal, Firestone, Fisk, G & J, BF Goodrich, Goodyear, Hartford, Morgan & Wright, Motz, Pennsylvania Rubber, Republic, Swinehart and Thermoid. Michelin took the opportunity to announce the presence of the Michelin Twins not at their stand in the show, but rather directly on the premises of their territorial delegation, at 1344 Michigan Avenue in Chicago, for the duration of the event (fig. 18).¹⁷

Saint Louis Automobile Show, February 15-20.

The third annual event of the Manufacturers and Dealers Association of Saint Louis, in the state of Missouri, welcomed many of the exhibitors who had recently intervened in the Chicago Show. A total of forty participating firms and 130 automobiles on display accompanied the Michelin Twins. They were located at the space contracted by the local representative of Michelin's partner network, the Phoenix Auto Supply Co. (fig. 19).¹⁸

New York Automobile Carnival, the week of April 26.

The Michelin Twins participated in the second exhibition of the year.

Racine Homecoming Festival, July 5-6.

The parade of ornate vehicles held in this town in the state of Wisconsin included the Michelin Twins.

New Orleans, mid-November.

Promotional activity of the Michelin Twins at the Jos. Schwartz Co., located at the intersection of Baronne and Lafayette streets in New Orleans (figs. 52-53).¹⁹

1910**The parade of the Order of Elks in Detroit, between July 11-18.**

The parade of ornate vehicles held in this city located in the state of Michigan was attended by the Michelin Twins (fig. 59).

Cleveland and the Centennial of Cuyahoga County between October 10 and 15.

The parade of decorated vehicles held in this city in the state of Ohio was attended by the Michelin Twins.

1911**Promotion in the South.**

A brief news report informed without details that the Michelin Twins, after an active promotional season carried out the previous year in Atlantic City and in other cities and towns, had dedicated the winter months of the present year to travel in the southern part of the country.²⁰ There was proof of their presence in the town of Savannah, Georgia, decorating the facade of the Savannah Motor Car Company, around April 1911 (fig. 22).

The Steeplechase amusement park, starting in May and lasting throughout the season.

The small “peninsula” of Coney Island, in the district of Brooklyn, New York, had become the hub of leisure and entertainment in the metropolis, thanks to the three large amusement parks located there. There was the grandiose Dreamland, inaugurated in 1904 and totally destroyed by a fire in 1911, Luna Park—opened since 1903—, and the Steeplechase Park, created in 1897 and renovated and put into operation again in 1909 after being devoured by flames two years before. Although the formal opening of the 1911 season in Steeplechase Park began on May 10, the site had opened to the public a few days prior to this, as inclement weather did not affect many attractions protected by the covered pavilions. One of the novelties of that year was the pair of Michelin Twin automatons welcoming visitors, installed on a cantilever adjoining the facade of the park entrance (fig. 20).²¹ As one news story stated in the press: “The Twins are the chief attraction at Steeplechase Park where they perform daily to the amusement of thousands of pleasure seekers from all parts of the world. Old timers at ‘Coney’ say the twins are the funniest visitors ever seen at that center of amusement enterprises.”²²

1912**The Portland Rose Festival, June 10-15.**

The parade of decorated vehicles held in this city in the state of Oregon was attended by the Michelin Twins (figs. 60-61).

San Francisco and Oakland, California, June 10-17.

Promotional activity at Michelin headquarters on 308 Van Ness Avenue, San Francisco, and also in the neighboring city of Oakland, where Michelin had two exclusive distributors: Imperial Garage, Inc. and Jones Auto Company.²³

Seattle’s Golden Potlatch, July 15-20.

The parade of decorated vehicles held in this city in Washington state counted on the participation of the Michelin Twins (figs. 67-68).

Monmouth County Agricultural Fair, August 29 to September 2.

The fifth annual fair presented different spaces and separate tents to show the products of farmers, ranchers and merchants from this county located in New Jersey. Farm animal competitions were held as well as equestrian shows, industrial and machinery exhibitions of local entities, educational activities, display of items such as food, beverages and tobacco, musical instruments, furniture, telephones and typewriters, household utensils ... automobiles and their components. The Michelin Twins welcomed visitors as they were placed at the entrance of the Fair's main tent. According to news of the time, they had been sent directly from Seattle by the Michelin Tire Company, on a record-breaking trip of almost 5,000 kilometers.²⁴

1913**The Tournament of Roses in Pasadena, January 1.**

The parade of decorated vehicles held in this town in the state of California included the participation of the Michelin Twins (figs. 71-73).

Foster Motor Car Company, in mid-April.

The Michelin Twins were on exhibit for several days in the garage run by L. M. Foster in the city of Richmond, Virginia. Foster was the President of the Automobile Dealers' Show Association, organizer of the first Automobile Show in Richmond (17-22 de febrero de 1913).²⁵

The Golden Potlatch of Seattle, July 17-19.

The parade of decorated vehicles held in this city Washington was attended by the Michelin Twins (fig. 69).

The Perry Centennial celebrations (1813-1913).

The float carrying the Michelin Twins participated in one or more of the parades of decorated vehicles that were included among commemorative events organized in different cities of the country.

Gunter Hotel in San Antonio, Texas, starting November 5 and lasting for a week.

Michelin installed a stand at the Hotel Gunter, at the corner of Travis and Saint Mary streets, where daily functions were performed by inflating and deflating the figures to entertain visitors, coordinated by H. Holzahuer, Director of the Michelin delegation located in the city.²⁶

1914**Factory League in New Brunswick, New Jersey, Saturday and Sunday May 2-3.**

In early May, the inauguration of baseball league season between the teams of companies and industries in the area was celebrated. A series of events was scheduled, including a parade through the streets of New Brunswick on Saturday afternoon. Each sports franchise, with the representatives in uniform, was accompanied by their mascot. Of course, the Michelin Twins, loaded on two large vehicles were a combined representation of the tire factory. "The 'Michelin twins' created a great amount of laughter along the line of march."²⁷

Inauguration of the new Michelin Field in Milltown, New Jersey, Saturday June 27.

The Michelin factory and the majority of shops and establishments in Milltown, as well as government offices such as the Post Office, closed on Saturday, June 27, the day of the official inauguration of the new sports facilities of the Michelin Athletic Association. A long parade of human

participants and a dozen vehicles left the town at 13:30 en route to the stadium. The Michelin Twins also participated in the events.²⁸

5. From coast to coast

The traditional carnivals of various cities in southern Europe, especially Nice, Venice and Rome, served as an inspiration for similar celebrations developed in the New Continent, such as the Mardi-Gras in New Orleans, the Veiled Prophet of Saint Louis or the Priests of Pallas, Kansas, among many others. These types of large public events constituted a festive way of remembering, preserving and establishing cultural heritage as well as hierarchies and social roles established by certain influential groups of the community. This was in a broad and transversal sense including, for example, the pressures and control exercised by religious congregations, the relationships between members of secret fraternal societies of diverse affiliations or the strategic interests of financial associations.

The relatively young history of the United States and its specifics, especially as a welcoming land and an amalgamation of different cultures and ethnic groups, required constant reaffirmation and the establishment of bases on which to build daily reality. The commemoration of acts of colonization and independence, the embodiment of values for different civic entities and associations, for tiers of industry, business and commerce or the racial stereotyping and folk imagery all constituted recurring motives in the “transmission of collective memory,” in the perpetuation of cultural patterns and reaffirmation of identity.²⁹ One of the rituals that was practically unavoidable in these celebrations was the one of carrying out parades. They functioned as some sort of figurative narrative. From vignette to vignette and building a whole discourse before the spectator, participants went parading on, adding peculiar thematic floats with different mythological and allegorical scenes, glorifications of significant historical facts and varying samples of the power and of the material and social progress reached. Motor vehicles—and their incorporation into daily life and specifically as substitutes for the animal traction of floats—were a tangible proof of these advances and were often the protagonists of processions.

The rivalry between the American East and West Coast as a tourist destination caused the flourishing of several festivities and fairs, especially in the first decade after the turn of the century, lasting until the parenthesis initiated by the Great War.³⁰ The influential personalities and entities from different populations of the West Coast struggled with their initiatives to offer a viable alternative to the powerful winter attraction that, at the beginning of each year, occurred at the New Orleans Mardi Gras, on the Atlantic Coast.³¹ For example, in 1912 the cities of Portland (Rose Festival, June 10-15), Tacoma (Montamara Festo, June 30-July 4), and Seattle (Potlatch, July 10-15), in addition to Vancouver in Canadian British Columbia (British Columbia Fair, August 10-17) transformed their local rivalry into an alliance for becoming the summer tourist reference on the Pacific Coast. Each of them included in their program of festivities the other events of the neighboring cities, supported in their joint promotional activity by the railway companies and their enormous interest in promoting tourism and, in short, the use of the railway network (figs. 62-63).³²

The definitive establishment of Michelin and their American subsidiary, with the start of production in 1908 accompanied by corresponding promotional activity, found the emerging aspirations of several cities and their attractive festive proposals during those early years an ideal setting for advertising the firm’s products in a natural way, thanks to the character of Bibendum. In fact, this aerial and mechanical being, since his creation, was a corporeal metaphor of technological revolution and progress. He

represented the advance of changing from solid rubber to pneumatic tires destined for the fledgling motor world, in pursuit of better features and performance and greater comfort in driving.

Reviewing the chronology of the Michelin Twins' participation in different celebrations throughout the country, it appears that no event was repeated. It's likely that the initial surprise and impact that their appearance caused each time—in several events they won prizes for being the most original—made it difficult to duplicate year after year without adding any other visible contribution. As such, they opted to strategically dose their public exposure.

Although different firms of the American tire industry also used parades of floats at commemorative and festive events for their promotional activity (figs. 77-82), none did so in the planned, systematic and intensive manner that Michelin applied between 1909 and 1914. Undoubtedly, the use of a mascot—an element of dynamic corporate identity and endowed with life—and the magnetism of an unexpected Bibendum, little known to the American public, contributed to this early success.

6. The 1908 New York Automobile Carnival

The week of April 6 to 11, 1908, was chosen by the New York Automobile Trade Association to commemorate the tenth anniversary of the automobile industry's inception in the United States. It was held in a city where about 22,000 self-propelled vehicles circulated, operating on steam, electricity or gasoline. To this end, a series of events were organized in the city under the umbrella of the so-called Automobile Carnival; exhibitions, parades, sports events and everything related to self-propelled four-wheel vehicles, which turned into the main protagonists. Although the festivities were distributed throughout the metropolis, the focus was on upper Broadway, on the streets that gave "Automobile Row" its name and where the offices and showrooms of leading firms in the motor sector and related components lined up in succession.

The event served, in part, to recover from the deep crisis that had affected the sector in 1907 and intended to shake it from lethargy by spurring it on and launching a message of optimism based on the enormous progress that had been made.³³ This event was part of other important local initiatives, such as the New York-Paris competition in which participating teams had departed from Times Square on Wednesday, February 12, 1908. This was just two months before the start of the Carnival, and consisted of a transoceanic rally whose finish line was at Les Champs-Élysées in Paris.

The more than three straight kilometers between 42nd Street and 80 Broadway, including the string of "Automobile Row" establishments, were transformed in appearance with exterior and interior decorations specially prepared for the important week, a favorable occasion to attract the attention of passers-by and new customers. Decorations in the form of posters, streamers, fans and flowers, flags, banners and pennants—in which the patriotic colors of red, white and blue prevailed—served as a setting for facades and shop windows that presented the latest models of vehicles and their components. Hotels, restaurants, salons and cafes enclosed between garages and dealerships also joined the initiative.

The evening of Tuesday, April 7th was scheduled for the grand parade of vehicles, divided into four major categories. The first, with an intentionally didactic character and featuring about one hundred vehicles gathered on 57th Street. It dealt with a broad historical sample of how the automobile evolved, starting from the first and primitive model, the Haynes brand from 1898, to modern models that had just been launched from the factory that same year. In addition, that chronological review included a

large representation of mythical winning cars from previous years of prestigious competitions and races such as the Vanderbilt Cup or the Briarcliff Trophy, driven by famous pilots including Barney Oldfield, Ralph Mulford and George Robertson, among many others.

The second category included eight hundred vehicles arranged in an orderly fashion on 56th Street, comprising the latest models of 1908 launched by common commercial brands at that time: Maxwell, Ford, Oldsmobile, White, Stearns, Berliet, Rambler, Locomobile, Rainier, Haynes, Steven-Duryea and Pope-Harford. The third category was formed by about fifty cars parked on 55th Street, adorned for the occasion by citizen associations and individuals who opted for prizes awarded to the most elegant decoration as well as the most extravagant and the most curious. The fourth and last category grouped about two hundred and fifty advertising vehicles, parked on 54th Street that represented different businesses, garages, stores and brands of products and components related to the automotive world.

The parade of the self-propelled procession began at 8:30 p.m. with some delay but under favorable weather conditions. It was illuminated by vehicle headlights and hundreds of additional electric lights installed in automobiles and in shop windows and display decorations. The nearly sixteen kilometers of the route were led by the presidential vehicles of the organizers and those of the King and Queen of the Carnival, followed by racing cars and historic automobiles. Along both sides of the road and at the corners of different streets that the procession passed, crowds of spectators gathered—an estimate of more than half a million people—possessed by a mixture of enthusiasm and local patriotism. The event terminated at 11 p.m., when all vehicle categories converged in the large space at Columbus Circle. The general press as well as the professional sector of the motor world followed the event closely, dedicating numerous reports and detailed chronicles to it.

The commercial operations of Michelin's American division—legally constituted in March 1907 and completed in early 1908 with the launch of the Milltown factory—had recently begun, following the liquidation of the former import agency offices. The New York headquarters of the Michelin Tire Company, inaugurated in September 1907 by J. Wilbur Hobbs, was located at 1763 Broadway in the heart of the automobile district. They participated in the festivities along with the rest of the companies in the sector that were also located in the city.

Although no references have been found about the possible participation in the parade of commercial vehicles, Michelin's name appears in the list of firms ascribed to the celebrations. This included rival companies such as the national firms Ajax, Diamond, Empire, Firestone, Fisk, G & J, BF Goodrich, Goodyear, Hartford, Morgan & Wright or the American divisions of European companies such as Continental or Samson (fig. 46).³⁴ Three of these companies in the tire sector presented their trucks in the New York Automobile Carnival which were decorated with a mixture of patriotic and corporate symbols: Continental—a large American flag around the perimeter of the float—, Firestone—also transporting a large and very loud orchestra with wind instruments—, and BF Goodrich—exhibiting an enormous tire illuminated with electric lights.³⁵

7. The second New York Automobile Carnival.

The second year of the Automobile Carnival, which aspired to consolidate the event, did not have the massive turn out that was expected partly due to bad weather, rain and wind that hindered most of the acts and activities, some of which had to be suspended or postponed. In addition, the commitment and participation of individuals and firms in the sector was lower, which was evidenced by the number of

vehicles registered in the parade scheduled for Saturday May 1, 1909. In fact, this was the second and last time that the event was held.³⁶

The parade was finally held on Monday, May 3, this time during the day, starting the march at 3:30 p.m. and touring the adorned streets of “Automobile Row” in a circuit that was significantly smaller than that in the first event. Around 200,000 people attended the parade. The entourage was presided by the float carrying the Queen of the Carnival, a vaudeville artist named Annette Kellermann. She was transported on a float shaped like a shell, in the style of Botticelli’s *The Birth of Venus*. The float for the King of the Carnival, embodied by the famous racing driver Guy Vaughan, had him enthroned among pages and oriental rugs.

As in the previous year, they were followed by historic automobiles and racing cars, then around 230 cars representing the latest models of companies in the sector and ending with a long line of decorated vehicles. Although the participation was much lower than the 1908 event, more than eighty vehicles were registered in one of the three basic categories, among which \$ 2,000 was distributed in prizes: that of elegantly decorated cars, with 20 participants; that of extravagant and curious decorations, with 5 participants; and that corresponding to advertising and commercial decorations, with around 20 participants (figs. 47-48).

It was precisely in this last category that the Michelin Tire Company participated, with the stellar appearance of the outlandish figures that visited Broadway for the first time, crowning a float mounted on an imported Adolph Saurer AG truck. Inside the vehicle a pair of large compressors over two meters high were placed in parallel, powered by a 12 hp marine engine of the brand Gray. This expelled the air that kept the Bibendum twins inflated; by means of controlling the compressors, it was possible to make the figures adopt different positions and attitudes.³⁷

The Michelin Twins won the first prize of \$500 and something even more interesting—significant media impact reflected in newspaper articles and photographic reports, which translated into a very beneficial promotional action (figs. 50-55). As narrated by the news reports of the parade published in the press:

“The Twins are built apparently from tires, and each figure carries a huge cigar in its mouth. Sometimes the faces reflected all the happiness and tranquility imaginable, while at other times they would take on the most melancholy expressions. All of the time the arms and legs were waving as though the figures were grossly intoxicated.”³⁸

“The float of the Michelin Tire Company made a decided hit (...) the Bibendum Twins on the elevated seat causing much laughter by their seemingly hilarious state.”³⁹

8. The 1909 Racine Homecoming Festival

July 5 and 6, 1909 were declared holidays by the Municipality of Racine, capital of the County having the same name located in the state of Wisconsin on the shores of Lake Michigan, next to the mouth of the Root River. For the first time the national celebrations for the Fourth of July—that year it fell on Sunday—were lengthened to accommodate events of the Homecoming celebration. It was an initiative made by the most influential local personalities—politicians, businessmen, entity leaders and associations—to revitalize the city and project the image of prosperity. The excuse was the celebration of the return, at least for this holiday, of former residents, many of whom had received an invitation by mail, which could be extended to their close relatives.

In addition to the resident population, which that year surpassed 35,000 people, about ten thousand visitors participated or attended the many activities of the festival program as spectators: speeches and commemorations, sports competitions and athletic meetings, open-air concerts, inauguration of night-time electric lighting, fireworks and other attractions designed for all age groups. In addition to the profuse decorations of streets, buildings and establishments, the parades and processions, of course, did not miss out on the event (fig. 58). Between military parades and musical bands the Historical Parade was also celebrated with the participation of different adorned floats, including horse-drawn and motor-driven ones, that competed in the contest for the best decorated with a total of \$250 in prizes.

On the morning of July 6, at 9:30 am, under a cloudy sky and cold wind, the entourage of eighty decorated cars paraded through the crowd that populated the sidewalks of Lafayette Avenue. This parade had been supervised by James W. Gilson, member of the organizing committee who, in addition, was general sales director of one of the most important local industries: the automobile manufacturer Mitchell Motor Car Company, founded in 1903. Gilson registered two Mitchell cars for the event, one of which carried the figures of the Michelin Twins (figs. 56-57).

According to a review by the local newspaper *Racine Daily Journal* in its afternoon edition of the same day,⁴⁰ the figures had been imported directly from Paris by the Mitchell Motor Car Co., although it is more likely that, in fact, they were the same ones that had paraded two months before in the second series of the New York Carnival. It is likely that the presence of the Michelin Twins was due to some type of agreement between the Mitchell firm and the Michelin Tire Company to directly equip part of the cars produced in the factory with tires manufactured in Milltown.

9. The Detroit parade of the Order of Elks in 1910

The city of Detroit, Michigan, was chosen by the Order of Elks to celebrate on July 11 - 18, 1910, its forty-sixth annual meeting.⁴¹ More than 20,000 members⁴² of the nearly 3,000 lodges⁴³ of the Benevolent and Protective Order of Elks scattered throughout the country traveled to the metropolis for the occasion. In addition to the celebrations, these meetings brought together the Grand Lodge composed of the corresponding Exalted Rulers—the maximum authority for each local lodge—who were currently in that position or who had held it in the past. Their function was to proceed with voting for the highest positions that would direct the steps of the organization in the following years.

A large number of acts honored the massive presence of this extended brotherhood, although it is worth noting all those dedicated entirely to the motor world. Automotive exhibits and shows, speed competitions between cars, boat races on the river and demonstration flights of airplanes and airships took Detroit by land, water and air. On the afternoon of Friday, July 16, a lineup nineteen kilometers long made up of nearly 2,000 vehicles paraded through the city's avenues in front of more than 300,000 people stationed along a route of eight kilometers. In addition to a representation of historic automobiles and cars decorated by individuals, local entities and businesses, the parade featured a section dedicated to allegories and humorous productions. The Michelin Twins, registered by the American subsidiary of Michelin, won the only prize in that category (fig. 59). As explained in an article of the time:

“(…) none more original than the Dodge of the Michelin Tire Co., a pair of inflated rubber giants perched on a high pedestal. The figures assumed the most ludicrous positions imaginable as the car sped along, its locomotive whistle screeching incessantly.”⁴⁴

The population of New Brunswick—and of neighboring Milltown—was represented in this annual celebration of the Order of Elks through Lodge number 324, founded in 1894 in that town. The New Brunswick Lodge considered among its outstanding members two employees from the Michelin Tire in Milltown: the Exalted Ruler Elmer E. Conolly, manager and treasury assistant of the company, and Henry C. Young, superintendent of the factory.⁴⁵ Presumably both attended the Detroit celebrations and it is also likely that the presence of the Michelin Twins in this context was the fruit of the fraternal connection between the tire manufacturer and their employee Elk members.

10. Cleveland and the Cuyahoga County Centennial in 1910.

Cuyahoga County, in the state of Ohio, dedicated a week of festivities to commemorate its centenary. Between Monday October 10 and Saturday, October 15, 1910, the different municipalities enjoyed several celebrations. These included the inauguration of construction works and projects, Columbus Day—the anniversary of the discovery of America—, sports demonstrations—air exhibitions, motor boat races—and all kinds of shows. One of the most anticipated was the parade that took place in Cleveland, the county capital, on the afternoon of Tuesday, October 11th. A total of about 1,500 decorated vehicles, forming a procession eight kilometers long, covered thirty miles attended and applauded by a dense crowd of approximately 300,000 spectators.

The tour began at Wade Park in Cleveland, and ended next to the newly finished bridge that crossed the Rocky River, in the western limits of the County. The parade was divided into eight thematic sections, each headed by a musical band on board a truck. The Michelin Twins were also present for this occasion, “two large inflated bodies that twisted and contorted on top of a truck, attracted considerable attention,” circulating to the sound of the orchestra mounted on a truck provided by the rival company Firestone (fig. 79).⁴⁶

The attendance of the gigantic figures promoting Michelin tires in the state of Ohio—about 45 kilometers separate Cleveland from Akron, which at that time was already the hub of the American industry in the sector—could be associated to the activities of the Order of Elks. The streets in the city of Cleveland hosted, on Saturday, October 15, the closing of the Centennial celebrations. This took place as a grand procession in which twenty-six bands accompanied by military parades and fraternal orders such as the Elks participated.⁴⁷

The local Lodge of the Elks in Elyria—a town in Ohio, 35 km from Cleveland—had organized the Elks’ Fall Festival on the same dates, a civic celebration that was also attended by representatives of Lodges from different areas of the state and from other parts of the country.⁴⁸ Thus, in the week between October 10-15, about 3,000 people enjoyed the activities organized by the Elks, which included the drawing of numerous prizes—many were donated for this purpose by local entities and businesses—and their own automobile parade.⁴⁹ On the afternoon of Thursday, October 13, at 1:30 p.m., after the municipal band of Elyria and 120 Elks marched aligned in four columns, a procession of fourteen vehicles decorated with purple and white—the Order’s own colors—circulated along the town’s main streets.⁵⁰ Citizens and visitors attended these events, alternating them with other parallel acts such as the customary motorcycle races organized by the Elyria Motor Cycle Club or different County Centennial celebrations offered in neighboring Cuyahoga and Cleveland.⁵¹

11. The 1912 Portland Rose Festival

In 1912 the city of Portland hosted the first of a series of major events planned for the summer circuit in North America's West Coast. This axis, from South to North, encompassed four important consecutive events: the annual Portland Festival of Roses in the state of Oregon, from June 10 to 15; the Montamara Festival in Tacoma, Washington, the week of June 30 to July 4; the Golden Potlatch of Seattle, also in the state of Washington, from July 15 to 20; and the Vancouver Annual Exhibition,⁵² or British Columbia Fair, in British Columbia, Canada, from August 10 to 17.

The sixth series of the Portland Rose Festival included various festive parades in its program, along with activities such as band concerts, children's choir cantatas, water sports and regattas on the Willamette River, fireworks and various open-air shows. Those that were programmed beyond eight o'clock in the evening also became a celebration of progress, represented by thousands of electric bulbs seen on the parade route and as part of ornaments on floats. Floral and plant adornments with roses as protagonists were also essential in the grand parade of decorated vehicles, which was held on Wednesday, June 12 at 2:00 p.m. The event counted on the participation of 500 motor vehicles that circulated between clouds of confetti, rose petals and the applause from the public that crowded onto the sidewalks along the route. The Michelin Twins also attended this event on a float wrapped in fabrics consisting of several colored stripes—red white and blue—which linked the French and American flags (figs. 60-61).

The hypothesis of the connection between the presence of the Michelin Twins in these types of festivals and that of the Order of Elks found a new clue here: the national convention of the Benevolent and Protective Order of Elks was held in the city of Portland during the week of July 8 to 13, inclusive, just fifteen days after the end of the Festival of Roses.⁵³ The pilgrimage of the Elks departed Portland heading towards Tacoma where, on July 14, they were welcomed by a large public in a town where the echoes of the successful Montamara Festival still resounded. The next day, on July 15th, the Lodge transferred to the town of Seattle where the public was awaiting them, as the inaugural session of the Golden Potlatch festivities was entirely dedicated to paying homage to the Order of Elks.⁵⁴

12. The Seattle Golden Potlatch Festival in 1912.

In 1911, a group of Portland promoters led by the Chamber of Commerce, the Seattle Advertising Club and the combination of the two most influential local newspapers—*The Seattle Times* and the *Post-Intelligencer*—sought a way to reposition the metropolis as a reference enclave for the area of the Northwest Pacific Coast, flanking the Canadian border and close to the lands of Alaska. The impact of the Alaska-Yukon-Pacific Exhibition in 1909, and the emergence of a city that, in 1912, had a census of more than 280,000 inhabitants, had contributed to this ambition.⁵⁵ The proposal was formalized in a commemoration that merged the epic Gold Rush with the recovery of the spirit of pioneers and Native Americans who originally inhabited that region. From a historical event—the arrival of the first shipment of the precious mineral on July 17, 1897—and the reinterpretation of a Chinook Indian ritual celebration—the Potlatch, based on the exchange of gifts—the term “Golden Potlatch “ was construed. If the first event took place in 1911 as a historical celebration, the second focused its theme on the idealized recreation of the customs and iconography of Native Americans.

The urban landscape and programmed events were created from that atmosphere of artfulness and disguises characteristic of the festival (figs. 64-65). The names of the different activities and their protagonists were direct references to American Indian culture. The same thing occurred with street decorations, invaded by more than one thousand totems purposefully elaborated—two hundred and fifty

plaster replicas were made—or achieved by decorating electrical posts distributed throughout the city.⁵⁶ As narrated in a newspaper report, “(...) there will be the beautiful totem pictures, the Indian ritualistic scenes, their war canoes, their camps, medicine men and hunting grounds. The whole romantic and picturesque life of the Alaskan Indian now and in traditional times will be represented in beautiful colored tableaux and pictures.”⁵⁷

To preside over the ceremonies, instead of the usual King of the Carnival, the figure of Tye or the Great Chief of Indian tribes was chosen. Moreover, as part of an ingenious marketing campaign, the event was given a mascot: the Potlatch Bug. It was a dramatic-looking being with humanized features, a face with feet-like claws based on the symbolic descriptions of animals and nature embodied in synthetic graphics of thick lines and basic colors characteristic of paintings and ritual objects of native cultures from the Pacific Northwest (fig. 66). The emblem of the festival, inspired by a totem, was created by W. H. Raymond, member of the Seattle Advertising Club and responsible for the promotion of the event. According to the legend created around the character and disseminated through local press, the Potlatch Bug was a highly infectious microbe that was immediately contagious and spread the “virus of optimism” which, unfailingly, encouraged the participation in and enjoyment of the Festival’s different activities.⁵⁸

For the organization of the second Golden Potlatch, held between Monday July 15 and Saturday July 20, 1912, approximately \$200,000 was invested.⁵⁹ In the program of events held over six days, in addition to numerous activities—concerts, performances, sports events and aeronautical and circus exhibitions—, the celebration of a different parade every day was highlighted. On Monday morning July 15th, a street parade was planned to honor the numerous visitors from the Order of Elks; Tuesday the 16th was the day dedicated to merchants, manufacturers and local businesses and visitors, represented in a large procession; Wednesday the 17th was the date of the official opening of festivities, with chief Tye disembarking in the city accompanied by his entourage, to join a grand parade whose floats formed a line more than two kilometers long and in which more than \$ 20,000 had been invested; on Thursday the 18th it was the grand procession that included the different fraternal orders and secret societies with representation in the territory—among them the Montana Elks Band, Fraternal Order of Eagles, Tacoma Band, Loyal Order of Moose, Centralia Band, Hoo-Hoos, Postmen’s Association, Waitresses Union, Juvenile Templars, Odd Fellows and the Kent Band—; on Friday the 19th, the power of technological advances and the Seattle industry were exhibited; and finally, on Saturday afternoon July 20th the parades were closed with the procession dedicated to motor vehicles decorated for the occasion.⁶⁰

Michelin presented in this last parade the same float that they had used in the Portland Rose Festival, with the Michelin Twins representing the two types of pneumatic tire technology—smooth and non-skid tread tires—used together in Michelin double wheels. For the current parade, slight changes were observed in the layout of the vehicle’s exterior decoration. Its perimeter was lined with cloth and patriotic flags and, acting as a brooch, several volumetric figures of the event’s mascot, the Potlatch Bug, was applied (figs. 67-68).

Once again, the Bibendum twins were accompanied by other brothers ... those of the fraternal Order of Elks. On July 15, the first day of the Golden Potlatch, it was declared Day of the Elks and about \$15,000 was invested in the preparation of the acts destined to honor and entertain them. About 60,000 elks, a large part of all delegates from the lodges that had participated in the annual convention held in Portland, had departed from there on fifteen special trains bound for Tacoma and Seattle. The local representation of the Order, Lodge number 92, acted as host.⁶¹

The Michelin Twins were also present at the third series of the Golden Potlatch in Seattle, held July 17-19, 1913, whose events were marked by numerous violent disturbances between blue-collar workers attending a meeting of the organization Socialists and Industrial Workers of the World and soldiers and marines visiting the festival. The Michelin float was sponsored by the Stevenson & Rossman establishment, located at 707 East Pike Street in Seattle and which, being a Michelin tire repair shop, was identified on the Reo brand vehicle's side placards as the "Tire Hospital" (fig. 69).

13. The Pasadena Tournament of Roses Festival in 1913

On January 1, as every year—except if it fell on Sunday and coincided with religious services, which obliged the event to be postponed to the next day—, the traditional Tournament of Roses took place in Pasadena, California. It was created in 1890 to promote the city,⁶² and included numerous festive activities, exhibitions and events. Among them, four years later, the parade of horse-drawn floats decorated and sponsored by local entities was included for the first time. In 1901 participation was also opened to motor vehicles, placing them behind the rest of the floats and closing the procession, to avoid frightening the draft animals.

In 1913 the forty-sixth edition of this New Year's festival was celebrated with numerous activities, some of which were quite astonishing according to current criteria, such as ostrich races or the race between a camel and an elephant. The appearance of the Michelin Twins was also surprising as part of the parade of vehicles, an eight-kilometer-long procession whose decoration had employed around two and a half tons of flowers and roses.⁶³ The Order of Elks also participated in this parade. The procession left from West Orange Grove Avenue to circulate via different roads and finalize at Colorado street. It was accompanied by a musical band that livened up the procession and by a public estimated to be between 150,000 to 200,000 people.⁶⁴

The Michelin convoy was sponsored by A. L. Ryder, an influential member of the local Merchants' Association and owner of an automobile store with his same name located in Pasadena and associated with the tire manufacturer's commercial network. The float consisted of a large wooden crate lined with a thick plant-based carpet of vines dotted with roses and fitted, as part of the vehicle's body, in a motorized chassis facilitated by Ryder. Two one-meter wide armchairs were fastened onto this structure, with each one being accommodated by a seated inflatable figure of the Michelin twins. The control of certain valves allowed for the release of air that kept them inflated while a compressor was blowing in air that was needed at the required moment, all operated by an expert operator hidden under the characters. Once inflated, the huge Bibendum reached a maximum height of three and a half meters and a spanning width of four and a half meters with the arms extended (figs. 71-73).⁶⁵ The Michelin Twins won the silver trophy among the candidates for its category⁶⁶ and aroused the admiration of spectators, as stated in a newspaper report from that day:

"Perhaps one of the most, if not the most grotesque entry in the parade (...) the funny Michelin giant twins, twelve feet in height when sitting, who bobbed and tossed their appreciation and approval to the crowds."⁶⁷

"They were never still on the three feet wide seats on which they sat, but were constantly bowing, waving their arms and flourishing huge cigars (...) It probably created more laughter than any other float."⁶⁸

14. The celebrations of Perry's Victory Centennial 1813-1913

The most important American cities located in States bordering on Lake Erie—to the west, Michigan and, to the south, New York, Pennsylvania and Ohio and other Great Lakes—organized a series of local festive events distributed between the 4th of July and the 17th of September in 1913, an example followed by other cities in the country.⁶⁹ It was to commemorate the centenary of the naval victory of U.S. Navy Admiral Oliver Hazard Perry over the English fleet for the strategic control of Lake Erie on September 10, 1813, in the context of the Anglo-American War of 1812.

Among the events scheduled in each city were parades of floats and ornamented motor vehicles, either paying tribute through historical representations with decorations of a purely festive nature, or with the exhibition of promotional floats by local entities, industries and businesses. For example, on August 6 in Milwaukee, Wisconsin, a motorcade participated in the decorated car contest during the five days of commemorative festivities. Four large silver trophies were distributed among distinct categories.⁷⁰ A few days later festivities commenced in Chicago, where three hundred decorated vehicles—including automobiles and trucks— took part in the commemorative parade on Saturday, August 23.⁷¹

In Buffalo, New York, on the evening of September 5th, a parade of decorated cars took place before a crowd of spectators, with prizes divided into different categories and valued at \$1,000.⁷² As a last example, in Cleveland, Ohio, within the context of festivities held between September 14 and 17, an important parade of decorated cars was held, with of nearly one thousand participating vehicles.⁷³ A pictorial document provides evidence of the Michelin Twins in this setting, although it doesn't specify which event it is or in how many parades they participated in.⁷⁴

15. A profitable medium?

The trajectory of the Michelin Twins' American pilgrimage is lost in the middle of 1914 and no references have been found in general press nor in specialized press of the automobile sector dated on or after the year 1915. It is likely that their use was finally confined to representing Michelin products at stands hired for exhibitions and car shows that were held periodically during the year in the country's principal cities or for exceptional advertising actions. The decline in promotional activity experienced by the Michelin Tire Company of Milltown from 1914 onwards was linked to the beginning of the First World War in Europe and the initial difficulties of the French parent company. In any case, the emblem showing two Bibendums in a symmetrical arrangement continued to be employed for corporate and promotional stationery of the American subsidiary well into the twenties. This serves as a reminder of the service they provided and of the acceptance and significance the Michelin Twins had on behalf of and for the American public (figs. 16-17).

Few bibliographical references have been found in advertising literature published during those years regarding the use of parades as a promotional tool. Perhaps it is in Mac Martin's book, *Advertising Campaigns* (1917), where they are attributed with the most relevance. It includes a section entitled "Parades as advertising media"⁷⁵ and differentiates them from various promotional elements available to the advertiser. According to the author, the parade of advertising floats, although it deals with a complementary medium, can become a profitable option if three main requirements are met:

1. The event should be large-scale.

The parade should be an act having a certain level of prestige and followed by a large number of spectators. Many of them could be potential consumers or become future clients. At this point the importance

of information coverage provided by local and state media could be added, as well as the impact they have on their readers. In the case of the Michelin Twins, as previously explained, the repercussion was considerable.

2. The cost of the float should be adequate.

According to the text, “A properly representative float for a parade in a large city can seldom be prepared for less than \$200, and some of the most elaborately designed and lighted floats have cost as much as \$20,000.” To calculate whether or not the effort is profitable it must be taken into account that, in most cases, the float will only be utilized once. Of course, in terms of use, the floats with the giant Bibendum figures were employed intensively throughout the U.S. territory, continuously shown between 1909 and 1914, and thus proving their profitability.

3. The advertised product or service is previously known to the general public.

As concluded, “The parade is of little value unless the advertiser is already known to his audience, because it is impossible in a parade to do more than give bold display to a name, a product or an idea.” In the case of the Michelin floats, the figure of the pneumatic mascot—operated in his inflatable version by an air compressor that provoked convulsive movements and comical postures—contained in his configuration the basic product characteristics and left an indelible mark on the spectators who followed their development.

Notes

1. Michelin's stand at the IV Annual Motor and Sportsmen's Show in Montreal, Canada—sponsored by the Montreal Auto and Aero Club—, for example, hosted one of these giant figures. The nearly 2,000 visitors who toured the exhibition on the day of its public opening, Saturday, March 26, 1910, paid a lot of attention to the hilarious antics of the volumetric mascot. "Show trio widely separated," *The Motor World*, March 31, 1910.
2. "The Olympia Motor Show," *The Times*, November 4, 1910. On the subject of restrictions for product demonstrations and the inconvenience caused by noise and fumes from automobile engines and accessories, as well as the possibility of standardizing via an ordinance the decoration of stands, were already under discussion for the 1908 show by the British Society of Motor Manufacturers and Traders, the event organizer. "Olympia Motor Show plans," *The Horseless Age*, January 29, 1908.
3. Michelin exhibited three items on their stand: the twin tires, the compressed air tank and their detachable tire. "The London Tire Show Season," *The India Rubber World*, January 1, 1909, p. 141.
4. "The new Michelin double tire," *The New York Times*, February 14, 1909.
5. "Automobilisme: Longchamp fleuri automobile," *Le Véloce-Sport et Bicyclette*, April 29, 1897; "Petites nouvelles: Automovilisme," *Le Figaro*, July 4, 1898, p. 5.
6. See the news item "La Fête des Artistes," *Le Figaro*, June 3, 1899, pp. 4-5; "Au Bois de Bologne," *Le Rappel*, June 3, 1899.
7. "Les Fêtes de Paris," June 8, p. 2, and "Les Fête de Tuileries" June 9, p. 9, in *Le Figaro* of 1899; "Pour les Fêtes de Paris," *Le Journal Amusant*, June 10, 1899, p. 8; "Les Fêtes de Paris," *Le Monde Illustré*, June 17, 1899.
8. See the news item "L'Exposition Internationale d'Automobiles," *Touring Club de France* in the numbers for May, June, and July of 1899.
9. See the news article "A Travers Paris," *Le Figaro*, July 6 and 7, 1900, p. 1; "La Fête des Artistes," *Le Rappel*, July 5 and 6, 1900.
10. As explained in a publication from that time, *Exposition Universelle Internationale from 1900 to Paris. Rapport Général Administratif et Technique, Tome Sixième*. Paris: Ministère du Commerce, de l'Industrie, des Postes et des Télégraphes, 1903, pp. 116-118. Some details and data, explained in the texts of the poster advertising the festival *Exposition Universelle de 1900. Fete d'automobiles fleuries*, lithograph 145 x 105 cm, illustrated by G. Dorlet (or Dortet), deposited in the Bibliothèque Nationale de France (Ref. FRBNF39837361).
11. In the 1912 Carnival Michelin presented an allegorical float on the subject of aviation, with an enormous Bibendum sitting at the controls of a curious airplane with its wings cut off and perched on the roof of a house. A poster on the fuselage explained the scene: "Unfinished wings due to lack of credit." It was an explicit criticism of the funding cuts that the government applied for the development of military aviation, at a time when the Michelin firm was placing their stakes on the future of this technology. This serves to further demonstrate the aggressive policy of communication and publicity that the company usually practiced before the Great War.
In any case, the erroneous exact date of this aviation-related float has generated much confusion for authors who have dealt with the issue, which even occurred in the case of Michelin's own corporate bibliography. Darmon (1997), p. 67 and numerous references to this work, dates it to the Carnival of 1911. This inaccuracy leads to Antoine Champeaux's error in his interesting article listed in the chapter's bibliography, where he literally explains:
"En 1911, au carnaval de Nice, la firme Michelin présente un char étonnant: il s'agit d'un avion sans ailes, piloté par Bibendum et posé sur une maison. Sur la carlingue de l'avion est fixée une pancarte portant la mention: 'Ailes inachevées faute de crédits.' Le cadre festif et l'humour sont utilisés par

Bibendum pour protester contre l'insuffisance des crédits alloués à l'aviation militaire! Cette protestation prend un caractère plus sérieux à la fin de l'année 1911, lorsque 'André Michelin lance un appel par la voie du journal *Le Matin*. Cet appel est reproduit dans toute la presse'.

In fact, and in a logical reordering of events, the float presented at the Carnival of early 1912 is the expression of the protests articulated by André Michelin at the end of 1911, months before the celebrations in Nice.

12. The precise dating of different Michelin floats is the result of having personally accessed and reviewed a particular collection that includes the series of promotional commemorative postcards for the Carnival of Nice edited by Guende Phot. of Marseille, Édition Giletta and Photo Cauvin, both of Nice, and Edition Arnault de Villefranche-sur-Mer, in the years 1908-1914.
13. It is possible that Michelin also participated in other celebrations of the Mi-Carême, but after an intense search no reference or any mention of it has been identified.
14. As can be seen in the sketch of the Michelin float, an accompanying illustration for the article "Les reines de Carnaval," *La Presse*, March 31, 1905.
15. As can be read in the news item published on the cover of the French newspaper *Les Sports*, March 4, 1910.
16. As can be read in the advertisement for the Michelin Tire Co. in the *Chicago Examiner*, February 11, 1909.
17. Ibid, in addition to the articles "Chicago's show results in plenteous selling," *The Automobile*, February 18, 1909; "Exhibitors at the Chicago Show," *The Horseless Age*, December 22, 1909; "The motor car in the Middle West," *Motor*, March 1909.
18. As can be read in the advertisement published in the newspaper *The St. Louis Times*, February 17, 1909, in addition to the article "St. Louis Show has blizzard beginning," *The Automobile*, February 18, 1909.
19. As noted in the advertisement about the Michelin Twins published in *The Daily Picayune* (New Orleans, Louisiana), November 20, 1909.
20. "Michelin Twins at the Island," *New Brunswick Times*, June 15, 1911.
21. "Steeplechase Park," *The Newton Register*, May 4 and June 15, 1911; "Suburban amusements," *New York Herald*, June 18, 1911.
22. Actually it was a press release that, with slight variations, was published in numerous newspapers as: "Michelin Twins at the Island," *New Brunswick Times*, June 15, 1911; "Michelin Twins at Coney Island," *The Waukesha Freeman*, June 29, 1911.
23. As can be read in the Michelin advertisements published in the newspapers *San Francisco Call*, May 30, 1912, and *Oakland Tribune*, May 30, 1912.
24. "Business exhibit. Many fine displays made by various firms," *Red Bank Register*, September 4, 1912.
25. "Michelin Twins here," April 27, 1913, p. 4; and "Doors exhibit ready to open," February 16, 1913, p. 8, both published in *The Richmond Dispatch* (Richmond, Virginia).
26. As can be read in the advertisement published in *The San Antonio Light*, November 5, 1913, in addition to the article "With motorists of San Antonio," *The San Antonio Light*, November 4, 1913.
27. "Parade to precede opening game in Factory League," *New Brunswick Times*, April 28, 1914; "Interesting notes gathered about the Factory League circuit," *New Brunswick Times*, May 5, 1914.
28. "Michelin A. A. ready now to open new park," *New Brunswick Times*, June 18, 1914.
29. It is in this sense that Burke (1997) expresses in his book *Varieties of Cultural History* when talking about "transmission of the social memory" and cites three of the means utilized to secure and disseminate it: **images**, "whether pictorial or photographic, still or moving."; **actions**, "These rituals are re-enactments of the past, acts of memory, but they are also attempts to impose interpretations

of the past, to shape memory and thus to construct social identity.”; and **space**, “the value of ‘placing’ images that one wishes to remember in impressive imaginary locations, such as memory palaces or memory theatres.” The theatrically and allegorically decorated floats of the festive and commemorative parades constituted vehicles—in the broad sense of the term—that brought together these three parameters.

30. Although many had been celebrated for decades, such as the Mardi Gras in New Orleans (1857) or the Tournament of Roses in Pasadena (1890), it is also true that others were initiated in the early years of the 20th century: the Rose Festival of Portland was first held in 1907; the Automobile Carnival of New York had two events, in 1908 (April 6-11) and 1909 (end April-beginning of May); Racine’s Homecoming of July 5-6 was celebrated in 1909 as an extension of the national celebrations of July 4th; Seattle’s Golden Potlatch was held for the first time in 1911 and lasted until 1914 (and later recovered from 1935-1941).
31. As can be seen, for example, in the tone of the article “Rose festival will rival Mardi-Gras,” *Bluefield Daily Telegraph*, June 9, 1912.
32. “Three rival cities kiss and then make up,” *The Tacoma Times*, April 25, 1912; “Advertising the Great Northwest,” *Centralia Daily Chronicle* (Centralia, Washington), July 1, 1912.
33. In press advertisements about Carnival events the spectacular growth of the sector was highlighted, comparing the figures from 1900 and 1908. In 1900 there were 60 automobile manufacturing companies employing almost 3,000 workers in the United States, with an added capital of \$6,200,000, and with a product value below \$5,000,000; in 1908 the numbers had multiplied: about 160 companies, 60,000 jobs, \$200,000,000 invested capital and \$100,000,000 annual production. Advertisement for the organizing committee in the *New York Daily Tribune*, March 8, 1908.
34. The list of establishments and collaborating businesses is shown in press advertisements published in various magazines and newspapers such as the *New York Daily Tribune*, March 8 and 29, and April 5, 1908; *Automobile Topics*, April 4, 1908.
35. As seen in photographs of the report covering the event by *The Automobile*, April 9, 1908, pp. 485-488.
36. In this sense, the claims of the organization about the success of the 1908 Carnival were questioned. For example, a column in the sector magazine *The Horseless Age* published on April 28—right during the week of the 1909 Carnival events—was very critical of this positive balance, beginning the text with “New York city this week ‘enjoys’ [ironically quoted in the original text] its second annual automobile carnival.” The article also questioned the lucrativeness of a series of events that were designed more to increase sales of local newspapers than to contribute something real to the automobile business. The same occurred with respect to the media campaign to choose the King and Queen of the Carnival, or with the effort and expense involved in distributing souvenirs to try to attract customers and generate sales. To conclude, the article dismantled the claim that the April 1908 Carnival had favorably influenced an increase in the number of new vehicles registered in the state of New York, after experiencing a disastrous first three months of the current year. The magazine clarified this point: coming from the crisis of 1907 and also taking into account that sales always suffer in winter, it was absolutely foreseeable that sales would increase with the overcoming of the financial panic and the arrival of spring and good weather, like every year. The fact that sales would continue at a good pace in the following months showed that the eventual impact and influence of this type of event was residual. “The New York Automobile Carnival,” *The Horseless Age*, April 28, 1909.
37. “Trucks in New York motor car parade,” *The Commercial Vehicle*, June 1909, p. 142; “The lungs of the Michelin Twins,” *Motor*, October 1910, p. 112.
38. “Carnival king delayed parade,” *The New York Times*, May 4, 1909.

39. "Told thousands of auto's universality," *The Automobile*, May 6, 1909, p. 728.
40. "Motor parade is thing of beauty," *Racine Daily Journal*, July 6, 1909.
41. The BPOE or The Benevolent and Protective Order of Elks [the Order of Deer] was founded in New York in 1868 and is currently believed to have nearly one million members. It consists of a hierarchical fraternal order with Masonic influences. In the years that concern us (1910) and since its founding, the Lodge—a highly influential and socially respected organization—only admitted white American citizens and no other races or women. It was a requirement to believe in the existence of God and although in principle the ascription to a certain religious faith was not questioned, in practice a manifest Christian inclination was demonstrated.
42. "Oldest Elk aged 105 years," *The New York Times*, July 11, 1910.
43. In 1910 that was the approximate number of lodges in the organization. "Elks have impressive services," *New Brunswick Times*, December 5, 1910.
44. "Motor is king during the reunion of the Order of Elks in Detroit," *Motor Age*, July 21, 1910, p. 15. The news item "Many motor cars in Elks' Detroit celebration" of *The Horseless Age*, July 20, 1910 estimated that there were 2,400 cars participating in the parade, followed by more than 300,000 spectators.
45. "Elks back home again from the southland," *New Brunswick Times*, July 21, 1908; "Miss Burke secretly weds Elmer Connolly," *New Brunswick Times*, December 6, 1909; "Elks have impressive services," *New Brunswick Times*, December 5, 1910; "Person," *New Brunswick Times*, July 15, 1911; "Elks will dine at Hotel Klein on November 20," *New Brunswick Times*, November 13, 1913.
46. "Big floral parade held in Cleveland," *Motor Age*, October 20, 1910, p. 17.
47. "Cuyahoga County Centennial," *The Encyclopedia of Cleveland History*. Case Western Reserve University: <http://webcms-dev.case.edu/ech/articles/c/cuyahoga-county-centennial/>
48. "Elks Festival is the coming event," *The Elyria Republican*, August 11, 1910.
49. "Army invaded the Coliseum fifth night," *The Evening Telegram (Elyria)*, October 14, 1910.
50. "Hundreds see Elks in a great parade," *The Elyria Republican*, October 13, 1910.
51. "Races and opening to occur saturday," *The Elyria Republican*, October 6, 1910.
52. In 1910 the first Vancouver Exhibition took place, later known as the Pacific National Exhibition. Originally it was conceived as an industrial exhibition, which included the Vancouver's Great Auto Show among its events, although the festive character, offering activities and shows, turned it into a large-scale annual attraction.
53. *The state of Oregon : its resources and opportunities*, p. 104. Included in the bibliography listed for this chapter.
54. "Elks to attend the Potlatch in force" and "Seattle Potlatch to be best ever held," both news items in *The Leavenworth Echo*, July 12, 1912.
55. The official census in 1910 was 237,194, while the *Polk's Seattle Directory* estimated a population of 281,896 in 1912.
56. "Elks to attend the Potlatch in force," *The Leavenworth Echo*, July 12, 1912. Also refer to the article by McConaghy (2007) listed in the bibliography
57. "The Totem and the Indian," *The Leavenworth Echo*, June 14, 1912.
58. "The Potlatch 'Bug' a great favorite," *The Leavenworth Echo*, July 12, 1912.
59. "Seattle plans to spend \$200,000 on the Potlatch," *The Leavenworth Echo*, July 5, 1912.
60. "Seeing America," *Bedford Gazette*, August 2, 1912.
61. "Elks to attend the Potlatch in force," *The Leavenworth Echo*, July 12, 1912.
62. In 1890, a group of promoters, members of the exclusive Valley Hunt Club in Pasadena, devised a way to sell what they called the "Mediterranean of the West." The term not only alluded to the geographical conditions of the Californian coast, but also to traditional celebrations—such as the

- Carnival of Nice—that European cultures and countries from the western Mediterranean enjoyed, benefiting from privileged weather conditions for the organization of large-scale outdoor activities.
63. “Miles of marvelous floats scatter seductive perfumes,” *Los Angeles Times*, January 2, 1913.
 64. “Thousands witness Pasadena’s parade,” *Oakland Tribune*, January 1, 1913.
 65. “Joyful twins to ride in parade,” *Pasadena Star*, December 30, 1912; “Michelin Twins are amusing novelty,” *Pasadena Star*, January 1, 1913, p. 6; “Pair of giants,” *Los Angeles Times*, January 2, 1913.
 66. “Michelin Tire Company awarded cup,” *San Francisco Call*, January 23, 1913.
 67. “Pair of giants,” *Los Angeles Times*, January 2, 1913.
 68. “Michelin Twins are amusing novelty,” *Pasadena Star*, January 1, 1913.
 69. In the *Official Souvenir Program of the Perry’s Victory Centennial, 1813-1913*, listed in the chapter’s bibliography, the states of Ohio, Pennsylvania, Michigan, Illinois, Wisconsin, New York, Rhode Island, Kentucky, Minnesota and Louisiana, are cited as states adhering to Perry’s Victory Centennial. It also specifies the locations where the most important celebrations would take place: Erie, Cleveland, Toledo, Milwaukee, Detroit, Chicago, Buffalo, Louisville, Sandusky, Lorain, Green-Bay and a final “Etc.”
 70. “Motor parade for Perry fete,” *Motor Age*, July 17, 1913, p. 40; “Perry Centennial motor parade,” *The Automobile*, August 7, 1913, p. 266.
 71. “Chicago sees big Perry parade,” *Automobile Topics*, August 30, 1913, p. 192.
 72. According to the text of the publication *The Perry’s Victory Centenary*, p. 87, included in the bibliography.
 73. “Baker electric wins in Cleveland parade,” *Automobile Trade Journal*, November 1913, p. 227.
 74. During my research I have had access to a very deteriorated graphic document from a private collection of vintage photographs and of which I keep a digital copy as a reference. It is an original photographic print on paper showing a Michelin Twins float with a structure different than that used on other occasions, circulating in an urban parade on an avenue flanked by spectators. The paper print contains a handwritten commentary on the back that reads: “The big rubber men in one of the parades at the Penny Centennial, one of the man has fallen back.” Therefore, the image portrays some of the parades that were part of the Perry Centennial (1813-1913) commemorative celebrations held in different cities of the country between July 4 and September 17. In the picture, as described, one of the Michelin twins has collapsed. Presumably the snapshot was taken at the time when the automaton was short on air, in the process of inflation-deflation that was applied to them to give them vigor and provoke the swings that amused the spectators so much.
 75. Martin (1922), pp. 222-223.

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Les Premiers Autobus sur Pneus

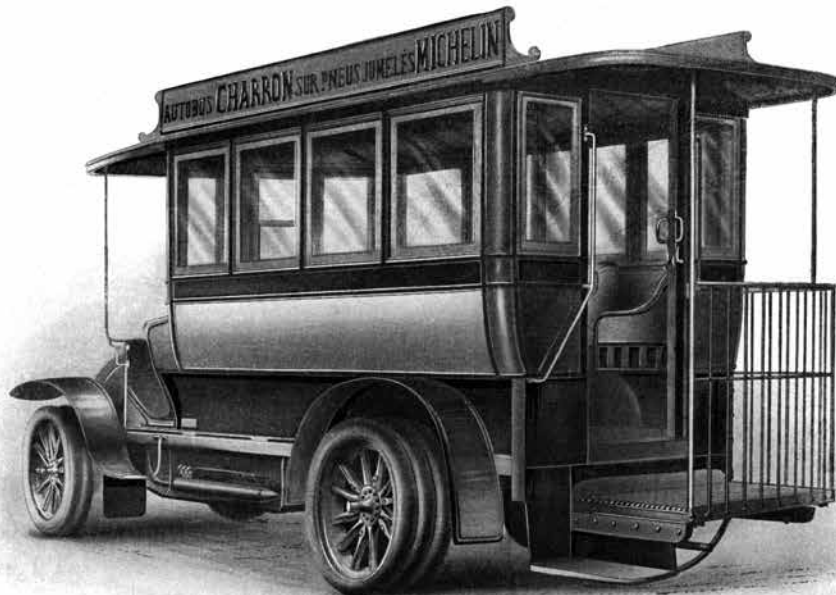
circulent dans Paris
entre
les Galeries Lafayette
et
le Grand Palais



PARISIENS !!!

*Vous ne serez plus secoués dans l'Autobus,
Vos pendules ne s'arrêteront plus,
Votre vin ne tournera plus dans vos caves,*

Grâce au PNEU MICHELIN JUMELÉ



Faites-en l'expérience en montant dans l'omnibus CHARRON muni de Pneus Michelin Jumelés qui fait le service entre les Galeries Lafayette et le Salon de l'Automobile.

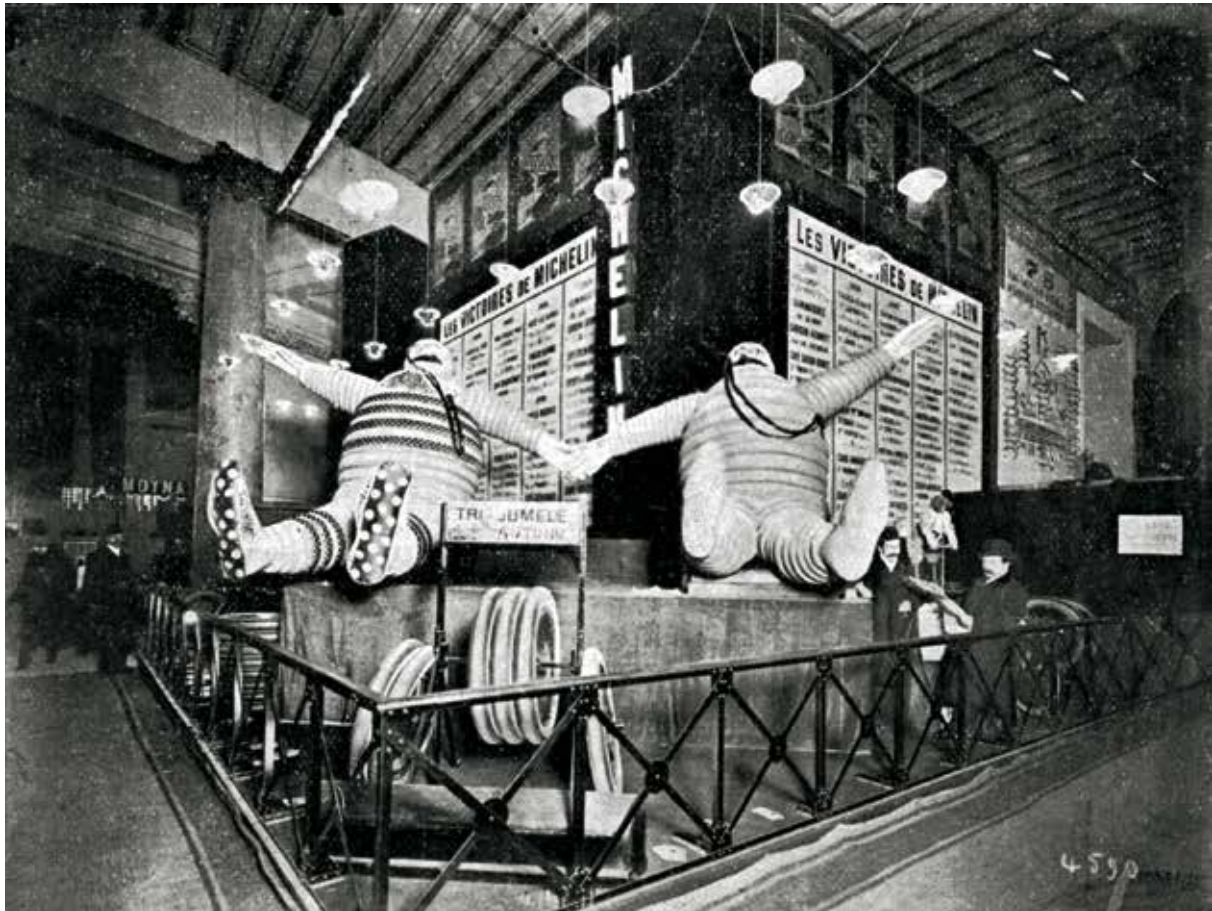
et horaire aux Galeries Lafayette et aux Stands Michelin et Charron, au Salon



IMMEDIATE FAMILY.

In their attempt to conquer the market of light and heavy-duty vehicles, Michelin proposed the replacement of solid rubber tires with several tires, thus distributing the enormous weight supported by the wheels. As explained in the advertisement above, Michelin Jumelée technology was presented at the 1908 Salon de l'Automobile in Paris and, as a demonstration of its viability, a bus was equipped with these tires that performed "without trepidation" the route between the Galeries Lafayette shopping center and the Grand Palais where the automobile event was held. As can be observed in the image, up to three tires were fitted to each one of the two rear drive wheels on the motorized omnibus, and two tires for each of the front wheels.

1. Advertisement in the magazine *L'Illustration*, December 12, 1908.
2. Michelin's twin tires, in this case combining smooth and non-skid treads. Illustration taken from the catalog *Les accessoires Michelin*, 1913.

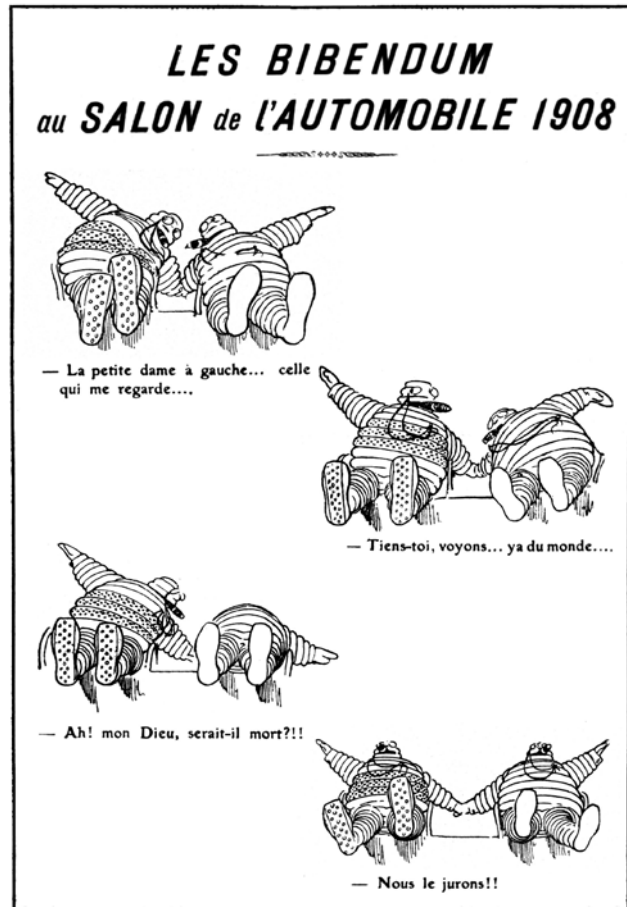


HAND IN HAND.

In the above image, the first public appearance of the Bibendum twin brothers—the Michelin Jumelée brand—, at the XI Salon de l'Automobile held at the Grand Palais in Paris. On the left corner of the stand sitting atop a platform was the Bibendum that embodied the Semelle model—non-skid treads with metal studs. Next to him was the Bibendum exemplifying smooth tread covers. As can be seen in the humorous recreation of the advertisement shown on the right, both figures continuously deflated and recovered their rigidity, a reminder of the cushioning inner tube technology that made these tires stand out in comparison with solid rubber models.

3. Photograph of the Michelin stand, published in the corporate magazine of the Italian subsidiary *Il Pneumatico Michelin*, November-December 1908.

4. Advertisement published in the French magazine *Saint Nicolas*, 1909.

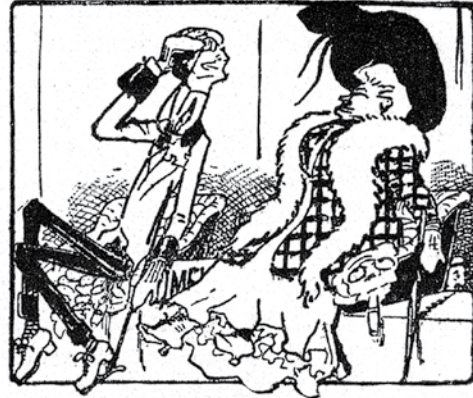


Ai Saloni di Parigi = Dicembre 1908



I. **Lei** — Non ne posso più. Le gambe mi si ripiegano. Che organizzazione..... nemmeno una sedia.

Lui — Ma.... non vedi? Ci sono due poltrone comodissime che ci tendono le braccia.



II. **Lei** — Oh, se si sta bene! Mi ricordano le poltrone di Casa Michelin!



III. **Lei** — Adalberto, mi abbracciano, che orrore!

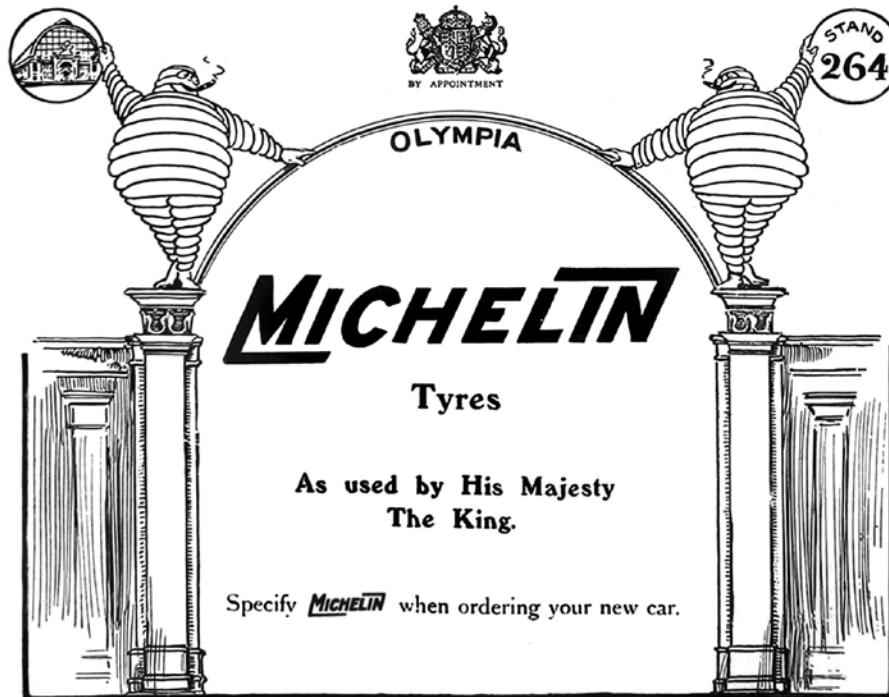


IV. **I gemelli** — Finalmente soli!

I Pneumatici accoppiati MICHELIN bevono gli ostacoli dei più... grossi pesi

THE COUPLE. The images above portray a succession of comic vignettes illustrated by O'Galop, depicting the Michelin twins "demonstrating" their shock-absorbing capacity by easily supporting the weight of a couple visiting the Paris motor show. The couple, tired after the visit, decides to rest by sitting in two apparently empty armchairs. But to their surprise they are not what they expected! Just like road obstacles, they will first be swallowed up and then unceremoniously expelled by the pneumatic devices.

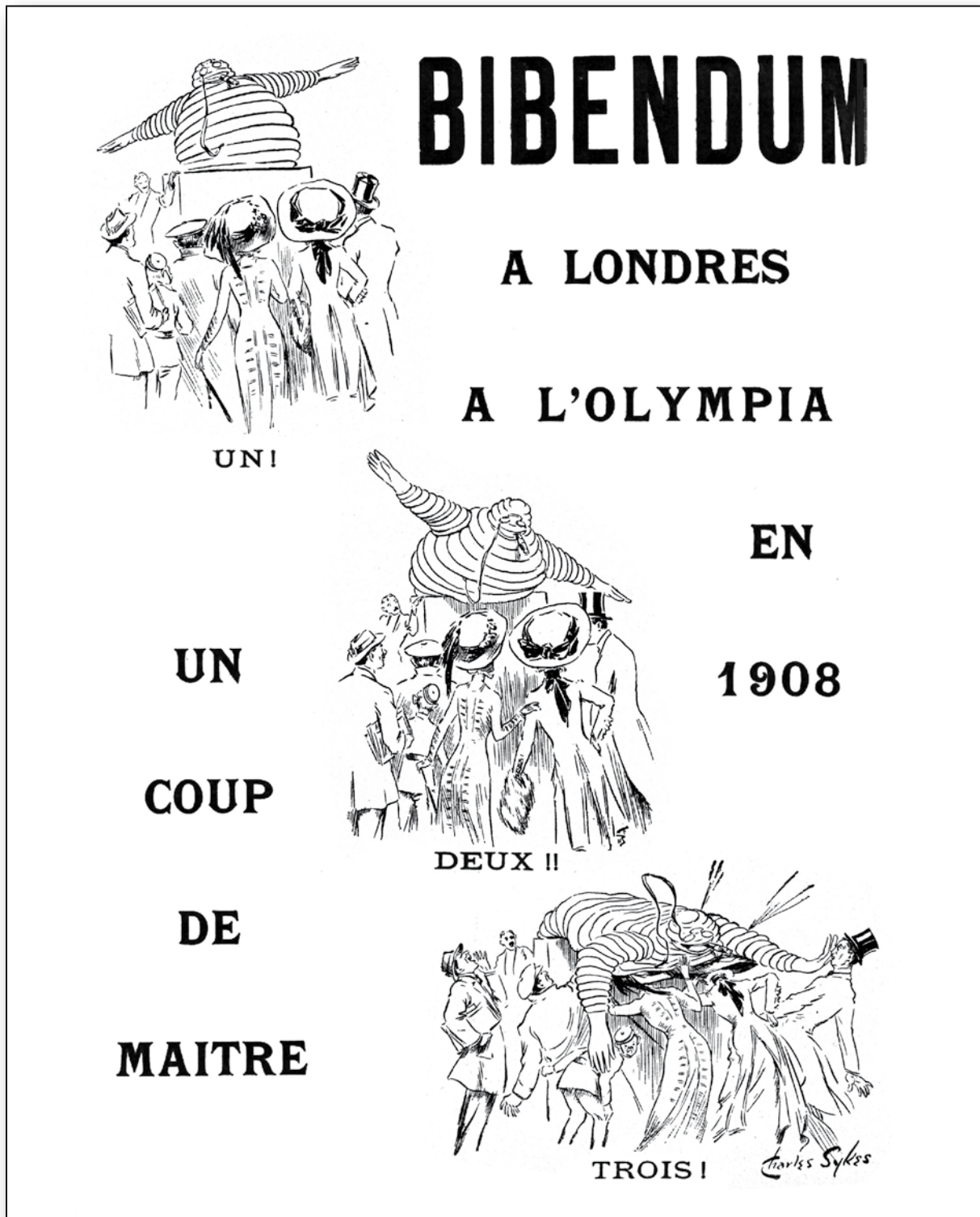
5. Advertisement published in the corporate magazine of the Italian subsidiary *Il Pneumatico Michelin*, January-February 1909. Illustrated by O'Galop.



A PAIR FOR KINGS. The technology of the Michelin paired, dual or twin tires was presented for the first time in November 1908 at the VII International Motor Exhibition in London. This was precisely the year in which the subsidiary Michelin Tire Co. Ltd. received the Royal Warranty as official provider for the vehicles of His Majesty King Edward VII and the British royal house. The above image shows the Michelin Twins crowning the columns of the entrance to the London Olympia exhibition pavilion. The photograph below captures the twin Bibendum figures, one in front of the other, welcoming visitors to the Michelin stand.

6. Advertisement in the British magazine *The Graphic*, November 14, 1908. **7.** Photograph of the Michelin stand, 1908.

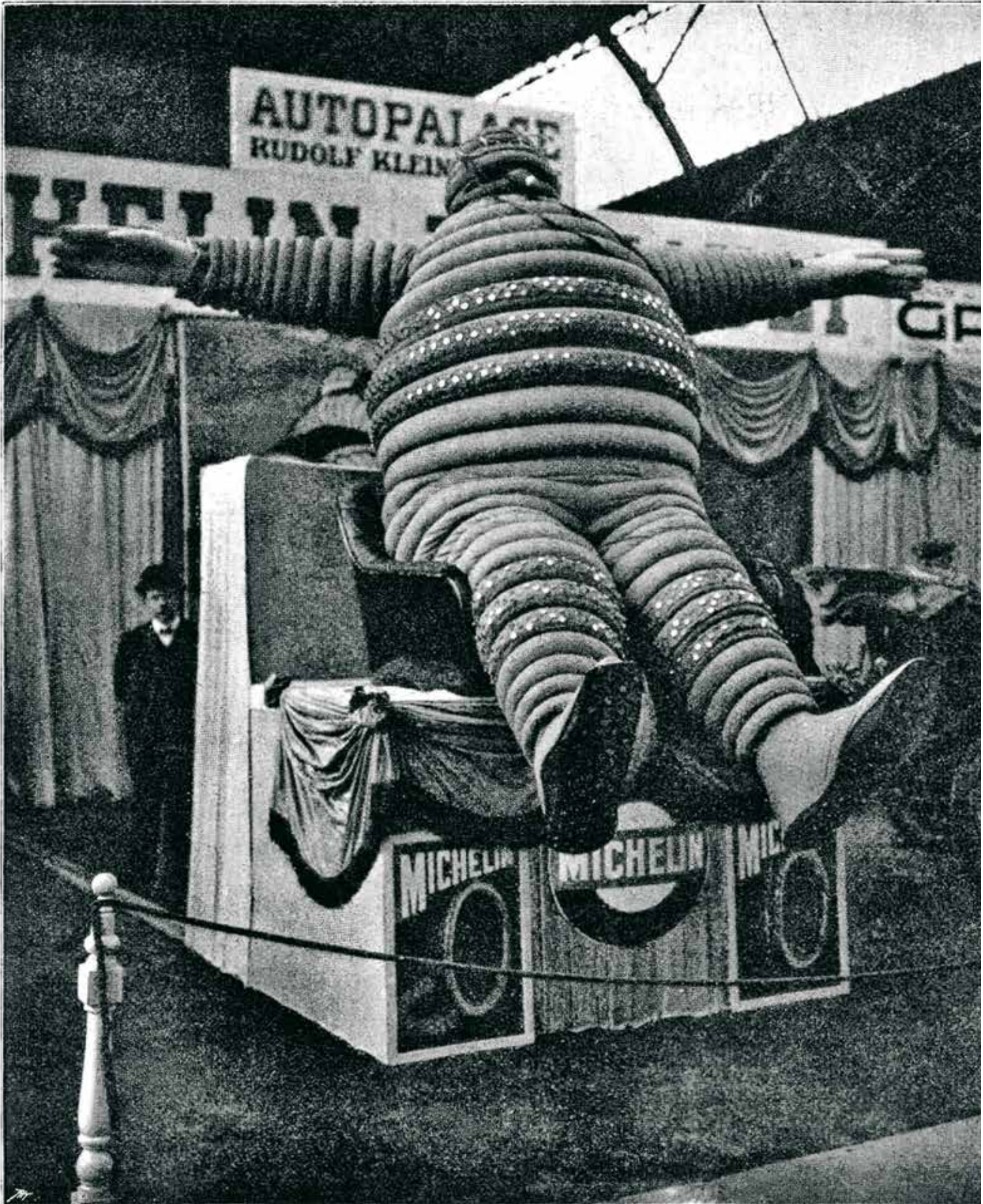




AERIAL SPIRIT. The illustrations reproduced in the Michelin advertisement shown here were previously published as a humorous counterpoint to some of the newspaper reports from British press devoted to the 1908 Olympia Show. They depict how the inflation-deflation mechanics of the pneumatic automaton causes mishap for some spectators. The illustrations are the work of the British illustrator, painter and sculptor Charles Robinson Sykes (1875-1950), linked to the motor world for his contribution as illustrator and graphic humorist in the magazine *The Car Illustrated* and other publications and especially known for being the creator of the Rolls-Royce symbol.

The female figure, shaped as a figurehead cutting the wind and with her clothes taking the shape of wings, was baptized "The Spirit of Ecstasy" and employed as a corporate mascot in a multitude of identifying supports, crowning the front of the brand's vehicles in the form of a small sculpture since 1911.

8. Advertisement for Michelin published in the French magazine *Saint Nicolas*, 1909. Illustration by Charles Sykes.





MICHELIN

Zwillings- und Drillings-Pneumatiks

für Lastwagen und schwere Tourenwagen

Pneus jumelés

Bt6 S. G. D. G.



PRAGER AUTOMOBIL-AUSSTELLUNG



Vom Stand

Michelin

Österr.-uog. Michelin-Pneumatik-Gesellschaft m. b. H., Wien, IX, Alsterstraße 32.

Belleville-Wagen des Warenhauses W. Wertheim-Berlin auf MICHELIN-ZWILLINGS-PNEUMATIKS.

Zwillings- und Drillings-Pneumatiks

Wagen, wie schon ihr Gewicht auf zwei oder drei auf montierter Pneumatik auswechselbar

und ganz unabhängig voneinander auf dem Rade befestigt sind. Mit ihrer Hilfe können die Schwergewichte im Automobilismus, die große Limusine, der schwere Reisewagen, der Lastwagen und selbst der Autobus rollen, wie jedes Automobil rollen sollte, auf Pneumatiks.

MICHELIN PNEUMATIK A.G. FRANKFURT a.M.

AMBASSADOR.

Accompanying the technology of dual or twin tires, Bibendum was also present at important events in the world of Central European motorsports. The photograph above shows the fleet of Delaunay-Belleville vans from Michelin's German agency that were equipped in 1910 with the new twin tires. On the left and opposite page, one of the giant Michelin Twins photographed at the stand of Michelin's Austrian branch office in the Prague International Automobile Exhibition, held April 16-23, 1911 in one of the most important cities of, what was at that time, the Austro-Hungarian Empire.

9-10. Advertisement and detail in *Sport im Bild*, 1910.

11. Advertisement in *Automobil-Zeitung*, 1911.



THE DANCE OF THE TWO COSSACKS.

Michelin's fraternal ambassadors traveled around to different international automobile events. The sequence of images on this page, in which the pair of Bibendums seems to dance and convulse rhythmically to the sound of the air compressor that controlled their pressure, shows the Michelin stand in the fourth International Automobile Exhibition held in St. Petersburg in May 1913. The important event was held at the facilities of Mikhailovsky Palace in the capital of the Russian Empire, under the patronage of Grand Duke Mikhail Aleksandrovich and organized by the Automobile Society of the Russian Empire, created in 1902.

12. Photographs of the Michelin stand, 1913.





Don't Forget
 To See The
BIG BIBENDUM,
"Father of Michelin Tyres."

You Will Find Him Waiting to
WELCOME YOU
 in the **MACHINERY HALL**, near the
GRAND STAND at the **SHOW.**

GEO. P. HARRIS, SCARFE, & CO., LTD.
 SELLING AGENTS.



A MARSUPIAL BIBENDUM.

Saturday, October 5, 1912 was the opening of the Sydney Motor Show organized by the South Australia Royal Agricultural & Horticultural Society, with the presence of about 160 cars on exhibit, as well as bicycles, motorcycles and accessories. It was the second major annual event after the successful Melbourne Motor Exhibition in March, in which Michelin was present along with 57 other companies, including their competitors Gaulois (Bergougnan), Dunlop and Continental. But it was in Sydney, at the pavilion housing the automobile accessories companies, where a large inflatable figure of Bibendum was seen for the first time, similar to the automatons shown at American and European promotions. In 1918 the Royal Autumn Show was organized, held between Friday March 8th and Sunday March 10th in Adelaide. In the area dedicated to vehicles and machinery, the mechanically animated figure of Bibendum was placed again, presiding over the Michelin stand to delight and entertain visitors. Messers Geo. P. Harris Scarfe & Co. were the official Michelin agents and distributors for the Southern Australia, who brought their representative Marcel Arnaud and the gigantic figure from France for the event.

13. Photograph of the Michelin stand in the Australian newspaper *The Mail*, Saturday, March 16, 1918, p. 15.

14. Advertisement in *The Advertiser* (Adelaide), Friday, March 8, 1918.

15. Detail of an advertisement published in *The Mercury* (Hobart, Tasmania), February 17, 1917, p. 4.



TWO ARE BETTER THAN ONE.

Unlike Europe, where the mascot Bibendum was presented alone in the majority of advertisements and promotional campaigns, Michelin's American advertising resorted to the pair of twins on numerous occasions and throughout the years.

16. Michelin sticker. Printed by American Lithographic Co., New York, c. 1926. Illustration by Arthur N. Edrop.

17. Advertising module published in the *Detroit Free Press*, July 6, 1910.

LOOK FOR THIS SIGN

MICHELIN TIRES

IN STOCK ALL OVER THE UNITED STATES

AND IN EVERY COUNTRY IN THE WORLD WHERE CARS ARE USED

Made by the Oldest and Largest Manufacturers of Pneumatic Tires in the World

247 Jefferson Avenue, Detroit

MICHELIN

Announces two exhibits of
the world's best known Tires

ONE AT THE COLISEUM
THE OTHER AND THE MOST
INTERESTING AT OUR

CHICAGO BRANCH
1344 MICHIGAN AVENUE

Where the Hit of the PARIS SALON
THE BIBENDUM TWINS
WILL WELCOME YOU

MICHELIN TIRES

Don't miss
the Michelin
Bibendum
Twins and the
exhibit of



MICHELIN TIRES

Everybody is talking about the funny antics of the former and the wonderful road records of the latter; now as always

The Biggest Hits at Every Show.

Completely victorious at Paris, Berlin, Vienna, New York and Chicago, they but come to St. Louis to increase their already international prestige.

THE MICHELIN CO. MICHELIN TIRE CO.
PARIS NEW YORK

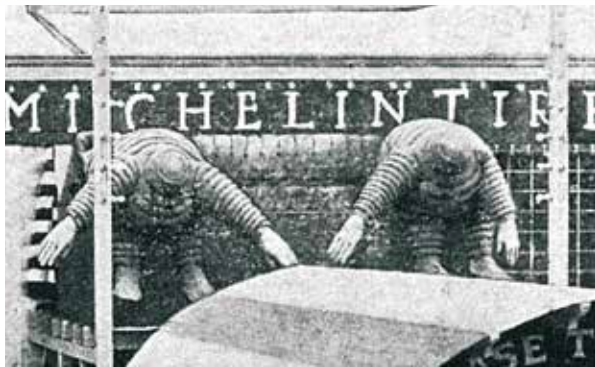
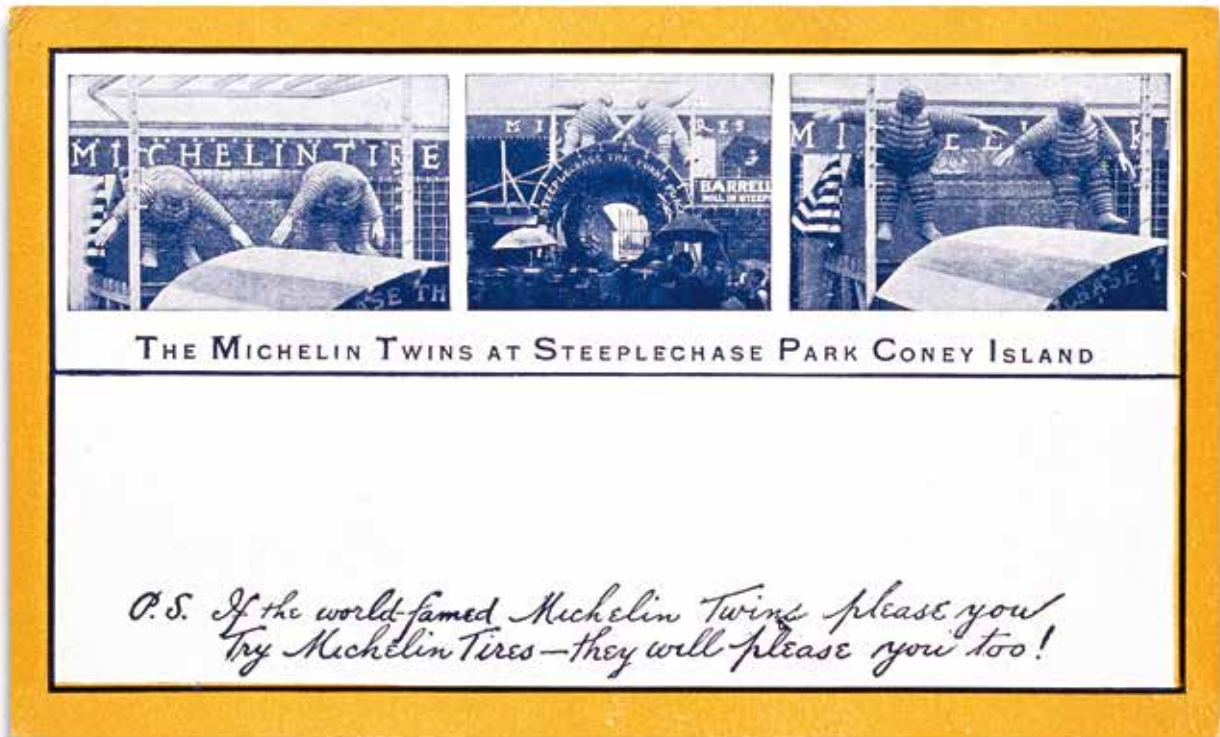
PHOENIX AUTO SUPPLY CO.
Distributors, 3932 Olive St.

CENTER OF ATTRACTION.

The inflatable Michelin Twin figures constituted a leading attraction in exhibitions open to the public. Both the branch offices of Michelin and establishments associated with their commercial network employed the twins' presence at these events to insert advertisements in local press with the intention of attracting and directing visitors—and possible customers—to their stand.

18. Advertising module in the *Chicago Examiner* newspaper, February 11, 1909.

19. Advertising module in *The St. Louis Times*, February 17, 1909.



WELCOME!

The image above depicts the postcard that Michelin published to promote the presence of the Michelin Twins at Coney Island's Steeplechase Park in 1911. On the right, facing a crowd, the Bibendum twins welcome amusement park visitors, inflating and deflating in the area accessing the site where they were installed.

20. Michelin postcard and photographic details, 1911.





REVIVAL. Over time the inflatable figures of Michelin became a characteristic attraction and typical of the firm's promotional and advertising strategies. During the 1980s, Michelin distributed to garages and automobile spare part establishments in different European countries—France, Spain, Italy, Great Britain—a modernized version of Bibendum in three or four different sizes. The mascot's revival was also employed exceptionally in automotive exhibitions and events. The image below shows the facade of a tire business in Savannah, Georgia, on whose roof the Michelin Twins were installed. On the side wall we can see that, in addition to Michelin, Goodyear and Diamond tires were also sold.

- 21. Photograph of an inflatable Bibendum for garages and point of sale—in this case for the British market—, c. 1980.
- 22. Promotional postcard sent from Milltown to Clermont-Ferrand, postmarked on April 19, 1911.





23. Scene of an automotive parade at a floral festival or carnival. German promotional postcard for Excelsior tires manufactured by Hannoversche Gummiwerke Excelsior AG. Postmarked in 1907.



LE MONDE ILLUSTRÉ

JOURNAL HEBDOMADAIRE

ABONNEMENT POUR PARIS ET LES DÉPARTEMENTS 45^e Année — N° 2205 — 17 Juin 1899
 De six mois, 12 fr. — De trois mois, 7 fr. — De un mois, 2 fr. 50 c.
 Le numéro individuel, 15 c. — 10 c. en vente dans les bureaux.
 ÉTRANGER (tous pays) — De six mois, 15 fr. — De trois mois, 9 fr. 50 c.
 Directeur: M. EDGARDE DESFOSSÉS

DIRECTION ET ADMINISTRATION, 15, QUAI VOLTAIRE
 Toute demande d'abonnement sera accompagnée d'un bon pour l'envoi de la somme, lequel devra être remis à la poste ou en mandat postal.
 Les lettres, cartes, envois, etc., doivent être adressés à nos bureaux.
 Les abonnements et les annonces sont payés d'avance.



LES FÊTES DE PARIS. — Aux Tuileries. — (Dessin de M. PASTR.)

FESTIVALS AND CELEBRATIONS.

On the right, an illustrated recreation of celebrating the floral parade of decorated cars that took place within the framework of Les Fêtes de Paris, on June 12, 1899 in the Jardin des Tuileries of the capital.

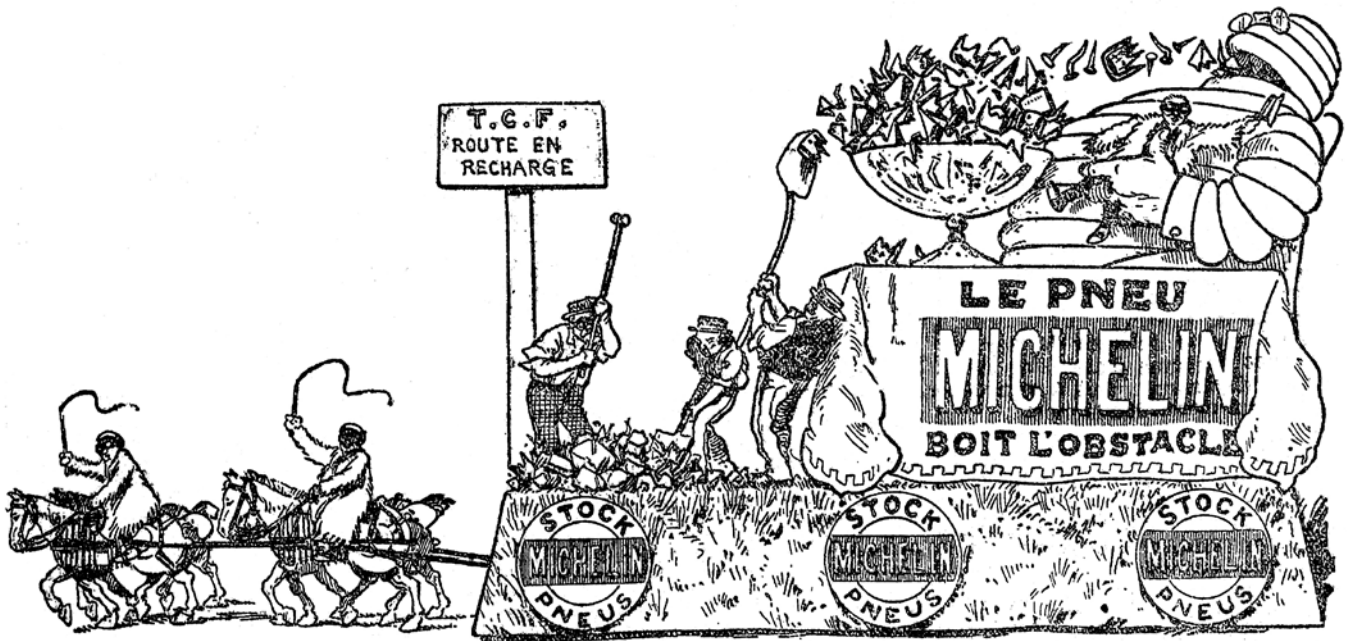
24. Cover page of the French weekly *Le Monde Illustré*, June 17, 1899.

WASSERKAMPF & ROBBY, HANNOVER



25. Poster advertising the automobile festivals linked to the Exposition Universelle in 1900, including two floral parades held in the afternoon and evening of Thursday, November 8th. Approximately 150 x 110 cm., illustrated by G. Dorlet.

26. Drawing of the Michelin float presented at the 1905 Mi-Carême, published in *L'Auto*, March 31, 1905. Illustration by O'Galop.



Le Char de BIBENDUM



THE BIBENDUM FAMILY.
In the float presented at the 1910 Mi-Carême, three types of pneumatic characters surrounded a large half-body of Bibendum: medium-sized full-bodied seated inflatable figures; human entertainers in costume; and hot air balloons attached to the perimeter of the float.

27-28. Photograph of the Michelin float in the 1910 Mi-Carême and the news report published in the French newspaper *Les Sports*, March 4, 1910.





MI-CARÈME 1908

Char de Bibendum et de Dion-Bouton

30. Photographic postcard of the joint float for Michelin tires and Dion-Bouton cars in the 1908 Parisian Mi-Carême.

THE BIBENDUM TROUPE.

The stage of the Michelin float presented on a motorized base at the 1911 Mi-Carême exhibited a diverse *troupe* of men-tires. A volumetric half-bodied figure likened to a centaur or ship's figurehead was placed at the front of the vehicle. A line of dancing characters formed along the sides, supported by two large wooden platforms. On a second level, above, there were several inflatable Bibendums swaying about while costumed entertainers applied or evacuated air to keep them in movement and upright.

31. Photographic postcard showing the Michelin float circulating along Parisian avenues in 1911.



LES FETES DE LA MI-CAREME DE
Le CHAR MICHELIN et ses « Bibendums » en dél

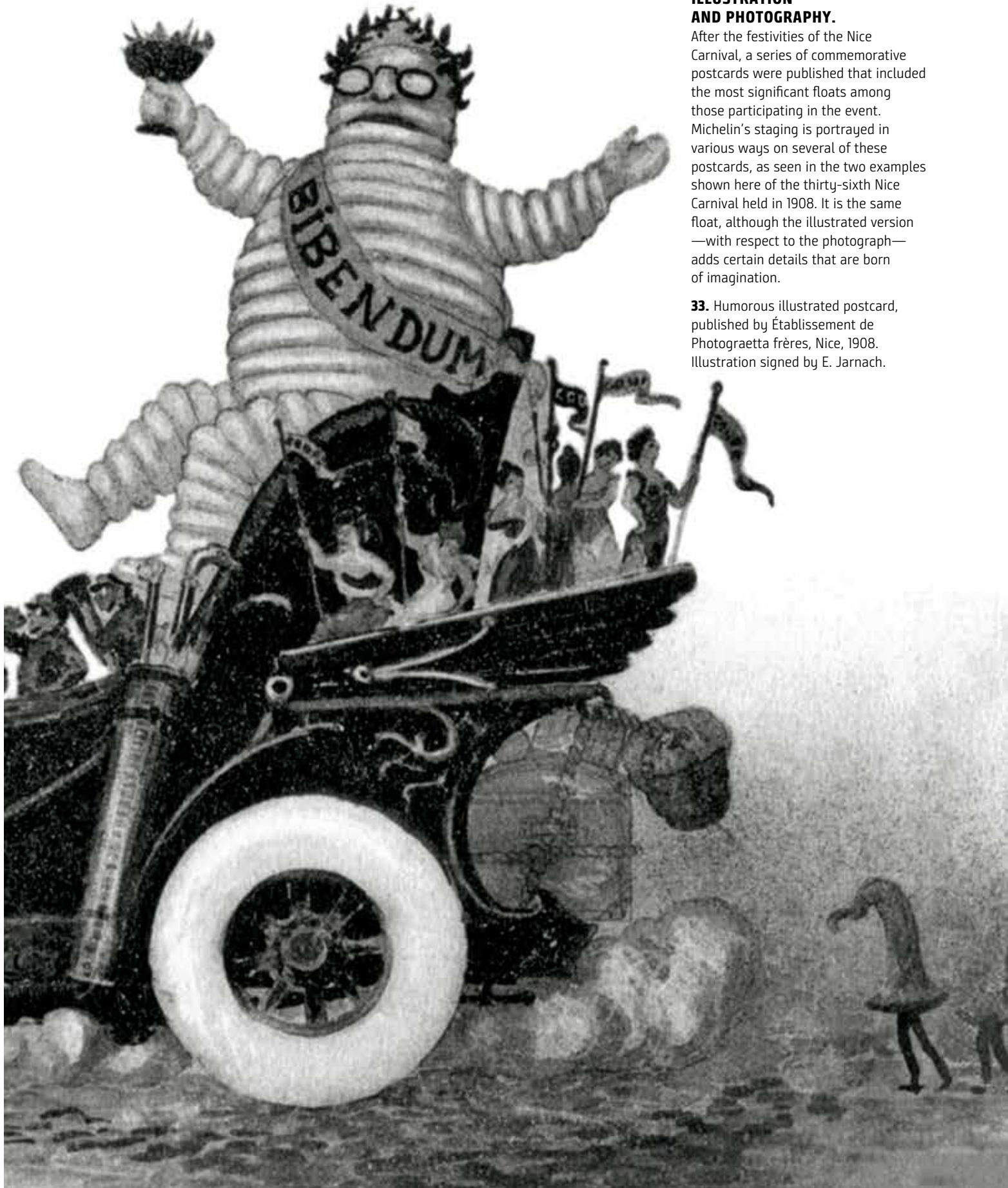


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32. Photographic postcard portraying the Nice Carnival celebrated in 1908. Published by Guende Photographie, Marseille.

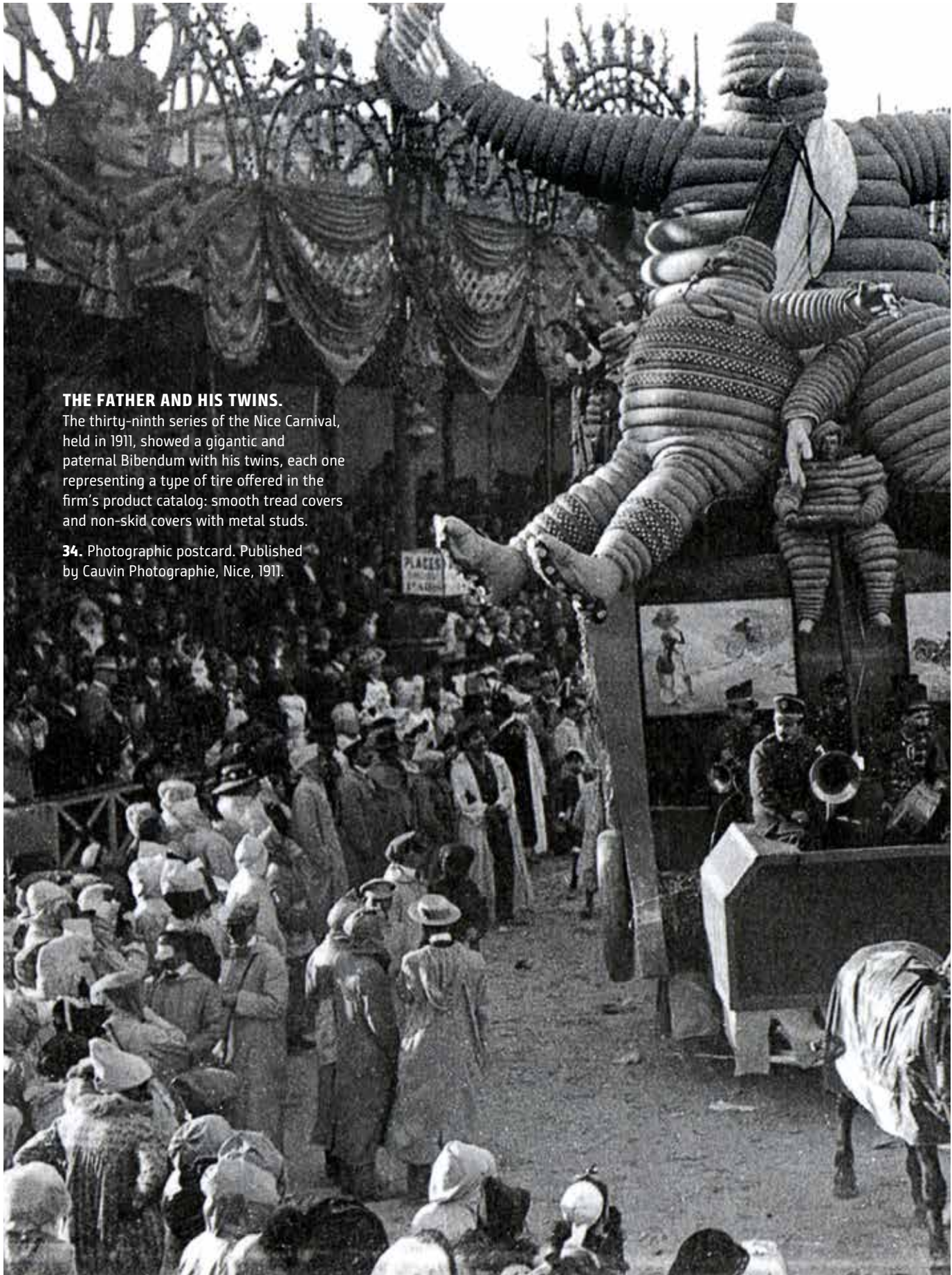




**ILLUSTRATION
AND PHOTOGRAPHY.**

After the festivities of the Nice Carnival, a series of commemorative postcards were published that included the most significant floats among those participating in the event. Michelin's staging is portrayed in various ways on several of these postcards, as seen in the two examples shown here of the thirty-sixth Nice Carnival held in 1908. It is the same float, although the illustrated version—with respect to the photograph—adds certain details that are born of imagination.

33. Humorous illustrated postcard, published by Établissement de Photograetta frères, Nice, 1908. Illustration signed by E. Jarnach.



THE FATHER AND HIS TWINS.

The thirty-ninth series of the Nice Carnival, held in 1911, showed a gigantic and paternal Bibendum with his twins, each one representing a type of tire offered in the firm's product catalog: smooth tread covers and non-skid covers with metal studs.

34. Photographic postcard. Published by Cauvin Photographie, Nice, 1911.

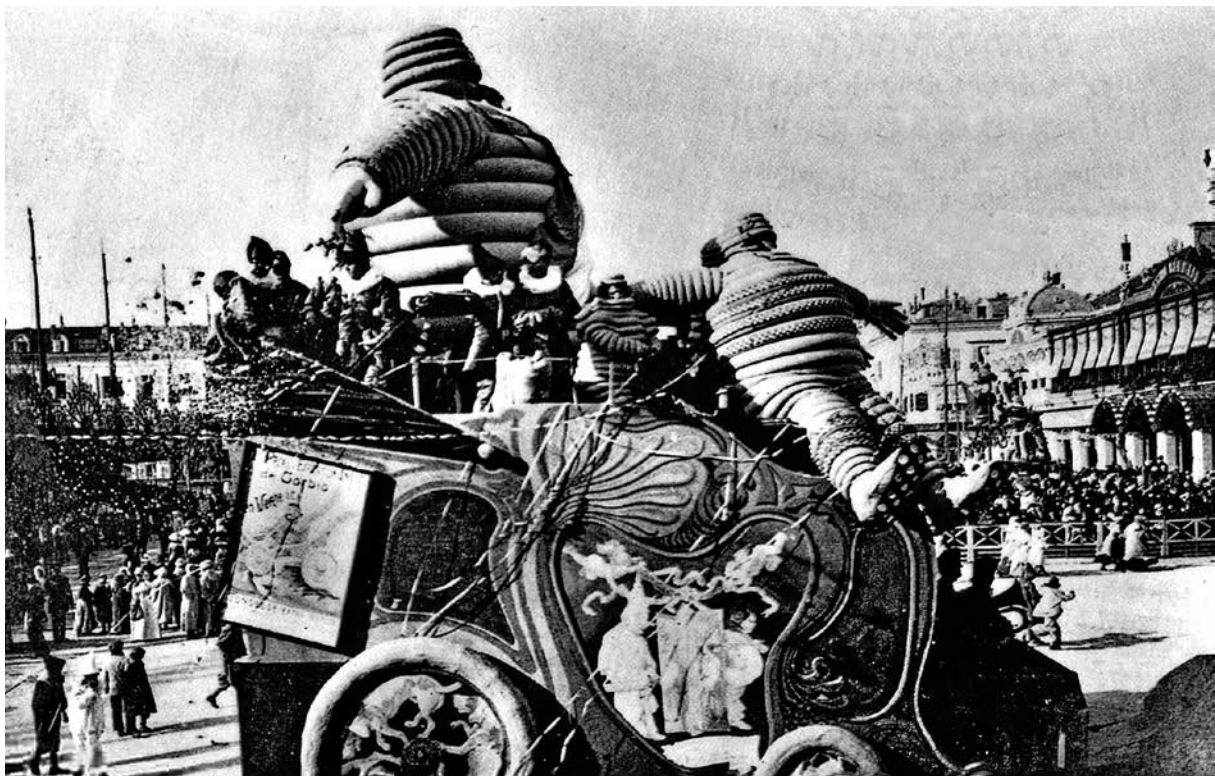




WIND INSTRUMENTS. As can be seen in the accompanying images, Michelin's horse-drawn float included a five-member orchestra featured at the front of the platform. On top of the roof, a group of pages, operators and several animators dressed in Bibendum costumes greeted the crowd of spectators assembled for the parade.

35. Photographic postcard. Published by Établissement de Photographie Giletta Frères, Nice, 1911.

36. Lateral photographic perspective, 1911.





WINGLESS. The fortieth Nice Carnival, held in 1912, served as a showcase for Michelin's agenda, reinforcing their aggressive campaign against reducing the state defense budget for aviation development. Despite the enormous propeller and the outstretched arms of the gigantic aerial Bibendum, the plane is unable to take off as it has no wings.

37. Photograph of the Michelin float, 1912. **38.** Photographic postcard. Établissement de Photographie Giletta Frères, Nice, 1912.





CHANGE OF GENDER.

The company Michelin et Cie. presented a unique proposal in the forty-second Nice Carnival. A characteristic of these festivals was that everything related to the establishment was questioned and disguises and impersonation were promoted as a way of subversion, taking advantage of the anonymity that a mask provides. Following this maxim, this time both the enormous Bibendum and his two offspring change their sex. The gigantic maternal figure is embedded in a long dress that not only highlights the curves of her pneumatic rings, but also outlines her generously inflated bust, while the twins, sitting on her lap, don patterned skirts.

39-40. Commemorative postcards of Bibendum at the 1914 Nice Carnival.





UNIFORMED KNIFE SHARPENERS. Parades and marching bands were a promotional resource especially indicated for those companies that had an advertising character such as Bibendum. The tire company Hutchinson had their knife sharpener Sam and his inseparable dog Floc. They were two first-rate ambassadors, created in November 1911

by the illustrator Michel Liébeaux "Mich" (1881-1923) for use in the firm's advertisements. As seen in the above photograph, the characteristic attire of the mascot was the perfect costume for uniformly dressing Hutchinson employees at promotional events. In this case they won first prize for their category in the 1914 Mi-Carême in Nantes.



- 41. Promotional postcard for Hutchinson, 1914.
- 42. Sam and Floc, portrayed by the illustrator Raoul Vion in the advertising brochure *Ali Baba et les 40 voleurs*, published for the French market in 1930.
- 43. A lithograph poster presenting the characters, 1911. Sam uses the resilient Hutchinson tire as though it were a grinding stone to sharpen a knife, without it suffering any damage or blowout. Illustrated by Mich.



THE HUTCHINSON TIRE.

The photograph above depicts the employee band of the Hutchinson firm, brandishing two banners. In the first they reproduce the firm's iconic advertising poster, and in the second they list the victories of vehicles equipped with their tires in the 1910 races.

LA FANFARE DU
(MI-CARÊME

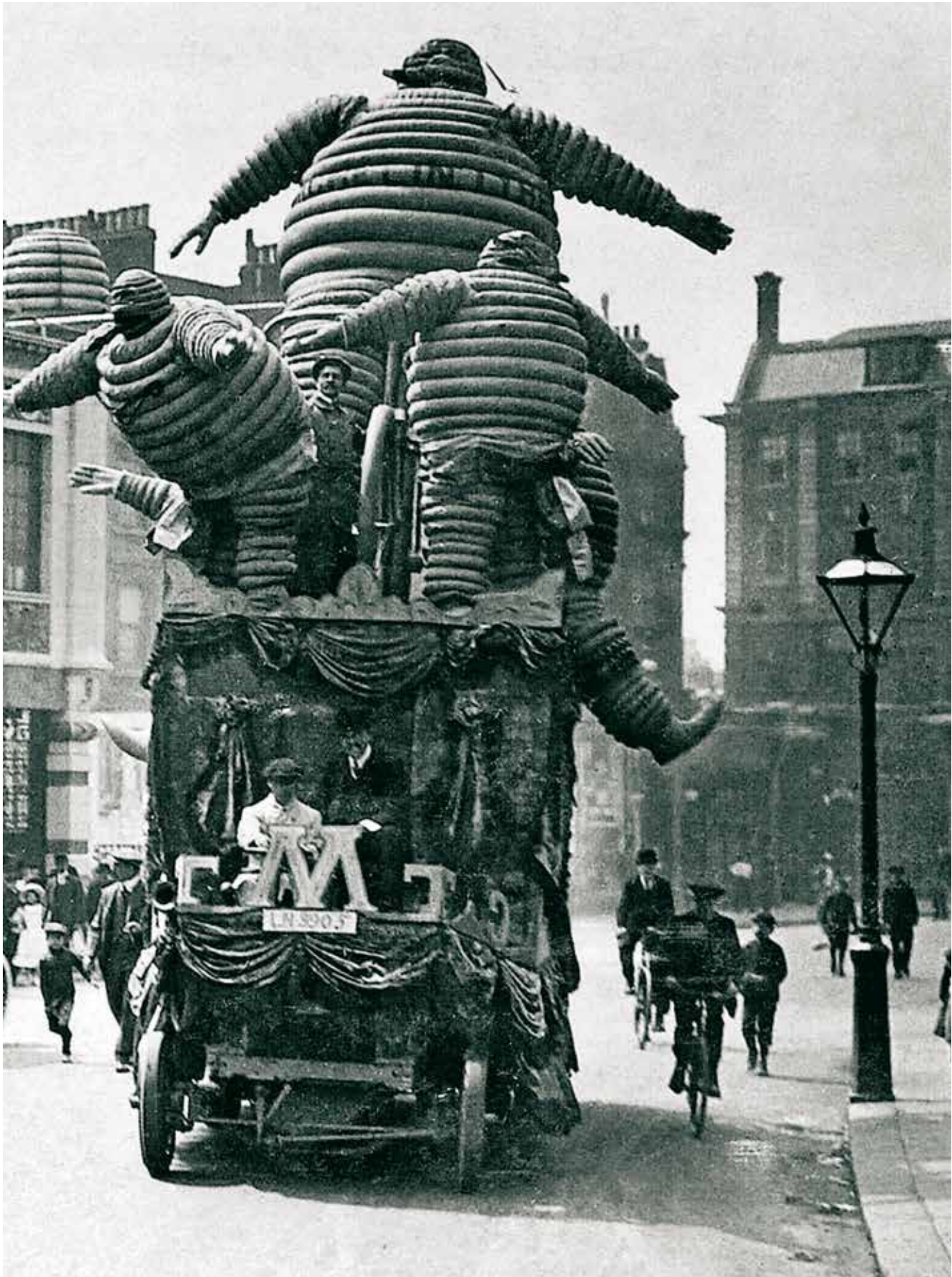
44. Hutchinson photographic postcard of the Mi-Carême in Nantes, 1912.





A STROLL THROUGH THE CITY. A motorized carriage transports a group of inflatable Bibendums as part of a promotional event. In the background, the Michelin House is shown, the unique building that housed the firm's headquarters in London, located at number 81 Fulham Road and officially opened on January 20, 1911.

45. Photograph of a Michelin float in London, 1911. Published in the book *Michelin Centenary, 1905-2005*.





The developments of the past week indicate an interest and enthusiasm exceeding the most sanguine expectations.

THE TENTH ANNIVERSARY

of New York's automobile industry promises to be the largest trade celebration ever held in this country.

The salesrooms of the leading automobile and accessory dealers will be stocked with the latest of everything from two continents pertaining to self-propelled pleasure and commercial vehicles.

THE HISTORICAL PARADE

was at first planned as a mere incident of the carnival. The avalanche of applications for space indicate that the parade will be an educational spectacle of overwhelming proportions—stupendous in size and replete with novelties and original decorations.

PRIVATE OWNERS OF CARS ARE INVITED TO PARTICIPATE IN THE PARADE, AND COMPETE FOR THE TROPHIES WHICH WILL BE AWARDED TO THE FIRST AND SECOND MOST HANDSOMELY DECORATED CARS, AND TO THE CAR MOST GROTESQUELY EQUIPPED.

April 7th, Evening Parade; April 9th, Hill Climbing at Fort George; April 10th, Run to Gramatan Inn.

Allen-Swan Co., Brooklyn.	Garford Motor Car Co.	Renault.	Diamond Rubber Tire Co.
Allen-Kingston.	Grossman, Geo. J., Co.	Scott, Geo. J., Motor Co.	Empire Tire Co.
American Locomotive Co.	Hamilton-Kull Co.	Southworth, A. G., Co., Inc.	Fickling & Co., Inc.
Auto Car Sales Co.	Harrolds Motor Car Co.	Stevens-Duryea.	Firestone Tire Co.
Babcock Elec. Carriage Co.	Haynes Auto Co.	Stoddard-Dayton Co.	Fisk Rubber Co.
Baker Electric V. Co.	Hol-Tan Co.	St. Louis Car Co.	General Auto Supply Co.
Bianchi.	Homan & Schulz Co.	Studebaker Bros. Co.	Goodrich Rubber Tire Co.
Bowman, S. B., Auto Co.	Hotchkiss Imp. Co.	Times Square Auto Co.	Goodyear Rubber Tire Co.
Brewster, J. B., & Co.	Knox Auto Co.	Wayne Motor Car Co.	Hartford Rubber Tire Co.
Broadway Auto Exchange.	Koehler, H. J., Co.	Welch Motor Car Co.	Jones Speedometer.
Bryant Motor Co.	Lozier Motor Co.	White Co.	Michelin Tire Co.
Cimiotti Bros.	Maxwell-Briscoe, Inc.	Winton Motor Carriage Co.	Morgan & Wright Tires.
Cleveland Motor Car Co.	Mitchell Motor Co. of N. Y.	Wyckoff, Church & Part-ridge.	Newmastic Tire Co.
Corbin Motor Car Co.	Mora Motor Car Co.	Auto Owners' Supply Dept.	N. Y. Transportation Co.
C. G. V. Import Co.	Northern.	Continental Tire Co.	P and H Tire Co.
Elmore Auto Co.	Oldsmobile Co. of N. Y.	Commercial Motor Car Co.	Samson Leather Tire Co.
Fiat Automobile Co.	Owen, R. M., & Co.		The Auto Supply Co.
Ford Motor Car Co.	Palmer & Singer Mfg. Co.		Warner Instrument Co.
Frayser-Miller Co.	Panhard & Levassor.		Wyatt & Listman.
	Rainier Motor Car Co.		

THE JESTER AND THE CHAUFFER. Above, one of the advertisements inserted in the press to promote citizen participation in the first New York Carnival. Among the list of establishments and businesses in the sector—with a wide representation of firms from the tire industry—that supported the event was the Michelin Tire Co.

46. Advertisement in the specialized magazine of the automotive sector *Automobile Topics*, April 4, 1908.



WEEK OF APRIL 26, 1909

SECOND ANNUAL
Automobile Carnival

Held Under the Auspices of
The N. Y. Automobile Trade Association

The overwhelming success of the First Automobile Carnival last Spring, which brought to New York City a quarter of a million people, is still fresh in the minds of the public. Those fitted to judge state that over 1,000,000 people witnessed the imposing parade of automobiles. The hill-climb brought out the largest list of entries of any similar event heretofore held. The stimulus to trade which immediately followed Carnival Week must be attributed largely to the impression made on the buying public by the events of Spring Opening Week a year ago.

Carnival Plans for 1909

The daylight parade on Saturday afternoon, May 1st, will eclipse twofold that held in 1908. In the decorated and float divisions owners and firms are given an opportunity to compete for

\$2,000 in Cash Prizes

which will be awarded to the cars most attractively decorated. Every day of the week will be given over to automobile events of interest to motorists. The partial plans include

A Hill Climb Endurance Contest
Straightaway Races
Gymkhana Games, Dust and Brake Tests, etc.

All the leading cars and dealers are united in this movement.

Habcock Elect. Carr. Co. Baker Elect. Veh. Co. Bowman, S. R., Auto. Co. Bridgeport Veh. Co. Cadillac Cameron C. G. V. Import Co. Cimolotti Bros. Corbin Motor Car Co. Ford Motor Car Co. Haynes Auto. Co. Hotchkiss Import Co. Jeffery, Thom. B. Co. Jewell Motor Car Co. Lester Motor Co. Matheson Maxwell-Briscoe Co., Inc. Mitchell Motor Car Co. Moon.	Mora Motor Car Co. National Oldsmobile Co. of N. Y. Overland Owen, R. M. & Co. Palmer & Singer Mfg. Co. Stevens Duryea St. Louis Car Co. Times Square Auto. Co. Thomas, E. R., Motor Co. White Co. Winton Motor Carriage Co. Wyckoff, Church & Partridge Ajax-Grieb Rubber Co. Alexander, M. & Co. Allen Auto. Spec. Co. Auto. Accessories Co. Auto. Owners' Supply Depot.	Auto. Supply Co. Auto. Supply Mfg. Co. Badger Brass Mfg. Co. Bosch Magneto. Brady & Co. Bryant Motor Co. Continental Caoutchouc Co. Cermack, M. H. Diamond Rubber Co. Empire Auto Supply Co. Empire Battery Co. Empire Tire Co. Firestone Tire & Rubber Co. Franco-Amer. Talcab Co. General Auto. Supply Co. Goodrich Rubber Tire Co. G. & J. Tire Co. Hartford Rubber Tire Co. Hottecker Speedometer.	Jones Speedometer. Kassner, A. H. Lavalette & Co. Manhattan Storage Co. Meyers & Grayson. Michella Tire Co. Mosler, A. R. Mutual Auto. Supply Co. Newmastic Tire Co. Parkway Garage Penn. Rubber Co. Richards Auto. Supply Co. Saurer Auto. Truck Co. Smith & Haines Stevens & Britton. Stewart Speedometer. Tingler, C. O. Warner Instrument Co. Weed Chain Tire Grip Co.
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Copyright Assoc. Sunday Mag., Inc.

Auto Carnival, Week of April 26th

A Short Week
 and the
Second New York Automobile Carnival

will be in full swing. That it will be

Larger, More Far-Reaching and Impressive
 than ever before is an assured fact. Plans are under way for a series of contests, including a
Hill Climb Straightaway Races Endurance Contest

Big Auto Military Parade

of the 9th Regiment, commanded by Col. Morris, Thursday Afternoon, April 29th. Watch daily papers for particulars.
 The program to culminate **SATURDAY AFTERNOON, MAY 1st,** with

A Gigantic Parade With Gen'l Geo. Moore Smith as Grand Marshal

Representing the complete evolution of the automobile from the earliest days and the crudest cars to the handsome models on sale at the leading New York dealers to-day. In this parade there will be awarded

\$2,000 in Cash for Decorated Cars

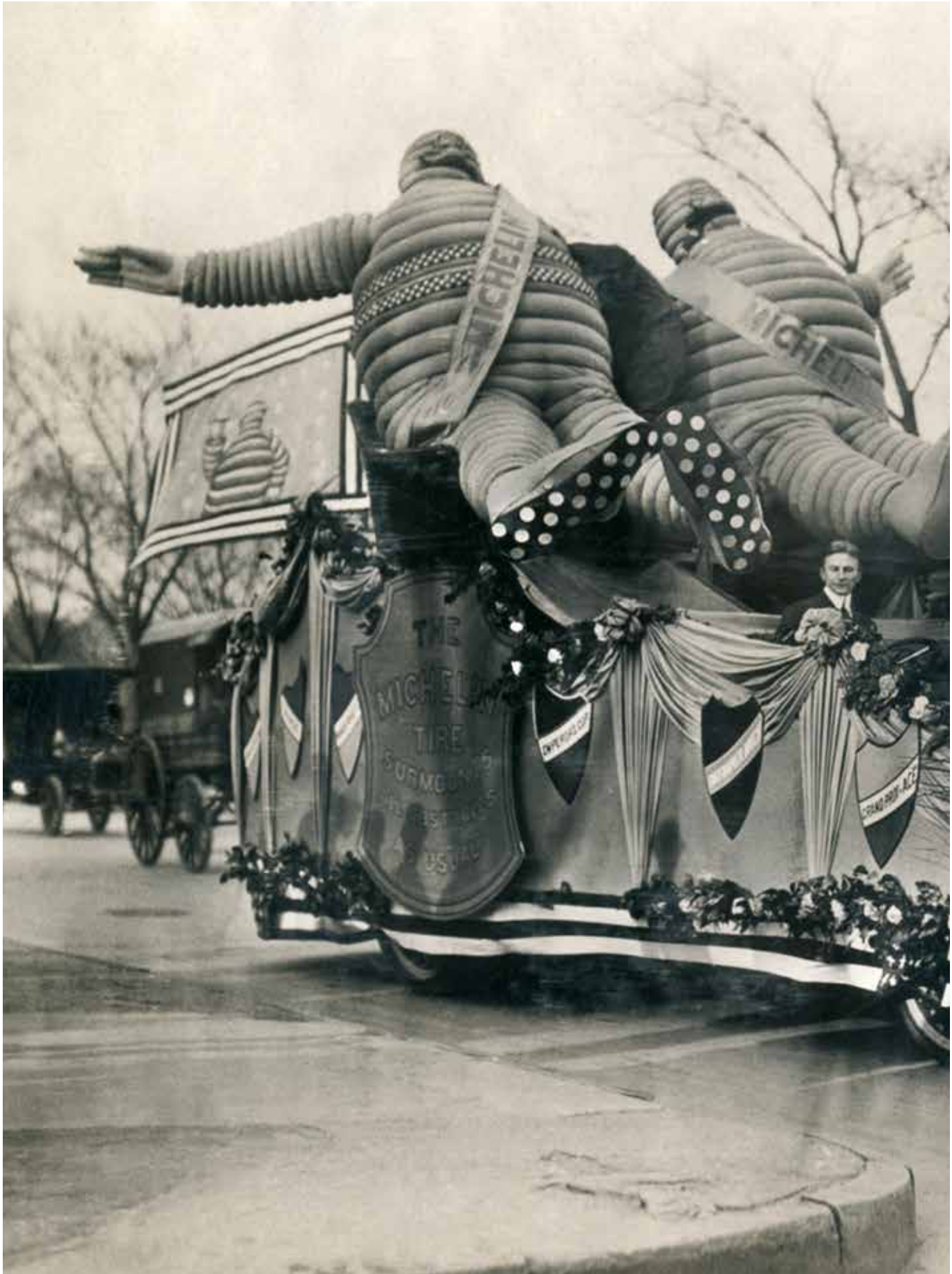
For full particulars apply or telephone to Carnival Headquarters, 1789 Broadway. Telephone 6408 Columbus. All leading dealers are united in this movement.

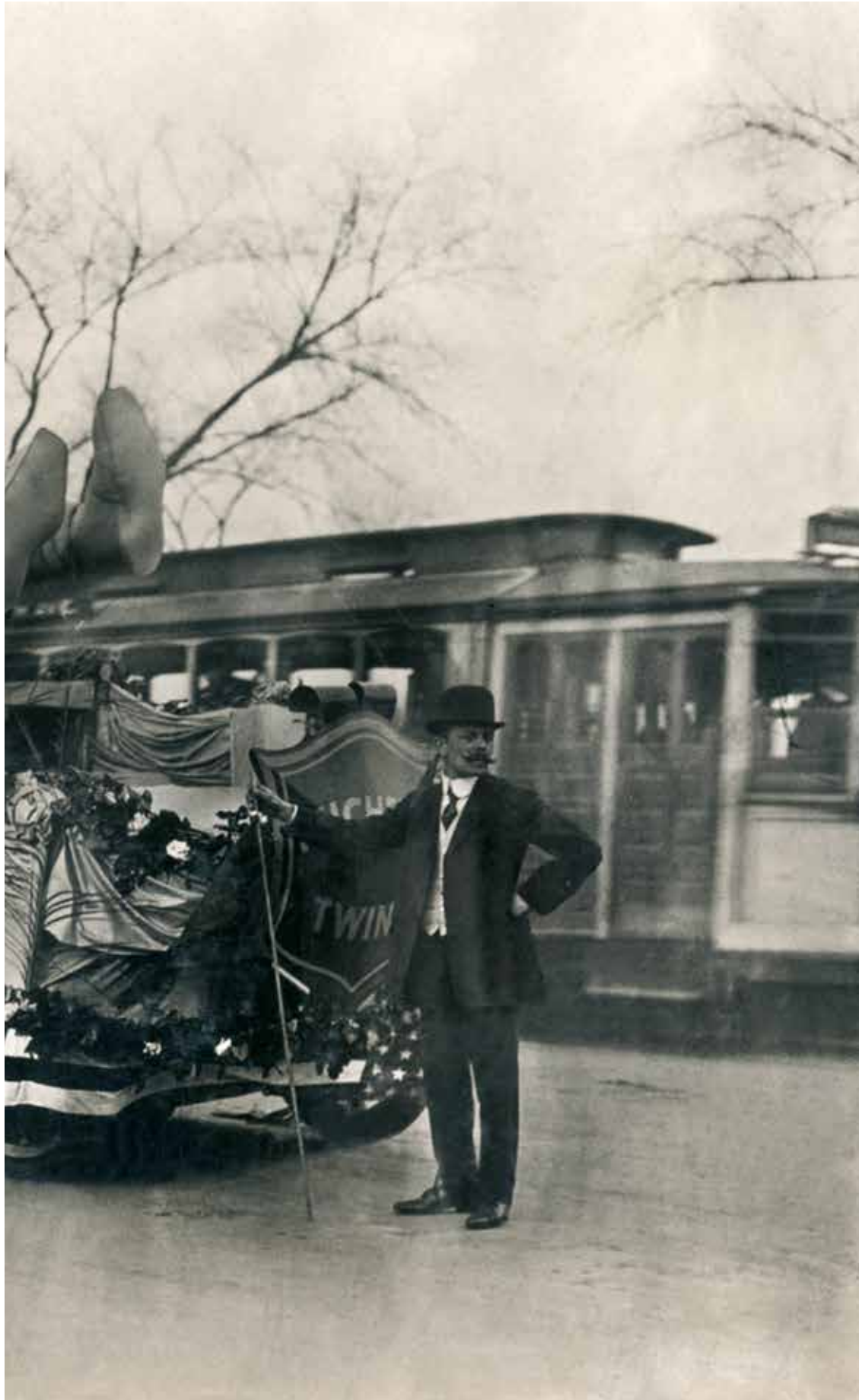
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|--|---|--|--|---|
| Autocar Sales Co.
Babcock Elect. Veh. Co.
Baker Elect. Veh. Co.
Bowman S. R. Auto. Co.
Bridgeport Veh. Co.
Buell Motor Car Co.
Cadillac
Cameron
C. G. V. Import Co.
Cimolotti Bros.
Corbin Motor Car Co.
Cordner Motor Car Co.
E. M. F. Koehler
Ford Motor Car Co.
Franklin
Haynes Auto Co.
Hotchkiss Import Co.
Jeffery, Thom. B. Co.
Jewell Motor Car Co.
John, Geo. C. Marmos.
Klann Kar. | Lester Motor Co.
Matheson
Maxwell-Briscoe Co., Inc.
Mitchell Motor Car Co. of N. Y.
Moon
Mora Motor Car Co.
National
Oakland
Oldsmobile Co. of N. Y.
Overland
Owen, R. M. & Co.
Palmer & Singer Mfg. Co.
Banner, A. Elliott, & Co.
Simpson Auto Co.
Saurer Auto Truck Co.
Stevens Duryea
Times Square Auto Co.
Thomas, E. R., Motor Co.
White Co. | Winton Motor Carriage Co.
Wyckoff, Church & Partridge
Zusi Motor Co.
Ajax-Grieb Rubber Co.
Alexander, J. & Co.
Allen Auto. Spec. Co.
Auto. Accessories Co.
Auto. Owners' Supply Depot.
Auto. Supply Co.
Auto. Supply Mfg. Co.
Bryant Motor Co.
Bean, Sidney
Bosch Magneto.
Brady & Co.
Bryant Motor Co.
Continental Caoutchouc Co.
Cermack, M. H.
Courtesy Rubber Co. | Diamond Rubber Co.
Insollite Rim Co.
Inow Tire Co.
Tinsman Magneton
Empire Auto Supply Co.
Empire Tire Co.
Filiding & Co.
Firestone Tire & Rub. Co.
Franco Amer. Tassimeter Co.
General Auto Supply Co.
Goodrich Rubber Tire Co.
G. & J. Tire Co.
Hartford Rubber Tire Co.
Hartford Shock Absorber.
Hottecker Speedometer.
Jones Speedometer.
Kassner, A. H.
Manhattan Storage Co.
Metropolitan Garage.
Meyers & Grayson. | Michella Tire Co.
Morgan & Wright, T. Co.
Motor, A. H. & Co.
Mutual Auto. Supply Co.
Newmastic Tire Co.
N. Y. & W. Auto. Sup. Co.
Parkway Garage.
Penn. Rubber Co.
Republic Tire Co.
Richards Auto. Supply Co.
Rothchild & Co.
Rutherford Rubber Co.
Smith & Haines
Tingler, C. O.
Stevens & Britton.
Stewart Speedometer.
Tingler, C. O.
Warner Instrument Co.
Weaver Piling Co.
Weed Chain Tire Grip Co. |
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PARADING IN FRONT OF A JURY.

The advertisements shown here detail the activities proposed for the second New York Automobile Carnival, among which are numerous thematic parades in which motor vehicles were protagonists. The Michelin firm is listed in the last column of each of the advertisements, and their support also translated into the participation of their own advertising float in the parade of decorated cars that competed for several cash prizes, having a total value of \$2,000.

47-48. Carnival advertisements published in the New York newspaper *The Sun*, March 21 and April 18, 1909.

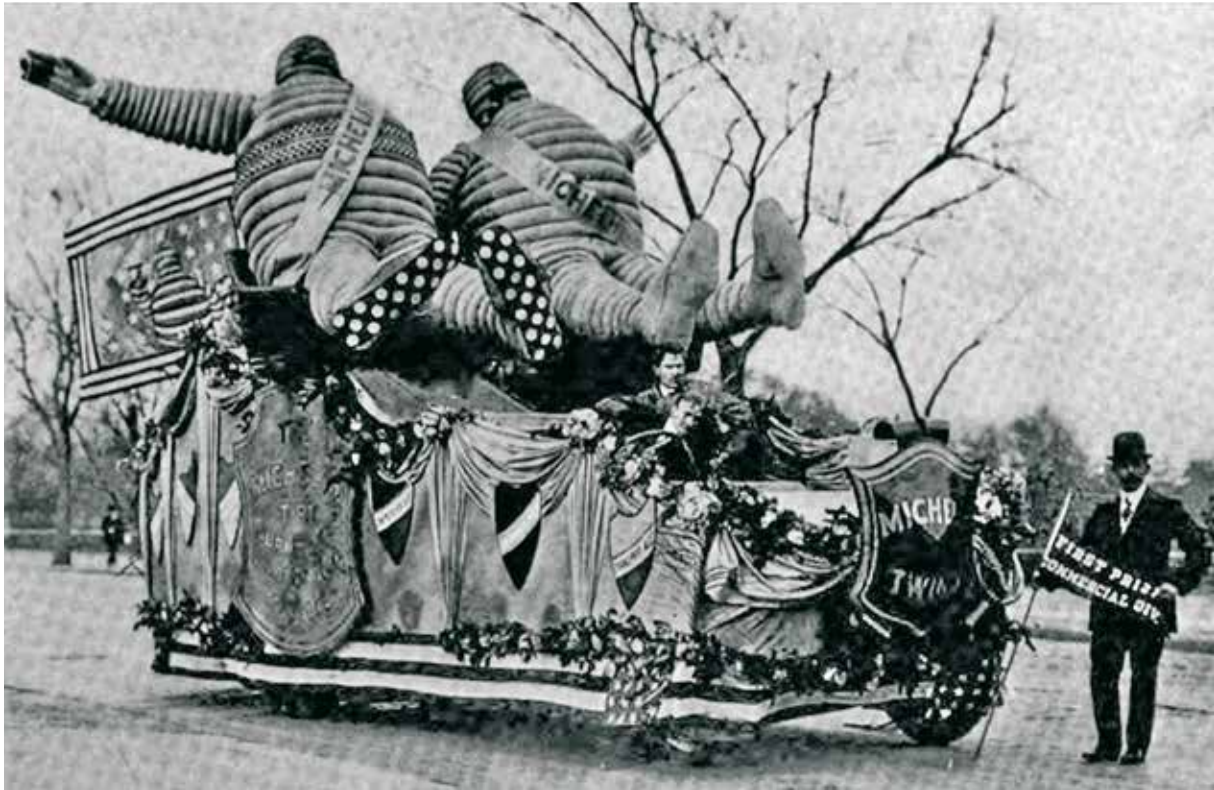




**THE TWINS IN
THE NEW YORK
CARNIVAL.**

The photograph shows the promotional float registered by the local delegation of the Michelin Tire Co. in the second New York Automobile Carnival, held on May 3, 1909. Among cars, carts and trams, the figures of the Bibendum twins are outlined against the gray sky that covered the city in a day marred by cloudy and rainy weather. The shield located on the side of the vehicle was stamped, as a caption, with an adaptation of the corporate motto of the tire manufacturer: "The Michelin tire surmounts all obstacles, as usual."

49. Photograph of the Michelin promotional float, taken on May 3, 1909. Detroit Public Library.



AWARD-WINNING DEBUT. The float with the gigantic figures of the Michelin Twins won first prize in the category of advertising vehicles. The appearance of this achievement in newspapers and generalist magazines as well as in specialized press of the automotive sector—publically displaying the outlandish figures when the article included images—turned out to be a highly efficient promotional tool. Michelin contributed to their own notoriety by publishing commemorative postcards and press advertisements.

50. Photograph published in *Motor* magazine, June 1909. **51.** Michelin Tire Company promotional postcard, 1909.





Michelin Twins

Rejoicing Over the Victories.

MICHELIN TIRES, "As Usual"



— NOW ON EXHIBITION —

Jos. Schwartz Co., Ltd.

Baronne and Lafayette Sts.

**Michelin Tires and
Buick Automobiles**

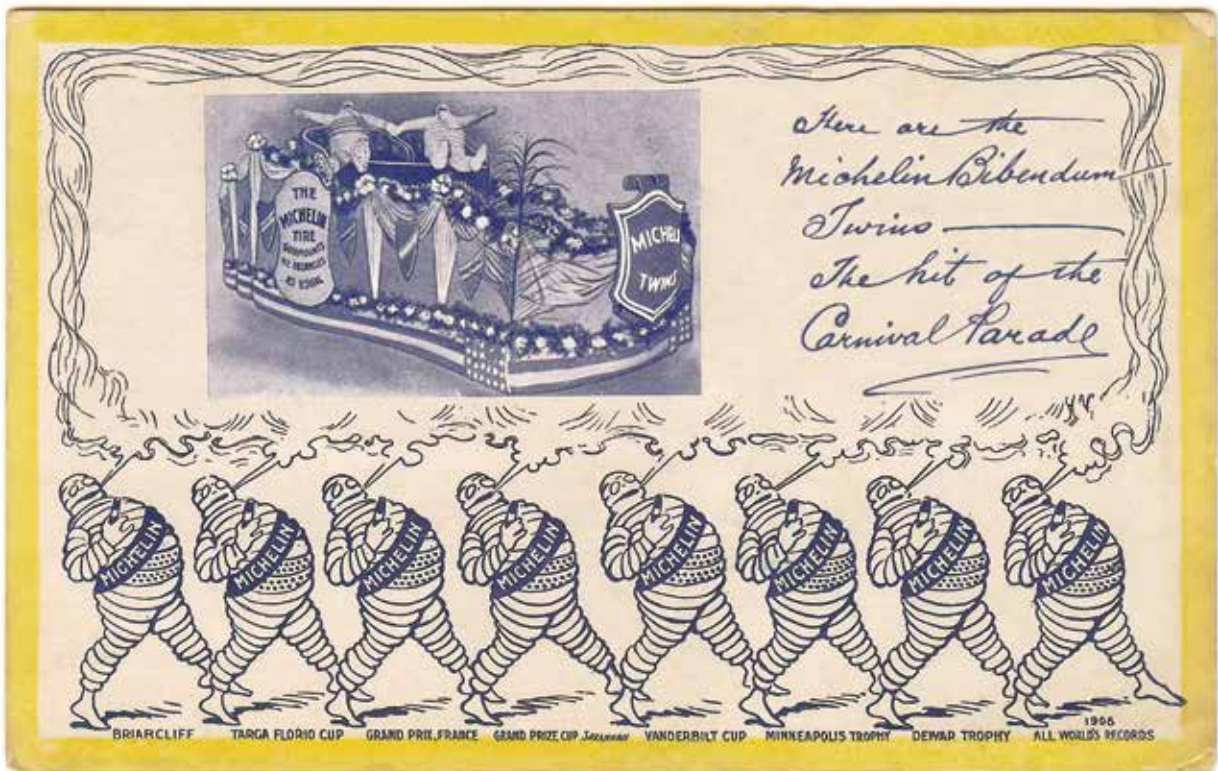
Immediate Delivery 1910 Models.

FROM NEW YORK TO NEW ORLEANS.

The above image is a new photograph of the float with which Michelin conquered the 1909 New York Carnival. On the left, the same image was used seven months later by Michelin's local distributor in their New Orleans commercial network to advertise the victorious Michelin Twins' presence in the city.

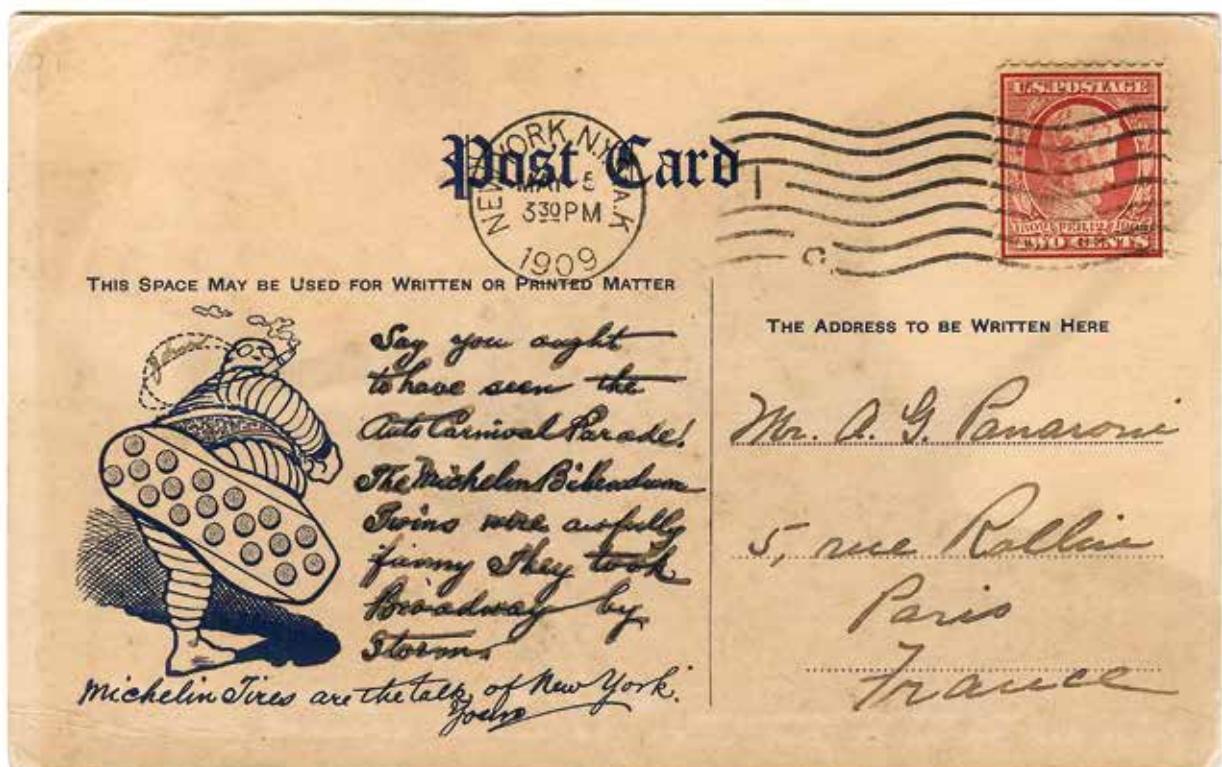
52. Photograph of the Michelin advertising float, published in a newspaper article in the *San Francisco News Letter*, July 3, 1909.

53. Advertising module in the New Orleans newspaper *The Daily Picayune*, November 20, 1909.



NEWS TRAVELS FAST. Just a few days after the celebration of the New York Carnival—that took place on May 3, 1909—in which the Michelin Tire Company of Milltown successfully participated, the promotional postcards of the event edited by the American subsidiary were already circulating. On this page, a sample of a postcard that includes numerous victories in automobile competitions, each represented by a Bibendum figure celebrating them with a fine Cuban cigar. The smoke exhaled by the mascots is integrated into the composition forming a border that frames the image of the winning float. This postcard in particular was sent to Paris by the New York postal service on May 5, 1909.

54-55. Front and back of an American promotional postcard for Michelin, postmarked on May 5, 1909.





WELCOME MOME! The float that the Mitchell Motor Car Company paraded at the Racine Homecoming celebrations in the state of Wisconsin, featured the Michelin Twins as protagonists. It consisted of more modest measures than the one participating two months before at the New York Carnival, but the structure was basically the same: a driver at the wheel of the vehicle and his co-pilot. In the rear seats, under the inflatable figures there were one or two machinists operating the mechanisms of inflation pressure control for the pumped-up Bibendums, positioned above them sitting in two large raised chairs.

56-57. Photographs of the Michelin float in the Racine Homecoming parade, July 6, 1909.



Are You or Are You Not

Going to enter the Historical Parade at the Homecoming Celebration, July 6th? That is what the Parade Committee wants to know, and until they DO know this, it will be impossible for them to make the proper arrangements for a successful exhibition. If you have not yet replied to their invitation, do so NOW.

\$250.00 in Cash Prizes for the Best Decorated Floats

ENTRIES WANTED FOR THE FLORAL PARADE, JULY 5

Mr. James Gilson has charge of the Auto Section of this parade, and entries for this division should be filed with him at once. There will be other divisions in this parade, however, and everyone who has a saddle horse, or a pleasure vehicle, is earnestly requested to enter in this parade, and to mail their entry at once to Arthur Ehrlich, Secretary of Parade Committee. This is a splendid opportunity for the ladies to show their patriotism, as they are much more tasteful in this line of work than are the men-folks. Suitable prizes will be awarded for the best decorated vehicles.

The Denison Manufacturing Co., Chicago, Ill., manufacture artificial flowers and decorations, at a very low figure, and will be pleased to answer all inquiries.

75 Floats are Wanted for the Historical Parade

So far the Committee has been notified of but forty entries, as follows:

K. of P., United Commercial Travelers (2 floats), Eagles, Modern Woodmen, Royal Leagues, Royal Arcanum, Denis Society, Tribe of Ben Hur, Misenerverein, W. C. T. U., G. A. R., K. O. T. M., Junction Business Men, Danish Brotherhood, B. F. O. E., Calumet Club, Deutscher Club, Mt. Pleasant Club, Racine Club, Iron Molders' Union, Typographical Union, Trades & Labor Council, Garment Workers' Union, Brick & Stone Masons Union, Carpenters' Union, Racine Traveling Bag Co., Mitchell-Lewis Co. (2 floats), Lindorf Art Glass Co., Racine Sattley Co. (3 floats), Wisconsin Engine & Iron Co. (Cedrus), Red Star Yeast Co., Racine Malleable & Wrought Iron Co., Zahn Dry Goods Co., K. of P. Military Division, German Veterans, Knights of St. Wenceslaus.

ONLY SIX WEEKS REMAIN UNTIL THE BIG TIME

If you have decided to enter a float, Notify the Committee AT ONCE.

Any of the following members of the Committee will be glad to furnish any information and assistance within his power: J. M. Cooney, Arthur Ehrlich, Dr. Alph. De Pierre, Wm. Roever, H. L. Kelly, Christ Johnson (1432 Washington Avenue), Herman Regentus, Joseph Wilkie, George H. Herzog.

Don't put off notifying the Committee any Longer, but do it NOW

58. Advertisement published in the local newspaper *The Racine Daily Journal*, May 21, 1909.

59. Photograph of the Elks Parade in Detroit, published in *The Horseless Age*, July 20, 1910.





THE DAY OF ROSES.

The Michelin twins paraded in a new float along the streets of Portland, among flags, streamers and rose petals spread throughout the course of the motorcade procession that took place on the afternoon of June 12th. The image above shows the Michelin float portrayed in one of the many postcards from the series called *Souvenir Portland Rose Festival*, framed by its characteristic border of roses.

60-61. Commemorative postcards of the Portland Rose Festival, 1912.



HAND IN HAND ... OR BY TRAIN.

The humorous illustration above shows us the three mascots representing the three most important consecutive events for the summer season on the West Coast. They are holding hands, a symbol of the three cities' alliance for a common cause: Tacoma's Montamara Tiger, the Portland Rose and the Potlatch of Seattle.

The image on the right portrays how rail companies promoted events such as the Portland Rose Festival to encourage the use of trains as an ideal means of traveling for tourism.

62. Illustration published in the local newspaper *Tacoma Times*, April 25, 1912.

63. Advertisement for the Great Northern Railway published in the newspaper *Waterloo Evening Courier*, May 20, 1912.

See America First
GREAT NORTHERN RAILWAY
National Park Route

LOW
Convention Fares

Take the Great Northern—the road of luxurious trans-continental travel—to the Golden Great Northern States. Witness the splendor of the Rose Festival at Portland, Ore., June 10th to 15th, or the many other striking events. And, on the way, stop over at

Glacier National Park
—America's newest and most tremendous scenic playground—on the direct route to Puget Sound and the Pacific.

Call, phone or write for complete information on unusually low rates for such events as the Montomara Fests at Tacoma, the Golden Potlatch at Seattle, the National W. C. T. U. Convention, the Grand Lodge B. P. O. Elks at Portland, etc., etc.

Low Round-Trip Convention Fares on May 27, 28, June 3, 4, 5, 6, June 27, 28, 29, 30, July 1, 2, 3, 4, 5, July 11, 12.
Low Round-Trip Summer Tourist Fares effective daily until September 30th.

W. M. ROMINE, District Passenger Agent,
315 Seventh St., Des Moines, Ia.
Panama-Pacific Exposition, San Francisco, 1915



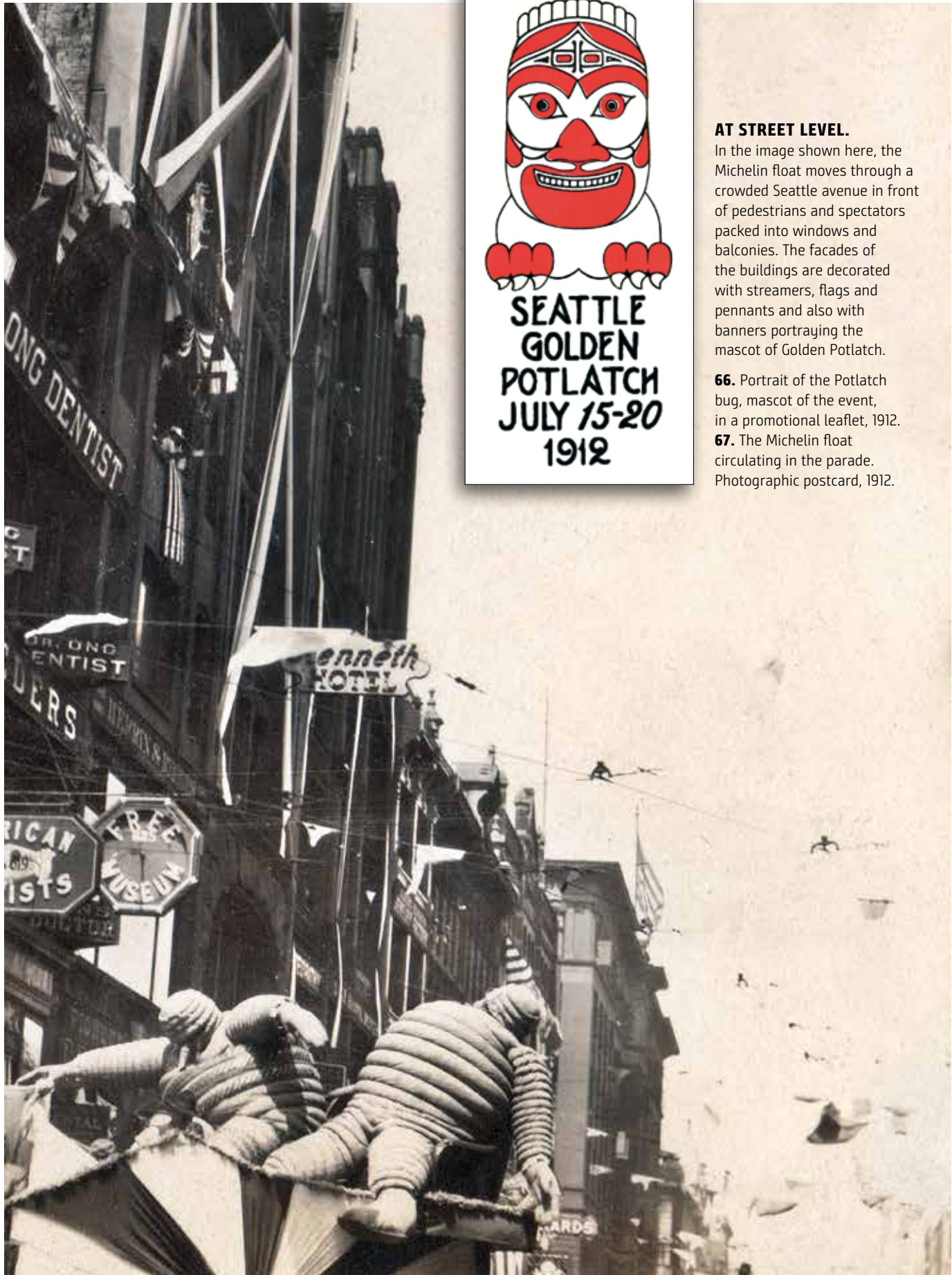
WESTERN MOTORCADE.

The photograph above is a snapshot of the parade of decorated cars in the Golden Potlatch of Seattle. Two rows of vehicles circulating in opposite directions show us the different ornaments of each creation: floral decorations, patriotic motifs, and picturesque elements representing the imagery of the native Indians from the Northwest coasts and Alaskan lands. It is within this latter sense that the official program of events was designed, as shown on the left.

64. Photograph showing the parade of decorated cars during the Golden Potlatch in Seattle, 1912.

65. Cover of the official program of events, 1912.





AT STREET LEVEL.

In the image shown here, the Michelin float moves through a crowded Seattle avenue in front of pedestrians and spectators packed into windows and balconies. The facades of the buildings are decorated with streamers, flags and pennants and also with banners portraying the mascot of Golden Potlatch.

66. Portrait of the Potlatch bug, mascot of the event, in a promotional leaflet, 1912.

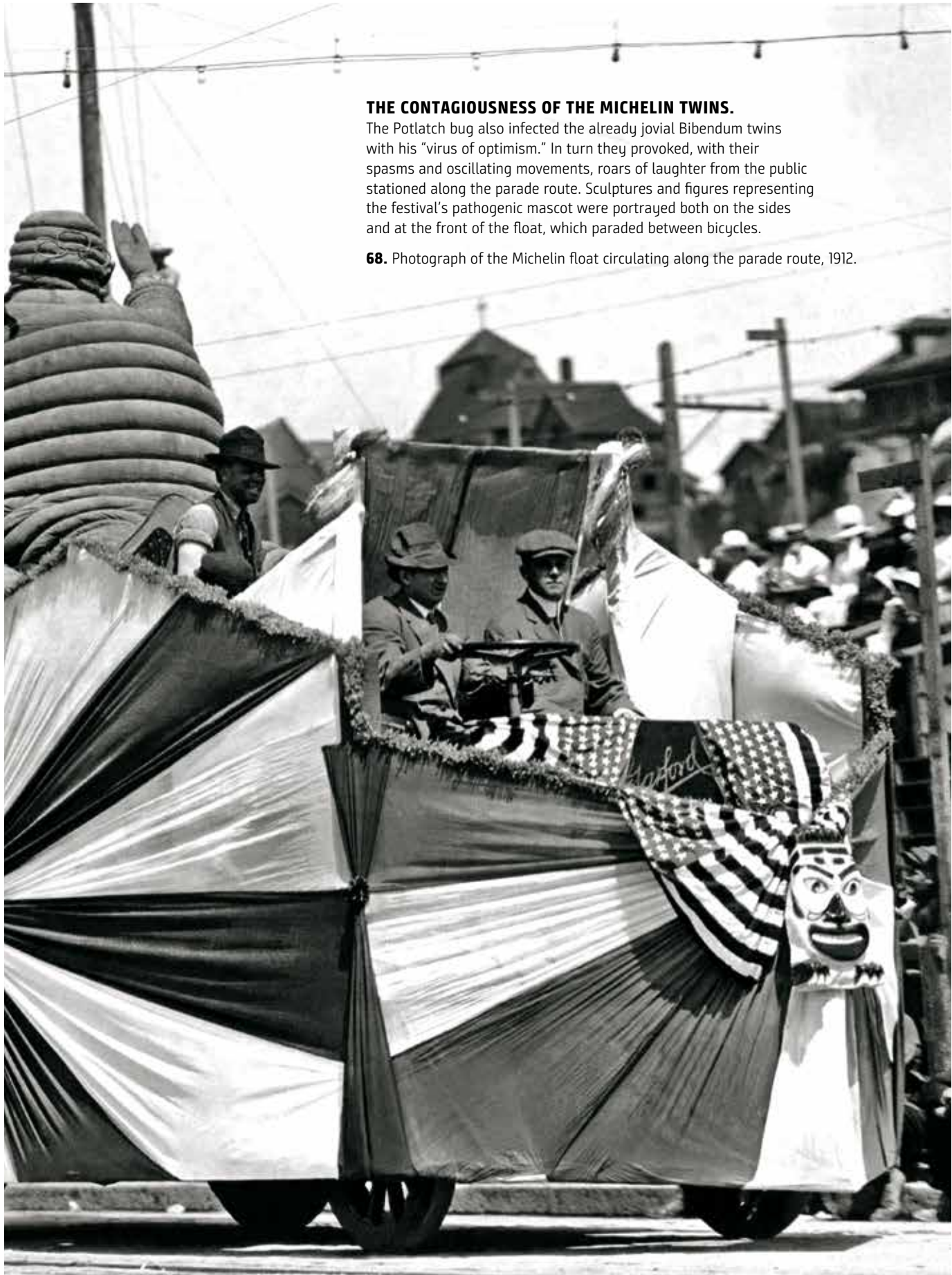
67. The Michelin float circulating in the parade. Photographic postcard, 1912.



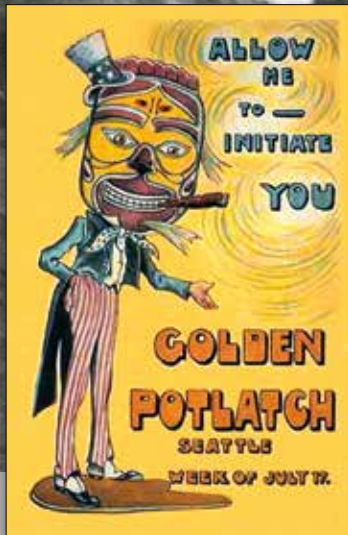
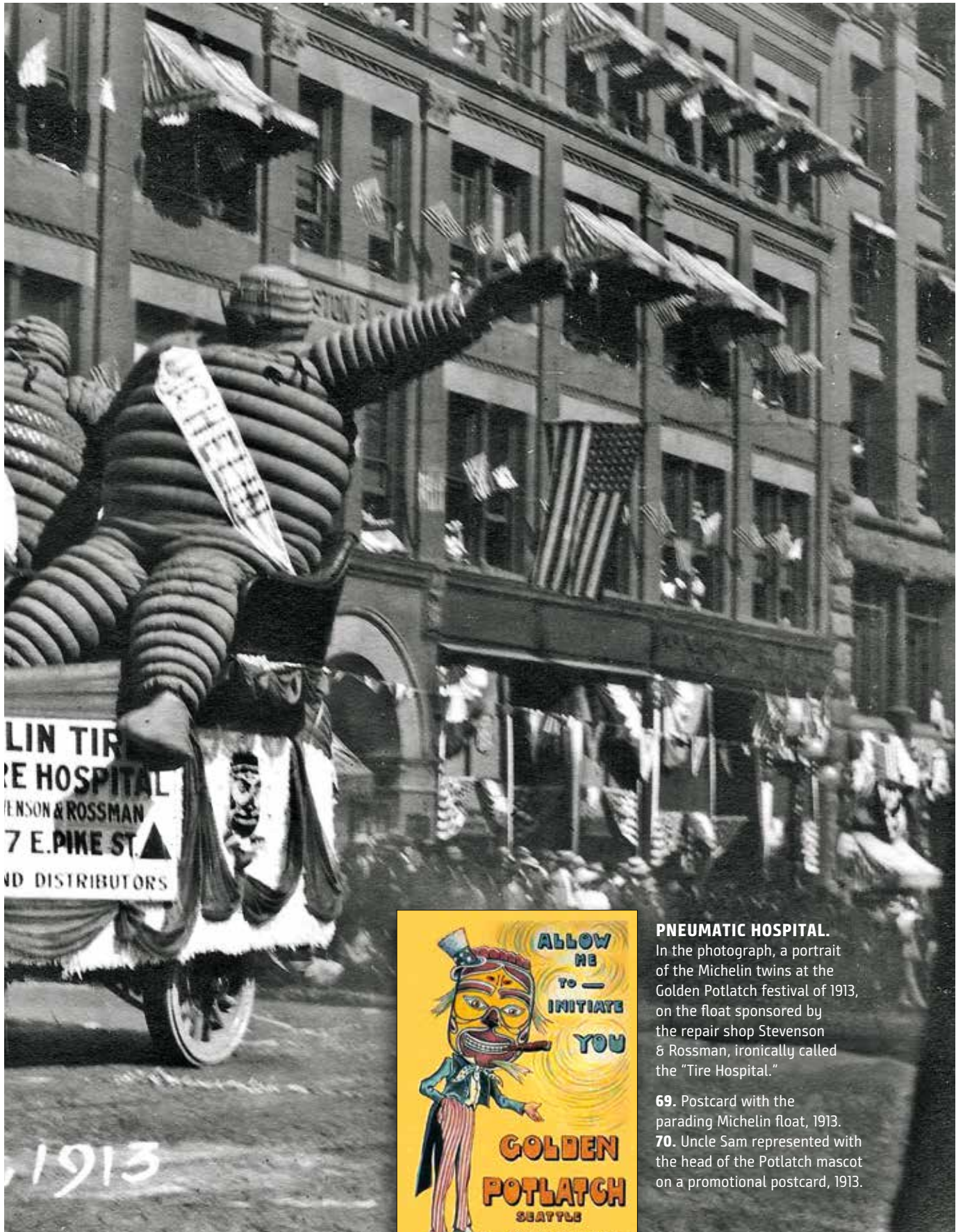
THE CONTAGIOUSNESS OF THE MICHELIN TWINS.

The Potlatch bug also infected the already jovial Bibendum twins with his "virus of optimism." In turn they provoked, with their spasms and oscillating movements, roars of laughter from the public stationed along the parade route. Sculptures and figures representing the festival's pathogenic mascot were portrayed both on the sides and at the front of the float, which paraded between bicycles.

68. Photograph of the Michelin float circulating along the parade route, 1912.





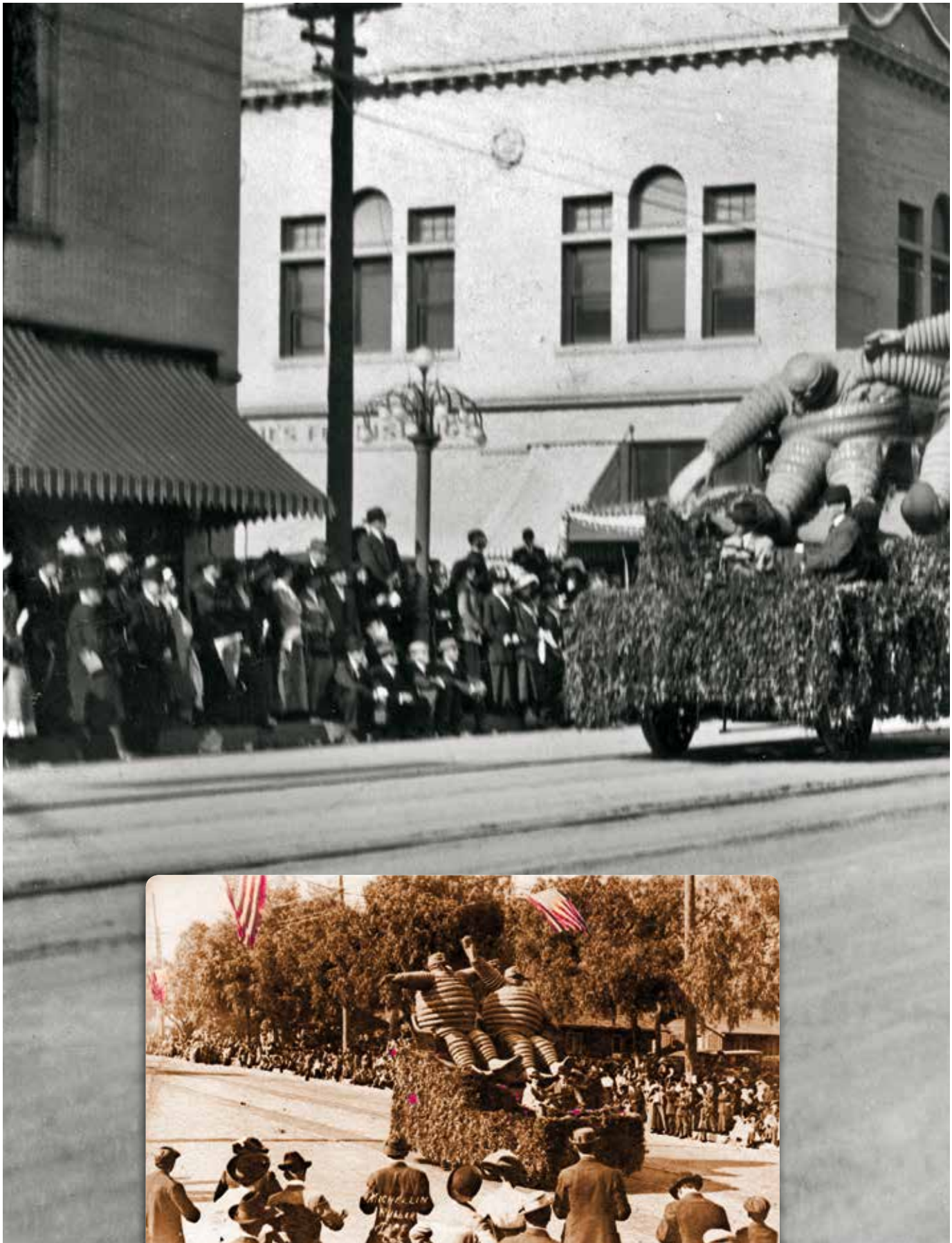


PNEUMATIC HOSPITAL.

In the photograph, a portrait of the Michelin twins at the Golden Potlatch festival of 1913, on the float sponsored by the repair shop Stevenson & Rossman, ironically called the "Tire Hospital."

69. Postcard with the parading Michelin float, 1913.

70. Uncle Sam represented with the head of the Potlatch mascot on a promotional postcard, 1913.





MEMORIES IN BLACK AND WHITE ... AND PINK.

The Michelin Twins, with their spasmodic inflating and deflating, were the center of attention at the parade. Vehicles were decked with floral ornaments, especially roses, typical of the Tournament of Roses Festival in the city of Pasadena.

71. General photograph of the parade route, with the Michelin float in front, 1913.

72. Commemorative photographic postcard, 1913.

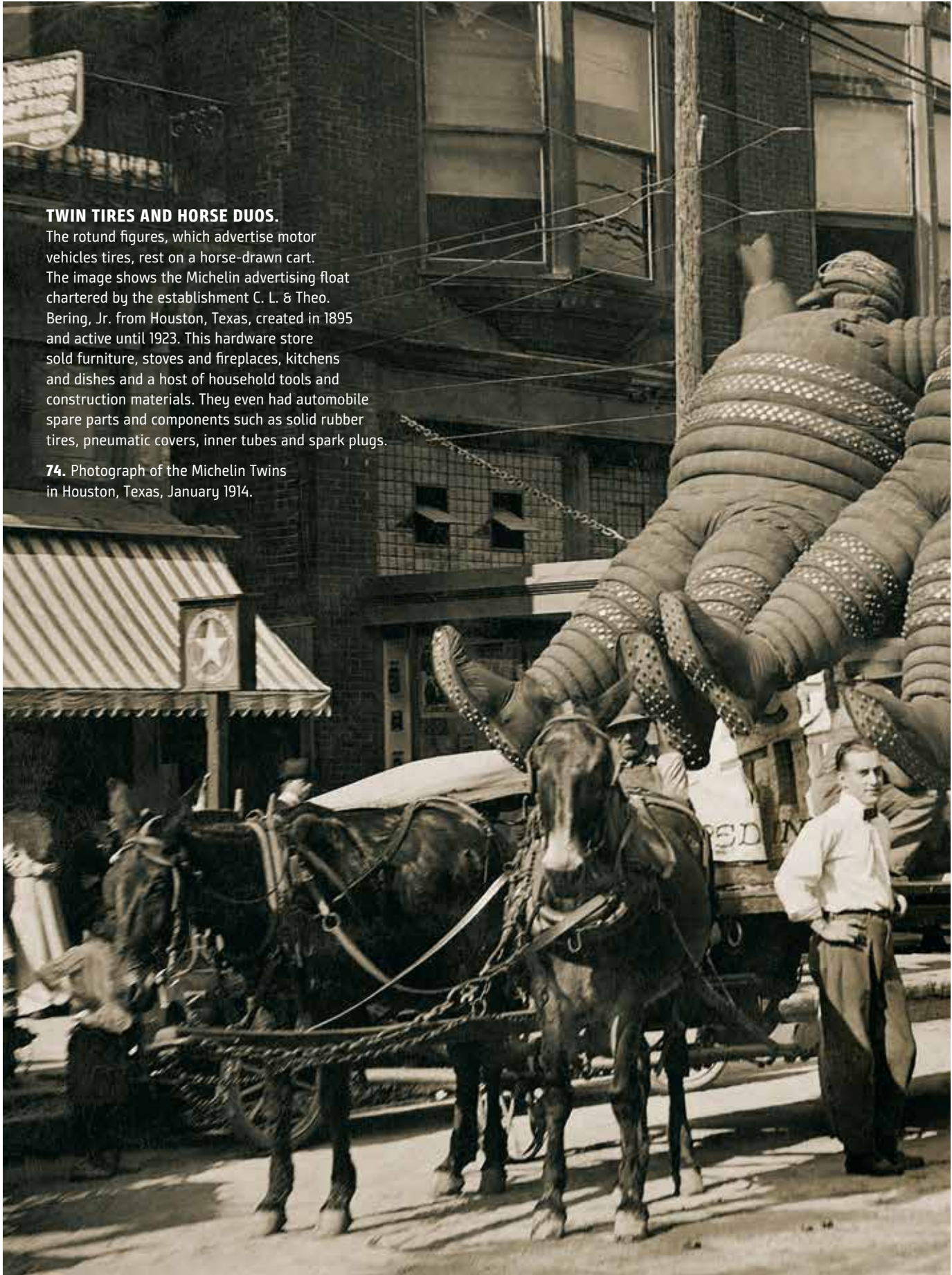
73. Frontal photograph of the Michelin float, 1913.



TWIN TIRES AND HORSE DUOS.

The rotund figures, which advertise motor vehicles tires, rest on a horse-drawn cart. The image shows the Michelin advertising float chartered by the establishment C. L. & Theo. Bering, Jr. from Houston, Texas, created in 1895 and active until 1923. This hardware store sold furniture, stoves and fireplaces, kitchens and dishes and a host of household tools and construction materials. They even had automobile spare parts and components such as solid rubber tires, pneumatic covers, inner tubes and spark plugs.

74. Photograph of the Michelin Twins in Houston, Texas, January 1914.





75. Advertising module published in the newspaper *The Houston Post* (Houston, Texas), January 25, 1914.

MICHELIN TWINS SELL MICHELIN TIRES
 We Are Exclusive Agents For This Splendid Make



24x3-41.00 Tube	\$5.00	24x3-37.50 Tube	\$3.75
24x3-40.75 Tube	\$4.00	24x3-40.75 Tube	\$7.25
24x3-39.50 Tube	\$3.00	24x3-39.50 Tube	\$7.25

Five Per Cent Discount For Cash. Special prices to dealers. Michelin Tires and Tubes are good. 3000 miles guarantee on castings. Insist upon the best by name—the heavy red Michelin Tube.

C. L. & Theo. Bering, Jr., Inc. 609-611 Main



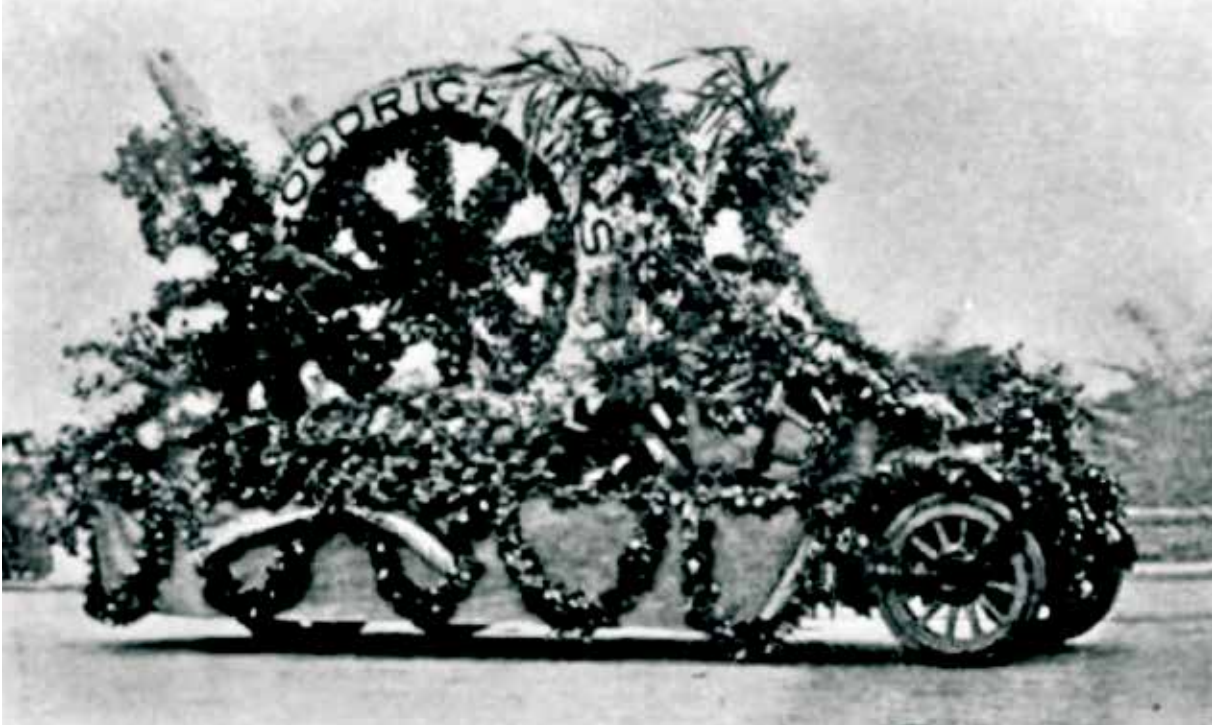


**DRIVING
MISTER BIBENDUM.**

On the occasion of local celebrations for the national 4th of July holiday in Broadway, Virginia, John E. Williams, owner of the garage that bears his name, poses next to the establishment and the car decorated with patriotic ... and commercial symbols. The mechanics shop opened its doors in 1911 and, in addition to providing official services for automobile brands such as Chevrolet, it offered products such as Havoline lubricating oils of the Indian Refining Company and Polarine, of the Standard Oil Company, as well as Willard batteries and Michelin tires.

One of the characteristic stiff plaster figures that Michelin provided to associates of their commercial network as window decorations rests on the bonnet of an Overland car.

76. Photograph of the Williams workshop and its advertising garage in Broadway, Virginia, c. 1922. Image extracted from an album, courtesy of K. B. Getz.



GIANT TIRES. On May 3, 1909, during the second New York Automobile Carnival, the grand parade of vehicles took place. Around twenty cars participated in the commercial division, including the BF Goodrich float—shown above—and Michelin won the first prize exhibiting the Bibendum twins. The image below portrays the float of the firm Morgan & Wright and their giant tire with the “Nobby” tread model in the center of an ornated scene. This was photographed during the parade of decorated automobiles in Detroit. The Michelin Twins also participated in the event, celebrated on Saturday July 16, 1910, winning one of the prizes.

77. Photograph of a BF Goodrich’s decorated truck, published in *The Automobile* magazine, May 6, 1909.

78. Photograph of the Morgan & Wright float published in the *Horseless Age* magazine, July 20, 1910.





'F' IS FOR FIRESTONE AND FISK. The photograph above depicts the Firestone float. The company presided over the advertising section delegation and, therefore, was in charge of transporting the corresponding musical band for the parade of decorated cars held on Tuesday, October 15, 1910 in Cleveland, Ohio, as part of Cuyahoga County's Centennial Acts. Below, several children are dressed up as an infantile character—always yawning, in pajamas and with a candle in their hands ready to go to bed—omnipresent in the Fisk tire firm's advertising in Chicopee Falls, Massachusetts. The vehicle is the decorated truck of the Pitchforth Storage and Battery Co. at the Labor Day commemorative parade in the town of Muscatine, Iowa.

79. Photograph of the Firestone float published in the *Motor Age* magazine, October 20, 1910.

80. Photograph of the truck adorned with advertising motifs by Fisk, September 6, 1920.





MARATHON



THE UNTIRING RUNNER ... ON WHEELS.

Above, a promotional float from The Marathon Tire & Rubber Company of Cuyahoga Falls, Ohio, showing the Marathon Cord tire models. In the center, fastened with tensor cables, we see the cut-out figure of the company's corporate and advertising character. It is the legendary Greek runner who gave his name to the company, which was incorporated into their emblem and widely employed as a mascot in their press campaigns.

81. Photograph of a promotional float, c. 1920.

82. Detail of an advertisement in *Motor* magazine, August 1916.

83. Advertisement published in *Motor Age*, October 26, 1916.





A FRAMED SMILE.

The photograph below shows the promotional car of Arnett & Hammer garage from the town of Saint Paul, Minnesota, run by Thos Arnett and Leo. R. Hammer. The vehicle is adorned with patriotic flags and a structure comprised of tires attached to the automobile. A passenger, emerging from one of them, imitates in attitude and clothing the famous Lotta Miles—shown on the sign that hangs on the side of the car—the female mascot of the Kelly-Springfield tire company. The image on the left is one of the famous portraits of the character in her characteristic pose, framed by a pneumatic tire.

84. Photograph of Lotta Miles, stamped on the back of a promotional deck of cards for Kelly-Springfield, c. 1917.

85. Promotional automobile decorated for a parade, photographed in the vicinity of Redwood Falls, Minnesota, c. 1917.



