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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].

MEDIA, PROMOTIONAL SUPPORTS AND ADVERTISING EXPENDITURES

In the course of changing from the nineteenth to the twentieth century, the relationship between the press and the automotive sector, a subject that generated information, was strengthened as technology was incorporated into daily life. As early as November 1895, *The Horseless Age*—a monthly publication with an explicit name—had debuted, the first American magazine specialized in motor vehicles, which would be followed by many others. The role of readers evolved from being mere spectators of feats by racing pilots and the early vehicles to that of users behind the wheel of their own vehicles, a space that gradually incorporated women as well. Manufacturers from the sector responded to this growing interest by seeking ways to offer and make their products visible. Following suit, different print publications created specific sections where, in addition to information, they incorporated items such as advertisements for fuels, motor oils, brands of cars, components and spare parts, including tires.

This incipient symbiosis was strengthened and built up over time. To accommodate the growing demand for information by readers and to generate adequate space for concentrating specific and sought-after publicity, magazine publishers addressing diverse topics decided to create special, monothematic numbers dedicated exclusively to the automotive sector. Generalist magazines such as *The Saturday Evening Post*, *Collier's*, *Leslie's*, *Harper's Weekly* or the humorous *Life*, among others, undertook the edition of extra numbers with the heading “Motor-car Number,” “Automotive Number” or “Automobile number.” Concurrently, the presence of the automobile was gaining prominence with its image gracing the covers of a major part of illustrated magazines (fig. 1).

These sporadic publications began to be more established and appear regularly, usually at the beginning of the year, in January. This timing was justified by the annual automotive events such as the New York National Automobile Show, held since 1900 and lasting one week, with dates between the end of December and the beginning of the following year. The press itself, aware of advertising profits generated by the automobile industry and associated sectors, began to claim and advertise itself as the most appropriate medium for the promotional and advertising needs of tire companies (figs. 2-4).

During the first three decades of the 20th century, before the definitive adoption of photography as the primary imaging resource utilized for the front pages and covers of a growing number of American publications, graphic artists reigned during the period known as the The Golden Age of Illustration. Designers and illustrators were in charge of creating and establishing the graphic personality of different publications that coexisted, competed and succeeded each other throughout those years. And they were also responsible for resolving the image of advertising campaigns in press commissioned by each advertiser (fig. 5). The automobile and tire sectors became prominent players among the ranking of advertisers—nationally and for any sector—with the highest advertising expenditures (ver **TABLE 1**).

Michelin intensely employed the press as the basic pillar of their advertising policy, publicizing themselves in certain types of magazines and in the daily press. Their campaigns also found promotional supports other than printed paper, such as outdoor billboard advertising as well as various promotional actions including advertising parades at events. In addition, they created a long list of elements needed to secure the point of sale and thus identified and converted numerous establishments associated with their commercial network into the best showcases for their products. A new medium, the radio, was incorporated in 1929 as another instrument to develop their advertising policy.

The struggle for each square centimeter of paper, part of the fierce competition between companies in the sector, also moved to other advertising supports and media. In those campaigns Michelin counted on a resource which, although also employed by other companies, was not common for tire manufacturers: the use of a corporate and promotional mascot, the omnipresent Bibendum. The design of different graphic elements portrayed the character in a variety of aspects, showing him in all kinds of poses, attitudes or specific actions.

For the Michelin Tire Company in Milltown, this deployment of media and advertising supports brought with it corresponding advertising expenses. Certain indicators shown and developed in this chapter allow us to assume that the expenditures were considerable, above that made by companies of similar dimensions from the sector. This group of companies with comparable production parameters and business volume—in which Michelin was situated—, occupied an intermediate position in the sector's ranking. Above them, only the prominent Fisk Rubber was situated along with the sector leaders known as the “Big Four”—Goodyear, US Rubber, BF Goodrich and Firestone.

In this chapter, Michelin's advertising expenditures for the press, magazines and newspapers are presented, as well as their investment in radio. In both cases figures are available that allow for detailing a part of this expense and, in addition, quantitatively comparing it with that made by certain rival companies in the sector (see the different graphs and tables included at the end of this chapter).

As for press advertisements, I have been able to gather information regarding the amounts of advertising expenditures destined between 1916 and 1930 to certain generalist magazines (see **TABLE 2**). On the other hand, I have not found any sources of information on spending for two other major publication categories that Michelin heavily invested in: specialized professional and technical magazines (also known as “trade-journals”) of the motor sector and those specialized in rural areas (or “farm magazines”). Newspaper advertisements provide specific data that is available for the years 1925 and 1926 (see **TABLE 6**) and I have also managed to locate investment figures in radio advertising from 1928 and 1929 (see **TABLE 7**). However, I only have partial figures that, although they are indicative of the importance Michelin attached to their advertising policy, they do not provide a sufficiently representative picture of the large investment that the company made in the press and in the rest of media and adver-

tising supports throughout the twenty-three years of their American venture. The graphic testimonies collected here are the only information on certain advertising actions that remain to this day. In Chapter 20: “Michelin Tire Company’s Press Advertising,” the policy and advertising expenditures in press applied specifically in the context of each of the seven stages for evaluation are analyzed in detail, together with other parameters.

1. Magazines and types of publications

The term “magazine” encompasses a wide range of publishing products that have a continuous and periodic appearance. The technical manuals and American books on advertising from the first three decades of the twentieth century classified two large groups of commercial magazines, for direct sales or by subscription: the general magazines and the specialized magazines, trade-journals or class journals.¹ The Michelin Tire Company in Milltown heavily advertised in numerous publications belonging to both groups. They targeted the most important generalist publications as well as the specialized ones, addressing either the rural sector or techniques of the automotive sector, taking advantage of the characteristics of each group.

1.1. General magazines.

The first group referred to those magazines which had widespread circulation that were read by a large mass of readers and dealt with a broad range of subjects without specializing in any of them. As defined by a 1920 American book on advertising techniques, general magazines “have for their object the entertainment, the information, and the relaxation of the public without special reference to any small or limited group. They may cover any portion of the field of human activities and contain almost any sort of material from poetry and fiction to critical analyses and summaries or special articles on different phases of political or industrial activity.”²

For the advertiser, this type of publication having national distribution, large circulation and a certain quality in paper and printing, ensured broad visibility of their campaigns and showcased their advertising illustrations and photographs. Given the twenty-four-hour duration of insertions in the daily press, magazines of weekly, biweekly or monthly publication offered a longer run for the advertising message. The latter options offered a more active lifecycle, allowing for longer lasting appeals that had the additional advantage, for those magazines having a certain status, of being passed on from person to person or kept in collections. Michelin’s advertisements targeting general magazines were included in publications such as *The Literary Digest*, *Life*, *The Saturday Evening Post*, *Collier’s* and *Liberty*, among others (see TABLE 3).

It must be taken into account that advertisements of the tire manufacturer in general magazines were not directed to the final consumer. The objective of their campaigns was to obtain orders from distributors and retailers, assuring them that the product they commercialized would continuously be in the press and known by the general public. The process was as follows: first, an advertisement was inserted in a general magazine having a large circulation and national distribution, ensuring the mass dissemination of the advertising message with the intention of creating expectations and generating demand for the product. In a second phase, a new advertisement was inserted in a specialized magazine of the automobile sector that reproduced, in small size, the page on which the original advertisement had been published, taking care to adequately show the name of the magazine. The merchant who decided to place their stakes on Michelin products as a busi-

ness opportunity knew that an important part of users and consumers, stimulated by advertising and promotional campaigns in widely circulated general magazines, would request them.

1.2. Specialized magazines

In contrast to general magazines, these publications offered contents specifically targeting concrete groups of readers: those assigned to a given industrial, commercial or business activity—the publications known as “trade/technical journals”—; those interested in culture and leisure—literary magazines, from the world of arts and entertainment, musical or theatrical—; those pertaining to a type of audience marked by age or gender—such as “women’s magazines”—; those aimed at urban or rural sectors of society linked to the particularities of the territory, in addition to all kinds of magazines such as religious, sports and scientific, among others.³

1.2.1. Specialized technical magazines

Along with the general magazines already mentioned, Michelin advertised intensively in “technical magazines” dedicated to the automotive sector (see **TABLE 3**). While the type of specialized magazines known as “trade magazines” dominated in the area of industries and businesses dedicated to manufacturing and reselling products, “technical magazines” satisfied the interest of readers about an industry and its products by offering technical information and covering related topics of interest for the consumer-user. By 1924 there were 80 such magazines in the U.S. publishing market grouped under the classification of “Automobile and Accessories.”⁴

Michelin’s business essentially targeted two types of customers: the automobile manufacturer, who needed to equip their vehicles with new tires directly on the premises of the factory—Original Equipment (OE)—, and distributors and businesses that supplied new tires to the retail market and directly to the customer, in the so-called Replacement Market (RE). Business related to OE did not require the use of advertising, as it was the result of direct negotiations between Michelin’s commercial management and the automobile manufacturer. Therefore, Michelin oriented the bulk of their advertising to the acquisition of new establishments for the RE tire business—automotive spare parts stores, repair shops and garages—to strengthen their commercial network and territorial presence. The specialized magazines were the ideal means to make themselves known.

Between 1903 and 1922, Michelin’s first import and representative agencies as well as the definitive Michelin Tire Co. in Milltown relied on numerous specialized magazines. As shown in **TABLE 3**, in the section corresponding to technical magazines for the “Automobile,” the list of those that published tire manufacturer advertisements sums up to around fifteen journals headed by *Motor Age*, *Motor*, *Automotive Industries/The Automobile* and *The Horseless Age*—a group of four publications used as advertising support for eight years or more. They were followed by another group including *Motor Travel*, *Automobile Topics*, *Motor World*, *American Motorist*, *Automobile Trade Journal*—a group of five publications utilized between 4-6 years. These were followed by the rest, which incorporate *Motor Life/Motor Print*, *Motor West*, *The Motor Car*, *The Motor Way* and *Tires*.

In 1922, after a forced reassessment brought on by the effects of the economic recession that began in January 1920 which affected the automobile and tire industries, Michelin abruptly ceased their advertising activity in the aforementioned specialized magazines. In the following years they never returned to advertising in these publications and instead focused on general magazines.

1.2.2. Specialized magazines for the rural sector or “farm magazines”

In the early twenties, the United States exceeded one hundred million inhabitants, with the population distributed almost equally between urban and rural areas. As for the rural areas, about 30 million people were spread out on farms and the rest, approximately 20 million, were concentrated in towns and cities with a maximum of 2,500 inhabitants.⁵ If we consider, in addition, that almost 30 % of all American automobiles were owned by people living in populations of 1,000 or less, and that only 9% corresponded to those living in cities above 500,000 inhabitants,⁶ we can understand the relevance of the rural market for the automotive industry ... and for tire manufacturers.

The agricultural and livestock sector represented a volume of business with a large impact on the country's economy and owners of these farms had remarkable purchasing power. A report from the early twenties was carried out by the important publishing group Curtis Publishing Company—publisher of magazines such as *The Country Gentleman*, *The Saturday Evening Post* or *Ladie's Home Journal*—about the market conditions in those years. They reported on the rural capacity for consumption and the changes that the arrival of a motorized and affordable means of transport represented: “The automobile has transformed farm life. It has broadened the farmer's acquaintance from a radius of seven miles to a radius of thirty miles. It has made the farmer and his family a part of the civic and social life of the nearby city (...) Education is also a transforming influence on the farm (...) Education is increasing the efficiency of farming and raising the standard of living so that a larger proportion of farm homes have thoroughly modern equipment and conveniences.”⁷

The so-called “farm magazines” were publications directed mainly to farmers, ranchers and people linked to the activities of rural farms and their area of influence. The cultivation and care of the soil, agricultural and livestock products, the optimization of work on farms, agricultural machinery, fairs, markets and commercial appointments were complemented by other content related to the home and also directed to the family environment.

At the beginning of the 1920s about 500 magazines of this type were published. In general, their design, type of paper and printing were far from the quality standards that prevailed in the general magazines. Only a few publications of this numerous group had national distribution, the rest were narrowed to covering a specific state or territory.⁸ Some of these magazines avoided such limits of classification, and because of the variety and quality of their contents, design and printing—as well as their circulation figures—they could be compared to certain leading general magazines. This was the case of *The Country Gentleman* that, in 1920, presented an average circulation of 426,287 copies per week—and in which Michelin advertised regularly between 1918 and 1920 (see TABLE 3).

The importance of consumption in rural areas as compared to urban areas was therefore a decisive factor for the intense advertising campaign launched by Michelin in January 1920 targeting “farm magazines” aimed at the rural sector. In addition to the full-page and color advertisements inserted in the prominent *The Country Gentleman*—in which Michelin had also advertised from 1918-1919—, during that year full page advertisements were inserted characterized by a single ink and, sporadically, two inks in the following magazines: *Breeder's Gazette*, *California Cultivator*, *Dakota Farmer*, *Farm & Ranch*, *Farmer's Mail & Breeze*, *Florida Grower*, *Hoard's Dairyman*, *Kimball's Dairy Farmer*, *Indiana Farmer's Guide*, *Iowa Homestead*, *Michigan Farmer*, *Missouri Ruralist*, *Nebraska Farmer*, *Ohio Farmer*, *Pacific Rural Press*, *Southern Ruralist*, *Successful Farming*—in this publication, advertising was also inserted in 1916 and 1919—, *The Farmer* and *Wisconsin Agricul-*

turist. The magazine *Progressive Farmer*, another important “farm magazine” in which Michelin had already published advertisements in 1919, was left out of the list (see **TABLE 3** and **TABLE 4**).

No figures are available on advertising expenditures targeting this genre of magazines, although the amount would have been considerable. The truth is that this joint action applied to “farm magazines” had no continuity beyond 1920. Perhaps it was the unsatisfactory results or the possible low profitability that was obtained from this advertising action which led to its cancellation. Or, simply, the budget allocated to it could not be maintained ... taking into account the unfortunate coincidence of the campaign launch with that of the economic recession in the United States, which began in the 1920s and lasted until the summer of 1921.

1.2.3. Magazines specializing in thematic areas

In addition to publication types analyzed from general magazines and magazines specializing in the automobile and rural sectors, another series of specialized magazines received advertising from Michelin, either as one-off advertisements or in campaigns having certain duration (see **TABLE 3**). Michelin’s interest in these publications was subject to, for each particular case, a target audience, a specific segment of readers whose characteristics established their own specialized thematic area of focus.

- *La France*, accompanied by the explanatory slogan “The French-American magazine,” was a magazine published in New York that offered contents related to the relationship between both countries, with cultural, literary and artistic reports and news about activities in Europe that could interest the American public. Michelin inserted in 1919 and 1920 full-page color advertisement models that were adapted for several generalist publications, in addition to quarter-page black-and-white modules. During 1921, *La France* became an ideal publication to promote the *Michelin Guides to Battlefield in Europe* among American readers. They were French guides edited by Michelin, intended for foreign tourists and translated into English, dealing with places where strategic battles of the First World War had been fought. Throughout that year, at least four quarter-page modular advertisements were published in one ink color. Those same advertisements appeared in the general magazine *The Literary Digest* and in the specialized magazine *The American Motorist*.
- *Suburban Life* was a monthly magazine edited by Suburban Press, with headquarters in Harrisburg, Pennsylvania, New York and Boston. It was aimed at the reader from well-off bourgeois circles living in the outskirts of cities. Their contents included articles on the care of houses in residential neighborhoods and associated activities such as remodeling, decoration and furniture, gardening, pet care, DIY, leisure activities, etc. The automobile, as a means for traveling, was constantly featured in the magazine, and Michelin inserted full-page advertisements and different modules in the years 1908 and 1910.
- *The Club Journal* was a fortnightly magazine published in New York by the Automobile Club of America. In 1910 and 1911, Michelin inserted full-page advertisements as well as half and quarter-page modular formats in black and white. The advertisements promoted their history and corporate achievements, the Michelin guides for different countries targeting American tourists, and products such as tires or inflation pressure gauges manufactured by the Michelin Tire Company in Milltown.

- *The Elks Magazine* was a monthly magazine published in New York since June 1922. The publication featured the activities and proposals of the community and members of the fraternal order known as the Benevolent and Protective Order of Elks of the United States of America. It advertised different brands of tires such as BF Goodrich, Lee or Michelin, the latter publishing at minimum one full-page black and white advertisement in 1925.
- *The India Rubber World*, published in Philadelphia since 1899, was a monthly magazine reporting on the rubber sector that provided extensive coverage of the tire industry and its companies, including Michelin. The import agency Michelin Tire American Agency, the French firm's official representative before their 1907 American factory launch, inserted an advertisement occupying the cover of the July 1905 issue, showing Bibendum toasting with a glass full of nails and broken glass.
- *The Travel Magazine*, the monthly magazine reporting on travel for the Travel Bureau Inc. of New York, published in August 1907 a full-page color advertisement paid for by the import agent E. Lamberjack. Its contents featured, accompanied by the image of a large French flag, the European and American automobile competition victories of cars and teams equipped with Michelin tires.
- *The Theatre* was a monthly magazine covering interviews, reviews and reports on the performing arts and entertainment shows, published in New York between 1901 and 1931. It contained numerous advertisements for luxury consumer products, fashion, cosmetics and beauty, cigarettes, automobiles ... and tires. Between 1915 and 1919 companies such as Goodyear, United States Tires, Pennsylvania Rubber and Kelly-Springfield were regularly announced. Michelin inserted at least two full-page black-and-white advertisements during 1916, and one in color in 1920. Michelin advertisements can also be found in official brochures of the New York Metropolitan Opera House programming for the seasons comprising 1915-1916 and 1920, along with other tire brands such as Kelly-Springfield, United States Tires and Gaulois Tire Corp., the U.S. subsidiary of France's Bergougnan.⁹

The presence in these types of publications by Michelin and other brands reflected their attempts to approach a segment of sophisticated consumers with high purchasing power, as well as those whose aspirations were reflected in the models that the magazine's pages portrayed. This was the way Michelin had operated in France as well, through the long series of advertisements that appeared under the generic slogan "Le théâtre illustré du pneu." These were full-page bicolor advertisements that were published on the back cover of the weekly publication *L'Illustration Théâtrale*—the theater supplement of the magazine *L'Illustration*—between 1911 and 1914, and in inserts of handbills for shows and theatrical performances at the beginning of the century.¹⁰

- *The Winged Foot*, the monthly magazine published by the New York Athletic Club included, at least between 1919 and 1921, a dozen full-page color Michelin advertisements. In addition to Michelin they also publicized different brands of tires such as Goodyear, Braender, BF Goodrich, United States Tires, Federal, Carlisle and Brunswick.
- The publication *The Sunset*, embodied the standard for life in the West. It consisted of a monthly magazine published in San Francisco with levels of literary content and graphic

quality that made it more similar to publications such as *The Saturday Evening Post* and *Collier's*, or the rural sector's *The Country Gentleman*. *The Sunset* was a much-valued advertising support for publicizing tires targeting the important market on the country's West Coast. For example, in the same issue for the month of June 1920 full-page advertisements appeared for Michelin, United States Tires, Goodyear, Kelly-Springfield, McGraw, Miller, Hood and Oldfield. During 1920, Michelin published a year-long campaign consisting of inserting a different black-and-white full-page advertisement model each month, with a design and content similar to those published in color in the general magazines chosen for publicity that same year.

1.3. Other types of publications

The Michelin Tire Company in Milltown also advertised in another series of publications that vastly differed from the concept of 'magazine', such as vademecums, directories, almanacs and guides. Among these, the following should be noted, for the characteristic design of advertisements published in each one and for the repetition of the insertion in certain cases:

- *The Tire Rate Book*, a quarterly publication published from 1917 until 1928 by The Class Journal Company of New York. It dealt with a compact guide having a complete index of tire companies and their catalog of products in the market, with technical specifications, measures and prices. Michelin inserted a different full-page advertisement in the respective quarterly editions for each year.
- *The Automobile Blue Book*, a comprehensive road map edited by The Automobile Blue Book Publishing Co. with offices in Chicago and New York. This publication offered detailed information about road networks, routes and points of interest, repair shops and garages as well as available hotels and restaurants in more than 1300 pages. There were different volumes, dedicated to different geographical areas based on their division of the country. Michelin inserted a bicolor full-page advertisement with a unique design in Volume 3 of the 1921 guide. It covered the territories of Pennsylvania, New Jersey, Delaware, Maryland, Virginia, West Virginia, District of Columbia, with extended routes going into North Carolina, Tennessee, southern New York State and Ohio.
- *The World Almanac and Encyclopedia* was an almanac of more than one thousand pages published annually in New York by The Press Publishing Co. (owner of *The New York World* newspaper). Michelin inserted a full page of advertising, with a different black and white advertisement each time, in each of the editions between 1915 and 1922.

2. Magazines, structure and advertising

Each publication establishes a particular dialectic, a certain equilibrium, regarding the permeability or integrity of the limits that separate editorial and advertising contents. As occurs today, the press from the first quarter of the century offered different possibilities for inserting advertisements that were perfectly typified and valued in the price lists of advertising space made available to advertisers. These pricing modalities for advertisements were basically influenced by three parameters: the place it occupied in the structure/pagination of the magazine or newspaper, the size of the advertisement and the number of times it was intended to be published.

2.1. Magazine cover pages

The usual structure of magazines presented two distinct blocks according to their conception, their communicative requirements and their physical translation in the use of certain materials and reproduction techniques. The first block is constituted by and addresses cover pages—the front cover, the inside front cover, the back cover and the inside back cover. As such, the cover pages block of a magazine generally consisted of paper having a certain weight, quality and finish so as to sustain and protect the bulk of interior pages as well as to provide adequate support for optimal printing. The second block dealt with the thickness of pages comprising the magazine's interior.

It is evident that the external and frontal appearance of the editorial product, its cover, was the company's letter of introduction and a crucial element that intervened in the decision to purchase when faced with what competitors offered. This is where the publications' logos that identified and singled them out sought the complicity and recognition of the faithful reader. They also tried to capture the attention and awaken interest of the undecided via attractive and unique graphics, with color illustrations constituting one of the most utilized resources. These were reinforced, in some cases, with a summary list of the main topics developed in the interior of the magazine.

Thus, cover pages were the culmination of all the editorial teams' endeavors and technical efforts were made to elaborate them with the highest possible print quality. Consequently, covers benefited and held a privileged standing. We can guess, therefore, what constituted the most coveted spaces were for advertisers—for those who could afford it—where they could present their products with the highest possible print quality. The cover, back cover and their respective interiors offered the possibility that the best designs and illustrations would be shown in their maximum splendor, effectively acting as advertising claims.

A particular case, restricted to certain magazines, consisted of the possibility of employing the front cover as a space for displaying advertisements. The cover maintained the top section with the magazine's logo and information regarding the publication date, price and the name of the publisher, leaving the rest to be occupied by a single advertisement that enjoyed maximum exposure and visibility. This was the most expensive placement that could be offered to the advertiser.

On two occasions—both in the same year—Michelin utilized front covers of two specialized technical publications of the automotive sector for their advertising: in *Automobile Topics*, April 22, 1911, to present the vulcanizing cement for repairs Michelin Mastic; and in *The Horseless Age*, October 18, 1911, to disseminate the victories of racing cars equipped with their tires in different categories of races held on Saturday, October 14 in Santa Monica, California, which were classifying trials for the AAA (American Automobile Association) Championship for its 1911 season. These two front covers —along with the numerous advertisements published in the interiors of magazines and newspapers—are testimony to the considerable advertising investment in the few years for which quantifiable information is not available on this topic.¹¹

Another example of Michelin's commitment to the valued spaces of cover positions was the deployment of their color advertising campaign begun in April 1916 in *Life* magazine. They occupied the interior cover on nine occasions as well as a single double-page advertisement utilizing the interior cover and the adjacent inner page. The same formula was used in different color advertisement campaigns inserted in numerous magazines—including *Life*, *The Saturday Evening Post*, *The Country Gentleman*, *The Literary Digest* and *Collier's*—and continued in successive years, until 1926. On

the other hand, Michelin never advertised on the back cover and inside back cover spaces, whereas other rival tire companies did.

2.2. Magazine interiors

The interior of the magazine, occupying the bulk of the publication, constituted the basic support for Michelin's advertisements between 1907 and 1919. As of 1920, colored designs required the inside cover and, in some cases, also took advantage of certain forms of the interior of magazines that were printed with two or more inks. Within the interior pages of the magazine, the most valued advertising spaces—called “preferred positions” in technical manuals from that period—were those closest to the first pages and preferably located on odd-numbered pages (right side). In addition, the center spread (the double pages located right in the center of the magazine)—which were often part of two-ink toned booklets—were valued spaces. Michelin employed these privileged spaces in their campaigns and, although between 1907 and 1911 they basically resorted to the format of advertising modules, from 1912 to 1926 most of their advertisements were designed as full-page and sometimes as double-page formats.

Inserts constituted a particular case of advertising in the interior of a magazine, generally located in the center of the publication. They were printed in full color and on paper having a consistency and weight superior to the rest of the pages surrounding them. Michelin utilized inserts profusely and, although figures are not available, it is clear that this advertising practice had a high cost. Between September 1916 and January 1918 Michelin published around twenty different inserts, printed in three or four ink tones and distributed in the magazines *Motor Age*, *Motor World* and *The Automobile*. Half of these were two pages with double-sided printing, the other half consisted of a single page, printed on both sides of the paper. As of 1918, Michelin only sporadically resorted to the use of inserts. Three of them have been located (1919, 1922 and 1924), of which the December 1924 insertion stands out. It was included in *The Automobile Trade Journal* as two double-sided printed pages utilizing two inks—black and metallic silver.

2.3. The format of advertisements

Advertisements in magazines from that period usually had the following formats, from major to minor: double page, full page and half page (horizontal or vertical). Moreover, in each publication there were different modular variants for smaller advertisements, distributed among editorial content or confined to specific sections intended to display advertising modules. These sections were usually positioned in the first few pages and the last pages of the magazine.

The American agencies representing Michelin, between 1904 and 1907, regularly used full-page advertisements and, exceptionally, double-page advertisements. They also intensively employed the horizontal and vertical half-page advertising modules and, on occasion, other, smaller formats. After establishing the Michelin Tire Company in Milltown in 1907 they continued using these different formats, but with a tendency oriented to simplifying and adopting the format of the full-page advertisement as a norm and to the double-page version as a variant. From 1916 to 1926 this would be the trend followed when contracting advertising space in magazines, with the progressive incorporation of color in their advertisements. Between 1926 and 1927 Michelin maintained this policy. However, in addition, they again resorted to small-sized black and white modules for a series of insertions in the magazine *The Saturday Evening Post*, an evident symptom of the reduction in their advertising budget.

2.4. Exceptional insertions and campaigns

Michelin's advertising programming followed, as of 1916, perfectly stipulated guidelines for continuity and persistence. The relationship was consolidated with certain publications in which extensive campaigns were developed over the years, such as the general magazines *Life*, *The Literary Digest* and *The Saturday Evening Post* and specialized magazines in the automotive world such as *Motor Age*, *Motor World*, *Motor Travel*, *Automotive Industries/The Automobile*, *The Horseless Age* and *Automobile Trade Journal*. Some of these campaigns selectively appeared only in certain newspapers, while others, based on the same design and with hardly any changes, were adapted for publication in several magazines. As demonstrated in **TABLE 3** several remarkable facts that affect the different types of magazines can be observed:

- Between 1912 and 1916, advertising insertions in magazines were practically interrupted, regardless of their typology, as a consequence of a transition phase aggravated by the start of the First World War in Europe.
- During 1920, Michelin promoted a campaign of inserting advertisements in the main publications of the rural sector known as “farm magazines,” which did not have continuity in later years.
- In 1922, after a long relationship, the firm ceased to utilize specialized technical magazines from the automotive sector as an advertising support for Michelin.
- As of 1926, all advertising in general magazines is concentrated in a single publication: *The Saturday Evening Post*.

The advertising presence of Michelin in different media over the years and the persistent use of continuity campaigns, represented an important advertising investment. This was subject to relevant changes in the U.S. market and, being an American subsidiary of a French-based multinational, to the available financial resources of the parent company.

2.5. The cost of advertisements

This is a difficult field to address, due to its complexity. Negotiations between the advertiser, through their advertising agency—a 10-15% commission on the conditions agreed upon for the contracted space was typical—, and the advertising recruitment department of the editorial support chosen were conditioned by numerous factors. The size of advertisements, their position in the structure and pagination of the magazine, their technical requirements (number of inks, inserts), the duration of the campaign and the timing of publication were considered along with other variables. Magazines offered space for a single insertion, but contracts for a year were common. On occasion, the inclusion of a campaign in more than one magazine belonging to the same publishing group could be contracted, obtaining certain discounts for the package. For example, the publisher Curtis Publishing Co. owned *The Saturday Evening Post* and *The Contry Gentleman*, while Chilton Class Journal Co. edited, among others, the specialized magazines *Automotive Industries*, *Motor World*, *Automobile Trade Journal*, *Motor Age* and publications such as *The Tire Rate Book*. Michelin advertised in all of them.

The same was true for magazines from the rural sector or “farm magazines.” For example, a dozen magazines related to this theme, belonging to different publishers, were associated under the name

of Standard Farm Papers to achieve profitable advertising synergies. The media agency George W. Herbert Inc. of Chicago, offered themselves to be the manager for hiring collective advertising. They would be responsible for inserting the same campaigns in the whole group of journals or in a fraction of them, thus ensuring specific thematic and territorial advertising coverage.¹² During 1920, Michelin advertised in nine of the publications that were part of Standard Farm Papers. Among these nine we can highlight, for example, the weekly *Breeder's Gazette*, published in Chicago which had, according to data from 1923, a print run close to 66,000 copies. Michelin was charged a rate of \$473 for a single full-page insertion.¹³

Regarding the amounts involved in contracting advertising spaces, as an indication we can assess the basic rates for a leading general magazine such as the weekly *The Saturday Evening Post*. Here Michelin contracted full-page black and white, color and on occasion, double-page advertisements for each year in the periods comprising 1908-1909, 1916-1926 and in 1928 (see TABLE 3). If we take the year 1919 as a reference, in which the average weekly circulation of *The Saturday Evening Post* was 1,969,993 copies, the prices for a single insertion were: \$5,000 for an entire black and white interior page, and \$7,000 if this full page employed two ink tones.¹⁴

The 1924 rates increased, according to the print run at that time, with an average of 2,330,088 copies per week. Prices for a single insertion were: \$7,000 for an entire black and white interior page and \$17,000 for two ink tones. The price of \$17,000 was maintained for a double central page advertisement with two ink tones.¹⁵

Finally, in 1926, the year in which the mean print run of *The Saturday Evening Post* was 2,840,000 copies per week—each with an average length of 199 pages, 60% of which were advertising—, the prices for a single insertion were: \$15,000 for a back cover in color; \$23,000 per double central page in color; \$8,000 for a full black and white interior page, increasing to \$9,500 for two ink tones and \$11,500 for four ink tones.¹⁶ In that same year Michelin advertised in *Liberty*, which we know that two years before, with the magazine's debut in 1924, they were charged \$1,500 for a single full-page insertion.¹⁷

Regarding the advertising rates for specialized technical magazines of the automotive sector, these could vary considerably, with the application of significant discounts if insertions were unique and one-off or the result of an annual contract. The author Mac Martin (1922) offered an approximation in this respect, comparing the impact produced by the general and specialized journals: "Trade, technical and class publications cannot sell space at as low a rate as newspapers and magazines having twenty or even a hundred times their circulation. Its actual cost, however, may be much less, say \$50 a page in one issue of 15,000 circulation as against \$7,000 for a page in a national weekly with 2,250,000 readers."¹⁸

What's certain is that specialized magazines for the automotive sector constituted an exception. They became the spokesperson for an emerging and highly competitive industry and their advertising tariffs were in keeping with the interest that they generated as well as the volume of business in the sector.

In 1912-1913, for a full-page advertisement only published one time, insertion fees in weekly magazines ranged from \$70 in *The Horseless Age*; \$75 in *Automobile Topics*; \$90 in *Motor World*; \$100

at *The Automobile* and *Motor Age*; and, for the monthly editions, \$100 in *Automobile Trade Journal*; \$150 in *Motor*; \$200 in *Motor Print*; and \$275 in *Motor Life*.¹⁹

In 1916-1917, for a full page appearing once, insertion rates in weekly magazines ranged from \$75 in *Motor World*; \$100 (\$125 back cover) in *Motor Age*; \$100 in the biweekly *The Horseless Age*; and, for monthly editions, \$150 in *Automobile Trade Journal*; \$180 in *American Motorist*; and \$200 in *Motor* and in *Motor Life*.²⁰

In 1918-1919, for a full page published only once, insertion rates in weekly magazines ranged from \$100 in *Automotive Industries*; \$125 in *Motor Age* and *Motor World*; and, for monthly publications, \$180 in *American Motorist* and *Automobile Trade Journal*; \$200-275 in *Motor Life*; and \$250 in *Motor*.²¹

In 1920-1921, for a full-page advertisement only published one time, insertion rates in weekly magazines ranged from \$125 in *Automotive Industries*; \$140 in *Automobile Topics*; \$160 in *Motor Age* and *Motor World*; and, for monthly editions, \$225-280 in *Automobile Trade Journal*; \$300 in *American Motorist*; \$275-350 in *Motor Life*; and \$400 in *Motor*.²²

5. The daily press.

For companies with a nation-wide scope, insertions in the daily press constituted an advertising activity that supplemented related actions in magazines, reinforcing access to specific local or territorial areas. Thus, as was the case with Michelin and establishments associated with their commercial network, the local businesses were the ones that went directly to local clients and consumers with the company's backing and support for the advertised brand. Michelin employed newspapers to transmit corporate or advertising messages that needed rapid dissemination and took advantage of the immediacy that this type of media—with their morning and evening editions—could offer compared to other types of press with periodic publication. An example consists of advertisements published just after the termination of automobile competitions, emphasizing the prominence of Michelin and victories achieved by drivers behind the wheel of vehicles equipped with their brand of tires.

In the case of magazines subjected to weekly, biweekly or monthly publication, there was a logical lag in the diffusion of current events. In addition, admission deadlines for the delivery of advertisements, conditioned by the closing date and the design, edition, printing and distribution processes, required material to be submitted in advance. For example, the leading weekly general magazine *The Saturday Evening Post* established their advertising delivery deadlines—the pages already allocated with advertisements—five weeks before the magazine's release date if it dealt with black and white advertisements, and eight weeks for those in color. In contrast, the general magazine *The Literary Digest* had a two-week deadline for submitting advertisements prior to their release dates.²³

Regarding the disadvantages of newspaper advertising, the short life of the advertisement could be listed—that was subject to the daily cadence of publication since newspapers were not usually stored or collected like magazines, which offered the possibility of a rereading—or the low quality of the paper in these publications. The possibility of the advertising use of color and the reproduction of subtle and detailed illustrations was limited to the design of magazine ads.

The following sections address a series of topics describing the characteristics of newspaper advertising insertions and Michelin's policy in this regard.

5.1. Three types of advertisers

The advertising presence of Michelin in the daily press could be generated in three different ways. In the first place, there were those advertisements inserted, paid and signed for directly by the Michelin Tire Company of Milltown, published in media having statewide or nationwide diffusion of state, with corporate messages of interest for all consumers. Secondly, there were advertisements inserted and signed off by the company's different territorial branch offices, in publications having state-wide dissemination or in key cities. Thirdly, there were those advertisements inserted and signed off by different dealerships adhering to Michelin's commercial network, published in local newspapers with distribution and influence in the territory circumscribed to the radius of the establishment's commercial activity.

5.2. Formats and design

In the case of newspapers, full-page advertisements were not common. However, in the eminently vertical structures of newspapers from that period, modular variants proliferated. They were created combining or adding the widths of text columns established in the grid design as well as adding the stipulated height. The Michelin Tire Co. and their different territorial branch offices employed these advertising modules on an exceptional basis. However, the establishments affiliated to Michelin's commercial network systematically applied this strategy in the local press, using different formats of advertising modules.

In general, the design of advertisements for the daily press resorted to the repetition of graphics from previously published campaigns in magazines, reducing the size of the illustrations or taking advantage of a detail and resizing the extension and body of the text for correct readability. In Michelin's last campaigns for 1926, original advertisements were designed to be reproduced only in daily newspapers and in small modular formats. In both cases, the press advertisements were standardized models supplied by Michelin to the businesses associated with their commercial network, adding the name of the establishment. Often, these clichés were completed by the graphic department of each newspaper, which added the specific indications requested by the advertiser and, finally, made the appropriate corrections to adapt them to the modular norms of their own layout.

As in the case of magazines, there were preferential positions in newspapers where the impact of the modular advertisement was greater—at the beginning of the columns, on odd-numbered pages—and this was reflected in the cost of insertion. Advertisements for automobiles and their components were usually concentrated in pages and sections dedicated to the automotive sector, often producing visual competition between graphic claims used by each advertiser to capture the reader's attention of (figs. 6-8). Although this was the inherent price paid for sharing space in specific thematic sections, at times placing modular advertisements that were isolated and decontextualized from these thematic pages could produce adverse effects (fig. 9).

5.3. A shared expense?

Regarding the cost of these advertisements for local Michelin dealerships—I have not found direct references in this respect—this may have reflected the usual agreed-upon practice regarding the relationship of other tire companies with their associated establishments. The contracts of adhe-

sion guaranteed that the manufacturer would provide all kinds of items that would promote and distinguish their brand—identification signs, displays and posters for point of sale and window dressing, promotional stationery, cards, postcards, merchandising products, etc.—and advertising assistance to support the dealership’s business. Some of these items were provided free of charge, but others had a certain price. In the case of advertisements in local press, the general trend in the sector was to divide expenses equally between the two parties: the dealership of the commercial network paid half the cost of the contracted space, while the tire manufacturer took care of the rest and facilitated the clichés for the advertisements, according to their ongoing campaigns.²⁴ It is likely that Michelin included this type of solution in their contracts to attract retail businesses.

5.4. Information and publicity

Modular advertisements in newspapers could be distributed throughout the entire publication. However, they were usually concentrated on the sports pages—car racing took up much of this information—and the automotive world. The symbiosis between readers’ interest in the subject, the coverage offered by a newspaper and the profitability and advertising contribution by different advertisers created [and continues to create] borderline areas, and more or less tolerated deviations and interference between what constitutes editorial content and what is considered advertising content.

It was an extended practice that the information coverage an advertiser received from a publisher was directly proportional to the amount spent on advertising for their pages. In the case of the Michelin Tire Co. from Milltown this can be seen in the constant presence of information, articles and news about them in the principal specialized technical magazines of the automotive sector. As of 1922, when they stopped advertising in these types of magazines, the references to Michelin and their activities were drastically reduced. In local newspapers, a similar dynamic often happened: having an advertising presence ensured informative coverage.

In the case of Michelin, as well as that of other tire companies, this was a strategy that they usually dealt with under the direction of the Department of Communication and Advertising based in the Milltown offices and using a variety of formats:

- **Press releases.** From the base in Milltown, a series of small articles were periodically produced that reported on Michelin’s activities in relation to their presence in automobile fairs, the launch of a commercial or advertising campaign, the presentation of a new technological advancement for tires, the improvement of working conditions for their employees or any other information that Michelin considered important for the strategic projection of their corporate image in the short or long term. Some of these communications having special relevance included statements by Vice President Jules Hauvette Michelin. These press releases were provided to major news agencies such as the Associated Press, which distributed them to newspapers utilizing their services. The transcription of the press release conducted by a particular publication to convert, offer and present it in its pages as a news item—with the same column and typographic formatting as the rest of the editorial contents—, could be conditioned by advertising stipulations established by the advertiser generating the press release. On numerous occasions, we can see in local press pages advertising a specific Michelin establishment, how these press releases were reproduced with little variation. Moreover, the title was adapted to each particular case: “Mr. X, Michelin’s authorized distributor in our city, states that (...)”

- **Advice to the motorist.** A variant of press releases consisted of short articles on the correct use of pneumatic tires and inner tubes in different situations. They offered technical and educational information—obviously interested in and aiming at selling the solutions and products provided by the company—but without citing concrete tire models. These tips were titled or signed by “Mr. Michelin” and were presented as editorial content.²⁵
- **Testimonials.** Among the brief informative contents, reviews also appeared that gathered the supposedly truthful testimony of users or drivers who shared their positive experiences with the reader—tire duration and resistance, tread grip and safety in adverse conditions, etc.—at the wheel of a car equipped with Michelin tires.
- **“Tire Chats.”** This was a particular case of advertising insertions in local U.S. press based on similar actions previously undertaken in France by Michelin et Cie. in different publications. The main French campaign consisted of the on-going and orchestrated appearance in different publications as a section with the generic title “Le Lundi de Michelin” where various corporate, technological or commercial issues related to their activity as a tire manufacturer were developed. The 348 chronicles of “Le Lundi de Michelin” were started as a section in the magazine *L’Auto-Vélo* (renamed *L’Auto* in January 16, 1903) in March 11, 1901 and continued until November 11, 1907. They also appeared in other publications such as *Le Chauffeur*, from September 1902 to August 1906—although only 13 of the 90 entries were explicitly titled “Le Lundi de Michelin”—as well as in the *Les Sports* journal—at least during 1907. The advice of “Le Lundi de Michelin” was continued in the Parisian *Le Journal*—with a circulation of 750,000 copies in 1908—edited by Pierre Letellier, owner of the aforementioned *Les Sports*. The section began on November 25, 1907 and was published every Monday on a regular basis until July 27, 1914.

Another example along these lines is the monthly advice section that Michelin offered since 1903 to the readers of *Bulletin Officiel Mensuel du Nord-Touriste et de l’Automobile-Club du Nord*, published in Roubaix. Initially titled “Les Conseils de Michelin” [Michelin Tips], the name of the section was maintained until November 1907, when it was renamed “Michelin Causerie” [Michelin Chats]. The section was published continuously until December 1911, for a total of approximately 95 insertions.

A similar section also entitled “Conseils de Michelin” was published weekly in the magazine *La Locomotion Automobile: Revue Universelle Illustrée des Voitures, Vélocipèdes, Bateaux, Aérostats et Tous Véhicules Mécaniques* for a total of 56 insertions, starting on February 2, 1906 and ending on March 2, 1907. A similar campaign was included in the newspaper *Le Petit Parisien*, presenting a section also entitled “Conseils de Michelin” which debuted on February 8, 1909 and remained as a single monthly insertion, always on Monday. From January 1910 until November 1911, the publication was reduced to only one Sunday per month.

In other publications similar sections were serialized, as seen for example in the “Causerie de Michelin,” a long running series of columns published in the newspaper *Le Petit Journal* in its Sunday edition, between January 1910 and April 1913. With a similar title, the “Causeries de Bibendum” were published in *La Quinzaine Médicale de la France et de l’Etranger*—a medical journal with a section dedicated to the automotive sector—during 1910 and 1911. The section titled “Le Lundi de Michelin”/“Les Causeries de Michelin” was inserted in magazines distributed among French colonies such as *L’Illustration Algérienne, Tunisienne et Marocaine* pub-

lished from May to November 1907 and also had continuity in *L’Afrique du Nord Illustrée: Journal Hebdomadaire d’Actualités Nordafricaines: Algérie, Tunisie, Maroc*, at least during the period from January to April 1908.

The French campaign “Le Lundi de Michelin” had its British adaptation as “Michelin Saturday”—because they appeared on that day and not on Mondays—published since December 1908 in *The Illustrated London News*. During 1909 and under the title “Fridays”—in this case the series appeared on Fridays—it was published in the magazine *Autocar*. In Italy it appeared as “Dai lunedì di Michelin” published since 1908 in *Il Pneumatico Michelin*, the corporate magazine of Michelin’s Italian subsidiary with offices in Milan.

These types of serial advertising columns appeared regularly in French sports and automotive press, titled in different ways. The section “Le Bulletin de Michelin” [The Michelin Newsletter] was published in the sports weekly *La Vie au Grand Air*, debuting on August 2, 1902 with weekly appearances until March 1907.

The European sports press was also utilized by Michelin to strengthen their commercial presence in different countries. During 1910, two columns of the “Quincena Michelin” [The Michelin Fortnight] occupied nearly a full page in the Spanish magazine *Los Deportes* published in Barcelona, which had a specific supplement, “Motor,” dedicated to covering news and highlighting novelties of the automotive sector.²⁶ The Russian monthly magazine *Автомобилист* [The Automobilst], edited in Moscow since 1908, continuously published between May 25, 1911—the first insertion—and early 1915 an advice section for motorists “Стороннее сообщение.” It occupied approximately one page and was illustrated with drawings of Bibendum signed by O’Galop. We can also find the section “Rozmowa Micheiina” [Michelin Chats] inserted between November 1913 and June 1914 in the Polish monthly magazine *Lotnik i Automobilista*.²⁷

This same policy was followed in those distant markets where Michelin maintained a commercial presence. Bibendum’s advice, based on advertisements from the British Michelin Tyre Company, Ltd., appeared as a series in various Australian newspapers—*The Argus*, *The Advertiser*, *The Brisbane Courier* and *The Queenslander*—under the title of “Letters from Bibendum to a self-made motorist,” during 1912, and “Michelin Tyre Talks,” throughout 1912 and 1913.²⁸

Michelin interrupted their advertising campaigns in 1914 due to WW1, but in 1919 recovered the concept of “Le Lundi de Michelin” in a long-running series of advertisements that appeared weekly in the French magazine *L’Illustration*. These advertisements, designed in the form of a long horizontal banner running across the top of a page, had to be published in the Saturday editions, thus receiving the generic domination of “Le Samedi de Michelin.” The campaign began on April 19, 1919 with the publication of “Le Premier Samedi Touriste de Michelin” and lasted until December 24, 1921, for a total of 138 entries.

In the United States, and on a smaller almost anecdotal scale, in 1915 the series “Tire Chats” repeated the European formula in a shorter format and depicted as news items located in the columns of the interior pages of the local newspaper *The New Brunswick Times*. With a circulation of close to 4,600 daily copies in 1915²⁹—it was published every day of the week, except on Sundays—this newspaper was the most important one published in New Brunswick, the capital of Middlesex County and neighbors with the small town of Milltown, where Michelin had their

industrial complex. The chronicles of “Tire Chats,” composed in the same format and typographical style as the rest of the editorial and news content, were characterized by a striking illustrated heading. It showed Bibendum interacting with a given letter, previously created advertising vignettes for British Michelin drawn by the Michelin Tyre Company, Ltd.’s head illustrator. The “Tire Chats” series had a brief life, with a total of sixteen different columns published throughout the month of June 1915 (figs. 10-18).

6. Advertising expenditures on radio media

The second half of the twenties was marked by fierce competition among companies from the tire industry, aggravated by the entry of large mail order distributors into the sector. Between 1926 and 1927, Montgomery Ward and Sears Roebuck began offering their tire brands through mail order catalog sales and their own distribution channels. Faced with this pressure, each of the companies in the tire sector deployed different distribution and sale policies. Some chose to prioritize the development of their network of dealerships while simultaneously initiating incisive advertising campaigns. In this way they strove to maintain the visibility and value of their traditional brands in the face of the price war unleashed by new rivals.

The irruption of radio media in those years offered a different option of communicating with the consumer, enhancing the presence of classic brands—diluted from such a large supply of others—and offering an element of cohesion among establishments adhering to the commercial network of each company. The mail order companies made use of the radio, moving the commercial battle that took place in the physical world and the role of newspapers and magazines to the virtuality of radio waves. The Michelin Tire Co. in Milltown was one of the pioneers from the sector that featured their advertising adventures in the new medium, but they were not the only one. A differential fact against their rivals was the constant use of references to their corporate mascot Bibendum. They also employed his image, associating him with promotional graphic elements and press advertisements to support the radio campaign.

The utilization of radio media soon exceeded all expectations. The numbers speak for themselves: in 1922 there were 60,000 radio receivers that could tune in to some of the broadcasts emitted from 382 existing channels; in 1924 there were 3,000,000 receivers and 535 stations; in 1926 there were 5,000,000 receivers and 528 stations; in 1928 there were 7,700,000 receivers and 677 stations; In 1930—a year in which approximately 40% of American households had radio—there were 12,048,000 receivers and 618 radio stations.³⁰

The statistics for audience reach went hand in hand with the increase in broadcasting dissemination. In 1922 there were 75,000 people who listened to the radio daily. This increased to an estimate of between 20,000,000 and 25,000,000 listeners in 1926, constituting a mass of consumers that could directly and instantaneously be reached with advertising messages.³¹ A 1929 study concluded that, in that same year, the radio was accessible to more than 41,500,000 listeners, 80% of whom listened to it daily and mostly concentrated during evening emissions, in the time slot between 20:00 and 22:00 p.m.³²

Radio advertising in these early years took the form of musical programs broadcast live and backed by a sponsor. These radio formats combined vocal and orchestral performances based on pieces of classical and operatic music. However, they also included “modern” pieces, with a jazz tone and arrangements for dancing that incorporated styles such as the tango, waltz or fox-trot as well as the more standardized easy listening music based on popular melodies and ballads. The orchestras and musical groups that

performed were named according to the brand name of the advertiser's star products. The pioneer programs sponsored by tire companies, emitted between 1924 and 1930, include the following:

- **All-State Hour.** Sears, Roebuck & Co. initiated in January 1927, through the company's own radio known as WLS—World's Large Store—, the emission of a sponsored radio program. This was created with the aim of promoting the range of All-State covers and pneumatic inner tubes, and remained on the air until its cancellation at the end of September 1929.³³
- **Riverside Hour.** The Montgomery Ward Company sponsored a program, broadcast from Chicago by NBC-National Broadcasting Company, with the name of their Riverside tire line. In January 1928, the launch of a single weekly broadcast was announced to be emitted Monday nights over a period of six months. During the half-hour program there were musical performances by the Riverside Trail Blazers orchestra and a vocal quartet called the Riverside Quartet.³⁴
- **Goodrich Silvertown Cord Orchestra.** The program sponsored by BF Goodrich and performed by the orchestra of the same name debuted on radio airwaves on December 2, 1924, and lasted until 1928. The orchestra gained importance on its own merit, participating in numerous promotional tours by playing at auditoriums and dance halls in different locations throughout the country and championing the name of Goodrich. The press advertisements of that time for BF Goodrich made constant references to the radio program.³⁵
- **Gillette Broadcasting Orchestra.** In 1926 the tire company Gillette Rubber Company acquired a radio station that was renamed WTAQ, acronym for Where Tires Are Quality. During the years 1927 and 1928, the Gillette Broadcasting Orchestra and the musical group the Gillette Bears—the polar bear was the manufacturer's mascot and corporate emblem—contributed their performances to the station's programming.³⁶
- **Seiberling Hour.** In December 1927 the musical program sponsored by the Seiberling Rubber Company, manufacturer of pneumatic covers and inner tubes for automobiles, shoe soles, rubber mechanical parts and shells for electric batteries, was created. The program, half an hour long, offered the performance of the Seiberling Singers vocal quartet. The last references of its presence on radio broadcasting are from June 1933.³⁷
- **Fisk Time-to-Retire Boys.** The Fisk Rubber Co. from Chicopee Falls, Massachusetts, led a group composed of several medium-sized companies, being slightly behind those which formed the "Big Four"—United States Rubber, Goodyear, BF Goodrich and Firestone. On February 6, 1928, the first of a long series of musical programs sponsored by Fisk was broadcast. In it they made constant reference to the uniqueness of their mascot, the sleepy boy in his pajamas, and their inseparable slogan "Time to Re-Tire" indicating with a play on words that it was time to retire [to sleep] or change tires [re-tire]. The performances of the Time-to-Retire Orchestra and the Time-to-Retire Boys continued until July 1928.³⁸
- **The Voice of Firestone.** Since its launch in December 1928, the program broadcast by Firestone—based on classical music—, continued to be renewed for various seasons until 1963. *The Voice of Firestone* is perhaps the best-known tire company sponsored American radio program, due to its success and longevity.³⁹

- **Michelin-Men Orchestra.** By the beginning of spring 1928, details were being finalized to produce *The Michelin Hour*, a half-hour weekly program broadcast every Thursday through the WJZ radio station and networks associated with the NBC-Blue Network. The existence of this program was reflected in Michelin's press advertisements, with the aim of uniting the establishments connected to their commercial network by creating synergies and sharing promotional strategies (figs. 42-43). The premiere was broadcast on Thursday April 12 at 10:00 p.m., during prime time, with the performance of a vocal group accompanied by a fourteen-instrument orchestra.⁴⁰ The contract was extended to a second season, until the end of 1929, the year when the broadcast time changed to 8:00 p.m. (East Coast time) on Tuesdays.⁴¹

In April 1928 the Michelin Tire Co. distributed a promotional portrait of the Michelin Men to press and establishments of their commercial network. They were depicted posing with their instruments in a recreated setting, stuffed into cumbersome Bibendum costumes. The image of the radio station Michelin-Men Orchestra members, wearing bulky and uncomfortable pneumatic suits, constituted a unique promotional appeal among the firms in the sector (figs. 39-43).⁴²

The Michelin Hour, Michelin Program, Michelin-men Orchestra, Michelin Tiremen or simply *Michelin Men* were all names that were applied interchangeably in advertisements for radio programming that appeared in the press during the months the program was broadcast. It was emitted for the last time in its weekly slot on Tuesday December 24, 1929.⁴³ Just two months earlier, Jules Hauvette-Michelin had addressed the press to announce the reduction of jobs and the start of a transition period aimed at streamlining and remodeling productive processes and infrastructures of the Milltown factory which led, in April 1930, to the definitive cessation of activities in U.S. territory. The importance of Michelin's radio broadcasting in contrast to that of their rivals, with comparative figures for advertising investment, is reflected in the table included in this chapter (see TABLE 7).

7. Other media and supports

In addition to the press and radio, Michelin employed other media and advertising supports for the commercial activity of promoting the company and making the presence of their brand visible. Corporate actions had to be unified with those that were required in the cooperative relationship with establishments linked to their commercial network, which, in 1914, consisted of 3,300 dealerships distributed in more than 2,100 towns and cities throughout the country.⁴⁴ Michelin had to make available to these businesses all sorts of identification elements, promotional and advertising support to assist them and facilitate their activities. The different possibilities were published in a printed catalog, *The Michelin proposition*⁴⁵ which was periodically renewed. It showed different models of articles that could be supplied without cost or at a reduced price. Once the order was placed, Michelin was committed to personalizing those items by stamping the name and address of the business concerned and forwarding them to the dealership for their use.

The existence of Michelin and their commercial network's intense promotional activity is evident in these catalogs and in the articles they offer, and in the continued existence and conservation of some of these objects in private collections. Likewise, the images published in the press of the time as well as in photographs comprising private and institutional collections—libraries, foundations, historical societies—, some of which are shown in this chapter, serve as testimony to this end. The list of media and advertising supports used directly by Michelin to promote themselves—and indirectly, through the

activities of their commercial network—involved the allocation of budgetary items for publicity that were assumed to be costly. Examples include the deployment of outdoor publicity in advertising panels and billboards or the implementation of identification elements for their associated establishments. During my research, I have not found any reference—except for those previously mentioned regarding expenditures that targeted the press and radio—on the volume of orders or the expense incurred in these specific cases or in the rest of the advertising supports and media used, which are identified as follows:

7.1. Outdoor Advertising.

The term “outdoor advertising,” or exterior publicity, encompassed promotional displays on outdoor panels, located in urban areas or at the entrances next to railway networks or next to roads, which were then given the name of billboards. These advertising supports, in turn, could be of three basic types depending on how the inclusion of advertisements was technically resolved. The first was in the form of a “poster”—a term used in American advertising language but is misleading according to European parameters—, ie in large sheets of paper fitted together and glued on a support sustained by a steel structure. The second was in the form of “painted sign” or “bulletin,” painted directly on an advertising support or wall. And thirdly, in the form of “electric light displays,” using electrical lighting to compose forms and messages by means of light bulb arrangements—later with neon tubes—a technology introduced into the American advertising landscape within the last decade of the 19th century.

Michelin extensively employed the use of advertising panels in the American market, and specifically billboards, contracting campaigns with the company R. C. Maxwell Co., founded 1894 in Trenton, New Jersey. This firm was, at that time, the leader of the outdoor advertising sector. A photographic record exists of at least a dozen different examples of advertising panels and billboards, the majority photographed between 1917 and 1919. It is preserved in the company’s historical archives deposited at Duke University,⁴⁶ in the Library of Congress and in other institutions, some of which are shown in the current chapter. These advertising elements constantly utilized the figure of Bibendum.

One of these photographs, from 1913, shows a huge Michelin advertising panel located on the roof of a building on New York City’s Fifth Avenue, forming part of the city’s skyline. I have not found information about this topic, but I am certain that the site was one of the most sought after and the expense, only for that particular panel, must have been considerable (figs. 46-50).

In the United States, outdoor advertising companies had to deal with popular pressure against the commercialization of landscape and its consequences, that is, the proliferation of panels and billboards that covered natural and urban spaces. The different limitations and regulations which followed attempted to make the right to exercise that professional activity compatible with enjoying a harmonious environment. This rejection of excessive publicity also worried the advertiser, who did not want to become the center of controversy. This critical attitude also existed in Europe, but there Michelin’s response was quite distinct.

For example, in Great Britain significant sensitivity to the proliferation of so-called “roadside signs” existed, and they ended up being qualified as “pestilence in advertising.” The Michelin Tyre Co. Ltd. published, in the spring of 1913, a press advertisement informing that, since December 1912, the progressive dismantling of these signs had been accelerated, which had already been carried out in the previous two years, with the removal of more than five hundred large enameled

plates indicating Michelin establishments. This action ended up becoming a promotional measure, as evidenced by the conclusion of the text that accompanied the advertisement:

“Concurrently with the removal of these enamel plates, we are producing a much better road-sign, —a portable one—which every motorist will gladly carry about him for the wealth of information its presents. That is to say, the 1913 Edition of the Michelin Guide (...)”⁴⁷

The Michelin Tyre Co. Ltd of London was also, at the beginning of 1922, one of the first—together with the food products company Bovril Ltd. and the watch company Ingersoll Watch Co.—to announce the withdrawal of billboards that flanked train tracks and obstructed the view of certain routes for railway users.⁴⁸

In France, the parent company had previously developed a similar campaign. As explained in a 1912 advertisement on the subject: “The campaign against the road barriers [*barre la route* in the original] began to defend the beauty of landscapes hidden by the huge panels arranged along the most frequented roads.”⁴⁹ In fact, Michelin tried to replace their billboards with new metal signs designed as a flag, painted on both sides with three horizontal stripes—a central navy blue band bordered by two yellow ones—and with the dimensions of 100 x 60 cm. These plaques were offered as pairs at no cost to each French town hall for hanging at the entrance and exit of the corresponding urban area. They contained the name of the town/city, an indication of the road’s numbering or nomenclature and a mention of Michelin as a donor. In addition, they incorporated messages such as “Reduce speed, watch out for pedestrians” or “Thank you” [*Merci*, in the original], the latter as a farewell greeting on the back of signs located at the town’s exit. The so-called “*Merci*” signs, the name they were referred to, offered a new type of road signage while simultaneously acting as an advertising strategy for Michelin.

On the other hand, in the United States, the Michelin Tire Co.’s policy of outdoor advertising was developed without these types of actions. This was in part, presumably, due to the impossibility of proposing equivalents similar to those offered by their European counterparts. In addition, the use of billboards was solidly implemented as a type of advertising and already formed part of American culture.

7.2. Michelin’s mobile fleet.

During the first decades of the twentieth century, all kinds of merchandise coming from New York arrived at the New Brunswick pier by ship, and through the Raritan River’s commercial route. Michelin received part of their supplies in this way. The disembarkation of goods in New Brunswick and their transport from that town to neighboring Milltown—a 6.5 km route—, where the offices and the factory were located, was a logistical task that had to be resolved.

In 1911, the Michelin Tire Company in Milltown acquired a truck produced under the White brand—one of the leading manufacturers of cargo vehicles—which had a 20-30 hp petrol engine and a capacity of 1½ tons, intended for heavy loads. The vehicle was equipped with double Michelin Twins rear tires to support the weight. The advantage of pneumatic tires over the solid rubber ones commonly used in cargo vehicles was the possibility of driving at higher speeds. This truck equipped with pneumatic tires could, on the same day, triple the number of trips made by a truck fitted with the usual solid rubber tires. These qualities were publicly exploited in several press releases pub-

lished in newspapers and magazines of the automotive sector.⁵⁰ According to the list of customers of The White Company published in the press in 1920, Michelin had acquired between 1911 and 1919 a total of 65 trucks bearing their brand.⁵¹

These cargo vehicles, as well as those that were later acquired to allow different territorial headquarters to adequately cover tire distribution in their commercial catchment area, were identified with the company's name painted in huge letters on the sides of the vehicles, often accompanied by the figure of Bibendum. Occasionally, the trucks of the corporate fleet were decorated with a slogan and mascot pose that were particular to a specific advertising campaign, and as such, were converted into advertising vehicles (figs. 34-37).

7.3. Michelin's American road maps

In January 1910 Michelin et Cie. began publishing their road maps, a series of individual maps covering French territory, that were folded and protected by more durable paper covers. In the following decade, through their own cartographic service with headquarters in Michelin's Parisian premises, this initiative was expanded to cover the majority of surrounding European countries—Belgium, Italy, Spain, Switzerland among others—, including Great Britain. The editions published in the twenties had a recognizable aspect and design parameters that were maintained for all maps, irrespective of the featured country.

The American venture of the Michelin Tire Company was lukewarmly supported by an edition of four local maps for the American motorist. They were produced, printed—by the Delamotte printing company in Paris—and managed from France. Their U.S. distribution was conducted by the department called The Michelin Guide and Touring Bureau located in Milltown offices and sold at the price of 75 cents for each map (figs. 25-33).

In July 1922, the Michelin Tire Co. issued a press release informing about the immediate availability of the first four maps comprising their new collection of road maps. This was disseminated by numerous newspapers, including *The New York Times*.⁵²

The maps, with a dimension of 12 x 25.5 cm folded and 110 x 50 cm extended, were printed in five colors and contained all the details that Michelin offered in their European maps: roads and secondary roads, distances, railroad crossings, electrical lines and cables, hydrographic networks, sports fields ... in addition to a 16-page supplement—printed by L. Dauer in Paris—of the street map for corresponding major cities. These maps were protected by covers where Bibendum was featured as the protagonist, printed in yellow and dark blue, Michelin's characteristic corporate colors. In the initial phase, the publication of American maps at a scale of 1: 250,000 (4 miles equivalent to one inch) offered the following coverage:

1. **Boston**, covering the southern area of New Hampshire and Vermont, North of Worcester and Massachusetts).
2. **Providence**, covering the area of Massachusetts, south of Worcester, Rhode Island and Connecticut).
3. **New York**, covering the area of New York city and surrounding areas, from Connecticut to Bridgeport, the northern half of New Jersey and Pennsylvania and outlying westerly areas such as Reading.
4. **Philadelphia**, covering the southern half of New Jersey, Philadelphia and surroundings and parts of Maryland and Delaware.

The intention was to expand the collection of maps into two more zones, extending south of Philadelphia and following the Atlantic coast to cover on one hand, the areas of Baltimore and Washington, and on the other, Chesapeake Bay. These last two maps were never published, as the initiative was canceled.

7.4. Michelin Tire Company publications

Michelin published different types of their own brochures on a regular basis, presenting technological innovations of their tires as well as related products. Through them they also provided updated rates with selling prices for the establishments of their commercial network. Or they took the format of booklets providing advice to the motorist on the use and effective conservation of their tires. Many of these publications employed the figure of Bibendum, either on their covers or in interior vignettes. In the period prior to the First World War, the graphic design of the publications for the American subsidiary was based on Michelin's original French publications, especially on their British adaptations. Thus, the American Bibendum portrayed was the character model which had been defined for the publicity developed by the London Michelin Tyre Co. (figs. 19-23). With the entry, in 1916, of the Wales Advertising agency as the company in charge of the advertising account for the Michelin Tire Company in Milltown whose guidelines were set by art director Arthur N. Edrop, the British connection was deactivated. From then on, the design of advertisements and the configuration of the American Bibendum changed, acquiring a level of autonomy never before experienced (fig. 24).

7.5. Identification plaques and signs

The businesses comprising the Michelin commercial network were conveniently identified with plaques containing the words "Michelin Tires" or its variant "Michelin Tires & Tubes" accompanied, in most cases, by the figure of the mascot Bibendum. Outside, on the facades of the sales establishments and repair shops, large rectangular metal plaques were attached to the wall, placing them frontally on the access door—with horizontal versions—or flanking the sides—with their vertical versions. Other models of signs, smaller and die-cut or with circular shapes, were designed to be attached laterally to the wall or to hang from a metal support fastened in the same way. The images on these signs were, in some cases, painted on thin metal sheets—some smooth, others embossed providing depth to letters and certain profiles and details—while, in others, they were painted and enameled onto thicker iron plaques of greater consistency (figs. 60-67).

There was another type of plaque utilized for a different function. These were smaller indicator signs that were located on the walls bordering streets traveled by vehicles in the vicinity of the authorized Michelin repair shop or establishment. By using a signaling graphic—a simple arrow or the finger of Bibendum pointing in a certain direction—the driver was guided towards the path to follow for locating the desired destination. These signs, attached to walls, contained the name of the town/city, the name and address of the establishment and the words "Michelin Tires," accompanied by the figure of the pneumatic mascot. The first signposts of this type employed by Michelin—distributed approximately between 1908 and 1912—were painted on wood, with a coating or varnish of crystalline quartz granules which, at night, multiplied the lighting effect of car headlights that focused on them (fig. 56). Subsequently, they were replaced by other models of signs elaborated from thin, painted metal plaques which were more durable (fig. 59 and 68).

7.6. Tools for tire mechanics

The name of Michelin and the figure of Bibendum were engraved on the metal of air pressure meters for the brand Schaler's Son based in Brooklyn, New York, and manufactured around 1910 (fig. 98), as well as on protective metal caps for tire inflation valves, manufactured by the Michelin Tire Co. (fig. 99). In addition, some of the containers comprising part of the range of products that made up the Michelin Universal Kit Repair—parches, vulcanizing adhesives and tools—, such as the can of adhesive paste Mastic, showed Bibendum on their labels (fig. 101).

A particular case is that of the so-called hood ornament or hood mascot, that is, radiator caps on the front of the car transformed into small ornamental sculptures representing an allegorical figure or the corporate symbol of the manufacturer in its three-dimensional version. In Europe Michelin produced different versions of these caps crowned by the figure of Bibendum adopting different poses that nowadays, due to their rarity, are highly valued collectibles. There is evidence of the existence of a model that is distinct from the European ones, created exclusively for the American market. It was sold in establishments associated with Michelin and presented in an April 1916 advertisement for the Michelin Tire Company (fig. 98).

7.7. Window dressing and point of sale

The importance of window displays to capture the attention of passer-byers and encourage them to enter the interior of the establishment, applied specifically to the business of selling tires, was one of the recurring themes in technical magazines of the automotive sector. In fact, they disseminated examples and singular solutions or articles dedicated to this topic. Several of these articles reviewed the typical window dressing competitions promoted exceptionally by a given company among those establishments that offered their brand of products. This was also the case with Michelin and the company's proposals for window dressing competitions to encourage promotional activity carried out by establishments associated with their commercial network. A variety of "official" point-of-sale promotional items supplied by Michelin such as posters, die-cut displays and Bibendum statues, tire samples and other promotional material (figs. 75-81 and 87) combined with the particular taste and the greater or lesser originality of proposals provided by each establishment.

On May 1, 1918, a first nationwide window dressing competition was held among all establishments associated with Michelin's commercial network. For one month, the various merchants showed off their window decorations and photographed them, sending the image to Michelin's territorial delegation in New York, the entity in charge of confirming and evaluating the contestants. The jury was composed of: H. M. Kiesewetter, head of the Michelin account in his position as director of the advertising agency Wales Advertising Co.; a representative of the American Lithographing Co.—the printing company responsible for producing the majority of posters and print documents for Michelin—and a representative of the magazine *Motor World*, in which an article on the contest was published. The jury's decision was announced the last week of June. Three first prizes were awarded, with \$25 each, and ten second prizes, consisting of \$10 each. The name of the winners, together with the photograph of their respective businesses' window display, was published at the beginning of July in the *Motor World* magazine (figs. 69-74).⁵³

In May 1922, a second window dressing contest was held among all the official Michelin dealerships, this time linked to the general advertising campaign "\$1,000 for a name" launched to rename the pneumatic mascot, which included participation that was open to everyone so as to obtain all possible proposals. In fact, the name of Bibendum was not known by the general public—nor com-

monly used by the Michelin Tire Company in Milltown. This was due to its Latin origins that systematically presented problems with its English pronunciation and conceptually, its meaning was linked to the incitement to drink. The winning window display, with an omnipresent Bibendum in the form of statues and cardboard cutouts, was that of the J. F. Reddick Tire Co. from Wichita, Kansas, who saw the photograph of their facade reproduced in different newspapers and in specialized press of the automotive sector.⁵⁴

- **Posters.** Historically, the majority of U.S. commercial posters—unlike the French—were usually printed for indoor use, at the point of sale, and not for displaying outdoors on city walls, the latter being commonly done in the case of events and shows. The set of posters supplied by the Michelin Tire Company in Milltown to their associated dealerships was based on the adaptation of advertisements previously utilized in the American press. However, two of the company’s most famous French posters, with Bibendum as the protagonist and signed by the illustrators O’Galop and René Vincent, were imported and distributed with hardly any graphic variation (figs. 80-83).

- **Bibendum’s promotional activities.** Between 1909 and 1914, different advertising floats with gigantic inflatable figures of the Michelin Twins as passengers toured throughout the United States participating in numerous festivities and commemorative events, as shown in Chapter 17: “The Michelin twins: kings of carnivals, festivals and parades.” In addition, the Michelin Tire Company from Milltown made Bibendum costumes available to their associated dealerships to dress animators in promotional performances at local celebrations and product demonstrations. The costume was provided free of charge for temporary use, and had to be returned to the corresponding territorial branch office after the agreed period so that it could be loaned out again.⁵⁵ These costumes were identical to those used for the same purpose and at the same time by Michelin in France and in their different subsidiaries and foreign branch offices. And they have become a promotional resource that continues to be utilized up to the present day (figs. 84-87).

- **Slides for projection.** The projection of slides during the pre-show and intermissions of theater and musical performances in closed venues was a medium usually exploited by local businesses. Michelin made available to their commercial network several models of overhead transparencies printed on one side in black and hand painted in color on the backside, which featured Bibendum as the protagonist and included the name of the advertising local establishment.

7.8. Gifts and promotional items at the local level.

The Michelin Tire Company in Milltown provided dealerships in their commercial network with an ample catalog of static promotional elements to display and adorn the point of sale. However, they also supplied them with a long list of objects to be used as gifts for clients. The dealerships selected the items and amounts they thought were convenient—whose prices were stipulated in the catalog—and placed an order that was directly dealt with from Milltown. There the objects were personalized, printing, engraving or stamping in each case the name and address provided. Once the process was completed, they were sent to the dealership for their own use. Among the variety of merchandising items produced, the following are highlighted:

- **Administrative/promotional stationery.** These included writing paper, envelopes and cards with Michelin’s letterhead and the relevant establishment’s information. The stationery for letters usually contained decorative illustrations of Bibendum doing a certain activity: dressed as a postman and delivering mail, busy at a desk reviewing papers, etc.

- **Postcards, prints and ink blotters.** Client gifts included ink blotting papers with Michelin advertising on the front, promotional mailing prints and postcards with photographs of the Michelin Twins in advertising parades and their performances in different cities, or with humorous illustrations created by Gluyas Williams for advertisements in Michelin press from 1926 and 1927.
- **Merchandising for the smoker.** At least two different models of gasoline lighters were manufactured and distributed, with the image of the mascot stamped in gold onto a cloth cover. This figure was either the Bibendum bust with his cigar, in one case, or the full-length image of the Michelin Twins next to a circular shield containing the company's logo, in another (fig. 96). The image of Bibendum was also reproduced in different models of cigarette packs and matchbox covers.
- **Varied merchandising.** The figure of Bibendum appeared in a variety of diverse articles such as: caps—for employees of shops and service stations or for children—, decorative pennants, card games, fans, an emergency sewing kit, keychains, wallets and purses of different measures and qualities, agendas, notebooks, etc. (figs. 89-96).

As a reflection for concluding this section, it is surprising to note the absence of a corporate/house organ magazine for the American Michelin Tire Company, bearing in mind that both the French parent company and the Italian subsidiary had their own publications. On April 15, 1910, Michelin et Cie. started to publish their monthly magazine *Bibendum*, in which some of the most important illustrators from advertising and satirical magazines in France collaborated. In 1908 the Italian agency created the magazine *Il Pneumatico Michelin*—later renamed *Bibendum*—which would enjoy a long trajectory and in which high level illustrators and caricaturists such as Carlo Biscaretti di Ruffia also participated.

These types of corporate or house organ magazines were a basic instrument of social cohesion among employees of the factory, the administrative organization and the different branches and establishments of the commercial network. It was also an instrument from which to project the company's desired image, their activities and the quality of their products. Corporate journals provided the means for maintaining this type of contact, to strengthen the empathy in a sequential and continuous way between the company and the environment. Many of the companies in the U.S. tire sector had periodical corporate magazines and publications of this type. The list is long, but the following compilation includes those that were active, at least between 1910 and 1930: *The Wingfoot Clan* and *The Goodyear News*, by Goodyear; *The Goodrich* and *The Circle*, by B. F. Goodrich; *Milestones*, by Firestone; *The Pneu* and *The Fisk Candle*, by Fisk Rubber; *Motor Chat* and *The Kant Slip*, by Kelly-Springfield; *The Rubber Leaf*, by McGraw Tire & Rubber; *The Mohawk Magazine*, by Mohawk Rubber; and *The Arrow*, by Hood Rubber.

In the case of Michelin's U.S. subsidiary, as they were operating within a complex market, far from the usual European parameters, there may have been a need for a suitability unifying and integrating instrument such as a corporate magazine. This could have facilitated the strengthening of their own bond with the American identity as an essentially French company, as well as redirecting the generalized perception of Michelin as a foreign company ... something which did not come about ⁵⁶.

Notes

1. Regarding the typological classification of the press, see Agnew (1932), pp. 21-26. In the twenties and thirties different criteria were applied, depending on the circulation and diffusion, frequency of publication or editorial content. Today they are usually categorized into two large groups: the “consumer magazines,” which include general public magazines and those specialized in specific topics but of widespread interest such as sports, women, DIY, lifestyle ... and “class magazines,” focused on the industrial, professional and business sectors.
2. Tipper, Hollingworth, Hotchkiss and Parsons (1920), *The Principles of Advertising*, p. 302-303.
3. Occasionally, “farm magazines”/magazines of the rural sector, or “women’s magazines” were considered as a specific group, and not included in the “class magazines”/specialized magazines.
4. According to Sheldon (1925), p. 339.
5. According to statistics made available by the United States Census Bureau, the census figures for the year 1920 were: 105,710,620 total population; 51.4% of the population in urban areas; 48.6% population in rural areas, of which 29.7% of the population were in farms and 19% in towns or cities having a population of less than 2,500 inhabitants.
6. Sheldon (1925), p. 323. The figures refer to the year 1923.
7. Fragment collected in Hall’s book (1921), p. 549.
8. Blanchard (1921), p. 159.
9. As can be read in advertiser listings included in the advertisements for “The Metropolitan House Program” published in *The Theater* magazine in September 1915 and October 19, 1916.
10. For example, we can find two Michelin advertisements—one for tires and one for the rubber spring gymnastic device “L’Exerciseur Michelin”—in the Parisian Theater Catelet program brochure for the 1902-1903 season with the play *Les aventures du Capitaine Corcoran*, consisting of 48 pages and numerous advertisements.
11. The case of Michelin was not exceptional. The publications of the automotive sector such as *Motor Age*, *Motor World* and *Automobile Trade Journal* used to offer their covers as advertising support, which were exploited by vehicle brands and their accessories. For example, the Miller Rubber Co., a rival of Michelin, occupied several covers of the weekly magazine *Motor Age*—at least a dozen of them—between January 1917 and the beginning of 1918.
12. As shown in the George W. Herbert, Inc. advertisements published in *Motor Age* magazine, July 31, October 5, and November 30, 1916.
13. Sheldon (1925), p. 325.
14. Cohn (1990), pp. 165-166. Sheldon (1924, p. 151) demonstrates similar rates, with some divergences. In 1924, a two-color page cost \$8,500 and the double page in color \$17,000.
15. Sheldon (1925), pp. 210-211 and 252.
16. Whipple (1928), pp. 700 and 714.
17. Sheldon (1925), p. 210.
18. Martin (1922), p. 203, in the chapter “How periodicals are used.”
19. See tables: “Directory of trade and technical papers,” *Advertising & Selling*, November 1912, pp. 65-66; and “Sixth annual directory of trade and technical papers,” *Advertising & Selling*, August 1913, pp. 39-40.
20. See tables in “Ninth annual directory of trade and technical papers,” *Advertising & Selling*, October 1916, p. 52; and “Tenth annual directory of trade and technical papers,” *Advertising & Selling*, November 1917, p. 64.
21. See tables in “11th annual directory of trade and technical papers,” *Advertising & Selling*, November 30, 1918, p. 34; and “12th annual directory of trade, technical and class papers,” *Advertising & Selling*, November 15, 1919, p. 30.

22. As seen published in “Advertising and Selling’s directory of business publications, 1920,” *Advertising & Selling*, August 14, 1920, p. 33; y “Advertising and Selling’s annual directory of business publications, 1921,” *Advertising & Selling*, 29 de octubre de 1921, págs. 30-46.
23. Sheldon (1925), pp. 309 and 249-250.
24. Reid (1933), pp. 90-91.
25. In local newspapers and publications such as *The New York Times*. For example, among other news reports, see: “Steel-studded anti-skid tires should be repaired when worn down,” *The New York Times*, October 15, 1911.
26. See, for example, “Quincena Michelin: La botella de aire Michelin” [Michelin Biweekly: The Michelin Air Bottle], *Los Deportes* (Barcelona), June 15, 1910.
27. See, for example, “Rozmowa Micheiina n. 57. Jak zaopatrzyć samochód swój w podwójne pneumatyki?” [The Michelin conversations, n. 57. How to equip your car with a double tire?], in the Polish magazine *Lotnik i Automobilista*, November 1913.
Regarding the magazine *Avtomobilist*, published in Moscow, it was the second most important magazine of the automotive and sports sector in the Russian Empire. The first was the *Avtomobil* magazine, published in St. Petersburg.
28. See, for example, “Letters from Bibendum to a self-made motorist, n. III,” *The Queenslander* (Brisbane), March 2, 1912; and “Michelin tire talks, n. 23,” *The Argus* (Melbourne), January 30, 1913.
29. *N. W. Ayer & Son’s American Newspaper annual and directory 1915*, p. 603.
30. Hettinger (1933), pp. 42-43, Table II and Table XI; Cox (2008), p. 26.
31. Spalding (1964), pp. 36-37.
32. *Ibid.*
33. The information on the characteristics of the program—sometimes the name appeared as *All State*, separate, or *Allstate*, without a script—and the type of performances emitted were drawn from the collection of daily program schedules offered by WLS and published on the pages of different newspapers, along with brief notes that occasionally accompanied them. For example, in *The Decatur Review* in the sections titled “Tune in on these today” on September 7, 14, 21 and October 20, 1928, and “Listening in” on February 9 and April 12, 1928; or in the newspaper *The Decatur Evening Herald* in the “At the dials” section, on March 29, 1928.
34. “Montgomery Ward Hour,” *The Evening Independent* (St. Petersburg, Florida), January 21, 1928, p. 11; “The Riverside program,” “Musical comedy program basis,” *The Decatur Review*, March 12, 1928, p. 4; *Kentucky New Era* (Hopkinsville, Kentucky), October 3, 1929.
35. Different authors consulted provided discordant dates regarding the history of the program sponsored by BF Goodrich due to the fact that they are based on the same erroneous source. This is the case of Dunning, who in his entry dedicated to the Goodrich Silvertown Cord Orchestra cites their debut date on February 12, 1925 (and July 11, 1928 as their last radio appearance); or Cox, who in the entry dedicated to BF Goodrich in his chapter “100 more advertisers in radio’s Golden Age,” pp. 257-258, points out the same date in addition to other inaccurate data. The program as such, with the defined format, debuted on Tuesday, December 2, 1924 and was broadcast regularly on the following Tuesdays of the month, as can be seen on the daily radio programming grids published in the newspapers on December 9, 16, 23 and 30, 1924. As examples: *The Chester Times* (Chester, Penn-sylvania), Tuesday, December 2, 1924, p. 13; and the radio section of *The Washington Post* newspaper on Tuesday, December 9, 1924, p. 9; Tuesday, December 16, 1924, p. 13; Tuesday, December 23, 1924, p. 18; Tuesday, December 30, 1924, p. 16.
36. “Gillette on the air,” *The India Rubber World*, April 1, 1927, p. 40. And December 1, 1927, p. 89.

37. "Tire company to give program," *The Gettysburg Times*, December 13, 1927, p. 6; "Local tire dealer co-sponsor in national broadcasting," *Neosho Daily Democrat* (Neosho, Missouri), December 13, 1927; "Money sings as Seiberling signs," *Neosho Daily Democrat*, December 14, 1927.
38. "Fisk Co. starts chain program," *The Capital Times* (Madison, Wisconsin), February 5, 1928; "Fisk Tire Co. has radio program," *Evening Independent* (Massillon, Ohio), February 18, 1928; "Radio hour for Fisk," *The India Rubber World*, March 1, 1928, p. 89.
39. "Radio world to hear Firestone program tonight," *The Kingsport Times* (Kingsport, Tennessee), December 3, 1928, p. 3; "Red chain offers unusual program," *The Decatur Review* (Decatur, Illinois), December 3, 1928, p. 7. "NBC offers 2 chain bills this evening," *The Oakland Tribune* (Oakland, California), December 3, 1928. For more in-depth information on the subject there is a doctoral thesis dedicated exclusively to the study the history of the program: SPALDING, John Wendell. *An historical and descriptive analysis of the Voice of Firestone radio and television program, 1928-1959*. University of Michigan, 1961.
40. "Good Friday services to be radioed today," *The New York Times*, April 6, 1928. "The Michelin Tire Co.," *The India Rubber World*, May 1, 1928, p. 85.
41. No other information exists in this regard, other than the mere detailed observation of the radio program grill and its schedules published in different newspapers throughout the months of 1929.
42. This can be seen as an article illustration in several newspapers, such as: "Michelin Tiremen Orchestra in full dress," *The Hartford Courant* (Connecticut), April 22, 1928; "Baseball and circus features add seasonal touch to programs," *New York Herald Tribune*, April 15, 1928.
43. This was the last reference found, after a review of the radio programming schedules for the weeks preceding that date and those thereafter. "Leading Radio Programs," *Bode Bugle* (Bode, Iowa), Friday, December 20, 1929.
44. According to information from the promotional brochure published by Michelin in 1914, *Address Book of over 3.300 Michelin Stockists in the United States*, which, to be precise, includes exactly 2,620 establishments distributed throughout the different states—including Puerto Rico and Hawaii—, in a total of 2,131 towns/cities.
45. *The Michelin Proposition* was a large catalog—35 x 50 cm, printed in three colors—utilized by Michelin's traveling sales representatives. It explained the advantages of being a member of their commercial network and showed images of different promotional elements offered, along with their characteristics and the possibility of acquiring them at cost or even more discounted, and, in some cases, receiving them free of charge. During my research, I was able to consult two different catalogs, corresponding to the years 1924 and 1926. One is in a private collection and the other is preserved at the Michelin Heritage archives in Clermont-Ferrand. Both have illustrations by Arthur N. Edrop, who presumably, was also responsible for the catalog's design.
46. *R. C. Maxwell Company Records, 1904-1990s and undated*. David M. Rubenstein Rare Book & Manuscript Library, Duke University. Digital Collections (see the complete reference in the bibliography included in this chapter).
47. The advertisement was published in different newspapers, for example in *The Manchester Guardian*, April 10, 1913.
48. "Kirkwood's letter from London," *Marketing* (Canada), April 15, 1922; "Offensive signs discarded in England," *The Fourth Estate*, June 17, 1922, p. 7.
49. "Les Grandes Campagnes de Michelin. Les 30.000 plaques 'Merci'," Michelin advertisement from 1912. According to its text, up until that year, about 30,000 signs had been distributed.
50. As explained in "Milltown," *New Brunswick Times*, May 19, 1911; "Michelin uses White truck," *Automobile Topics*, July 1, 1911; "Truck equipped with pneumatic tires," *The Horseless Age*, July 5, 1911; "Pneumatic tired truck," *The Power Wagon*, September 1, 1911, p. 69.

51. "Roy call of White truck fleets in actual Service," *The Outlook*, May 26, 1920, pp. 168-171.
52. "New road map planned," *New York Tribune*, July 16, 1922; "Michelin gets out new road maps," *The Boston Sunday Globe*, July 30, 1922; "Motor trade doings," *The New York Times*, August 27, 1922. The rest of the information about the maps comes from the direct study of maps belonging to a private collection.
53. "Michelin dealers in window contest," *Motor World*, July 3, 1918, pp. 14-15.
54. "\$1,000 for a name' brings in the crowds," *Automobile Topics*, September 2, 1922.
55. As detailed in *The Michelin Proposition* (see note 45).
56. In the mid-1920s, the Michelin Tire Co. in Milltown regularly published a newsletter containing advice for their commercial network, a simple bulletin far removed from the standards of corporate magazines for American companies in the tire sector. The only reference to this newsletter that I have located is an image reproduced in the February 1978 issue of *Bibendum News*, the monthly corporate magazine of American Michelin Tire Corporation's commercial division. The bulletin headlines included the title *Service* and the slogan "Honesty, Energy, Loyalty." Its editor was the commercial director of the Pacific Zone, J. M. Cummings, employed by Michelin since 1909. The reproduced image corresponds to Volume 8, February 1925, number 47.

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Digital Collections. ROAD: Resource of Outdoor Advertising Descriptions Project
Accessible at: <http://library.duke.edu/digitalcollections/rcmaxwellco/>

Tables and graphs on advertising expenditures for magazines

This chapter is complemented by a series of tables prepared from certain data collected and processed during the investigation or extracted from economics studies conducted at the time. There are three basic sources that allow for an approximation of Michelin's advertising expenditures in the American press, although we must bear in mind the relativity of the figures collected with respect to the totality of the actual activity carried out.

1. *National Markets and National Advertisers.*

The figures of different companies' expenditures -including Michelin- on magazine advertising between 1913 and 1929 have been extracted from the publication *National Markets and National Advertisers* in their annual issues since 1923. They compiled information elaborated by the Advertising Department of The Crowell Publishing Company, New York. The studies are based on the analysis of advertising expenditure carried out annually by different advertising companies in thirty leading general magazines. The regularly published sections "Alphabetical List of Advertisers," "Expenditures by products" and "75 Ranking advertisers for each year" were especially useful.

It should be specified that in this publication, contrary to what occurred with other companies, there is no data available on Michelin's advertising expenditures prior to 1916.

2. *National Advertising Records.*

The data from 1930 were derived from information contained in the lists of 150 advertisers in leading magazines having national diffusion. The analysis included 69 monthly, 4 biweekly and 13 weekly magazines, without including specialized press, and was prepared by the National Advertising Records and originally published by Denney Publishing Company from New York. In this case, data were obtained from the report published in the magazine *Advertising & Selling*, "What 150 leading magazine advertisers spent in 1931" (which also included data from the previous year), January 20, 1932, p. 26, 56 and 63.

3. *List of journals with Michelin advertisements*

The list of different types of press in which the Michelin Tire Company in Milltown's corporate advertisements were published (not those of the businesses or dealerships linked to their commercial network) is the result of the present investigation. It has been compiled from diverse sources, especially from the lists of publications chosen for a given campaign which, in some cases, were listed in the text of the advertisements themselves or in the press releases published in newspapers informing about the campaigns in progress.

The verification of the presence or absence of Michelin advertisements has been carried out practically page by page, in these and other publications available for consultation in digital libraries of different American public and private institutions as well as in private collections that have been accessed. The timing of when advertisements appeared helped, in some cases, to focus the searches. The list is still open to possible incorporations but, in any case, it would deal with publications of little relevance and sporadic insertions, as the search for Michelin campaigns and advertisements has been exhaustive. Primary sources included the list of journals considered initially and in others that have emerged and have been incorporated during the research process. **TABLE 3** shows the resulting list of publications in which Michelin advertisements were inserted between 1903 and 1930. They have been classified according to two main types of journals: generalist and specialized (automobile sector, "farm magazines" and others).

Information sources and their limitations

The *National Markets and National Advertisers* study conducted by The Crowell Publishing Co., whose first results date back to 1913, includes advertising expenditures of different advertisers for a series of leading general magazines. Between 1913, the beginning of the study, and 1930, the year when the activity of the Michelin Tire Company in Milltown ceased, the basic annual list of 30 journals was expanded to 37 publications. Within the timeframe comprising 1913-1930, Michelin advertised in five of the publications included in that list: *Collier's* (1918, 1925 and 1926), *Life* (1907-1910, 1912), *The American Magazine* (1925 and 1926), *The Literary Digest* (1908-1909, 1916-1925) and *The Saturday Evening Post* (1908-1909, 1916-1927 and 1929).

Therefore, the study must take into consideration its limitations as it facilitates the comparison, with concrete figures, of advertising expenditures made by Michelin and other companies in the tire sector for a given and restricted series of publications. Although this selection is not arbitrary, since most of the leading generalist journals are represented, it does exclude others having wide circulation that were used by numerous companies, including Michelin, to advertise their campaigns.

As shown in **TABLE 3**, Michelin advertised in a broader list of publications than what was included in the study, for a total of eleven general magazines. If we compare the general magazines from this table with the five computed in the *National Markets and National Advertisers* study of Crowell Publishing in the period 1913-1930, we see that this latter study overlooks relevant publications such as: *Leslie's*, with Michelin advertising in 1919 and 1920, and having an average circulation in those two years of about 470,000 weekly copies; *Liberty*, with Michelin advertising in 1926 and having a circulation in that year of close to 2,700,000 copies per week; or the Canadian *Maclean's Magazine*, with Michelin advertising in 1918, having widespread distribution in the United States whose circulation there in that year was 50,000 monthly copies.

In the specific case of Michelin, a more realistic table would consider the list of eleven general magazines where they advertised, to which should be added fifteen technical specialized magazines of the automotive sector and the twenty-one specialized magazines of the rural sector or "farm magazines," as well as a dozen other specialized magazines. However, figures that are itemized in this way could only be known by the Michelin Tire Company and their advertising agency. That would serve as the most complete reference material, assuming that their corporate archives had been preserved in this respect.

A set of tables and graphs have been elaborated from the different compilations and comparisons of data contained in these three sources—*National Markets and National Advertisers*, *National Advertising Records* and the list of journals in which Michelin inserted advertisements. They supplement the chapter and provide support in the evaluation of Michelin's advertising investment policy. The information from these graphs and tables are analyzed below.

**GRAPHIC 1: COMPARISON OF ANNUAL ADVERTISING EXPENDITURE
IN MAGAZINES (1913-1922) FOR THE FIVE U.S. TIRE INDUSTRY COMPANIES
WITH THE HIGHEST EXPENSES, WHICH INCLUDES MICHELIN.**

The graphic is reproduced exactly as it was originally published in the study *National Markets and National Advertisers*, 1922. The mere fact that Michelin is considered in this restricted list of five companies demonstrates their leading role in the sector, especially considering that it is the only company of the five that, between 1913 and 1915, did not make any advertising expenditures in the list of general magazines on which the study is based. In any case, in later editions of the annual study new information is included that completes expenditures of other companies, retroactively showing a certain arbitrariness in the handling of data.

In fact, leading companies such as United States Rubber or Fisk are not included here. If they were incorporated, the resulting figures would result in the following expenditure ranking between 1913 and 1922: Goodyear Tire Co. (\$5,433,778); Unit-

ed States Tires (\$2,663,842); Firestone Tire Company (\$2,306,192); BF Goodrich Co. (\$1,198,540); Fisk Tire & Rubber Co. (\$1,196,736); Michelin Tire Company (\$1,058,001) and Kelly-Springfield Tire Company (\$645,642).

The graphic shows that for the Michelin Tire Co., in spite of not advertising themselves for three years—between 1913 and 1915—the amount of their advertising expenditures far exceeded the rest of the medium-sized companies such as Kelly-Springfield. It was relatively close to that of Fisk, the fourth in the ranking, and not far from that made by BF Goodrich, one of the giants belonging to the select group of sector leaders comprising the “Big Four” with Firestone, United States and Goodyear. It should be noted that these four companies, followed by Fisk, not only led in advertising expenditures, but also in the global position of the tire industry business.

Bibliographic sources and references

The graphic on the right, corresponding to the period between 1913 and 1922, is reproduced as originally published in *National Markets and National Advertisers* (1922), Advertising Department, The Crowell Publishing Company, New York, p. 125. The only adaptation deals with the line corresponding to the advertising expenditure made by the Michelin Tire Co., colored in red to highlight it. Regarding the expenditure made by companies that were not included in the graphic—United States and Fisk—the section “Alphabetical list of advertisers,” pp. 78 and 114, has been especially useful.

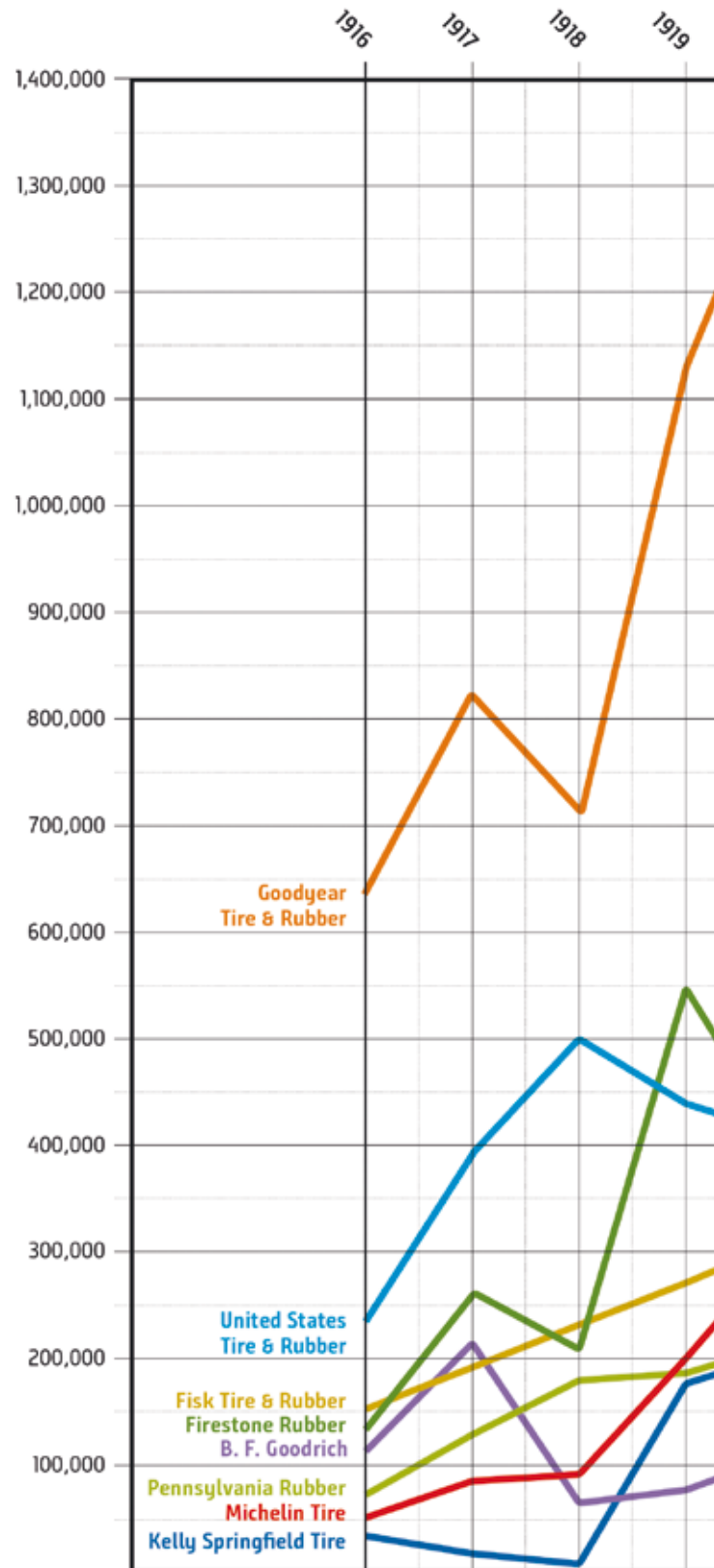
GRAPHIC 2: ANNUAL ADVERTISING EXPENDITURE IN MAGAZINES (1916-1930) FOR THE “BIG FOUR” LEADERS AND MEDIUM-SIZED U.S. TIRE INDUSTRY COMPANIES, WHICH INCLUDES MICHELIN.

In this graphic, with respect to the previous one, the timeframe has been extended, starting from 1916 when the first expenditure data for the Michelin Tire Co. was available, and ending in 1930, the year when the company’s activities ceased. In addition, three significant companies have been included: the leader United States Tires; Fisk, fifth in the ranking, following the “Big Four” leaders, and the medium-sized Pennsylvania Rubber. We can observe how the evolution of advertising expenditures is marked by the context of the Great War in Europe, the intervention of the United States and the euphoria after the conflict. Spending peaked in 1917, fell during 1918 and recovered in a spectacular increase to the maximum levels of 1920. The economic crisis, which began in January 1920 and lasted more than a year, is also reflected.

Starting in the 1920s, the competition between companies created disparate situations, favoring some—the leaders with greater financial capacity—, limiting the growth of others and stifling the weakest. As 1930 approached, this trend was further accentuated, leading to a drastic reduction in the number of tire manufacturers. In the case of the Michelin Tire Co., the year 1928 indicates the cancellation of their advertising spending in magazines—with some exceptions—and the confirmation of the downward turn decline in their business activity.

Bibliographic sources and references

The data were extracted from the annual *National Markets and National Advertisers*, in the chapters “Alphabetical list of advertisers 1913-1922” from the 1922 edition; “Expenditures by products 1920-1924” from the 1925 edition; and “Expenditures by products 1925-1929” from the 1930 edition. For the 1930 advertising expenditure in general magazines, the article “What 150 leading magazine advertisers spent in 1931” (which includes 1930), *Advertising & Selling*, January 20, 1932.



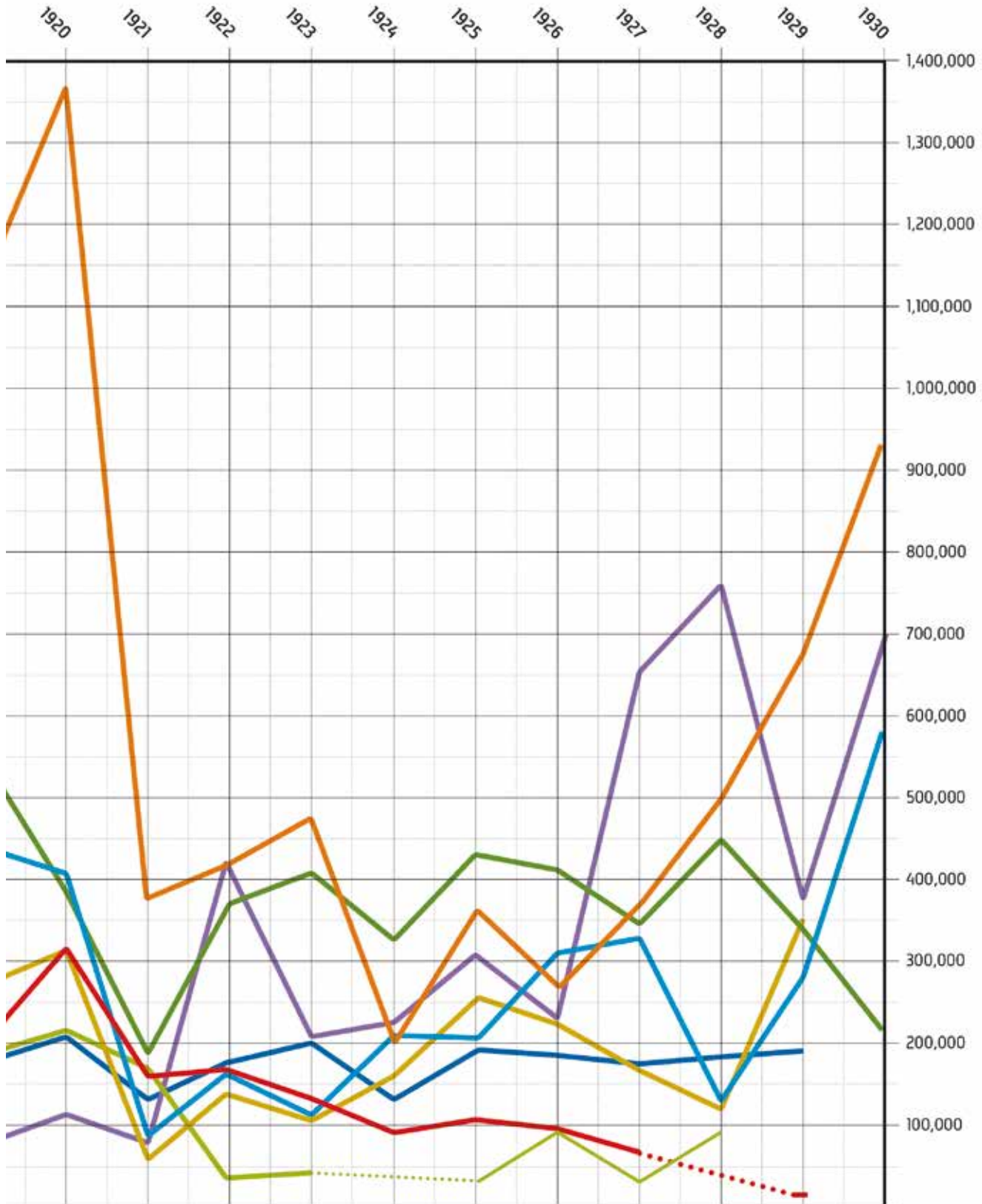


TABLE 1: POSITION IN THE RANKING OF TIRE COMPANIES INCLUDED IN LISTS FOR 75 COMPANIES FROM ALL SECTORS WITH THE LARGEST ANNUAL ADVERTISING EXPENDITURES IN MAGAZINES, 1913-1929.

One of the recurring lists included each year in the *National Markets and National Advertisers* study consisted of that ranking 75 advertisers, regardless of their classification as an industry or business linked to a specific sector—food, appliances, cosmetics and hygiene, pharmaceutical products, automobiles, fuels and oils ... and tires. Inclusion criteria were based on their activity at a national level in the list of relevant general magazines, with large advertising expenditures. Each year, manufacturers for automobiles, their accessories and related products such as tires, occupied several of the leading positions in the list of 75 selected companies.

The table shows year by year, during the period 1913 to 1929, the leading tire sector manufactur-

ers and the ranking that each of them occupied in the list of 75 companies. In general, the annual lists featured one of the “Big Four” in the lead, followed by Fisk and with the exceptional appearance of certain medium-sized companies such as Republic, Pennsylvania, Ajax, Miller and Michelin.

The Michelin Tire Co. in Milltown appears prominently in this list of 75 advertisers from all sectors for two specific years: in 1919, occupying 75th place, and in 1920, in 46th place, ahead of Fisk and after the leaders Goodyear, United States Tires and Firestone. The appearance of the Michelin Tire Co. in this list shows, once again, the significant advertising expenditure made, on occasions well above rivals belonging to the same group of medium-sized companies.

Bibliographic sources and references

The data between 1913 and 1929 have been taken from the section “Advertising advertisers, 75 ranking advertisers for each year” of the publication *National Markets and National Advertisers* in their consecutive annual editions—from the initial, in 1922, until 1930—which contained information and analysis prepared by the Advertising Department services of The Crowell Publishing Co., New York.

**TABLE 2: COMPARASION OF ANNUAL ADVERTISING EXPENDITURE (1913-1930)
IN MAGAZINES AMONG THE “BIG FOUR” LEADERS AND MEDIUM
U.S. TIRE INDUSTRY COMPANIES, AMONG THEM MICHELIN.**

The list of companies that comprise the table is led by frontrunners of the sector, the “Big Four”—Goodyear, Firestone, United States and BF Goodrich. They are immediately followed by Fisk and then by a given representatives of medium-sized companies—Kelly-Springfield and Pennsylvania Rubber—for which specific data on their spending are available each year. The latter are then followed by one of their direct rivals, Michelin. This table shows how, in certain years, the expenditure of the Michelin Tire Company not only surpassed that of the rest of medium-sized companies, but even that of one of the “Big Four.” In 1920, the year when Michelin reached

their maximum expenditure, the company ranked fourth on the list, above the Fisk Tire Co. and the powerful BF Goodrich. The final figure of the total expenditure exhibited by Michelin between 1913 and 1930, consisting of \$1,582,861 as shown in the table, would have been considerably higher had it not been for the following two reasons: the cancellation of advertising between 1913 and 1915 and the progressive decline of the advertising budget after 1927, with two years of inactivity, 1928 and 1930. Moreover, in 1929, “only” \$19,000 was invested, the amount corresponding to a single entry, double page and in color, for the general magazine *The Saturday Evening Post*.

Bibliographic sources and references

Figures for the period between 1913 and 1929 have been extracted from *National Markets and National Advertisers* in their annual editions since 1923, compiling information elaborated by the Advertising Department of The Crowell Publishing Company, NY, based on the analysis, year after year, of some thirty general, leading and nationally disseminated publications.

The following sections have been especially insightful: “Alphabetical List of Advertisers, 1913-1922,” pp. 61-116, in the 1922 edition; “Expenditures by products, 1922-1926,” pp. 177-178, in 1927; and “Expenditures by products, 1925-1929,” pp. 86-87, in the 1930’s.

In this publication, on occasion the sections destined to advertise each type of product for the same company were itemized. To obtain the final figure reflected in this table the expenses for the following have been summed up: tires—covers and inner tubes for automobiles, trucks, motorcycles and bicycles - and products of the same family—repair tools, patches, cements and glues. Expenses have been subtracted from products that were not related to those previously mentioned, such as footwear, mechanical parts and other rubber articles.

The 1930 data was derived from information in the lists of 150 advertisers in leading magazines with national circulation compiled by *National Advertising Records* and originally published by the Denney Publishing Company in New York. In this case, data were also included that had been obtained from the article in the *Advertising & Selling* magazine, “What 150 leading magazine advertisers spent in 1931,” January 20, 1932, pp. 26, 56 and 63.

The amounts, expressed in U.S. dollars, have been reproduced exactly as they were published in their day, without making changes for the present value of currency.

TABLE 2: COMPARISON OF ANNUAL ADVERTISING EXPENDITURE (1913-1930) IN MAGAZINES AMONG THE “BIG FOUR” LEADERS AND MEDIUM U.S. TIRE INDUSTRY COMPANIES, AMONG THEM MICHELIN.

COMPANIES	YEARS									
	1913	1914	1915	1916	1917	1918	1919	1920	1921	
Goodyear Tire & Rubber	\$192,053	246,240	308,513	634,189	820,922	711,122	1,135,975	1,367,225	373,955	
Firestone Tire & Rubber	112,046	95,259	81,900	139,620	259,662	203,083	545,591	384,065	187,560	
United States Tire & Rubber	160,190	149,545	129,674	235,898	393,563	499,648	442,079	409,280	85,525	
BF Goodrich Rubber	147,546	92,220	63,849	108,842	211,137	62,542	73,686	113,195	73,073	
Fisk Tire & Rubber	54,549	90,363	98,731	147,092	191,493	230,696	273,341	310,140	59,031	
Kelly Springfield Tire	25,676	9,768	12,236	37,328	14,800	1,260	180,763	219,385	144,927	
Pennsylvania Rubber	34,282	39,095	35,902	64,491	136,336	183,449	184,870	216,438	171,125	
Michelin Tire Company	0	0	0	49,842	87,784	92,048	199,092	317,645	160,050	
COMPANIES	YEARS									
	1922	1923	1924	1925	1926	1927	1928	1929	1930	TOTAL
Goodyear Tire & Rubber	414,360	463,397	198,000	358,000	261,296	367,480	498,980	673,500	927,045	9,952,252
Firestone Tire & Rubber	366,300	409,700	324,800	429,650	415,500	348,400	446,400	342,600	213,891	5,306,027
United States Tire & Rubber	158,440	109,050	206,160	205,250	308,200	332,500	131,000	279,840	586,796	4,822,638
BF Goodrich Rubber	424,650	206,680	224,675	306,500	236,450	654,880	756,000	378,320	702,705	4,836,950
Fisk Tire & Rubber	141,300	102,987	157,757	255,150	239,450	163,500	137,500	346,000	248,500	3,247,580
Kelly Springfield Tire	165,100	200,500	127,910	196,630	185,672	171,880	178,100	195,400	209,000	2,276,335
Pennsylvania Rubber	41,260	45,800	0	36,000	90,200	32,000	95,000	0	16,683	*1,422,931
Michelin Tire Company	164,800	135,600	90,500	107,000	97,500	62,000	0	19,000	0	1,582,861

TABLE 3: LIST OF U.S. MAGAZINES ACCORDING TO TYPOLOGY, WHERE MICHELIN ADVERTISED BETWEEN 1903-1930.

PUBLICATION TYPE AND TITLE	YEARS																											
	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930
GENERAL MAGAZINES																												
<i>Collier's</i>																												
<i>Country Life in America</i>																												
<i>Hampton's Magazine</i>																												
<i>Leslie's</i>																												
<i>Life</i>																												
<i>Liberty</i>																												
<i>Maclean's Magazine</i>																												
<i>Scribner's Magazine</i>																												
<i>The American Magazine</i>																												
<i>The Literary Digest</i>																												
<i>The Saturday Evening Post</i>																												
CLASS JOURNALS: AUTOMOBILE MAGAZINES																												
<i>American Motorist</i>																												
<i>Automobile Topics</i>																												
<i>Automobile Trade Journal</i>																												
<i>Automotive Industries (+ The Automobile)</i>																												
<i>Motor</i>																												
<i>Motor Age</i>																												
<i>Motor Life (+Motor Print a partir de 1918)</i>																												
<i>Motor Print</i>																												
<i>Motor Travel</i>																												
<i>Motor West</i>																												
<i>Motor World</i>																												
<i>The Horseless Age</i>																												
<i>The Motor Car</i>																												
<i>The Motor Way</i>																												
<i>Tires, The Trade Paper of the Tire Industry</i>																												

(Continued on the next page)

TABLE 4: LIST OF U.S. MAGAZINES WHERE MICHELIN ADVERTISED IN 1920, THEIR CIRCULATION AND PERIODICITY.

1920 was the year in which Michelin had the largest press advertising expenditures. The total sum of \$ 317,645, taken from the *National Markets and National Advertisers* study regarding the investment for that year in *The Saturday Evening Post*, *The Literary Digest* and *Life* did not include the (unknown) expense corresponding to insertions in the following publications: another general magazine, *Leslie's Illustrated Weekly*; the specialized magazines *Motor Age*, *Motor World*,

Motor Life and *Motor Travel*; two specialized magazines *Sunset* and *The Winged Foot*; and the exceptional display made in around twenty publications targeting the rural sector known as “farm magazines,” headed by *The Country Gentleman*. The long list of magazines involved in the 1920 campaign and the sum of their respective circulation resulted in unprecedented advertising coverage for Michelin and a commitment to meeting their prospects in urban and rural markets.

		JOURNAL TITLES	CITY OF PUBLICATION	FREQUENCY	CIRCULATION
		GENERAL	<i>The Saturday Evening Post</i>	Philadelphia	weekly
<i>Literary Digest</i>	New York City		weekly	900,000	
<i>Leslie's Illustrated Weekly</i>	New York City		weekly	467,425	
<i>Life</i>	New York City		weekly	238,377	
AUTOMOBILE	<i>Motor Age</i>	Chicago, Illinois	weekly	35,250	
	<i>Motor World</i>	New York City	weekly	22,029	
	<i>Motor Life</i>	New York City	weekly	16,347	
	<i>Motor Travel</i>	New York City	monthly	3,500	
FARM MAGAZINES	<i>The Country Gentleman</i>	Philadelphia	weekly	426,287	
	<i>Iowa Homestead</i>	Des Moines, Iowa	weekly	138,194	
	<i>The Farmer</i>	St. Paul, Minnesota	weekly	125,824	
	<i>Ohio Farmer</i>	Cleveland, Ohio	weekly	121,662	
	<i>Indiana Farmer's Guide</i>	Huntington, In.	weekly	120,585	
	<i>Nebraska Farmer</i>	Lincoln, Nebraska	weekly	111,592	
	<i>Farmer Mall & Breeze</i>	Topeka, Kansas	weekly	102,430	
	<i>Farm & Ranch</i>	Dallas, Texas	weekly	100,881	
	<i>Breeder's Gazette</i>	Chicago, Illinois	weekly	85,561	
	<i>Hoard's Dairyman</i>	Fort Atkinson, Wis.	weekly	77,210	
	<i>Michigan Farmer</i>	Detroit, Michigan	weekly	68,143	
	<i>Wisconsin Agriculturist</i>	Racine, Wisconsin	weekly	53,449	
	<i>California Cultivator</i>	Los Angeles, Cal.	weekly	30,000	
	<i>Pacific Rural Press</i>	San Francisco	weekly	27,586	
	<i>Florida Grower</i>	Tampa, Florida	weekly	14,401	
	<i>Southern Ruralist</i>	Atlanta, Georgia	fortnightly	267,925	
	<i>Dairy Farmer</i>	Waterloo, Iowa	fortnightly	102,176	
	<i>Missouri Ruralist</i>	St. Louis, Missouri	fortnightly	90,042	
	<i>Dakota Farmer</i>	Aberdeen, S. Dakota	fortnightly	57,702	
	<i>Successful Farming</i>	Des Moines, Iowa	monthly	816,519	
OTHER	<i>Sunset</i>	San Francisco	monthly	129,538	
	<i>The Winged Foot</i>	New York City	monthly	5,300	

Bibliographic

sources and references.

The information for the different magazines/journals—their place of publication, periodicity and circulation—has been extracted from the annual report *N. W. Ayer & Son's American Newspaper Annual & Directory. A Catalogue of American Newspapers Philadelphia, N. W. Ayer & Son, 1921.*

YEARS	EXPENDITURE	The Saturday Evening Post	The Literary Digest	Life	Collier's	The American Magazine
1916	49,842	•	•			
1917	87,784	•	•	•		
1918	92,048	•	•	•	•	
1919	199,092	•	•	•		
1920	317,645	•	•	•		
1921	160,050	•	•	•		
1922	164,800	•	•	•		
1923	135,600	•	•	•		
1924	90,500	•	•	•		
1925	107,000	•	•	•	•	•
1926	97,500	•		•	•	•
1927	62,000	•				
1928	0					
1929	19,000	•				
1930	0					

TABLE 5: MICHELIN’S ANNUAL ADVERTISING EXPENDITURE IN FIVE LEADING GENERAL MAGAZINES AND CONCRETE YEARS INVESTED PER MAGAZINE (1916-1930).

Crossing the data between Michelin’s advertising expenditure from the *National Markets and National Advertisers* study in a certain group of leading general magazines—five are those that actually make up the group in which Michelin advertised—and the record for specific years that they advertised in those magazines, we obtain the annual expenditure and the group of magazines among which advertising expenses were distributed. These variables allow us to observe, for example, that the 1916 expenditure of \$49,842 was shared only between *The Saturday Evening Post* and *Life*, while in 1925, \$107,000 was distributed among the five magazines in which Michelin

published. Another interesting fact is that the 1927 expenditure of \$62,000 corresponded to the sum of advertisements inserted exclusively in *The Saturday Evening Post*, concretely as four interior full-page black-and-white advertisements and fifteen small modular adverts, also in black and white. Finally, it should be noted that the expenditure for the year 1929, a total of \$ 19,000, again corresponded exclusively to the magazine *The Saturday Evening Post*. This was the standard advertising rate for the magazine to publish a single, double-page, two-color entry. The expenditure was related to a Michelin advertisement published on September 28, 1929.

Sources and references. The data in TABLE 3 were employed to determine which years Michelin advertised in the general magazines on the list. Regarding the number and type of advertisements published in 1927 and 1929 in *The Saturday Evening Post*, the computation resulted from a page by page examination of copies published in those years, and locating the advertisements for the campaigns compiled in Chapter 20: “The Michelin Tire Company’s press advertising.”

TABLE 6: ANNUAL MICHELIN ADVERTISING EXPENDITURE IN GENERAL MAGAZINES (1919-1920) AND NEWSPAPERS (1925-1926) COMPARED TO OTHER TIRE COMPANIES.

COMPANIES	YEARS	GENERAL MAGAZINES		NEWSPAPERS	
		1919	1920	1925	1926
Goodyear Tire & Rubber		1,187,702	1,574,160	350,000	400,000
United States Tire & Rubber		752,793	809,394	900,000	835,000
BF Goodrich Rubber Co.		78,675	113,195	750,000	235,000
Firestone Tire & Rubber		545,591	384,065	700,000
Michelin Tire Co.		199,092	317,645	150,000	175,000
Miller Tire & Rubber Co.		263,827	248,718	100,000
Hood Tire & Rubber Co.		114,094	50,865	100,000	50,000

This comparative table between different tire sector manufacturers evaluates the advertising expenditures realized by each of them in general magazines and newspapers. The selection criteria for the years to compare, consisting of two consecutive and different times in each case, were based on the availability of complete data for the seven selected companies: the “Big Four” plus two medium-sized companies such as Miller and Hood, in addition to Michelin. In the case of Michelin and with regard to spending on newspapers, only figures for the years 1925 and 1926

were available. This table explains how Michelin’s spending on general magazines exceeded Hood’s and BF Goodrich’s in 1919, and Hood’s, Miller’s and BF Goodrich’s in 1920. On the other hand, Michelin’s expenditure for newspapers (\$150,000) exceeded that of Hood and Miller (\$100,000 each) in 1925. The results again demonstrate that Michelin’s advertising investment in the press was at least comparable—and on occasions superior—to that of other medium-sized companies in the tire industry who were their direct competitors, such as Hood and Miller.

Sources and references utilized to evaluate advertising expenditures in general magazines.

The figures for the years 1919 and 1920 come from the publication *National Markets and National Advertisers*. The section “Alphabetical list of advertisers, 1913-1922,” pp. 61-116, in the 1922 edition has been especially useful. In this publication, the sections destined to advertise each type of product from the same company were occasionally itemized. In order to obtain the final total shown in the table, the expenses related to tires were added up- tires and inner tubes for automobiles, trucks, motorcycles and bicycles - and family products - repair tools, patches as well as cements and glues. And the expenses of non-related products such as footwear, mechanical parts and other rubber articles were subtracted.

Sources and references utilized to evaluate advertising expenditures in general newspapers.

The information employed for analysis is based on the lists of prominent advertisers in national newspapers, prepared by The Bureau of Advertising of the American Newspaper Publishers Association and, in this case, obtained from their publication in the magazine *Advertising & Selling*: “Expenditures of some advertisers for newspaper space in 1925,” March 24, 1926, pp. 44 and 89; “Bureau of Advertising estimates 1926 newspaper expenditures,” March 23, 1927, pp. 34 and 50.

The lists include the company’s name and the amount of their advertising expenditure starting from a minimum of \$100,000 (in some years the minimum was set at \$50,000). However, it was noted that many companies -for lack of information- were not included, even if they exceed this minimum and

TABLE 7: MICHELIN AND OTHER TIRE MANUFACTURERS' ANNUAL ADVERTISING EXPENDITURE FOR RADIO SPACE (1927-1929).

COMPANIES	PROGRAMAS	YEARS	1927	1928	1929
BF Goodrich Rubber Co.	<i>Goodrich Silvertown Orchestra</i>		239,775	187,044
Seiberling Rubber Co.	<i>Seiberling Singers</i>		10,822	227,385	208,609
Fisk Tire Co.	<i>Fisk Time-to Retire</i>		124,497
Michelin Tire Co.	<i>Michelin-men Orchestra</i>		72,000	102,696
Firestone Tire & Rubber	<i>The Voice of Firestone</i>		33,491	308,065

The Michelin Tire Co.'s advertising investment in radio media—a total of \$174,696—occurred for the period from 1928 to 1929, the years when the company canceled all of their advertising in general magazines. The only exception was one double page advertisement published in *The Saturday Evening Post* in September 1929. Therefore, much of the advertising budget was transferred from one medium to another, from paper to airwaves. In addition, a certain amount of advertising was maintained in newspapers, as a series of standard-

ized modular advertisements intended to be published in the local press by the establishments associated with Michelin's commercial network. These modular adverts also made reference to the broadcasts of the *Michelin-men Orchestra* program. The comparison between radio expenditures for the reduced list of pioneering tire companies placing their stakes on this new medium show us the decisive participation of Michelin, despite the company's being in a delicate moment in terms of their own financial survival.

Notes and bibliographic references

The expenditures for radio sponsorship in the period between 1927 and 1928 have been taken from the monthly publication *National Advertising Records*, January 1929, in the table "Radio Broadcasting Division. List of national radio broadcast advertising for the year 1928, together with their 1927 expenditures." The data for 1928 and 1929 correspond to *National Advertising Records*, January 1930, extracted from the table "Radio Broadcasting Division. List of national radio broadcast advertising for the year 1929, together with their 1928 expenditures." The cells with suspension points and without figures indicate that the sponsored program was not emitted in those years.

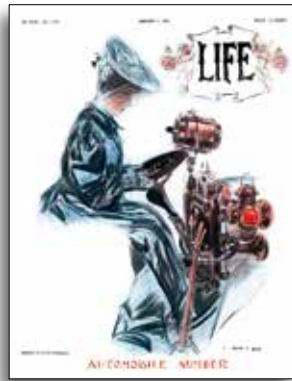
even included those with higher advertising expenditures. In this sense, it is surprising to note the absence of firms that regularly advertised in newspapers, such as Fisk, Republic, Pennsylvania and Ajax, as well as other medium-sized companies.

Finally, it should be noted that the figures on advertising spending for the "Big Four"—Goodyear, U.S. Tire & Rubber, BF Goodrich and Firestone—do not refer exclusively to their range of tires, but may include many other products such as shoes with rubber soles. In this regard, the expenditures for diversified companies in the rubber and tire industry, such as United States Tire & Rubber or BF Goodrich are higher than the other two.

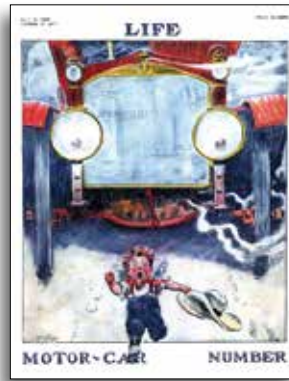
COVER CARS.

The emergence of the automobile and its consolidation as a factor of technological progress, modernity and welfare was reflected by the progressive increase in its prominence on the covers of general and specialized magazines. The main publications, in addition, periodically dedicated special numbers featuring the automobile.

1. Automobile-themed front cover pages (1903-1925).



Life
January 4, 1906



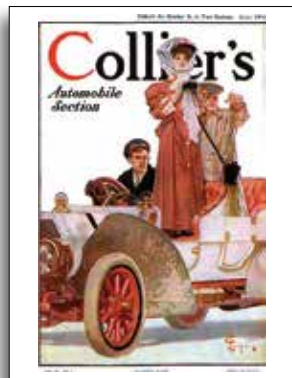
Life
October 17, 1907



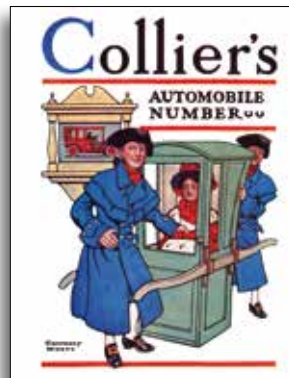
Life
January 7, 1909



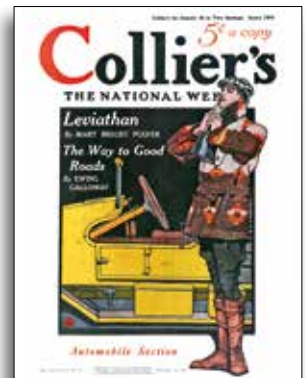
Collier's
January 17, 1903



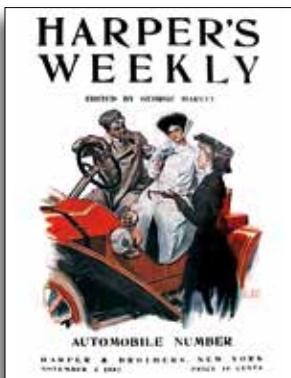
Collier's
October 26, 1907



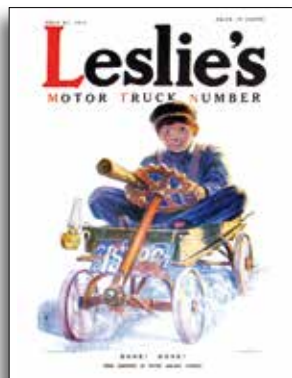
Collier's
January 16, 1909



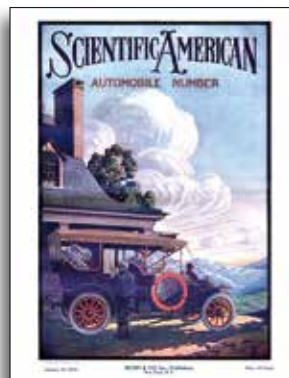
Collier's
January 10, 1913



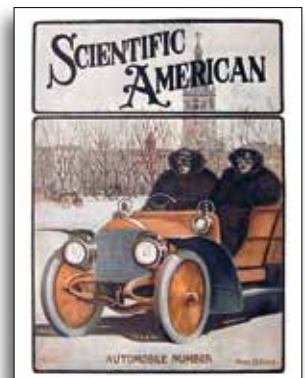
Harper's Weekly
November 2, 1907



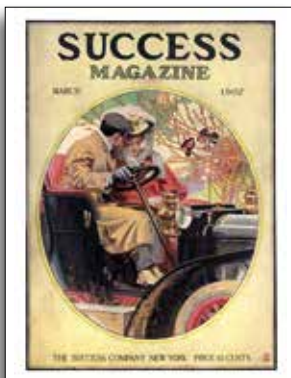
Leslie's
July 31, 1913



Scientific American
January 15, 1910



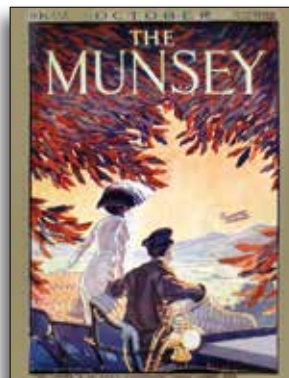
Scientific American
January 19, 1907



Success Magazine
March 1907



McClure's
June 1915



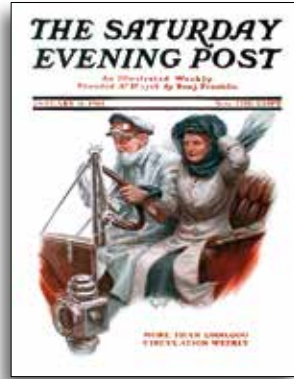
The Munsey
October 1909



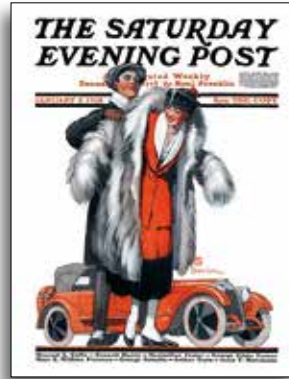
The Ladies Home Journal
August 1914



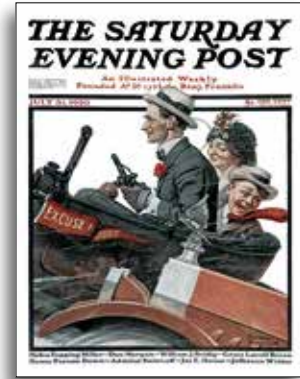
The Saturday Evening Post
March 26, 1904



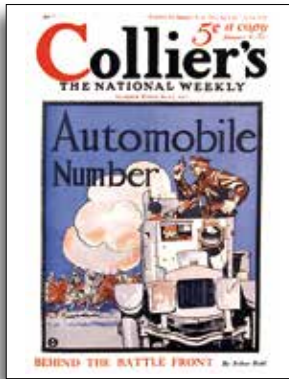
The Saturday Evening Post
January 11, 1913



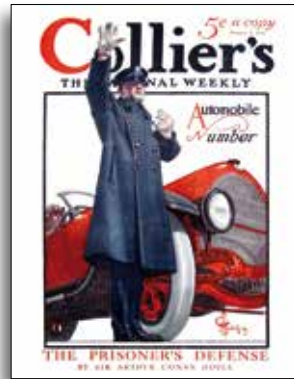
The Saturday Evening Post
January 5, 1918



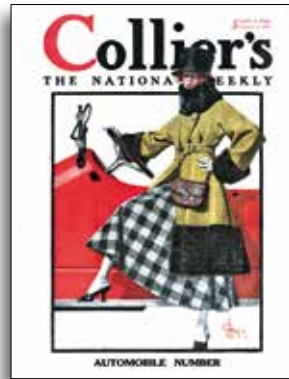
The Saturday Evening Post
July 31, 1920



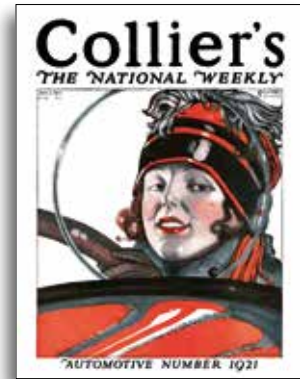
Collier's
January 9, 1915



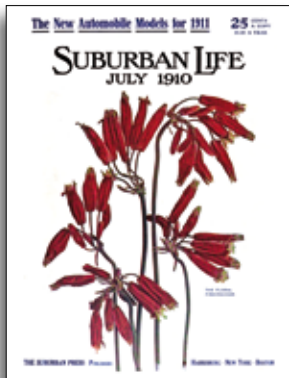
Collier's
January 8, 1916



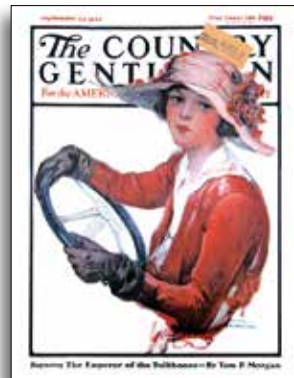
Collier's
January 6, 1917



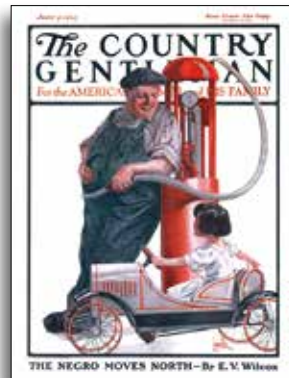
Collier's
January 1, 1921



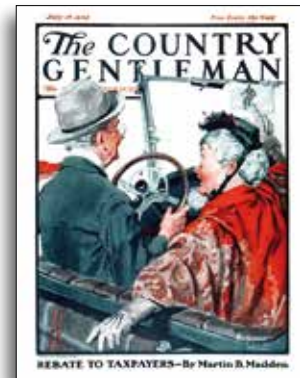
Suburban Life
July 1910



The Country Gentleman
September 23, 1922



The Country Gentleman
June 9, 1923



The Country Gentleman
July 18, 1925



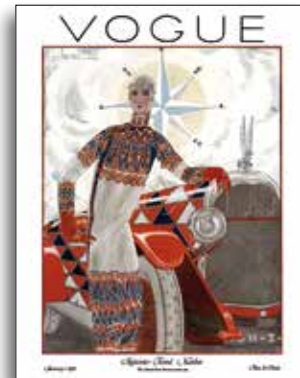
The American Magazine
October 1922



The People's Home Journal
December 1922



Today's Housewife
July 1923



Vogue
January 1, 1925



Leslie's Magazine
SECOND ANNUAL
Automobile Review

THE February number of LESLIE'S MONTHLY MAGAZINE will contain the most complete exposition of the Automobile and its practical usefulness which has ever been issued in popular form. A supplement prepared with great care will give accurate descriptions, illustrations and prices of every first-class pleasure car on the American market. A series of articles, signed by such experts as Wm. H. Hotchkiss, Arthur N. Jervis, Herbert L. Towle, will supply practical advice on the purchase, care and running of Automobiles.

SPECIAL FEATURES:
The Taking of Port Arthur
Thrilling personal narratives, by Japanese officers.
Great Detective Story
The Woman in the Alcove, by Anna Katharine Green.

☛ This Special Number will be on sale by every news-dealer throughout the country on Saturday, January 21st.
10 cents a copy; \$1.00 a year
Frank Leslie Publishing House
New York

HOT TOPIC. The above image is an example of the interest that the automobile sector and its components aroused in general magazines in terms of sales and advertising reach. This is an advertisement for the magazine *Leslie's Monthly*—a publication that reached an average circulation of 300,000 copies per month in 1905—inserted in *The Automobile*, informing readers of this specialized publication about the upcoming appearance in the general magazine's exclusive issue dedicated to the automobile.

2. Full page advertisement published in the specialized magazine *The Automobile*, January 14, 1905.

FIRST in Tire Manufacturers' Advertising

AUTOMOBILE tire manufacturers place more advertising in The Daily News than in any other Chicago paper. In 1926 they placed 44,742 agate lines of display advertising in The Daily News, which was 38% more than the next daily paper carried and 19% more than the total carried by the highest seven-day paper.

In this great and growing tire market, where more than 368,000 automobiles were registered in 1926, The Daily News is chosen as the ideal medium for the tire manufacturers' advertising because with its daily average circulation of more than 400,000, concentrated 94% in the city and its suburbs, it reaches the majority of people who have automobiles.

To sell tires or any other automobile equipment in the Chicago market, direct your sales message to the Chicago family in



THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 41st St.	CHICAGO Woodward & Kelly 369 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 255 First National Bank Bldg.
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Average Daily Net Paid Circulation for January, 1927, 446,941

Published every other Wednesday by Advertising Fortnightly, Inc., 5 East 38th St., New York, N. Y. Subscription price \$3.00 per year. Volume 3, No. 10. Entered as second class matter May 7, 1923, at Post Office at New York under Act of March 3, 1879.



TIME was, and only a short time ago, when the tire manufacturer ran a page or double page Ad in a great periodical, the primary purpose of which, so far as Baltimore was concerned, was to bring out an inquiry from many who wanted to sell that particular tire in Baltimore.

Nowadays, with a certain district in Baltimore almost wholly a distributing instead of a retail center for tires, and with all of the best advertised tires selling to Baltimore consumers through anywhere from a dozen to fifty outlets, scattered all over the city, the advertising which interests distributors and retailers alike is advertising that will make the most pronounced impression on the consumer. In other words, advertising in the tire business is very rapidly getting down to a brass tacks proposition, stripped of all non-essentials, as to what type of advertising will sell the most goods to the ultimate consumer.

Powerful, defined NEWSPAPER ADVERTISING WILL DO IT—advertising concentrated in a SPECIFIC medium of intense circulation, like the NEWS, for instance, that dominates the market and gets close to the people 365 days of the year, supporting at the same time, distributors and retailers, through which support the tire manufacturer can get 100% selling co-operation!

Keep your tires moving in Baltimore by dominating the NEWS, which has an estimated circulation of 100,000, equivalent to the 100,000 automobiles in Maryland, 50% of which are in Baltimore.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Telephone Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Howell A. Wood
Advertising Manager

DAILY TIRES. Newspapers, like magazines, employed their circulation figures as an appeal to capture advertisers. Of these, companies linked to the automobile sector stood out, such as the manufacturers of vehicles and their components. Aware of this important market, and as can be seen in the examples shown here, newspapers specifically advertised seeking the complicity of tire companies and businesses. In the advertisement shown above, *The Chicago Daily News* was positioned as the best means to reach automobile drivers in that city, with a circulation of 400,000 daily copies. In the adjoining advertisement *The Baltimore News*, with a circulation of 100,000 daily copies, followed suit declaring that 50% of the cars in the state of Maryland were concentrated in the city of Baltimore.

3. *The Chicago Daily News* advertisement published in the magazine *Advertising & Selling*, March 9, 1927.

4. Advertisement for *The Baltimore News* published in the magazine *Printers' Ink*, July 29, 1920.

The Kingdom of the Tire

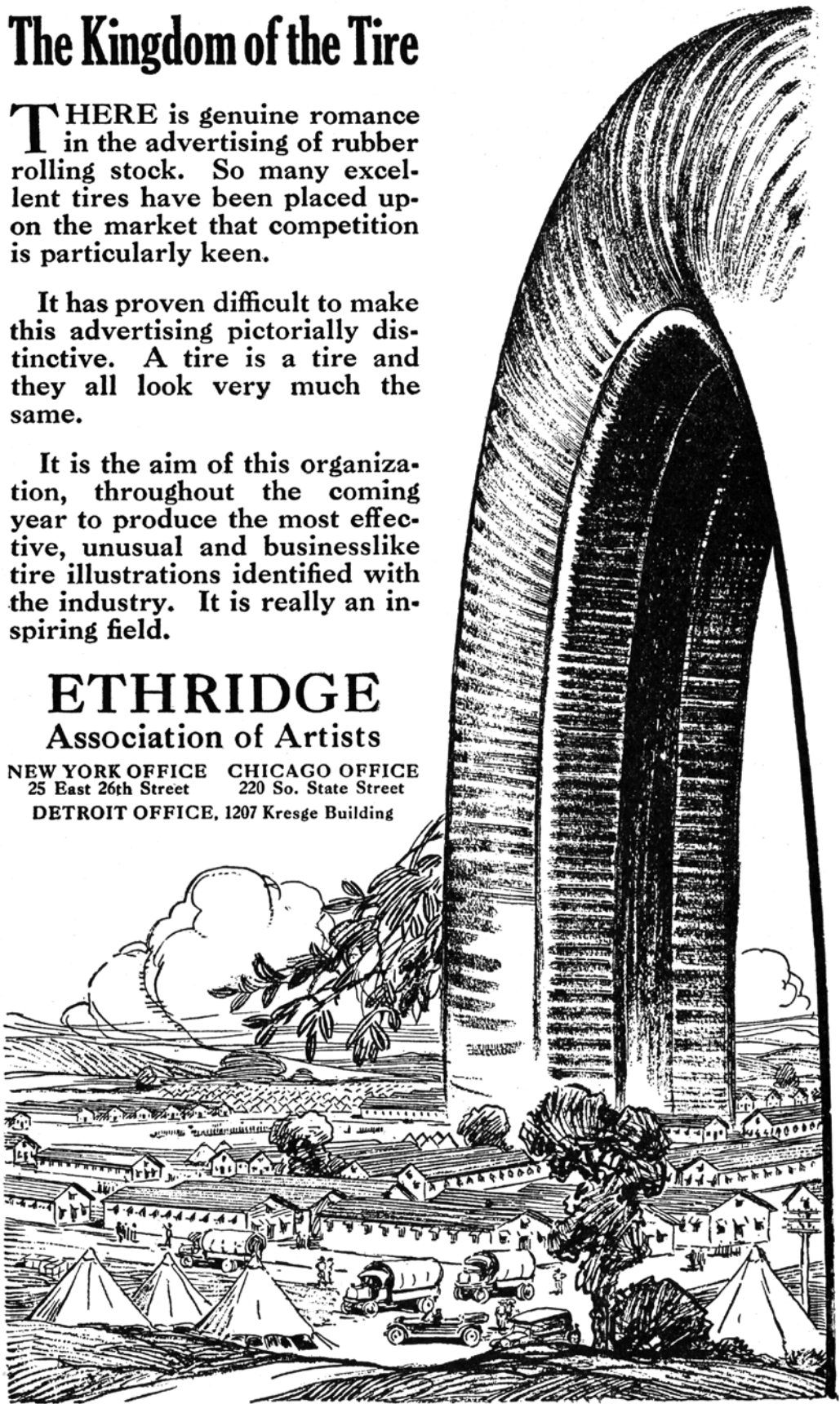
THERE is genuine romance in the advertising of rubber rolling stock. So many excellent tires have been placed upon the market that competition is particularly keen.

It has proven difficult to make this advertising pictorially distinctive. A tire is a tire and they all look very much the same.

It is the aim of this organization, throughout the coming year to produce the most effective, unusual and businesslike tire illustrations identified with the industry. It is really an inspiring field.

ETHRIDGE Association of Artists

NEW YORK OFFICE CHICAGO OFFICE
25 East 26th Street 220 So. State Street
DETROIT OFFICE, 1207 Kresge Building





THE KINGDOM OF THE TIRE.

The Ethridge Association of Artists, created in 1914 and with offices in New York and Chicago, was a large agency that represented artists specializing in advertising illustration. This included a long list of important names such as Frank Xavier Leyendecker, Clarence Underwood, Adolph Triedler, Harry Grant Dart and Henry Hutt. Aware of the progressive increase of the tire industry's advertising investment, the agency advertised in press to offer, through the personal style of each artist, differential and distinctive graphics for tire campaigns by companies in the sector.

5. Advertisement for the agency The Ethridge Association of Artists, reproduced in Hall's book (1921) which is included in the bibliography.

PRIEST AND CLANCY
Tire, Battery and Electrical Service Shop

GOULD ANNOUNCES
New Distributors in
Massillon, Ohio

The Gould Storage Battery Company, Inc. has chosen Priest and Clancy as the exclusive distributor for the Gould Storage Battery in Massillon, Ohio.

**215 N. Erie St.
Dial 7337**
We Will Have Our
Opening
Saturday, June 12

**For Our Opening Day
SPECIAL
WE WILL GIVE
FREE
2 Quarts of Oil With
Each 5 Gallons
of Gas**

PRIEST & CLANCY
MARISSILLON, OHIO
Goald Battery
"Longest Life to Owner's Benefit"

CANFIELD GASOLINE
AND
WM. PENN MOTOR OILS

We sell them exclusively because they are good. The public has become educated to these gasoline and motor oil values.

Come in once for Canfield gasoline and Wm. Penn Motor Oil and you'll keep on coming.

Priest & Clancy
215 NORTH ERIE STREET

MICHELIN
Comfort Balloon Tires

The Leading Balloon Tire for Small Diameter Wheels as Well as for Gasoline Trucks

Tiger-Grip Tread Greater Flexibility More Mileage

Michelin High Pressure Carbs Are Also Favorite Everywhere

Sold Exclusively by
PRIEST & CLANCY
215 NORTH ERIE STREET

TIGER-FOOT TIRES

Their top has captured the attention of the motorists. This has a number of advantages. It has a wider tread, a deeper tread, and a more flexible tread. It is made of a special rubber compound. It is made in a special way. It is made in a special way.

NEIL BATTERY & ELECTRICAL CO.
CANTON, OHIO

Waited Long for This Discovery!

CASCARETS

I CLEAR COMPLEXION

OSTERAG BROS.

The Cost

L.D. INFROCK CO.

We are Looking for A MAN!

Diamond Tires
MONROE'S

NEWS OF COVINGTON AND VICINITY

Acid Stomach

80 Miles of Modern Concrete Streets Laid by 75 Ohio Cities

Once Again the "Sturdy Prince"

FILES GO QUICK

NEW FILES CAN BE QUICK ENDED

WELSH BELLEVUE MUST BE BUILT IN THE WORLD

PORTLAND CEMENT ASSOCIATION

DUELS ON PAPER.

The graphic representation of products such as tires—supported, in some cases, by promotional characters or by other types of illustrations—, broke with the typographical regularity of text in columns, seeking the attention of the reader. As can be seen in the pages reproduced here, the battle between mascots was one of the usual scenes in the daily press. Michelin's Bibendum fought duels against his different rivals: Above left, the tiger for the "Tiger-Foot" tires of the Standard Tire Company in Willoughby, Ohio. Above right, Diamond Dan, the rhomboid-shaped mascot for Diamond tires, near the Michelin module illustrated by Gluyas Williams. On the right, the character of Hood Rubber, placed in the vicinity of the Michelin module illustrated by Arthur Edrop.

6. Modular advertisement page for products that were on sale at the Priest & Clancy automobile tire and components store, published in the newspaper *The Evening Independent* (Massillon, Ohio), June 11, 1926.
7. Page from the newspaper *The Piqua Daily Call* (Piqua, Ohio), published on March 17, 1927.
8. Page from the newspaper *The Muskogee Times Democrat* (Muskogee, Oklahoma), published on June 7, 1919.

THE MUSKOGEE TIMES-DEMOCRAT

SENATOR OWEN BOOSTING FOR BUDGET SYSTEM

GRAVE CHARGES IN IRISH REPORT

LITTLE NEGRO LAD TAKES LONG HIKE

INDIAN BAKING SPLENDID GARDENS, SAT REPORT

12,100 PAID FOR JERMY BELL AT KENTUCKY SALE

TINY SUB CANNON WILL BE SHOWN IN THIS CITY

KENTUCKY MAY SECURE RETURN OF BATTLE FLAG

FLAG DAY EXERCISES AT FIRST CHRISTIAN CHURCH

WIFE OF SENATOR SMITH OF GEORGIA IS DEAD

SEVERAL BOOZE CARS SOLD BY U. S. MARSHAL'S OFFICE

COMMERCE COMMISSION HELD AGAINST R. B. BATT

IRA S. CHAPMAN

HOOD "The Ace of Extra Ply Tires Tiredom"

What Hoods Are Doing Elsewhere

L. S. CHAPMAN & CO.
Orchardine
Chapman's Orchard Road Fruit Farm
823 Central Bldg.
Hood Tire Co., Los Angeles, Cal.
Telephone A-3481, Main 6468
LOS ANGELES, CAL.

I have used Hoods on my last tires, and I really cannot tell you more, what the life of the tire is because I have never worn one out. I had a set on my Oakland one that had gone about 17,000 miles when I traded the car in. On my present car, a Packard Six, the oldest Hood has traveled 15,000 miles and looks good for another 10,000.

I have never had a blowout or loose tread while using Hood tires. You can certainly count on my business.

Cordially yours,
IRA S. CHAPMAN.

Hood Tires are duly recognized such service as stated in the above letter. Try a Hood tire and you will believe them a "Hood Car."

Put on a Hood tread
Tread it for a year

HOOD TIRES

Service Tire & Supply Co.
Phone 907 Muskogee, Okla. 423 W. 10th

MICHELIN 12 to 15% Extra Weight

One of the best ways to judge a tire is to weigh it, for mileage depends in a large measure on the quantity of quality materials. Of course weight might be due to many factors that do not improve quality, such as unnecessary wire in the beads, or weight-giving compounds. But once assured that only quality-giving materials are used, then weight is an excellent guide to durability.

In advertising this, Michelin, have your dealer weigh the different makes you are considering. You will find that Michelin Universal weighs 12 to 15 per cent more than the average, for permanent wearing with the use of the tire.

This extra weight, due to extra quality rubber and superior and more uniform Michelin Quality materials, will give you a 15 to 20 per cent extra mileage from Michelin. Yet Michelin cost no more than ordinary tires.

Oklahoma Auto Supply Co.
515 West Broadway
Phone 1387

Kelly-Springfields

When you buy a Kelly you buy Tire Insurance. It will pay you in the long run to buy the best tire. The original cost should not be considered. Kelly-Springfields have been reduced in price 15 per cent on the larger sizes and 20 per cent on Ford sizes. This makes it possible for every car owner to have the tire that lasts the longest.

Motor Tire & Supply Co.
State and Wall
Across from the Opera
Phone 62

CARNIVAL
Old Ball Park Now
Rice-Dorran Shows

THE TIMES RECORDER, ZANESVILLE, OHIO

THE GIMPLES —By Sidney Smith

MY KINGDOM FOR A NAME —By George McManus

BRINGING UP FATHER —By Billie DeBeck

ARNEY GOOLLE —By Billie DeBeck

A SCARE IS NOTHING TO CROW OVER —By Billie DeBeck

WILLY AND HER PALS —By Cliff Sterrett

DUMB NORA —By Murat Young

MOM'S POP —By Taylor

OOTS AND HER BUDDIES —By Martin

ANYBODY'S GAME —By Martin

RADIO SEASON IS HERE

Now is the time to purchase your

RADIO

For TONE, QUALITY and SELECTIVITY. hear the famous

Radiola

Let us demonstrate in our Studio

FERGUS ELECTRIC COMPANY

North Third Street Between Main and Market

PRICES

Range From **\$165** to **\$575** Installed Complete

WILHELM'S 7 BUSY MARKETS

CHAS-O For washing or bluing clothes. For Monday morning only. 2 lbs. pack and with each 2 packages you will get you a 25c package free.

WASHING TABLET 25c
BLEACHING TABLET 25c
The best that money 25c
Get on the market 15c

CLUB STEAK, a lb., 24c

FLAT BOILING BEEF a lb. 12c

SHOULDER PORK CHOPS a lb. 25c

RIB or LOIN PORK CHOPS a lb., . . . 28c

WELSH RABBIT—The best for you ever tasted. 24c

MINCED HAM—The best for you ever tasted. 25c

TOMATOES for can. 35c

ORANGE, sweet and juicy, a dozen 25c

SMALL PICKLING ONIONS, 2 pound 30c

FOR ONE MORE DAY

WE WILL GIVE

\$25.00

FOR YOUR OLD ELECTRIC WASHER

ON A

THOR CYLINDER WASHER

The washer that washes thoroughly without any injury to the clothes and is still working perfectly long after others can be repaired no longer.

Phone 1093

Southern Ohio Public Service Co.

I'VE RIDDEN ON ALL THE BEST BALLOONS — AND I KNOW THAT NOTHING BUT THE MOST COMFORTABLE IS THE MICHELIN

NU-WAY CREDIT TIRE CO.
ZANESVILLE, OHIO
MICHELIN TIRES — 36% MORE MILES
109 MAIN ST.

Read The T. R. Classifieds

COMICS, ENTERTAINMENT AND ADVERTISING. The image shown above depicts a peculiar case of location for an advertising module, probably undesired. In fact, this is an isolated case in the 1926 campaign of advertising modules in the daily press, with humorous printing plates illustrated by Arthur Edrop. The strength of advertising impact for the Michelin advertisement becomes watered down, diluting itself in the environment, as the page is saturated with comic strips and their vignettes full of scenes and characters with which the ad must compete. Mimicry is accentuated by humorous themes and the use of the comic's own resources, such as the speech bubble with which Bibendum expresses himself.

9. Page from the newspaper *The Times Recorder* (Zanesville, Ohio), published on August 30, 1926.

News From All Sections Of Middlesex County

MILLTOWN
HOUSE STRUCK DURING STORM ON TUESDAY NIGHT
During the stormous Tuesday evening...

JAMESBURG
JAMESBURG, June 17.—Before a large crowd...

SPOTSWOOD
SPOTSWOOD, June 17.—Commencement exercises of the local grammar school...

KINGSTON
TRAIN HITS THE AUTO OF D. C. MERSON
KINGSTON, June 17.—C. A. Merion of Monmouth Junction...

RECENT TRANSFERS OF REAL ESTATE
George E. Lueder Co. to Green Point, two lots in Monmouth...

SAYREVILLE
SAYREVILLE, N. J., June 17.—John H. Hildbrand...

PLAINTIFFS IN CRASH SUIT
Mrs. Elizabeth W. Paul and Mrs. M. S. L. Landon.

TIRE CHATS
ANY of the trucking men who have been...

MACCABEES HONOR WOODRUFF
Macabees from New Brunswick...

NEW MARKET SCHOOL
BROOKLYN, June 17.—The school...

NOTICE TO CONTRACTORS
City of New Brunswick...

John Lynch Caught Drinking Stolen Milk
John Lynch, who states City...

General Remarks
New York, June 17.

Original Trial
Calendar for Next Week

Personal
14th hole has arrived...

Notice to Contractors
City of New Brunswick...

John Lynch Caught Drinking Stolen Milk
John Lynch, who states City...

Notice to Contractors
City of New Brunswick...



Advertisement for Chester's Pills, mentioning 'Tire Chats' and 'Macabees Honor Woodruff'.

Advertisement for 'Tire Chats' and 'Macabees Honor Woodruff'.

Advertisement for 'Macabees Honor Woodruff' and 'New Market School'.

Advertisement for 'Notice to Contractors' and 'John Lynch Caught Drinking Stolen Milk'.

Advertisement for 'Notice to Contractors' and 'John Lynch Caught Drinking Stolen Milk'.

BETWEEN NEWS ITEMS. The image shown above portrays an example of how "Tire Chats," Michelin's narratives, were inserted as text between columns in New Brunswick's leading newspaper. Despite the fact that it was an advertising text, only a singular capital letter differentiated the ad from the graphic presentation of the rest of the information and editorial contents offered. 10. Full page advertisement published in The New Brunswick Times newspaper, June 17, 1916.

TIRE CHATS

A DRAMA—By the Michelin man. First Act—The Collision. (Twilight on a main road.)

Scene 1. Wagon laden with stones sways ponderously across the road, lulling the drowsy driver to sleep. Large stone falls from the cart. Night, in its turn, also falls.

Scene 2. 20 h. p. car arrives at thirty-five miles an hour. Front wheel just misses the stone; less fortunate rear wheel passes right over it. Nasty jar. Car continues its course.

Scene 3. Forty seconds later, frightful explosion. Car stops in 65 yards with brakes full on. Rear tire has burst.

Why forty seconds later?

Scene 4. Primary evidence—Outside bead of casing still in place. Inner bead partially detached, and broken exactly where a security bolt rests. Singular!

Inner tube is wound round the brake drum. How extraordinary! Canvas has sustained a frightful gash. Tread undamaged, simply showing a bruise at one point.

Incomprehensible! Act two, which is incidentally the solution, will appear in tomorrow's edition. Be sure to read it, and future tips the Michelin man will give you on the care of your tires.

TIRE CHATS

A DRAMA (continued)—By the Michelin man. Second Act—The Solution.

Bibendum's Story—A broken bead and torn canvas. Such is the damage caused by this strange burst which took place after the collision.

Let us examine the tube. It is evident that the cut is not as clean as those we sometimes inflict on our chins—the edges are jagged, thus conveying the impression that the air did not escape violently. What a puzzle!

In passing over a stone, the envelope was strained much in the same way as I bend this piece of wood across my knee. The wood breaks, but not entirely, for the part in contact with my knee is only bruised, while the outside is splintered. So with the envelope, the part which came into direct contact with the stone was bruised, while the inner tube received no immediate damage from the shock, but owing to the rupture of the canvases, the pressure of air forced the tube into the torn part of the envelope. Each revolution of the wheel imparted a sheared-like movement to the torn canvases, with the result that the tube was bitten through, as it were.

This, of course, allowed the air to leak into the envelope, and, seeking its way of escape, it forced a small part of the extreme edge of the bead from the rim. The inner tube then worked its way under the bead, and stretched it with all the strength of its remaining pressure, finally forcing it from the rim and causing it to break at the point where the head of the security bolt rested.

This, then, shows how ruptured canvas, for which the manufacturer is often blamed, may be due to a severe external shock. Read the other tips which I am to give you in these columns in the future. They will help prolong the life of your tires.

TIRE CHATS

IN a recent interview J. Hauvette-Michelin, head of the big tire works at Milltown, stated that the greatest drawback to a more general use of anti-skids in this country has been the added cost as the motorist already has a complete set of rubber-tread tires, which he does not want to discard. "As a matter of fact," continued Mr. Michelin, "four Anti-Skid tires are not necessary, only two being required to assure safe driving under all road conditions. One anti-skid should be fitted on one of the front wheels, and one on the opposite rear wheel. If the driver sits on the right side, then the best disposition of the anti-skid tires is one on the right front wheel and one on the left rear wheel, but if the car drives from the left side, like Rex cars and Fords, then the anti-skids should be fitted to the left front and right rear wheels. Of course the two rubber tread tires that are removed when the anti-skids are fitted may be kept for spares for the two wheels still carrying ordinary tires.

"The advantages of the tire equipment suggested, are, first, safety because the two anti-skids prevent accidents due to skidding when driving on wet or muddy or ice-covered roads, and second, the two rubber tread tires held firmly on hard dry pavements. Then again the economy of the Michelin combination is apparent, only two anti-skids being required instead of four. Users of small or medium powered cars are now enabled to adopt anti-skids at a moderate investment. Of course drivers of heavy limousines and other high-powered cars have always used them.

The Michelin Company, which produced the first successful anti-skid tires five years ago, makes a steel studded leather tread tire that is at once practically puncture-proof and non-skidding, besides being resilient, because the rubber walls are not confined by the tough, though flexible leather tread. Using two of these tires, as suggested by Mr. Michelin, instead of four seems to solve the skidding problem in a satisfactory and economical manner.

TIRE CHATS

MANY motorists make the mistake of running on their anti-skid tires after the steel studs have been worn down. It is done upon the assumption that tire economy is thus effected. This is a mistake, says the Michelin Tire man—and a costly one.

No matter how hard the steel of which the studs are made, constant use will eventually cause them to wear down. This is proven by the fact that the best cutlery steel cannot resist the friction of a grindstone.

In districts where the roads are uniformly good, the studs are very longlasting, and even on rough roads they will stand a great deal of work. But in time, constant usage wears them down.

Even though the envelope may still be in good condition, the leather covering should never be made to serve as a tread. Its purpose is simply to afford greater protection against possible punctures, and to give extra support to the steel studs. Invariably the total destruction of the tire quickly follows when the leather tread is pressed into this service for which it was never intended. The envelope is of no further use after the leather has gone.

If the canvas is not too much worn, the envelope can be restudded and fitted with new leather or it can be fitted with a plain tread, and utilized for one of the front wheels.

Another very important thing that motorists should remember is the fact that the efficiency of a steel studded anti-skid tire depends almost entirely upon the air pressure maintained in it. The leather band in which the steel studs are imbedded is a great deal less elastic than rubber, and as a result, a certain amount of stress is created between the two materials.

Numerous other valuable hints on the proper care of tires are given in the "Book of Bibendum" issued free on request to motorists by the Michelin Tire Co., of Milltown.

TIRE CHATS

NEARLY every motorist has experienced the exasperating task of locating small punctures in inner tubes. The following suggestions may serve to lighten his troubles when he next meets with such a mishap.

In the first place the tube should be examined carefully to determine if the puncture is large enough to be seen. If not immediately visible the perforation may be very small, no larger than a needle point and in this case it is much harder to locate.

Inflate the tube slightly and hold it near the ground. Very often, if the road is dry, the puncture may be detected by the disturbance of the dust made by the escaping air.

If this test cannot be made or if it does not discover the puncture, present each portion of the tube to your cheek until you can feel the rush of escaping air. These methods failing to locate the puncture your only course is to immerse the tube in a pan of water, section by section, and watch closely for air bubbles. Where these bubbles rise is the point of puncture.

Sometimes when the water test will give no indication of a leak, yet when the tube is refitted and inflated, the air pressure will again decrease slowly. You may then be practically sure that the trouble starts near the nut at the base of the valve. This is assuming that all other valve parts are in good condition, otherwise when the valve was immersed in water, bubbles would have indicated the leak. An invisible leak of the nature described could be produced by screwing the nut at the base of the valve too tightly, or not screwing it tight enough.

In either case it is safer to return the tube to the manufacturer, for it is not likely that the motorist can make a satisfactory repair.

If no puncture is found in the tube, it would be well to re-test the valve. This can be done while the tire is mounted on the wheel. Simply turn the wheel until the valve is pointing straight down and immerse the valve in a glass of water.

This is accomplished by raising the glass until the valve is submerged. If bubbles rise to the surface of the water, examine the rubber security disk at the bottom of the cap, and if this is damaged fit a new one in its place. If you have no regular rubber disk, use instead a small leather washer, or one made of cloth smeared with cement.

The Michelin Tire Company, of Milltown, publishes in two volumes a complete instruction book on the care and repair of tires from which the above notes are taken. Copies of these volumes are sent free on request.

TIRE CHATS

Importance of Repairing Small Cuts in Envelopes.

A secure the best possible service from his tires, the motorist must care for them properly, and nothing is of greater importance than prompt repairing of small cuts in the envelope. It is impossible to avoid these cuts, as small stones and other sharp objects are bound to come in contact with the tread. Sometimes these cuts are small and seem insignificant, but damage results from neglecting them. In fact, unless repaired promptly they will eventually bring about the complete destruction of the envelope. Stones, dust and dirt work in and under the tread, raising blisters and separating the rubber from the canvases. Moisture also gets in and quickly rots the fabric and disintegration follows.

Immediately on discovery of cuts the edges and interior should be thoroughly cleaned with gasoline, separating the edges with a match or small stick to expose the inside. All foreign matter must be removed and when the cut is perfectly clean the interior and edges should be coated with cement. After allowing the first coat to dry, apply another, and while still "tacky" knead with the fingers sufficient mastic and force it into the cuts, pressing it firmly into every crevice.

When the cut is properly filled, hold the edges together firmly for a few moments until the mastic sets. The repair should then be allowed to stand for six hours, or more if possible, allowing the mastic to harden properly. Mastic is a plastic cement sold at nearly all garages. It is very useful, and a small can for the tool box is a good investment.

The Michelin Tire Company, of Milltown, is publishing two books of instruction on the proper care and repair of tires. Any motorist can secure both volumes free on request.

TIRE CHATS

How Tires Should be Washed.

WASHING tires and washing a car are two very different propositions. Water alone should be used to wash tires, and as little of it as necessary. After every run the envelope should be wiped clean with a damp sponge or well-rung cloth.

The common mistake made by motorists is to mix kerosene with the water. This may be advisable when washing the body of a car to remove mud and dust from the varnish, but it should never be done when washing tires, because kerosene eats rubber.

This fact can be readily proved by immersing a small piece of rubber in kerosene and allowing it to soak. The rubber will soon swell and lose its elasticity. The reason for this is apparent. Kerosene is rich in fatty properties, which remain after the evaporation of the gases. Every time a tire is washed with a kerosene mixture the rubber is deprived of more of its strength.

When washing tires it is best to simply dampen a sponge with clean water, car being taken that the sponge is not soaked and dripping. Then wipe the tires dry with a cloth or handful of waste.

This and many other phases of the tire question are intimately covered in the "Book of Bibendum" sent free to motorists upon request by the Michelin Tire Company, of Milltown.

TIRE CHATS

YOU have doubtless heard about the refined torture of allowing drops of water to fall on to the head of a condemned person with such monotonous regularity as ultimately to drive him insane.

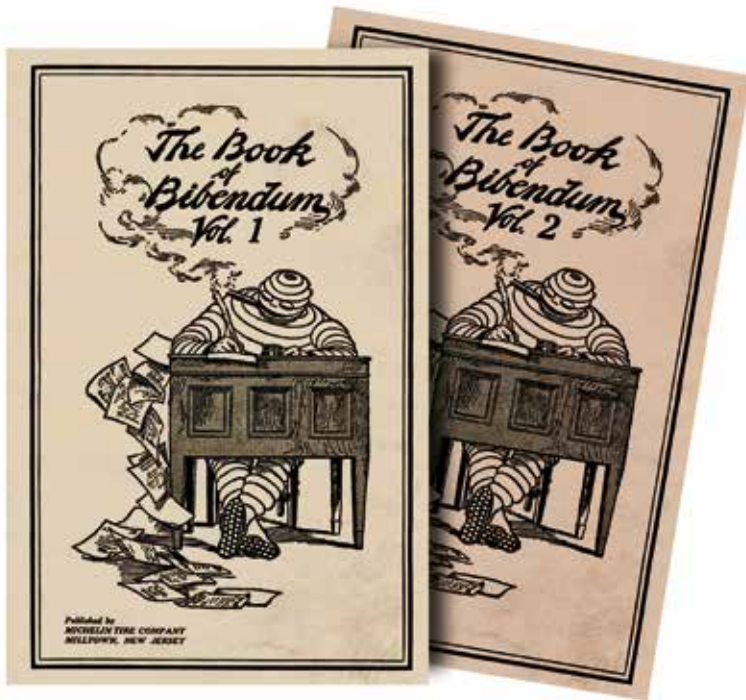
Well, the whole of one night a leaky can of lubricating oil slowly emptied its contents on to an unfortunate envelope.

As soon as rubber comes into contact with any fatty substance it blisters and becomes disintegrated. While our tires drink (or absorb) road shocks with avidity, their health is absolutely destroyed even by a few drops of oil.

See, then, that your tires do not come into contact with any kind of grease. Never throw your tubes into a tool box, and above all, never let your envelopes and tubes lie about on the floor of the garage, as it cannot be free from grease.—Extract from Book of Bibendum issued by the Michelin Tire Company, of Milltown, free of charge.

CHATTING. On this page, a compilation of selected advice columns for motorists on tire care, from the series published by Michelin.

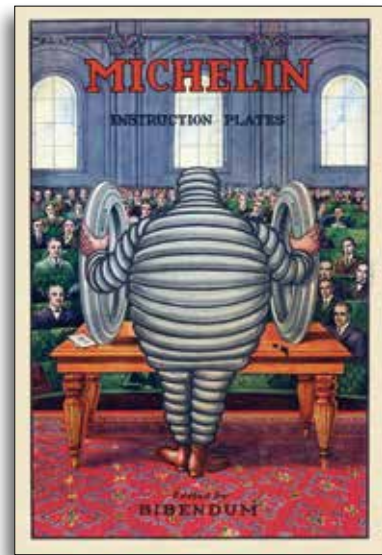
11-18. Columns of the "Tire Chats" section in *The New Brunswick Times*, June 1915.



19. THE BOOK OF BIBENDUM, VOL. I AND II

1911. 16 x 24 cm. 32 pages. Cover and interiors in black and white.

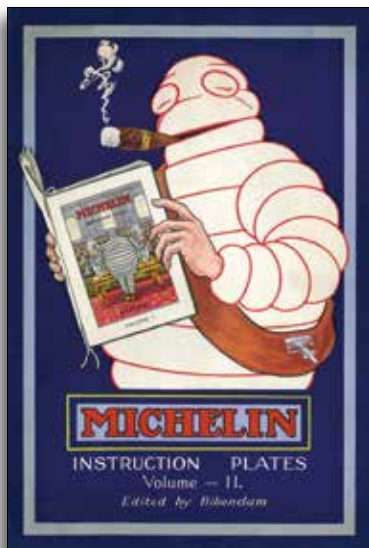
These volumes reproduce a series of articles with technical advice for the correct care of tires, originally edited as a series in the French press called "Les lundis de Michelin" and later, incorporated as the section "Fridays" published during 1909 in the British magazine Autocar.



20. MICHELIN INSTRUCTION PLATES, VOL. I

1913, 12,5 x 19 cm. 24 pages.

Reproduces the advertisements that appeared in the French magazine *L'illustration Théâtrale*, combining photographs of damaged tires with Bibendum clichés by O'Galop and other illustrators from French and British advertising.



21. MICHELIN INSTRUCTION PLATES, VOL. II

1915, 12,5 x 19 cm. 24 pages.

Reproduces the advertisements from the French magazine *L'illustration Théâtrale*, combining photographs of tires with clichés of Bibendum by several illustrators from Michelin's French and British advertising.



22. MICHELIN TIRE USER'S HAND BOOK

1916, 12,5 x 19 cm. 56 pages.

Reproduces a part of the advertisements that appeared in the French magazine *L'illustration Théâtrale* together with other technical advice. It included Bibendum clichés, created by several illustrators.



23. THE TIRE AND THE BRAKE BY MICHELIN

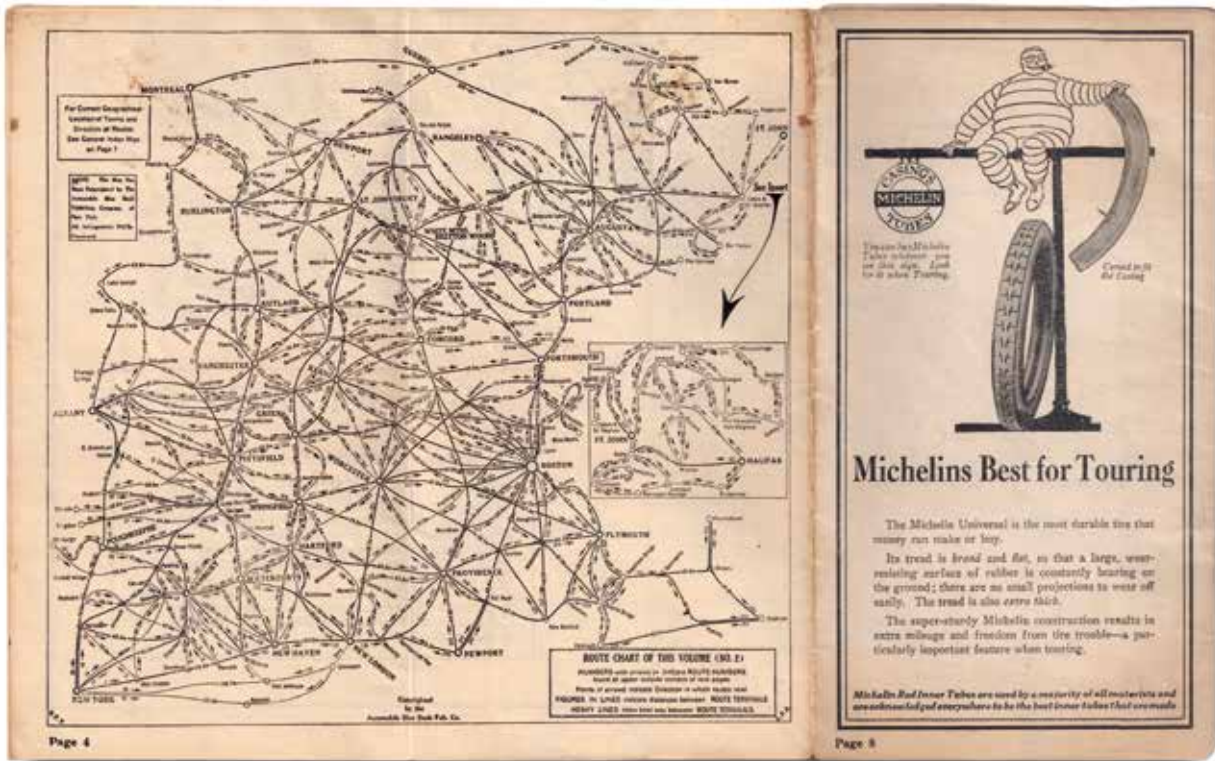
1915, 16 x 25 cm. 12 pages.

Reproduces a selection of advertising plates appearing on the back cover of the French magazine *L'illustration Théâtrale*, together with clichés from Michelin's British advertising.



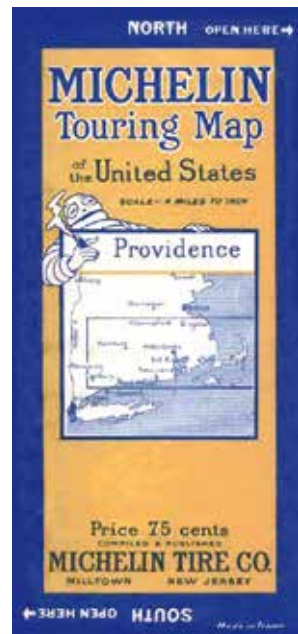
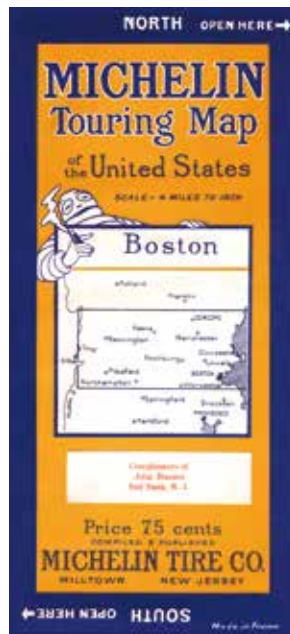
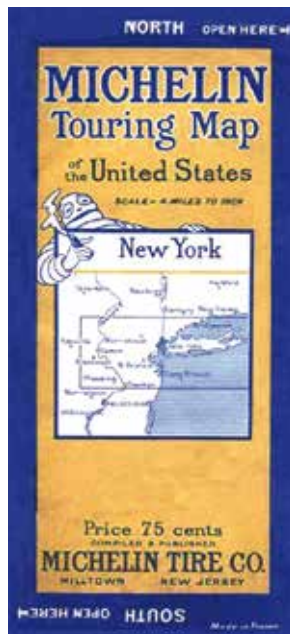
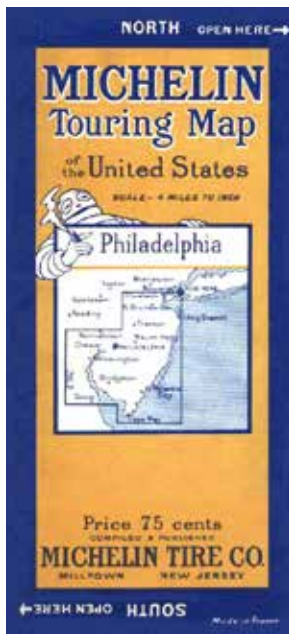
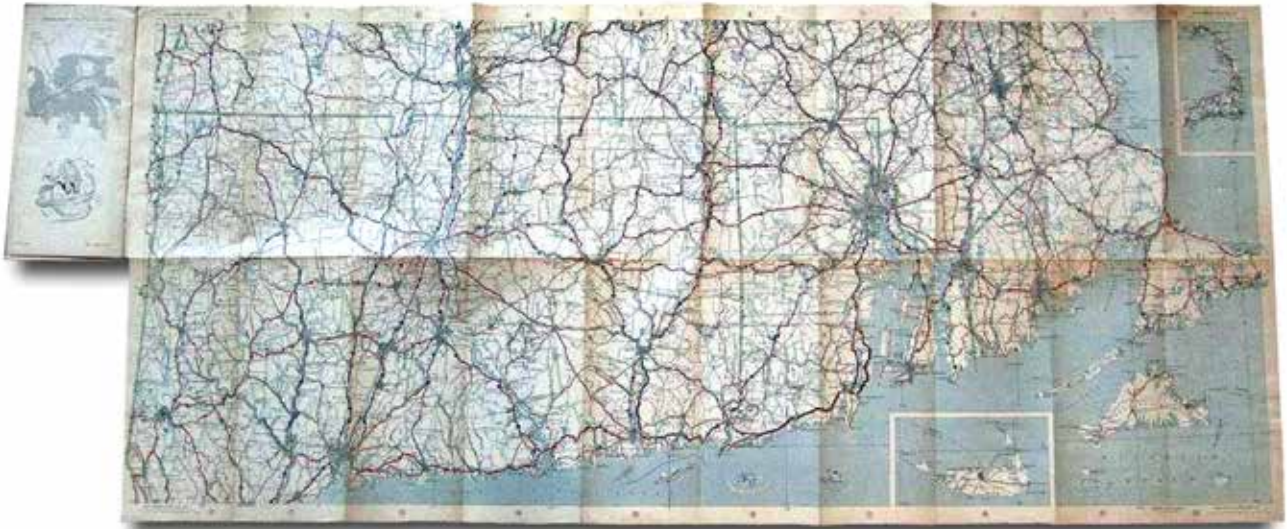
24. HOW TO AVOID TIRE TROUBLE. TIRE USER'S HANDBOOK
1918, 15 x 23 cm. 36 pages. Cover in 4 inks; 2-ink interiors.

A set of technical advice on the proper use, maintenance and care of tires, re-elaborated from those already appearing in previous publications. The interior design combines explanatory texts with photographs of damaged tires extracted from French clichés. However, as a differential fact, the illustrations on the cover and the interior vignettes—a sample is shown on the left—starring Bibendum are illustrated by Arthur Norman Edrop.



MAPPED OUT. Michelin, like other automobile-related product companies, also struggled to occupy advertising space made available to advertisers on road maps produced by specialized publishers. This page shows two examples of advertisements for the Michelin Tire Company of Milltown in two maps listed in *The Automobile Blue Book*. This publication had been edited as a guide since 1901 and updated annually, covering the territory of the entire country and dividing the publications into specific volumes. In the images above, Bibendum shows motorists on the road the sign identifying those workshops associated with Michelin's commercial network, where they could be attended to under the manufacturer's warranty.

25-26. Road maps listed in the annual guide *The Automobile Blue Book*, c. 1920.

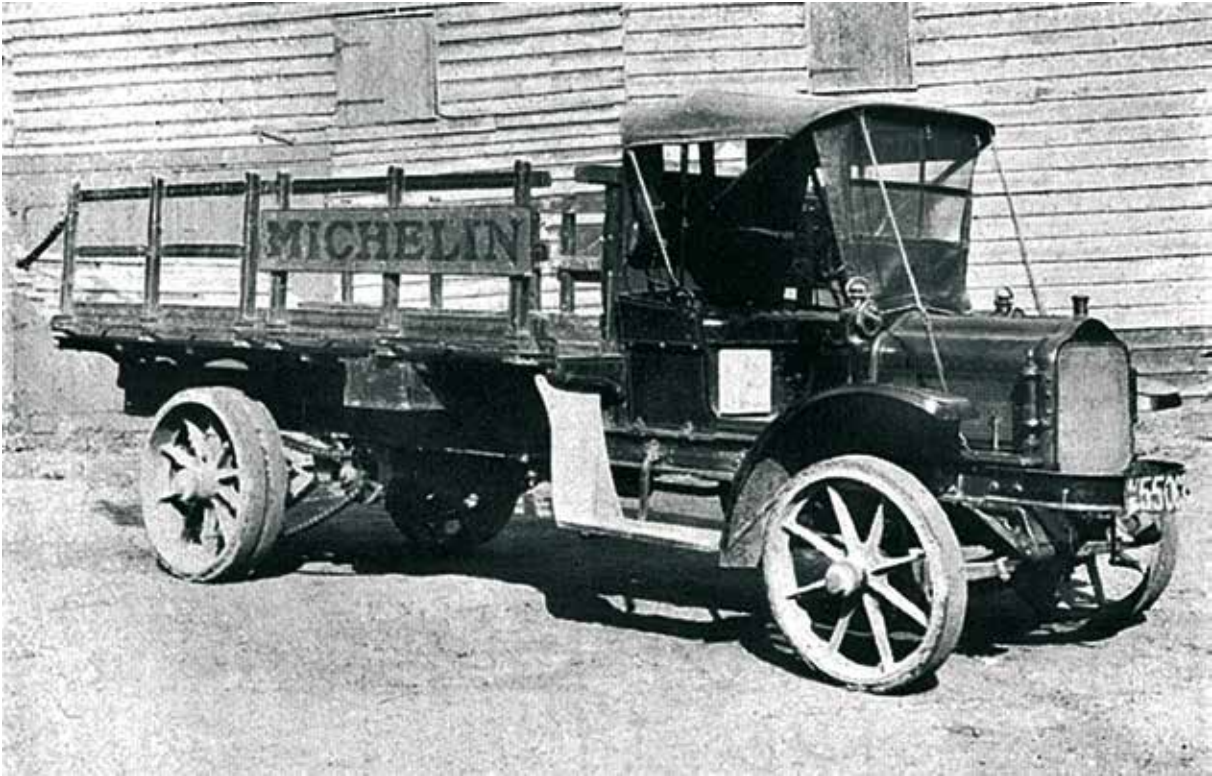


BIBENDUM MAPS.

These images show an unfolded map and covers of the four maps published by Michelin in 1922 for the U.S. market.

- 27. Extended map, showing the twenty panels that, once folded, could be handled like the pages of a book.
- 28-31. Covers of the maps dedicated to Philadelphia, New York, Boston and Providence.
- 32. The reverse side of the covers included Michelin advertising, in this case the steel disc wheels manufactured by Budd Wheel Co.
- 33. Bibendum, in a detail from the interior of the covers promoting the rest of the collection's maps. Adaptation of an original French illustration by Georges Hautot.



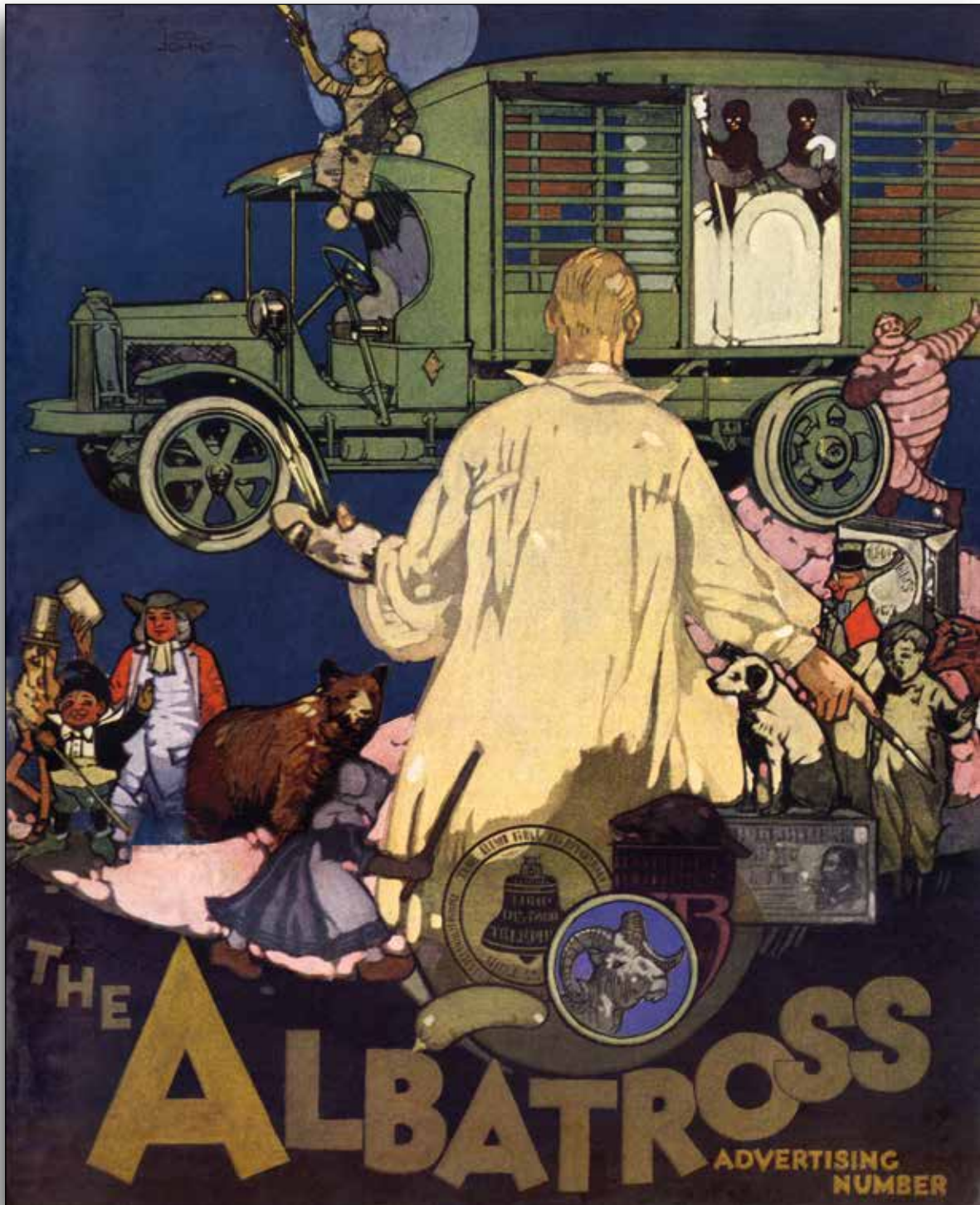


BILLBOARDS ON WHEELS. Numerous companies, including Michelin, considered their fleet of vehicles not only as valuable items for transporting goods, but also as mobile promotional elements. In the photograph shown above we can see a White truck model from 1917, with an austere sign identifying Michelin on the sides. This contrasts with the delivery vehicle shown below, painted with the slogan "36% more mileage," a claim from the advertising campaign launched in the press in 1926.

34. Photograph of a truck purchased by the Michelin Tire Company of Milltown, in a catalog of The White Company, 1917.

35. Photograph of the corporate truck fleet at the Milltown facilities loading docks, 1926.





A TRUCK FULL OF PASSENGERS.

In 1923, the central theme of *The Albatross*, the corporate magazine of The White Co., was devoted to advertising. The cover, illustrated by the British painter and muralist Ivor G. Johns (1888-1940)—head illustrator for years for the company’s press advertisements—, portrayed the advertising characters and corporate emblems of the companies that employed White trucks, as was the case with Michelin’s Bibendum.

36. Cover of *The Albatross*, The White Company, 1923.

37. White truck purchased by Michelin. Photograph published in *The Horseless Age* magazine, July 5, 1911.





RE-PERCUSION

The above image portrays one of the promotional slides that Michelin distributed among the establishments associated with their commercial network, destined to be projected in theaters and showrooms.

38. Colored slide. Tom Phillips Slide Co., Chicago, c. 1924.

BIB BAND.

The debut of the radio musical program sponsored by Michelin took place on April 12, 1928. The image to the left was distributed to the press at the beginning of the month for its diffusion. It is evident that this is promotional material, as the musicians of the Michelin Men Orchestra did not carry out their performances embedded in these annoying and cumbersome disguises.

39. Photograph by Harold Stein, official photographer of music and radio stars since 1922, with a studio in New York. Date: April 1928.

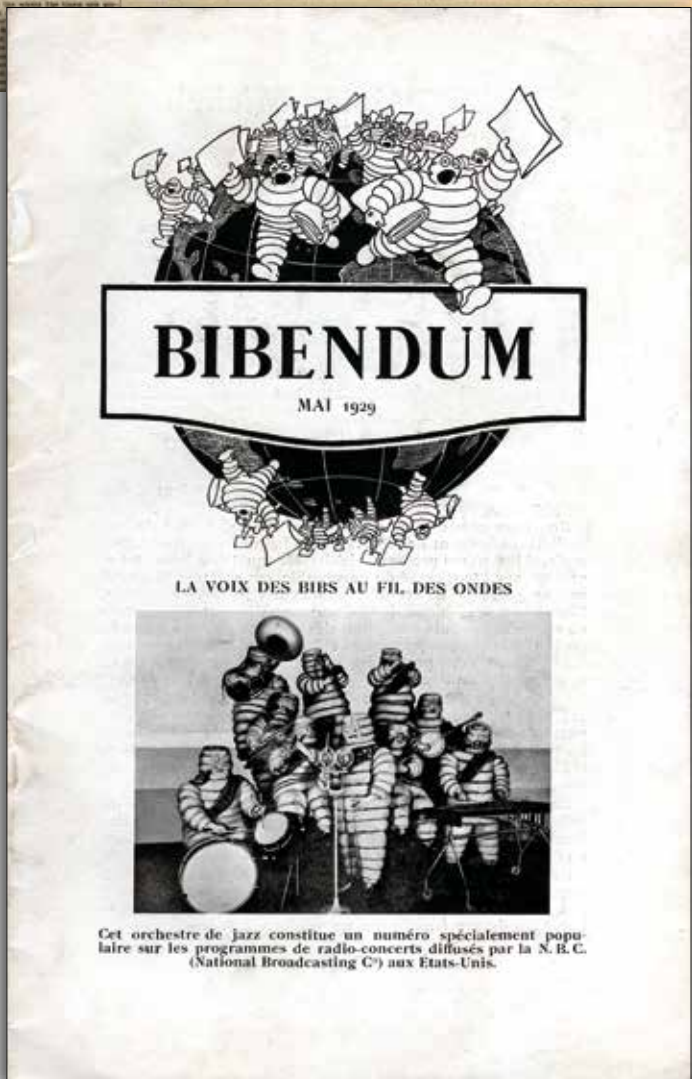


THE PORTRAIT OF THE MICHELIN MEN.

This unusual, bizarre image—in the French and Anglo-Saxon sense of the term—of the Michelin Men led to the reproduction in different magazines and newspapers of the publicity photograph that portrayed them. Above, the photograph of the orchestra accompanies others that were leading figures in radio programs. The image to the right is the cover of *Bibendum*, Michelin's corporate magazine in France, a publication that constantly echoed the company's international activities and the role of the different delegations throughout the world. In this case, it reflected the Michelin Tire Company in Milltown.

40. Original page of the *New York Herald Tribune* newspaper, April 15, 1928.

41. Cover of Michelin's French corporate magazine *Bibendum*, May 1929.



RADIO STARS.

The images displayed here come from the radio publication *Hebdo-TSF* (acronyms used to define emissions by waves or "Transmissions Sans Fil"), one of the French magazines that reproduced the photograph of the American Michelin Men orchestra. The magazine was created in 1927 to meet the demand for information about the programming of French and European radio stations. It was published weekly, in a generous format—306 x 450 mm—, and with remarkable print quality. The interior of the magazine was spread over double pages presenting the grids of corresponding daily schedules, with a typographically structured design and numerous images. The double central page was a visual compendium of the most interesting current photographs. The magazine stopped being published in 1929, just two years after its launch.

44-45. Cover and double central page of the magazine *Hebdo-TSF*, May 13, 1928.



QUALITÉS

L'un des pylônes ondes courtes de Sainte-Assise

Vue générale du poste sur ondes courtes de Sainte-Assise

La musique charmante québécoise a aussi ses atouts

Le plus grand micro du monde est naturellement américain

L'auditorium de Cracovie

Poste récepteur complet pour cavalier

Grâce à la radio le temps passe vite chez le coiffeur

L'Heure Michelin a lieu chaque semaine, malheureusement c'est aux Etats-Unis.



IN FULL VIEW. As the photograph shows, the urban traffic consisting of pedestrians and vehicles invaded New York's Fifth Avenue on Sunday, March 23, 1913, taking advantage of Easter Sunday. In the front, next to the entrance of the New York Public Library—on the left, guarded by stone lions—, stood the building crowned by a series of billboards among which stood out, due to its size, Michelin's advertisement for their non-skid tires.

46. Photograph of Fifth Avenue at the junction of 42nd Street, taken on March 23, 1913. Library of Congress.



47. Current view of the urban landscape provided by Fifth Avenue from a similar angle. The building that housed the Michelin billboard was demolished and replaced by another one in the 1930s. Image from Google Maps, 2012.



SOUVENIR POSTCARDS. In 1914, the picture book *New York, the Wonder City* was published, consisting of a collection of photos realized by the photographic studio H. Finkelstein & Son. It portrayed the New York urban landscape and the most emblematic monuments and buildings of the city. The work includes the aerial view of Fifth Avenue with the Michelin billboard, a scene from which it appears that several shots were made. The two postcards shown here are evidence of this, also signed by H. Finkelstein & Son and edited by The American Art Publishing Co. They consist of retouched photographs, printed in black with halftone graduations and color overlays. Both postcards carry the following text stamped on the back: "Fifth Avenue North from 40th Street, formerly the center of fashion, is now a congested retail district, the corner of 42nd Street being the very heart of the famous White Light region. The Public Library extends for two blocks on the west side of the street."

48-49. Postcards published by The American Art Publishing Co., 8.5 x 13.5 cm, c. 1915.







PERMANENCE.

A new panorama is shown, in this case from 1915, of the Michelin tire billboard facing central Fifth Avenue, which exemplifies the advertising investment persistently made in this type of support and in such a privileged place. It can be observed that, at that time, the space occupied by the advertisement had expanded, extending to the width of two building blocks.

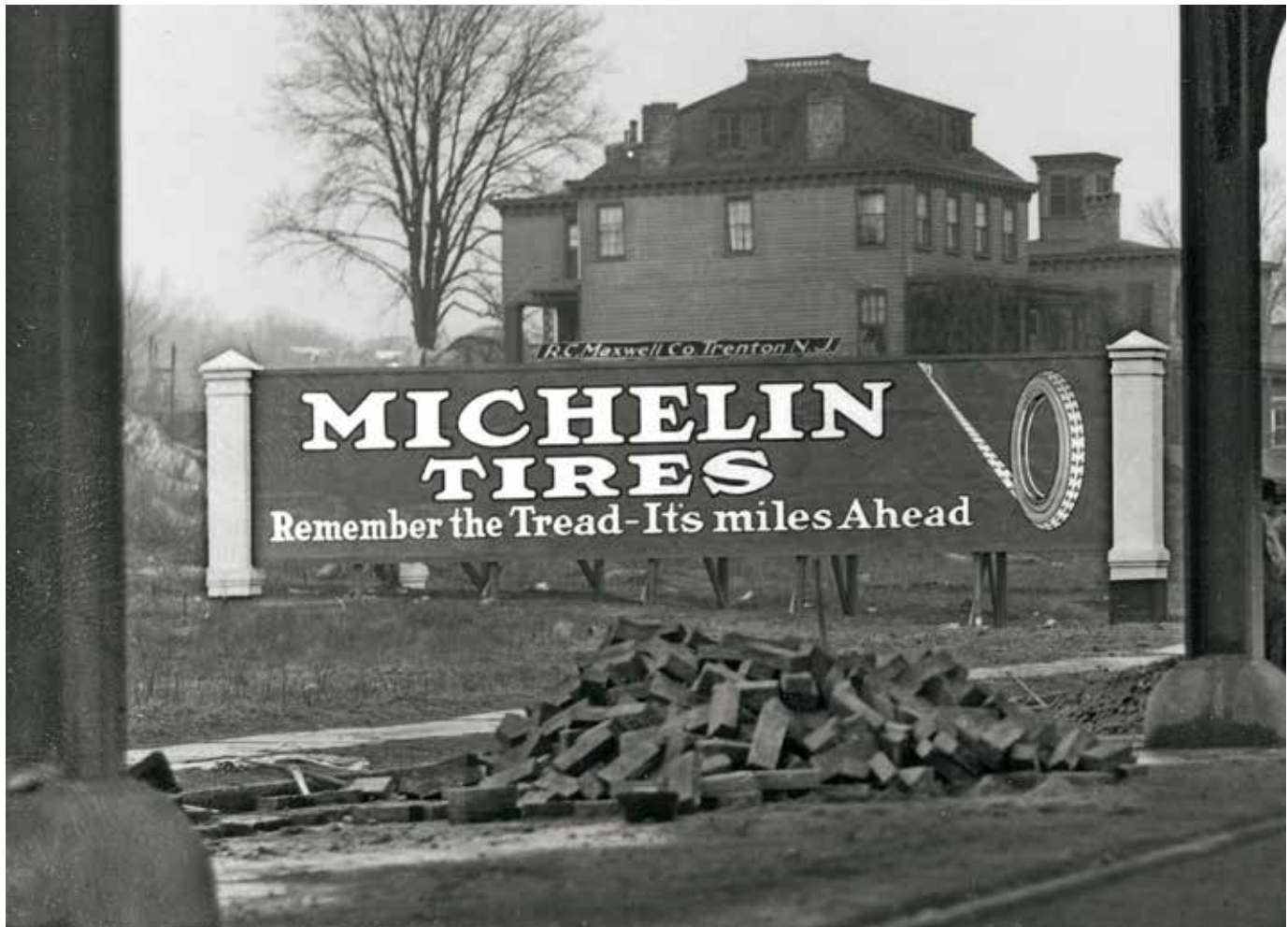
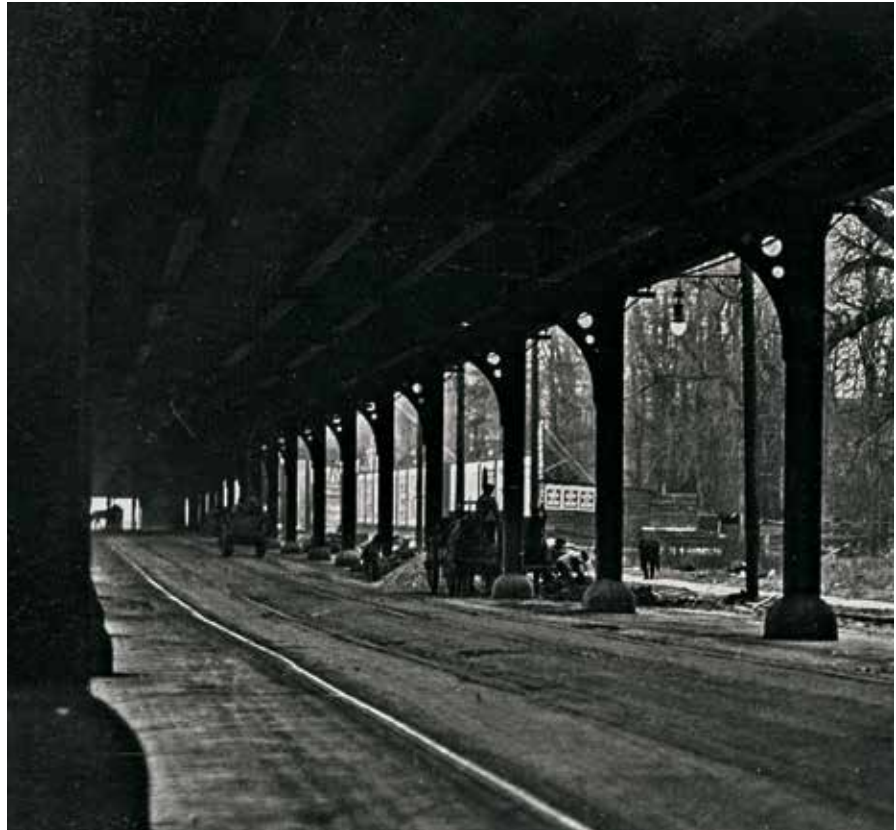
The billboard was contracted through the Realty Advertising and Supply Co., a division of the New York advertising agency Realty Advertising Agency —active between 1911 and 1919, at minimum—, with offices also being located on Fifth Avenue.

50. Photograph taken in 1915 by photographer Irvin Underhill (1872-1960). Library of Congress.

BILLBOARDS OVER BROADWAY.

This page shows two examples of billboards contracted by the Michelin Tire Company in Milltown, advertising their new Universal Tread pneumatic tires. These types of billboards were usually placed next to highways or flanking the routes of trains and trams, facilitating the advertisement's maximum possible exhibition and visibility. In this case, Michelin's billboards were positioned on Broadway, the oldest main road running through the city from North to South, which contained an elevated section for the metropolitan railroad line.

51-52. Michelin Billboards on both sides of Broadway at the cross section with 233rd Street, in New York City's Bronx neighborhood, 1917. R. C. Maxwell Co. Collection.









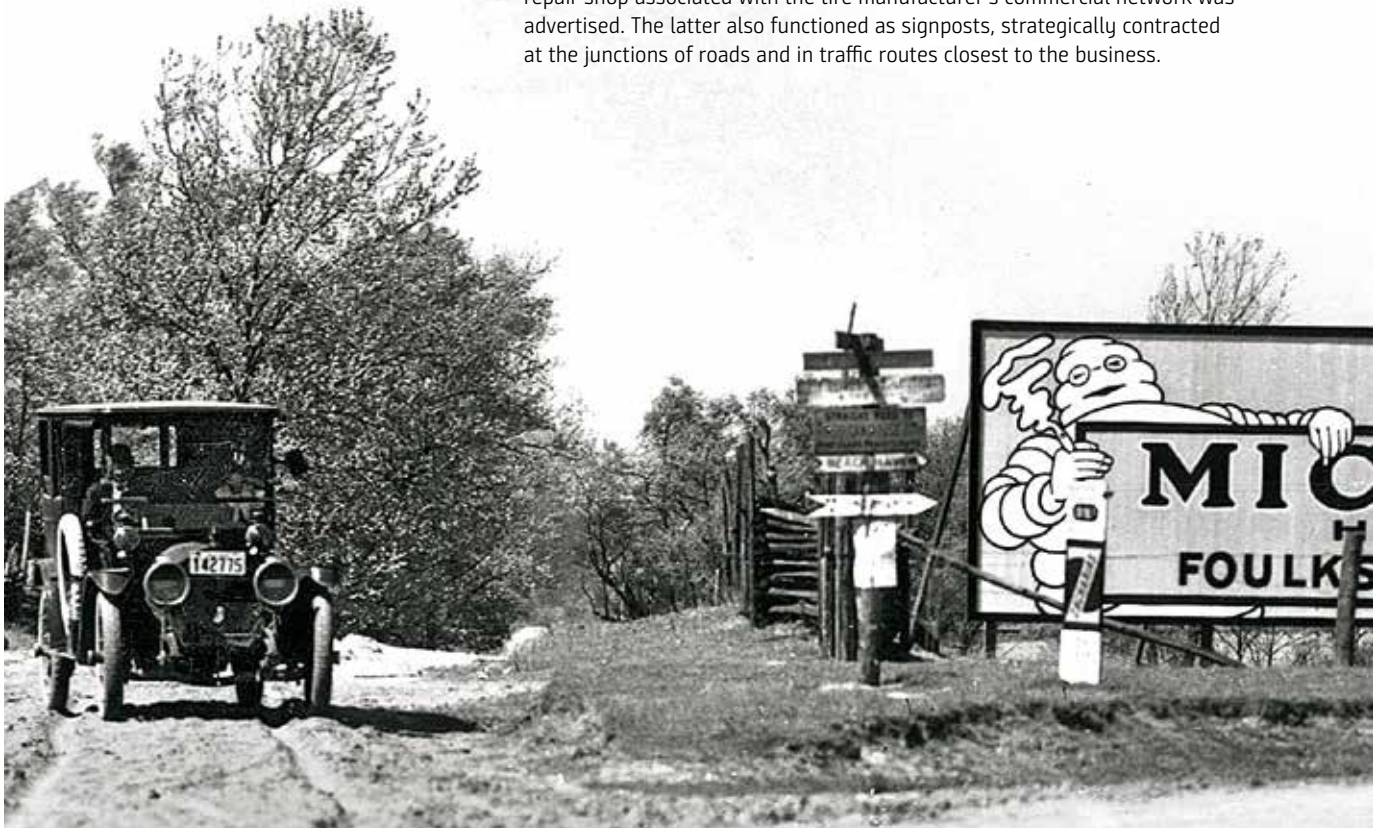
CIRCULATING IN PARALLEL.

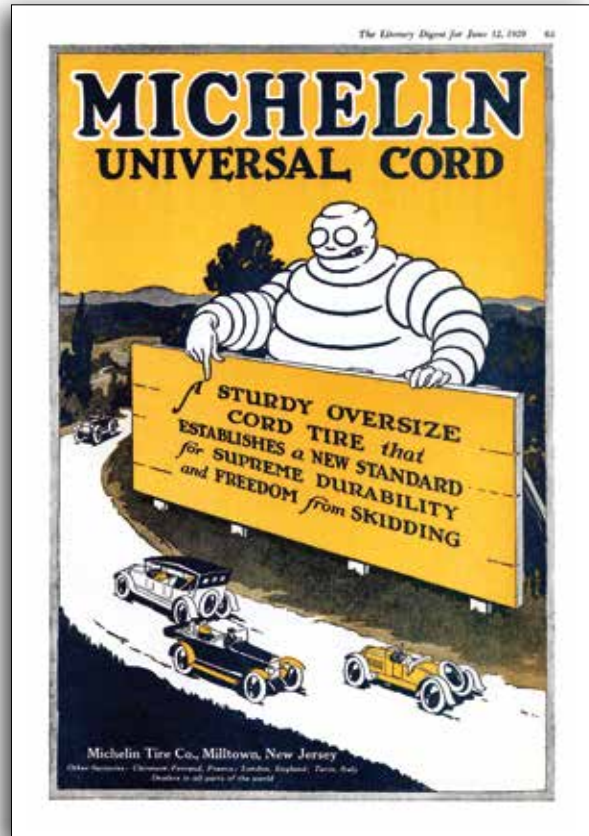
This page depicts another two examples of billboards from the Michelin Tire Company in Milltown, advertising their new Universal Tread pneumatic tires. In both cases, the billboards were placed following the route of the metropolitan tram. Above, convoy number 816 is seen circulating in an unidentified section of the route. To the left, tram number 182 crosses Warburton Avenue, following its route that is parallel to the banks of the Hudson River.

53-54. Michelin billboards in New York, c. 1917. R. C. Maxwell Co. Collection.



INDICATORS. The billboards contracted by the Michelin Tire Company in Milltown consisted of two types, depending on the advertisement model that was employed. There were those in which Michelin placed their own corporate ads; and there were those where an official establishment or repair shop associated with the tire manufacturer's commercial network was advertised. The latter also functioned as signposts, strategically contracted at the junctions of roads and in traffic routes closest to the business.





The color illustration above right portrays Bibendum showing a billboard to motorists. The real billboards incorporated the corporate mascot as part of the advertisement.

55. Advertising billboard for the Edward Roberts Garage, located at 323 Main Street in Camden, New Jersey. 1918. R.C. Maxwell Co. Collection.

56. Advertising billboard for the Foulks Brothers mechanics shop, located in the town of New Egypt, New Jersey. 1918. R.C. Maxwell Co. Collection.

57. Advertisement for the Michelin Tire Company in Milltown, published in the magazine *The Saturday Evening Post*, June 12, 1920. Illustration by Arthur N. Edrop.





SMOKING ZONE.

The half-length figure of Bibendum smoking his imposing cigar presided over each of the four billboards advertising the repair shop Burns Garage, official service station for Ford cars and Michelin tires. The garage was located between the towns of Burns and Crane, in Harney County, Oregon. The billboards were commissioned to the specialized establishment A. D. Browning.

58. Photograph of billboards, c. 1918. Amzie D. Browning Collection, Tacoma Public Library.



INDICATOR SIGNS.

The images on the right portray the two basic models of indicator signs that local businesses and repair shops associated with Michelin's commercial network employed to attract and direct motorists to their facilities.

59. Wooden indicator sign, painted on one side, to be hung on a wall. 90 x 30 cm. c. 1910.

60. Thin metallic indicator sign, painted and embossed on one side, to be hung on a wall. 90 x 30 cm. c. 1918.



LARGE SIGNS. Above, two models of signs identifying business associated with Michelin's commercial network.

61. Thick metallic identification sign, enameled on both sides, to hang from a sign bracket. 153 x 76 cm. c. 1924.

62. Large identification sign made of thin metal, painted on one side, to be hung on a wall. 182 x 60 cm. c. 1924.



63-64. Thick metal enameled identification signs to hang on walls. Horizontal: 150 x 45 cm; vertical: 150 x 45 cm; c. 1927.

65. Circular sign, made of thin sheet metal and painted on both sides, for hanging on a support or fixing to walls. Approx. 50 cm in diameter, c. 1916.

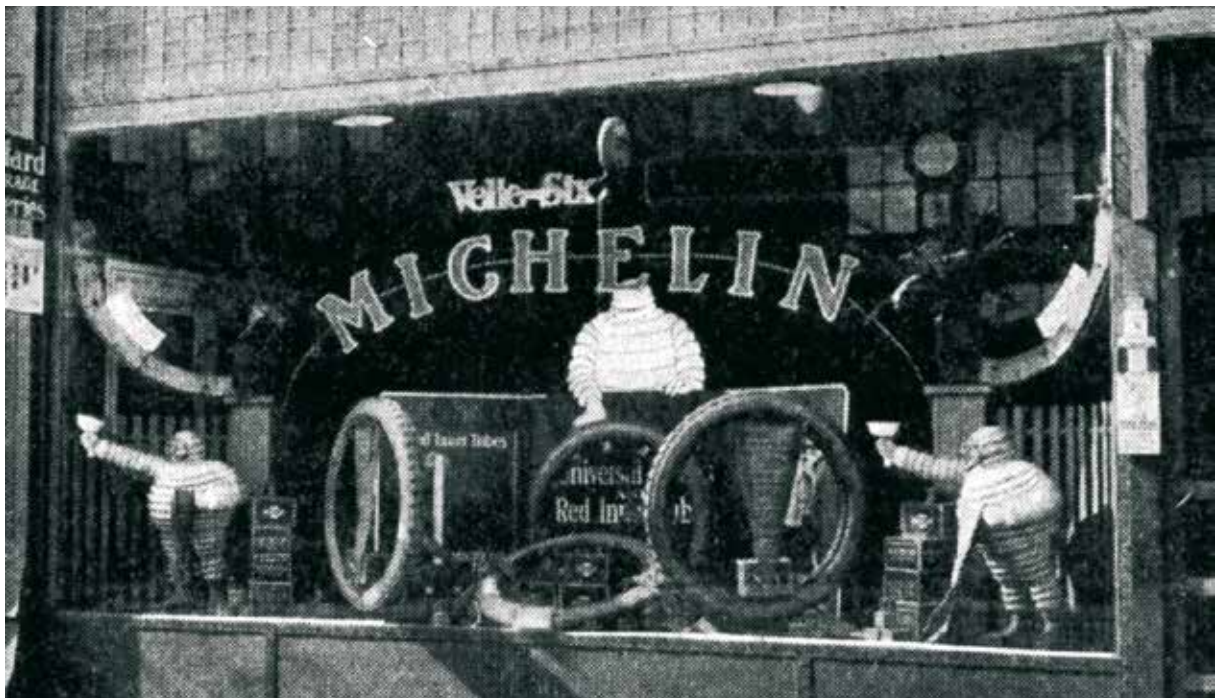
66. Circular sign, made of thin sheet metal and painted on both sides, for lateral placement. 36 cm in diameter. c. 1910.

67. Die-cut sign, made of thin sheet metal and painted on both sides, for lateral placement. Approx. 55 x 55 cm, c. 1926.

68. Thick metallic oval sign, with double-sided enamel, for lateral wall placement. 58 x 48 cm, c. 1924.

69. Square indicator sign made of thin sheet metal and painted on one side, to hang on walls. 44 x 44 cm. c. 1924







DISPLAY WINDOWS.

This double page presents a sample of winning establishments in the first window dressing competition for businesses associated with Michelin's commercial network. In addition to samples of inner tubes and pneumatic covers, Bibendum was represented, three-dimensionally in paper-mache figures, and two-dimensionally in posters, cardboard displays, pennants and stickers applied to window panes.

70-75. Photographs from the article "Michelin dealers in window contest," *Motor World*, July 3, 1918.



FACING THE PUBLIC.

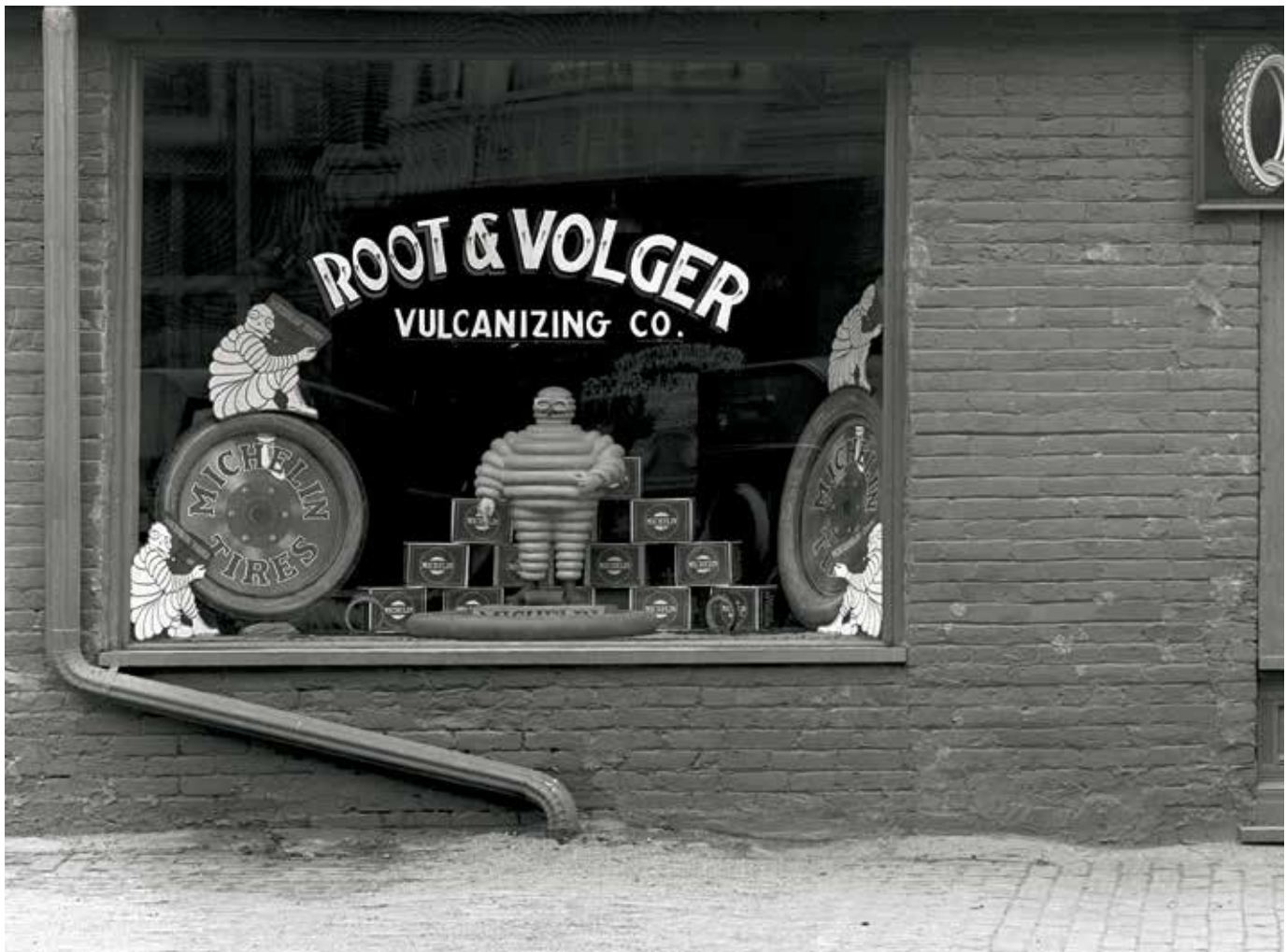
In this double page, figures of Bibendum and other promotional elements at the point of sale can be seen, applied to window displays of two establishments associated with Michelin's commercial network.

76. Volumetric figure of Bibendum in painted paper-mache, for indoor use and for window displays. Approx. 90 cm high with the base, c. 1920.

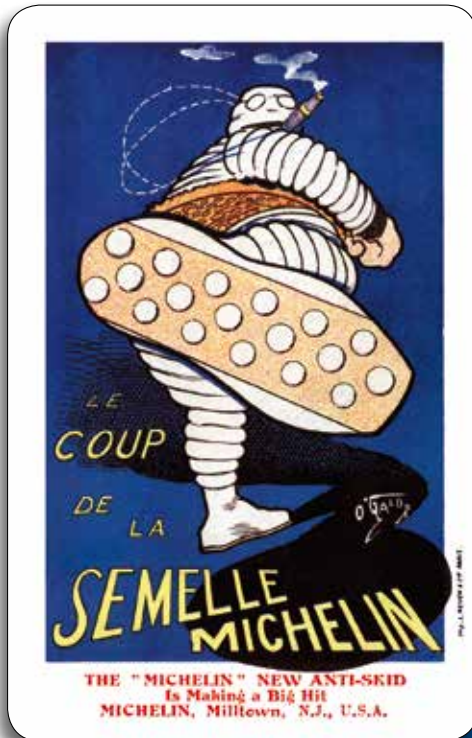
77. Volumetric figure of Bibendum in painted plaster, approximately 40 cm wide x 80 cm high, c. 1924.

78. Photograph of the facade of an establishment and service station, located in the northern zone of New Jersey, c. 1928.

79. Photograph of the facade of Root & Volger Vulcanizing Co. repair shop, located at 217 Walnut Street in Muscatine, Iowa. Photograph by Oscar Grossheim Photo Studio, March 1921.







TRANSATLANTIC KICK.

The striking 1905 poster, designed by O'Galop for advertising Michelin's non-skid tires in France, was adapted for foreign markets such as the British and the American. On the left, a postcard distributed by the Michelin Tire Co. in Milltown which depicts the original poster. Below, the American adaptation of the poster involved slight changes, such as the elimination of O'Galop's signature and the addition of a new title in English: "Michelin Anti-skids."

80. Lithograph postcard, 9 x 14 cm. Printed in France with red text superimposed in the United States by the Michelin Tire Company, postmarked January 1909.

81. Lithograph poster 70 x 100 cm. American version of the French original poster by O'Galop. Printed by The American Lithographic Co. of New York, c. 1910.



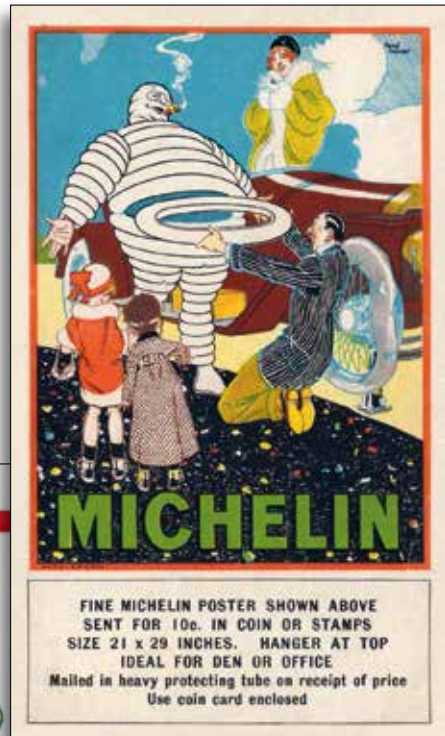
DISTRIBUTING TIRES ... AND POSTERS.

After O'Galop's work, this is Michelin's second and last historic French poster that was distributed in the United States. In this case, it was the poster illustrated by René Vincent, which was offered to the establishments associated with Michelin's commercial network through the promotional postcard shown on the right.

Upon requesting and making a payment of 10 cents—or its equivalent in stamps—a poster version having the dimensions 50 x 70 cm, "ideal for the office," was supplied.

82. Michelin lithograph postcard, 8 x 14 cm.
Printed in the United States, c. 1915.

83. Indoor lithograph poster, 60 x 80 cm.
First French version, signed by René Vincent, 1914.





GEO. W. HEIMAN

Look for Our Michelin Ad in the Automobile Section of This Paper. The Low Prices Will Give You a Pleasant Surprise

NO MATTER WHAT MAKE OF TIRE YOU BUY, USE

MICHELIN TUBES

"THERE'S A REASON"

It's more often the Tube than the Tire, that causes "Tire changing" in this hot weather. Use MICHELIN RING-SHAPED TUBES and half your Tire troubles will be over. Michelin Tubes do not wrinkle but maintain their shape even after years of service, which makes "Michelin" practically unknown. Ask the man who uses them. They are priced as low or lower than the tubes that have been giving you all that trouble. You will use Michelin Tubes eventually, why not now?

WE ALSO OFFER YOU THE LEADING LINES OF TIRES, HAVING FULL STOCKS OF GOODYEARS, MICHELINS, UNITED STATES, GOODRICH, LONGWEAR, ETC.

UNEEDA TIRE CO.
127 N. Alamo St., Cor. Travis—Just a few steps from the Postoffice—Phone Travis 1323.

MICHELIN MEN.

The presence of an animator disguised as Bibendum in product demonstrations and fairs was a resource available to Michelin's local businesses. On the right, a humorous photo montage in an advertisement for the tire establishment Uneeda Tire Co. from San Antonio, Texas, in which the owner identifies himself as a true "Michelin man." On the left, an image of Bibendum mounted on a pony, sent from the United States to be published in Michelin's French corporate magazine, with the ironic title of "Buffalo Bib."

84. Photograph of the local business Durnal-Michelin Rubber Co. from Wichita, Texas, published in the *Southern Automotive Dealer* magazine, 1929.

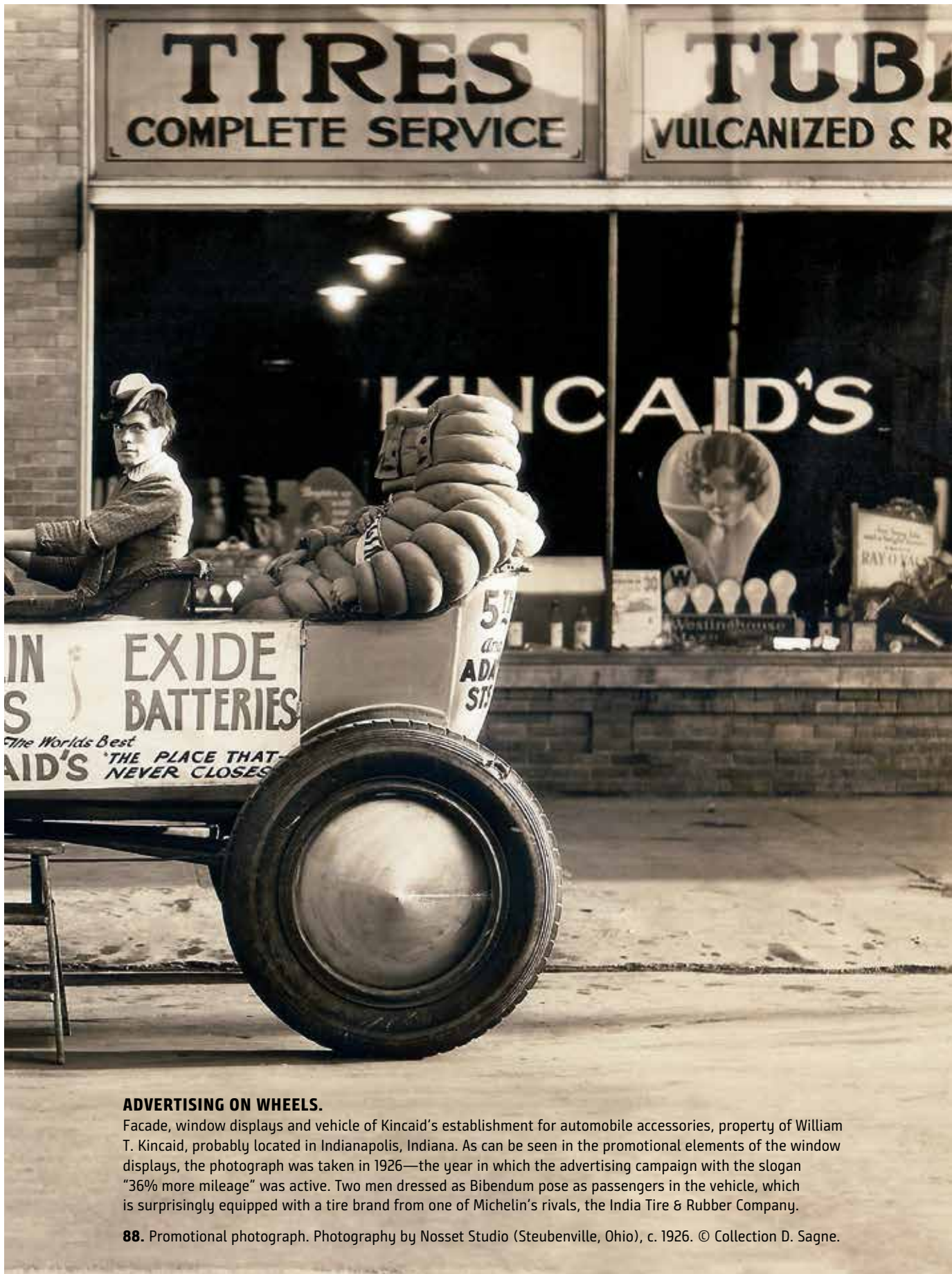
85. Photograph of the American garage L. M. Reh binder from Geneva, Florida, published in *Bibendum*, Michelin's French corporate magazine, May 1929.

86. Advertising module published in *The San Antonio Light*, August 10, 1924.



87. The photograph above shows the Bibendum costume offered by the Michelin Tire Co. in Milltown to establishments associated with their commercial network for use in promotional events. Photograph published in catalog *The Michelin Proposition*, 1924.





ADVERTISING ON WHEELS.

Facade, window displays and vehicle of Kincaid's establishment for automobile accessories, property of William T. Kincaid, probably located in Indianapolis, Indiana. As can be seen in the promotional elements of the window displays, the photograph was taken in 1926—the year in which the advertising campaign with the slogan “36% more mileage” was active. Two men dressed as Bibendum pose as passengers in the vehicle, which is surprisingly equipped with a tire brand from one of Michelin's rivals, the India Tire & Rubber Company.

88. Promotional photograph. Photography by Nosset Studio (Steubenville, Ohio), c. 1926. © Collection D. Sagne.





89. Photograph of the interior of a U.S. automobile tire and accessories store, c. 1916. © Rudy Le Coadic Collection.



How to Avoid Tire Trouble

This *Free* book tells how to make tires last longer!
It is the last word on the care of tires

This handbook, which is sent absolutely free on receipt of the coupon below, is published by Michelin, the oldest and most experienced tire maker in the world.

THE information given is the result of many years' actual experience gained in every corner of the globe by Michelin's unparalleled organization, which includes factories in the United States, France, England and Italy, with Branches in every country where tires are used.

Send for Your **FREE COPY** Today!

And for the "Kiddies," too!
A Sailor Jumping Jack

WHEN sending for free "Tire User's Handbook," just include 6c in stamps to cover wrapping and mailing charges on this brightly colored, mechanical Sailor Jumping Jack, (over 11" high).

Be sure and tear off this coupon and mail it TODAY!

MICHELIN TIRE CO., Milltown, N. J.
 Please send me free of all obligation Michelin's "TIRE USER'S HANDBOOK" as described above.
 Also kindly include with the book a Sailor Jumping Jack—for which I enclose 6c in stamps to defray wrapping and mailing charges.

Name _____
 Street _____
 City or Town _____
 State _____

Check here if Free Book "How to Avoid Tire Trouble" is wanted only

Check here and enclose 6c in stamps if Jumping Jack also is wanted

MOVEABLE BIBENDUM.

In 1920, Michelin offered a cardboard puppet about 30 centimeters high—operated by a string—as a promotional gift for children. The way to obtain it was through the order, made by an adult, of a copy of the brochure *How to Avoid Tire Trouble*, and including 6 cent stamps for packaging and shipping costs. The articulated figure represented Bibendum dressed as a sailor and holding a sample of the Universal Tread pneumatic tires and one of the boxes that protected Michelin inner tubes.

90. Michelin promotional brochure with postal coupon, 1920.

91. Bibendum in the form of a puppet made out of die-cut cardboard, 1920.

BIBENDUM: ALWAYS ON HAND.

The types of merchandising objects that the Michelin Tire Company in Milltown made available to their associated establishments were remarkably varied. They were supplied at a reduced price and upon request, after stamping the merchandise with the name of the business that gifted these items to their customers.

- 94. Wooden sewing kit—thimble, threads and needles—with the Michelin Twins symbol, 4 x 8 cm, c. 1924.
- 95. Key holder with flaps, 6 x 9 cm. folded, c. 1924.
- 96. Wallet, 21.5 x 10 cm. open, c. 1924.
- 97. Michelin gasoline lighter, 3.5 x 4.5 cm., c. 1924.





TIRE AND AUTOMOBILE CARE.

The image of Bibendum was also present in the tools, articles and products for maintaining automobiles and tires.

98. Photograph of the automobile radiator cap with a metallic figure of Bibendum, offered by Michelin in 1916.

99. Schrader metal pressure gauge, customized for Michelin with two engraved Bibendum figures. 7 cm high, c. 1910.

100. Protective metal cap for Michelin inner tubes valves, engraved with Bibendum, 7 cm high, c. 1916.

101. Painted sheet metal display, designed to be attached to a tire at the point of sale, 48 x 44 cm, c. 1924.

102. Can of Michelin Mastic adhesive paste for repairing pneumatic tires, 1922.



