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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).

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THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

Advertisements for campaigns in magazines and newspapers, inserted between 1903 and 1930, arranged chronologically and annotated.

The advertising presence of Michelin tires and products in the U.S. press can be divided into seven basic consecutive periods. The boundary between each one, delimited chronologically, was marked by a change in the owner of commercialization in American territory—first and second period—, a remarkable technological novelty—third, fourth and fifth period—and a new approach in advertising policy—the last two periods. Each one of these periods is dealt with in their corresponding sections, which expose and analyze advertising policies of the representation agencies. They also address those of the Michelin Tire Company in Milltown and the management of their internal Advertising Department, their relationship with the advertising agencies hired, the approach of sales pitches, advertising spending in magazines and daily newspapers and the design of campaigns and their advertisements, whose most prominent examples are later analyzed and discussed. The seven periods are:

- **FIRST PERIOD** (1903-1907): Michelin import agencies (*advertisements 1 to 63*)
- **SECOND PERIOD** (1907-1915): Michelin Tire Co. in Milltown (*advertisements 64 to 106*)
- **THIRD PERIOD** (1916-1919): Michelin Universal tires (*advertisements 107 to 340*)
- **FOURTH PERIOD** (1920-1923): Michelin Cord tires (*advertisements 341 to 456*)
- **FIFTH PERIOD** (1924-1925): Michelin Balloon tires (*advertisements 457 to 510*)
- **SIXTH PERIOD** (1926-1927): The last investments (*advertisements 511 to 556*)
- **SEVENTH PERIOD** (1928-1930): The end of the adventure (*advertisements 557 to 594*)

In Chapter 19: “Media, promotional supports and advertising expenditures,” the topics on specific investments made in hiring of advertising space in the press and the list of newspaper and journal publications in which the advertisements were inserted were presented and analyzed. In this chapter, this information is retrieved and chronologically ordered throughout the given seven periods within the timeframe that the Michelin Tire Company in Milltown remained publicly active.

The following pages in this chapter include a sample of the campaigns and the most prominent and representative advertisements for each of these seven periods. This selection, consisting of 594 advertisements, is based on an exhaustive compilation in which dozens of publications have been consulted. These include the most important generalist magazines, the ones specializing in the agricultural sector and techniques of the automobile sector, as well as others dedicated to specific markets—theatrical magazines, entertainment, the advertising and graphic arts sector, almanacs and travel guides—in which Michelin and the establishments associated with their commercial network thought it opportune to advertise, in addition to hundreds of daily newspapers and journals published in the United States. The criterion used for the selection of advertisements seeks to highlight both those that served as a standardized model for use in each period's campaigns—many of these advertisements were published in more than one magazine, with slight variations in format and application of color—, as well as those that, due to their singularity, stood out from the rest. In both cases, the selection considered advertising appeals and graphic formulation.

The collection of campaigns and the analysis of certain advertisements allow for the visualization of the Michelin Tire Company's investment in their advertising policy. They also reflect the different attitudes adopted and the responses to trends and changes brought about by circumstances of the times—competitive market, economic cycles, the First World War—in which the company carried out their productive and commercial activity.

One of the references to take into account in this selection is the use of Bibendum as a character, in his static version as a corporate symbol signing company messages, and as a promotional, dynamic mascot that comes to life activated by different illustrators and designers who invoked him in his role as spokesperson, salesman and, occasionally, as ambassador of the company in the U.S. market. Another aspect is the particular use of certain graphic elements applied in the design of advertisements from the different periods of advertising, such as typography and chromatics or the style of illustrations and ornamentation. This selection also highlights the advertising policy of the Michelin Tire Company in Milltown as a reflection of their status as a U.S. subsidiary of a French multinational company. The design of advertisements inserted in American press oscillated between the dependence on the use of French and British advertising clichés supplied by the parent company and the American subsidiary's own advertising production approach specifically designed for the U.S. market.

FIRST PERIOD (1903-1907): Michelin import agencies

Before the definitive establishment of Michelin's American subsidiary in 1907, the commercialization of tires manufactured in France and destined to supply the American market was carried out through contracts with import and representative agencies. Between 1903 and the middle of 1907, there were four different consecutive agencies: the United States Agency Michelin Tire Company (1903-1904), the Michelin Tire American Agency (1905-1906), the Michelin Products Selling Company (1906-1907) and the E. Lamberjack & Company, Inc. (1907). Each of these companies was also responsible for the promotion and advertising of Michelin products by applying guidelines that had been previously agreed upon at periodic meetings held in France between the import agent and Michelin et Cie. management.¹

Regarding the design of advertisements and other publicity elements generated by these import agencies, the absence of Bibendum, the omnipresent corporate and promotional mascot in Michelin's French advertising, is significant. During this period, Bibendum only appears sporadically in a few American

advertisements. He is always portrayed in the same pose—a half-length figure raising a cup to make a toast—inherited from the original 1898 French poster designed by O'Galop, in which the character made his debut. The management of the systematic and intensive use of the character as a corporate symbol—in a characteristic fixed pose—, or used as a promotional mascot—animated in different attitudes—, constituted a legacy that was subject to the direct control of Michelin et Cie. and to no one else. André and Edouard Michelin were fully aware of Bibendum's value and his role as a key figure in the success of their company.² It wasn't until 1909, with the establishment of the Michelin Tire Company in Milltown directed by Jules Hauvette-Michelin and the development of their productive and commercial capacity, that the process of institutionalizing the figure of Bibendum as a symbol of identity was initiated in American lands.

United States Agency Michelin Tire Co. (*advertisements from May 1903 to December 1904*).

Beyond being mentioned in the news or in articles, the first import agency advertisements for French Michelin tires were developed by the United States Agency directed by Norris N. Mason. These were advertising modules inserted in magazines in the automotive sector such as *Motor*, *Motor Age* or *The Automobile*. They consisted primarily of a design based on typographical compositions made by the graphic departments of publishers owning the magazines in which advertising space had been contracted. The advertising appeals used, for the most part, emphasized the victories and achievements of automobiles equipped with Michelin tires, both in European races—the Gordon Bennett Cup of 1901, 1902, 1904; the Circuit des Ardennes trials; or the turbulent and unfinished Paris-Madrid rally—as well as in American competitions—the Vanderbilt Cup, several races and certain American endurance rallies (figs. 2-5). The reference to the percentage of vehicles equipped with Michelin tires with respect to other rival brands in shows and exhibitions was also common, such as the one that took place annually at Madison Square Garden in New York (fig. 9).

Michelin Tire American Agency (*advertisements from January to December 1905*).

The new agency, created in January 1904 and run by Eben D. Winans, devoted a budget for advertising in magazines that was significantly higher than their predecessor, as evidenced by the number of advertisements identified during the investigation. Modular insertions of typographic design were made with different appeals, such as testimonial advertisements that portrayed alleged letters and statements from users who were satisfied with the performance of their tires (fig. 13). In addition, other types of advertisements were utilized—illustrated in some cases—that were published on a regular basis and occupied a full-page (figs. 14-30).

Michelin Products Selling Company (*advertisements from January to December 1906*).

Eben D. Winans decided to close the Michelin Tire American Agency and replace it, in January 1906, with this new company. This continuity in management was also translated into the advertising communication policy, maintaining the typographic and illustrated advertisements—modular and full page—in the usual magazines such as *Motor*, *Motor Age* and *The Automobile* and as a one-off in other publications, such as *The Motor Car* (figs. 31-40).

E. Lamberjack & Company, Inc. (*advertisements from January to August 1907*).

The import and trading company E. Lamberjack & Co., Inc. of J. E. Lamberjack and Paul La Croix, established in January 1907, entailed a qualitative leap in the utilization of press advertising. For the first time, Michelin advertisements were published in newspapers, specifically in the *New York Times*, *The New York Daily Tribune* and *The Sun* (figs. 50-61). Moreover, apart

from the usual magazines such as *Motor*, *Motor Age* and *The Automobile*, other publications were added such as the *Automobile Trade Journal* and *Travel Magazine*.

Regarding the design of advertisements, the absence of Bibendum stands out in this agency's short period of activity. Two different types of advertisements were inserted in magazines and newspapers, both employing appeals based on the victories in automotive racing trials and competitions. On the one hand, different variants of typographic modules were created. The most utilized presented a variable text headed by a fixed illustration, a composition that was repeated uniformly and systematically in several magazine advertisements and in their adaptations for daily press. On the other hand, in magazines, advertisements stand out for having more elaborate designs—with illustrations portraying the trophies obtained—, being published in black and white and in color in the specialized magazines *Motor*, *The Automobile* and *Travel Magazine* (figs. 62-63).

SECOND PERIOD (1907-1915): The Michelin Tire Company of Milltown

In the summer of 1907 the Michelin Tire Co., the American subsidiary of Michelin et Cie., was legally established, putting an end to the utilization of previous import agencies. From then on, the company took over control of their imported products and, subsequently, those that would be manufactured in the Milltown factory. The gradual assumption of functions outlined in the new Michelin organizational chart also included the field of advertising. After a period of becoming established in the U.S. market, the start of the First World War in Europe and the initial unstable position of the French parent company in the local and continental market profoundly affected the financial and productive capacity of the Michelin Tire Co. in Milltown and the allocation of funds covering advertising expenditures.³

THE ADVERTISING DEPARTMENT

From the launch of the subsidiary until the summer of 1910, Burton Parker directed the Advertising Department which was located at the Milltown headquarters. Rupert B. Bramwell replaced him and held the position until 1922. Between 1910 and 1915, Michelin channeled their press advertisements through the advertising agency Frank Presbrey Company.⁴

RANGE OF PRODUCTS

The range of articles manufactured in the U.S. was gradually expanded, and as such, advertising was required to promote them. In addition to the usual non-skid tires, many of the advertisements featured products such as detachable tires, inner tubes, repair kits and their tools, patches, vulcanizing adhesives and cements, etc. Other advertisements were aimed at publicizing and making the public familiar with the image for signposts and identification badges that would be used by establishments and garages associated with the official Michelin service network (figs. 98 and 106).

THE ADVERTISING APPROACH

During the phase when the Michelin Tire Company of Milltown was being launched into the American market, between the end of 1907 and throughout 1908, advertisements incorporated dense explanatory texts, even in the smallest modular formats. They emphasized the multinational nature of Michelin—next to the company name was the slogan “France, Italy, England, America,” listing the countries in whose markets their main subsidiaries were estab-

lished—and their corporate strength (figs. 65-80). This volume of text, excessive in small spaces, began to decrease in 1909 while the appeals utilized—apart from providing information on Michelin's history and corporate trajectory so as to project an image of solvency and solidity—, continued to resort to victories in races as a demonstration of the virtues and quality of their products (figs. 89-92).⁵

This situation was maintained until the end of 1912, when Michelin withdrew from automotive competitions. In the absence of racing event triumphs that could be utilized as one of their main promotional appeals, the tire company was obliged to redirect their advertising policy. The effort, which had already begun in 1911, in promoting the different range of products from their catalog was increased: tires and inner tubes (figs. 85-88), vulcanizing cements and sealants, patches, manometers to control inflation pressure and their repair kit Michelin Universal Repair Kit, which incorporated some of the previously mentioned items (figs. 99-108). The few advertisements published during 1913 which incorporated this policy would give way to two years in which a freeze on advertising expenditures was implemented.

ADVERTISING EXPENDITURES AND MEDIA

In this second period Michelin placed their stakes from the beginning on generalist national magazines that were, until then, not utilized in their advertising strategy, such as *Collier's*, *Country Life in America*, *Life* and *The Literary Digest*. The list of specialized press in the automotive sector was also expanded, incorporating titles such as *American Motorist*, *Automobile Topics*, *Automobile Trade Journal*, *Motor*, *Motor Age*, *The Automobile* and *The Horseless Age*. In addition, advertising space was hired in national newspapers, an action consistent with the coverage that was required for the deployment of their commercial network. However, the declining advertising production should be highlighted that occurred between 1912 and 1915, which was especially scarce in the last two years. Between 1913 and 1915, the Michelin Tire Company—affected by the situation of the war in Europe—completely disappeared from the advertising pages of generalist magazines and most of the specialized ones in the automotive sector. There were barely a dozen advertisements, mostly published in *The Horseless Age*, with a few insertions in daily newspapers in the form of small modules.

DESIGN AND ILLUSTRATION

The first steps of the newly established Michelin Tire Co. in Milltown are reflected in an advertisement that is trying out distinct elements in search of the subsidiary's own form of expression. Under the control of the advertising agency Frank Presbrey Company,⁷ Michelin advertisements would no longer be designed by the graphic departments of each publication in which they were inserted. Thus, the usual inertia of the previous import companies was broken. The advertisement would now be elaborated in the agency and they would supply originals—or the precise indications to compose them—to the written media. This process allowed for the generation of more uniform designs, repeating and systematizing elements and obtaining more homogeneous and recognizable graphics. Thus, it is possible to understand the attempts to implement, between 1907 and 1909—and in the absence of a defined logotype—, the use of a characteristic typographical heading in advertisements with high textual density, with or without illustrations (figs. 75-80).

One of the first advertisements issued by the Michelin Tire Company at the end of October 1907 (fig. 65), shows a Michelin logotype that would be repeated, with slight changes and in

parallel with other variants based on classic Roman typeface styles. The utilization of this logotype would be lengthened with Arthur Edrop's reinterpretation of it, which was implemented from 1916 onwards. This first logotype was based on certain compositions of unique titles comprised of lettering inspired by the rustic and artisanal colonial style of American headings from the turn of the 19th to the 21st century. This is the case of the heading utilized in the weekly magazine *The Saturday Evening Post*, published since 1897 by the Curtis Publishing Co. Two commercial fonts were created that were derived from the lettering design of this heading, which were presented in the catalog of the ATF-American Type Foundry—at the turn of the century: Curtis Post⁸ and Roycroft⁹. Similar ones also appeared such as Plymouth (1900-1901), which had belonged to the Barnhart Bros. & Spindler typesetter, and was acquired by ATF in 1911.

The specialized magazines of the automotive sector *Motor*, *The Horseless Age* and, especially, *The Automobile* used some of these typographies on a regular basis as editorial headings, and also in the design of advertising contents. The Roycroft style is already present in 1903 and 1904 and utilised in, at minimum, several advertisements for the United States Agency Michelin Tires by Norris Mason (figs. 4-5).¹⁰ The use of these typefaces in these advertisements marked a pattern that may have been utilized later, at the moment of trying to design a defined logotype for Michelin.

Another of the most frequent versions of the Michelin logotype presented a more refined and consistent aspect, applying Cheltenham typeface—created in 1896 by Bertram Grosvenor Goodhue (1869-1924) and revised and enlarged in styles between 1904 and 1911 by ATF—or typefaces that were similar to some of the condensed and bold variants (figs. 87-88 and 106). Despite these intentions, as can be seen in the advertising collection presented here, the variations were numerous. They included adding to the weight or changing the thickness of the outline and displaced shadows,¹¹ in addition to one-off and atypical solutions—resulting from the availability of printers for each publisher—in fonts as diverse as De Vinne, created in 1893 (fig. 84) or Binner, from 1898 (fig. 94).

However, this search to define the elements of corporate graphic identity shows that the figure of Bibendum was not employed until 1909. Between that year and 1916 the mascot was not even used in press advertisements in all his expressive potential. He was only employed for a few and repeated set poses, coming from French and British clichés. There is only one Bibendum illustration created expressly for the Michelin Tire Company in which we are shown the possibilities of using the mascot; this was part of an advertisement emitted during the summer of 1910 in different publications (fig. 84). Apart from press advertisements, in other promotional elements for the American subsidiary—such as brochures—, if varied illustrations of Bibendum were shown, they were all principally derived from British Michelin advertising.

THIRD PERIOD (1916-1919): Michelin Universal tires

The third stage of the Michelin Tire Co. in Milltown's advertising history was marked by the First World War, its development on the European front and American participation in the war. It was also the moment that a new technology which had been in the works made its debut: the UT-Universal Tread tires with all rubber treads and studs. This was an initiative in which all of the company's efforts and their

expectations was reflected in advertising.¹² During 1916, one of the main guidelines of the company's policy was to increase and strengthen the number of establishments associated with their commercial network through a sales policy and promotional support plan given the name "Dealer Cooperation."¹³

In early 1916, Michelin hired a new advertising agency to which they entrusted the design of their campaigns and the fate of their corporate mascot to a unique art director: Arthur Norman Edrop.¹⁴ Edrop revived a deactivated Bibendum—whose full potential as a promotional mascot had been underutilized in advertisements—and made him the central axis of advertising for Michelin's American subsidiary, giving him the prominence which he had already achieved in different European markets.

THE ADVERTISING DEPARTMENT

Rupert B. Bramwell continued running the company's advertising and promotional policies since 1910, although between 1912 and 1915, the activity of the Michelin Tire Co. in Milltown was plunged into a temporary lethargy. In order to confidently confront the complexity of the advertising campaign that the launch of the "UT" tire required, at the beginning of 1916 the advertising agency Wales Advertising Co. of New York was hired. This new agency assumed control over the hiring of advertising space in the press as well as the management of creating campaigns and their graphic components.

THE ADVERTISING APPROACH

The advertising campaigns were aimed at two customer profiles: automobile drivers and the care of their vehicles, and retailers, dealers and jobbers who were managers of a tire sales business or a repair shop. The generalist magazines and newspapers were the adequate medium to access users who drove vehicles and a wider public, while the specialized magazines of the motor sector, the automotive industry and the businesses associated with them, offered the possibility of direct communication with professionals from the sector. Much of the advertising efforts made by Michelin, both in those years and in those that followed, were aimed at attracting establishments that supplied their customers with Michelin products.

In this sense, the deployment of color advertising inserts in specialized magazines within the automotive sector and continuity campaigns developed in several general and specialized publications stand out. These were based on the sequential insertion of a series of consecutive advertisements, titled by increasing cardinal numbering. Although the number of advertisements in each series was different, they all presented a similar and homogeneous graphic design (figs. 169-181, 182-193, 194-206, 207-231, 233-271). These types of campaigns, which I term "numeral campaigns," are exclusive to this period, and would not be used again in Michelin's magazine advertising for the following years.

PRODUCT RANGE AND BUSINESS OPPORTUNITY

The content of advertisements published during this period referred to products such as the new "UT" tires (figs. 145-149, 275-283), or the Michelin Red Inner Tubes (figs. 284 and 286-290). There was also an emphasis on publicity aimed at the recognition of Michelin signage for establishments collaborating with sales and repairs (fig. 285). Certain advertisements reproduced Michelin's brochures and promotional publications, whose contents responded to a policy of strengthening the brand, drawing on the values conferred by the company's history and their achievements in various fields such as technology or sports. In general, the objective of these advertisements was to present and offer a good business opportunity to establish-

ments that decided to form part of the independent business network associated with Michelin, guaranteeing them constant support and advertising coverage, as well as other types of commercial services (figs. 307-321).

ADVERTISING EXPENDITURE AND MEDIA

The advertising outlay invested in general magazines was evidence of Michelin's dedicated and progressive commitment: \$49,842 in 1916, \$87,784 in 1917, \$92,048 in 1918 and \$199,092 in 1919; the expenditure in 1919 quadrupled that of 1916. This expense was distributed to only five magazines, the first two consisting of *The Saturday Evening Post* and *The Literary Digest*, followed by *Life* and certain specific insertions in publications such as *Collier's* (in 1918) and *Leslie's* (in 1919).¹⁵

I do not have data on the expenditures made for other types of publications, although it is clear that this policy of advertising investment was undoubtedly reflected in two more groups of journals: those specialized in the automotive sector, in which insertions were notoriously increased, and the so-called "farm magazines" or rural sector magazines, having only a few one-off insertions. In the first group the following magazines stand out, ordered according to the number of advertising inserts made, from highest to lowest: *Motor*, *Motor Age* and *Motor World* and, to a lesser extent, *Motor Life* (*Motor Life & Motor Print* from 1918), *Motor West*, *Motor Travel*, *Horseless Age*, *Automobile Topics* and *Automobile Trade Journal*. Continuous inserts were also made in the form of insets—using special paper and all in color—in the *Motor World* and *Motor Age* magazines, between 1916 and 1917, and in *The Automobile*, in 1916. As for the second group, the rural sector magazines utilized consisted of the following: *The Country Gentleman*, *Progressive Farmer* and *Successful Farming*.¹⁶

A press release issued in early January 1917 by the Michelin Tire Company in Milltown and published in different newspapers, stated:

"[During 1916] a very extensive newspaper campaign has been employed to utilize the effect of the national advertising. An officer of the company stated that no less than 2,700 newspapers were required to complete the Michelin advertising campaign. These papers were not used spasmodically but consistently, week in and week out. No actual figures were obtainable as to the amount of money spent in advertising in the year just coming to a close, but it is obvious that the total sum involved would run into many hundreds of thousands of dollars."¹⁷

A REVITALIZED BIBENDUM

The hiring of an external advertising agency and the increase in investment led to a new approach towards communication. For the first time the French clichés were abandoned and the British ones were gradually abandoned, both of which had been supplied by the Parisian Advertising Department. The introduction of a new Bibendum portrayed by local illustrators was proposed and, in principle, reinterpreted to be more accessible and closer to the sentiment of the American public and consumers. The character was given the spotlight, which until then had been diluted, multiplying his presence in advertisements and increasing his role of actively selling Michelin products.

The policy of attracting establishments to strengthen Michelin's commercial network required constant dialogue with merchants. The incarnation of the company, their mascot and spokesperson Bibendum, became a graphic element for staging and conveying these messages in press campaigns (figs. 321-335).

DESIGN AND ILLUSTRATION

Management by the Wales advertising agency was soon reflected in the graphic quality of the advertisements and in the planning of long-term press campaigns. The advertisements unified criteria regarding the use of the company's ill-defined logotype; different versions had been used, without strictly establishing one in particular. They also standardized the logotype's position within a classic composition that, in general, contained the following elements: Michelin's logotype in a large size; a clear and persuasive slogan; a series of texts presenting the line of reasoning—which included different levels of reading and small paragraphs as captions; an illustrated representation of the product—mainly tire covers and inner tubes; a footer that served as a signature with information about the company, their name and address; and finally, the figure of the mascot Bibendum interacting in that scenario.

By September 1916, the first advertisements were published which reflected the work by Arthur N. Edrop, for example, in the lettering of slogans or the graphic configuration of Bibendum (fig. 107). Edrop was hired by Wales as the graphic manager for the Michelin Tire Company account and would be a key element in the company's advertising production for the following years.

Budget allocations also allowed for the diversification of advertising actions in the press, within the timeframe between 1916 and 1919. The use of modules was limited to those newspapers and journals that reproduced—with certain variations, due to the different adaptations to formats and sizes—the same models for publication in magazine advertisements.

From then on, the design of Michelin advertisements for magazines included only full-page or double-page formats, both in black and white and in color. Contracting privileged advertising space such as one of the expensive and much valued positions comprising the four cover pages—front page, interior cover, inside back cover and back cover—made a paper format of higher quality and weight available to advertisers like Michelin, as compared to the inferior quality of interior content making up the bulk of the magazine. These cover pages could be printed in more than one ink or in full color, depending on the technical characteristics of each publication. In addition, certain magazines offered the possibility of inserting color advertisements in the publication's interior spaces that were prepared to be printed in two inks.

The magazine advertisements designed by Arthur N. Edrop for Michelin were characterized by the powerful utilization and great visual impact of color. They established a reduced palette applied to a canvas that constantly made reference to Michelin's basic corporate colors: dark blue—sometimes replaced by black as the publication's standard ink—and yellow or orange (figs. 274-285). The same phenomenon occurred with the numerous inserts that Michelin published in specialized magazines from the automotive sector (figs. 322-328 and 329-335).

A particular case can be seen in the advertisements dedicated to promoting the Red Inner Tube models. In 1917, many magazines—as was the case of *The Saturday Evening Post* or *The Country Gentleman*—presented most of their covers and some of their interior booklets printed in two inks, usually in black and red. These tones were sufficient to be able to insinuate other colors in shades of gray or to use the sum of both inks to obtain useful gradations of brown, for example, so as to represent the skin color of characters portrayed in the illustrated covers. This technical feature was intentionally used by Michelin to promote their Red Inner Tubes. In these advertisements the two inks were employed as follows: black, for text and for much of the graphic elements, and red to highlight the drawing of the inner tube showing, as its name indicated, the product's characteristic color of (figs. 286-290).¹⁸ In those publications that could incorporate a broad chromatic display on their covers—as was the case with *Life* or *The Literary Digest*—, Michelin continued to restrict their colors to the yellow/blue (or black) and the red/black binomials, maintaining the graphic homogeneity of their campaigns.

Arthur N. Edrop's facet as a text artist explains another one of his contributions, the graphic uniqueness of titles and slogans. Lettering would become a constant element utilized in Michelin advertising. Edrop, in addition, compositionally juggled several of the structural elements when designing the advertisements. One of his usual proposals was to place in the lower part of the advertisement the Michelin lettered logotype—in thick, classic Roman capital letters. Above this, the main illustration was positioned, and in the upper section, in large text, the motto or slogan was written, headlining the particular message of each advertisement (figs. 275-282, 284, 286, 290-298).

FOURTH PERIOD (1920-1923): Michelin Cord tires

The fourth period of the Michelin Tire Company in Milltown's advertising history was based on an urgent need for technological renovation, an attempt to recover lost time and avoid the obsolescence of their products in the American market, which was in constant evolution. At the beginning of autumn 1919, the commercialization of the Universal Cord tires—which replaced the Universal Tread tires—was launched, based on cord technology and whose tread was formed by the repetition of rubber studs similar in shape to the capital letter 'N'. The adaptation of the Milltown factory infrastructures, the enlargement of the workforce, the promotion of commercial networks and advertising investments were aimed at the launch of new products such as Universal Cord, the Michelin evolved inner tubes Ring Shaped Tubes and the Michelin pressed steel Disc Wheel model.¹⁹

THE ADVERTISING DEPARTMENT

In 1919, the Advertising Department in Milltown continued to be run by Rupert B. Bramwell, who coordinated the promotional activities of the contracted external advertising agency, the Wales Advertising Co. based in New York. Helmut M. Kiesewetter was the executive of the agency in charge of the Michelin account. Frank A. Grady also assisted with the increased workload that was involved in the 1920 launch of the Michelin Disk Wheels. Arthur Norman Edrop continued his work as art director and illustrator of the campaigns, insisting on and deepening the systematic use of graphic elements and the omnipresence of Bibendum as the tire brand's mascot.²⁰

THE ADVERTISING APPROACH

The bulk of the advertising campaigns, following the policy of the previous period, was focused on capturing retail businesses (figs. 378-388). There were also occasional actions in which the participation of the tire consumer motorist was encouraged. This was especially true of the insertions in local press by establishments associated with Michelin's commercial network. In addition they even targeted the general public, as in the case of the contest to [re]baptize the mascot Bibendum (figs. 415-421).

ADVERTISING EXPENDITURES AND MEDIA

Spending in generalist magazines increased in 1920 as compared to the previous year with the launch of new Michelin products: Universal Cord tires (figs. 347-367), Ring-Shaped inner tubes (figs. 368-377) and the Disk Wheels (figs. 342-345). If the year 1919 closed with the amount of \$199,092, in 1920 the quantity invested represented an increase of 160%, for a total of \$317,645. The economic recession—January 1920 to July 1921—and its effects, as well as the Budd Wheel Co. assuming expenses for disk wheel advertising—from then on Budd-Michelin Disk Wheels—, reduced expenditures: \$160,050 in 1921; \$164,800 in 1922; \$135,600 in 1923.²¹

Michelin's annual advertising strategy for the press in 1920 opted for full page insertions—the use of modules and inserts was practically non-existent—in different types of magazine, which were distributed as follows:²²

- Full-page color advertisements, distributed between *The Saturday Evening Post*, *Life*, *The Literary Digest* and occasionally, in other weeklies such as *The Country Gentleman*.
- Full-page one color advertisements, in generalist magazines such as *Sunset* and *Leslie's*.
- Full-page one color advertisements, in specialized automotive magazines, such as *Motor World*, *Motor Age*, *Motor Life* and *Motor Travel*.
- Full-page one color advertisements, in rural sector magazines or farm papers such as *Breeder's Gazette*, *California Farmer*, *Dakota Farmer*, *Farm & Ranch*, *Florida Grower*, *Farmer's Mail & Breeze*, *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*, *The Farmer* and *Wisconsin Agriculturist*.
- Full-page and modular advertisements, in one color, in principal newspapers with state-wide as well as national circulation.

In 1921, Michelin's advertising budget for the daily and periodical press suffered a significant reduction compared to the previous year. In addition, as of that year, the hiring of advertising space was essentially limited to three generalist magazines: *The Saturday Evening Post*, *The Literary Digest* and *Life*; on occasion, *Collier's* and *The American Magazine* and sporadically, other types of publications such as *Elks* or *Liberty*. Michelin definitively stopped advertising in specialized magazines of the automotive and rural sectors.²³

DESIGN AND ILLUSTRATION

The advertisements from this period continued with Edrop's designs and illustrations, his insistent commitment to color as a tool for capturing attention as well as the constant utiliza-

tion of the mascot Bibendum (figs. 346-367, 422-446 and 447-451). On certain occasions, French clichés and vignettes of Bibendum were taken advantage of, portraying him in different versions and distinct positions, which were illustrated by the French artists O'Galop and Édouard Louis Cousyn (figs. 390-395, 417-418).

FIFTH PERIOD (1924-1925): Michelin Balloon tires

At the end of 1923, Michelin introduced the new low-pressure or balloon tires under the trade name Comfort Cord. They had already been shown in November of that year in Paris under the Michelin name Câblé Confort. These were tires with cord technology covers, but inflated at low pressure to enhance the comfort offered by a cushion of shock-absorbing air. As had occurred beforehand, tire manufacturers strove to fine-tune their own versions to respond to the intense competition that had been unleashed between them.²⁴

THE ADVERTISING DEPARTMENT

I do not have data on the specific functioning of the Milltown Advertising Department during this period, which was affected by changes after the death, in May 1922, of their director Rupert B. Bramwell. Nor have I been able to identify the name and role of the corresponding advertising agency that managed Michelin's account in those years although, presumably, they opted for continuity with the Wales Advertising Company.

THE ADVERTISING APPROACH

It is often difficult to show the advantages of a technological change that is barely noticeable to the naked eye of the user, as was the case with tires inflated at low pressure. After numerous debates on naming the new tire that occurred internally and in the press by American tire industry representatives, it was agreed to generically call it the balloon tire. The concept of a large air cushion that provided greater comfort when driving was reflected—in the advertisements of different brands and those of Michelin—as visual metaphors of elements that referred to weightlessness, such as aerostatic balloons (figs. 460-466, 467-471, 472, 479, 481), fluffy clouds (fig. 459), swings (fig. 483) or birds (fig. 458). In the specific case of Bibendum, he was portrayed in certain advertisements as a winged being, in the form of an angel (figs. 489-491).

DESIGN AND ILLUSTRATION

The advertisements from this period continued to feature the design and illustrations of Arthur Edrop, characterized by the use of color to attract readers in magazine, the strength of black and white in newspapers and the omnipresence of Bibendum and his use as a mascot for the tire brand.

ADVERTISING ADVENTURES AND MEDIA

In 1924, advertising spending in generalist magazines fell drastically. The previous year had closed with expenditures totaling \$135,600, which continued to follow a waning trend that had begun in 1921. In 1924, the amount invested amounted to \$90,500, a decrease of about 33% over the previous year. In 1925, advertising spending in generalist magazines increased slightly, with a figure of \$107,000.²⁵

The advertising strategy for the period 1924-1925 opted for full-page insertions only in generalist magazines, which were distributed as follows: in 1924, seven full-page color advertisement models, published in *The Literary Digest*, *Life* and *The Saturday Evening Post*; and in 1925, seven advertisement models—four full-page and three double-page—all in color, published in *The Literary Digest*, *Life*, *The Saturday Evening Post*, *Collier's*, *The American Magazine* and *The Elks Magazine*.²⁶

Between 1924 and 1925, the Michelin Tire Company inserted a series of their own, modular, but large-format advertisements in some of the country's leading newspapers. These covered the East Coast with *The New York Times*—daily circulation including Sundays, with some 380,000 copies in 1924—and *The New York Herald*. In addition, other territories were covered employing different newspapers such as the Texan newspaper *The San Antonio Express*, circulated in the Southwestern Center region (figs. 467-471, 493-496).

In 1925, Michelin dedicated a total of \$ 150,000 to their own advertising in newspapers and the daily press.²⁷ This amount did not take into account expenditures made by the different establishments comprising their commercial network, to which during 1924 and 1925, Michelin supplied standardized clichés for advertising in respective local press. These clichés were based on the designs and illustrations created by Arthur Norman Edrop. Their sole purpose was exclusively for insertion into newspapers in the form of advertising modules, and they were never utilized for magazine advertisements (figs. 497-509 and 516-533).

SIXTH PERIOD (1926-1927): The last investments

Promotion and advertising were fundamental for the American subsidiary, comprising the implementation of one of the French parent company's historical guidelines. But in those years, the intentions of both were overcome by the fierce commercial competition unleashed in the United States amongst numerous existing companies, consisting of approximately one hundred active manufacturers between 1925 and 1927. A new factor further aggravated the situation: 1926 marked the emergence in the U.S. tire market of mail order catalog companies with national distribution, led by Sears, Roebuck & Co. and Montgomery Ward.²⁸ The struggle during those years, starting with prevailing technological standardization, focused on the control of independent businesses, the sustainability of each company's corresponding commercial networks—based on agreements with establishments—, and on the competition and price wars of unprecedented severity.

THE ADVERTISING DEPARTMENT

I do not have data on the specific functioning of the Milltown Advertising Department for this period. Nor have I been able to identify the role of the corresponding advertising agency that managed the Michelin account during those years. The fact that one of the 1926 campaigns was illustrated by Arthur Edrop may be an indicator that the relationship with the Wales Advertising Co. was still active.

THE ADVERTISING APPROACH

Low-pressure cord tire technology had become a standardized option, offered by all American manufacturers. In the absence of remarkable technological developments, Michelin advertisements focused on convincing the consumer by using data obtained from various

internal studies that aimed to demonstrate the important presence of the brand within the sector and the quality and positive acceptance of their products on the American market (figs. 511, 512-515 and 534-537).

ADVERTISING EXPENDITURES AND MEDIA

- In 1926, advertising spending in generalist magazines dropped by almost 9% with respect to the previous year, declining from \$107,000 (1925) to \$97,500 (1926).²⁹
- In 1926, during the first four-month period, Michelin maintained advertising in the general press, with four full-page color advertisement models published in *The Saturday Evening Post*, *Life*, *Liberty*, *Collier's* and *The American Magazine*; and two full color double-page advertisement models published only in *The Saturday Evening Post*. For the first time and thereafter, following a decade of uninterrupted loyalty, Michelin stopped inserting advertisements in *The Literary Digest*.³⁰
- After the month of May, Michelin ceased their advertising in generalist magazines. They resumed magazine advertising activity in September albeit by centralizing it into one single publication, *The Saturday Evening Post*, and discontinuing the rest of the magazines. As such, on September 25, 1926, Michelin launched a campaign in *The Saturday Evening Post*, illustrated by Gluyas Williams, which consisted of three full-page advertisements (figs. 538-540), followed by four small modules—all in black and white—published on Saturdays and appearing bi-weekly.³¹
- In 1927, advertising expenditures for generalist magazines was further reduced, 36% from the previous year, going from \$97,000 to \$62,000. This expense corresponds in its entirety to the insertions made in *The Saturday Evening Post*, providing continuity to the campaign that had begun in September of the previous year. The appearance of the series of advertisements continued with the same timing, inserting between January and September of that year, four full-page advertisements and fifteen modules. The last full-page advertisement appeared in April. During the following five months the presence of Michelin in *The Saturday Evening Post* would be limited to small advertising modules (figs. 545-554).³²
- In regards to advertisements in the daily press, Michelin dedicated in 1926 a total of \$175,000—increasing the budget by 17% with respect to 1925—to their own advertising inserted in the form of modules in newspapers (this figure does not include advertising expenditures in local press assumed by establishments comprising their commercial network).³³ In 1927, Michelin drastically reduced their own corporate advertisements in the daily press. However, they continued providing clichés to establishments and independent businesses forming part of their commercial network which were utilized for advertising in local press.

DESIGN AND ILLUSTRATION

The last magazine advertisement illustrated by Arthur Edrop for Michelin was published on May 29, 1926 in *The Saturday Evening Post* (fig. 535). It consisted of a double-page advertisement with the characteristic drawing style and the use of binomial corporate colors—yellow and black of which the latter, in this case, replaced the navy blue—that the designer had applied and turned into a sign of identity during the decade that he collaborated in the company's advertising. Throughout 1926 and until the end of that year, a series of small modules paid for by various businesses from Michelin's commercial network, with illustrations by

Edrop, continued to appear in the daily press (figs. 516-533). However, most of these had already been published months earlier at the beginning of the campaign, which had taken place at the end of 1925.

I was not able to determine if Edrop maintained his relationship with the Michelin account beyond the middle of 1926, although it is likely that he continued as art director and carried out the design of press campaigns and the rest of promotional printed materials. Despite the fact that he was not exercising his function as an illustrator, the use of certain graphic elements that characterized his style was maintained—essentially, the utilization and treatment of color and the lettering of slogans—whose applications can be observed in that material.

As for the illustrations, the work of Edrop was followed by the cartoonist Gluyas Williams³⁴ in a campaign published only for *The Saturday Evening Post*. It began on September 25, 1926 and lasted one year, concluding with a modular advertisement published on September 10, 1927 (fig. 554). In contrast to the artisanal style of Edrop, Williams introduced his mastery of drawing and technical perfection into compositions based on clear line graphics strictly in black and white, and abandoned the use of manual lettering for elements such as title and slogans, both of which had been so characteristic of his predecessor. While Edrop played with the background of compositions, characters and titles—so as to make text and image interact—Williams was only an illustrator, and the drawings made for Michelin advertisements were isolated from the blocks of textual content, which were typographically set.

In the 1926 modular advertisements inserted in newspapers, the Bibendum portrayed by Arthur Edrop had acted as spokesman for Michelin. His messages, framed in speech balloons, were monologues addressed to the motorist reader (figs. 516-533). In the advertisements of 1926 and 1927 illustrated by Gluyas Williams, Michelin's mascot acquired a more human and intimate dimension, engaging in conversation and dialoguing with the rest of the characters that accompanied him in the different scenes recreated in advertising vignettes. These dialogues were formalized in characteristic and personal unmarked speech balloons, an element that the illustrator had already utilized in his editorial humor panels (figs. 538-554).

SEVENTH AND LAST PERIOD (1928-1930): The end of the adventure

Just by observing the advertising presence of Michelin in the press for these years, one could discern that something was not going well with the company's business. Driven by the alarming loss of market share and gradually abandoning direct advertising investment, the Michelin Tire Company in Milltown dedicated their efforts to supplying advertising clichés to independent establishments that were part of a commercial network that was increasingly under siege by competition and price wars. Already during 1926 and 1927, Michelin had begun to dismantle their territorial branch offices, leaving part of the business in the hands of large independent local distributors. Towards the end of 1929, these entities, being previously informed by Michelin, began to dispose of accumulated stocks that would not be replaced. They inserted advertisements in the local daily press with aggressive discounts and bargains.

At the end of 1927 the Michelin Tire Co. had stopped advertising their products at the national level—with only a few reappearances in 1928 and 1930—, entrusting the promotion of their tires to the advertising actions of the businesses associated with their commercial network. Having disappeared

from the pages of the press as a direct advertiser, Michelin's American subsidiary took center stage as a news item: on the morning of April 25, 1930, their Vice President Jules Hauvette-Michelin publicly announced the cessation of production at the end of the month. The factory, inactive since that moment, officially closed in September 1930.³⁵

THE ADVERTISING DEPARTMENT

I do not have data on the specific functioning of Michelin's internal Advertising Department during this period, as well as the role played by the advertising agency that managed their advertising account in these last years.

ADVERTISING EXPENDITURES AND MEDIA

Direct corporate advertising virtually ceased to exist during this last period. I was only able to find the investment expenditure for the year 1929, consisting of \$19,000. This quantity corresponds to a single advertising insert made specifically as a double-page color advertisement for the magazine *The Saturday Evening Post* (fig. 586).³⁶ I have also located a double-sided color three-page insert, published January 1930 in a specialized magazine of the tire industry. This perhaps constitutes the last advertising action of the Michelin Tire Company in American press (fig. 587).

THE ADVERTISING APPROACH

During the period comprising 1927-1930, Michelin tires with the Universal Tread, the Tiger Grip and its variants, and the Supertread, the latter being the lead product for 1929 and 1930 advertising, coexisted in the American market (figs. 557 and 581-584). The company's own corporate advertising was reflected only in two inserts: the first, the double-page advertisement featuring the Supertread tire; and the second one, an insert with new tires and special pneumatic inner tubes for trucks and heavy vehicles, both having been commented on in the previous section. On the other hand, the advertisements and advertising modules inserted in local newspapers by the establishments of Michelin's commercial network affected the cost/effectiveness balance in mileage, guarantees, prices, offers and discounts and the advantageous payment conditions for purchasing tires. The competitive commercial battle required the development of these key purchasing appeals (figs. 574-580 and 585).

DESIGN AND ILLUSTRATION

After the completion of the advertising campaign illustrated by Gluyas Williams, lasting one year—from September 1926 to September 1927—, the Parisian Michelin Studio, which administered the advertising of the parent company in France and in European markets, also assumed control of the graphic design in American campaigns. The physiognomy of Bibendum as recreated by Arthur N. Edrop and Gluyas Williams changed substantially to fit the graphic style of the Michelin Studio's French illustrator, Georges Hautot. From then on, many of the clichés portraying the mascot employed in the majority of advertisements published in U.S. press were the same as those used in other countries such as France, Italy, Spain and Belgium (figs. 560-568). There is only one distinct element, the tire with which the character interacted, since the Tiger Grip and Supertread models were exclusive to the American market.

Also, at the end of 1927, a new logotype style began to be utilized for identifying the products of the Michelin Tire Company in Milltown. The thick Roman lettering that had been used since 1916—implanted by Arthur Edrop—was eliminated, and was replaced by the phrase

“Michelin Tires & Tubes” written in capital letters employing sans-serif typography that was thick and geometric. This directly dealt with applying the guidelines established by the French parent company. Thus, in the United States—from this moment until the end of advertising activity at the beginning of 1930—, the design of Michelin advertisements, the graphic configuration of Bibendum and of the company’s unstable logotype were the reflection of what was applied at that time in the French market, as well as in the rest of the territories in which the tire company competed.

At the end of 1929, the Michelin Tire Company had practically abandoned their own corporate advertising, delegating the commercial battle and leaving the disposal of their meager tire production in the hands of the last establishments and businesses to be contracted—although officially the factory remained functional until April 1930. These businesses worked hard as well, to sell off the stocks accumulated in their stores. The use of the corporate and promotional mascot Bibendum in advertisements escaped—in these last times and in given cases (figs. 588-594)—the lax control of the Michelin Advertising Department. They were steeped in the process of dismantling the company, which became effective September 1930, with the official announcement of the American subsidiary’s cessation of activities.

Notes

1. For more details, consult Chapter 6: "Official U.S. import agencies for Michelin tires."
2. As early as 1906, the Michelin brothers stated in an interview: "As for his productive value [of Bibendum], I think he is one of the positive factors for the growth of our income statement that, nowadays, exceeds 40 million. Thanks to him, our advertising has become more efficient, we have proof of that, our advertisements were more widely read and followed since we replaced the ordinary clichés with Bibendum illustrations accompanied by legends explaining the arguments." "Phrases et personnages-types," *La Publicité Moderne* number 11, October-November 1906, p. 14.
3. For more details, see: Chapter 11: "The technological and commercial battles (1910-1915)"; and Chapter 12: "Michelin, the great war and tire companies."
4. For more details, see Chapter 18: "The Michelin tire company's advertising management team."
5. For more details, see Chapter 16: "Racing events as a tool for tire promotion."
6. For the list of journals, see: Table 3: "List of U.S. magazines according to typology, where Michelin advertised between 1903 and 1930," in Chapter 19: "Media, promotional supports and advertising expenditures."
7. With respect to the Frank Presbrey Co., see Chapter 18: "The Michelin tire company's advertising management team."
8. The Curtis Post typeface, created in 1902 especially for *The Saturday Evening Post* by the typesetter ATF-American Type Founders—but soon marketed for general use—was a reinterpretation of a pre-existing font, the Post Oldstyle Roman Number 2, based on the manual lettering utilized for article titles in the magazine. Mac McGrew (2009).
9. The Roycroft typeface was designed around 1898 by Lewis Buddy (1872-1941)—who collaborated as illustrator and letter artist for *The Saturday Evening Post*—, and it was soon incorporated into the ATF catalog. According to the typography historian Mac McGrew (2009), the Roycroft "was one of the most popular of a number of rugged typefaces used around the turn of the century, when printing with an antique appearance was in vogue." The name this typography of rustic aspect was baptized with referred to the Roycroft colony, founded in 1895 by Elbert Hubbard and established in East Aurora, New York. It brought together a community of artists and artisans, followers of the British movement known as Arts & Crafts.
10. *The Automobile*, July 18, 1903 and January 23, 1904.
11. The use of a contour line to compose the Michelin logotype, both in letters and in outline style typefaces—systematically applied by Arthur Edrop from 1916 to 1924—could have its origin in the attempt to metaphorically represent the essence of tire technology. This encompassed being physically stratified into two layers: a resistant outer cover formed by the cross-linked superimposition of rubber impregnated and vulcanized fabric and an extremely elastic internal rubber inner tube.
12. For more details, see Chapter 11: "The technological and commercial battles (1910-1915)"; and Chapter 12: "Michelin, the Great War and tire companies."
13. The press release was published in several newspapers, for example: "Michelin company Universal Tread casing giving good satisfaction," *The Clearfield Progress* (Clearfield, Pennsylvania), January 25, 1917; "Michelin Tire Company's business has grown most rapidly," *The Fort Wayne Journal-Gazette*, January 28, 1917.
14. For more information, see Chapter 21.1: "Arthur Norman Edrop (1884-1973): Designer, illustrator and journalist: renovation and coherence in art direction."
15. For more information on these figures, see Chapter 19: "Media, promotional supports and advertising expenditures," specifically Table 2: "Comparison of annual advertising expenditure (1913-1930) in magazines among the 'Big Four' leaders and medium U.S. tire industry companies, including Michelin"; Table 3: "List of U.S. magazines according to typology, where Michelin advertised

- between 1903 and 1930"; and Table 5: "Michelin's annual advertising expenditure in five leading general magazines and concrete years invested per magazine (1916-1930)."
16. Ibid.
 17. This made news, for example: "Michelin Company Universal Tread casing giving good satisfaction," *The Clearfield Progress*, January 25, 1917; "Michelin Tire Company business has grown most rapidly," *The Fort Wayne Journal-Gazette*, January 28, 1917.
 18. Sheldon, pp. 171-172.
 19. See Chapter 13: "The Michelin steel disk wheel, a business opportunity," and Chapter 14: "The crazy (and difficult) Roaring Twenties."
 20. For more details, see Chapter 18: "The Michelin tire company's advertising management team."
 21. See note 15.
 22. The information on the format and color of advertisements was obtained from the analysis of all the advertisements identified during the investigation, whether or not they were included in this collection. Regarding the magazines selected for analysis, see note 15, in addition to Table 4: "Listing of U.S. magazines where Michelin advertised in 1920, their circulation and periodicity."
 23. See note 15.
 24. For more details, see Chapter 14: "The crazy (and difficult) Roaring Twenties."
 25. See note 15.
 26. The information on the format, color and number of published advertisements was obtained from the analysis of all the advertisements identified during the investigation, whether or not included in this collection. Regarding the journals included in the analysis, see note 15.
 27. See note 15. Regarding this figure, consult Table 6: "Annual Michelin advertising expenditure in general magazines (1919-1920) and newspapers (1925-1926) compared to other tire companies."
 28. For more details, see Chapter 14: "The crazy (and difficult) Roaring Twenties."
 29. See note 15.
 30. The information on the format and color of the advertisements was obtained from the analysis of all the advertisements identified during the investigation, whether or not they were included in this collection.
 31. Ibid.
 32. Ibid.
 33. See note 15. Regarding this figure, consult Table 6: "Annual Michelin advertising expenditure in general magazines (1919-1920) and newspapers (1925-1926) compared to other tire companies."
 34. For more information, see Chapter 21.2: "Gluyas Williams (1888-1982). Humorous and comic strip illustrator: an outstanding artist at the service of Michelin."
 35. For more details, see Chapter 15: "The end of the American adventure."
 36. See note 15.

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<p>The King of TIRES</p>	<p>THE FAMOUS MICHELIN 12 East 27th Street, New York City. United States Agency, Norris N. Mason, Manager</p>	<p>They Eat All Obstacles</p>
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MICHELIN

THE KING OF ALL PNEUMATIC TIRES

Universally used by ninety per cent of the best automobile builders in the world. More records made by cars equipped with MICHELIN TIRES than all others together.

Winner of Gordon Bennett Race 1901-1902-1904.
La Roche in his wonderful drive of eleven hundred miles with Darracq car without a stop, had his car equipped with MICHELIN TIRES.
The first car to reach St. Louis from New York was equipped with MICHELIN TIRES.

MICHELIN TIRES predominate at the St. Louis Fair.
Fifty-two of the world's best motor cars are shown by twelve leading manufacturers, and of these forty-nine are equipped with MICHELIN TIRES.

All American Sizes in Stock.

UNITED STATES AGENCY:
MICHELIN TIRE CO., NORRIS N. MASON, *Pres.*, 132-142 West 27th Street, New York.

MICHELIN

The King of All Tires

ROLLED INTO VICTORY IN THE PARIS-MADRID RACE, THE FASTEST OF MODERN TIMES

Eight Out of Ten Winners

HERE IS THE RECORD	
1st- Gabriel (Mors)	6th- Baron de Crawhez (Panhard)
2d- L. Renault (Renault)	7th- Voigt (Charron, Girardot & Voigt)
3d- Salleron (Mors)	8th- Darras (Darracq)
5th- J. B. Warden (Mercedes)	10th- Mouter (De Dietrich)

ALL OF THESE CARS WERE FITTED WITH

MICHELIN TIRES

Michelin & Cie. presented as prize to the winners using their Tires, 14,800 francs, or \$2,960.

INSIST ON HAVING YOUR CAR EQUIPPED WITH THE TIRE WHICH EATS ALL OBSTACLES AND SAVE MONEY

United States Agency
NORRIS N. MASON
MANAGER
12 East 27th St. - NEW YORK

MICHELIN

FIRST WORDS.

The first advertisements for Michelin tires published in the American press—imported by the United States Agency Michelin Tire Co.—incorporated the adaptation of slogans already used in Michelin's French and European advertising. The first of the slogans was "Le pneu Michelin, roi de la route" [The Michelin tire, king of the road], translated as "The King of Tires." The second motto was the one that accompanied Bibendum since his debut in the 1898 poster, illustrated by O'Galop: "Le pneu Michelin boit l'obstacle" [The Michelin tire drinks the obstacle], which was translated into "They eat all obstacles," referring to the absorption capacity of the tire's cushion of air.

1. Advertising footer in the magazine *Motor Age*, May 7, 1903.
2. Advertising module in the magazine *Motor*, August 1904.
3. Full-page advertisement published in *The Automobile*, June 27, 1903.

1903-1907 FIRST PERIOD

36 THE AUTOMOBILE. July 18, 1903. July 18, 1903. THE AUTOMOBILE. 37

WE ARE PREPARED TO 1 RECORDS ARE CORRE **VE THAT THE FOLLOWING AND THEY ALL SHOW**

MICHELIN A WINNER

Michelin Tires Have Won all the Important Events of 1903

<p>PARIS - MADRID</p> <p>Gabriel on a Mors—First Michelin Louis Renault on a Renault—Second . . . Michelin Salleron on a Mors—Third Michelin</p>	<p>GORDON BENNETT</p> <p>Jenatzy on a Merce De Knyff on a Panh Farman on a Panha Gabriel on a Mors—</p>	<p>ARDENNES CIRCUIT</p> <p>Baron de Crawhez on a Panhard—First . Michelin Girardot on a C. G. V.—Second . . . Michelin De Brou on a De Dietrich—Third . . . Michelin Le Blon on a Serpollet—Fourth . . . Michelin Beconnais on a Darracq—Fifth . . . Michelin</p>	
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The First Five Cars in the Paris-Madrid Race in the four classes to report at Bordeaux, heavy cars, light cars, voitures, motor cycles, were all equipped with

MICHELIN TIRES

The Above Records are Proof Conclusive that Michelin Tires are ti
No Other Tire in the World Can Show the Records in Black and
 rtes With All the Great French and German Manufacturers and Drivers.
 that We Show Above or Have Been Showing for the Past Eight Years

NORRIS N. MASON, Manager, **12 East 27th Street, NEW YORK**

TWO BASIC TYPOGRAPHIES

The typographic design of the first advertisements inserted by Michelin's import agencies—in this case the United States Agency Michelin Tire Company—was carried out by the magazine's designers and utilized the typefaces available in their respective printing presses. In the above image, the words "Michelin Tires" arranged in the lower section of a footer extended over a double page, are written in capital letters using the Curtis Post typeface. On the right, the words "Michelin Tires" are composed in upper and lower case letters, using the Roycroft typeface or one of its variants.

- 4. Double-page advertisement published in the specialized magazine *The Automobile*, July 18, 1903.
- 5. Full-page advertisement published in *The Automobile* magazine, January 23, 1904.

60 THE AUTOMOBILE. January 23, 1904.

62½ PER CENT.

of the Foreign CARS exhibited at Madison Square Garden were equipped with the famous

Michelin Tires

They Never Fail

We Carry a Large Stock in All Sizes
Write for 1904 Catalog

U. S. AGENCY:
MICHELIN TIRE COMPANY
 132 to 142 WEST 27th STREET
NEW YORK

Phone: 461 Madison Square

Michelin

NEWS

The one best tire of them all is the Michelin; and the price, as things go, is fair.

This is perfectly known in England Germany France and Italy.

It will be established here the same way; you may as well be thinking about it.

We shall do all we can to make your thinking about it agreeable.

Judge the tire by itself; judge us by our dealing. Beforehand judge it and us by how we behave; at first, by what we say and how we say it.

An inaccuracy in business is, most likely, a lie. If we lie to you once about anything—no matter what or how—wipe us out of your mind!

UNITED STATES AGENCY
MICHELIN TIRE Co
140 West 27th street New York

Michelin

THAT LIAR

When a race is run, the cuss says his tire was on the machine that won.

It wasn't; the Michelin was.

Confound him! his lie is as good as his tire; how long do you think, it is going to last?

His tire is a middling one; it isn't half-bad; there are dozens worse; but he wants a good price; it's a bluff.

Look-out for his lie; look-out for his tire; look-out for the Michelin!

Whew! what a cloud of dust, to be sure!

Are you interested?

UNITED STATES AGENCY
MICHELIN TIRE Co
140 West 27th street New York

Michelin

VARIETY

Can't be any. The Michelin tire has just one right to exist: it's the cheapest.

A great big right: includes a lot of little ones not worth talking-about or printing-about or thinking-about.

Cheapest: you pay a half or quarter more for it, and have no "accidents"; lasts, as things go, 10 000 miles, more or less; gets cut now and then; that's nothing; you get a cold now and then; how long do other tires last? what sort of "accidents" are they? how do you like 'em? we won't mention the cost of an "accident"; that's the least part!

No; there's no variety in it. Same old tale: the Michelin lasts; that's all it does; no accidents; no events; no circumstances; no incidents; not in the least picturesque; economical; steady; lasts; the Michelin.

UNITED STATES AGENCY
MICHELIN TIRE Co
140 West 27th street, New York

Michelin

AUTOMOBILE SALON DECEMBRE

But O what a distance between the tires!

One thousand four hundred and eighteen wheels with the Michelin tire and less than 3 500 wheels with the 17 other tires!

That's how the Michelin stands.

Not at all as a fancy tire: not merely as a luxurious tire. The cabs of France have Michelin tires: there are about 1 000 000 of them.

The cheapest tire in the world is the Michelin tire at a half or third more price than the middling and common makes.

UNITED STATES AGENCY
MICHELIN TIRE Co
140 West 27th street New York

There were 105 stands; that means makers: all French but 4.

All wheels on 68 stands had the Michelin tire.

There were 18 makes of tire. The Michelin tire was on 1 418 wheels: there were less than 5 000 wheels in all—we haven't the number exact.

There were no poor automobiles!

If we, in U S, are behind in cars, we are growing fast; they'd better look-out over there.

Michelin

THE KING OF ALL TIRES

Another Victory is recorded and another World's record is established by Gobron-Brillié car equipped with Michelin Tires at Nice on March 31, 1904. Rigolly who rode to victory and won the De Rothchild cup made the wonderful time of 23½ seconds for one kilometer, equaling 96 miles per hour or 37½ seconds to the mile on straightaway road of varying conditions, thereby eclipsing all previous world's records by 11 seconds per mile made in Florida on the favorable cool sand stretch of beach.

This is the greatest road record in the world, and as usual Michelin Tires were used and secured the pennant.

For all important events the Michelin Tires are selected.

UNITED STATES AGENCY
MICHELIN TIRE Co
132-140 West 27th Street, New York

Michelin

TRUTH

is most significant where it is scarce.

You can't expect a maker to tell it, if it won't sell his . . . anything . . . tire, however, is what we are talking about: the Michelin tire. The truth is good-enough, plenty, for that.

That's what we mean by saying the truth is most significant where it is scarce.

There is only one good tire, but scores of trash and two or three middling; what can you expect?

No matter what you expect, you get lied to, a flood of it.

We don't complain; we are willing to be alone. Our position is what Carlyle calls inex-pugnabile—it's a pretty big word; but perhaps we may take it from him. It means: we can't be licked out of the business, so long as races are run, diversion enjoyed, domestic convenience served, cabs driven.

Do we mean that economy calls for the tire of luxury?

Yes.

UNITED STATES AGENCY
MICHELIN TIRE Co
140 West 27th street New York

MESSAGES IN SMALL FORMAT.

The United States Agency Michelin Tire Co. of Norris Mason conducted a campaign consisting of small modular inserts that featured at least a dozen different models utilizing typographical messages, without accompanying illustrations. The selling points, summarized in these advertisements, appealed to the quality of the French tires and the demonstration of their virtues in automobile competitions. The campaign began early 1904 in the magazine *The Automobile* and was also developed in the magazine *Motor*, between September 1904 and February 1905.

6-11. Advertising modules published during 1904 in the specialized automotive magazine *The Automobile*, on the consecutive dates of February 27; March 19 and 26; April 9 and 23 and May 14.

MICHELIN

On all best cars—MICHELIN TIRES.

- TO MANUFACTURERS**—You never lose the sale of your cars by having them equipped with MICHELIN TIRES.
- TO JOBBERS**— Your salesmen book ready orders and do not have to push the sale of MICHELIN TIRES.
- TO DEALERS**— You do not have to make apologies for MICHELIN TIRES.
- TO IMPORTERS**— Your customers expect MICHELIN TIRES. If you give them a substitute you make more money. Please your customer and hold his trade.
- TO CONSUMERS**— Insist on MICHELIN TIRES—take no other, no matter what is offered.

MICHELIN TIRES have proved their superiority all over the world in every contest of reliability, durability and endurance.

In Gordon Bennett race the first four cars to finish were equipped with MICHELIN TIRES. In the Climb to the Clouds, Mt. Washington, MICHELIN TIRES carried first honors. Every important race in 1904 and 1905 won on MICHELIN TIRES. Every prize and cup goes to MICHELIN.

MICHELIN TIRE AMERICAN AGENCY (Incorporated)

Telephone, 4657 Madison

E. D. WINANS, General Manager

6 West 29th Street, New York

BRANCHES

Chicago, 1461 Michigan Boulevard
Washington, 1330 New York Ave., N.W.
Baltimore, 102 East Eager Street
Indianapolis, Indiana Automobile Co.
Buffalo, 935 Pearl Street
Poughkeepsie, 14-20 Catherine Street
Boston, 751 Boylston Street

San Francisco, 304 McAllister Street
Minneapolis, Winston & Walker
St. Paul, C. P. Joy Auto Co.
Pittsburg, 5903 Centre Avenue
Albany, 97-101 Central Avenue
Philadelphia, 322 No. Broad Street
Rochester, 21-29 Plymouth Ave.

St. Louis, 3935 Olive Street
Cincinnati, 904 Broadway
Utica, 12-18 Lafayette Street
Asbury Park, N. J., Main St. and
Sewell Ave.
Newark, N. J., 286 Halsey Street.

MICHELIN

READ AND DIGEST

Mr. E. D. Winans, New York City.

My DEAR SIR:—My attention was called yesterday to an advertisement of the Michelin tire in THE AUTOMOBILE, issue of June 29th, that I had run my automobile 7,000 miles on Michelin tires. On the strength of the advice I wired you that the distance should be over 17,000 miles and is, in fact, probably 25,000 miles in various sections of this country from California to New York State, and in France also, over the best and worst of roads.

Later I saw the article and noticed further that "The distance of 7,000 miles was run without a puncture." It is a fact that some of the tires I have used have run over this distance without a puncture, and while I cannot find my record book for present reference I am quite sure that several of the tires on my 35-Hp. Darracq car have done as heavy and remarkable work as could be expected of any tire, and yet showing little wear comparatively, owing to their wonderful resisting qualities.

The 880 x 120 tires, shoe and tube on right front, and left rear wheel of my car have never been punctured in 10 months running a distance of probably nearly 8,000 miles, including four trips across New York state and many miles in this state and Ohio, on some of the worst roads we can find in this country.

This front tire is still running and looks good for several thousand miles still. The rear has just been replaced with a new flat tread tire, but the old one is still good for a reserve shoe. The other wheels have done very good service also, running up into the thousands of miles.

But what I consider the severest test, and most remarkable tire performance on any car I have driven, was my experience with 870 x 90 Michelin tires on my 20-Hp. Darracq car used in California in March, 1904. The tires on this machine had run several thousand miles in the East when the car went to the coast, and during its running in southern California, on four trips from Los Angeles to Riverside, and one to Santa Barbara and return, not a puncture was recorded, though from running over rough mountain roads, and through desert sands, and braking the car on long steep downgrades, the tires were worn bare to the fabric, yet to the astonishment of people the tires still ran, and still gave considerable service here, after my return.

There is no need of me testifying to what others know as well or better, but I thought these facts might interest you.

Very truly,

(Signed) GEO. L. FLEITZ.

If you want the best tires made in the world, buy Michelins.

MICHELIN TIRE AMERICAN AGENCY, Inc.

E. D. WINANS, General Manager.
Telephone, 4657 Madison

6 West 29th Street, NEW YORK

BRANCHES

CHICAGO, 1461 Michigan Boulevard
BOSTON, 751 Boylston Street
PHILADELPHIA, 322 No. Broad Street
WASHINGTON, 1330 New York Ave., N. W.
SAN FRANCISCO, 304 McAllister Street
ROCHESTER, 21-29 Plymouth Ave.

BALTIMORE, 102 East Eager Street
MINNEAPOLIS, Winston and Walker
ST. LOUIS, 3935 Olive Street
INDIANAPOLIS, Indiana Automobile Co.
ST. PAUL, C. P. Joy Auto Co.
CINCINNATI, 904 Broadway

BUFFALO, 935 Pearl St.
PITTSBURG, 5903 Centre Ave.
UTICA, 12-18 Lafayette St.
POUGHKEEPSIE, 14-20 Catherine St.
ALBANY, 97-101 Central Ave.

HALF-PAGE ADVERTISEMENTS ...

During 1905, at least a dozen different models of Michelin Tire American Agency advertising modules—designed in a horizontal half-page format—were published in various specialized magazines of the automotive sector such as *The Automobile*, *Motor Age*, *Automobile Topics* and the rubber industry, i.e. *The India Rubber World*. The images shown above are an example of testimonial advertising, one of the selling points used in these Michelin advertisements.

12. Half-page horizontal advertising module published in the magazine *Automobile Topics*, July 29, 1905.

13. Half-page horizontal advertising module published in *The Automobile* magazine, July 20, 1905.

MICHELIN The KING of all Pneumatic Tires

THE MORE YOU KNOW OF TIRES
THE BETTER YOU LIKE MICHELIN

During the year 1904 MICHELIN TIRES have not lost a single important race, and all the cups have been won on them.

31st Mar.,	Rothschild Cup,	-	France
1st April,	De Caters Cup,	-	"
20th May,	Chasseloup-Laubat Cup,	"	"
17th June,	Gordon-Bennett Cup,	-	Germany
26th July,	St. Louis Non-Stop Run,		United States
4th Sept.,	Cup of Italy,	-	Italy
15th Sept.,	Consuma Cup	-	"
8th Oct.,	Vanderbilt Cup	-	United States
24th Nov.,	Eagle Rock	-	"

ALL SIZES IN STOCK. IMMEDIATE DELIVERIES

American Manufacturers are equipping their cars with our tires. Purchasers will do well to specify Michelin Tires on individual cars.

MICHELIN TIRES DO NOT RIM CUT

Write for Instruction Book Free

Michelin Tire American Agency

E. D. WINANS, General Manager
6 West 29th St., New York

MICHELIN

AUTOMOBILISTS

Pay more for MICHELIN TIRES than for any other make

WHY?

Tire makers are copying MICHELIN TIRES

WHY?

If you are after the best, and have an idea of true economy in the end, and if you are looking for the ORIGINAL and not for a poor copy, the above may give you a hint in what direction to look.

MICHELIN TIRES do not rim-cut

Send for Instruction Book—Free.

MICHELIN TIRE AMERICAN AGENCY, Inc.
6 West 29th St., New York. Telephone, 4657 Madison.
E. D. WINANS, General Manager.

BRANCHES:
CHICAGO—141 Michigan Boulevard. PHILADELPHIA—222 No. Broad Street.
BOSTON—251 Berkeley Street. WASHINGTON—120 New York Ave., N. W.
SAN FRANCISCO—344 Market Street.

1903-1907
FIRST PERIOD

MICHELIN

Every important race in 1904-1905 in every country in the world was won on MICHELIN TIRES.

The largest tours made all over the world have been made on MICHELIN TIRES.

Each automobile wheel equipped with MICHELIN TIRES will carry more guaranteed weight than any other pneumatic tire made in the world.

Thus in racing, touring, and carrying weight, MICHELIN TIRES have proved beyond a doubt their superiority and the facts are incontestable.

MICHELIN TIRES cost more—They wear longer.

If you keep tabs on your tire expenses for one year you will find MICHELIN TIRES 50% cheaper than any other.

MICHELIN TIRES do not rim cut—MICHELIN TIRES are safer.

Insist on MICHELIN TIRES for your 1906 car.

MICHELIN round tread touring shoes.
MICHELIN flat tread racing shoes.
MICHELIN Anti-Skid (not covered with leather) shoes and above all
Get MICHELIN Tubes Para Rubber.

Don't be deceived and allow a slick salesman to tell you their imitation is just as good.
Write us or call.

MICHELIN TIRE AMERICAN AGENCY, Inc.
6 WEST 29TH STREET
NEW YORK
E. D. WINANS, Gen'l Mgr. Telephone: 465-74 Madison Sq.
Branches in All large cities in the United States

**Another
Michelin Victory**

50% of the Winning Cars in the **VANDERBILT CUP RACE** were equipped with **MICHELIN TIRES**. All the cars equipped with Michelin Tires had no tire troubles whatever

MICHELIN TIRE AMERICAN AGENCY, Inc.
Sole American Representatives
6 West 29th Street, New York E. D. WINANS, Gen. Mgr.
With Branches in Every Large City of the United States

... AND FULL-PAGE ADVERTISEMENTS.

The Michelin Tire American Agency contracted several one-off full-page insertions in specialized automotive magazines such as *Motor*, *The Automobile* and *Automobile Topics*. These advertisements—designed in each case by the corresponding art department of every publication—presented, as a whole, a non-homogeneous aspect aggravated by the absence of a corporate identification element, an established Michelin logotype and the mascot Bibendum.

14. Advertisement published in *The Automobile* magazine, January 14, 1905. 15. Advertisement published in *Motor*, May 1905. 16. Advertisement in the magazine *Automobile Topics*, September 1905. 17. Advertisement published in *Motor*, November 1905.

FIRST PERIOD | 1903-1907

MICHELIN

VICTORIES OF 1905

The house of Michelin, France, through honorable dealing as high as the standard of their tires and as solid as the rock of Gibraltar, have become the foremost tire builders in the world.

These famous tires have not lost a single important race in any country in the world in 1904 and 1905.

BOWDEN'S TRIACLOS AT OLYMPIA

CHEVROLETS FIAT AT MORRIS PARK

KAPLER IN MT. WASHINGTON HILL CLIMB

THEY'S RICHARD-BRASIER IN THE GORDON-BENNETT

DARRACQ AT CAPE MAY

FIAT IN MT. GENIS HILL CLIMB

ANDRÉ MICHELIN

DARRACQ IN CIRCUIT DES ARDENNES

MICHELIN TIRE AMERICAN AGENCY, Inc., Sole American Representatives
 6 West 29th Street, New York With Branches in every large City of the United States E. D. WINANS, General Manager

MR. MICHELIN. The surprising advertisement shown above presented André Michelin to the American motorist, using photography to portray him and different scenes of the tire brand's achievements in automobile races. Michelin—and their import agencies—employed the use of photography on a few occasions to illustrate their advertisements in American press. This is the only advertisement where a photographic portrait appears of one of the French firm's founding brothers.

18. Full-page advertisement published in the specialized magazine *Motor*, October 1905.

July, 1905 MOTOR 13

MICHELIN

ROADS AGAINST RAILS

Michelin Tires defeat fastest train in the world, by 30 minutes, in race of 300 miles

TERSE TRUTHS ABOUT MICHELIN TIRES

They are vastly superior to any others—that's everywhere admitted. They must always keep ahead of all others—that's here resolved. The brightest minds and best materials—they are always employed. Every machine that ever won an important race was equipped with Michelin Tires—that's something to remember when thinking of new tires. Other truths, hardly less interesting, in a little booklet we would like to send you.

MICHELIN TIRE AMERICAN AGENCY (Incorporated)
 6 WEST TWENTY-NINTH STREET, NEW YORK

E. D. WINANS, General Manager Telephone, 4657 MADISON

THE FRENCH POSTER.

The image shown above is a sample of the graphic heterogeneity observed in the advertising carried out by Michelin's import agencies. This advertisement reproduced the French lithographic poster *Le pneu Michelin a vaincu le rail*, work of the French illustrator Ernest Montaut and also used in Michelin's press advertising in Italy, Great Britain, Germany and Austria.

On July 25, 1904, the American automobile racer George Heath (1862-1940s), residing in Paris, won the third edition of the Circuit des Ardennes competition with a 70 hp Panhard vehicle equipped with Michelin tires. The kilometers traveled and the average speed reached during the race exceeded, in comparison, the distance and speed of the Express Paris-Calais train. Thus, the scene depicted is a fictitious composition recreated by Montaut of the impossible confrontation between the two machines. This poster was occasionally used in the United States, between 1905-1906, but kept in the original format with the text in French.

19. Advertisement published in *Motor*, July 1905, with the 1905 poster created by Ernest Montaut (1879-1936).

FIRST PERIOD 1903-1907

CHLORIDE OF SULPHUR
BISULPHIDE OF CARBON
CARBON TETRA-CHLORIDE
ALCANNIN PASTE
Geo. W. Speight,
66 Fulton St., New York

The BEST BUCKLES for ARCTICS
ARE MADE BY
THE WELD MFG. CO.,
41 Lincoln Street, - - Boston.


"Cravenette"
RAIN COATS
Must have this Circular
Trade Mark stamped in
inside of coat.....



INDIA RUBBER WORLD



CAOUTCHOUC



GUTTA-PERCHA

Edited by HENRY C. PEARSON—Offices, No. 150 Nassau Street, NEW YORK

Vol. XXXII. No. 4. JULY 1, 1905. 35 Cents a Copy.
\$8.00 Per Year.

MICHELIN

King of all Pneumatic Tires.

AVOIRE SANTÉ



THE
**MICHELIN TIRES
LAUGH AT
OBSTACLES**

JUL 1 - 1905

Famous Throughout the World.

Winner of Every
Important Race in 1904.

MICHELIN TIRE AMERICAN AGENCY,
(INCORPORATED)
6 West 29th Street,
NEW YORK.
TELEPHONE 4657 MADISON SQUARE.
Mention the India Rubber World when you write.

BENZOL, the Most Powerful Solvent for Rubber. Lowest Prices.
SAMUEL CABOT, BOSTON, MASS.

COVER DEBUT. The above image shows the advertisement inserted on the cover of the leading magazine for the rubber and tire industry, and constitutes what probably is the advertising debut of the mascot Bibendum in American press. The pose in which the character is portrayed was taken from a booklet printed in France by Michelin that same year and based on the original poster illustrated by O'Galop. In the illustration, the mascot raises a glass full of nails and sharp objects—for he was immune to punctures—and toasted "To your health!" Strangely, the original French slogan "Le pneu Michelin boit l'obstacle" [the Michelin tire drinks the obstacle] was replaced by the "Michelin Tires laugh at obstacles." It's likely that the adaptation of the French exhortation to drink was due to certain caution on the part of Michelin given the Temperance movement that was fully active in the United States at the beginning of the 20th century. This was derived from Anglo-Saxon conservative and religious tenets, which advocated moral rectitude and preached against decadence and excesses. Therefore as a consequence, moderation was favored—which developed into prohibition—in regards to the consumption of alcoholic beverages.

20. Michelin advertisement published on the cover of the specialized magazine *The India Rubber World*, July 1, 1905.

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MICHELIN

WINNER OF THE 1904 1905
GORDON BENNETT CUP

A VOTRE SANTÉ

A VOTRE SANTÉ

TIRES

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

MICHELIN TIRES do not rim cut

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

MICHELIN TIRES were on the winning Napier in the Mount Washington hill climbing contest
MICHELIN TIRE AMERICAN AGENCY (Incorporated)
 E. D. WINANS, General Manager 6 WEST TWENTY-NINTH STREET, NEW YORK Telephone, 4657 MADISON
 Branches in all large cities of the United States

Motor

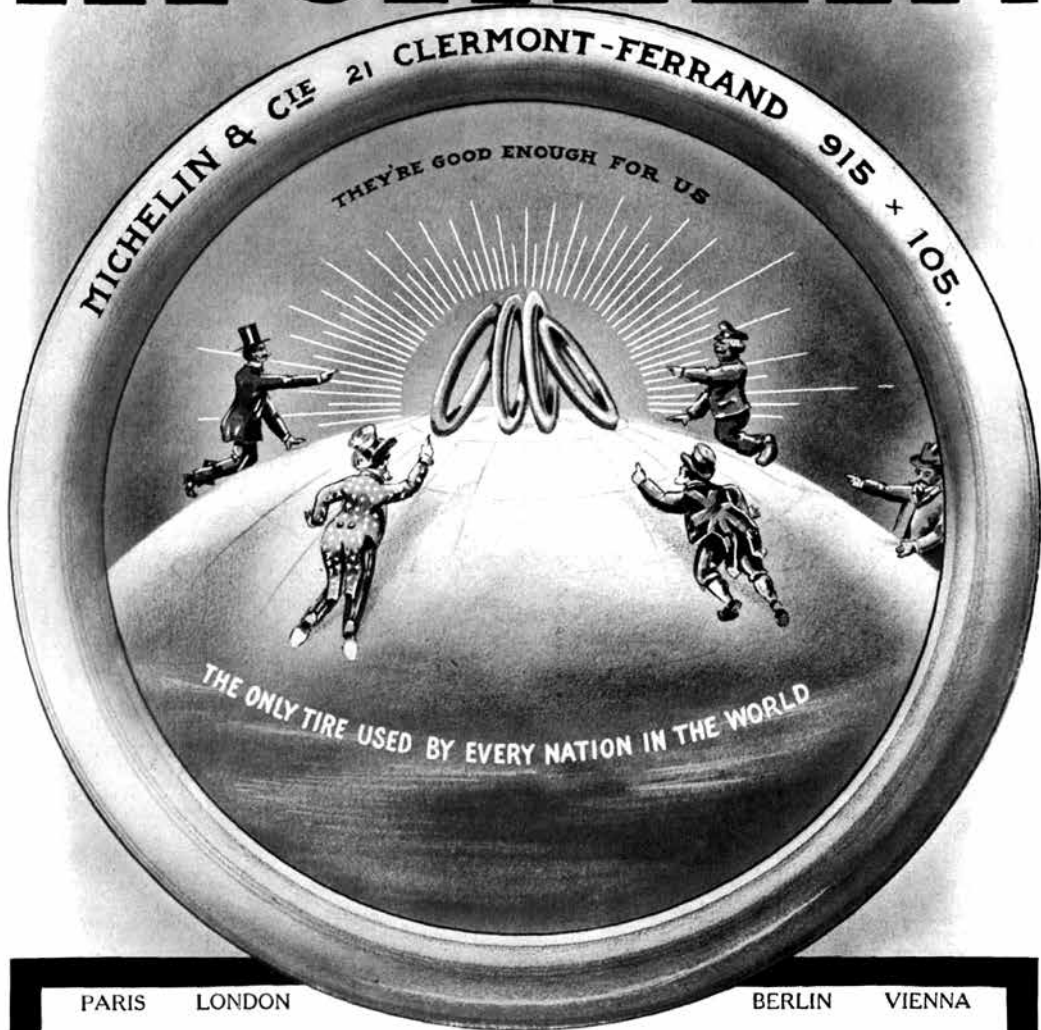
1903-1907 | FIRST PERIOD

DOUBLE VICTORY. The above image depicts an advertisement for the Michelin Tire American Agency proclaiming the track record achieved by vehicles with their tires in the European Gordon Bennett Cup for the 1904 and 1905 competitions. The allegorical graphic composition shows a pair of Bibendum figures—for there were two triumphs—flanking the laurels of victory, which surround the sculpture of the trophy reserved for the winners of the race. The decorative design of the elements and the border that frames them shows a signature in the lower right corner, attributing authorship to the graphic department of the publication *Motor*.

21. Full-page advertisement published in the specialized magazine *Motor*, August 1905.

FIRST PERIOD 1903-1907

MICHELIN



PARIS LONDON

BERLIN VIENNA

YOU USE TIRES—USE THE BEST

Please Write or Call

MICHELIN TIRE AMERICAN AGENCY, Inc

Telephone 4657 Madison
E. D. Winans, Gen.-Mgr.

NEW YORK CITY, 6 West 29th Street

SOLE REPRESENTATIVES IN AMERICA FOR MICHELIN & CIE. FRANCE

POTPOURRI. This double page shows a sample of the Michelin Tire American Agency advertisements published in the magazine *Motor*. The lack of a well-defined advertising policy is denoted in the variation of how themes are illustrated, ranging from allegories—the above image features patriotic characters—to the realistic representation of the tire. Moreover, this lack of definition can be observed in the use of different graphic elements: continuous tone drawings with shading, line drawings with patterns imitating engravings, black silhouette figures as well as a variety of different borders, frames and typographies.

22-26. Full-page advertisements published in the magazine *Motor*, March, February, June, September and December 1905.

MICHELIN TRES

have not lost a single important race during 1904. The good MICHELIN TIRES won in every great event last year.

March 20—Bordeaux Cup, France
 April 3—De Caters Cup, France
 May 20—Championnat-Léonard Cup, France
 June 17—Garbit-Bernart Cup, Germany
 July 29 to Aug. 9—St. Louis Non-Stop Run, America
 Sept. 4—Cup of Italy, Italy
 Sept. 15—Columbo Cup, Italy
 Oct. 8—Vanderbilt Cup, America
 Nov. 24—Eagle Rock Cup, America

The strain upon a tire in a race is a thousand times greater than in touring. A tire which gives no trouble in a race is certain to give none in ordinary use.
 The more you know about tires, the better you like MICHELIN TIRES. Specify them for your car.

Immediate deliveries, all styles and sizes.

Michelin Tire, American Agency
 Incorporated
 6 West 29th Street NEW YORK
 E. D. WINANS, Gen'l Mgr.

THE 10,000 MILE TIRE
 HATS OFF TO
MICHELIN

The tire that everybody wants.
 Because it lasts longer, goes further and gives less trouble than any other tire in the world.
 They cost more but are cheaper in the end.
 Why are they better?
 Why do they last longer?
 Why is more mileage made on these tires?
 Why are they safer?

Write for Michelin Instruction book, free, the best treatise on tires ever written

MICHELIN

Branches:
 Chicago, 146 Michigan Boulevard
 Boston, 751 Boylston Street
 Philadelphia, 222 No. Broad Street
 Washington, 1330 New York Ave., N. W.
 San Francisco, 204 McAllister Street
 Rochester, 21 29 Plymouth Ave.
 Baltimore, 102 East Bay Street
 Minneapolis, Winston & Walker
 St. Louis, 292 Olive Street
 Indianapolis, Indiana Automobile Co.
 St. Paul, C. P. Jay Auto Co.

MICHELIN TIRES DO NOT RIM CUT

MICHELIN TIRE AMERICAN AGENCY
 6 West 29th Street, NEW YORK
 E. D. WINANS, General Manager Telephone, 6657 Madison

1903-1907
FIRST PERIOD

MICHELIN ON TOP

THE PINNACLE OF TIRE PERFECTION

In every race, in every country, in 1904 and 1905
Michelin Tires Were Victorious

ARE YOUR TIRES MICHELIN?
 Investigate the Tire Situation. It's Important. Ask for our Booklet.

Michelin Tire American Agency (Inc.)
 E. D. WINANS, Gen'l Manager
 6 West 29th Street, New York City
 Telephone 6657 Madison St.
 Agents in all large cities of the United States.

MICHELIN TIRES

Go further; Last longer; Stand more wear and tear

"Here is that 10,000 mile tire you have heard about"

MICHELIN TIRES have won every important race in America and Europe for the last ten years.
MICHELIN TIRES free their users from tire worry.
MICHELIN TIRES do not rim-cut.

These three results are due to three reasons. Michelin Tires contain the best tire material in the world. They are the most carefully made. They are made by the most skilled workmen in France. " " " "

MICHELIN TIRE AMERICAN AGENCY, Inc., Sole American Representatives
 6 West 29th Street, New York With Branches in every large City of the United States E. D. WINANS, General Manager
 Telephone Madison 760
 761

WHAT'S IN A NAME?

MICHELIN TIRES HAVE THE NAME!

WHAT'S IN A NAME?
 This much: if everybody who uses a certain word says that it has a certain meaning, all the scholars and dictionaries in the world can't change that meaning. The scholars and dictionaries sooner or later put their official stamp upon the word—and the word becomes universal.

The same way with tires. Everybody who once uses Michelin Tires says that those two words mean reliable, dependable tires. The names of other have other meanings, but by universal acceptance Michelins always mean reliable, dependable tires. And just as you always try to use the right word in the right place, you should always use the right tires in the right place.

That's what's in a name
 —and Michelin Tires have the name.

MICHELIN TIRES

MICHELIN TIRE, AMERICAN AGENCY, INC.

Tel. ⁷⁶⁰₇₆₁ Madison Square 6 West 29th Street, New York

S MOTOR

A NAME OF ONE'S OWN.

Perhaps Michelin, through their import agencies, did not have their own defined graphic image with which to present themselves to the American market. However, they did possess a well-known and respected name in the tire sector. This is precisely what was reflected in the advertisement shown above, prepared by the graphic department of the magazine where it was inserted.

27. Full-page advertisement published in the specialized magazine *Motor*, September 1906.

MICHELIN TIRES
MICHELIN
and
MERIT
are synonymous terms

¶ The best in any line of endeavor is never an accident. It takes brains, skill and money to produce perfection. The tires of **Michelin**, the famous tire maker of France, are no accident. Our "Instruction Book" (sent free upon request) will tell you how they have been brought to their marvelous perfection.

Michelin Tires do not rim-cut

¶ Do not forget that fact! Its truth means your freedom—your freedom from tire worry—and, consequently, your pleasure

Michelin Tire American Agency, Inc.
Sole American Representatives
6 WEST 29th STREET, NEW YORK
With Branches in all Large Cities of the United States
Telephone, Madison 760, 761

For advertisements received too late for classification see the last five advertising pages.

MERIT-BASED CAMPAIGN.

In early 1906, the Michelin Tire American Agency created an advertising campaign employing the motto "Michelin and Merit are synonymous terms," whose composition included a unique typesetting in which both words shared the initial 'M'. This graphic element was repeated, with slight modifications, in advertisements published in a variety of different magazines. The image on the left depicts a feminine representation of victory, portrayed in Art Nouveau decorative style, who raises the maximum trophy, a Michelin tire. Below, there are two examples of other types of graphics utilized, based on borders and unique typographic arrangements.

28. Full-page advertisement published in the magazine *Motor*, February 1906.

29. Full-page advertisement in *The Automobile* magazine, January 11, 1906.

30. Full-page advertisement published in the magazine *Motor*, January 1906.

EXHIBITED AT THE A-L-A-M SHOW
MADISON SQUARE GARDEN

MICHELIN

THAT 10000 MILE TIRE
MICHELIN
and
MERIT
SYNONYMOUS TERMS
WHERE YOU FIND ONE
YOU FIND THE
OTHER

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

Buy Michelin

In every race, in every country, in
1904 and 1905

Michelin Tires Were Victorious

Are YOUR TIRES MICHELIN?
Investigate the Tire Situation It's Important
Ask for Our Booklet

MICHELIN TIRE AMERICAN AGENCY, INC.
6 West 29th St., New York
Telephones, 760 and 761 Madison Sq.
Branches in all Large Cities

MICHELIN

MICHELIN
and
MERIT
are synonymous terms

¶ The best in any line of endeavor is never an accident. It takes brains, skill and money to produce perfection. The tires of **Michelin**, the famous tire maker of France, are no accident. Our "Instruction Book" (sent free upon request) will tell you how they have been brought to their marvelous perfection.

Michelin Tires do not rim-cut

¶ Do not forget that fact! Its truth means your freedom—your freedom from tire worry—and, consequently, your pleasure

MICHELIN TIRE AMERICAN AGENCY, INC. *Sole American Representatives*
6 WEST 29th STREET, NEW YORK
E. D. WINANS, General Manager
With Branches in every Large City of the United States
Telephone, Madison 760, 761

MICHELIN TIRES

It is considered "CHIC" to have Michelin
Tires on your car even in France

☞ MR. E. D. WINANS begs to announce that a new and large company has just been incorporated, consisting of American and French capital to control the output of Michelin Tires and products, in United States, under the name of MICHELIN PRODUCTS SELLING COMPANY, Inc., 31-33 West 31st Street, New York.

☞ All orders and inquiries for agencies and goods should be sent at once to E. D. WINANS, General Manager.

☞ MR. WINANS is no longer connected with any other company or organization who claims to have American agency for 1906.

THE ONLY REPRESENTATIVES IN UNITED STATES ARE

**THE MICHELIN PRODUCTS
SELLING CO., Inc.**

31-33 West 31st Street, NEW YORK

PUBLIC ANNOUNCEMENT. The change of the agency importing French Michelin tires, from the Michelin Tire American Agency to The Michelin Products Selling Company, was conveniently announced in specialized magazines of the automotive sector. The new agreements with authorized distributors implied that the previous relations were no longer valid. Warnings were made against dealerships presenting themselves as an official agency without being so, and that such attempts would lead to litigation.

31. Full-page advertisement published in the specialized magazine *Motor Age*, February 1906.



MICHELIN'S COAT OF ARMS. The above image depicts another example of the graphic advertising heterogeneity of Michelin's import agencies. In this case, the design is inspired by heraldic compositions, utilizing references such as the winged wheel of fortune and highlighting this historicist character with the use of certain Gothic typefaces. Flanking the coat of arms we have two small black circles that proclaim the French origin of Michelin: on the left, a monogram with the initials 'MC' encircled with the text "Michelin & Cie. Clermont-Ferrand"; on the right, the figure of Bibendum with the motto "C'est a dire, a votre sante."

38. Full-page advertisement in the specialized magazine *Motor*, June 1906.

VICTORY AND MICHELIN
ARE EQUIVALENT

Unparalleled record at Ardennes, Belgium, Aug. 13, 1906. Winners equipped with **MICHELIN TIRES**
1st DURAY, 2nd HANRIOT, 3rd ROUGIER, 4th BARILLIER, 5th GABRIEL

A team of four of the same cars all equipped with **MICHELIN TIRES** all finish and in the following order,
1st DURAY, 3rd ROUGIER, 5th GABRIEL, 7th SOREL

MICHELIN PRODUCTS SELLING CO., Inc. 31-33 W. 31st St., N. Y.
E. D. WINANS, Manager

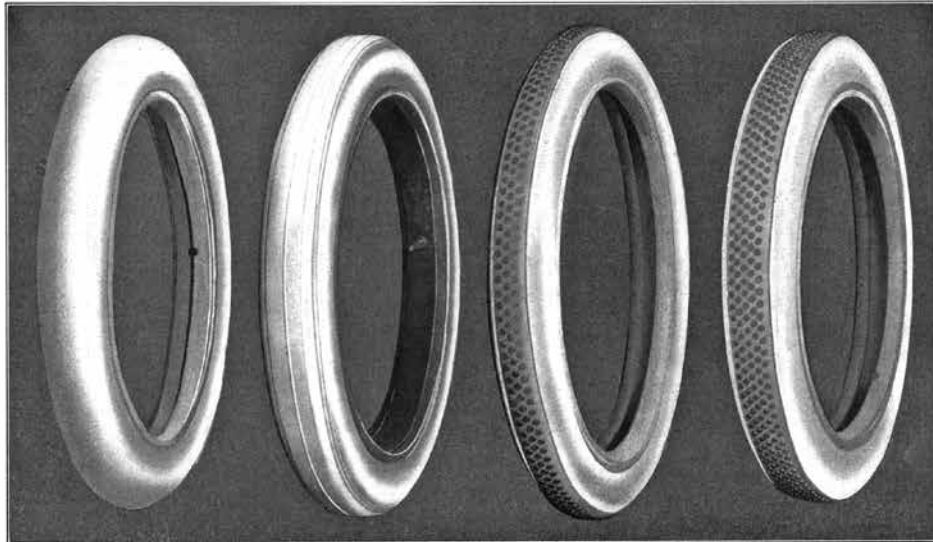
SOLE AMERICAN REPRESENTATIVE OF MICHELIN ET CIE, CLERMONT-FERRAND, FRANCE

1903-1907
FIRST PERIOD

ARC DE TRIOMPHE. The image shown above is perhaps the first use of Bibendum in U.S. press advertisements in his role as an advertising character. The pose in which he is portrayed still depicts the canonical one—a half-body representation with his arm raising a glass as a toast—although, in this case, behind the steering wheel of a car. A victorious Bibendum is on parade, flanked by the crowds and raising his glass with a large cigar in his mouth. In addition to the references on drinking, in the United States the exhibition of this cigar could be provoking to pressure groups that acted in parallel to the anti-alcohol movements. For example, there were anti-smoking leagues such as the Anti-Cigarette League of America, founded in 1890 and which, as early as 1901, had 300,000 members. The portrait of the stout and epicurean French bon vivant embodied in a Bibendum who had a predilection for the pleasures of tobacco and alcohol, the glass and cigar serving as attributes, was perhaps not an easily exportable model.

39. Full-page advertisement in the specialized magazine *Motor*, September 1906. Illustration by A. Wolfson (?).

MICHELIN TIRES



**MICHELIN
ROUND TREAD**

**MICHELIN
FLAT TREAD**

**MICHELIN
ANTI-SKID**

**SAMSON
SUR MICHELIN**

MICHELIN TIRES have been consistent winners of every important race event, of every road touring event—in fact, of every tire economy test in years.

This is not the result of mere chance, but is the result of infinite care and thorough preparation, and the excellence of materials used in their manufacture.

Michelin tires have an absolute dependability which places them first where speed, reliability and economy are desired.

MICHELIN PRODUCTS SELLING CO., Inc.

EDWARD W. ELVERSON, Treasurer & General Manager

31-33 West 31st Street, - - - NEW YORK CITY

PHONE 5560 MADISON SQUARE

Sole representative in America for Michelin et Cie, Clermont-Ferrand, France

We recommend for winter weather or slippery pavements our extra heavy non-skid tires, reinforced with Samson covering and guaranteed perfect by Michelin et Cie. of France.

THE MICHELIN CATALOGUE. The above image depicts the first press advertisement in which the four types of pneumatic tires from the Michelin et Cie. catalog were shown. They were manufactured in Europe and imported for the American market by the Michelin Products Selling Co.: Michelin Round Tread tires with smooth tread and a rounded contour; Michelin Flat Tread tires with smooth tread and flat contour; Michelin Anti-Skid covers made of non-skid tread using leather trimmed with metal studs; and the Samson sur Michelin, with flat tire treads and wide non-skid leather strips with metal studs glued on their surface, from the brand Samson.

40. Full-page advertisement published in the specialized magazine *Motor*, January 1907.

ANNOUNCEMENT

E. Lamberjack & Company, Inc.

Are now the sole Agents for the
United States for

Michelin Tires

having taken over all the rights, effects and goodwill of the former Michelin Products Selling Company, Inc. of 31-33 West 31st Street, and the Michelin Tire Agency, 6 West 29th Street, New York City, and now stand alone as the direct representatives of MICHELIN ET CIE, of France, and as such are enabled to protect the American purchasers of MICHELIN TIRES, and to import directly from the parent house of which this is a branch.

☞ This arrangement permits of material reductions in the price of MICHELIN TIRES, which will be announced shortly.

☞ Address all orders and make all checks payable, in the future, to

E. LAMBERJACK & COMPANY, INC.

31-33 West Thirty-first Street :: :: New York City
TELEPHONE: 5560 MADISON SQUARE

1903-1907
FIRST PERIOD

CHANGING AGENTS. Above, the public advertisement announcing the change of import agent for French Michelin tires, the E. Lamberjack & Co. An explanation is provided about the liquidation of the companies that had previously conducted the business.

41. Full-page advertisement published in the specialized magazine *Motor*, February 19, 1907.

ANOTHER MICHELIN VICTORY

On the Empire City Track, Memorial Day, Cedrino in his Fiat with MICHELIN TIRES lowered world's circular track records to 9 minutes 47½ seconds for ten miles, and 14 minutes 45 seconds for fifteen miles.

FOR HARD WORK

on either Road or Track

MICHELIN TIRES

are always selected.

THE BEST AMONG THE BEST

Handled Exclusively in America by

E. Lamberjack & Company, Inc.

Sole American Representatives of Michelin et Cie., Clermont-Ferrand, France

31-33 West 31st St., New York City Telephone, 5560 Madison

Michelin Tire Distributors are: For New England, including Connecticut—Leon Rubay, 226 Columbus Ave., Boston; 1607 Broadway, New York City. For New Jersey—Michelin Tire Agency, J. S. Griffin, Mgr., 68 Halsey St., Newark. For Philadelphia and Eastern Pennsylvania—Michelin Tire Agency, J. L. Keis, Mgr., 210 S. Broad St., Philadelphia. For Pittsburgh and Western Pennsylvania—Michelin Tire Agency, J. J. Griffin, Mgr., 1903 Centre Ave., E. E., Pittsburgh. For Buffalo and Western New York—Eureka Supply Co., J. W. Henry, Mgr., 226 Broadway, Buffalo. For Chicago and Central West—Franco-American Auto and Supply Co., 1404 Michigan Ave., Chicago. For Brooklyn and Long Island—Long Island Auto Supply Co., 1240 Bedford Ave., Brooklyn. For Washington, D. C.—J. S. Weise, 1230 New York Avenue.

ADVERTISING VICTORIES.

This double page presents examples of the main advertising concept used by the agency E. Lamberjack & Co. to sell imported Michelin tires and products: the company's success in the most important automobile races. The difference in the advertising policy deployed in the press by this agency with respect to the previous ones is that, for the first time, in addition to advertisements in specialized magazines, leading daily newspapers were also contracted for placing publicity.

42. Half-page horizontal advertising module published in *Motor* magazine, July 1907.

43. Advertising module published in the specialized magazine *Motor Age*, February 14, 1907.

44. (opposite page) Horizontal advertising module published in *The New York Times*, January 19, 1907.

45. (opposite page) Vertical advertising module published in *The New York Times*, January 13, 1907.

46-47. (opposite page) Advertising modules published in *The New York Daily Tribune*, May 19 and June 2, 1907.

MICHELIN TIRES

THE ACKNOWLEDGED STANDARD OF THE WORLD

☛ In the 1907 International Races, both in France and America, Michelin tires will be used by

PANHARD & LEVASSOR RENAULT FRERES
DE DIETRICH F. I. A. T.
ITALA CLEMENT BAYARD DARRACQ

HANDLED EXCLUSIVELY IN AMERICA BY

E. Lamberjack & Company, Inc.

SOLE AMERICAN REPRESENTATIVES OF

Michelin Et Cie., Clermont-Ferrand, France

31-33 West 31st Street, NEW YORK CITY

Telephone 3560 Madison Square

Distributors for the Central West

Franco-American Auto & Supply Co.

CHICAGO

MICHELIN TIRES

WON
THE VANDERBILT CUP RACE
of 1906
ON THE FIRST FOUR CARS
And will be on the Following Cars in the
INTERNATIONAL RACES OF 1907
Both in **FRANCE** and **AMERICA**:

PANHARD & LEVASSOR RENAULT FRERES F.I.A.T.	ITALIA CLEMENT-BAYARD DE DIETRICH
---	--

ADDRESS: **DARRACQ**

E. LAMBERJACK & CO., Inc.,

31-33 West 31st Street
New York City.

NOW the ONLY AGENTS IN AMERICA for Michelin et Cie, of France.
Telephone 5560 Madison Square.

1903-1907 FIRST PERIOD

MICHELIN TIRES

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

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

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

Darracq

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

NOW THE ONLY AGENTS IN AMERICA FOR
MICHELIN ET CIE, OF FRANCE.

Telephone 556 Madison Square.

Another Michelin Victory

The Michelin triumph in the Targa-Florio race on April 21st was supreme.

The first nine cars to finish in this famous contest used Michelin tires.

E. LAMBERJACK & Co., Inc., 31-33 W. 31st st., N. Y., Sole Agents for America
Send for Our 1907 Price List Phone 5560 Madison

Michelin Tires Victorious

The Targa-Florio race of April 21st was the imposing scene of an overwhelming triumph for the conquering Michelin.

The first nine cars to finish used Michelin Tires.

E. LAMBERJACK & CO., Inc., 31-33 West 31st St., N. Y., Sole Agents for America.
Send for Our 1907 Price List. Phone 5560 Madison.



Michelin Superiority

It takes three months to make a Michelin Tire, no time wasted, either. It is made from the best and most costly fabric, a special quality of fine rubber. That is

Michelin Quality

In every country Michelin Tires have won every important road race in 1904, 1905, 1906. That demonstrates

Michelin Endurance

In the 1907 International Races both in France and America, Michelin Tires will be used by

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

That means

Michelin Reliability

Handled exclusively in America by
E. LAMBERJACK & COMPANY, Inc.

Sole American Representatives of
Michelin et Cie. Clermont-Ferrand, France.

Michelin Tire Distributors are

- For New England and Connecticut, Leon Rubay, 226 Columbus Ave., Boston; 140 West 38th St., New York
- For Pennsylvania, Mr. J. L. Keir, 310 N. Broad St., Philadelphia.
- For New Jersey, Mr. R. H. MacKinney, 38 Halsey St., Newark.
- For the Central West, Franco-American Auto & Supply Co., 1404 Michigan Ave., Chicago, Ill.



It takes three months' time, the best rubber, infinite care, and the most skillful workmanship, to manufacture Michelin Tires, the standard of the world for strength, staying power and dependability.

Road races test the endurance of tires. Michelin Tires win every important race.

In the 1907 International Races, both in France and America, Michelin Tires will be used by

PANHARD & LEVASSOR DARRACQ
RENAULT FRERES CLEMENT BAYARD
DEDIETRICH ITALA F. I. A. T.

Handled exclusively in America by

E. Lamberjack & Co., Inc.

Sole American Representatives of

Michelin et Cie., Clermont-Ferrand, France

31-33 West 31st St., New York City.

Telephone 5560 Madison.

Michelin Tire Distributors are

- For New England, including Connecticut—Leon Rubay, 226 Columbus Ave., Boston, Mass.; 140 W. 38th St., New York.
- For New Jersey—Michelin Tire Agency, J. S. Griffin, Manager, 68 Halsey St., Newark.
- For Philadelphia and Eastern Pennsylvania—Michelin Tire Agency, J. L. Keir, Manager, 310 North Broad St., Philadelphia.
- For Pittsburg and Western Pennsylvania—Michelin Tire Agency, J. J. Griffin, Manager, 5903 Centre Ave., E. E. Pittsburg.
- For Buffalo and Western New York—Michelin Tire Agency, J. W. Henry, Manager, 226 Broadway, Buffalo.
- For Chicago and Central West—Franco-American Auto & Supply Co., 1404 Michigan Ave., Chicago.

THE SUPREME REIGN.

Part of the advertisements inserted in the press by the agency E. Lamberjack & Co.—in their modular variants for magazines and newspapers—presented messages framed under the image of a crowned Michelin tire. It was supported by a soft cushion and flanked by two palm leaves as a sign of victory. In the center you could read the motto "Michelin Tires Reign Supreme!"

48-49. Modules published in the specialized journals *Automobile Trade Journal*, March 1907, and *Motor*, April 1907.



Michelin Tires
Raign Supreme

Michelin Tires have won every International and Continental Race and contest of importance for years. They are the only tires without a doubt. They cost very little more.

What's the use of doubting?
Send for our Price List, and See the Difference.
E. LAMBERJACK & CO., Inc.
Sole Agents for United States. 31-33 West 31st, New York.



Michelin Tires
Raign Supreme

Owners of Small Cars

Have you used other tires than Michelin Tires on account of apparent difference in cost? They are the best—you can have them on your car at but little more.

Why not get our 1907 prices and see for yourselves?
Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., INC., 31-33 W. 31st St., N. Y., Sole Agents for America
Send for our 1907 Price List Phone 5560 Madison



Michelin Tires
Raign Supreme

No matter what size car you own, Michelin Tires are cheaper in the end,—that's been proved time and time again—all over the world.

Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., Inc., 31-33 W. 31st St., Sole Agents for America
Send for Our 1907 Price List. Phone 5560 Madison.



Michelin Tires
Raign Supreme

When your car has Michelin Tires you are sure of one thing—You have the best tires that money can buy.

The best in tires is always the cheapest in the end. Michelin Tires are the acknowledged standard of the world.

Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., Inc., 31-33 W. 31st St., Sole Agents for America.
Send for Our 1907 Price List. Phone 5560 Madison



Michelin Tires
Raign Supreme

No one disputes the fact Michelin Tires are the standard tires of the world.

They cost very little more than American tires, and in the end they always prove to be a great deal more economical.

Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., Inc., 31-33 W. 31st St., Sole Agents for America
Send for Our 1907 Price List. Phone 5560 Madison.



Michelin Tires
Raign Supreme

The price or size of your car makes no difference—Michelin tires are sure to be the cheapest equipment in the end. That's been proven the world over.

Michelin Anti-Skid Tires and (Practically Non-Puncturable) Michelin Flat Tread Tires Never Disappoint

E. LAMBERJACK & CO., Inc., 31-33 W. 31st St., Sole Agents for America
Send for Our 1907 Price List. Phone 5560 Madison.



Michelin Tires
Raign Supreme

Insist upon Michelin Tires for your sake and your car's sake

Michelin Anti-Skid Tires
(Practically Non-Puncturable)
and **Michelin Flat Tread Tires Never Disappoint**

E. LAMBERJACK & CO., Inc., 31-33 West 31st St., Sole Agents for America.
Send for Our 1907 Price List. Phone 5560 Madison.



Michelin Tires
Raign Supreme

Now

When streets and roads are so slippery is the time to put on **Michelin Anti-Skid Tires and Michelin-Samson Tires**

Samson covers on Michelin shoes can be obtained only from us. They do not skid. They are really puncture proof.

They Cost But Little More

E. LAMBERJACK & CO., Inc., 31-33 West 31st St., Sole Agents for America
Send for Our 1907 Price List Phone 5560 Madison



Michelin Tires
Raign Supreme

It's what your tires cost you in the end that counts. Michelin tires now own their own American business. That's why you can now have Michelin Tires on your car at a first cost of very little more than American Tires

Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., INC., 31-33 W. 31st St., N.Y., Sole Agents for America
Send for our 1907 Price List Phone 5560 Madison



Michelin Tires
Raign Supreme

Do you know that the famous Michelin Tires now cost you very little more than American Tires?
In the end they cost much less. That's been proved time and time again—all over the world.

Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., INC., 31-33 W. 31st St., N.Y. Sole Agents for America
Send for our 1907 Price List Phone 5560 Madison



Michelin Tires
Raign Supreme

Michelin Tires now own their own American business. That's why to-day you can have the famous Michelin Tires on your car at a very slight cost over American tires. In the end they cost much less.

Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., Inc., 31-33 W. 31st St., Sole Agents for America.
Send for Our 1907 Price List. Phone 5560 Madison.



Michelin Tires
Raign Supreme

Look up the facts about every big International or European race or test, and you'll always find that the winners used Michelin Tires.

Road Races are usually won by the tires. Why not have the best on your car?
Michelin Tires cost very little more.

Michelin Anti-Skid Tires and Michelin-Samson Tires Never Disappoint

E. LAMBERJACK & CO., Inc., 31-33 W. 31st St., Sole Agents for America.
Send for Our 1907 Price List. Phone 5560 Madison.

1903-1907
FIRST PERIOD

50-61. Modules published during 1907 in the newspapers *The Sun* (New York) on the following dates: March 5 and 22, May 3 and 27, and April 5, 9 and 12; and in *The New York Times*, on March 16, 23 and 30, April 6 and 13.

FIRST PERIOD 1903-1907

52 THE AUTOMOBILE July 11, 1907
July 11, 1907 THE AUTOMOBILE 53

ALWAYS VICTORIOUS

Every where

**Again we
GRAND**

All on
An Unsurpassed Record for

1st A. C. F. Grand Prix 1906-1907
1st Targa Florio 1906-1907
10 miles track record, 9:47
and hundreds of minor events and

win the
PRIX '07

**Michelin Tires
Reliability and Durability**

1st Vanderbilt Cup Race 1904-1905-1906
1st Kaiser's Cup Race 1907
15 miles track record, 14:45
racing and endurance records

PATRONIZED BY—

Coplin Motor Vehicle
Carrington
Lampson Co.
Ford Motor Co.
Surrey-Durston
Kearl
Culler
Singer
American Motor
Columbia
Aston
Bullock

PATRONIZED BY—

W. M. ...
C. ...
H. ...
N. ...
R. ...
S. ...
T. ...
V. ...
W. ...
X. ...
Y. ...
Z. ...

PATRONIZED BY—

C. G. V.
F. ...
M. ...
N. ...
O. ...
P. ...
Q. ...
R. ...
S. ...
T. ...
U. ...
V. ...
W. ...
X. ...
Y. ...
Z. ...

OUR NOVELTIES:

MICHELIN Special Racing Round Tread Tire

MICHELIN SEMELLE Anti-Skid and Non-puncturable

Used by Nazzaro in the last Kaiser's Cup and A. C. F. Grand Prix

E. LAMBERJACK & CO.
SOLE AGENTS FOR THE UNITED STATES
31-33 West 31st Street NEW YORK CITY
Tel. 5100 Madison

FRENCH AT HEART.

The gradual incorporation of color for certain forms in magazines, mainly the cover, favored the appearance of given advertising proposals that featured a graphic display. In the two examples shown here, the advertisements were presented in three colors: blue, red and black, which were enough to represent the French flag in a recognizable way. The unequivocal origin of Michelin tires was used as a guarantor of quality, taking into account the prestige and aura that accompanied French products that were imported and marketed in the United States.

62. Advertisement published on a double page with two colors in the specialized magazine *The Automobile*, July 11, 1907.

63. Full-page advertisement published with two colors in the specialized magazine *Travel Magazine*, August 1907.

For Hard Work and Reliability

MICHELIN TIRES

Are Always Selected by All the Leading Manufacturers

PATRONIZED BY:

Coplin Motor Vehicle
Carrington
Lampson Co.
Ford Motor Co.
Surrey-Durston
Kearl
Culler
Singer
American Motor
Columbia
Aston
Bullock

PATRONIZED BY:

W. M. ...
C. ...
H. ...
N. ...
R. ...
S. ...
T. ...
V. ...
W. ...
X. ...
Y. ...
Z. ...

PATRONIZED BY:

C. G. V.
F. ...
M. ...
N. ...
O. ...
P. ...
Q. ...
R. ...
S. ...
T. ...
U. ...
V. ...
W. ...
X. ...
Y. ...
Z. ...

"Reign Supreme"

1st A. C. F. Grand Prix 1906 - 1907
1st Targa Florio - - 1906 - 1907
10-mile track record, 9 m. 47½ s.

1st Vanderbilt Cup Race 1904-1905-1906
1st Kaiser's Cup Race - 1907
15-mile track record, 14 m., 45 s.

OUR NOVELTIES:

MICHELIN Special Racing Round Tread Tire.

MICHELIN SEMELLE Anti-Skid and Non-puncturable.

Used by Nazzaro in the last Kaiser's Cup and the Grand Prix.

E. Lamberjack & Co.
SOLE AGENTS FOR U.S.
31-33 WEST 31ST STREET
NEW YORK CITY
Tel. 5100 Madison

July 24, 1907.

THE HORSELESS AGE.

9



MICHELIN TIRES



Made in America

ANNOUNCEMENT

¶ In order to save to the American Automobile trade the 35 per cent. duty on imported MICHELIN TIRES, Messieurs Michelin, of Clermont-Ferrand, France, have incorporated in New Jersey under the name of the Michelin Tire Company.

¶ Our factory at Milltown, which is being rapidly pushed to completion, will be the largest automobile tire plant in America, and is being perfectly equipped with new and modern machinery throughout, which will give us unequalled facilities for prompt deliveries at all seasons of the year. In addition, branch stocks will be established in many important cities.

¶ The MICHELIN TIRES made in America will duplicate those made in France in every minute detail of fabric, rubber, secret processes and workmanship.

¶ The quality of MICHELIN TIRES needs no comment here, for as you know they have helped win every automobile contest for many years past. The only nine cars which finished in the Grand Prix were all equipped with MICHELIN TIRES; the nine successful contestants in the Targa-Floria were all fitted with MICHELIN TIRES; the winners in the German Emperor's Cup Race were also equipped with MICHELIN TIRES. The repetition of this splendid showing is most significant to thoughtful purchasers. The quality which made these successes possible will be repeated in every particular in the tires made at Milltown, N. J.

¶ We wish to talk with you about your tire requirements for 1908, and we shall endeavor to make our proposition interesting to you in price as well as quality. We can begin deliveries as early as you desire.

¶ We extend our thanks to those who have used imported MICHELIN TIRES, and trust, in view of the lower prices made possible by saving the 35 per cent. import duty, to number among our good friends and customers a constantly increasing number of the American automobile trade for 1908.

David Michelin
PRESIDENT.

MICHELIN TIRE COMPANY

FACTORY AND GENERAL OFFICE

MILLTOWN, N.J., U.S.A.

Factories Founded In

CLERMONT-FERRAND, FRANCE
1832

LONDON, ENGLAND
1905

TURIN, ITALY
1907

MILLTOWN, N. J., U. S. A.
1907

MICHELIN'S LANDING. In the above image, one of the advertisements inserted in the specialized press of the automotive sector gives an account of the creation of the Michelin Tire Company and the prompt start-up of their own factory in Milltown, New Jersey. As explained, the implantation of the American subsidiary would allow access to tires having the same quality as those produced in Michelin's European factories, but without the extra cost brought on by import tariffs.

64. Full-page advertisement published in the specialized magazine *The Horseless Age*, July 24, 1907.

The World's
Greatest
Victories

MICHELIN

FRANCE, ENGLAND, ITALY, AMERICA

Prove Michelin Value

Motorists who have TRIED Michelins and other tires use Michelins. If YOU have never tried Michelins, consider THE EVIDENCE, compare our specific proof with mere generalizations, with mere CLAIMS and YOU will use Michelins.

Michelin made the first successful automobile tire in 1895. Since then to September last we have made 1,180,830 tires, or enough to equip 295,000 motor cars. Since '95 we have manufactured tires and tubes exclusively. Our great volume of business, many times that of others, shows that car owners use Michelins year after year, and continue to use them because it pays.

Europe is much older in motoring than this country. European motorists have been trying out tires for some years longer than you have. More than half the cars in all Europe are equipped with Michelins. France is the oldest motoring country in Europe. In France the use of Michelins is almost universal. Tires can be purchased in France cheaper than Michelins — yet the careful, thrifty Frenchman uses Michelins because his longer experience has taught him that it pays.

Do you know that manufacturers who use cheaper tires for their regular equipment pay more for Michelins to use in the world's big contests? Do you know why? Because Michelin tires have been on all the winning cars in all the world's great motoring events, not only this year, but every year, ever since motor racing began. These manufacturers know that Michelins will give their car a better chance of winning—that Michelins stand the strain far better than any others—give the greatest assurance against delay from tire trouble and thus permit the car to show its real value. Michelins do stand the strain—a far greater one than you will ever give them—and that is why Michelins always win.

MICHELIN TIRE COMPANY

NEW YORK, 1763 Broadway	MILLTOWN	BOSTON, 895 Boylston St.
CHICAGO, 1344 Michigan Ave.	NEW JERSEY	BUFFALO, 908 Main St.
DETROIT, 247 Jefferson Ave.		SAN FRANCISCO, 308 Van Ness Ave.
DENVER, 15 East Colfax Ave.		CLEVELAND, 2001 Euclid Ave.

HEAR YE HEAR YE! The advertisements presenting the new Michelin Tire Co. contained a great amount of text, in this case framed by a decorative border that imitates formal documents and proclamations, complete with a fastening cord, medal and wax seal. The Michelin logotype is composed of a typeface that, in its set of characters, includes features of Curtis Post and other typefaces, such as the characteristic capital 'E', typical of the Windsor typeface designed by Eleisha Pechey (1831-1902) for the British typesetter Stephenson Blake and launched on the market in 1903. The Windsor typeface, due to its widespread use and formal appearance, could be one of the sources of inspiration for the successful Cooper Black typeface created in 1922 by Oswald "Oz" Cooper (1879-1940).

65. Full-page advertisement published in the specialized magazine *The Automobile*, October 24, 1907.

MICHELIN

FRANCE
ITALY
ENGLAND
AMERICA

You can now afford Michelins. High import duty and trans-Atlantic transportation charges are no longer a factor in their cost.

By the recent completion of our great MICHELIN Factory at Milltown, N. J.—the largest exclusive tire plant in the United States—the final obstacle to the general use in America of the World-famous MICHELIN Tire has been completely removed.

Our new MICHELIN Factory was erected for the purpose of supplying under more favorable conditions the ever increasing demand for MICHELINS in America and is identical with our MICHELIN plants of France, Italy and England. The MICHELINS made here are identical in every detail, in everything but factory location, with the world-famous products of our European factories.

The great international races are logically regarded as the supreme test of tire value, and the fact is significant that every international race, since motor car racing began, has been won by a car equipped with MICHELIN Tires.

In these terrific speed contests where *tire endurance* is an absolute essential, the MICHELIN is the only tire that has invariably and successfully withstood the strain.

On its records of *actual performance* the MICHELIN Tire stands alone. It is the standard equipment of the best cars of European make and many American manufacturers have already adopted it for their 1908 outputs.

Whatever the class to which your car belongs, you should now equip with MICHELINS. In ordering your new car specify MICHELIN Tires. You thus insure a more satisfactory and more economical service than is afforded by any other tire made.

Write us for the address of nearest MICHELIN Agent

CLINCHER TYPE
Round, Flat and Anti-skid, American and Millimeter Sizes.

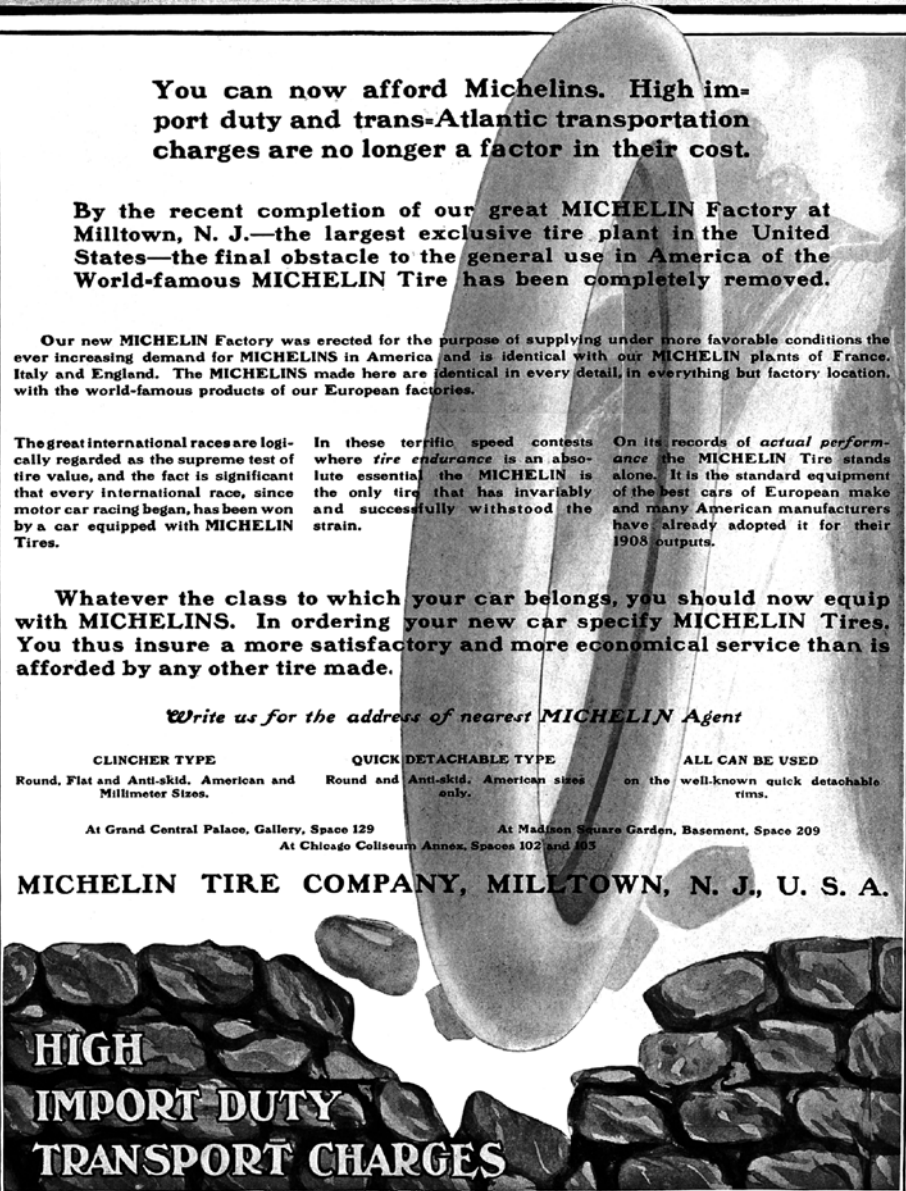
At Grand Central Palace, Gallery, Space 129
At Chicago Coliseum Annex, Spaces 102 and 103

QUICK DETACHABLE TYPE
Round and Anti-skid, American sizes only.

At Madison Square Garden, Basement, Space 209

ALL CAN BE USED
on the well-known quick detachable rims.

MICHELIN TIRE COMPANY, MILLTOWN, N. J., U. S. A.



HIGH
IMPORT DUTY
TRANSPORT CHARGES

1907-1915 SECOND PERIOD

WITHOUT BORDERS. The advertisement shown above, which portrays a tire breaking a wall, illustrates the metaphor of Michelin's business power and their landing in the American market with their own production center, eliminating the previous trade barrier represented by American import tariffs. The company of French origin's multinational character is highlighted in the motto that accompanied the heading of these first advertisements: "France, Italy, England, America."

66. Full-page advertisement published in the magazine *Country Life in America*, November 1907.

SECOND PERIOD 1907-1915

MICHELIN
FRANCE ITALY
ENGLAND AMERICA

You can now afford MICHELINS. High import duty and trans-Atlantic transportation charges are no longer a factor in their cost.

By the recent completion of our great MICHELIN Factory at Milltown, N. J., the largest exclusive tire plant in the United States, the final obstacle to the general use in America of the world-famous MICHELIN Tire has been completely removed.

Our new MICHELIN Factory was erected for the purpose of supplying, under more favorable conditions, the ever-increasing demand for MICHELINS in America and is identical with our MICHELIN plants of France, Italy and England. The MICHELINS made here are identical in every detail—in every thing but factory location—with the world-famous products of our European factories.

The great international races are logically regarded as the supreme test of tire value, and the fact is significant that every international race since motor racing began has been won by a car equipped with MICHELIN Tires. In these terrific speed contests, where *fire endurance* is an absolute essential, the MICHELIN is the only tire that has invariably and successfully withstood the strain.

Whatever class to which your car may belong, you should now equip with MICHELIN Tires. In ordering your new car, you can specify the world-famous MICHELIN equipment without the increase of a single dollar in its cost to you. Remember, in specifying MICHELINS you insure yourself a more satisfactory and more economical service than is afforded by any other tire made.

Exhibiting at Grand Central Palace, New York, Gallery space 129. Madison Square Garden, New York, Basement space 209. Chicago Coliseum, Annex spaces 102 and 103

CLINCHER TYPE **QUICK DETACHABLE TYPE**
Round, Flat and Anti-skid. Round and Anti-skid.
American and Millimeter sizes. American sizes only.

All the above can be used on any of the well known Quick Detachable Rims.

MICHELIN TIRE COMPANY. Milltown, N. J. U. S. A.

MICHELIN
FRANCE ENGLAND
ITALY AMERICA

MANUFACTURERS CAN NOW AFFORD TO EQUIP THEIR CARS WITH MICHELIN TIRES and THEY CANNOT AFFORD NOT TO DO SO.

The high import duty and heavy transportation charges have been eliminated through the erection of our American Michelin factory. The tires made here are exactly identical with the outputs of our other factories in France, England and Italy—the same famous Michelines that have been used on the winning cars in all the world's greatest races for the last six years, and which made their victories possible.

Michelin Tires are the standard of the world. They will be used on a large number of America's highest-priced 1908 cars, and they will be the standard equipment of leading cars in other classes. These manufacturers, by the use of Michelines, are stamping their cars as embodying in EVERY FEATURE THE BEST that money can buy.

By equipping with Michelines the manufacturer gives his agents a selling proposition of tremendous power; he gives the purchaser confidence that his cars are, in every particular, the best that can be bought for the price—the purchaser DESERVES to be given the best tires the manufacturer can afford—and he CAN afford Michelines.

WHAT MANUFACTURER CAN AFFORD TO IGNORE THE INTERESTS OF HIS AGENTS —THE INTEREST OF HIS CUSTOMERS ?

Exhibiting at the Chicago and Boston Shows.

CLINCHER TYPE **QUICK DETACHABLE TYPE**
Round, Flat and Anti-skid Round and Anti-skid
American and Millimeter Sizes American Sizes Only
All of the above can be used on any of the well-known Quick Detachable Rims.

MICHELIN TIRE COMPANY, MILLTOWN, N. J., U. S. A.

MICHELIN
FRANCE, ENGLAND, ITALY, AMERICA.

MOTORISTS who KNOW, having paid dearly for their experience, use Michelin Tires because they are the greatest tire value in the world—because their unapproachable durability, their consequent economy of service, gives very, very much more value per dollar of cost—and did even at their former high prices.

SOME motorists who do NOT know ask for proof. Here it is. Michelines have been on the cars winning ALL the World's greatest races ever since motor racing began. Michelines made possible the victories of these cars. They stood in these events a continued terrific strain, which, measured in units of impact force, of lateral tensile strain—of the WEARING OUT forces—was much greater than the use to which you are likely to subject them during an ENTIRE SEASON. Michelines have defeated and are defeating all competitors in daily road service on thousands of cars, under all conditions, as easily as they defeated them in the more spectacular, but more trying, field of motor racing.

CLINCHER TYPE—Round, Flat and Anti-skid; American and Millimeter Sizes.
QUICK DETACHABLE TYPE—Round Tread; American Sizes Only.

All the above can be used on any of the well-known Quick Detachable Rims.

MICHELIN TIRE CO.
MILLTOWN, N. J., U. S. A.

MICHELIN
FRANCE ENGLAND ITALY AMERICA.

The Michelin Compressed Tread type is the latest achievement in tire making. It gives the greatest value ever offered in durability, reliability, tire economy and satisfaction. It is made by Michelin only, and gives, in addition to its exclusive features, all those points of superiority which have made Michelines admittedly the tire standard of the world.

The Compressed Tread is markedly V-shaped. When mounted on a rim and the inner tube inflated the rubber on the tread of the envelope is compressed instead of being distended as in other types of tires. This compression presents a greatly added resistance to wear or to puncture, and highly increases the durability and consequent economy of the tire. While cuts in an ordinary round tread envelope tend to open and admit water or gravel, the compressed tread strongly rejects the admittance of any foreign substance, in addition to rendering the tire much less liable to cuts or other road injuries.

Most RECENT victories of the Compressed Tread:
Savannah, March 19th, '08, 342 mile race, Isotta Car, average speed 53.8 miles per hour; tires not touched from start to finish.
Ormond, March 5th, '08, a New World's Record, Renault Car, 100 mile race. Average speed 82.17 miles per hour.

MICHELIN TIRE CO., MILLTOWN, N. J.
NEW YORK, 1743 Broadway BOSTON, 808 Boylston Street
CHICAGO, 1214 Michigan Avenue BUFFALO, 948 Main Street
DETROIT, 247 Jefferson Avenue SAN FRANCISCO, 426 Golden Gate Avenue

COMPACT DESIGN. Between November 1907 and August 1908, eight different models of ¾ page advertising modules appeared in generalist publications such as *Collier's*, *Literary Digest* and *Country Life in America* and specialized automotive sector magazines such as *Motor* and *Automobile Trade Journal*. Although the illustrations were different, there was a unifying criterion in the structure of the header, in the graphic use of borders and in the compactness and integration between the text and image.

MICHELIN

FRANCE, ENGLAND, ITALY, AMERICA.

When purchasing your new car specify Michelin Compressed Tread Tires, a type exclusively Michelin's and the ONLY new thing in the tire world. Insist on this equipment and you will get it. Then, whether your car costs \$1,000 or \$5,000 you are assured of the best tire service in the world—a tire equipment that the greatest and most expensive cars give their purchasers. In this point at least your car will be without superior and you will have the most in tire economy, durability, convenience and satisfaction that money can buy. You are paying for tires when you buy your car. Insist on having those which give the greatest value.

WINS AT BRIARCLIFF

An Isotta car, driven by Strang, and equipped with Michelin Flat Compressed Tread Tires and Michelin Demountable Rims, wins the greatest speed and endurance contest ever held in this country. It had no tire trouble whatever and used same tires throughout. This makes a clear case for Michelin in EVERY important contest here and abroad, not only this year but ever since motor racing began.

Cut this advertisement out and send it to the manufacturer of the car you have selected, in a letter specifying Michelin Tires. At the same time write us the name of the car. If the manufacturer does not immediately accede to your request we will at once inform you of several very excellent makes of the same price and class which WILL give you Michelin's.

NEW YORK, 1763 Broadway
CHICAGO, 1344 Michigan Ave.
DETROIT, 247 Jefferson Ave.
BOSTON, 895 Boylston Street
BUFFALO, 908 Main Street
SAN FRANCISCO, 426 Golden Gate Avenue

MICHELIN TIRE CO., MILLTOWN, N. J.

MICHELIN

FRANCE ENGLAND ITALY AMERICA

In the mouth of every experienced motorist the praise of the wonderful endurance and economy of Michelin Tires is his eyes. Other make of tires appear as **STANDARD** set by Michelins for reliability, wear and satisfaction—the use per mile per dollar of cost.

When buying tires—don't guess. Go by the RECORDS—the PROOF.

More than half of all the cars in Europe are fitted with MICHELIN Tires, because their thrifty owners who have had the longest experience in motoring, have PROVEN BY ACTUAL USE that MICHELINS are the cheapest in the end.

Manufacturers equip their cars with MICHELINS in the world's big races because they MUST have tires they are SURE of. They KNOW MICHELINS will successfully withstand the most severe usage in these contests because they ALWAYS HAVE—far better than any others. That's why MICHELINS have not only won ALL the great races here and abroad this year but have done so for years past, ever since motor racing began.

The statement that others are "as good as MICHELINS" is a frank ADMISSION that MICHELINS are the world's standard of tire quality. MICHELINS insure the same endurance and economy on light touring cars and runabouts that they give on the biggest, heaviest imported cars whose American owners almost to a man have conclusively demonstrated that they cannot afford to use others.

Don't guess, but go by the RECORDS—the PROOF—and you'll buy MICHELINS.

MICHELIN TIRE CO., MILLTOWN, N. J.

NEW YORK, 1763 Broadway
CHICAGO, 1344 Michigan Avenue
DETROIT, 247 Jefferson Avenue
BOSTON, 895 Boylston Street
BUFFALO, 908 Main Street
SAN FRANCISCO, 308 Van Ness Avenue
DENVER, 15 East Colfax Avenue

1907-1915
SECOND PERIOD

MICHELIN

FRANCE ENGLAND ITALY AMERICA

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

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

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

Durability is what you want when you buy tires. You get so much more of it, so much better, more satisfactory and enduring service, when you buy Michelins that they have always been famed for endurance—the standard tires of the world. Michelins are sold at a fair price. Buy Michelins and get many dollars of actual road wear for every dollar of road cost.

NEW YORK, 1763 Broadway
CHICAGO, 1344 Michigan Ave.
DETROIT, 247 Jefferson Ave.
MICHELIN TIRE CO.
MILLTOWN, N. J.
BOSTON, 895 Boylston St.
BUFFALO, 908 Main St.
SAN FRANCISCO, 308 Van Ness Ave.

MICHELIN

FRANCE ENGLAND ITALY AMERICA

"THE WEIGHT OF EVIDENCE"

Motorists who have TRIED Michelins and other tires use Michelins. If YOU have never tried Michelins consider THE EVIDENCE, compare our specific proof with mere generalizations, with mere CLAIMS, and YOU will use Michelins.

Michelin made the first successful automobile tire in 1905. Since then to September last we have made 1,180,830 tires, or enough to equip 295,000 motor cars. Since '95 we have manufactured tires and tubes exclusively. Our great volume of business, many times that of others, shows that car owners use Michelins year after year, and continue to use them because it pays. Europe is much older in motoring than this country. European motorists have been trying out tires for some years longer than you have. More than half the cars in all Europe are equipped with Michelins. France is the oldest motoring country in Europe. In France the use of Michelins is almost universal. Tires can be purchased in France cheaper than Michelins—yet the careful, thrifty Frenchman uses Michelins because his longer experience has taught him that it pays.

Do you know that manufacturers who use cheaper tires for their regular equipment pay more for Michelins to use in the world's big contests? Do you know why? Because Michelin tires have been on all the winning cars in all the world's great motoring events, not only this year, but every year, ever since motor racing began. These manufacturers know that Michelins will give their car a better chance of winning—that Michelins stand the strain far better than any others—give the greatest assurance against delay from tire trouble and thus permit the car to show its real value. Michelin's do stand the strain—a far greater one than you will ever give them—and that is why Michelins always win.

NEW YORK, 1763 Broadway
CHICAGO, 1344 Michigan Ave.
DETROIT, 247 Jefferson Ave.
DENVER, 15 East Colfax Ave.
MICHELIN TIRE CO.
Milltown, N. J.
BOSTON, 895 Boylston St.
BUFFALO, 908 Main St.
SAN FRANCISCO, 308 Van Ness Ave.
CLEVELAND, 2001 Euclid Ave.

67-70. (opposite page). Modular ¾ page advertisements, published in *Collier's* magazine, November 1907; *Motor*, December 1907; *Automobile Trade Journal*, April 1908; *Country Life in America*, May 1908.

71-74. (above). Modular ¾ page advertisements, published in *Country Life in America* magazine, June 1908; *The Literary Digest*, July 11, 1908; *Country Life in America*, July 1908; *The Literary Digest*, August 8, 1908.

MICHELIN
FRANCE, ENGLAND, ITALY, AMERICA.

If you wish to prevent skidding, to save resiliency, to get the real worth of your money in endurance and reliability—if you wish to combine real safety with real economy you **MUST** use the Michelin Anti-Skid Tires.



This Anti-Skid tire is treaded with steel rivets that **HOLD**—that will after some thousands of miles of use, wear down to the setting—but without **ONE** rivet dropping out. The wearing tread is protected by a **LEATHER** armor that **DOES NOT** cover the side walls, but the contact surface **ONLY**, the side walls being the same and retaining the renowned flexibility of the other Michelin types.

This tire has so completely **PROVEN** its infinite superiority over any other, in its use in the 1906 Vanderbilt Cup Race and in **ALL** the world's important events from that time to date—in its universal adoption here and abroad by discriminating owners of heavy cars, that it has set a **World's** standard of efficiency, all its own and quite aside from the world wide prestige of the Michelin reputation.

Michelin Clincher, Anti-Skid Type
Made in American and Metric Sizes
Michelin Quick Detachable, Anti-Skid Type
Made in American Sizes Only

MICHELIN TIRE CO., Milltown, N. J.

MICHELIN
FRANCE, ENGLAND, ITALY, AMERICA.

MOTORISTS who know, having paid dearly for their experience, use Michelin Tires because they are the greatest tire value in the world—because their unapproachable durability, their consequent economy of service, gives very, very much more value per dollar of cost—and did even at their former high prices.

SOME motorists who do NOT know ask for proof. Here it is. Michelins have been on the cars winning **ALL** the World's greatest races ever since motor racing began. Michelins made possible the victories of these cars. They stood in these events a continued terrific strain, which, measured in units of impact force, of lateral tensile strain—of the **WEARING OUT** forces—was much greater than the use to which you are likely to subject them during an **ENTIRE** SEASON. Michelins have defeated and are defeating all competitors in daily road service on thousands of cars, under all conditions, as easily as they defeated them in the more spectacular, but more trying field, of motor racing.

See the Michelin line at the Boston Show. Examine particularly the construction of the Michelin Compressed Tread and Anti-Skid tires and you will begin to see **WHY** Michelins are the tire standard of the world.

MICHELIN TIRE CO., Milltown, N. J.
Boston Branch, 895 Boylston St.
Telephone, Back Bay 3304

MICHELIN
FRANCE, ENGLAND, ITALY, AMERICA.

**G R A N D
P R I X**

Heavy Cars, July 7, '08

Car Driver

1st Mercedes Lauten-Michelin Tires **as usual**
schlager
2nd Benz Hemery Michelin Tires **as usual**
3rd Benz Hanriot Michelin Tires **as usual**
4th Bayard-Rigal Michelin Tires **as usual**
Clement
5th Mercedes Poegge Michelin Tires **as usual**
7th Benz Erle Michelin Tires **as usual**
8th Renault Dimitri Michelin Tires **as usual**
9th Panhard Heath Michelin Tires **as usual**
10th Germain Perpere Michelin Tires **as usual**
11th Itala Cagno Michelin Tires **as usual**
12th Bayard-Gabriel Michelin Tires **as usual**
Clement

MICHELIN not only won the Grand **PRIX**, first and second day, the Targa Florio, at Briarcliff, Savannah, Ormond, Jamaica, and Ellwood Park—**ALL** the big events of this season—but **EVERY** world famous event since motor racing began.

MICHELIN TIRE COMPANY
MILLTOWN, N. J.

NEW YORK, 1708 Broadway. BOSTON, 860 Boylston Street.
CHICAGO, 184 Michigan Ave. BUFFALO, 808 Main Street.
DETROIT, 217 Jefferson Ave. SAN FRANCISCO, 509 Van Ness Ave.
DENVER, 15 East Colfax Ave. CLEVELAND, 201 Euclid Ave.

MICHELIN
FRANCE, ENGLAND, ITALY, AMERICA.

One More Proof that Michelins Lead in Tire Economy

San Francisco, Cal. April 9, 1908
Michelin Tire Co.
Milltown, N. J.

Don't know exactly how many miles covered on snow, clay, grumbo, rocks and sand from New York to 'Frisco, but I know exactly that tires were the best and most solid companions we had. No burst; no trouble.

Front wheels keep air from New York to 'Frisco.

Our load 7,500 lbs. as reported by Auto Club of New York. Good tires. (Signed) Bourcier St. Chaffray, driver De Dion car, from New York to Paris Endurance Contest.

Consider the weight—the distance—the road conditions mentioned in the above telegram—no burst tires—no tire troubles. "Front wheels keep air from New York to 'Frisco. Good tires"—because they were Michelin Tires—greatest economy.

NEW YORK, 1708 Broadway. BOSTON, 895 Boylston Street.
CHICAGO, 1212 Michigan Avenue. BUFFALO, 808 Main Street.
DETROIT, 217 Jefferson Avenue. SAN FRANCISCO, 510 Golden Gate Ave.

Michelin Tire Co., Milltown, N. J.

MICHELIN
FRANCE, ENGLAND, ITALY, AMERICA.

Some motor car manufacturers and a good many **AGENTS** have not sold their cars. Not because the cars they built or sold were not powerful, fast, beautiful, roomy machines, for they **were**. But because these cars cost the **owner** so much to **keep**.

High cost of upkeep is hard to bear and predictable only. The largest item of upkeep cost is **TIRE** cost. The car owner who says "I can't afford to equip my car with Michelins" makes an error when he does not buy the **CAR** he drove as for the make of tire he used.

Michelin Tires reduce upkeep cost. They are famous the world over for durability and reliability. They are admittedly the **Tire Standard** of the world and **EVERY MOTORIST KNOWS IT**. Car buyers are **DEMANDING** Michelins to-day and **GETTING** them on their new cars. Agents are **SPECIFYING** Michelins and manufacturers—the able men of affairs who build the leading American cars—are equipped with Michelins.

Mr. Manufacturer, how will your Agents sell their cars in 1908 in the face of competition which offer Michelins on cars of your price and class? You can **AFFORD** to equip with Michelins to-day. The public **KNOWS** it and your **AGENTS** know it.

At the Department Station over 80% of the present-day cars exhibited were equipped with Michelins. This is according to an official count made in the presence of and signed by an official of the Station.

MICHELIN TIRE CO., Milltown, N. J.

STANDARDIZATION.

The examples included in this double page show the early and determined commitment of the Milltown Michelin Tire Company to establish a uniform structure and a hierarchy of information in the design of their advertisements. This was especially true for the modular advertisements, many of which were presented with a vertical orientation—a column of 1/3 or 1/2 page—that had been scarcely used previously. The advertisements presented a basic compositional order, with a header box portraying the Michelin logotype above a line of text that listed, in chronological order, the countries in which they had implemented their subsidiaries—"France, England, Italy, America." What followed was the advertising text, broken down into different paragraphs, and ended with the lower section, showing the company name, their address and those of the different delegations spread across the country. In any case, this proposal initiated at the end of 1907 and developed during 1908 had no continuity in the following years.

75-79. Modular advertisements published in the following magazines: *The Automobile*, February 6 and March 5, 1908; *The Horseless Age*, July 22, 1908; *The Automobile*, April 16, 1908; and *Motor*, February 1908.