DISCOLORED VICTORIES. The advertisement shown above highlights the use of retouched, colored photography in a photomontage of four vignettes that describes the victories of Michelin equipping cars in different races. This photographic element was and would be unusual in Michelin’s American advertising in the press. In this specific case, the placement was contracted as the inside cover page, which meant having to print in color and utilizing paper of greater quality for the correct reproduction of the photographs. As for the content, a major error tarnishes the veracity of these achievements: the first illustrated race appears with a footnote that states “Hemery winning Vanderbilt Cup 1905 on Michelines.” The truth is that the II Vanderbilt Cup, held on October 14, 1905, was won by Victor Hemery ... on Dunlop tires!

80. Full-page color advertisement published in Life magazine, October 17, 1907.
A NEW AND FLEETING BIBENDUM. At the beginning of 1909, the Michelin Tire Company in Milltown utilized the portrait of a peculiar Bibendum in their advertisements, portrayed in a coarse drawing and very distinct from the graphic standards established by O’Galop in France. The character carried several trophies and commemorative ribbons of his successful presence in various competitions and sports events. It was a representation based on the gigantic inflated figures of the Michelin Twins—the outlandish and huge inflatable figures that, riding aboard floats, were already traveling throughout the U.S. from event to event promoting Michelin’s dual tires for freight vehicles. This vignette was used only on occasion by the American subsidiary for advertisements in specialized magazines. It was additionally employed by the establishments associated with their commercial network in modules that they inserted in local newspapers.

AN ISOLATED CASE. This advertisement is an exception to the rest of Michelin’s advertising production placed in the press. For the first time, the character—in the lower section, serving to terminate the advertisement and forming a border—expresses itself in different poses and attitudes. This was an illustration created specifically for the American public and was not used again.

WITH A FRENCH ACCENT.
Within the period of establishing Michelin’s American subsidiary and their hesitations in terms of defining the line of graphic advertising, we find clichés provided directly by the parent company from their Parisian administrative and commercial offices. In this case it is a vignette in which Bibendum is shown writing, and was used to illustrate an invitation for readers to request in writing the (free) shipping of promotional brochures published by the Michelin Tire Co. in Milltown on the correct care and use of tires. Interestingly, the vignette retains the original signature of the French illustrator Marius Rossillon “O’Galop,” its creator.

85. Full-page advertisement published in the specialized magazine Motor, January 1914.
86. Advertising module in a half-page horizontal format published in The Horseless Age magazine, October 4, 1911.
INFORMATIVE KICK. The French illustrator O’Galop was commissioned to create the striking image of Bibendum giving the viewer a kick. In this way the sole of his boot was shown, lined with non-skid metal studs. The metaphor between the mascot’s type of footwear and the tire cover that should equip automobiles referred to the technology of Michelin’s non-skid tires. This illustration, originally created for the French market and used in different European countries in poster or vignette format, was also adopted for the American market, as can be seen in the two examples shown here.

88. Full-page advertisement published in the specialized magazine The Automobile, January 4, 1912.
ALONE OR ACCOMPANIED.

“Michelin Tires win ‘as usual’” and its variants “Michelins invincible ‘as usual’” and “Michelin Tires first ‘as usual’” were the slogans of the campaign developed between 1909 and 1912 based on the achievements obtained in automobile races. The typical fortnightly and monthly magazines of the motorsport sector were the main channels for the diffusion of these advertisements. Many of them were inserted in newspapers in the days following the end of a competition—if not the next day—taking advantage of the immediate impact of the victory. The basic design scheme of these advertisements presented the word Michelin in capital letters, as a logotype, occupying the upper and lower sections of the composition. In the intermediate space the details of victories were listed: the name of the competition, the place and date, the list of winners, the name of the driver, the automobile brand driven, the duration of time and kilometers traveled. In the upper third of the composition, under the word Michelin and on both sides, repeated figures of Bibendum were portrayed—sometimes appearing alone—based on a cliche by O’Galop. This dual representation was derived from the constant reference to the Michelin Twins, the inflatable twin figures that performed in fairs and parades. They rivaled with the individualized representation of the mascot for the recognition of American consumers.

89. Full-page advertisement published in the specialized magazine The Automobile, April 1, 1909.
UNUSUAL COVER. A sample of the important investment in advertising that Michelin made during these years can be seen in the presence of this advertisement on the cover of the magazine *Horseless Age* in 1911, occupying the most coveted and expensive space offered by such publications to their advertisers.

92. Michelin advertisement published on the cover of the magazine *The Horseless Age*, October 18, 1911.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

SECOND PERIOD     1907–1915

EYE TO EYE WITH THE VIEWER. The cliché of Bibendum walking in profile, illustrated by O’Galop, was slightly modified. The character’s head was redrawn so as to look directly at the reader, and was utilized in numerous advertisements.


20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING
1907–1915

POINTING OUT THE SIGN.
The type of advertising module shown above was distributed by Michelin among the different independent establishments associated with their commercial network. They were to be used for advertising their businesses in the corresponding local newspapers. This module appeared published hundreds of times in numerous local newspapers, with some variants like the one shown on the left, which emphasizes the associated official establishments’ identification signs. The drawing of Bibendum’s figure, in a fixed pose, with his arm raised and pointing to the sign, referred directly to the style in which he was portrayed for British advertising at this time.


In Stock by
Mansfield Auto. & Supply Co.
Walnut St. Mansfield.
CEMENT COVER.

Between 1911 and 1913, part of Michelin Tire Company in Milltown’s advertising was dedicated to presenting and promoting other products in their catalog apart from tires and inner tubes. This consisted primarily of tools, patches and glues for the repair of punctures as well as for tire care and maintenance. The above advertisement published on the cover of a specialized magazine—the most expensive advertising space—featured Michelin’s Mastic cement, which, as indicated, cost forty cents a can.

99. Michelin advertisement published on the cover of the specialized magazine Automobile Topics, April 22, 1911.
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING
1907-1915

second period

102. Full-page advertisement for Michelin Accessories published in the *Horseless Age* magazine, May 21, 1913.
103-105. Full-page advertisements published in the *Automobile Topics* magazine, April 13 and 20 and June 22, 1912.
A STORY WITHOUT WORDS. This advertisement, presented as a figurative narration broken down into three acts/three vignettes, originally appeared in Michelin’s European advertising in 1913. Although it was an adaptation of a foreign cliché, it already shows the American public the character and attitude of the Michelin mascot. Bibendum comes to life and becomes dynamic, expressing himself in a given situation through interaction with other characters, in this case a motorist in distress.

106. Full-page advertisement published in the specialized magazine The Horseless Age, June 4, 1913.
The above image constitutes the first advertisement with the explicit signature of Arthur N. Edrop—the ‘ANE’ monogram that he used at that time to identify his illustrations—, although it is probable that he had already collaborated with the Wales agency in previous Michelin publicity. Surely Edrop knew about the 1913 advertisement shown on the previous page. These vignettes with illustrations in the form of Chinese shadow theatre silhouettes mark what would be a period of transition, gradually abandoning European referents used until then and seeking to establish a style of American advertising for Michelin.

BRITISH REFERENCES ... The above image presents an example of Bibendum derived from British inspiration that had been utilized in the previous period and whose influence still impregnated Michelin’s advertising in 1916 and part of 1917, a period of changes and redefinition for the new advertising agency. In this case, the order and symmetry of the composition stand out, as well as the intelligent use of color in two inks, emphasizing the characteristic reddish hue of Michelin’s Red Inner Tubes.

... AND FRENCH REFERENCES. Above, the illustration of Bibendum with an unprecedented tuft of hair crowning his head—drawn by O’Galop—was profusely utilized in various French advertisements and particularly, in corporate stationery for the parent company in Clermont-Ferrand. It was also adopted as one of the established corporate poses employed, since 1907, in advertising and stationery for the Michelin Tire Company in Milltown and remained, residually, until the early twenties.

ONE QUALITY, ONLY THE BEST. This double page presents a sample of several advertisements for the first Michelin campaign conducted under the supervision of the new Wales advertising agency, and the first to be placed in the expensive advertising pages of The Saturday Evening Post. As can be observed, the graphic design applied to the campaign denotes consistency in composition and coherence in the use of elements such as typography, illustration style and reading levels. This is reinforced by a unifying frame with two legends: the motto "One quality only, the best" and "Michelin, founded 1832."

110-113. Full-page advertisements published in the general magazine The Saturday Evening Post, on the dates: April 8 (the two in the upper section) and May 13 and 27, 1916.
BRITISH PASSPORT. The illustration of this Bibendum was the direct application of one of the British clichés supplied by the French parent company to the American subsidiary. The precise line drawing and details in the hands, boots and shadows, as well as the inclination of the ellipsoidal spectacles, were evidence of the unmistakable reference to the archetypal British Bibendum. This same illustration had already been previously published in an advertisement for the British Michelin Tyre Co. Ltd. in The Illustrated London News, on September 21, 1912. There were only two variations: the tire model presented then, —the Square Tread that later gave way to Universal Tread—and, in the American advertisement, a Michelin Red Inner Tube appeared rolled around Bibendum’s neck, serving as a scarf.

STABILITY. Between 1916 and 1917, Michelin’s press advertising significantly increased, reflected in the form of full-page advertisements in leading specialized magazines of the automotive sector and discontinuing the previously used modular formats. Under the control of the Wales agency and Arthur Edrop’s direction of art and graphic design, the presence of the mascot Bibendum multiplied as part of their basic advertising composition. This established the hierarchy of Michelin’s logotype—increasingly more stable graphically—occupying the width of the format as a title and as a termination positioned at the base of the composition.

115-120. (shown above) Full-page advertisements published in specialized automotive sector magazines during 1916: Motor World, September 13; American Motorist, January; and during 1917: Motor Travel, January; Motor World, January 17; Motor Age, January 25; Motor World, January 31.

121-132. (opposite page) Full-page advertisements published in specialized automotive sector magazines during 1917: Motor Age, February 1; Motor World, February 14; Motor Age, February 15 and 22; Motor World, February 28; Motor Age, March 1 and 22; Motor World, March 28; Motor Age, March 29 and April 12; Motor Travel, September and October.
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING
1916-1919
THIRD PERIOD
THE ESSENCE OF EDROP. The above image presents an advertisement containing the majority of graphic elements comprising Arthur N. Edrop's style that would characterize Michelin advertising after 1916: the bold lettering of headers—with outline versions,—slogans and certain paragraphs standing out from the typographical composition of the general text; the hierarchy of the Michelin logotype in the composition and the presence of Bibendum portrayed in a manner that was distinct from previous models adapting French and British clichés. Moreover, in this particular case, the illustration is signed “Arthur Edrop” in the lower right corner. The opposite page presents a compilation of Michelin full-page advertisements published in the important magazine *The Saturday Evening Post*. They demonstrate the coexistence of different logotype styles and the gradual introduction of Edrop's trademark lettering, a graphic element that would prevail in the following years.

133. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, April 7, 1917.
134-144. (opposite page) Full-page advertisements published in *The Saturday Evening Post* magazine during 1916: August 5, September 2; and 1917: January 6, March 3, April 21, May 12 and 26, June 6, July 21, August 18, and November 24.
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

1916–1919

THIRD PERIOD

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"M" AS IN MICHELIN.
The rubber studs of the new Michelin non-skid tire Universal Tread became the emblem of the product. Its appearance, a capital letter 'M' indicating the initial of the manufacturer’s name, corresponded to a capricious design despite the technical justifications attributed to the product. The graphic and typographic play on words that this letter offered was an element used in several of the advertisements launching the new rubber tread and led to the popularization of its characteristic pattern.

146-149. Full-page advertisements published during 1917 in specialized automotive sector magazines: Motor Age, February 8; Motor, February; Motor World, March 14; and Motor Travel, August.
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

1916-1919

Third Period

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A NEW BIBENDUM. The fortnightly *Life* magazine, in which Michelin had previously placed advertisements, hosted a peculiar campaign launched by the American subsidiary during 1916. It was a series of ten advertisements with a design that was quite different from any of the Michelin Tire Co.’s previous proposals, and featured illustrations by Arthur Norman Edrop. The designer enjoyed the freedom necessary to use his own style of humorous and caricature drawings, together with advertising texts constructed in rhymes and poetic structures, which more than likely were also written by him. This first series of advertisements set the tone for what Edrop would propose for the advertising of Michelin’s American subsidiary: an intensive and constant use of their mascot apart from the British and French references. The campaign occupied the privileged space of the inside cover page, which meant high visibility for the advertisements that was reinforced by the possibility of the use of color—limited to two inks—and the correct reproduction of images on high quality paper.

The campaign debuted on April 5, 1916 with a double-page advertisement, which was the only one in the series. The remainder of the advertisements, published in an irregular sequence of appearances that ended with a final insertion on September 20, were limited to a full-page format. Michelin was one more of the many tire companies that regularly advertised in *Life* magazine. However, they were one of the few that bid to occupy the expensive pages in color, contending with their main competitor Fisk Tire & Rubber Co. for these positions. During 1916, for example, full-page and modular advertisements could be found for rival firms such as Goodrich, Goodyear, Republic, Pennsylvania, Ajax, Batavia or Hardman.

152-158. Full-page advertisements published in the humorous magazine *Life*, on the following consecutive dates: April 26, May 10, (in the series shown, the one published on May 24 is missing), June 7 and 21, July 5, August 16, and September 20, 1917.
"9 WAYS TO JUDGE TIRES." This double page shows the first numeral campaign—a series of consecutively numbered advertisements—by Michelin composed of nine advertisements published in the magazine The Literary Digest between April and October of 1917. In it, the qualities of their tires were described in detail. The continuity of content provided by the inserts benefited from a highly structured and repetitive design and the use of variable graphic elements embedded in an established basic composition. The format chosen was the full-page advertisement, which was printed in black and white except for those destined to be published on the cover, which had color: a solid yellow background—one of Michelin’s corporate colors—and, in advertisement number 6, and certain details in red—illustrations for the Red Inner Tube—in numbers 5 and 8.

159. Full-page advertisement published in the generalist magazine The Literary Digest, April 28, 1917.
The advertisement with the slogan “8 Ways to Judge Tires”—above, in the lower right quadrant—is the adapted and summarized version of the numeral campaign having a full page format in the magazine The Literary Digest. This advertisement was inserted in the form of an advertising module in different local press, contracted by the businesses comprising Michelin’s commercial network.

160-167. Full-page advertisements published during 1917 in the general magazine The Literary Digest, on consecutive dates: May 26, June 23, July 7 and 21, August 11 and 25, September 8, and 13 October.

"MICHELIN TWELVE TIRE TEST." This numeral campaign, made up of twelve advertisements and a final closing publication, appeared as full-page advertisements between January and November 1918 in the magazines *The Saturday Evening Post*, *Maclean’s Magazine*, *The Country Gentleman*, *Motor* and *Motor Life*, as well as in published modular adaptations—generally with a regular and weekly frequency—in dozens of newspapers. The style of Edrop is evident in the lettering of the logotype and slogans as well as in the use of the mascot.


20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1916–1919

THIRD PERIOD

try just one Michelin Tire
and be convinced

Michelin (France)
"MICHELIN 12 TIRE TESTS." This campaign, aimed at informing consumers who purchased tires, consisted of twelve different advertisements published exclusively in the magazine *Motor Travel*. The first five advertisements of the series have a different design from the rest, as the latter incorporated logotype changes and Arthur Edrop-style illustrations.

182-193. Full-page advertisements published in the specialized automotive sector magazine *Motor Travel* in consecutive months from January to December 1918, inclusive.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1916–1919

THIRD PERIOD
“WHY YOU SHOULD BE A MICHELIN DEALER” (13 advertisements). This numbered campaign, designed to attract establishments and thus expand Michelin’s commercial network—as evidenced by the slogan—consisted of thirteen different inserts that were published exclusively in the specialized automotive magazine *Automobile Topics*, between January and December 1918. These advertisements were placed on the cover page. As such, and despite the fact that most of them reproduced here are in black and white, they had an intense yellow orange background, as shown in three of the advertisements.

194-206. Full-page advertisements published in the specialized magazine *Automobile Topics*, on the following consecutive dates: February 23, March 23, April 20, May 18, June 15, July 13, August 10, September 7, October 5, November 2, and December 18.
"WHY YOU SHOULD BE A MICHELIN DEALER" (25 advertisements).

This campaign, aimed at attracting businesses, consisted of twenty-five different inserts published exclusively in the magazine *The Motor World*, between January 1818 and January 1919. Certain illustrations were repetitions of those that had already appeared in similar shorter campaigns, which were always the work of Arthur N. Edrop.

207-231. Full-page black and white advertisements published in *The Motor World*, during 1918-1919 on the following consecutive dates: January 30; February 13 and 27; March 13 and 27; April 10 and 24; May 8 and 22; June 5 and 19; July 3, 17 and 31; August 14 and 28; September 11 and 25; October 9 and 23; November 6 and 20; December 4 and 18; and, finally, January 1, 1919.