20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING
1916-1919

third period

Why You Should Be A Michelin Dealer

Michelin Dealers Help the Cause of National Security.

These dealers are always something about tires, for
they are looking for ways to improve their

Michelin Tire Company

Why You Should Be A Michelin Dealer

Michelin Tires

Why You Should Be A Michelin Dealer

Michelin Dealers

Why You Should Be A Michelin Dealer

Michelin Advertising

Why You Should Be A Michelin Dealer

Michelin Tires

Why You Should Be A Michelin Dealer

Michelin Dealers

Why You Should Be A Michelin Dealer

Michelin Advertising

Why You Should Be A Michelin Dealer

Michelin Tires

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Michelin Advertising

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Michelin Tires

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Michelin Dealers

Why You Should Be A Michelin Dealer

Michelin Advertising
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

Third Period
1916-1919

Why You Should Be A Michelin Dealer

No. 14

Why You Should Be A Michelin Dealer

No. 15

Why You Should Be A Michelin Dealer

No. 16

Why You Should Be A Michelin Dealer

No. 17

Why You Should Be A Michelin Dealer

No. 18

Why You Should Be A Michelin Dealer

No. 19

Why You Should Be A Michelin Dealer

No. 20

Why You Should Be A Michelin Dealer

No. 21

Why You Should Be A Michelin Dealer

No. 22

Why You Should Be A Michelin Dealer

No. 23

Why You Should Be A Michelin Dealer

No. 24

Why You Should Be A Michelin Dealer

No. 25
"4 REASONS WHY YOU SHOULD USE MICHELINS." An individual advertisement from January 1919 targeting tire users and consumers that provided a detailed summary of information presented in numbered serial campaigns from the previous year. At the graphic level, it presents a design completely following the style of Arthur Edrop, with the use of lettering in headings, the typical Bibendum illustrations and accompanying characters, and the powerful use of Michelin corporate colors.

232. Full-page two-color advertisement published on the inside cover of *Life* magazine, January 2, 1919.
"WHY YOU SHOULD BE A MICHELIN DEALER" (39 advertisements, Canada).

This campaign consisted of thirty-nine different inserts published exclusively in the Canadian magazine Hardware and Metal, between April 1918 and January 1919. Some of the illustrations were repetitions of those that had already appeared in the campaigns published in American magazines, which were always designed by Arthur N. Edrop.

233-271. Full-page black and white advertisements published in the Canadian magazine Hardware and Metal, during 1918-1919 on the following consecutive dates in 1918: April 20 and 27; May 4, 11, 18 and 25; June 1, 8, 15, 22 and 29; July 6, 13, 26 and 27; August 3, 10, 17, 24 and 31; September 7, 14, 21 and 28; October 5, 12, 19 and 26; November 2, 9, 16, 23 and 30; December 7, 14, 21 and 28; and, finally, in 1919: January 4 and 11.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1916–1919

THIRD PERIOD
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

THIRD PERIOD  1916—1919
SANTA’S HELPER. With the arrival of Christmas, the magazines published during the month of December filled their editorial pages with related stories and contents. The advertisers also took advantage of the moment to display the usual Christmas imagery: snowy landscapes and starry skies, fir trees, mistletoe and holly trees, reindeer … and, of course, the figure of Santa Claus. The encounter between this character, the resulting icon of popular culture and tradition, and Michelin’s Bibendum, the result of corporate and commercial culture, was reflected in the four advertisements published in The Saturday Evening Post magazine (some of them also appeared in other press) during the respective months of December from 1917 to 1920. All the advertisements, printed in two colors—in their binomial variants of blue and red or black and red—, were illustrated by Edrop.
On the opposite page, Michelin’s promotional activity reflected the latent sensitivity to the war that was developing in Europe. They appealed to being wise when choosing the type of gift to be made, something useful and practical — such as a tire! The above image shows Michelin advertisement for Christmas 1918. Again, they propose a pneumatic tire or inner tube as the most appropriate gift: “Your friend will be agreeably surprised and pleased with such a present, because he will recognize that he has received from you the best that money could buy.” The signature of Arthur Edrop can be seen in the lower right corner of the illustration.

HUMAN PROFILES. A listing of the technological milestones throughout Michelin’s corporate history served to present us with an illustrated scene in the typical style of Arthur Edrop, using silhouettes and the graphic forcefulness of yellow and black on a white background. The two characters who dialogue with the mascot Bibendum seem to clearly allude to the brothers André and Edouard Michelin, the dual-headed management of the French multinational Michelin et Cie. In these color advertisements, from 1918 and 1919, the graphic design based on Edrop’s illustrations became established (in exceptional cases, these were complemented with photography, as shown in the examples on the opposite page). As such, the forcefulness and homogeneity in the use of signage and corporate colors—yellow and navy blue, the latter replaced by black—was made official.

275-283. Full-page or double-page color advertisements published during 1918 in Life magazine: March 21 and May 23 and June 20; and during 1919, in the magazines: The Saturday Evening Post, January 25 and February 22; Life, April 3 and July 3; The Saturday Evening Post, August 9.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1916–1919

THIRD PERIOD
THE MODEL TO IMITATE. In the advertisement shown above, Bibendum alerted motorists with his arm raised and wearing a police cap. As can be read, the notoriety of Michelin inner tubes, achieved due to their qualities, had led to the appearance of imitations that, of course, were of lower quality. In addition, these imitations tried to confuse the consumer by copying the design of the boxes in which the original article was packaged.

284. Full-page color advertisement published in the generalist magazine The Saturday Evening Post, June 14, 1919.
ESTABLISHING THE SYMBOL. During 1919, through advertisements in magazines and newspapers, special attention was given to making the public familiar with the elements of identification and signage utilized by repair shops and garages associated with the official service network for Michelin products. The circular sign, made of sheet metal printed in high visibility corporate blue and yellow colors—with the words casing [covers] and tubes [inner] written on it—, was displayed hanging laterally on the facade of these establishments.

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BLACK AND RED. Between 1918 and 1919, most of Michelin’s color advertisements resorted to the use of the corporate blue (or black)/yellow binomial. However, in the event that Michelin Red Inner Tubes were publicized, the tones utilized were black and red, as the product was of the latter color. This graphic resource was repeated in later years.

287-290. Full-page color advertisements published, during 1919, in the following magazines: Life, April 24; The Saturday Evening Post, May 17; The Literary Digest, September 13; and The Saturday Evening Post, October 4.
DESIGN-MIX. On this double page, the advertising models of the Michelin advertising campaign publicize the free distribution of the Michelin Tire Users’ Handbook, with instructions, texts and illustrations dedicated to tire care. This publication reproduced part of the images and information that originally appeared in France as part of the campaign “Le Théâtre Illustré du Pneu,” published in the magazine L’Illustration Téâtrale, with vignettes by O’Galop and Georges Hautot. The figures of Bibendum used in these American advertisements were not, at that time, drawn by Arthur Edrop but were extracted from French clichés. However, his presence is evident in the design of the advertisements and the lettered logotype and slogans.

291-295. Full-page advertisements published 1918 exclusively in the magazine The Literary Digest, on the following dates: April 27, May 18, July 20, August 31, and September 21.
It was in 1919 when Arthur Edrop’s art direction established the parameters that would govern Michelin advertising for the following years, and whose graphic elements—lettering of titles and slogans, a set logotype, application of color and intensive use of the mascot Bibendum—can be observed in the examples shown on this double page.

100% EDROP. Full-page advertisement in two colors published in the rural sector magazine Successful Farming, March 1919.

296. Full-page advertisement in two colors published in the rural sector magazine Successful Farming, March 1919.

297-305. Full-page advertisements published, during 1919, in the generalist magazine The Saturday Evening Post, on the following dates: February 8; March 8; April 5; May 3 and 31; July 26; August 23; and September 20.

20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

1916-1919 third period

MICHELIN TIRE CO., Milltown, N. J.
ADVERTISEMENT WITHIN AN ADVERTISEMENT. Much of Michelin’s advertising effort during this period was aimed at attracting new establishments and retail businesses that would market their products. The company communicated with this type of public resorting to advertising insertions, primarily contracted in the specialized automotive sector magazines. In these sorts of advertisements, emphasis was placed on the support and advertising backing that stores handling Michelin products would receive. Thus, they showed advertisements published in important publications having a large circulation and national distribution such as The Saturday Evening Post, The Literary Digest, Life and The Country Gentleman. This double page presents several examples of these types of campaigns, initiated in 1916 with the hiring of the Wales Advertising Agency.
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third period

307-315. (opposite page). Full-page advertisements published in specialized automotive sector magazines during 1916: Motor West, May 15; Motor World, June 21, August 2 and 30; and 1917: Motor Age, March 8 and April 26; Motor World, May 22; Engine, July and November.

316-320. (smaller images shown above). Full-page advertisements, during 1919, published in the specialized automotive sector magazine Motor Age, on the dates: February 20, March 6, April 3 and 17; and May 1.

321. (large image above on right). Full-page advertisement published in the generalist magazine The Saturday Evening Post, October 18, 1919.
COLORED INSERTS. Michelin’s first campaign of press inserts consisted of one or two pages printed with three or four inks and double-sided, published between September and December 1916 in the specialized magazines *Motor World, Motor Age* and *The Automobile*. These inserts, positioned in the center of the magazine on heavyweight paper and in color, stood out from the rest of the pages. It is likely that Edrop intervened in the design of these elements, although the way in which Bibendum was portrayed did not match his style and was clearly derived from the British reference model.


20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING
1916-1919

THIRD PERIOD
"TALKS TO THE TIRE TRADE." Numeral campaign composed of seven double-page inserts printed double-sided and in full color, published between November 1917 and January 1918 in the magazine Motor World, employing paper of greater weight than that used for the rest of the magazine. The inserts were numbered, from one to seven, in their central pages. This campaign prepared the way for the Michelin Sales Proposition in 1918, a statement on the policy of collaboration between the company and the businesses associated with their commercial network, which exposed a set of seductive propositions for the retailer. The structure of these inserts was surprising, since it combined the work of two well differentiated styles of illustration. They constituted a sample of the transition between the gradual abandonment of Michelin’s French and British advertising graphic references and the progressive implementation of the art direction proposed by Arthur Edrop. The insert cover maintained an established structure, headed by the words “MICHELIN TIRES” followed by a slogan. A large capital letter ‘M’ served as a frame to fit a short paragraph and the rest of the space was occupied by a different illustration each time. The illustrations were done in a defined and detailed style of drawing that was not characteristic of Edrop and was possibly the work of another artist. The double central page, on the other hand, demonstrated the authorship of Arthur Edrop in many aspects: masses of solid and dense tones, with a striking use of the corporate blue and yellow-orange colors; a loose and direct drawing style, no excessive details and with a humorous, caricature and carefree tone; and a liberal use of lettering in the slogans and the titles. Both Bibendums, the one shown on the insert cover page and the one in the central pages, differed enormously in their graphic aspect.

329-335. Double-page inserts published in specialized automotive sector magazines, during 1917: Motor World, November 1, 15 and 29; Motor Age, December 13; and Motor World, December 27; and, in 1918: Motor World, January 2 and 16.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1916-1919    third period
SHAKING HANDS. Michelin’s territorial expansion through the recruitment of establishments was based on a fluid cooperation policy—known as “Dealer Cooperation”—with the retailer. This attitude was expressed in the Michelin Proposition, the informational brochures published each year by the company containing the conditions and advantages of becoming associated with their commercial network. The scene of Bibendum dialoguing with the owner of a business or shaking hands to seal the agreement is a metaphor for the contracts signed between Michelin and collaborating businesses.
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Mr. Dealer:

Write today for the special
1919
MICHELIN
PROPOSITION
(OVER)

Mr. Dealer:

War-time conditions make it necessary for every tire dealer to earn a much better profit than heretofore.

Dealers who sell Michelin Tires will be able to do this.

Michelin’s 1919 proposition is a very special one and is now ready. It has been carefully planned to enable you to do business with an easy selling line, showing a high margin of profit and on terms that will appeal to you.

Michelin Tires and Tubes have earned an enviable reputation everywhere for high quality and moderate price.

MICHELIN TIRE COMPANY
MILLTOWN, N. J.
Michelin Supply Warehouse
is Principal Office

Write today for details of Michelin’s 1919 proposition

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336. (opposite page) Full-page advertisement inserted in the specialized quarterly publication The Tire Rate Book, April 1919.
337. Single ink insert, front and backside, published in the magazine Cycle and Automobile Trade Journal, October 1, 1918.
CHRISTMAS COLORS. Shown here, one of Michelin’s last advertisements in 1919, with Edrop’s characteristic design and illustration, published in two inks—Christmas red and black—to advertise their Red Inner Tubes.

340. Full-page advertisement published in the generalist magazine The Literary Digest, December 6, 1919.
WHITE, YELLOW AND BLACK LANDSCAPE. The first Michelin advertisement in 1920, with a design and illustration characteristic of Edrop, published in two colors—yellow and black—and featuring Michelin’s Universal Tread tires.

MICHELIN DISC WHEELS. In January 1920, Michelin steel disc wheels were introduced into the U.S. market, with four full-page, two-ink colored advertisements published in The Saturday Evening Post. The design of the advertisements, which did not include Bibendum in their illustrations, was also carried out by Arthur Norma Edrop.

PASSING THE BATON. One of the few advertisements in which Bibendum was used to introduce Michelin steel disc wheels. After the agreement between Budd and Michelin and the consequent name change of the product to Budd-Michelin, the pneumatic mascot completely disappeared from the direct advertising of steel disc wheels.

BIBENDUM, ON A HUMAN SCALE. This series and those of the following pages show the utilization of the mascot in three different scales, chosen according to the advertising needs: on a human scale, as a roadside giant and as a tiny instructor. In the examples shown in this double page the character is portrayed in his most human dimension—including physical proportions—, an approachable and accessible Bibendum, willing to dialogue, advise and help the motorist, as an equal.

348-352. (opposite page) Full-page advertisements published, during 1920, in the following magazines: The Literary Digest, March 27 and July 24; Life, February 5 and December 30; and The Saturday Evening Post, April 17.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1920-1923

FOURTH PERIOD
BIBENDUM, THE GIANT. In the series shown on this double page, the mascot appears as a colossus, a titan of the road, a protective figure that, from his superhuman dimension, indicates to motorists the road to follow and protects them on their way.

355-359. (opposite page) Full-page advertisements published, during 1920, in the generalist magazine The Literary Digest, on the following dates: January 3, June 12, August 21, September 18, and November 13.
360. (opposite page, the larger image) Full-page advertisement published in the generalist magazine The Literary Digest, November 27, 1920.
BIBENDUM, THE MINIATURE (I). The series shown on this double page and in the following one resort to a diminutive Bibendum. It deals with minimizing his presence in those advertisements having a more technical nature, where illustrations of tires and inner tubes take precedence and the aim is to feature the product. The mascot plays a secondary role, acting as an element that directs reading and focuses attention on specific points of the advertisement’s contents.

362-366. (opposite page) Full-page advertisements published, during 1920, in the following magazines: The Literary Digest, January 17 and May 1; Life, April 22; and The Saturday Evening Post, June 26 and December 11.
367. (opposite page, the larger image). Full-page advertisement published in The Literary Digest, April 17, 1920.
The Michelin Universal Cord, the newest product of the oldest pneumatic automobile tire manufacturer, is the best tire for your car for three reasons:

1. The new Michelin tread composition offers unequalled resistance to the destructive effects of rain, heat, corrosion and age.

2. The improved Michelin tread design effectively prevents sliding in all weather conditions, ensuring better traction and the durability of the tire by reducing the wear. This new design was introduced by Michelin a few years ago and is now widely accepted.

3. The super-sturdy casing body is built up of cords that are extremely coiled but actually impregnated with rubbers, forming a permanently tough resilient mass ensuring greatest freedom from breakage.

If you are not yet a Michelin user, just give the Michelin Universal Cord a trial. That is all we ask.

Michelin Tire Co., Milltown, N.J.

Cheaper Tires Last Longer. Tread Lasts Longer. Tires Last Longer.

Buyers in all parts of the world
BIBENDUM, THE MINIATURE (II). The change of scale allowed the mascot to completely enter, full-bodied, in the details of the technical illustrations. In the samples presented in this double page, this graphic element is used to explain the characteristics and advantages of the Red Inner Tubes. Moreover, in these advertisements the use of two inks, red and black, was prioritized, highlighting the real color of the product. The above image is an exception to this rule, with the application of three inks—blue, red and yellow—to take advantage of the printing options provided by being positioned on the inside cover of Life magazine.

368. (shown above) Full-page advertisement published in Life magazine, April 21, 1921.
369-377. (opposite page) Full-page advertisements published, during 1920 and 1921, in the following magazines:
The Literary Digest, March 13 and October 2, 1920, and April 30, 1921; The Literary Digest and The Saturday Evening Post, August 7, 1920; Successful Farming, June 1920; The Literary Digest, July 10, 1920; Life, September 2, 1920 and July 28, 1921.
MULTIPLE BIBENDUMS.

During 1920, the campaign initiated in 1916 was continued, with the aim of attracting establishments to augment Michelin’s commercial network. The intensification of the presence of full page and color advertisements in magazines such as The Saturday Evening Post, The Literary Digest or Life, was reflected in the pages of specialized automotive sector magazines. Bibendum became a spokesman for these advertisements, which reproduced—in black and white—the insertions made in generalist magazines, as an example of the advertising support that Michelin offered to collaborating businesses.

Although Bibendum is a unique entity, in the U.S. market—which also occasionally occurred in Europe—he was often split in advertising tasks and was represented as a pair of twins, in reference to the company’s dual tires or Michelin Twins. This technology was seen as solving the problem of the weight that pneumatic tires had to support in vehicles transporting goods and passengers. Multiplying the mascot, in groups of three or more Bibendums, was also utilized on several occasions. This can be seen in the two largest examples from the series shown on this double page, exposing the important presence of Michelin / Bibendum in the market as well as the widespread dissemination of their advertisements.
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1920-1923

The steady stream of Michelin advertising

Michelin advertising is constant—continuous—an unending succession of big, forceful selling arguments. It is telling the Michelin story in a bigger, more convincing manner than ever before.

The above schedule, constituting one of the largest advertising campaigns in the history of the tire industry, includes regular insertions in the following publications:

- The Saturday Evening Post
- The Literary Digest
- Life
- The Economic Review
- The Motorist
- The Standard Oil Magazine
- The Official Guide
- The International Harvester Co.
- The Vickers Safety Tires
- The Allied Chemical

This tremendous merchandising influence offers important advantages to reliable dealers. Write today.

Michelin Tire Company, Milltown, New Jersey

Other factories: German-Francis France, London, England; Paris, Italy

378. (opposite page, the larger image). Full-page advertisement published in the magazine Motor Age, April 15, 1920.
379-382. (opposite page). Full-page advertisements published during 1920, in Motor Age, the specialized automotive sector magazine, on the following dates: February 19, March 18, April 1 and 29.
383. (shown above, the larger image). Full-page advertisement published in Motor World magazine, June 16, 1920.
384-388. (shown above). Full-page advertisements published, during 1920, in the specialized automotive sector magazines: Motor Age, June 3; Motor World, May 5, June 2, July 14 and October 20.
METROPOLITAN TIRE. The above image shows a Michelin advertisement targeting an elitist audience—a segment of consumers with high purchasing power—such as the regular attendees of events at the Metropolitan Opera House in New York.

THE MAN ADVERTISEMENT. This continuity campaign was developed during 1921 and published exclusively in the magazine Motor Age. It was a series of full page black and white inserts portraying Bibendum holding a panel in which a different message was introduced each time. The illustration had been created by O’Galop for French advertising, although it ended up becoming one of the most utilized Michelin clichés in the different markets, being adapted for advertisements in French, British, Italian, German, Russian and American press, as well as in the form of a card and a bookmark.

390-395. Full-page advertisements published during 1921 in the specialized magazine Motor Age, on the following dates: March 3 (the largest image), March 31, April 28, July 21, September 15, November 10.
FACTORY BRANCH. The above image is an example of the advertisements usually placed by Michelin in the local press. They were employed to publically announce the opening of a new territorial branch office for the tire manufacturer, in this case in San Antonio, Texas.

396. Michelin full-page advertisement published in the newspaper The San Antonio Express, August 1, 1920.
EXCLUSIVE MODULES. The above images present a series of Michelin modular advertisements designed and illustrated by Arthur Edrop. These were not adaptations of advertisements already published in magazines, which had been Michelin’s tendency for much of the advertising inserted in newspapers and journals. In this case, these dealt with original designs specially designed for this publication.

“HOW MICHELIN HAS OVERCOME THE COMMONEST CAUSES OF TIRE TROUBLE.”

This numeral campaign of continuity—created for Michelin by the Wales agency and with Edrop’s characteristic design—was inserted in numerous local newspapers throughout 1921 and 1922, by the corresponding establishments adhering to the tire manufacturer’s commercial network. The small modular advertisements were structured using a basic vertical reading axis: a heading with the Michelin logotype, the slogan and the figure of Bibendum, followed by the indicative number of the series next to the title of the topic to be treated and an explanatory text and, finally, the name of the business and their data.

Although the campaign and numbering of the advertisements could exceed a dozen variants in some cases, the number of insertions depended on the space hired by each advertiser, which was determined by their needs and the particular conditions stipulated by the corresponding local newspaper. The same type of module was also employed separately by eliminating the numerical code, without the intention of linking it to the sequence of continuity campaigns.