


How
MICHELIN
has overcome the commonest causes of tire trouble




CREASED TUBES

NUMBER 6

Michelin Tubes, being made ring-shaped like the casing itself, fit perfectly. Other tubes, however, being simply pieces of straight tubing cemented at the ends, wrinkle and crease when placed in the tire. As the air pressure of inflation increases, these wrinkles become smaller, sharper and hence more serious. Cut tubes are the inevitable result. Michelin Ring-Shaped Tubes are absolutely free from such troubles—one of many reasons why we urge you to buy Michelin Tubes.

Irwin J. Neault
Bessemer, Mich.

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UNDER-INFLATION

NUMBER 7

When a tire is under-inflated its side walls are constantly flexed by the weight of the car as the wheel rotates. Just as repeated bending back and forth breaks a wire, so this constant flexing tends to break the cords or fabric of which the tire is chiefly built. Blow-outs result. Michelins suffer less than other tires because of this abuse, for seldom if ever do you see a Michelin with a blow-out in its side wall. This is because of the unique construction of Michelin Tires. Let us explain it to you.

Texas Garage—Galvez Garage
25th and Church Phone 123 23d and P½ Phone 123

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NON-PARALLEL WHEELS

NUMBER 8

When wheels are not parallel (a common fault, especially of front wheels), tires must be dragged over the ground so to speak, since they revolve at an angle to the direction in which the car is traveling. Ordinary tires wear away rapidly as a result of such abuse, but Michelins stand up so long that only carelessness can account for failure to detect the trouble before the tire is vitally affected. This is due to the greater toughness, thickness and breadth of the Michelin Tread. Come in and compare Michelins with other tires in these important points.

Irwin J. Neault
Bessemer, Mich.

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FULL SIZE INNER TUBES

NUMBER 9

Many tubes are made smaller than the inside of the casing and when in use are consequently stretched thin by inflation. This necessarily renders them more liable to puncture, to tear easily and to grow brittle or porous. Michelin Tubes, on the other hand, are made full-size. Come in and let us show you Michelin ring-shaped Tubes in comparison with others as to shape, width and quality, and notice the superiority of Michelins.

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Bessemer, Mich.

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Quality Construction in all sizes

NUMBER 10

Michelin small-size casings are made of the same high quality materials, in the same factories, by the same workmen as the larger sizes. Michelins are the big tires for small cars—big in dimensions and big in performance. If you drive a Ford, Overland, Chevrolet, Maxwell, Dort, Briscoe, Bell, or other light car, you will find greater economy in the use of Michelin Tires. Come in and let us show you the extra value in Michelins.

Irwin J. Neault
Bessemer, Mich.

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Driving in Trolley Tracks

NUMBER 11

Driving in trolley tracks is destructive to tires because the tires are thus distorted. Michelins suffer less than ordinary makes from this abuse because 1st—the extra thickness of the Michelin tread, and of the side wall near the tread, cushions the tire and minimizes distortion. 2nd—Michelin's unique body-construction reduces the effect of such distortion and flexing, even when it does occur as a result perhaps of under-inflation. For greater service try a Michelin.

Texas Garage—Galvez Garage
25th and Church Phone 123 23d and P½ Phone 122

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PINCHED TUBES

NUMBER 12

Michelin perfect-fitting tubes minimize pinching. Every motorist is familiar with the danger of pinching inner tubes between the bead and the rim when fitting straight tubes in round casings. You really can't fit a square peg in a round hole. Make a new one in Freeport's development—The Linda, the new Quarter Million Dollar Pleasure Palace, Open soon. Michelin Tubes, however, are circular or ring-shaped like the casing itself, so they fit easily and naturally and there is little danger of pinching. Yet Michelin Tubes cost no more than ordinary makes. Let us quote you on these superior Tubes.

Freeport Hardware Co.
16-18 W. Galena St. Phone Main 286

How
MICHELIN
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PUNCTURES

NUMBER 13

Michelin users have often remarked that these superior tires puncture less frequently than other makes. This freedom from punctures is due to the extra thickness of the Michelin tread. This added tread-thickness makes it unusually difficult for objects to penetrate to the inner tube. The 34x4 Michelin, for example, is practically a whole inch thick. Come in and let us show you your size.

Irwin J. Neault
Bessemer, Mich.

How
MICHELIN
has overcome the commonest causes of tire trouble



TREAD CUTS

EXPERT VULC


When a tire is cut, dirt and moisture work in between the layers of cords weakening the tire and causing early decay. Michelin Tires offer maximum protection against such injuries. The exceptional toughness and thickness of the Michelin tread prevent many cuts from penetrating; and if a cut does penetrate the injury is minimized by the Michelin body-construction. In this construction every cord is impregnated with rubber, the tire being a single mass that offers unique protection against the incursions of dirt and moisture yet is flexible in the extreme. Let us show you a Michelin Cord.

Root & Volger Vulc. Co.
Ernie Root Phone 1169-W Ed. Volger

401-413. Advertising modules published, between 1921 and 1922, in local newspapers. *The Bessemer Herald* (Bessemer, Michigan), *The Galveston Daily News* (Galveston, Texas), and *The Freeport Journal-Standard* (Freeport, Illinois).

414. Advertising module published in the local newspaper *Muscatine Journal and News-Tribune* (Muscatine, Iowa), April 8, 1921.

THE SATURDAY EVENING POST 53




\$1000.00 in cash

and 65 other Prizes
for naming the

MICHELIN TIRE MAN

The Michelin Tire Man has appeared in Michelin's advertising for many years, but strange to say he has no really suitable name!



The Michelin Tire Man is used in a great many different attitudes, of which the above are only a few.

THE Michelin Tire Co. will award \$1,000 in cash and 65 other prizes for the best names suggested for the Michelin tire man, each name to be accompanied by a slogan of not more than ten words suitable for use in Michelin advertising. For example:—"Old Rubber Ribs—Father of them all." The first prize will be \$1,000 in cash. All prizes will be paid even though none of the suggestions are considered suitable. In the event of a tie for any prize the full prize will be paid to each tying contestant.

All suggestions must be mailed on or before March 25, 1922. Prize winners will be notified as soon thereafter as possible and prizes awarded.

Preference will be given to names that are short and to the point, suggesting, if possible, the products of the House of Michelin.

The Following Facts Should Be Considered:

1. Michelin is the oldest pneumatic tire maker, having introduced the first pneumatic automobile tire away back in 1895.
2. Many of the most important developments in the tire world are Michelin inventions. Notable examples are the first non-skid tire, the original demountable rim and the ring-shaped tube.
3. Michelin Tires enjoy the widest distribution. They are made in extensive factories in France, Italy, England and in the United States, and are recognized all over the world for their superior quality.

The Rules Governing This Contest:

- A. Anyone may compete except Michelin employees here or abroad.
- B. No special form is required to participate in this contest.
- C. Those who call on Michelin Dealers or write to the Michelin Tire Company in any of the cities listed below will receive circulars giving many interesting facts about the Michelin tire man helpful in suggesting names and slogans.
- D. The contest will close on March 25, 1922. All answers postmarked after that date will be disregarded.

All names submitted in this contest must be mailed to the Michelin Tire Company, Milltown, New Jersey, on or before March 25, 1922.

MICHELIN TIRE COMPANY, MILLTOWN, N. J.


Atlanta, Ga.	Denver, Colo.	Los Angeles, Cal.	New York City	Salt Lake City, Utah
Boston, Mass.	Des Moines, Iowa	Louisville, Ky.	Oakland, Cal.	San Antonio, Texas
Charlotte, N. C.	Detroit, Mich.	Lynchburg, Va.	Omaha, Neb.	St. Louis, Mo.
Chicago, Ill.	Indianapolis, Ind.	Memphis, Tenn.	Philadelphia, Pa.	San Francisco, Cal.
Cleveland, Ohio	Jacksonville, Fla.	Minneapolis, Minn.	Pittsburgh, Pa.	Seattle, Wash.
Dallas, Texas	Kansas City, Mo.	New Orleans, La.	Portland, Ore.	Syracuse, N. Y.

This is the only time this advertisement will appear in this publication. Contest closes March 25th. Act now!

THE TIRE MAN. At the beginning of March 1922, the Michelin Tire Company in Milltown began an amazing promotional proposal by inserting a curious advertisement published in *The Saturday Evening Post*, *The Literary Digest* and *Life*: the call for a contest with 65 minor prizes and a first prize award consisting of \$1,000 in cash. What was the reason for the contest? To give the tire mascot a name.¹ In France, the Michelin figure had been called Bibendum practically since 1898, when he first appeared on a poster, signed by the illustrator O'Galop, toasting with a goblet full of nails and glass from broken bottles. It was accompanied by the slogan "Nunc est bibendum"—the word "bibendum" was located just above the character—, a Latin phrase

translating into "Now is the time to drink," which precedes a toast. Popular wisdom soon associated and baptized the mascot with this very peculiar word. Although we can find references on the use of Bibendum's name in American press for the first two decades of 1900—the American subsidiary of Michelin had published in 1912, two different promotional brochures with the title *The Book of Bibendum*—the truth is that they were sporadic cases. The absolute normality with which the mascot and his name were featured in Michelin's advertisements in France was not reflected in America, a market in which the character was known as the "Michelin tire man." The calls for contests in the press—choosing the name of a product, proposing a slogan or christening a mascot—were

\$1,000.00
And 65 Other Prizes
for naming the
Michelin Tire Man



**A WONDERFUL
OPPORTUNITY FOR
EVERYBODY.
COME IN AND LET US
TELL YOU ALL ABOUT IT**

We will give you an envelope contain-
ing the simple rules governing this con-
test, together with helpful suggestions
and also a contest card which you may
use in submitting names.

Horst & Wilkinson
Automobile Supplies
409 West Third St. Phone Dav. 6157.
If It's For Your Automobile We Have It.

\$1000.00
One Thousand Dollars
And 65 Other Prizes
for naming the
Michelin Tire Man





**A WONDERFUL
OPPORTUNITY FOR
EVERYBODY
Come In and Let Us
Tell You About It.**

We will give you an envelope containing the simple rules governing the contest, to-
gether with helpful suggestions and also a contest card which you may use in submitting
names.

THE N. & N. COMPANY
Tire Repairing and Vulcanizing
Cor. Spring and Elizabeth

**\$1,000
IN CASH**
AND
65 OTHER PRIZES
FOR NAMING THIS
**MICHELIN
RUBBER
MAN**




**Come to our Garage and get envelope with
full particulars.**

Contest Closes March 25th, 1922

The New Michelin "Regular Size" Cord Tire has
taken the motoring public by storm—Note the
following prices. You can buy Michelin Cords at
the price of other makes of fabrics.

30x3 1/2 Non Skid Cords	\$18.00
32x3 1/2 Non Skid Cords	\$20.95
31x4 Non Skid Cords	\$19.50
32x4 Non Skid Cords	\$27.85
33x4 Non Skid Cords	\$28.50
34x4 Non Skid Cords	\$29.75
32x4 1/2 Non Skid Cords	\$33.50

Haberman's Garage
S. MAIN ST.

THE MARION DAILY STAR

tools commonly utilized by companies to achieve visibility through the consumer's direct participation in an action for promotional purposes. In this case it is surprising that the company sought to rename a character with a well-established name. The Michelin Tire Co. argued that the word "Bibendum," suitable for other countries, was not fitting for the local linguistic context. It was a Latin term, difficult to pronounce and problematic to remember, and its meaning was an enigma to the public. For the American consumer, the visual metaphor of the drinking character constructed by O'Galop, apart from the slogans "Le Pneu Michelin boit l'obstacle"—coined by André Michelin in 1893—and the Latin phrase "Nunc est bibendum"—added by the illustrator—was

indecipherable ... and held inappropriate significance for the context of the times. It is likely that, in addition to trying to correct linguistic inadequacy, the intention was also to respond to certain social concerns. On January 18, 1920 the Volstead Law or "Prohibition Law," was proclaimed in the United States which remained in force until 1933. This legislation had its precedent in different actions of the Prohibitionist Party, with little electoral weight but influential as a social advocacy group. In 1914, the North American Congress already received a petition for the prohibition of liquors and wines, supported by six million signatures. The regulations led to illegal trade and fighting between gangsters for control of the alcohol market.

58 THE SATURDAY EVENING POST July 1, 1922

MICHELIN

TIRE MAN CONTEST



First Prize
\$1,000.00 in Cash
won by
L. J. Keller, Kendallville, Indiana.
Name: "Old 1895".
Slogan: "Full of Life and Quality".

WE take this opportunity to thank the many thousands who submitted names and slogans in the Michelin Tire Man contest.

The winning name, "Old 1895", seemed to the judges appropriate because it was in 1895 that Michelin introduced the world's first pneumatic automobile tire.

This event not only marked the beginning of a new industry, destined to grow into one of the greatest in the world, but inaugurated a remarkable period of Michelin leadership—a period which continues to this day and has

been notable for such important Michelin inventions as the demountable rim, the first successful anti-skid tire and the ring-shaped tube.

The winning name and slogan in the Michelin Contest were considered the most suggestive of Michelin's remarkable record of achievement, yet none of the names submitted met the full approval of the judges. It was thought that a completely comprehensive name and slogan are yet to be discovered.

Some day we may appeal once more to our friends to help us solve this problem.

The contest just closed was particularly gratifying because of the many letters received about the excellent service given by Michelin Tires. If you are not using Michelines, we invite you to try them.

Fifteen Michelin Tires have been awarded as follows for the 15 suggestions considered next best:

NAME	SLOGAN	WINNER
OUR NINETEEN-FIVE	<i>The First and Last Word in J. D. Thompson, Duluth, Minn.</i>	
THE ROADMASTER	<i>Pneumatic Tires</i> <i>Stand for Dependable Prop.</i> V. D. West, Norfolk, Neb. 1911-1912-1913	
THE GOOD SUGGESTION	<i>Be Helped You Over the Rough</i> M. B. McGhee, Denver, Colo. 1911	
OUR SUPERHEROES	<i>Be Laughed at Punishment</i> Mrs. Barker S. Perkins, Portland, Ore.	
AMOR O' TIRES	<i>And Tell First</i> Frederic W. Coudwell, New York, N.Y.	
TOURING	<i>A Good Thing Endures</i> Mrs. J. Sullivan, Salt Lake City, Utah	
PRELIMINARY	<i>Amused Enemy of War</i> G. L. Schmidt, Douglas, Ariz.	
OUR ROYALTY	<i>The Man in Whom the Sun</i> <i>Never Sets</i>	Ernest S. Davis, New Haven, Conn.
OUR MARY	<i>March to the Skirts of the Road</i>	Stanley Dale, Cleveland, Ohio
GOING JEWEL	<i>Newman's Dad</i> <i>The Man Who Takes the First</i> <i>and of Five</i>	Dr. W. C. Butler, New Kensington, Pa. R. W. Ashcroft, Montreal, Canada
STRENGTHENED	<i>Time and Road Tested</i>	R. B. Hoover, St. Augustine, Fla.
ROBERTS	<i>He Never Fails You</i>	H. L. Zimmerman, Covello, Ohio
OUR POP U LARITY	<i>Head of a Dependable Family</i>	Mrs. Gustav Newman, Harrison, Ky.
THE PROCESS	<i>The First to Wear the Trail</i>	Jack Haynes, Sta. Neuf, Va.

Fifty Michelin Tubes have been awarded to the following, who also offered meritorious names and slogans:

E. J. Butcher, Auburn, N. Y.	Frank Greene, Savannah, Ga.	Emma Oakes, Clinton, Iowa	E. A. Struble, Claremore, Okla.
Frank Boyle, Jamaica, L. I.	J. C. Hammond, Douglas, Ariz.	J. E. Oberlin, Flint, Mich.	L. W. Taylor, Decatur, Texas
G. R. Brown, Portland, Ore.	R. R. Haines, Cedar Rapids, Ia.	Mrs. Marie O'Neil, Columbus, O.	F. Thayer, Jr., Oakland, Md.
Elbert L. Bucklew, Dayton, N. J.	A. B. Hansen, Arizona, Fla.	Ida C. Pinner, Hartford, Conn.	L. D. Thompson, Duluth, Minn.
C. E. Bullock, St. Louis, Mo.	P. B. Hill, Little Rock, Ark.	Albert Rosten, New York, N. Y.	Mrs. C. L. Tracy, Norwich, Conn.
A. C. Butterfield, Lawrence, Mass.	Eric W. Johnson, Crumpton, R. I.	J. Robertson, Kansas City, Kan.	S. Travis, Peckskill, N. Y.
P. S. Clapp, Jr., New York, N. Y.	H. J. Kennedy, Long Beach, Cal.	W. H. Schultz, Broken Bow, Neb.	M. A. Tripp, Rhine, N. D.
Chas. H. Collins, Chicago, Ill.	Isabel D. Kutsche, Monroe, Mich.	A. L. Shaw, Houston, Tex.	Mrs. M. D. Thompson, Riverside, Cal.
C. B. Dennis, Columbus, Ohio	R. O. Lyne, Columbus, Ind.	Carl Schiller, Spokane, Wash.	Mrs. Gertrude Vogel, St. Louis, Mo.
H. J. Devoy, East Orange, N. J.	Robert S. Meek, Richmond, Va.	L. W. Shuman, Richfield Springs, N. Y.	K. P. Wakeley, Grand Rapids, Mich.
C. H. Drury, Hartford, Conn.	M. M. Mohrman, Morrisville, N. J.	F. B. Stoeninger, Yavapai, Cal.	C. M. Walcott, Cambridge, Mass.
H. V. Edwards, Salt Lake City	P. P. Moller, Huntington, W. Va.	B. F. Stevens, Ogden City, Utah	Clarence M. Weil, St. Louis, Mo.
Edward A. Gray, Stockton, Cal.			S. M. Williams, Lynchburg, Virginia

Michelin Tire Co., Milltown, N. J. Branches in 30 leading cities. Dealers Everywhere

An excerpt from a press release issued by the Michelin Tire Co., providing information about the contest's call and published at the beginning of March 1922 in a long list of newspapers throughout the country, gives us subtle insight on the subject:

"(...) the Tire Man was shown holding a goblet containing broken glass, horse shoe nails and other terrors of the road, evidently in the act of proposing a toast, the wording being 'Nunc est Bibendum' which is Latin for our more familiar expression (before prohibition) as 'Here's How'"²

It was evident that a character named Bibendum, whose name and attitude incited drinking—in Europe he was usually portrayed in his characteristic pose, wine goblet in hand—was

not the best way to introduce Michelin into the U.S. market in those years. The contest, with a submission deadline set for March 25, was supported by a widespread publicity campaign in the local press (some examples are shown above) and in an entire series of elements—cards, gifts, participation tickets—that the tire establishments facilitated to their customers. According to the company, approximately 300,000 proposals of names and slogans came from all corners of the country, as well as participants from France, Belgium, Italy, Great Britain and Spain.³ The outcome was released July 1922 in a full-page advertisement in *The Saturday Evening Post* (shown above) in which the finalists and their proposals were listed. The winner, L. J. Keller of Kendallville, Indiana, proposed

415. (previous double-page, on the left).

Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, March 4, 1922.

416-418. (previous double-page, on the right). Advertising modules published, in 1922, in the following newspapers: *The Davenport Democrat and Leader* (Davenport, Iowa), March 12; *The Lima News* (Lima, Ohio), March 12; and *The Marion Daily Star* (Marion, Ohio), March 18.

419. (opposite page). Full-page advertisement in the generalist magazine *The Saturday Evening Post*, July 1, 1922.

420-421. (this page). Advertising modules published, in 1922, in the following newspapers: *Winchester Journal Herald* (Winchester, Indiana), August 9, 1922 (detail); and *The Davenport Democrat and Leader* (Davenport, Iowa), July 2.

Do You Know Why They Call This Old Boy

OLD 1895

Full of Life and Quality?

Because 27 years ago when automobiles looked like this, Mr. Michelin began building tires for automobiles. He realized then the terrific strain which tires would have to endure and he



tried honestly to build them well. Always he has built a good tire. It has headed the quality list for all these years, until today in every country the name of Michelin has come to mean the utmost in tire economy and satisfaction.

THREE REASONS WHY

There are three reasons why the Michelin Universal Cord—the newest product of the oldest automobile tire makers in the world—gives such remarkable mileage:

- 1.—A new and perhaps unequalled wear-resisting tread compound.
- 2.—An improved tread design that permits an effective non-skid resistance in every direction.
- 3.—A superlatively evenness of body built up of cords that are not merely mixed, but are actually impregnated with rubber, forming a closely united, almost inseparable mass, that provides a new freedom from blow-outs—not to mention the extreme reputation for their freedom from skidding.

The above essential advantages now combined for the first time together with several minor improvements, assure the Michelin user of a degree of entire satisfaction hitherto unknown.

Now Comes a Letter From Michelin Reading Like This:

AUTO SALES CO.
Winchester, Indiana.

Dear Sir—To all inquiries, please give the following facts. Personally all tire customers should be given an efficient service and given an efficient service. Please give them efficient service and use them as they are.

For Michelin tubes are quality tubes—TUBE RIGHT. From comparison with average grades, the incomparable quality of Michelin tubes is a fact in that our cord and in actual miles per gallon, less than the average price of all other leading manufacturers.

For instance, since Michelin introduced the world's first pneumatic automobile tire in 1895, has there been a letter from you that the present Michelin tube?

Yours truly,
MICHELIN

Michigan Tubes Are Ring Shaped



The straight tube which the tube is holding is an ordinary tube. The curved tube is a Michelin. Michelin tubes fit naturally when inflated. Straight tubes when forced into shape by inflation, stretch on the outside and wrinkle next to the rim.

Michelin not only in Michelin tubes are unknown.

MICHELIN TUBE PRICES

Size	Price
30x3	\$1.45
30x3 1/2	1.75
32x3 1/2	2.00
31x4	2.25
32x4	2.50
33x4	2.75
34x4	3.00

NEW PRICES

ON—

MICHELIN TIRE

EFFECTIVE AUGUST 4

FABRIC

Size	Price
30x3	\$10.90
30x3 1/2	12.75
32x3 1/2	13.80
31x4	15.90
32x4	18.60
33x4	19.00
34x4	19.90

CORDS

(Greater or Fabric Size)

Size	Price
30x3	\$12.75
30x3 1/2	14.20
32x3 1/2	20.95
31x4	16.90
32x4	25.70
33x4	26.50
34x4	27.55


OVERSIZE CORDS

Size	Price
30x3	\$11.50
30x3 1/2	13.25
32x3 1/2	18.45
31x4	17.25
32x4	24.25
33x4	25.25
34x4	26.25

the name "Old 1895" and the slogan "Full of life and quality." However, none of these options were used by Michelin. Significantly, the advertisement text had warned:

"(...) none of the names submitted met the full approval of the judges. It was thought that a completely comprehensive name and slogan are yet to be discovered." ⁴

It was, perhaps, an elegant way to deal with the situation, responding to social pressure and pleasing the prohibitionists ... without changing the real name of the mascot. Surprisingly, once the campaign was over, during the following months of the same year, some advertisements were published in certain local press paid for by the establishments associated with



"Old 1895"
"Full of Life and Quality"

Michelin Tires

All Michelin Fabric Tires Are Extra Ply
Compare these prices on Michelin high grade tires with any other tire sold on the market today.

Size	Fabric	Regular Cord
30x3	\$10.90	\$ —
30x3 1/2	12.75	14.20
32x3 1/2	13.80	20.95
31x4	15.90	16.90
32x4	18.60	25.70
33x4	19.00	26.50
34x4	19.90	27.55

Other size in proportion.
Let your next tire or tube be a Michelin.
We are open all day Sunday.
Quality Merchandise at a fair price.

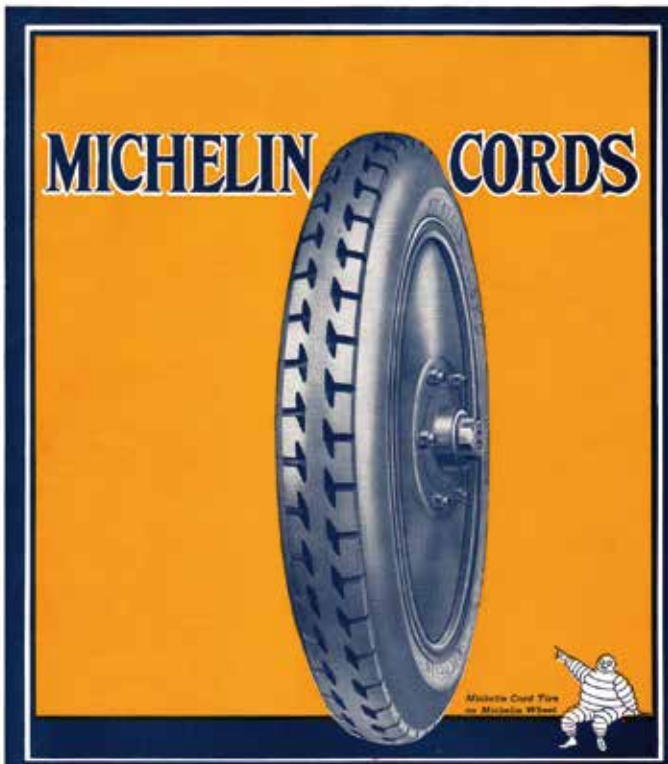
Horst & Wilkinson

AUTO SUPPLIES

409 West Third Street. Phone Dav. 6157.
Open Evenings and Sundays.
If It's For Your Auto We Have It.

Michelin's commercial network. They confidently employed the winner's proposals for the name of the pneumatic character, without the supervision or consent of the company.

1. It is curious to note that the graphic examples of Bibendum shown in the advertisement for the call—all of them, except the one in the heading—, came from French clichés by O'Galop, and not from the Bibendum that, since 1916, had been portrayed by the illustrator Arthur Edrop in campaigns targeting the American public.
2. "Novel contest for tire man's name inaugurated," *The Clearfield Progress* (Clearfield, Pennsylvania), March 4, 1922, p. 2.
3. "Weeks wins first Michelin prize," *Kingston Daily Freeman* (Kingston, New York), June 16, 1922, p. 12.
4. Advertisement in *The Saturday Evening Post*, July 1, 1922, p. 58.



MICHELIN CORDS

Another Step Forward in Tire Construction

Michelin has been making pneumatic automobile tires for 26 years. Michelin does not make the most tires, but none are made better.

Now Michelin has developed a tread compound which is just as great an improvement as the demountable rim or the ring-shaped tube or other notable Michelin inventions.

You probably use Michelin Ring-Shaped Tubes and know they are best. You will find Michelin Casings just as good.

MICHELIN TIRE COMPANY, MILLTOWN, N. J.

Other factories: Clermont-Ferrand, France; London, England; Turin, Italy. Dealers everywhere.



MICHELIN TIRES

How the common causes of tire destruction have been overcome by the world's oldest makers of pneumatic auto-tires

No. 1 Tread Cuts

Extra thickness and toughness of the Michelin tread

When a tire is cut, the cut extends nearly to the bottom of the tread, and the tire is ruined. The Michelin tread is so thick and tough that it resists cutting. It is the only tread that can stand up to the most severe road conditions. It is the only tread that can stand up to the most severe road conditions. It is the only tread that can stand up to the most severe road conditions.

MICHELIN TIRE CO., MILLTOWN, NEW JERSEY



MICHELIN TIRES

How the common causes of tire destruction have been overcome by the world's oldest makers of pneumatic auto-tires

No. 2 Violent Braking

Extra toughness, size and thickness of tread protect Michelin Tires

For Michelin will stand up better than other tires, because it is so thick and tough. It is the only tread that can stand up to the most severe road conditions. It is the only tread that can stand up to the most severe road conditions. It is the only tread that can stand up to the most severe road conditions.

MICHELIN TIRE CO., MILLTOWN, NEW JERSEY

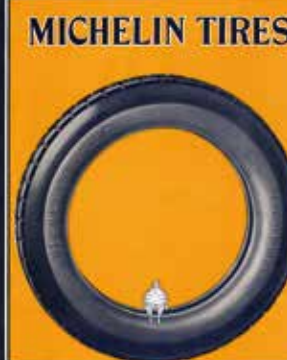


At last!
A perfected Cord Tire for Light Cars

Michelin Announces a 30x3 1/2 Oversize Cord

There is no other tire in the world that is so perfect. It is the only tire that can stand up to the most severe road conditions. It is the only tire that can stand up to the most severe road conditions. It is the only tire that can stand up to the most severe road conditions.

MICHELIN TIRE CO., MILLTOWN, N. J.



MICHELIN TIRES

Always in the lead—Now better than ever

Recent progress has led to the development of the new Michelin Cord Tire. It is the only tire that can stand up to the most severe road conditions. It is the only tire that can stand up to the most severe road conditions. It is the only tire that can stand up to the most severe road conditions.

MICHELIN TIRE COMPANY, MILLTOWN, N. J.



MICHELIN Cords

Always in the lead—Now better than ever

Recent progress has led to the development of the new Michelin Cord Tire. It is the only tire that can stand up to the most severe road conditions. It is the only tire that can stand up to the most severe road conditions. It is the only tire that can stand up to the most severe road conditions.

MICHELIN TIRE COMPANY, MILLTOWN, N. J.

TWO CAMPAIGNS, ONE WHEEL. The images above present the 1921 campaign—with solid color backgrounds—and, on the opposite page, the 1922-1923 campaign—on white backgrounds—, two different series of Michelin advertisements for their Cord tires. The examples show the use of the yellow/blue (or black) binomial as a persistent means for establishing the company's corporate colors. In several of these advertisements a new product is also promoted: Michelin's steel Disk-Wheels, launched on the market in January 1920 and which appear, along with a diminutive Bibendum, equipping Michelin Cord tires.

THE SATURDAY EVENING POST

MICHELIN CORDS

YOU use Michelin Ring Shaped Tubes and know they are best. Why not use Michelin Cords? They are just as good.

THE SATURDAY EVENING POST

MICHELIN CORDS

Most motorists know of the unique quality of Michelin Cords, but not so many know that Michelin tires are more than ordinary tires. Ask your dealer for comparative prices.

MICHELIN TIRE CO. MILLTOWN, N. J.

64 The Literary Digest for December 16, 1922

MICHELIN CORDS

The proof of the pudding is the eating.

Since 1895, when Michelin introduced the world's first pneumatic automobile tire, the name Michelin has stood for absolutely the best in tires. Today Michelin Cords are better than ever, but they cost no more than ordinary makes. Ask your dealer for comparative prices.

MICHELIN TIRE CO. MILLTOWN, N. J.

To Users of Disc Wheels: The famous Michelin Ring Shaped Tube can now be had with angle valve, making inflation easy from the outside of the wheel.

MICHELIN CORDS

SINCE 1895, when Michelin introduced the world's first pneumatic automobile tire, the name Michelin has stood for absolutely the best in tires. Today Michelin Cords are better than ever, but they cost no more than ordinary makes. Ask your dealer for comparative prices.

MICHELIN TIRE COMPANY, MILLTOWN, N. J.

MICHELIN

No doubt you know this record
But are you profiting fully by it?

Hint on some of the world's greatest and most important developments for which Michelin is responsible:

- The world's best detachable axle tire
- The world's best pneumatic automobile tire
- The world's best ring-shaped tube
- The world's best non-skid tire
- The world's best detachable rim
- The world's best disc wheel

MICHELIN TIRE COMPANY, MILLTOWN, N. J.

THE SATURDAY EVENING POST

MICHELIN

Specialization
the idea that made modern times—and the world's best tires

MICHELIN TIRE COMPANY, MILLTOWN, N. J.

422-427. (opposite page) Full-page advertisements published, during 1921, in the following generalist magazines: *The Literary Digest*, September 17 (the largest); *Life*, January 13; *The Saturday Evening Post*, February 5; *Life*, June 16; *The Literary Digest*, October 15; *The Saturday Evening Post*, August 20.

428-433. (images on this page). Full-page advertisements published in the following generalist magazines, during 1922: *The Literary Digest*, December 16 (the largest); *The Saturday Evening Post*, April 1; *The Literary Digest*, September 23; *Life*, December; and 1923: *Life*, June 7; *The Saturday Evening Post*, August 11.

Please remember this—

Whether you sell Michelin Fabric Tires, or Michelin Regular Size Cords, or Michelin Oversize Cords, you sell products of the same high quality that has made Michelin Ring-Shaped Tubes famous in every community in the world where cars are used.

MICHELIN TIRE COMPANY, MILWAUKEE, W. I.
Wholesale branches in all leading cities. Dealers everywhere.

MICHELIN CASING
ON MICHELIN WHEEL

*To the Tire Dealers
of America*

The biggest opportunity
of many years to increase
your business is now open
to you!

Read about it—

**22% mileage
free!**

MICHELIN 'REGULAR SIZE' CORDS VERSUS FABRIC TIRES
AVERAGING 22% MORE MILEAGE AT ONLY ABOUT 8% ADDITIONAL COST

	Mileage of Fabric Tire	Cost of Fabric Tire
Mileage of Michelin 'Regular Size' Cord	30% more mileage than a Fabric Tire	
Cost of Michelin 'Regular Size' Cord		only 8% more than a Fabric Tire

HERE is the time for which thousands of those kinds of motorists have been waiting. A tire that gives an average of 30% more mileage than a fabric, as proved by their increasing thousands of thousands of miles per year running only 8% more—in other words, 22% mileage free.

These new cords are the same size as fabric tires and interchangeable with them, and may be fitted on at a time as the fabric tires wear out. Thus the motorist may change to cords by easy stages at practically no increased expense.

Michelin offers a complete line of all kinds of tires and tubes, and also a complete line of accessories, such as valves, pumps, etc., at the lowest prices. Write for a list of the nearest dealer.

*Do You Realize the Opportunity
That is Open to You?*

HUNDREDS of thousands of motorists want cord mileage without paying for oversize cords, or going to the considerable expense of buying two or four of these tires.

The New Michelin Regular Size Cord gives the Michelin Dealer an exclusive advantage in going after the business of this great army of tire buyers.

It gives the Michelin Dealer a decided lead over other dealers who have nothing to offer but ordinary fabric tires and ordinary oversize cords.

It lifts the Michelin Dealer, head and shoulders, above competitors. In fact, he no longer has competitors, for the Michelin Dealer is now in a class by himself.

MICHELIN
"Regular Size"
CORDS

"MICHELIN 'REGULAR SIZE' CORDS, 22% MILEAGE FREE!" This campaign, begun in December 1921 and developed throughout 1922 and 1923 in various magazine advertisements—including an insert (shown above)—, used Michelin's characteristic corporate colors and was identified by their motto, composed as a logotype. The advertisements incorporated a series of justifications comparing the usual Michelin tires of fabric technology—already obsolete at that time—to the novel Regular Size tires using cord technology. The latter offered greater duration, extending tire life up to 30% more in mileage, with a price only 8% higher than the previous model and generating, consequently, a savings of 22% in mileage. The above image constitutes the only insert in 1922 that I was able to locate that was published in the specialized automotive sector press. It is likely that it was the only one made for that year taking into account that, at the end of 1921, Michelin had stopped their advertising in these types of magazines. The use of solid masses of color, the drawing and configuration of Bibendum and the perfectly lettered titles and slogans identify the application of Arthur Edrop's design and, in addition, advertise the steel disc wheel of Budd-Michelin.

434. Two-page double-sided insert with two inks published in the specialized journal *Motor Age*, February 9, 1922.

435-446. (opposite page) Full-page advertisements published, between 1921 and 1923, in generalist magazines on the following dates: in 1921: *The Saturday Evening Post*, December 10; in 1922: *The Saturday Evening Post*, March 18 and April 29; *The Literary Digest*, January 14 and February 11; *Life*, November 23, February 23; *The Saturday Evening Post*, February 4; in 1923: *The Literary Digest*, May 26; *The Saturday Evening Post*, April 7, September 8, and December 1.

THE SATURDAY EVENING POST

22% mileage free!

MICHELIN "Regular Size" CORDS versus FABRIC TIRES
SHOW MORE MILEAGE AT ONLY \$37 ADDITIONAL COST

MILEAGE VS. COST	MICHELIN "Regular Size" CORDS	FABRIC TIRES
MILEAGE	22% more	0%
COST	\$37 less	\$37 more

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

MILEAGE VS. COST

MICHELIN "Regular Size" CORDS versus FABRIC TIRES
SHOW MORE MILEAGE AT ONLY \$37 ADDITIONAL COST

22% mileage free!

The New Development in Tire Economy

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

22% mileage free!

MICHELIN "Regular Size" CORDS versus FABRIC TIRES
SHOW MORE MILEAGE AT ONLY \$37 ADDITIONAL COST

MILEAGE VS. COST

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

To the 600,000 Dodge Owners!

MICHELIN "Regular Size" CORDS versus FABRIC TIRES
SHOW MORE MILEAGE AT ONLY \$37 ADDITIONAL COST

MILEAGE VS. COST	MICHELIN "Regular Size" CORDS	FABRIC TIRES
MILEAGE	25% more	0%
COST	\$37 less	\$37 more

New Development Averages 25% Reduction in Tire Expense*

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

News for Ford Owners

The New Way to Reduce Tire Costs
Cost mileage at practically the price of good fabric tires

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

The New Economical Way to Change from Fabric Tires to Cords

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

Average only 8% more in cost than Fabrics

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

Average only 8% more in cost than Fabrics

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

MICHELIN "Regular Size" CORDS

The most efficient means for making the light car ride easily and steadily

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

MICHELIN "Regular Size" CORDS

30% mileage free
33% less road shock

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

MICHELIN "Regular Size" CORDS

Users of Fabrics Tires

MICHELIN "Regular Size" CORDS

THE SATURDAY EVENING POST

Extra Years of Experience—

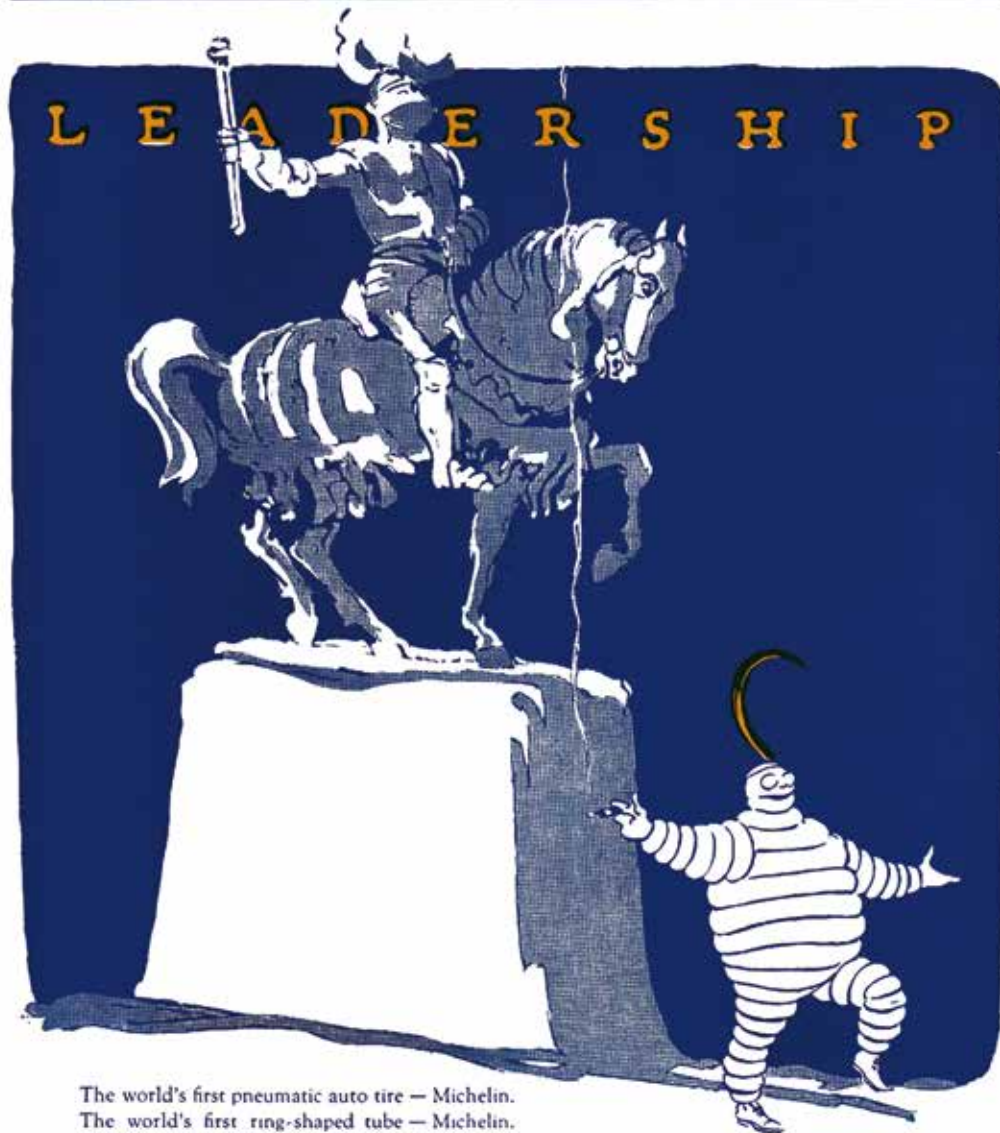
Specialization—

Leadership—

Culminating in Michelin Cords

MICHELIN CORDS

LIFE: Published Weekly by Life Pub. Co., at 385 Madison Ave., New York, N. Y. Annual Subscription, \$5.00. Vol. 27, No. 1325, October 4, 1923. Entered as Second Class Matter June 8, 1912, at the Post Office at N. Y., under the act of March 3, 1879. Printed in N. Y., U. S. A. Entered as Second Class Matter at the Post Office Dept., Canada. Copyright, 1923, LIFE, in the U. S., England and British Possessions.



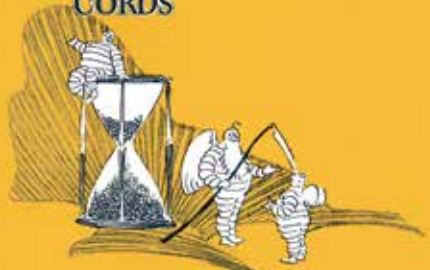
The world's first pneumatic auto tire — Michelin.
 The world's first ring-shaped tube — Michelin.
 The world's first successful non-skid — Michelin.
 The world's first demountable rim — Michelin.
 The world's first steel disc wheel — Michelin.
 Another great achievement—

the 1923
MICHELIN
CORD

TWO-TONED BIBENDUM. This series of five advertisements, published in *Life* magazine, represent the essence of Arthur Edrop's style, employing powerful masses of spot colors—the corporate orange yellow and dark blue (or black)—, flowing and direct drawing and a constructive use of the paper's white background, all inherited from his mastery of sketching and watercolor. This series also connects with the more carefree and humorous tone that Edrop applied in one of his first campaigns, the series of colored Michelin advertisements published, between April and September 1917, in the same magazine—*Life*.

447–451. Advertisements published full-page and in color, during 1923, inside the cover of *Life* magazine, on the following dates: October 4 (shown above, larger image), February 22, August 16, 20 September, and November 29 (opposite page).

MICHELIN CORDS



Time
The part that it has played in the production of the world's best tires


STRANGELY most are surprised when a tire man claims that he needs no experimental change in his product before he can know the results can endure under all climatic conditions, in all seasons, on all kinds of roads and in the service of all kinds of people.

Shows the importance of the fact that Michelin is the world's oldest maker of pneumatic automobile tires. There is something both new and old in Michelin. The fact comes to both you and your motor - namely, the lessons learned through the extra years of Michelin's experience.

That is one reason why Michelin Tires have always been preferred in the world's market of tire quality.

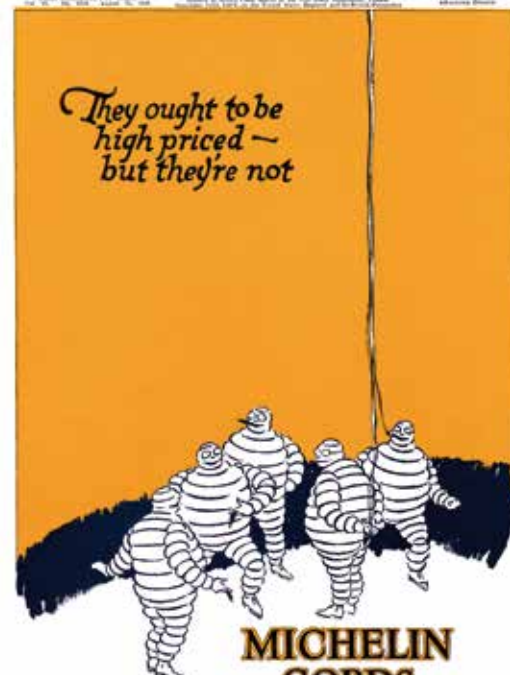
If you have been kept from buying Michelin Cords by the thought that they must be high-priced because of high quality, let us tell you Michelin Cords for convenience, beauty, and safety.

MICHELIN TIRE COMPANY, MILWAUKEE, W. I.
Distributors in U.S.A.



The world's oldest pneumatic tire manufacturer since 1859.

They ought to be high priced - but they're not



MICHELIN CORDS

A Suggestion
-for cutting your tube bills!



Last year over 8,000,000 more motor tubes were used than this. In other words, the average motor tube did not last as long as even one tire.

So next year will tell you that Michelin Tubes cut your tube bills.

Their unique ring shape, combined with the unequalled life of their famous red rubber, gives them remarkable durability. Yet they cost no more. Try a Michelin and prove for yourself that you can cut your tube bills greatly.

MICHELIN TIRE COMPANY, MILWAUKEE, W. I.

MICHELIN
"Ring-Shaped Tubes"

TIME and EXPERIENCE



How you ever stopped to think how important a part your play is in improving your tire mileage? It takes, usually, years to get a new tire that under all climatic conditions, in all seasons, on all kinds of roads and in the service of all kinds of drivers. Hence the importance of the fact that Michelin is the oldest automobile tire maker. Something is built into every Michelin that cannot be built into any other make, namely the lessons learned through extra years of experience. That is one reason why it pays to use Michelin Cords and Inner Tubes.

MICHELIN TIRE COMPANY, MILWAUKEE, W. I.

MICHELIN

Michelin Ring-Shaped Tubes fit
Ordinary Straight Tubes do not fit.

The ring-shape of Michelin Tubes — combined with the durability of their famous red rubber — means economy for you.

MICHELIN
Ring-Shaped Tubes

MICHELIN
 ring-shaped tubes

Millions of Dollars Can Be Saved Each Year In This Way

TO USERS OF DISC WHEELS: Michelin Ring-Shaped Tubes are now in use with regularity, making repairs easy from the inside of the wheel.

MICHELIN TIRE CO., MILWAUKEE, N. J.

MICHELIN
Ring-Shaped Tubes

Millions can be saved in this way

MICHELIN TIRE COMPANY, MILWAUKEE, N. J.

MICHELIN
Ring-Shaped Tubes

Are your inner tubes good for more than one tire?

MICHELIN TIRE COMPANY, MILWAUKEE, N. J.

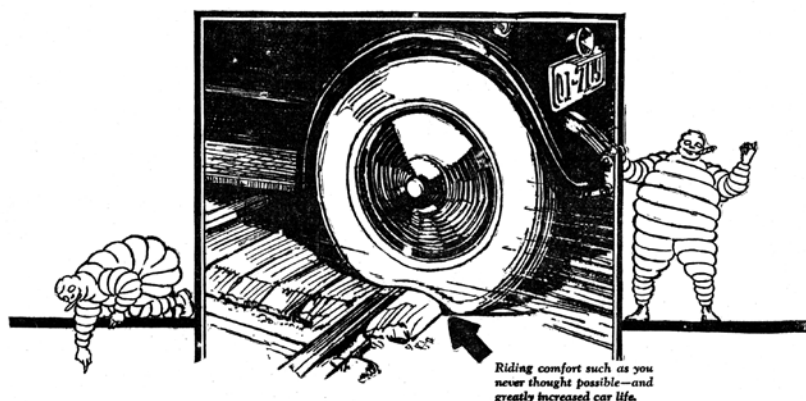
MICHELIN
 ring-shaped tubes

The Characteristic Difference that makes Michelin Ring-Shaped Tubes so economical

MICHELIN TIRE COMPANY, MILWAUKEE, N. J.

"MICHELIN RING-SHAPED TUBES." Michelin's Red Inner Tubes, one of the flagship products of the company's catalog, were evolving along with tires and tire rims, and its name was changed to Ring-Shaped Tubes. There were two justifications on which their suitability was based: on the one hand, the quality of the material and their components; on the other, their circular shape allowed for their adaptation to the interior of the tire cover without creases or pinching. The design of the advertisements combined lettered titles, texts, illustrations and graphics, as well as a small role reserved for Bibendum. Color, once again, acted as a unique and identifying element for Michelin and their inner tubes.

452-456. Full-page advertisements published, during 1923, in generalist magazines on the following dates: *Life*, November 1 (the larger image), and October 26; *The Saturday Evening Post*, October 6 and April 21; and *The Literary Digest*, April 28.



Riding comfort such as you
never thought possible—and
greatly increased car life.

Come and enjoy the new experience of riding on *Balloon Type* **MICHELIN** Comfort Cords

These tires are twice as big as ordinary cords but inflated to less than half the pressure—that is the secret of their comfort. They fit present rims, last longer than ordinary tires and cost hardly any more.

Your first ride on these remarkable new tires will change your conception of motoring. Holes and obstructions simply disappear. Rough roads become boulevards.

Tests covering hundreds of thousands of miles indicate that the life of the car will be increased as much as 50%. Yet these tires cost hardly any more than ordinary cords.

Words about these new tires necessarily seem extravagant. You

must ride on them to appreciate their revolutionary qualities.

Accordingly we are this week giving public demonstrations of the tire. From 9 A.M. to 6.30 P.M. daily, demonstrating cars will be at

Riverside Drive (lower level) foot of 79th Street, New York;
773 Atlantic Avenue, Brooklyn;
517 Frelinghuysen Avenue (Corner of Meeker Avenue), Newark.

If you will get from your tire dealer one of the Demonstration Cards with which we have provided him, we shall gladly take you for a ride at any of these points.

Soon everyone will be talking about these new tires. Will you be among the first actually to ride on them?



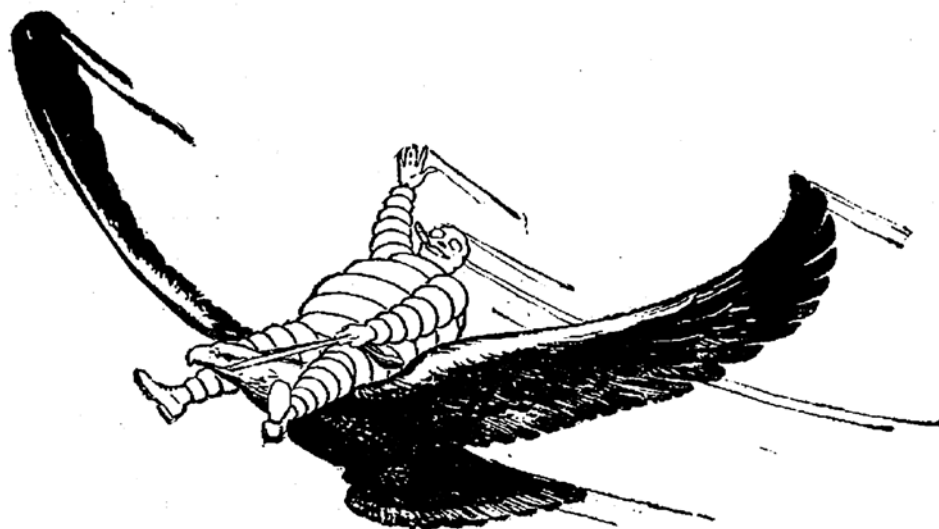
On the Same Car and Rim

MICHELIN TIRE COMPANY

245 West 55th Street, New York 330 Plane Street, Newark
Factory—Milltown, N.J.

QUALITY ASSURANCE. During the first weeks of December 1923, Michelin coordinated various public demonstrations of the new tire with different distributors of their products, advertising the event through the daily press; the advertisement shown above depicts one of them. As explained in the text, those interested in learning about the benefits of the new technology were invited to ride in a car equipped with the Michelin Comfort Cord so that, in a short drive, they could test and evaluate them. The lower left vignette shows the innovative exterior appearance of the Michelin Comfort Cord rubber tread, with a central rib and 'C' shaped studs.

457. Large advertising module, published in *The New York Herald*, December 4, 1923.



The smoothness of air-flight has now been brought to earth

*They
fit
present
rims*



ver rough spots and holes, over cobbles and railroad tracks, with all the smoothness heretofore associated only with air-flight—that is the remarkable sensation you experience when you ride on Michelin Comfort Cords—the new balloon tires that fit present rims.

At the same time you profit by a new degree of economy—for tests show that these remarkable tires

eliminate jars and shocks so completely that the life of the car is increased as much as 50%.

Michelin Comfort Cords are twice as big as ordinary oversize cords but are inflated to less than half the pressure—that is the secret of their wonderful riding qualities.

They last longer than ordinary cords but cost hardly any more.

No change in rims or wheels is required.

See us about these remarkable tires now.

Balloon Type
MICHELIN
Comfort Cords

Distributors

Fayette Motor & Accessories Co.

44-46-48 Morgantown St., and at All Michelin Dealers.

AIR LAUNCH. The above image portrays an advertising module for Michelin's Comfort Cord tire launch campaign, published in the local press by the Fayette Motor & Accessories Co. The graphic design of the advertisements for this campaign followed a clear and homogeneous guideline, maintained for publications designed to be reproduced in magazines—full or double page and in color—as well as in daily press—as black and white modular formats. The structure of the advertisements featured an illustration starring Bibendum; the main slogan—different in each case and generally lettered—; Michelin's name with the designation of the technological model in progress "Michelin Comfort Cord Balloon Type"—also lettered and composed as a logotype—and, finally, a main block of text containing the key points—in typography and with an ornamented capital letter or initial. The decorated capital letters, employing the use of lettering or ribbed or rustic lines were graphic elements typical

94
THE SATURDAY EVENING POST
March 22, 1924



Like floating on a cloud

—ride on Michelin Balloon Comfort-Cords

Luxurious riding comfort such as you never thought possible, combined with the most important advance of many years in motoring economy—that is what Michelin Balloon Comfort-Cords offer you.

Riding on air now becomes more than a phrase. It is a reality. Cushioned on tires twice as big as oversize cords, but inflated to only half the pressure, you float over holes and rough spots as though every road were a boulevard.

At the same time the elimination of jars and jolts lengthens the life of your car tremendously. Experts estimate the increase at 50%. That represents probably the greatest single reduction in motoring costs ever achieved.

The time to change to Michelin Comfort-Cords is now. They go right on your present rims. You can sell your present tires; or else mount the Michelin Comfort-Cords on rear wheels only and use up your old tires on front.

Michelin Comfort-Cords last longer than ordinary tires; but they cost hardly any more. See your Michelin dealer about them now.

*They fit
present rims*

MICHELIN

Balloon Comfort Cords

Michelin Tire Company, Milltown, N. J.



of Arthur Norman Edrop—born in Birmingham and emigrated, at the age of twelve, to the United States. This explains his style's artisanal aspect, which seems to refer to an influence of the American *Craftsman Style* originated from the British *Arts & Crafts* and the assertion for artisanal work in a technical era. In the two advertisements shown here, the use of aerial visual metaphors—a content Bibendum flying on a big bird or floating on a fluffy cloud—represent and reflect the extra cushioning provided by the new low-pressure Comfort Cord tires. Their lower pressure and larger size resulted in a level of comfort that was transmitted to both the driver and passengers.

458. Large advertising module, published in *The Morning Herald* (Fayette, Pennsylvania), March 21, 1924.

459. Full-page advertisement published in two colors in the generalist magazine *The Saturday Evening Post*, March 22, 1924.

LIFE: Published Weekly by Life Pub. Co., at 335 Madison Ave., New York, N. Y. Subscription, \$3.00. Vol. 12, No. 2152, February 21, 1924. Entered as Second Class Matter June 8, 1915, at the Post Office at New York, N. Y., under the act of March 31, 1879. Printed in U. S. A. Entered as Second Class Matter at the Post Office Dept., Canada. Copyright, 1924, LIFE, in the U. S., England and British Possessions.



A new
experience
awaits you
—ride on
Balloon Type
MICHELIN
Comfort Cords

THESE tires are twice as big as ordinary cords but inflated to less than half the pressure—that is the secret of their comfort. They fit present rims, last longer than ordinary tires and cost hardly any more.

Your first ride on these remarkable tires will entirely change your present conceptions of motoring. Holes and obstructions simply disappear. Rough roads become boulevards. For the first time you will realize what riding on air can mean in comfort and luxury.

And in car-protection, too. Most of the jars and shocks that injure cars are eliminated. Tests indicate that the life of car will thus be increased as much as 50%—the greatest advance of years in motoring economy.

No change of rims or wheels is required.

You cannot afford *not* to change to Michelin Comfort Cords. Ask your tire dealer about them.

MICHELIN TIRE COMPANY
Milltown, New Jersey

HOT AIR BALLOONS. Among the visual metaphors used to represent the technology of large tires inflated at low pressures, Michelin profusely employed the one that directly portrayed the generic name that the model was given: balloon. Thus, we can see a group of four Bibendums—one for each tire—pulling, from the clouds or from a hot air balloon, strings attached to the respective wheels of a car, to relieve the weight that each tire bore. In the advertisements of this series, published both in magazines and in the daily press, there is often a solitary or duo of Bibendums directing a balloon that rises in the air, an action that emphasizes the feeling of cushioning and weightlessness when driving the automobile.

THE SATURDAY EVENING POST

Balloon Tires

that fit present rims

MICHELIN
Comfort Cords

THE SATURDAY EVENING POST

Let Balloon Type **MICHELIN** Comfort Cords help you over the rough spots

They fit present rims

MICHELIN
Comfort Cords

THE SATURDAY EVENING POST

Balloon Tires

that fit present rims

MICHELIN
Comfort Cords

You can enjoy the epoch-making advantages of balloon tires right now without changing rims or wheels. Your Michelin Dealer can supply you immediately with Michelin Comfort Cords to fit your present rims without any change whatsoever, even in the size for 30" x 3½" clincher rims.

Michelin Comfort Cords are twice as big as overrim cords but are inflated to less than half the pressure. This combination of large size and low pressure gives a degree of riding comfort such as you never thought possible. Every road becomes a boulevard, and the car is so completely protected from jabs and jolts that experts estimate its life will be increased as much as 50%.

Michelin Comfort Cords last longer than ordinary cord tires and cost hardly any more. The sooner you change to them the more you will profit. See your Michelin Dealer now.

Michelin Tire Company, Milltown, N. J.

THE SATURDAY EVENING POST

Making Fords ride like Lincolns

MICHELIN
Balloon Comfort Cords

MICHELIN
Balloon Comfort Cords

Much bigger than other Balloon Tires

for present rims

MICHELIN
Comfort Cords

Balloon Tires for Ford clincher rims

MICHELIN
Comfort Cords

We now have in stock for immediate delivery clincher balloon tires that fit standard Ford rims without change—Michelin Comfort Cords.

These tires are almost twice as big in air space as regular size cords and require inflation to only 20 or 25 lbs. for the normal Ford load. They make Fords ride like Lincolns. They prolong the life of the car as much as 50% and thus pay for themselves many times over.

We also carry in stock Michelin Comfort Cords in larger sizes to replace tires up to 35 x 5 straight-side. Come in.

TEXAS GARAGE
Cor. 25th and Church Phone 123

460. (opposite page). Full-page advertisement published in two colors in the generalist magazine *Life*, February 21, 1924.

461-465. (above images). Full-page Michelin advertisements published, during 1924, in generalist magazines on the following dates: *The Saturday Evening Post*, March 1 and 8, and April 5 (the largest image); and *Life*, April 17 and May 8.

466. (above, bottom right). Advertising module of Michelin's authorized dealership Texas Garage, published in the local newspaper *The Galveston Daily News* (Galveston, Texas), July 17, 1924.

MICHELIN
offers the only
**Ford Balloon
Clincher**

Ford owners can now enjoy the wonderful advantages of balloon tires without any change in rims whatsoever.

Ford size Michelin Comfort Cords fit right on present Ford Clincher rims. All other balloon tires of this size require a change from clincher to straight-side equipment.

Ford-size Michelin Comfort Cords are almost twice as big in air volume as the regular-size Ford cords now in general use. They are inflated to only 20 lbs. on front wheels and 25 lbs. on rear.

They make an almost miraculous difference in the riding qualities of the car.

You "float" over obstacles with hardly a jar or jolt. Rattles and squeaks disappear. The strain of driving or of riding long distances is gone.

And, in addition, the life of your car is lengthened 50%. That means a saving of hundreds of dollars that pays for the tires many times over.

It is actually far cheaper to sell your present tires and equip your car with Michelin Comfort Cords than to use up your present tire equipment. Ford-size Michelin Comfort Cords cost no more than oversize cords for the same rims. Your Michelin dealer can make immediate delivery.

Michelin Comfort Cord Balloon Tires are made in a full line of sizes for rims from 30 x 3½ Clincher to 35 x 5 Straight-Side.

Michelin Tire Company 245 West 55th St., New York City
Telephone Circle 0441

In Newark, 418 Washington St., Phone Mitchell 1000. Factory, Milltown, N. J.

NEW YORK FROM THE AIR. Michelin's New York branch office inserted in 1924 a series of five advertisements in the prestigious *The New York Times* promoting the new Comfort Cord tires. The illustrated advertisements, in which Bibendum was the protagonist, appeared published every Monday during the month of March. One of the highlights in the advertising texts was the availability of standardized measures for the popular Ford-type cars. "Making Fords ride like Lincolns" was the slogan Michelin utilized during 1924 and 1925—we can see it applied in one of the advertisements shown on the opposite page and in another from the series on the previous page—in a specific campaign to capture the broad market of Ford automobile models. It was stated that the comfortable drive on Comfort Cord tires that these vehicles were equipped with was similar to that experienced driving a luxurious, powerful and robust high-end car, such as the Lincoln brand.

467-471. Large advertising modules published, during 1924, in *The New York Times*, on the following dates: March 10 (shown above); and March 3, 17, 24, 31, 1924 (opposite page).

Immediate Delivery



of Full-Fledged Balloon Tires -that fit present rims

You can now get full-fledged balloon tires for your car without waiting for delivery or making any change whatever in your rims or wheels.

These tires are Michelin Balloon Comfort Cords. They are much bigger than other balloon tires for present rims. For instance, in the size for 32 x 4 1/2 rims the Michelin Comfort Cord is 117% larger in air space than ordinary over-size cords, while other balloon tires recommended for these rims are only 49% larger than ordinary cords.

Moreover, in the Ford size, Michelin Comfort Cords are the only balloon tires that do not require the expense of changing from clincher to straight-side rims.

And in all sizes Michelin Balloon Comfort Cords require considerably less air-pressure than recommended for balloon tires of other makes.

The big size of Michelin Balloon Comfort Cords, combined with their low pressure (only 20 to 35 pounds) gives an almost unbelievable degree of riding comfort. The car seems fairly to float over the obstacles of the road. Jars and jolts disappear. You see a rough spot coming toward you and you wait for the bump. But the bump fails to appear. Soon you learn to relax. And then! Mending takes on new joys for you.

And your car lasts as much as 50% longer. What a saving that means! Enough to pay for the tires many times over.

Phone us for the name of the nearest dealer who can demonstrate Michelin Comfort Cords for you.

Michelin Tire Company
245 West 55th St., N. Y.
Telephone Circle 0441

MICHELIN Balloon Comfort Cords

Fit present rims, replacing tires 30 x 3 1/2 Clincher to 35 x 5 Straight-Side

How you can change to Balloon Tires at less than no cost



You can now get immediate delivery of full-fledged balloon tires for present rims—Michelin Comfort Cords. These tires are so big (averaging 100% larger in air space than ordinary cords) and carry so little air-pressure (only 20 to 35 lbs.) that they absorb most of the shocks that would otherwise be transmitted to the car. Thus they lengthen the life of the car as much as 50%.

That means a saving of hundreds of dollars—enough to pay for the tires many times over; so that you get for actually less than nothing all the other advantages of these tires, including luxurious comfort, greater average speed, protection against skidding and the elimination of such of the strain of driving.

Michelin Comfort Cords are far bigger than other balloon tires for present

rims. For instance, in the size for 32 x 4 1/2 rims the Michelin Comfort Cord is 117% larger in air space than ordinary over-size cords, while other balloon tires recommended for these rims are only 49% larger than ordinary cords.

In the Ford size Michelin Comfort Cords are the only balloon tires that do not require the expense of changing from clincher to straight-side rims.

And in all sizes Michelin Balloon Comfort Cords require considerably less air-pressure than recommended for balloon tires of other makes.

These advantages of Michelin Comfort Cords are traceable to the fact that Michelin was the originator of the balloon tire for present rims and has had more experience with this type of tire than has any other maker.

Will you phone us for the name of the nearest Michelin Dealer?

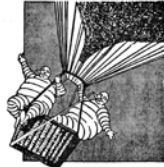
Michelin Tire Company 245 West 55th St., New York City
In Newark, 418 Washington St., Phone Michell 1000 Factory, Milltown, N. J. Telephone Circle 0441

MICHELIN Balloon Comfort Cords

Fit present rims
replacing tires
30 x 3 1/2 to 35 x 5
Clincher Straight-Side



Important Facts about Balloon Tires



Why Michelin Comfort Cords will do more for you than other Balloon Tires

1. Michelin are bigger than other balloon tires for present rims. In the size for 32 x 4 1/2 rims, for instance, Michelin Comfort Cords are 117% larger in air space than over-size cords, while other balloon tires recommended for these rims are only 49% larger than over-size cords.

2. Michelin are the only balloon tires you can get to fit Ford Clincher rims all others requiring you to change from

Michelin Comfort Cord Balloon Tires not only give a new degree of riding comfort but lengthen the life of the car as much as 50%—thus saving you hundreds of dollars and paying for themselves many times over. It is actually cheaper to sell your present tires and change to Michelin Comfort Cords than to use up your present tires. Phone us for the name of the nearest Michelin Dealer.

Michelin Tire Company 245 West 55th St., New York City
Telephone Circle 0441
In Newark, 418 Washington St. Phone Michell 1000 Factory, Milltown, N. J.

MICHELIN Balloon Comfort Cords

Fit present rims, replacing tires 30 x 3 1/2 Clincher to 35 x 5 Straight-Side



Making Fords ride like Lincolns

Riding comfort is simply a matter of properly cushioning the car on air. And now a perfected air cushion for the Ford is at hand, a clincher balloon tire that

—fits right on present Ford rims without any change whatsoever,

—is almost 100% bigger in air volume than a regular size cord,

—requires only 20 to 25 lbs. of air pressure for the normal load,

—and costs no more than an over-size cord.

This tire is the Ford-size Michelin Comfort Cord Balloon—the only balloon tire that fits Ford rims without

requiring a change from clincher to straight-side equipment.

Once you have fitted your Ford with these wonderful tires, it will seem to have wings as it floats over the rough spots with hardly a jar or a false note.

And its life will be lengthened as much as 50%—a saving that in itself will pay for the tires many times over.

You cannot afford not to change to Michelin Comfort Cords.

They are also made in larger sizes to replace tires up to 35 x 5 straight-side.

Phone us for the name of the nearest dealer who can demonstrate these tires for you.

Michelin Tire Company
245 West 55th St., N. Y.
Telephone Circle 0441

MICHELIN Balloon Comfort Cords

Fit present rims replacing tires 30 x 3 1/2 Clincher to 35 x 5 Straight-Side



Come on - Balloon!

Over 800,000 Michelin
Balloon Comfort Cords are
now in use. They have
proved their superiority
over other types. Ask us.

MICHELIN *Balloon* Comfort Cords

S. A. MICHAEL & CO.
172 W. Patrick St., Fred'k, Md.

C. D. CORUN'S GARAGE,
Jefferson & Brunswick, Md.

LEWISTOWN GARAGE,
Lewistown, Md.

MODEL GARAGE,
Middletown, Md.

T. L. SIMPSON,
Libertytown, Md.
THURMONT MOTOR CO.,
Thurmont, Md.

RENNER MOTOR CO.,
New Midway, Md.



"OVER 1,000,000 MICHELIN BALLOON TIRES ARE NOW RUNNING!"

Throughout 1924 this advertising hook was developed based on the sales figures of the new Michelin tire, endorsement and proof of the acceptance that the new product received. Although not specified, the figures used in the advertisement included the aggregate world production of Michelin's subsidiaries. The first advertisements offered a lower figure—"800,000 Michelin Comfort Cords are in use"—which was soon modified. Continuing along these lines, other advertisements stated that, in addition, this technology extended the life of the tire by up to 50%. The design of these modules and their illustrations, Arthur Edrop's work, was realized exclusively for models to be published in daily newspaper advertisements and distributed among establishments affiliated with the Michelin commercial network for their insertion in local press.

472-481. Advertising modules published, during 1924, in the following newspapers:

(shown above) *The Daily News* (Frederick, Maryland), August 5; (opposite page) *The Daily News*, July 30, August 7 and 13; *The Bridgeport Telegram* (Bridgeport, Connecticut), August 21; *The Fitchburg Sentinel* (Fitchburg, Massachusetts), October 14; *Oakland Tribune* (Oakland, California), October 28; *The Daily Freeman* (Kingston, New York), August 11; *The Bridgeport Telegram*, September 22; and, during 1925: *Farmers' Advocate* (Charles Town, West Virginia), May 30.



1st

The first balloon tire for present times was the Michelin Balloon Comfort Cord. Introduced a year ago, it has caused a veritable revolution in the tire world. Everybody is turning to these tires. Over 800,000 Michelin Balloon Comfort Cords are now in use.

They have proved their superiority over other types, not only by riding comfort but for economy.

MICHELIN
Balloon
Comfort Cords

R. A. MICHAEL, 175 W. Patrick St., Prov'd, RI.
MODEL GARAGE, Middletown, RI.
C. D. CONNOR'S GARAGE, Jefferson & Brewster, RI.
T. L. KENDRICK, Lonsdale, RI.
THOMSON MOTOR CO., Thompson, RI.
LEWISTOWN GARAGE, Lewistown, RI.
BENNER MOTORS CO., New Milway, RI.



O

The Man of the Hour in the Tire World -

No other tire ever entered the tire world as did Michelin's introduction a year ago. Of better time than fit right on greater miles and ride without any change whatever.

They have proved not only that they give a new degree of economy, as well.

Michelin is today the undisputed leader among makers of balloon tires for present times. Let us hear you in Michelin Balloon Comfort Cord.

MICHELIN
Balloon
Comfort Cords

R. A. MICHAEL & CO., 175 W. Patrick St., Prov'd, RI.
MODEL GARAGE, Middletown, RI.
C. D. CONNOR'S GARAGE, Jefferson & Brewster, RI.
T. L. KENDRICK, Lonsdale, RI.
THOMSON MOTOR CO., Thompson, RI.
LEWISTOWN GARAGE, Lewistown, RI.
BENNER MOTORS CO., New Milway, RI.



Everybody's turning to Michelin Balloon Comfort Cords -

More than 800,000 of these remarkable tires are now in use. They have proved that they give greater mileage while they practically eliminate all wear, give and holding. Michelin will be first in introducing balloon tires for present times and is today the recognized leader in this field.

You can see your Michelin Balloon Comfort Cord on your present wheels and tires without any change whatever. If you are now wearing 1917's clunker tires.

R. A. MICHAEL & CO., 175 W. Patrick St., Prov'd, RI.
MODEL GARAGE, Middletown, RI.
C. D. CONNOR'S GARAGE, Jefferson & Brewster, RI.
T. L. KENDRICK, Lonsdale, RI.
THOMSON MOTOR CO., Thompson, RI.
LEWISTOWN GARAGE, Lewistown, RI.
BENNER MOTORS CO., New Milway, RI.



50%
longer
Oscar-life


1,000,000 Michelin Balloon Tires now running prove they save hundreds of dollars per car.

It is now an established fact that it pays to use Michelin Balloon Tires. There is no other car so completely free from destructive wear and tear as a car with as much as 50% longer. And the tires last longer, too.

It is easy to change to Michelin. Also Michelin's long-lasting and Michelin Ring-Shaped Tubes.

BRIDGEPORT - City Auto Co.
MILFORD - Webber's Garage

discovering the Fountain of Perpetual Youth



The Dawn of a new tire day -

Begin with a pair on your rear wheels—the change of size is made complete.

Over 1,000,000 Michelin Balloon Tires are running. Their owners would not go back to high-pressure tires for anything. They have proved a new tire era is here and Michelin is its leader. No other tire company has produced so many balloon tires as Michelin.

MICHELIN
Balloon Comfort Cords

W. E. Aubuchon Co.
Iver Johnson Sporting Goods Co.



Leaders of the new tire era

A new tire era is here—and Michelin is its leader! Over 1,000,000 Michelin Balloon Tires are now running. A million, think of it! They have made a glorious record, proving that they give unsurpassed mileage longer car-life wonderful comfort.

Take advantage of the same value these tires offer you. Begin with a pair on your rear wheels, and use up your old tires in time. No change of size is needed.

MICHELIN
Balloon
Comfort Cords

Also Michelin's Ring-Shaped Tubes and Michelin Ring-Shaped Tubes.



Over 1,000,000 Michelin Balloon Tires are now running!

a new Tire Era is here - the balloon era - and Michelin is its leader

1st They are more Michelin Tires are in use than of any other make. They have proved that:

2nd They last at least as long as ordinary tires.

3rd They save hundreds of dollars per car by protecting the car from jolt and jolts.

4th They average just as few punctures as regular cord tires.

5th They give a new joy in motoring which must be experienced to be appreciated.

Begin with a pair on your rear wheels and use up your old tires in time. The only spare you need is one of your old tires. No change of size or wheels necessary.

Marshall Roosas
Doc Smith's Garage



1,000,000

Over 1,000,000 Michelin Balloon Tires now running

prove that a new tire era is here - and Michelin is its leader

Now it has been proved that Michelin Balloon Tires not only give the wonderful comfort and car protection which are self-evident but also that they give unsurpassed service on the road.

A year ago Michelin introduced the first balloon tire for present times. Now over a million of these Michelin Balloons are running. Their owners would not go back to high-pressure tires for anything. Clearly a new tire era is here!

For motoring joy and economy, be sure your next tire is a Michelin Balloon.

Important -

You can change to Michelin Balloons 2 at a time and use up your old tires in time.

You do not need to buy new tires all around, nor to carry two kinds of spares, nor to change your tires or wheels.

MICHELIN
Balloon
Comfort Cords

Also Michelin's Ring-Shaped Tubes and Michelin Ring-Shaped Tubes.

CITY AUTO COMPANY
580-582 Fairfield Ave. Bureau 213
Bridgeport



Come on you Ford Owners

Balloon!

The 3 1/2 x 4-40 Michelin Comfort Balloon fits right on Ford clincher rims without any change whatsoever. You can fit these tires two at a time and use up your old ones. Everybody's doing it.

GOODE BROS. GARAGE
CHARLES TOWN, W. VA.

MICHELIN
Comfort Balloon



MICHELIN

Demonstrating The World's First Pneumatic Automobile Tire

Makers of the World's First Pneumatic Automobile Tire

Also the first ring-shaped tube—the first demountable rim—the first steel disc wheel—the first balloon tire for present rims

The world's first pneumatic automobile tire was made by Michelin seventy-nine years ago. At that time, Leroy, in fact, the famous automobile pioneers, said that an air-filled tire of cloth and rubber for use on an automobile was a mechanic's fantasy. None of these great men would give Michelin's revolutionary idea a trial, so he built the crude car illustrated above, and on its rim-impulsively demonstrated the utility of his great invention. This was in the famous Paris-Bordeaux race of 1895. The results of this far-reaching experiment proved the future of the automobile and laid the foundation for the world's tire industry.

MICHELIN TIRE COMPANY, MILLTOWN, NEW JERSEY

(Page 121)



MICHELIN

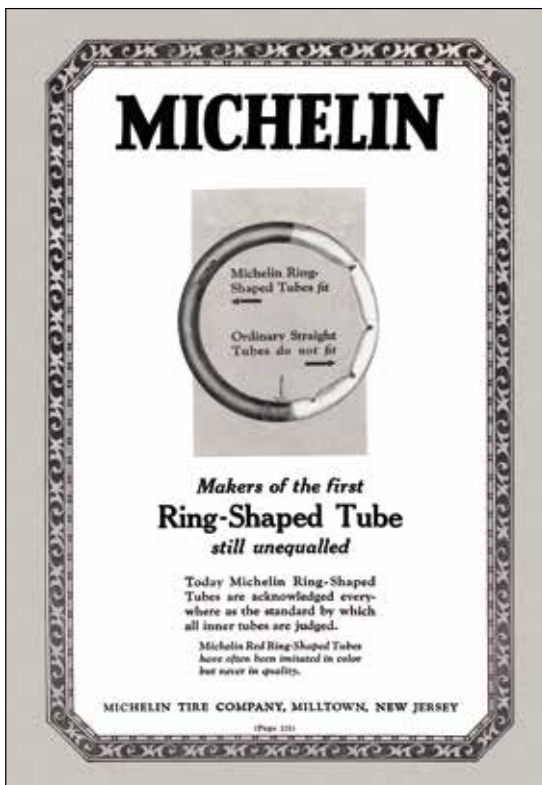
Makers of the First Balloon Tire for present rims

Over 1,000,000 Michelin Balloon Tires were sold during the first year of production alone—far more than of any other make.

Michelin Balloon Tires not only fit present rims, but also the new type small-diameter wheels

MICHELIN TIRE COMPANY, MILLTOWN, NEW JERSEY

(Page 122)



MICHELIN

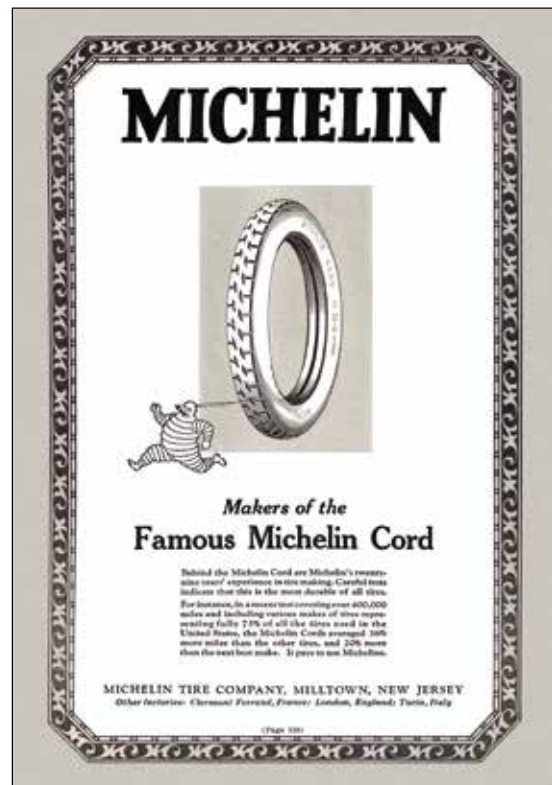
Makers of the first Ring-Shaped Tube still unequalled

Today Michelin Ring-Shaped Tubes are acknowledged everywhere as the standard by which all inner tubes are judged.

Michelin Red Ring-Shaped Tubes have often been imitated in color but never in quality.

MICHELIN TIRE COMPANY, MILLTOWN, NEW JERSEY

(Page 123)



MICHELIN

Makers of the Famous Michelin Cord

Behind the Michelin Cord are Michelin's seventy-nine years' experience in tire making. Careful tests indicate that this is the most durable of all tires. For instance, in a recent test covering over 400,000 miles and including various makes of tires representing fully 75% of all the tires used in the United States, the Michelin Cord averaged 100 more miles than the other tires, and 20% more than the next best make. It pays to use Michelin.

MICHELIN TIRE COMPANY, MILLTOWN, NEW JERSEY

Other factories: Clermont Ferrand, France; London, England; Turin, Italy

(Page 124)

FRAMED IN SILVER. The specialized magazine *The Automobile Trade Journal* published, on December 1, 1924, the "Silver Anniversary Issue, 1899-1924" a special issue commemorating their twenty-five years of existence. The central pages included an insert of numerous pages, printed in silver and black, containing publicity financed by the magazine's main historical advertisers. Among them was Michelin—faithful advertiser from 1907 to 1909—who placed two double-page inserts utilizing advertisements designed by Edrop and featuring the mascot Bibendum.

482. Inserts consisting of two pages published in the interior of *The Automobile Trade Journal*, December 1, 1924.

THE SATURDAY EVENING POST October 31, 1925



There's a big swing on toward MICHELIN

Last year Michelin sales grew three times as fast as those of the tire industry as a whole. Now over 25,000 tire builders are kept busy in Michelin factories trying to supply the great world-wide demand for Michelin Tires and Tubes.

THE SATURDAY EVENING POST



Something more than words is selling Michelin Tires and Tubes. Michelin Comfort Cordless have proved in comprehensive tests that they give 10% more miles than the average tire. Michelin Comfort Balloons go even farther than that—averaging twenty per cent more miles than Michelin Comfort Cordless. And Michelin Ring-Shaped Tubes are acknowledged almost everywhere to have, for instance, in New York over 15% of all the tubes used are Michelin Tubes. If you are not yet using Michelines, you owe it to yourself to give them a trial.

Michelin Tire Company, Milltown, N. J.



News

about the performance of the first 3,000,000 Michelin Comfort Balloons

When it has been definitely proved that the man who is not using balloons is wasting money, comfort and convenience. During the past year and a half over 3,000,000 Michelin Comfort Balloons have gone into service throughout the world. There have proved they last longer, add thousands of miles to the life of the car, save the car owner, and give a wonderful degree of riding comfort.

Michelin Tire Co., Milltown, N. J.

MICHELIN

Michelin also makes Comfort Cordless and the famous Michelin Ring-Shaped Tube.



You can change to Michelin Comfort Balloons without any extra expense

One tire at a time —

Next time you need a tire buy just one Michelin Comfort Balloon. It will cost you no more than you have been paying for high-pressure tires—and it will fit your present rim without any change whatsoever.

Mount this first of your balloon tires as a spare. Then when another of your old tires is worn out, buy a second Michelin Comfort Balloon and mount the two balloons on your rear wheels. Repeat the process on front wheels.

If, in the meantime, you must run with a Michelin Comfort Balloon and a high-pressure tire opposite one another, you can do so temporarily without any harm or inconvenience.

90.4% of all the cars in New York Automobile show now have balloon tires. The balloon rim is here. They, too, should be using balloon tires.

Michelin Balloons fit practically all rims, the new small size as well as the old. Michelines also mount high-pressure tires and the famous Michelin Ring-Shaped Tube.

Michelin Tire Company, Milltown, New Jersey

MICHELIN

ON LAND, IN THE AIR ... AND IN SPACE. Along with the predominant aerial metaphors, such as the examples shown above depicting Bibendum on a swing, or that of planet Earth over which a balloon manned by two Bibendums flies, some advertisements proposed more earthly and practical messages such as the need to have a Michelin tire replacement.

483. Double-page advertisement published in the generalist magazine *The Saturday Evening Post*, October 31, 1925.

484. Full-page advertisement published in the generalist magazine *The Literary Digest*, May 30, 1925.


485. Full-page advertisement published in the generalist magazine *Collier's*, May 30, 1925.

THE SATURDAY EVENING POST April 25, 1925

Out of about 9,000,000 Balloons running 3,000,000 are MICHELINS

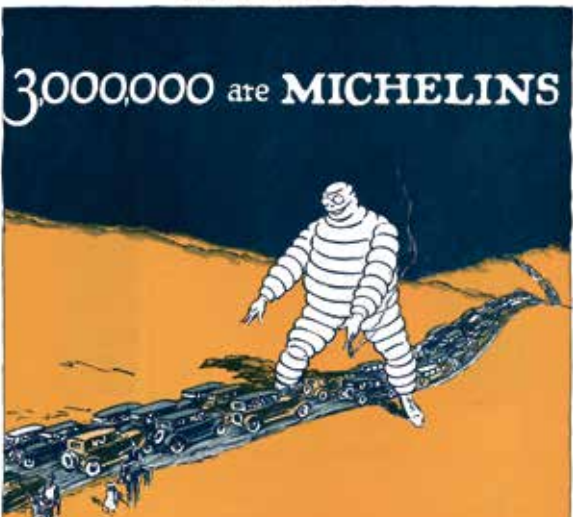
Reliable estimates indicate that about 9,000,000 balloon tires are now running throughout the world. Of these 3,000,000 are Michelins.

The first public display of balloon tires was by Michelin at the Paris Automobile Salon, 1923. At the 1925 New York and Chicago Auto Shows, 90.4% of all the cars were balloon-equipped. The balloon era is here and Michelin is its leader. Michelin Comfort Balloons have proved their superior comfort and durability. They cost practically the same as high-pressure tires. You can change to them one tire at a time.



THE SATURDAY EVENING POST

3,000,000 are MICHELINS



How to Change to Michelin Comfort Balloons one tire at a time

Next time you need a tire, buy a Michelin Comfort Balloon and mount it as a spare. Then when you put this spare into use, buy a second Michelin Comfort Balloon and put the two balloons on your rear wheels. Repeat the process on front wheels. If, in the meantime, it becomes necessary for you to run with a Michelin Comfort Balloon and a high pressure tire opposite one another, you can do so temporarily without harm or inconvenience.

Michelin Comfort Balloons are the proper size and the most comfortable wheels. Also high-pressure tires and the famous Michelin Ray Model Tires.

MICHELIN TIRE COMPANY
Bulldozers, New Jersey

Out of about 9,000,000 Balloons running 3,000,000 are MICHELINS



90.4% of all the cars at the recent New York and Chicago Automobile Shows were equipped with balloon tires. The balloon era is here, and Michelin is its leader.

You too should be using Michelin Comfort Balloons. They have proved their superiority. They cost practically the same as high-pressure tires and you can change as often as you want to your high-pressure tires wear out. Ask your dealer how to do this.

Michelin Comfort Balloons are the proper size and the most comfortable wheels. Also high-pressure tires and the famous Michelin Ray Model Tires.

MICHELIN TIRE COMPANY
Bulldozers, New Jersey

Out of about 6,000,000 Balloons of all makes now running more than 2,000,000 are MICHELINS



90.4% of all the cars at the recent New York and Chicago Automobile Shows were equipped with balloon tires. You should be using some make of balloon tires. And remember the best make is one that is leading modern civilization. You can change over to Michelin Reinforcement Comfort Balloons now at a time as you wish. High-pressure tires wear out. Michelin Reinforcement Comfort Balloons cost practically the same as high-pressure tires. Of course Michelin also makes balloons for the new automobile wheels.

Michelin Reinforcement Comfort Balloons are the proper size and the most comfortable wheels. Also high-pressure tires and the famous Michelin Ray Model Tires.

MICHELIN TIRE COMPANY
Bulldozers, New Jersey

The balloons are in here and Michelin is its leader.


“OUT OF ABOUT 9,000,000 BALLOONS RUNNING, 3,000,000 ARE MICHELINS.” This campaign, an update of the one begun in August 1924, continues emphasizing the comparison between the global sales figures for low-pressure tires and those exclusively referring to the Michelin brand, which make up a third of the total. Bibendum is portrayed as a giant, thus embodying Michelin's commercial power. Arthur Edrop's signature appears in the illustration of the double-page advertisement.

486. Double-page advertisement published in the generalist magazine *The Saturday Evening Post*, April 25, 1925.

487. Full-page advertisement published in the generalist magazine *Life*, April 9, 1925.

488. Advertising module published in *The San Antonio Express* newspaper (San Antonio, Texas), February 15, 1925.

THE SATURDAY EVENING POST May 24, 1925



Michelin is the oldest of the world's automobile tire makers. Always a leader, Michelin is now forging ahead faster than ever. Last year Michelin's sales grew three times as fast as those of the tire industry as a whole. Today, 25,000 men are kept busy in Michelin factories to supply the great demand for Michelin Tires and Tubes.

THE SATURDAY EVENING POST

The Leading Balloon Tire is MICHELIN

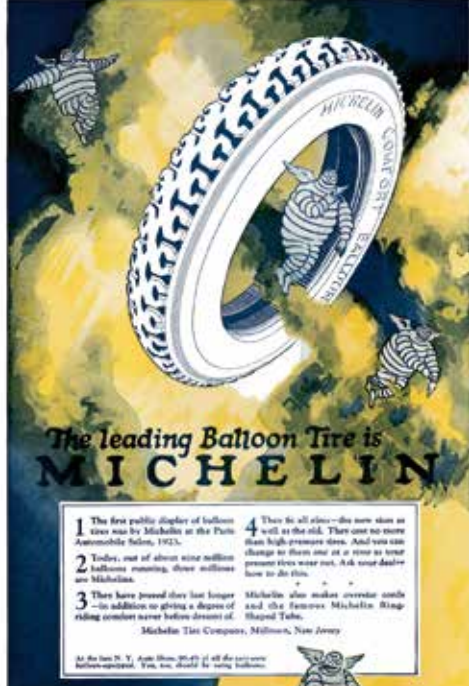
- 1 The first public display of balloon tires was by Michelin at the Paris Automobile Salon, 1923.
- 2 Today, out of about 9,000,000 balloons running throughout the world, 3,000,000 are Michelines.
- 3 They have proved they last longer—in addition to giving a degree of riding comfort never before dreamt of.
- 4 They fit all rims—the new sizes as well as the old. They cost no more than high-pressure tires. And you can change to them one at a time as your present tires wear out. Ask your dealer how to do this.

Michelin also makes covering cords and the famous Michelin Ring-Shaped Tube.

Michelin Tire Company, Milltown, New Jersey

90.4% of all the cars at the last New York Automobile Show were balloon-equipped. You, too, should use balloon tires.

1924-1925 FIFTH PERIOD



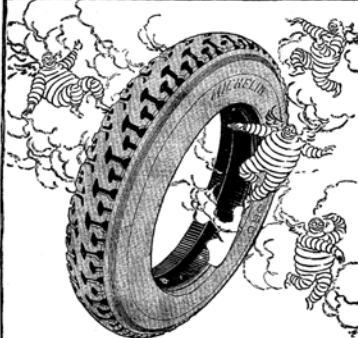
The leading Balloon Tire is MICHELIN

- 1 The first public display of balloon tires was by Michelin at the Paris Automobile Salon, 1923.
- 2 Today, out of about nine million balloons running, three million are Michelines.
- 3 They have proved they last longer—in addition to giving a degree of riding comfort never before dreamt of.
- 4 They fit all rims—the new sizes as well as the old. They cost no more than high-pressure tires. And you can change to them one at a time as your present tires wear out. Ask your dealer how to do this.

Michelin also makes covering cords and the famous Michelin Ring-Shaped Tube.

Michelin Tire Company, Milltown, New Jersey

At the last N. Y. Auto Show, 90.4% of all the cars were balloon-equipped. You, too, should be using balloons.



The leading Balloon Tire is MICHELIN

- 1 The first public display of balloon tires was by Michelin at the Paris Automobile Salon in 1923.
- 2 Since then balloon tires have grown rapidly in popularity, until at the 1925 New York Automobile Show 90.4% of all the cars were balloon-equipped.
- 3 Today it is estimated that 6,000,000 balloon tires of all makes are running of these more than 2,000,000 are Michelines.
- 4 Michelin Replacement Comfort Balloons cost practically the same as high-pressure tires—and you can change to them one at a time as your high-pressure tires wear out. Ask your dealer how to do this.
- 5 Michelin Small-Diameter Comfort Balloons are the most durable and comfortable tires for the new type small-diameter wheels.

The Balloon era is here and Michelin is its leader

Michelin Tire Company, Milltown, New Jersey
San Antonio—213 E. Power Street. (C)1925 M.T.C.

DIVINE MESSENGERS. In several 1925 advertisements in magazines and in the daily press, the Michelin Comfort Cords tires appeared suspended in the sky, accompanied by a group of winged cherub-like Bibendums. It was one of the visual metaphors employed by Arthur Edrop to convey the idea that, with these tires that offered greater air capacity, a smooth and cushioned ride could be enjoyed, "as if floating among the clouds."

489. Double-page advertisement placed in the generalist magazine *The Saturday Evening Post*, May 30, 1925.

490. Full-page advertisement published in the generalist magazine *The Literary Digest*, April 25, 1925.

491. Advertising module published in *The San Antonio Express* newspaper (San Antonio, Texas), March 1, 1925.

90.4%

of all the cars at the
1925 N. Y. Auto Show
were **Balloon Equipped**

The Leading Balloon Tire is
MICHELIN

- 1 The first public display of balloon tires was by Michelin at the Paris Automobile Salon, 1923.
- 2 Today, out of about 9,000,000 balloons running throughout the world, 3,000,000 are Michelins.
- 3 They have proved they last longer—in addition to giving a degree of riding comfort never before dreamt of.
- 4 They fit all rims—the new sizes as well as the old. They cost no more than high-pressure tires. And you can change to them one at a time as your present tires wear out. Ask your dealer how to do this.

Michelin is the oldest of the world's tire makers. Always a leader, Michelin is now forging ahead faster than ever. Last year Michelin's sales grew three times as fast as those of the rest of the tire industry. Today, 25,000 men are kept busy in Michelin factories to supply the great demand for Michelin Tires and Tubes.

Michelin also makes oversize cords and the famous Michelin Ring-Shaped Tube
Michelin Tire Company, Milltown, New Jersey

“90.4% OF ALL CARS AT THE 1925 NEW YORK AUTO SHOW WERE BALLOON EQUIPPED.”

The above image portrays one of Michelin's advertisements from their 1925 campaign promoting balloon tire technology, which they had placed their stakes on. According to reports—and in order to demonstrate the implementation of the new technology among tire sector industries—, 90.4% of the cars exhibited at the National Automobile Show, held in New York on January 2-10, were equipped with balloon tires of different brands. The opposite page presents examples of this campaign and others with distinct hooks and slogans, employing Arthur Edrop's design and illustrations in the form of an advertising module for daily newspapers, and paid directly by Michelin's Texas branch office.

492. Full-page advertisement published in the generalist magazine *The Literary Digest*, April 11, 1925.

493-496. (opposite page) Modules in the *San Antonio Express* newspaper, February 8 and 22, March 7 and 22, 1925.

36% more mileage -

If you, Mr. Motorist, are interested in greater tire mileage, this report is for you. It has to do with one of the most important tire tests ever made.

The tested tires represented at least 75% of all the tires used in the United States. They were mounted on the rear wheels of a number of taxicabs—a Michelin on one side and another make on the other side. Half of the Michelins were mounted on the left and half on the right side of the car. They were taken from stock at random, and the other tires were purchased from the regular stock of reputable dealers. Over 410,000 miles were covered.

Here are the results:
The Michelin Tires averaged 36% more mileage than the other makes

We have often said "The Michelin Cord is SOME Tire." The results of this test bear out that statement. But we do not ask you to accept them as conclusive. We simply ask you to look into the matter further. Mount a Michelin Cord opposite the make you think has been giving you the best service; we are confident the result will check up the accuracy of the larger test and show that you, too, can save money by using Michelins. See your Michelin dealer.

MICHELIN TIRE COMPANY, Milltown, New Jersey
 San Antonio: 725 S. Flores St. Cr. 647L

MICHELIN

About 6,000,000 balloon tires are now running, and 2,000,000 of them are Michelins. The balloon era is here, and Michelin is its leader.

90.4%

of all the cars at the 1925 N. Y. Auto Show were Balloon Equipped

The balloon-tire era is here and Michelin is its leader. About 6,000,000 balloon tires of all makes are now running. And over 2,000,000 of them are Michelins.

You, too, should be using Michelin Comfort Balloons. You can change to them *one at a time* as your high-pressure tires wear out. They cost about the same as high-pressure tires.

See your Michelin dealer now. Michelin also makes balloon tires for small-diameter wheels—the most durable tires of this type.

How to change to balloons one tire at a time
 Next time you need a tire, buy a Michelin Comfort Balloon and mount it as a spare. Then when you put this spare into use, buy a second Michelin Comfort Balloon and put the two balloons on your rear wheels, using one of your high-pressure tires for your spare. Repeat the process on front wheels. If, in the meantime, you are compelled to run with a Michelin Clincher Balloon and a high-pressure tire opposite one another, you can do so temporarily without any inconvenience or harm.

Michelin Tire Company, Milltown, New Jersey
 San Antonio: 725 S. Flores Street Cr. 647L

MICHELIN
Comfort Balloons

Start now to Make your Ford ride like a Lincoln

You can now get all the wonderful advantages of balloon tires without extra cost! The opportunity you have been waiting for is here!

Michelin Clincher Balloons for Ford cars now cost practically the same as ordinary regular-size cords, and actually less than oversize cords.

And you can change to them one at a time as your old tires wear out. This is how to do it:

When you need a new tire, just buy one Michelin Clincher Balloon and mount it as a spare. Then when you put that spare into use, buy another Michelin Clincher Balloon and mount the two balloons on your rear wheels, using one of your high-pressure tires for your spare. Repeat the process on front wheels. If, in the meantime, you are compelled to run with a Michelin Clincher Balloon and a high-pressure tire opposite one another, you can do so temporarily without any inconvenience or harm.

Michelin Clincher Balloons fit Ford clincher rims without any change whatsoever. Resolve now that with your next tire purchase you'll start enjoying the advantages of balloon tires.

MICHELIN
 MICHELIN TIRE COMPANY
 Milltown, New Jersey
 SAN ANTONIO
 725 S. Flores Street Credit 647L

Out of about 6,000,000 balloons of all makes now running, more than 2,000,000 are Michelins.

90.4%

of all the cars at the 1925 New York and Chicago Auto Shows were equipped with balloon tires.

How to change to Balloons one tire at a time

Motorists who are keeping abreast of the times are changing to balloon tires now. And they are doing it one tire at a time as their present tires wear out.

This is the way to do it:
 Next time you need a tire, buy a Michelin Comfort Balloon and mount it as a spare. Then when you put this spare into use, buy a second Michelin Comfort Balloon and put the two balloons on your rear wheels, using one of your high-pressure tires for a spare. Repeat the process on front wheels. If, in the

meantime, it becomes necessary for you to run with a Michelin Comfort Balloon and a high-pressure tire opposite one another, you can do so temporarily without harm or inconvenience.

Michelin Replacement Comfort Balloons cost practically the same as high-pressure tires, and they have proved they last longer.

Of course Michelin also makes balloons for the new small-diameter wheels. Likewise oversize cords and the famous Michelin ring-shaped tubes.

Ask your dealer.

Michelin Tire Company, Milltown, N. J.
 San Antonio—725 S. Flores St.

MICHELIN
Comfort Balloons

Out of about 9,000,000 balloons of all makes now running, over 3,000,000 are Michelins.

This is a MICHELIN year
Proverb according to "Old Rubber Rule" No. 7



"Birds of a feather flock together"

Good tires and vice materials—Michelin and experienced drivers—these go naturally together. Have you noticed how Mi. belins are increasing in numbers? That's because experience is developing wisdom. If you are not using them, give them a trial; they cost no more than ordinary tires.

Texaco Service Station
Timberlake Bros. Proprs.

This is a MICHELIN year
Proverb according to "Old Rubber Rule" No. 3



"Fate gives us our relatives but choice gives us our friends"

Similarly Fate gives us the tires with which our cars come equipped, but choice gives us the tires we buy. Have you noticed the rapid increase in the number of materials who choose Michelin? And do you know, that these "friendly" tires cost no more than you'd pay for mere "relatives"?

Fayette Motor Accessories Co.
44-48 Morgantown St.
Our Seventh Year of Service.

This is a MICHELIN year
Proverb according to "Old Rubber Rule" No. 21



"Lock the stable door before the horse is stolen"

The time to prevent tire waste is before you buy the tire. Get all the facts about the mileage tires are giving—now. That will lock the door on waste, and will make you a Michelin user.

Texaco Service Station
Timberlake Bros. Proprs.

This is a MICHELIN year
Proverb according to "Old Rubber Rule" No. 4



"Angels could do no more"

The AVENUE GARAGE, Inc.
226-228 North Boulevard
Just west of Oak Park Ave.
at C. N. W. R. R.
Phone Oak Park 818

JAMES M. WULF
President

LESTER B. MALLISTER
Secretary-Treasurer

This is a MICHELIN year
Proverb according to "Old Rubber Rule" No. 28



"Straws show which way the wind blows"

In the tire field it is evident that the winds of popular favor are blowing toward the MICHELIN Good, gentle, good proof that it's some tire.

THE FRANK STEPHENS CO.
Eagle Lake, Tex.

This is a MICHELIN year
Proverb according to "Old Rubber Rule" No. 16



"A word to the wise is sufficient"

Keep accurate record of your tire mileage! The more accurate you are the surer we are you'll be a Michelin user now and for a long time to come.

S. A. MICHAEL Frederick, Md.
MODEL GARAGE Middleburg, Md.
LEWISTOWN GARAGE Lewistown, Md.
C. D. COLEMAN GARAGE Jefferson and Brunswick, Md.
F. L. SIMPSON Libertytown, Md.

HAVE YOU BEEN SAVING OUR PROVERB ADS?

If you have, you will be entitled to the 25% Discount after next Sunday's Ad, as we believe the time would be too extended to wait until all the 25 ADS have been run as was previously stipulated. This new means that after next Sunday, if you have a copy of each of our 15 Proverb Ads and will send or bring them to us, we will allow you a 25% discount on not more than two Michelin tires or Michelin tubes, in any size, off our regular prices below, if bought within two weeks after publication of the 15th ad.

NOTICE: THRU AN OVERSIGHT, PROVERB No. 13 DID NOT APPEAR IN THIS PAPER LAST SUNDAY SO WE ARE MAKING THIS A "DOUBLE HEADER"

This is a MICHELIN year

Proverb according to "Old Rubber Rule" No. 13



"One good turn deserves another"

We are confident that the tire with the most good turns in it is the Michelin. Haven't you noticed the proof of this in the rapidly increasing number of Michelin users? This turning to Michelines is more than a vogue—it's wisdom.

MICHELIN REGULAR SIZE CORDS

30x3 1/2 Clinch. \$10.09 31x4 S. S. ... \$15.50
30x3 1/2 S. S. ... \$13.75 32x4 S. S. ... \$17.60
32x3 1/2 S. S. ... \$15.05 33x4 S. S. ... \$17.60
31x4 Clinch. \$12.65 34x4 S. S. ... \$18.55

MICHELIN OVERSIZE CORDS

30x3 1/2 Clinch. \$12.65 31x4 1/2 S. S. ... \$27.95
30x3 1/2 S. S. ... \$15.50 35x4 1/2 S. S. ... \$28.75
32x3 1/2 S. S. ... \$17.60 36x4 1/2 S. S. ... \$29.85
31x4 S. S. ... \$17.65 33x5 S. S. ... \$33.50
32x4 S. S. ... \$19.65 34x5 S. S. ... \$34.25
33x4 S. S. ... \$20.35 35x5 S. S. ... \$34.90
34x4 S. S. ... \$20.85 37x5 S. S. ... \$36.00
32x4 1/2 S. S. ... \$25.90 36x6 S. S. ... \$60.00
33x4 1/2 S. S. ... \$27.50 38x7 S. S. ... \$85.00

This is a MICHELIN year

Proverb according to "Old Rubber Rule" No. 14



"A word to the wise is sufficient"

Keep accurate record of your tire mileage! The more accurate you are the surer we are you'll be a Michelin user now and for a long time to come.

MICHELIN TUBES

THE WORLD-FAMOUS RING-SHAPED TUBES—BEST BY TEST

30x3 \$1.90 34x4 1/2 \$3.65
30x3 1/2 \$2.00 35x4 1/2 \$3.75
32x3 1/2 \$2.25 36x4 1/2 \$4.00
31x4 \$2.75 33x5 \$4.25
32x4 \$2.90 34x5 \$4.50
33x4 \$2.95 35x5 \$4.75
34x4 \$3.10 37x5 \$4.85
32x4 1/2 \$3.40 36x6 \$7.00
33x4 1/2 \$3.50 38x7 \$10.00

UNEEA TIRE CO.

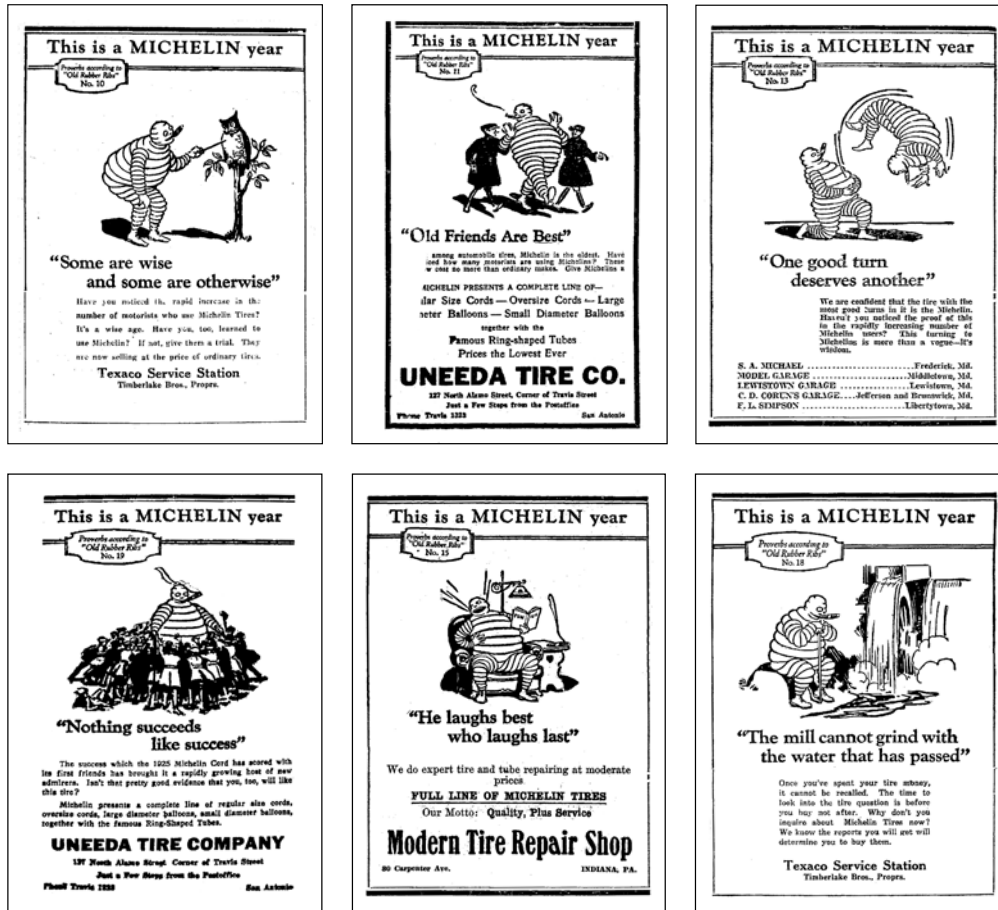
127 North Alamo Street, Corner of Travis Street.
Just a Few Steps from the Postoffice.

Phone Travis 1323.

San Antonio

"THIS IS THE MICHELIN YEAR."

This continuity campaign, based on advertising modules inserted in newspapers, was published for the first time towards the end of the summer of 1923 and was widely disseminated during 1924 and 1925 in numerous daily newspapers. It consisted of a series of twenty-five popular proverbs that were interpreted and featured Bibendum. These employed illustrations created by Arthur Edrop, most of which had been not been published in previous advertisements. In addition to small quadrangular vignettes, the illustrations were also adapted to different modular formats, in columns and in other larger sizes. The sequential appearance of these modules was strategically planned, following the model of campaigns promoting collectable coupons that could be exchanged for a gift. As explained in some of these advertisements (for example, in the one shown on the left), if each proverb advertisement was faithfully collected until the series was completed, the reader was given fifteen days to present them at the corresponding official local establishment of Michelin's commercial network and to take advantage of a special discount. The dealerships carrying Michelin tires offered, after receiving the advertisements, a 25% discount if the client bought a minimum of two tires or two inner tubes of this brand. In this research I have identified, among series published in different American newspapers, the first twenty-three models of the twenty-five that, supposedly, comprised the advertising campaign. The list of these twenty-three common proverbs, sayings and colloquial phrases are shown on the following page.



1. The proof of the pudding is in the eating.
2. A tree is known by his fruit.
3. Fate gives us our relatives but choice gives us our friends.
4. Angels could do no more.
5. Tis distance lends enchantment to the view.
6. A man is as old as his arteries.
7. Birds of a feather flock together.
8. There's no smoke without fire.
9. All's well that ends well.
10. Some are wise and some are otherwise.
11. Old friends are best.
12. Many little leaks may sink a ship.
13. One good turn deserves another.
14. A word to the wise is sufficient.
15. He laughs best who laughs last.
16. As ye sow so shall ye reap.
17. A friend in need is a friend indeed.
18. The mill cannot grind with the water that has passed.
19. Nothing succeeds like success.
20. Straws show which way the wind blows.
21. Lock the stable door before the horse is stolen.
22. Better late than never.
23. Take the bull by the horns.

497-503. (opposite page). Modular advertisements published, during 1924 and 1925, in the following newspapers:

San Saba News (San Saba, Texas), April 21, 1924; *The Morning Herald* (Uniontown, Pennsylvania); April 19, 1924; *San Saba News*, April 3, 1924; *Oak Parker* (Oak Park, Illinois), April 4, 1924; *Eagle Lake Headlight* (Eagle Lake, Texas), March 29; *The Daily News* (Frederick, Maryland), April 1, 1925; (larger image) *The San Antonio Express* (San Antonio, Texas), February 8, 1925.

504-509. (this page). Modular advertisements published, during 1924 and 1925, in the following newspapers:

San Saba News, April 10, 1924; *The San Antonio Express*, January 18, 1925; *The Daily News*, March 25, 1925; *The San Antonio Express*, May 24, 1925; *The Indiana Progress* (Indiana, Pennsylvania), October 7, 1925; and *San Saba News*, April 17, 1924.

3 Prizes for the Solution

1st Prize\$15.00 } On the Purchase of
2nd Prize\$5.00 } Any Michelin Tire or
3rd Prize\$2.50 } Ring Shaped Tubes

This Puzzle Is a Hard One But Worth the Effort

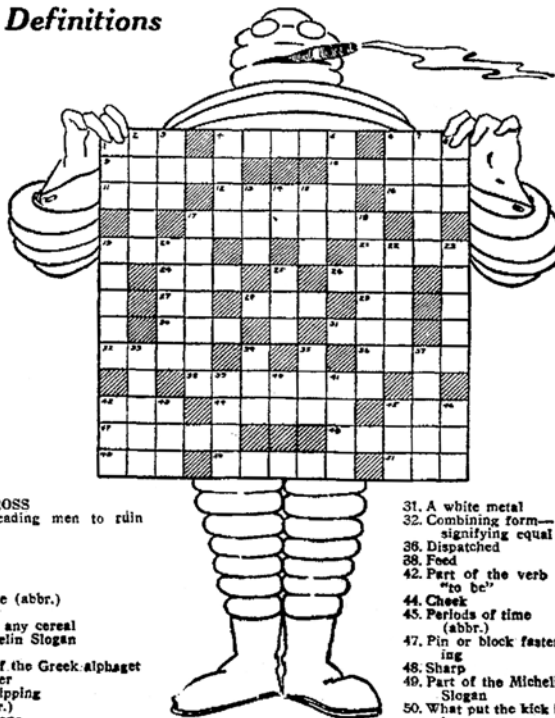
All Solutions Must Be Submitted by Thursday, April 9th
Winners Will Be Announced in Express Sunday, April 12th

IN CASE OF A TIE, AWARD WILL BE BASED ON NEATNESS

DOWN

1. Appropriate.
2. Health restorer.
3. Consume gradually.
4. Personal pronoun.
5. Part of the Michelin slogan.
6. Short lyric poem.
7. Move in contrary direction.
8. Deviate from straight and narrow path.
13. An associate (slang).
14. A man's nickname.
15. Impudent speech.
17. Man's name.
18. Jewish-German.
19. Stop.
20. Pirate.
22. Allotropic form of oxygen.
23. Representative of another.
25. Skill.
33. A man's name.
34. To prosecute legally.
35. River (abbr.).
37. Direction.
39. Part of the Michelin slogan.
40. Railroad (abbr.).
41. Something to sit on.
42. Trouble.
43. Female sheep.
45. Small, rude house.
46. Behold.

Definitions



ACROSS

1. Blind impulse leading men to ruin (Greek)
4. Part of the hand
6. Native metal
9. Steal game
10. Church officer
11. Powerful explosive (abbr.)
12. Precious stones
16. Fruiting spike of any cereal
17. Part of the Michelin Slogan
19. Brownish color
21. The ninth letter of the Greek alphabet
24. Contraction of over
26. A tool used in chipping
27. Verb neuter (abbr.)
28. Equip with weapons
29. Perform
30. And so forth (abbr.)

31. A white metal
32. Combining form—signifying equal
36. Dispatched
38. Feed
42. Part of the verb "to be"
44. Cheek
45. Periods of time (abbr.)
47. Pin or block fastening
48. Sharp
49. Part of the Michelin Slogan
50. What put the kick in beer
51. Part of the Michelin Slogan

MICHELIN PRESENTS A COMPLETE LINE OF
Regular Size Cords—Oversize Cords—Large Diameter Balloons—Small
Diameter Balloons, Together With the Famous Ring-shaped Tubes
PRICES THE LOWEST EVER

Sales and Service at Either of Our Two Convenient Locations

Send In Your Solution to Either of Our Stores

GREAT NORTHERN TIRE COMPANY

735 East Houston St.

Travis 3858

UNEEDA TIRE COMPANY

127 N. Alamo—Corner of Travis

Travis 1323

TIRE CROSSWORD PUZZLE. Along with the campaigns managed by the Michelin Tire Company in Milltown, often there were coexisting heterogeneous advertisements inserted in local newspapers by the different establishments comprising the tire manufacturer's commercial network. Many of them were the result of compositions and adaptations made by the newspapers themselves in which standardized clichés—submitted by the Advertising Department from their offices in Milltown—were mixed with non-company graphics and content adapted to each specific need, such as product listings and offers. In this advertisement the crossword puzzle stands out—the recreational use of an advertisement model had already been employed in 1921—in which terminological definitions are resolved so as to obtain the words of a phrase, an advertising slogan for Michelin tires.

510. Advertising module published in the newspaper *The San Antonio Express*, April 6, 1925.

Liberty April 17, 1926

where competition is keenest



In New York
more than 25% of all the
inner tubes sold are **MICHELINS**

The remarkable leadership held by Michelin Tubes is due to the fact that they enable the motorist to cut his inner tube bills by at least a half.

The average inner tube does not last as long as even one casing—as is proved by the fact that year after year the tire industry makes more tubes than casings. But Michelin Tubes outlast several casings and even then are looking for still more work to do. Their superiority is due to:

1. *Their unique shape.* Michelin Tubes are made ring-shaped like the tire itself and hence fit perfectly and naturally. Ordinary tubes, on the other hand, are simply pieces of straight tubing cemented at the ends and are necessarily stretched and wrinkled when in service.
2. *Their unique composition.* Ordinary rubber deteriorates with age. Witness the effect of time on a common rubber band. But Michelin Tubes seemingly embody the secret of Eternal Youth.

If you are not using Michelin Tubes now, try them. You will find that you too can cut your tube bills by at least a half.

Michelin Tire Company, Milltown, N. J.



MICHELIN

Balloons, Oversize Cords, and Ring-Shaped Tubes

NEW YORK ON AIR. The above image depicts the only example of a 1926 magazine advertisement dedicated to promote Michelin's Ring-Shaped Tubes, inner tubes of a characteristic red color. The advertisement utilizes the figures of statistical percentages as an advertising appeal. As explained in the text, of the inner tube sales made in a market as competitive as New York City's, more than 25% correspond to those marketed by Michelin. Arthur Edrop's illustration style—which portrays a gigantic Bibendum against the New York skyline—is evident in the design of the advertisement. In this case, the advertisement is published in two colors, black and an intense pumpkin tone, close to the black/red binomial commonly used to personalize and identify the product with its own true color.

511. Full-page advertisement published in in the generalist magazine *Liberty*, April 17, 1926.

Tests prove Michelins give 36% more miles than the average tire.



The leading Balloon Tire is MICHELIN

- 1 The first public display of balloon tires for small-diameter wheels was by Michelin, Paris, 1913.
- 2 The first balloon tire to replace good tires without change of diameter introduced by Michelin, New York, 1913.
- 3 Today Michelin is one of the largest if not the largest dealer of balloons.
- 4 Michelin's Comfort Balloons have proved that they average 36% more miles than the best average road.
- 5 They require less air than other balloons (11% less than the official inflation table of the Tire and Rim Association). Hence they ride easier than other balloons.
- 6 Michelin's Comfort Balloons embody the famous Taper Grip Tread, the best non-skid tread ever devised.

Michelin also makes oversize tubes and the famous Michelin ring-shaped tubes.

Michelin Tire Company, Milltown, N. J.

news
about the big swing
that is on toward
MICHELIN

THE most significant fact in the tire business today is the remarkable swing that is on toward Michelin. Tire men say they have never seen anything like it.

For more than 18 months Michelin's great factories, where over 25,000 men are employed, have been working at full capacity in an effort to supply the great world-wide demand.

Something more than words is causing this enthusiasm for Michelin. It is the remarkable mileage which the tires are giving. Records covering more than 1,000,000 miles show that Michelins give 36% more miles than the average tire. And a "straw ballot" taken among 1,500 motorists, each of whom was using Michelins as well as other makes, shows that an overwhelming majority secure more mileage from Michelins than from any other tire.

If you are not yet using Michelins, you owe it to yourself to give them a trial.

Michelin Tire Company, Milltown, N. J.
Balloons, Oversize Cords and Ring-Shaped Tubes.



MICHELIN

THE SATURDAY EVENING POST April 24, 1926

The first



The world's first balloon tire for small-diameter wheels was introduced by Michelin, Paris, 1913.

The world's first oversize tube was introduced by Michelin, Paris, 1913.


The world's first ring-shaped tube was introduced by Michelin, Paris, 1913.

The world's first balloon tire for small-diameter wheels was introduced by Michelin, Paris, 1913.

The world's first balloon tire for small-diameter wheels was introduced by Michelin, Paris, 1913.

THE SATURDAY EVENING POST

and now
36% more miles than
the average tire



In comprehensive tests, covering over 1,000,000 miles and including tires representing fully 75% of all those used in the United States, Michelins gave 36% more miles than the average. These results are confirmed by the experience of countless Michelin users.

Michelin Tires today are the finest achievement of the tire industry. That is why Michelin sales are growing more than ever rapidly, and why over 25,000 tire builders are now kept busy in Michelin factories trying to supply the great world-wide demand for Michelin Tires and Tubes. If you are not yet using Michelins you owe it to yourself to try them.

Michelin Tire Co., Milltown, N. J.


MICHELIN

Balloons, Oversize Cords and Ring-Shaped Tubes

"36% MORE MILEAGE." This Michelin Tire Company campaign disseminated the results of internal tests in which they compared the benefits offered by their tires with those by a representative sample of approximately 75% of the rival brands marketed in the U.S. After traveling more than 1,600,000 kilometers [the rounded figure of one million miles was used] it was stated that Michelin tires offered up to 36% more duration, as extra mileage, than the rest. The advertisements shown here reflect the transition stage suffered by Michelin's advertising policy since 1926, with the progressive intervention of the French parent company in their American subsidiary's advertising policy. In the three advertisements shown above, the design and illustration style imposed by Arthur Edrop is evident, both in the use of color masses—yellow and black—and in the lettering. On the other hand, in the advertisement on the following page, although the general structure and chromatic and typographical elements are employed, the illustration corresponds to a French cliché. The Bibendum portrayed

March 6, 1926

Liberty



36% more mileage

In comprehensive tests, covering over 1,000,000 miles and including tires representing fully 75% of all those used in the United States, Michelins gave 36% more miles than the average. These results are confirmed by the experience of countless Michelin users.

That is why Michelin sales are growing many times more rapidly than the tire industry as a whole and why over 25,000 tire builders are now kept busy in Michelin factories trying to supply the great world-wide demand for Michelin Tires and Tubes.

Michelin Tires today are the finest achievement of the tire industry.

If you are not yet using Michelins you owe it to yourself to try them.

Michelin Tire Company, Milltown, N. J.

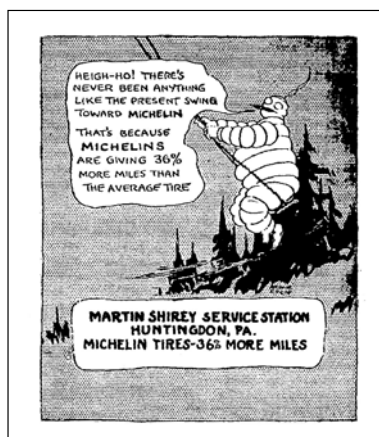
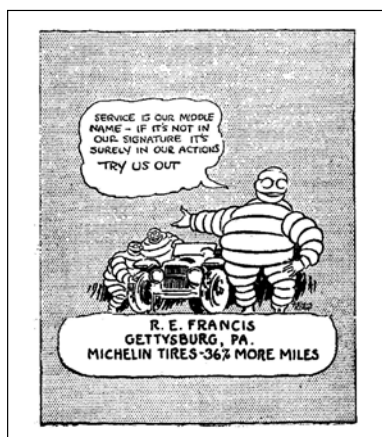
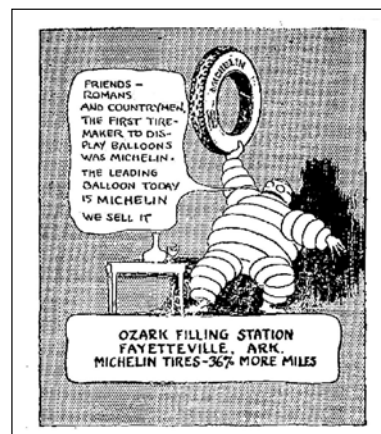
MICHELIN

Balloons, Oversize Cords and Ring-Shaped Tubes

is the one that was used in France, based on the drawings of Georges Hautot, the company's head illustrator during those years, who inspired the style applied by the Michelin Studio, the French internal graphic department created in the mid-1920s. The tire model depicted is also strange. It portrays the Michelin Câblé Confort tires used in Europe—the tread comprised of 'N' shaped studs—, when in the American market the design launched was that of the Tiger Grip tread, with 'C'—shaped studs. The latter were manufactured exclusively by the U.S. subsidiary and appear in the rest of the advertisements presented on this double page.

512-514. (opposite page). Full-page and double-page advertisements published, during 1926, in the following generalist magazines: *Life*, March 18; *Collier's*, April 10; *The Saturday Evening Post*, April 24 (double-page).

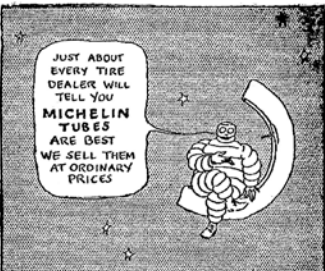
515. (this page). Full-page advertisement published in the generalist magazine *Liberty*, March 6, 1926.



"MICHELIN TIRES: 36% MORE MILES." Although this campaign was launched in the fall of 1925 in some newspaper headlines, it was during 1926 when it was published extensively in newspapers. The advertisements, small advertising modules, were designed as vignettes in which the main motto—"Michelin Tires: 36% More Miles"—was placed in a box on the illustration, leaving empty space for each business of the Michelin commercial network to personalize it with their data. The long running series—up to thirty different models—reproduced Arthur Edrop's illustrations, most of them made expressly for that campaign but some took advantage of others from previous advertisements. It should be noted that for the first time, Edrop gave Bibendum a voice of his own, through the characteristic speech bubble used in cartoon dialogues. All advertisements systematically repeated this graphic element.

516-521. (this page). Advertising modules published, during 1926, in the following newspapers: *Daily News* (Huntingdon, Pennsylvania), June 18 (the largest image); *Fayette Daily Democrat* (Fayetteville, Arkansas), April 8 and May 13; *The Gettysburg Times* (Gettysburg, Pennsylvania), May 18; *Daily News*, May 29; *The Record-Argus* (Greenville, Pennsylvania), June 4.

522-533. (opposite page). Advertising modules published, during 1926, in the following newspapers: *Daily News*, June 8 and 18, July 1 and 16; *Chester Times* (Chester, Pennsylvania), July 16; *The Gettysburg Times*, August 13; *The Record-Argus*, August 18; *Daily News*, August 27 and September 14; *The San Antonio Light* (San Antonio, Texas), September 26, October 24 and November 21.



JUST ABOUT EVERY TIRE DEALER WILL TELL YOU MICHELIN TUBES ARE BEST WE SELL THEM AT ORDINARY PRICES

MARTIN SHIREY SERVICE STATION
HUNTINGDON, PA.
MICHELIN TIRES-36% MORE MILES



HOW FAR SHOULD A TIRE RUN?
"PARTNER!!! - THAT'S JUST WHAT MICHELINS DO - THEY OUTRUN EVERYTHING - EVEN YOUR EXPECTATIONS"

MICHAEL'S AUTO TIRE CO.
172 West Patrick St., Phone 302-M
MICHELIN TIRES



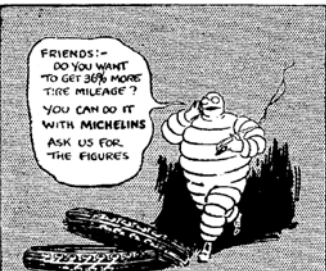
WE'RE THE BOYS TO GIVE YOU REAL TIRE SERVICE - JUST TRY US OUT - FOR INSTANCE LET US QUOTE YOU ON MICHELIN TIRES - THEY GIVE 36% MORE MILES, BUT WE ARE SELLING THEM AT ORDINARY PRICES

MICHAEL'S AUTO TIRE CO.
172 West Patrick St., Phone 302-M
MICHELIN TIRES




THE WORLD OVER THE GREATEST TIRE ORGANIZATION IS MICHELIN LET US SHOW YOU THE FACTS

MICHAEL'S AUTO TIRE CO.
172 West Patrick St., Phone 302-M
MICHELIN TIRES



FRIENDS:- DO YOU WANT TO GET 36% MORE TIRE MILEAGE? YOU CAN DO IT WITH MICHELINS ASK US FOR THE FIGURES

BOB'S TIRE SHOP
144 W. 5th St. CHESTER, PA.
PHONE 2531-J
MICHELIN TIRES-36% MORE MILES



YOU CAN'T FIND ANY OTHER TIRE THAT WILL RUN ANYTHING LIKE A MICHELIN - AND YET WE ARE SELLING MICHELINS AT ORDINARY PRICES - ASK US

R. E. FRANCIS
GETTYSBURG, PA.
MICHELIN TIRES-36% MORE MILES



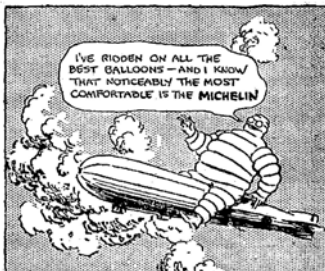
THE MICHELIN TIGER-GRIP TREAD IS THE BEST NON-SKID TREAD EVER DEvised FOR ANY TIRE COME SEE IT!!

KIRKWOOD SERVICE STATION
GREENVILLE, PA.
MICHELIN TIRES-36% MORE MILES



A CHALLENGE! COME IN AND LET US SHOW YOU HOW TO CUT YOUR ROLLER TUBE BILLS IN - 1/2 BY USING MICHELIN RING-SHAPED TUBES

MARTIN SHIREY SERVICE STATION
HUNTINGDON, PA.
MICHELIN TIRES-36% MORE MILES



I'VE RIDDEN ON ALL THE BEST GALLOONS - AND I KNOW THAT NOTICEABLY THE MOST COMFORTABLE IS THE MICHELIN

MARTIN SHIREY SERVICE STATION
HUNTINGDON, PA.
MICHELIN TIRES-36% MORE MILES



THE FIRST TIRE BUILT FOR ANY AUTO-MOBILE WAS THE MICHELIN. TODAY MICHELIN TIRES ARE STILL FIRST. THAT IS WHY WE SELL THEM

GREAT NORTHERN TIRE CO.
520 Broadway, Travis 3858
Drive-In Station on Sixth St.
Michelin Tires-36% More Miles



THE LESS AIR A BALLOON TIRE NEEDS THE EASIER IT RUDES MICHELINS NEED LESS AIR THAN OTHER BALLOONS THEY'RE THE BEST

GREAT NORTHERN TIRE CO.
520 Broadway, Travis 3858
Drive-In Station on Sixth St.
MICHELIN TIRES-36% MORE MILES



THE TIRES WE SELL ARE RUNNING SO FAR OUR CUSTOMERS ARE APOLOGIZING FOR NOT BUYING OFTENER - SOME TIRES - MICHELINS!

GREAT NORTHERN TIRE CO.
520 Broadway, Travis 3858
Drive-In Station on Sixth St.
MICHELIN TIRES-36% MORE MILES



The way they voted

A remarkable study of the experience of motorists with various tires ~

84%
of 982 tire users say
Michelins are best

Other Tire Used	Number of Motorists Replying	Number Saying Michelin Gave Better Service	Number Saying Michelin Gave Worse Service	Number Saying Michelin Gave Same Service
Tire A	121	113	6	0
"B	109	92	10	7
"C	102	92	8	2
"D	78	67	9	2
"E	81	55	4	2
"F	91	41	4	46
"G	30	30	0	3
"H	36	21	4	11
Miscellaneous	700	309	32	69
Totals	982	823	82	77
Per cent	100%	84%	8%	8%

* In addition to these answers, forty-three replies were received praising Michelin but making no direct answer to the question whether or not Michelin had given better service. Forty motorists said they had not yet used Michelin long enough to vote. Forty motorists did not vote because they did not use Michelin Tires. Thirteen motorists were not counted because their answers used only Michelin Tires. Twenty-one replies were entirely inconclusive. Whenever a reply was open to several interpretations it was classified according to the interpretation least favorable to Michelin.

MICHELIN

Balloons, over-size cords and ring-shaped tubes

"84% SAY MICHELIN ARE THE BEST."

The two magazine advertisements shown here are probably the last two designed entirely by Arthur Edrop and in which his style is fully recognizable as evidenced by the illustrations, use of typography and masses of color. The appeals of this campaign intended to convince the motorist about the benefits and virtues of Michelin tires as compared to rival brands, based on the results obtained in a study prepared by the Internal Research Department—as defined in the advertisement's text—of the Michelin Tire Company in Milltown. Their team made a list of 2,200 automobile license plates that, according to their data, were equipped with a combination of Michelin tires and other brands. Michelin obtained the name of the owners, facilitated by the state authorities, and passed all this information to an "outside organization" to investigate. This organization contacted each of the owners of the vehicles, sending them a letter with a single question:

→ *Do you find Michelin Tires give better or worse service than the other tires you are using?."*

More than half of the owners surveyed answered Michelin's question, and approximately 1,380 responses were obtained. In the validation process, a total of 982 responses were accepted as correct, while about two hundred were dismissed for different reasons:

- 63 replies were received, praising Michelin but making no direct answer to the question.
- 40 motorists said they had not yet used Michelins long enough to vote.
- 40 motorists did not vote because they did not use Michelin tires.
- 37 votes were not counted because these motorists used only Michelin tires.
- 21 replies were entirely inconclusive.

THE SATURDAY EVENING POST May 15, 1926

The Motoring World Speaks
making remarkable revelations
about tires

We have just received a sworn statement of the results of one of the most important investigations ever made among tire users. Representatives of our research department noted the license numbers of 1200 cars, each equipped partly with Michelins and partly with tires of other

THE SATURDAY EVENING POST May 15, 1926

makes. We obtained the names of the owners of these cars from the State authorities—and then we turned the names over to an independent organization to investigate. This organization wrote to each motorist and asked him just one question, namely: "Do you find Michelin Tires give better or worse service than the other tires you are using?" Here are the results:

84%
of 982 tire users say
Michelins are best

Tire	Best	Worse	Same
Tire A	127	115	6
" B	109	92	7
" C	102	92	2
" D	78	67	2
" E	61	55	2
" F	51	41	6
" G	38	30	3
" H	26	22	..
Miscellaneous	390	309	49
Totals	982	823	77
Per cent	100%	84%	8%

These figures explain the great saving that is in favor of Michelins. They account for the fact that Michelin has been growing so much faster than the industry as a whole, and that over 1,000 tire builders are now kept busy making Michelin Tires. If you are not yet using Michelins you owe it to yourself to give them a trial.

Michelin Tire Co., Wilmer, N. J.

MICHELIN
Balloons, Oversize Cords, and Ring-Shaped Tubes

Other Tires Used	Number of Motorists Replying	Number Saying Michelins Give Better Service	Number Saying Michelins Give Worse Service	Number Saying Michelins Give Same Service
Tire A	127	115	6	6
" B	109	92	10	7
" C	102	92	8	2
" D	78	67	9	2
" E	61	55	4	2
" F	51	41	4	6
" G	38	30	5	3
" H	26	22	4	..
Miscellaneous	390	309	32	49
Totals	982 ★	823	82	77
Per cent	100%	84%	8%	8%

According to Michelin, of the almost one thousand validated answers, 84% of the users affirmed that the Michelin tires were the best valued. The breakdown of the answers, in the form of a table—shown above—, was reproduced in the two advertisements to offer more detailed information. The campaign also had its modular adaptation in smaller advertisements adjusted for the local press and paid for by the establishments affiliated with Michelin's commercial network.

- 534.** (opposite page). Full-page advertisement published in the generalist magazine *Collier's*, May 15, 1926.
- 535-536.** (images shown above). Double-page advertisement and detail in *The Saturday Evening Post*, May 29, 1926.
- 537.** (on the right). Advertising module published in the newspaper *The Daily News Standard* (Uniontown, Pennsylvania), March 11, 1927.

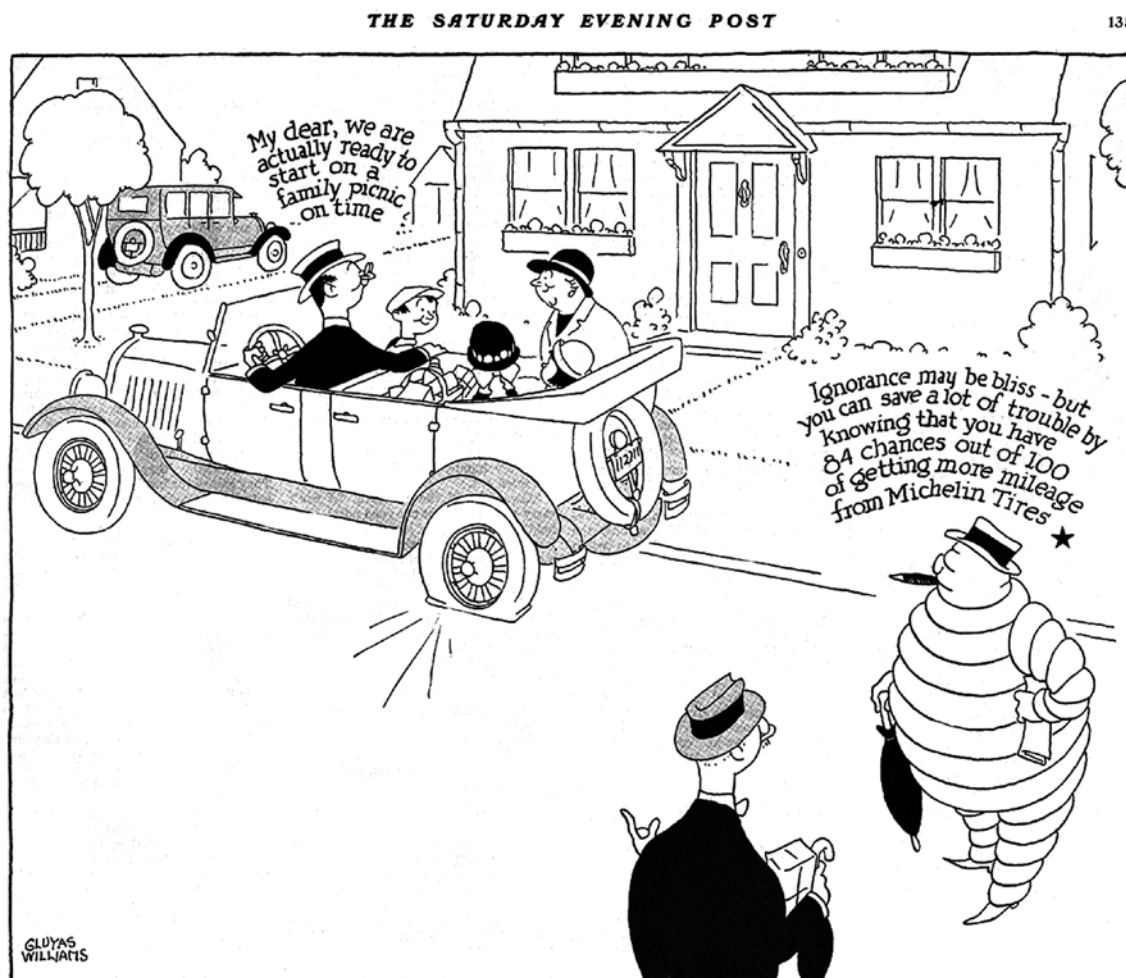
Fayette Motor Accessories Company

84% of all who try Michelins say they're best

No wonder the sale of Michelin Tires in Uniontown has increased 5-fold within a year.

SIZE	MICHELIN TIRE	TUBE	SIZE	MICHELIN TIRE	TUBE
30x3 1/2 Regular	\$ 8.30	\$ 1.70	28x4.40 Regular Balloon	\$ 9.60	\$2.25
30x3 1/2 Regular Cord	8.85	1.80	28x4.40 Balloon Oversize	11.60	2.25
30x3 1/2 Oversize Heavy Duty	10.50	2.50	27x4.40 "	10.95	2.50
30x3 1/2 Straight Side	13.20	1.85	26x4.75 "	14.70	2.90
32x3 1/2 Oversize	17.10	2.45	30x4.75 "	15.30	3.20
31x4 "	16.50	2.70	30x4.75 "	16.50	3.10
32x4 "	17.25	2.85	29x4.50 "	17.10	3.25
32x4 " Heavy Duty	18.20	3.00	30x4.50 "	18.30	3.50
34x4 " Heavy Duty	19.20	3.10	30x5.25 "	19.15	3.65
32x4 1/2 "	23.70	3.05	31x5.25 "	19.75	3.80
33x4 1/2 " Heavy Duty	24.60	3.20	30x6.75 "	22.50	4.25
34x4 1/2 " Heavy Duty	25.50	3.35	32x6.75 "	24.95	4.45
35x4 1/2 " Heavy Duty	26.40	4.05	30x8.75 "	23.15	4.60
36x4 1/2 " Heavy Duty	27.40	4.20	32x8.75 "	25.90	4.85
30x5 " Heavy Duty	28.20	4.70	32x8.75 "	27.55	5.20
34x5 " Heavy Duty	33.45	4.80	32x6.20 "	28.15	5.40
35x5 " Heavy Duty	34.65	5.00	32x6.75 "	34.80	5.85
SPECIALLY BUILT TRUCK AND BUS TYPE					
30x5 Truck	35.85	4.20	33x8.75 "	31.80	5.95
32x5 " "	39.55	4.70	31x4.40 "	15.45	2.70
34x5 " "	42.55	4.80	32x4.50 "	20.15	3.65
35x5 " "	43.50	5.00	33x4.50 "	21.25	3.80
32x6 " "	55.00	8.25	33x5.77 "	26.60	4.75
30x6 " "	60.00	8.85	34x5.77 "	27.60	4.90
34x7 " "	78.00	11.50	35x5.77 "	28.80	5.20
38x7 " "	84.75	12.45	34x7.30 "		6.75

Fayette Motor Accessories Company
THE PLACE TO BUY TIRES
40 TO 44 MORGANTOWN ST.
RIMS SPRINGS BATTERIES PARTS



84%
said Michelin Tires
gave more mileage

★ This statement is based on facts. Our investigators secured written reports from over 1500 motorists picked at random except that they were all testing Michelin Tires against other makes. 84% said they obtained more mileage from Michelins than from any of the other makes tested.



The world's first pneumatic automobile tire was a Michelin—and to-day Michelin Tires are still first.

"84% SAID MICHELIN TIRES GAVE MORE MILEAGE." After five months without advertising in magazines, Michelin launched a new campaign in September 1926, published exclusively in *The Saturday Evening Post*—and with newspaper adaptations, paid for by establishments associated with Michelin's commercial network—that would be extended and developed during 1927. The change with respect to the previously published advertisements was drastic due to the replacement of Arthur Norman Edrop with a new illustrator: Gluyas Williams. Most of the new vignettes created by Williams—for Michelin full-page or modular advertisements in magazines and newspapers—presented a more intimate nearly human-scale Bibendum advising

150 THE SATURDAY EVENING POST September 25, 1926

84%
said Michelin Tires
gave more mileage

This statement is based on facts. Our investigators secured written reports from over 1500 motorists picked at random except that they were all testing Michelin Tires against other makes. 84% said they obtained more mileage from Michels than from any of the other makes tested.

The world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

215 THE SATURDAY EVENING POST

84%
said Michelin Tires
gave more mileage

★ This statement is based on facts. Our investigators secured written reports from over 1500 motorists picked at random except that they were all testing Michelin Tires against other makes. 84% said they obtained more mileage from Michels than from any of the other makes tested.

The world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

167 THE SATURDAY EVENING POST

84%
of all who try them say
MICHELIN TIRES
give more mileage

★ This statement is based on facts. Written reports have been secured from thousands of motorists (picked entirely at random except that all were testing various makes of tires opposite Michels). 84% said they obtained more mileage from their Michels than from any of the various other tires they were using on their cars. In 1895 the world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

FREE KEY-INSURANCE
Pigskin Cover-236 Value \$1 Insurance Service Free

A pigskin key case worth about \$1 will be sent upon receipt of this coupon and key. Each case is numbered, and contains a card offering a reward if the holder returns it to the Michelin Tire Co. (note, of course, will forward it to the owner). This one identity is not exposed. No charge is made for this service. There is no advertising on the case. Send this coupon and key to the Michelin Tire Co., Milltown, N. J.

Name: _____
Address: _____

139 THE SATURDAY EVENING POST

84%
of all who try them say
MICHELIN TIRES
give more mileage

★ This statement is based on facts. Written reports have been secured from thousands of motorists (picked entirely at random except that all were testing various makes of tires opposite Michels). 84% said they obtained more mileage from their Michels than from any of the various other tires they were using on their cars. In 1895 the world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

FREE KEY-INSURANCE
Pigskin Cover-236 Value \$1 Insurance Service Free

A pigskin key case worth about \$1 will be sent upon receipt of this coupon and key. Each case is numbered, and contains a card offering a reward if the holder returns it to the Michelin Tire Co. (note, of course, will forward it to the owner). This one identity is not exposed. No charge is made for this service. There is no advertising on the case. Send this coupon and key to the Michelin Tire Co., Milltown, N. J.

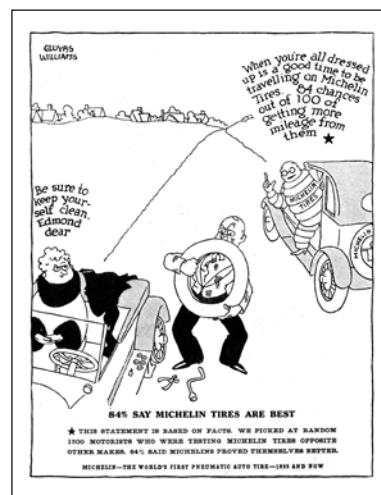
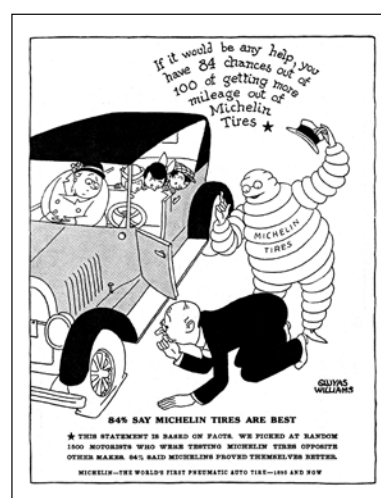
Name: _____
Address: _____

a motorist, an ordinary man, often accompanied by his family and having a problem with his tires. Of course, the mascot recommended Michelin tires as a solution by repeating, invariably, the same message: "You have 84 chances out of 100 of getting more mileage from Michelin Tires."

538. (opposite page). Full-page advertisement published in *The Saturday Evening Post*, October 23, 1926.

539-542. (this page). Full-page advertisements published in the generalist magazine

The Saturday Evening Post, in 1926: September 25 and October 9; and, in 1927: March 26 and April 23.



"84% SAY MICHELIN TIRES ARE BEST." This was the variation of the slogan from the Michelin campaign illustrated by Gluyas Williams and inserted, in the form of small advertising modules, exclusively in *The Saturday Evening Post*. The aim was not to adapt the square vignettes originally conceived to be full page magazine advertisements, but rather dealt with generating new and different illustrations starting from the rectangular and vertical format of these modules. The drawings by Gluyas Williams, with a clear line and in black and white, were completely comprehensible at different scales—large and small modules—and responded perfectly to the economic requirements of Michelin's precarious financial situation.



This double page presents twelve of the nineteen advertising modular vignettes which comprised the campaign.

543-548. (opposite page). Modular advertisements published in the generalist magazine *The Saturday Evening Post*, in 1926: November 6; December 4 (larger image); and, in 1927: January 15 and 29; February 26; and March 12.

549-554. (this page). Modular advertisements published in *The Saturday Evening Post*, in 1927: May 21 (larger image); June 4; July 2 and 16; August 13; and September 10.



*This statement is based on facts. We picked at random 1500 motorists who were testing Michelin Tires opposite other brands on the same car. 84% said their Michelines lasted longer than the other makes they were using.

Here's Our Bid for your tire business

"No matter what tires you are now using, we promise you more mileage if you will buy **MICHELIN** TIRES of us!"

How can we make this sweeping promise? Well, just consider the facts:

FACT 1—Written reports have been secured from over 1500 motorists picked entirely at random except that all were testing various makes of tires opposite Michelines. 84% said they secured more mileage from their Michelines than from the other tires they were using.

FACT 2—In Detroit, the home of the automobile, in a vote taken among all of the 984 tire dealers, more dealers voted for Michelin as the best tire than for any other make.

FACT 3—During the past three years Michelin sales have grown

three times as fast as the tire industry as a whole. Something more than words did that.

FACT 4—Records covering over a million miles show that, on an average, Michelines give 36% more mileage than other tires.

FACT 5—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 tire builders are kept busy trying to supply the great world-wide demand for Michelines.

But in addition to quality there's another factor—Price. We sell Michelines at the price of standard tires. Think of that. Then ask yourself: "Don't I owe it to myself to give these fellows a chance?"

HIWAY TIRE CO.
137 Second Street
Portsmouth, Ohio

MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE—1895 AND NOW



*This statement is based on facts. We picked at random 1500 motorists who were testing Michelin tires opposite other brands on the same car. 84% said their Michelines lasted longer than the other makes they were using.

Take me at my word

No matter what tires you are now using—I promise you more mileage if you will buy **MICHELIN** Tires of me!

How can I make this sweeping promise? Well, just consider the facts:

FACT 1—Written reports have been secured from over 1500 motorists picked entirely at random except that all were testing various makes of tires opposite Michelines. 84% said they secured more mileage from their Michelines than from the other tires they were using.

FACT 2—In Detroit, the home of the automobile, in a vote taken among all of the 984 tire dealers, more dealers voted for Michelin as the best tire than for any other make.

FACT 3—During the past three years Michelin sales have grown

three times as fast as the tire industry as a whole. Something more than words did that.

FACT 4—Records covering over a million miles show that, on an average, Michelines give 36% more mileage than other tires.

FACT 5—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 tire builders are kept busy trying to supply the great world-wide demand for Michelines.

But in addition to quality there's another factor—Price. I sell Michelines at the price of standard tires. Think of that. Then ask yourself: "Don't I owe it to myself to give this fellow a chance?"

ROGERS TIRE CO.

VERNON ROGERS, PROPRIETOR

56 Light Street Telephone 1391

MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE—1895 AND NOW

ADAPTATIONS. The illustrations of Gluyas Williams for Michelin Tire Co. in Milltown's corporate advertisements in journals—full page and as modular vignettes in magazines—, were adapted to various advertising module formats and made available to establishments associated with the commercial network for insertion in local newspapers. The above images represent two of these adaptations from a series in which the lettering of a variable slogan graphically stands out.

555-556. Advertising modules published, during 1927, in the following newspapers:

The Portsmouth Daily Times (Portsmouth, Ohio), April 25; and *The Daily North Western*, (Oshkosh, Wisconsin), May 20.



MICHELIN

TIRES & TUBES

The best tires on easy terms!

Pay as you ride

MANY people have wanted to ride on Michelin Tires, knowing that Michelins would save them from much road-trouble and in the end give them the lowest tire-cost. But they have held off, thinking it required a heavy initial investment to buy a Michelin.

No more! For a small down payment we will put on a genuine Michelin that will give you 4000 to 5000 more miles than the average tire—10,000 more miles than many cheap tires. Let us quote you.

BOB'S TIRE SHOP
144 WEST FIFTH STREET Phone 4640



MICHELIN

TIRES & TUBES

Easy Terms

Cut your tire bills—first and last

FOR a small down payment, we will put on your car a Michelin Tire—the world's finest. That's the way to cut your cost of buying tires.

Then the wonderful mileage that your Michelin will give you will cut your cost of using tires. It will run 4000 to 5000 miles farther than the average tire—10,000 miles farther than many "cheap tires."

In other words, our proposition costs you less first and last. Come in.

Pay as you ride

TEXAS GARAGE
25th and Church Bldg. THE COMPLETE GARAGE. Phone 123.



1 year

guarantee against road hazards

The world's best Tires
MICHELIN
guaranteed 1 year against road hazards

listen to the MICHELIN TIRESMEN
—we will and the Blue Dot mark on them is a guarantee

THE super-quality of Michelin Tires enables us to guarantee them for one year against blow-outs, cuts, bruises, under-inflation and other road hazards. Michelin has the best quality; we have the best selling policy. The combination means the greatest possible assurance of economy and satisfaction for you.

MICHAEL'S AUTO TIRE CO.
Frederick, Md. 172 West Patrick St. Phone 302-M.

CHANGE OF DIRECTION. The above images show three examples of one of the models for advertising modules that, from September 1927, replaced the campaign illustrated by Gluyas Williams. The graphic design of the advertisements, now under the direct control of the Parisian Michelin Studio, influenced the design and systematization of compositions with marked structural rigidity. In most cases, the Bibendum that was portrayed represented the French model although, in a few adaptations—as is the case of the three examples on this page—, clichés of the recognizable illustrations previously made by Arthur Edrop were utilized.

557-559. Advertising modules published in the newspapers: *Chester Times* (Chester, Pennsylvania), September 22, 1927 (the largest image); *The Galveston Daily News*, April 19, 1928; and *The Frederick Post* (Frederick, Maryland), May 24, 1928.



MICHELIN
TIRES TUBES

Over
80% of all who try them
say they're best

THE above statement is based on written reports from several thousand motorists picked at random from the great army who are trying out Michelin Tires and Tubes. It pays to change to these remarkable tires—built by the manufacturer who specializes in making one quality only, and who not only produces the best tires but produces them more economically.

Michelin's Cost No More	
30x3½ regular	\$8.65
30x3½ touring	10.80
29x4.40 universal	9.60

All other sizes at proportionate prices

HAMMOND TIRE COMPANY
2425 Avenue C



MICHELIN
TIRES TUBES

36% more mileage
FREE

IT'S cheaper to buy Michelin Tires, because Michelin Tires, because Michelin Tires will still be running when the ordinary tire has worn out. We know this, for we have authentic records covering millions of miles, which prove that Michelin's give 36% more mileage than the average good tire. Give Michelin a trial.

Michelin's Cost No More	
30x3½ regular	\$8.65
30x3½ touring	10.80
29x4.40 universal	9.60

All other sizes at proportionate prices

HAMMOND TIRE COMPANY
2425 Avenue C



MICHELIN
TIRES TUBES

The Best-Made Tire

ONLY the best of the world's materials are used in Michelin Tires. For instance, Michelin rubber comes only from selected plantations and costs 2c more per pound than the market price. Moreover, the most advanced design and manufacture are used throughout all Michelin Tires. For example, Michelin has pioneered in the use of high-tensile cord, and Michelin Tires have always been made of rubber-saturated fabric, now widely advertised. It pays to use Michelin's.

Michelin's Cost No More	
30x3½ regular	\$8.65
30x3½ touring	10.80
29x4.40 universal	9.60

All other sizes at proportionate prices

HAMMOND TIRE COMPANY
2425 Avenue C



MICHELIN
TIRES TUBES

\$13.60
worth of tires for
\$10.00

ON an average, Michelin Tires deliver 36% more mileage than other tires. Records covering millions of miles leave no question of this. Yet we sell you Michelin's at the cost of other tires. Actually we give you 36% extra mileage that you don't pay for. In other words, for \$10.00 we deliver \$13.60 worth of mileage. We believe in low prices and big sales. Give us a trial.

Michelin's Cost No More	
30x3½ regular	\$8.65
30x3½ touring	10.80
29x4.40 universal	9.60

All other sizes at proportionate prices

HAMMOND TIRE COMPANY
2425 Avenue C



MICHELIN
TIRES TUBES

Some tires!

More than 80 times out of 100
Michelin's will give you more
miles than your present tires

BOTH this year and last, written reports, secured from several thousand motorists picked at random from the great army who are trying out Michelin Tires, showed that 84 out of every 100 motorists who changed to Michelin's secured more mileage by the change—and only 6 out of every 100 secured less mileage. In other words, you are almost certain to get more mileage by changing to Michelin's.

Michelin's Cost No More	
30x3½ regular	\$8.65
30x3½ touring	10.80
29x4.40 universal	9.60

All other sizes at proportionate prices

HAMMOND TIRE COMPANY
2425 Avenue C



MICHELIN
TIRES TUBES

FREE—6 months of
tire mileage

IN actual service over the past two years, Michelin's have outrun the mileage of the average good tire by 36%. Think what this means—about 6 months free tire service from each tire!!! Give Michelin Tires and Tubes a trial.

Michelin's Cost No More	
30x3½ regular	\$8.65
30x3½ touring	10.80
29x4.40 universal	9.60

All other sizes at proportionate prices

HAMMOND TIRE COMPANY
2425 Avenue C

ADVERTISEMENTS COMING FROM PARIS. On this double page, a sample of the advertising modules supplied by the Michelin Tire Company in Milltown to the businesses selling and distributing their tires, which were employed between the end of 1927 and the beginning of 1930. The images shown above present several examples of the series designed from the French Michelin Studio—the Hammond Tire Co. business that figures in the advertisements was a fictitious name—, identified during the investigation of archives belonging to Michelin Patrimoine, in Clermont-Ferrand. On the opposite page, three examples show the actual and direct application of these models in American daily press of the time. Regarding their composition, these modules were divided into two distinct parts in which different information was distributed. In the upper section, the main illustration—in which Bibendum continued to be featured as an animated mascot in different poses—was combined with the revamped Michelin logotype (composed of a thick, geometric sans-serif typeface) and a slogan (usually lettered, using a thick italic typeface) that varied in each model.



MICHELIN
TIRES TUBES

The longest-lived tire built

MOST tire manufacturers make several grades of tires, but Michelin makes just one grade—the best. Only the finest materials are used in all Michelin Tires. For instance, Michelin rubber comes from selected plantations and costs 2c more per pound than the market price. Moreover, the most advanced design and manufacture are used thruout. For example, Michelin has pioneered in the use of high-twist cord, and Michelin Tires have always been made of rubber-saturated fabric, now widely advertised. No wonder it pays to use Michelins.

Michelins Cost No More	
30x3½ regular	\$8.65
30x3½ touring	\$10.80
28x4.40 universal	\$9.60

All other sizes at proportionate prices.

ROGERS TIRE CO.
THE HOME OF PERSONAL SERVICE
36 LIGHT STREET PHONE 1271



MICHELIN
TIRES TUBES

Extra Mileage

MICHELIN TIRES go farther because they are made better. Only the finest materials are used. For instance, Michelin rubber comes only from selected plantations and costs 2c more per pound than the market price. Moreover, the most advanced design and manufacture are used thruout all Michelin Tires. For example, Michelin has pioneered in the use of high-twist cord, and Michelin Tires have always been made of rubber-saturated fabric, now widely advertised. It pays to use Michelins.

One Year Guarantee Against All Road Hazards

LONDON TIRE COMPANY
London Grocery Building Phone 300



MICHELIN
TIRES TUBES

We offer you \$13.60 worth of tires for \$10.00

listen to the MICHELIN TIREMEN
over WJZ and the Blue Network on Tuesday Evenings

MICHELIN Tires give you an average of 36% more mileage than other tires. Records covering millions of miles of service prove this. Consequently Michelins are worth more than other tires. But we believe that healthy business is built on low prices and large sales. Hence, we sell Michelins at ordinary prices. In other words, for every \$10 you pay, we deliver \$13.60 worth of mileage.

HAGERSTOWN BATTERY CO.
Willard Service Station
33 EAST BALTIMORE ST.

1928-1930 SEVENTH PERIOD

In the lower section, a block consisting of typographic text was positioned. This presented all the advertising pitches together with a detail—a text box with a brief price list, drawing attention to the radio musical program sponsored by Michelin or with a secondary slogan—and, finally, the section terminating the advertisement which consisted of a text showing the dealership's corresponding name and information.

560-565. (opposite page). Clichés of modular advertisements designed by the Michelin Studio for insertion in the local U.S. press by Michelin tire dealers and distributors. Michelin Patrimoine, Clermont-Ferrand files.

566-568. (this page). Modular advertisements published in the following newspapers:

The Daily Northwestern (Oshkosh, Wisconsin), January 19, 1928; *The Morning Herald* (Hagerstown, Maryland), July 18, 1929 (larger); and *Hattiesburg American* (Hattiesburg, Mississippi), January 14, 1930.

Real Facts on the present tire situation



MICHELIN TIRES & TUBES

You are practically certain to get more mileage by changing to Michelins
Both this year and last, written reports (secured from several thousand motorists picked at random from the great army who are trying our Michelin Tires) showed that more than 80 out of every 100 motorists who changed to Michelins secured more mileage by the change—and only 9 out of every 100 secured less mileage.

This increase in mileage averages 36%
Records covering millions of miles prove that Michelins go 36% farther than the average tire. That means 4,000 or 5,000 miles extra per tire.

The finest construction thruout
Only the best of the world's materials are used in Michelin Tires. For instance, Michelin rubber comes from selected plantations and costs 2c more per pound than the market price. Moreover, the most ad-

vanced design and manufacture are employed thruout the tire. For example, Michelin has pioneered in the development of high-twist fabric, and Michelin Tires have always been made of rubber-saturated fabric, now widely advertised.

You don't pay for Michelin's extra mileage
Tho they are better, Michelin Tires cost no more than standard tires. That is possible because, unlike other manufacturers, Michelin concentrates on making only one grade—the best—and thus is able to produce the highest quality more economically.

Michelin Ring-shaped Tubes are also supreme
Because Michelin Tubes are made ring-shaped, instead of being made straight like other tubes, they fit better and outlast all others. And because they are compounded with a special kind of antimony, they keep the casing as much as 20° cooler, thus increasing its life considerably.

Size	Casing	Tube
32 x 3 1/2	\$9.99	\$2.50
30 x 3 1/2	18.00	2.50
29 x 3 1/2	11.75	2.50

We carry a full line of Michelin Ballrooms, Oversize Cords, Heavy Duty Cords and Ring-shaped Tubes, all at prices just as attractive as the above.


The Carroll - Binder Co.

RADIOS — BATTERIES — FREE ROAD SERVICE

106 E. Main St.—Detroit St. Fairground Road
PHONE 15 XENIA, OHIO

MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE, 1895 AND NOW

Here's why we promise you more mileage



MICHELIN TIRES & TUBES

You are practically certain to get more mileage by changing to Michelins
Both this year and last, written reports (secured from several thousand motorists picked at random from the great army who are trying our Michelin Tires) showed that more than 80 out of every 100 motorists who changed to Michelins secured more mileage by the change—and only 9 out of every 100 secured less mileage.

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listen to
the
**MICHELIN
TIREMEN**
Over WJZ and
the Blue Network
on Thursday Evenings

Hammond & Kirby Oil Co.

Corner McKinney and North Locust Street
POST OFFICE FILLING STATION
North Locust and McKinney Street
TOLUENE FILLING STATION
Junction Fort Worth and Dallas Highways

Michelin Tires for Sale at Our Three Stations
STATION NO. 3
East Hickory Street.

MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE, 1895 AND NOW

THREE MODELS. The above images show two of the large format modules, nearly a newspaper's vertical half page, comprising the campaign started in September 1927. This type of module was similar to the one shown on the previous pages, although larger; the additional space allowed for further justifications of advertising pitches. The module on the left shows us the three types of Michelin treads that coexisted in the U.S. market during those years: on the left, the Universal Tread of the Cord Balloon tires, with studs in the shape of the capital letter 'N'; in the center, the Supertread, the last initiative of the Michelin Tire Co.; and, on the right, the evolved Tiger Grip tread, with studs in the form of the capital letter 'C'.

569-570. Advertising modules published in the following newspapers:

The Evening Gazette (Xenia, Ohio), September 22, 1927; and *Denton Record-Chronicle* (Denton, Texas), May 31, 1928.

MICHELIN
RED RING SHAPED TUBES



These composite tubes (made of sections of Michelin Tubes and other makes) were run in a test machine until all the others had blown out.

They outlast all others

Prices!

Michelin's great resources, methods, and large sales make these tubes cost you less than other first grade tubes—a rare combination of highest quality and low price. Investigate.

ROGERS TIRE CO.
THE HOME OF PERSONAL SERVICE
36 LIGHT STREET PHONE 1291

MICHELIN
RED RING SHAPED TUBES



They make Tires Last Longer by keeping them cooler

listen to the MICHELIN TIREMEN

over WJZ and the Blue Network on Thursday Even'gs

HAMMOND & KIRBY OIL CO.
Denton, Texas
For Sale at Our Three Filling Stations.

MICHELIN
RED RING SHAPED TUBES



Unquestionably best yet low-priced, too

WHEN the 5000 best rated tire dealers were asked to vote for the best inner tube, Michelin led in the balloting by a big margin. Undoubtedly Michelin Red Ring-Shaped Tubes are best. And because of their great sale, they are low-priced, too. Note the remarkably low prices quoted at the left.

listen to the MICHELIN TIREMEN

over WJZ and the Blue Network on Thursday Even'gs

HAMMOND & KIRBY OIL CO.
Denton, Texas
For Sale at Our Three Filling Stations.

TIRES AND INNER TUBES. Within Michelin's modular campaign, a series of advertisements specifically designed to promote the Red Ring Shaped Tubes was designed. The above images show three different samples of these advertisements which followed the general patterns of structure and composition for the entire campaign. In this case, the main illustration combined the use of the mascot Bibendum—in some cases multiple figures—with prominence given to the comparative graph between the natural curvature of Michelin's inner tubes and the wrinkling and creases of products from certain rival brands.

571-573. Advertising modules published, during 1928, in the following newspapers: *The Daily Northwestern* (Oshkosh, Wisconsin), January 12; and *Denton Record-Chronicle* (Denton, Texas), June 21 (larger image) and July 12.

NEWS NEWS NEWS NEWS!

EFFECTIVE AT ONCE --- WE ANNOUNCE A

Price Reduction

on the product of the world's oldest tire company

MICHELIN TIRES

In Addition We Are Granting Special Terms During This Sale

Plenty of

CREDIT

NO DOWN PAYMENTS

Nothing to Pay Till June 15th

38c WEEKLY **49c WEEKLY** **73c WEEKLY**

Here is the best tire proposition you will find anywhere: genuine Michelin Tires, noted for their long, long wear, their comfortable riding, their freedom from trouble—at new, LOWER prices!

NO DOWN PAYMENTS—No delay—no fuss—no red-tape. Your credit is good here! Small, easy amounts that you will scarcely miss. NOW is the time to put ALL your tires in shape for summer driving. Look over your tires—then come in and drive away on Michelin. Pay as you ride!

Our record of fair, square dealing for thirteen years, with thousands of customers, is your assurance of complete satisfaction. And our SERVICE will more than please you. Tires mounted FREE, pressures checked, tires examined for cuts, etc. Open evenings. Come in and get acquainted with our remarkable low prices, made possible by our huge business, our direct-to-you methods.

DOUBLE GUARANTEE
A 2-YEAR Protection Bond against road accidents.
A LIFETIME Guarantee against defects in material and workmanship.

Fayette Motor Accessories Co.

40-46 Morgantown Street

Sells more tires, has more customers, than any tire store in Western Pennsylvania
Other Nearby Stores: CONNELLSVILLE, DONORA, CARMICHAELS, BROWNSVILLE

SPECIAL OFFERS! As of 1928, the businesses that sold and distributed Michelin products were immersed in the fierce commercial competition unleashed within the sector. This was based on price wars and the offer of annual guarantees as well as all kinds of payment facilities for purchasing tires, a situation that was accentuated during 1929. The Michelin Tire Co. supplied advertising clichés to these businesses, consisting of campaigns with illustrative slogans on the subject: "Pay as you ride," "1 year guarantee against road hazards" or "Michelin means more mileage, get our low prices on Michelin before you buy an inferior tire!" This double page shows several examples of advertising modules designed with a combination of illustrations already used in previous campaigns. These included the work of Arthur Edrop and others provided by the French Michelin Studio. The first advertisement shown on the opposite page is surprising due to the unusual combination of an illustration depicting Bibendum with a tire alongside a photographic portrait of a character showing an imperative attitude, in the style of the famous North American First World War recruitment poster, illustrated by James Montgomery Flagg.

574. (shown above). Advertising module in *The Morning Herald* newspaper (Uniontown, Pennsylvania), May 27, 1929.

575-580. (opposite page). Advertising modules published, in 1928, in the following newspapers: *The Dothan Eagle* (Dothan, Alabama), January 10; *The Port Arthur* (Port Arthur, Texas), March 27; *The Daily Courier* (Connellsville, Pennsylvania), October 23 (this one in 1929); *The Logansport Press* (Logansport, Indiana), May 11 and 13; *Decatur Herald* (Decatur, Illinois), April 10.



YOU
can't get
around this
tire fact—
MICHELIN means more MILEAGE!

A constant check on thousands of motorists using over 12 different kinds of tires has steadily revealed an average of over 80 per cent getting MORE mileage from Michelin.

Such regularity of superior performance is not to be denied... especially by the man who buys it in tires according to VALUE, and not by name!

Far cheaper in the long run, Michelin are not high priced in the beginning! Low initial cost plus low "running" cost... double value from Michelin.

Ask the man who is riding on Michelin... he'll tell you of greater value and longer wear in Michelin.

Get our low prices on Michelin before you buy an inferior tire!

Gas — Oils — Accessories

Jeff's Troy Street Station

Genuine Alcanite Greasing Service

Phone 668 Corner St. Andrews and Troy

PAY
as you
ride



on
MICHELIN
Tires & Tubes
Cost less to use
Now easiest to buy



Don't buy so-called "cheap tires". It's too expensive. For a small down payment we will put on your car a genuine Michelin. It will run 4000 to 5000 miles more than the average tire—10,000 miles more than many cheap tires. Long before it is worn out, it will have proved itself the most economical tire you could have.

It costs less to use Michelin. Our "pay-as-you-ride" plan makes it cost less to buy them, too. Why not, then, ride on the best, when it actually costs less, first and last, to do so?

Smith-Kennedy Auto Supply Co.

7th at Woodward Phone 142

PAY AS YOU RIDE

MICHELIN TIRES

—backed by a 35-year, world-wide reputation for quality, dependability, and all-around satisfaction—the makes that has steadily led the way in tire improvements—namely, long-wearing tires that you will be proud to have on your car—for as little as 36¢ a week!

That's the sensible, thrifty way to buy tires. And it's your protection, as well—for only a thoroughly reliable tire could dare make such a claim.

See us before you buy a tire. Your credit is good, without ease or red tape—and you are sure to be highly pleased with Michelin.

as little as 36¢ a week

3 WAYS of buying MICHELINS

1. You may pay your time for CASH.
2. ... or, on regular CHARGE A/C.
3. If desired, Michelin may be bought through our Convenient Credit Service. Through this top quality tire set of income is easier and more economical than buying about 100 times for cash.

There is no red tape attached to our credit service—no time-to-pay delay. Your money's worth introduced you. Drive up—get your Michelin tires on your car—paid drive out, all set for thousands more miles of care-free motoring than you ever before enjoyed. You pay for your time in small, easy amounts, every two weeks.

BONDED FOR 2 YEARS
(The Passenger Car Service)

Simply the power for this, the longer the safety guarantee, the more the tire is sure to be a tire of reliable type and material. "What you see is what you get." Michelin tires are made of the best materials, and are built to last. The tire is bonded for two years, and is guaranteed to give perfect service.

A Car Is As Good As Its Battery

\$6.95

(The weekly if you wish to purchase on our CREDIT Service)

Forget Motoring Worries This Fall
USE WAYNE Certified MOTOR OIL
Convenience's Fastest Selling Motor Oil

Produced by one of the largest refineries in the world, and purchased by us in 30,000-gallon tank car lots, and sold by us at a generous-gallon profit.

HERE'S THE GUARANTEE:

When you buy Wayne Certified Motor Oil, you get a full gallon of oil for every gallon you buy. This means you get a full gallon of oil for every gallon you buy. This means you get a full gallon of oil for every gallon you buy.

1 qt. Medium 40¢ gal. Medium 40¢ gal.
1 qt. Heavy 40¢ gal. Heavy 40¢ gal.

F. R. METREST CO.

Phone 142 302 W. Crawford Ave. East of Bridge Time Mounted Free

1 year guarantee
against road hazards



We are now selling the world's best tires—Michelin—with a 1-year guarantee against blow-outs, cuts, stone bruises, under-inflation and other road hazards.

MICHELIN TIRES

YOU simply cannot lose when you buy Michelin Tires here. The super quality which is built into them assures you of more mileage unless one of your tires is injured by accident. But even accidents cannot rob you of full mileage when you deal here, because we give you a guarantee certificate with every Michelin, guaranteeing the tire for 1 year against blow-outs, cuts, stone bruises, under-inflation and other road hazards. That's some proposition, isn't it?

During the past two years, reports have been received from over 3000 motorists who were testing Michelin against other makes. These motorists were picked entirely at random; therefore you may be confident that your experience will be like theirs. More than 80% of them reported that Michelin gave more mileage than the other tires they were using. Of the remainder, only a few said Michelin gave less mileage and these few exceptions, we are sure, were due to accidents. That's where our 1-year guarantee against road hazards comes in. Michelin has the best tire; we have the best selling policy. The combination gives you the greatest certainty of tire satisfaction. Remember that when you need tires.

Joseph Taylor & Sons
DISTRIBUTOR

525 EAST MARKET DIAL & GORLE SERVICE STATION 515 NORTH 1ST ST. MAX WILLIAMS 515 NORTH 1ST

1 year guarantee
against road hazards



the world's best tires
MICHELIN
1 year Guarantee
against road hazards

We are now selling the world's best tire, Michelin, with a 1-year guarantee against blow-outs, cuts, stone bruises, under-inflation and other road hazards. We know that Michelin will give you more mileage than any other make unless they are injured by accident. But even accidents cannot rob you of full mileage, if you buy your Michelin here. You simply cannot lose.

During the past two years, reports have been received from over 3000 motorists who were testing Michelin against other makes. These motorists were picked entirely at random; therefore you may be confident that your experience will be like theirs. More than 80% of them reported that Michelin gave more mileage than the other tires they were using. Of the remainder, only a few said Michelin gave less mileage and these few exceptions, we are sure, were due to accidents. That's where our 1-year guarantee against road hazards comes in. Michelin has the best tire; we have the best selling policy. The combination gives you the greatest certainty of tire satisfaction. Remember that when you need tires.

Joseph Taylor & Sons
DISTRIBUTOR

525 EAST MARKET DIAL & GORLE SERVICE STATION 515 NORTH 1ST ST. MAX WILLIAMS 515 NORTH 1ST

We Are Now Selling the World's Best Tires

MICHELIN TIRES

WITH THESE TWO FEATURES

1 year guarantee
against road hazards

Easy Terms
pay-as you ride



Here is surely the best! tire proposition in town!

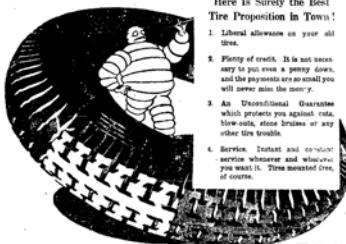
IN the first place, we sell you the world's best tire—Michelin Tire—with one year guarantee against blow-outs, cuts, stone bruises, under-inflation, mis-alignment of wheels and other road hazards. Not even accidents can rob you of your full mileage when you buy Michelin Tires here. You simply cannot lose. You are absolutely sure that in the end the tires you buy of us will be the most economical and satisfactory you could have.

In the second place, we sell you these wonderful tires on a small down payment. It actually takes a smaller outlay to get a genuine Michelin Tire here than to get even a cheap tire elsewhere. The balance you pay for as you ride—the sensible plan.

So, first and last, you are sure to do better by dealing here. Come in.

R. V. CARR TIRE SALES
Corner East Eldorado & Franklin Sts. DECATUR, ILLINOIS Phone Main 154

Pay from Income Instead of from Savings No Down Payment Needed



**52c
WEEK**
for a
29x4.40
(other sizes in proportion)

MICHELIN
6 PLY HEAVY DUTY
Supertread
much more rubber—much more mileage

Fayette Motor Accessories Co.
40-46 Morgantown Street

Tire trouble and expense
receive another
WALK-OP



MICHELIN
6 PLY HEAVY DUTY
Supertread
much more rubber—much more mileage

Steubenville, Ohio, Kincaid's Garage, Corner Fifth and Adams Streets
Amsterdam, Ohio, Billingsley, Ohio, Hammondville, Ohio, Holliday, Ohio, W. Va.
London, Ohio, Auto Service Co., John Fritzsche, Hammondville, Ohio, Tinsdale Garage
Listen to the Michelin Times—WJZ and the Blue Network—every Thursday, 10 p. m. Eastern Time

A new era is here in tires /

MICHELIN
6 PLY HEAVY DUTY
Supertread
much more rubber—much more mileage



Baton Rouge, CAPITAL CITY AUTO CO. Marietta, MARIQUIN GARAGE
Piquette, GEN. SERVICE STATION Rosedale, SLACK BROTHERS

Listen to the Michelin Times—WJZ and the Blue Network—every Thursday, 10 p. m. Eastern Time

Fayette Motor Accessories Co.

OPEN
EVENINGS

40-46 Morgantown Street

EASY
PAYMENTS

A new type of tire for those
who want the best

Supertread
6 PLY HEAVY DUTY
MICHELIN
much more rubber
much more mileage

NEW LOW PRICES

LIBERAL CREDIT

AS LOW AS 39c PER WEEK

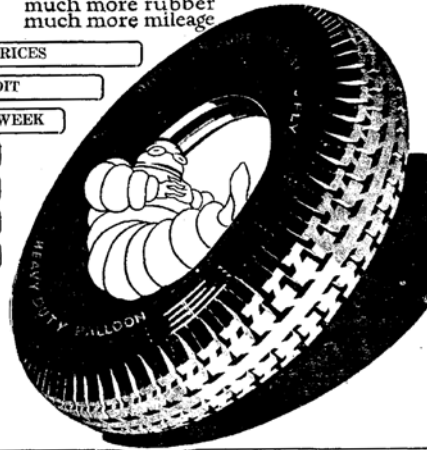
No Down Payment Needed

Unconditional Guarantee

No Red Tape—No Delay

Tires Mounted Free

You can equip your car with Michelin tires and tubes without one cent down during our present sale. Also, the payments are so small you will never miss the money. Michelin (built by the world's oldest and greatest exclusive tire company) carry a written UNCONDITIONAL guarantee—with no strings tied to it. And you will be pleasantly surprised at the interesting prices we are prepared to quote you.



USL Batteries on Easy Payments

PAY 86c WEEK. NO DOWN PAYMENT NEEDED



Your Battery may be the Cat's Pajamas
in the summer - but
will it start your car every time this winter,
when the mercury drops 'way down?

The new USL will do it, for it has
20 to 30% More Cold Weather
Starting Power

Free Installation. Liberal
Allowance on Old
Battery



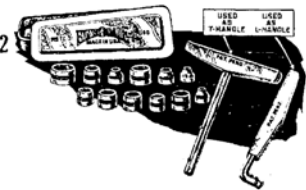
Radio "B" Batteries
Highest Super Quality. A solid car-
hand will be sold at these prices. Get
yours today.
Regular \$1.79
45 Volt
Heavy Duty \$2.49
45 Volt

SPECIAL PRICES ON THE NEW HINSDALE WRENCH SETS

The Only Cadmium Finished (Rustless) Socket Wrench Set
Guaranteed Against Breakage

For home, garage and automobile tool box.
The motorist who carries this Hinsdale
Wrench Set around in his car, either under
the seat, or stowed away in his tool box, is
prepared to meet many an emergency. The
set has a combination T and L patented fold-
ing wrench handle in one piece. Nothing to
work loose or get lost. Set comes in green
lacquered solid steel box with convenient
sliding door. Only one set to each customer.

\$1



Fayette Motor Accessories Co.

40-46 Morgantown St.

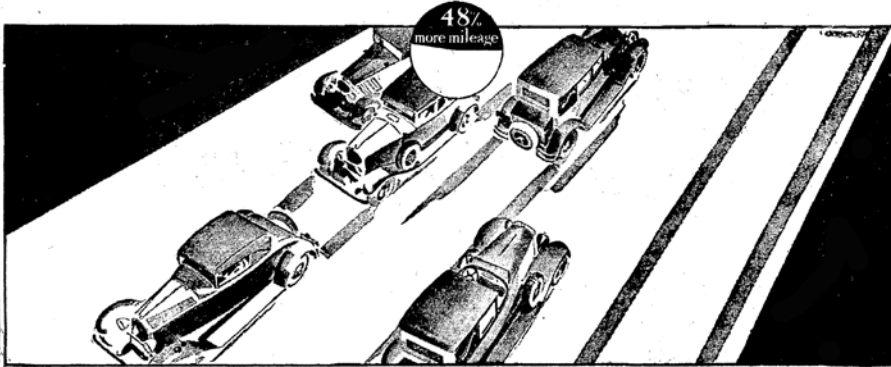
Sells More Tires, Has More Customers, Than Any Accessory Store in Southwestern Penna.

THE SUPERTREAD. In September 1928, the first newspaper advertisements aimed at presenting the new Michelin Supertread were published. These were advertising modules of medium size, illustrated with an image of the characteristic tire combined with the figure of Bibendum interacting with it, in simple poses based on the graphic standards set by the French Michelin Studio. These vignettes were also used in the production of larger hybrid advertisements in which the advertiser—the corresponding business associated with Michelin's commercial network—offered the full range of services and products, apart from tires. This is the case of the half-page vertical module shown above on the right.

581-584. Advertising modules published, in 1928, in *The Morning Herald* (Uniontown, Pennsylvania), September 28, and October 25 (the large image); *The Herald Star* (Steubenville, Ohio), October 25; *The State-Times Advocate* (Baton Rouge, Louisiana), November 8.

The proofs are right here

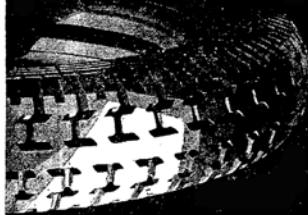
*in our store, that a new era has arrived
in tires... offering you an average of
48% more mileage read details below*



18 months ago a great event occurred in tiredom—a new type of tire was introduced by Michelin. We knew then that this tire—the Michelin Supertread—marked an entirely new epoch in tire history. And it has. The proofs are right here in our store.

We have photostat copies of every report received in a survey among several thousands of the first purchasers of the Supertread. These show that the new tire is giving an average of 48% more miles than the same motorists were ever able to obtain from any other tire. A revolutionary increase, this—but one about which you can have no doubts, because you can see the reports for yourself. Remember all the reports are here—the good, the bad and the indifferent. 87 out of every hundred say that the Supertread is the best tire the motorist ever used; 6 are non-committal and only

The Great MICHELIN Supertread



seven out of every hundred admit that they have ever had a tire that gave them more mileage than the Supertread. Such uniform superiority, in a product as subject to accidents as tires are, is unique.

The truth is that a revolution has occurred in tiredom—a revolution that you cannot ignore. A new degree of freedom from tire trouble—a new degree of tire economy—are yours for the asking. These are not slight improvements. They are big—they are radical. Let us help you take advantage of them.

Special Trade-in Offer

We are now giving special allowances for old tires (which we recondition and sell at attractive prices). Trade in your old tires now for Supertreads and begin enjoying greater tire economy and freedom from trouble from this day on. Terms to suit any who desire them.

MICHAEL AUTO TIRE SHOP

254-256 West Patrick Street

Frederick, Md.

Phone 207

Michelin has contributed
most to the development
of the tire

The first ring-
shaped tube was
made by Mich-
elin.

The first de-
mountable rim
was made by Mich-
elin.

The first success-
ful non-skid was
made by Mich-
elin.

The first steel
disc auto wheel
was made by Mich-
elin.

The first balloon
tire for present
rims was made
by Michelin.

PERCENTAGES. In the above image, the dense text of the advertisement presented the results of an internal study carried out by the Michelin Tire Co., asking users of the Supertread tires their opinion about the product after being on the market one year. According to the company, 87% of respondents admitted that it was the best tire they had ever used; 6% were not defined and 7% responded that they had already used another brand of tires that offered them higher mileage than Michelin's. The overwhelming percentage of satisfied users was reinforced by another section of the study that concluded that the new tire offered up to 48% more mileage / duration than those of any other brand.

585. Large-format advertising module published in the newspaper *The Frederick Post* (Frederick, Maryland), September 28, 1929.

MICHELIN

... Users now report the new Michelin Supertread is giving them **48%** more miles than any previous tire ...



What users say ...

"My first Michelin Supertread has gone 12,000 miles and is still a good tire. I cannot tell them much better or will go for it to mile or good change."
"My present set of Michelin Supertreads have me 11,000 miles and show no signs of wear whatever. They look good for 15,000 miles."
"I usually get about 15 to 18,000 miles out of good standard tires, but one set of Michelin Supertreads have already gone 18,000 miles and from these tests I believe they are good for 22,000 miles."
"My Michelin Supertreads have now gone 11,000 miles and they look as though they had never worn 1,000. I expect to get 30 to 35,000 miles from them, or double the average I have had from other makes."
"I have now gone 17,000 miles on my Michelin Supertread and still it will last another 17,000 miles before it is any more half worn out."
"I changed one set of standard make Michelin Supertreads. In 20,000 miles I changed the street set and found every one in perfect condition—except the spare tire had not been removed, standing out prominently in 20,000 miles."
"I have a full set of Michelin Supertreads on my Buick Six Roadster. They have gone approximately 20,000 miles and I hardly notice any wear. They have the best appearance road I have ever used."
"I have a Supertread Michelin Tire and have gone 14,000 miles on them. This made me one set worn."
"Having the six months I have used my Michelin Supertread it has unquestionably saved me more than its cost. It has saved more than 24,000 miles without any wear or damage of any kind."
"I am a mechanic and so I can see for myself. My Supertread Tire has gone 14,000 miles and still looks like new. They are the only ones I have ever had that would hold up."

AGAIN SETS A NEW LANDMARK IN TIRES

18 MONTHS ago a great event occurred in tiredom—a new type of tire was introduced by Michelin. Experts expected that this tire—the Michelin Supertread—would mark a new epoch in tire history. And it has. The proofs are now at hand.

A survey has been completed among several thousand of the first purchasers of the Supertread. Their reports show that the new tire is giving them an average of 48% more miles than they were ever able to obtain from any other tire. A revolutionary increase, this—but one about which there can be no doubts, because the records and reports are open to public inspection in the branch offices of this company and in the stores of a number of its biggest dealers.

Remember that all the reports are included—the good, the bad and the indifferent. Their uniformity is truly remarkable, especially considering the accidents to which tires are subject. In other words, practically every one says that the Michelin Supertread is the best tire he has ever owned.

The truth is that a revolution has occurred in tiredom—a revolution that you cannot ignore. A new degree of freedom from tire trouble—a new degree of tire economy are now yours for the asking. We suggest that you consult the nearest Michelin Dealer; should you not know where he is located, we will be glad to send you his name and address.

Michelin Tire, Milbourn, New Jersey



The Great MICHELIN Supertread

The new type of tire, which users report is giving them 48% more mileage than they ever obtained from any other tire.

THE LAST STEPS. This is Michelin's only direct corporate advertisement, published in 1929 in a generalist magazine. It deals with a one-time publication in *The Saturday Evening Post*, double page and in color, presenting the Supertread tire. As explained in the text, the Supertread tires had been launched 18 months before, between March–April 1928. A survey had been conducted among the first "thousands of buyers" of the new model—the same survey referred to in the advertisement from the previous page—whose results arrived at the following conclusion: "Their reports show that the new tire is giving them an average of 48% more miles than they were ever able to obtain from any other tire." This statement was accompanied by a dozen user testimonies praising the virtues of the product, shown at the bottom left page of the advertisement. Although the composition of the advertisement may remind us of certain ideas utilized by Arthur Edrop in previous Michelin campaigns—the gigantic mascot against the skyline of a landscape—the Bibendum portrayed here is distinct. The graphic characteristics of the mascot differ greatly from the known canons, both those established in the first two decades of the century by the French O'Galop and Cousyn, as well as those marked by Edrop and Williams, and those disseminated in recent years by the Michelin Studio—also targeting the American market—and based on the work of Hautot. The detail in the drawing, the "humanity" of his hands and the shape of his head and face, especially the eyes and lips, differ from previous representations of the character.

586. Double-page advertisement in the generalist magazine *The Saturday Evening Post*, September 28, 1929.





You've seen dozens of "heavy duty" tires and tubes... but never before have you seen a tire like the new Michelin Truck Tire, or a tube like the new Michelin Super-Duty Tube!

Think what it will mean to you to be able to tell your best customers that the days of tire and tube "grief" are over.

Only Michelin Dealers can give this assurance. Wouldn't you like to be a Michelin Dealer? Mail the coupon!

MICHELIN TIRE COMPANY
Milltown, New Jersey

MICHELIN TIRE COMPANY
Milltown, New Jersey

Tell me, early about your new Michelin Truck Tire and Super-Duty Tube and I'll see you personally at your Dealer.

Name _____
Address _____



MICH

absolutely
UNIFORM
construction
and far better
results

ELIN


Announces
... a new all-machine-made
Truck Tire
(something never before attempted)

Again Michelin leads? Now... for the first time... Michelin has made possible a Truck Tire built by machines... the same as passenger car tires.

Gone are all the uncertainties of the old, hand method of truck tire construction. Gone are the time-lags and the grief brought on by these uncertainties.

Here is the truck tire for modern vehicles, modern speeds. Extra strong, yet flexible, resilient. A thick, heavy tread, combining long wear and the greatest standard protection. Side walls heavily reinforced against cut and curb chafing. Many other technical features not apparent to the eye but clearly evident in the increasing wear and life of this new tire.

Never before has it been possible to build large, heavy truck tires by machine... to give certain uniformity of construction through and through... on every tire. But Michelin has done it! And Michelin Truck Tires, in use for months past, have proved that every mileage, extra satisfaction are built in.



MICHELIN

... and a
wonderful NEW
Super Duty
Truck & Bus
TUBE

with **NEW** formula—construction—strength—life

For and away ahead of any Heavy Duty Tube you ever saw before! A fit mate for the great new Michelin Truck Tire... a new kind of tube, built from the ground up to give the greatest satisfaction in heavy-duty service.

A new khaki-colored compound, perfected by Michelin, that resists heat and age as no other tube ever did.

A full-shoulder tube, with no seams. Splice and valve base cured at the same time as the rest of the tube... for uniform strength all the way through.

Think where it should be thick... at the rim, where strength is needed.

Any truck, car bus, tire will give better service if fitted with this wonderful new Michelin Tube. But... if you want the combination that just can't be beat! put this Michelin Super-Duty Tube in a new Michelin Truck Tire!

BIBENDUM'S TWILIGHT YEAR.

In January 1930, Michelin presented the advertisement shown here, featuring the new Michelin Truck Tire and the Michelin Super-Duty Tube inner tubes, created specifically to equip trucks, buses and other heavy-duty and freight vehicles. The image of the advertisement portrayed the tire known in France as the Confort Bibendum—having a tread with a cloverleaf pattern—, already manufactured at the time by Michelin's industrial plants in Europe. In spite of the declaration of intentions that the advertisement represented, and taking into account the date that the Milltown factory ceased their production, effective April 1930, it is unlikely that the model was actually manufactured and commercialized in the American market. Graphically, the design of the insert was not unlike the style imposed at the time by the art director Arthur Edrop, employing Michelin's binomial corporate colors, playing with typographic combinations and resorting to illustration instead of photography. However, the Bibendum represented here is of a very different style.

587. Three-page advertising insert (images shown above: front and back cover, and two interior double pages), printed on both sides, in the specialized magazine *Tires*, January 1930

They stand the punishment--
MICHELIN
TIRES AND TUBES



Fayette Motor Accessories Co.
40-46 MORGANTOWN STREET
TIRE MOUNTED FREE

Continually Scoring--
MICHELIN
TIRES--TUBES



Fayette Motor Accessories Co.
40-46 MORGANTOWN STREET
TIRE MOUNTED FREE

Out driving them all
MICHELIN
TIRES AND TUBES



Fayette Motor Accessories Co.
40-46 MORGANTOWN STREET
TIRE MOUNTED FREE

Tackle Any Road With
MICHELIN
TIRES and TUBES



THE ONLY TIRE BUILT WITH A 2-YEAR PROTECTION BOND

Before you buy tires, let us look over your old ones and tell you about Michelines. Every advantage of the world's oldest and greatest exclusive tire company goes into each Michelin. And the 2-year Michelin Protection Bond guarantees you for two full years against accidents, collisions, blow-outs, wheel trouble, stone bruises, and every other kind of tire hazard—even if you think the trouble was your fault. Come in today. See a specimen copy of this Bond.

FAYETTE MOTOR ACCESSORIES CO.
40-46 Morgantown St.
Tires Mounted Free—Open Evenings

We Continue Our Sensational
TRADE-IN SALE
on the most famous
Tires in all the world
MICHELIN

WORLD'S ONLY TIRE
Good for as long as 2 YEARS

3 WAYS of Buying Michelin

SIZE	LAST PRICE	SPEND FOR MICHELIN	YOUR COST
28x3 1/2	\$12.00	\$12.00	\$12.00
28x3 1/4	\$11.00	\$11.00	\$11.00
28x3 1/8	\$10.00	\$10.00	\$10.00
28x2 3/4	\$9.00	\$9.00	\$9.00
28x2 3/8	\$8.00	\$8.00	\$8.00
28x2 1/4	\$7.00	\$7.00	\$7.00
28x2 1/8	\$6.00	\$6.00	\$6.00
28x2	\$5.00	\$5.00	\$5.00
28x1 3/4	\$4.00	\$4.00	\$4.00
28x1 3/8	\$3.00	\$3.00	\$3.00
28x1 1/4	\$2.00	\$2.00	\$2.00
28x1 1/8	\$1.00	\$1.00	\$1.00
28x1	\$0.50	\$0.50	\$0.50

WAYNE CORLISS MOTOR OILS
THE FIRST OIL FOR YOUR CAR RUN AT WHOLESALE PRICES

42c GAL.	48c GAL.	53c GAL.
100 Pounds	100 Pounds	100 Pounds
100 Pounds	100 Pounds	100 Pounds
100 Pounds	100 Pounds	100 Pounds

CHAINS
\$2.89 SET \$3.89 SET

Fayette Motor Accessories Co.
40-46 Morgantown St.

A good move
—changing to
MICHELIN
TIRES AND TUBES



	Reg. Price	Our Price
32x600 Super tread	\$24.95	\$17.50
32x600 Comfort Cord	18.00	14.00
32x620 Comfort Cord	21.00	16.00
32x600 Super tread	23.75	18.00
32x600 Comfort Cord	17.00	13.50
31x600 Comfort Cord	17.00	13.00

All Other Sizes Cut

SEE US FOR YOUR
BATTERY SERVICE
13 PLATE 2 YEAR \$8.95
FREE INSPECTION AND TEST SERVICE

GASOLINE
15c Plus 4 cents Tax

PISTON RINGS AND PINS
25% OFF

R. E. Francis Service Station

PENTATHLON ADVERTISING. The company Fayette Motor Accessories, Michelin's authorized distributor, continued using the figure of Bibendum as an advertising appeal to sell tires in a particular manner, which escaped the control previously exercised by a weakened Michelin Tire Company. Between the end of 1929 and March 1930, Fayette inserted different advertising modules in the local daily press, with illustrations of the mascot portrayed in a graphic style copied from the last campaigns in 1928, based on French clichés from the Michelin Studio. In most of these modules (such as those shown above), Bibendum appears practicing different sports—from chess to basketball, as well as football, golf and boxing—and showing a vital and dynamic attitude that was strikingly different from the company's complicated current circumstances.


588-591. Four advertising modules distributed in different pages of the same newspaper published on February 19, 1930, *The Daily News Standard* (Uniontown, Pennsylvania) in a special edition entitled *Seventh Annual Auto Show Number*, dedicated to providing retroactive coverage on the National Automobile Show of New York held from January 4 to 11, 1930.

592. (Bibendum smoking the pipe) Advertising module published in the *Daily News Standard*, January 23, 1930.

593. (Bibendum playing checkers) Advertising module in the *Gettysburg Times* (Gettysburg, Pennsylvania), January 16, 1930.

NEW WINTER PRICES!

Gasoline - Oil - Alcohol



STOP

GASOLINE (add 4c state tax) **14c Gal.**

Direct from the Bayonne refinery of the Standard Oil Company. The highest quality gasoline that can be produced at any price. Sold in 5 and 10 gallon cans. Also in 50 and 100 gallon drums.

MOTOR OIL (Certified)

Light Medium	Medium	Heavy
43c Gal.	48c Gal.	53c Gal.

Uniontown's fastest selling motor oil. Guaranteed specifications, Pennsylvania bright stock, viscosity 100, 500 and 750 at 100 Fahr. Produced by one of the largest refineries in the world, and contracted by us in 50,000 gallon lots, and sold by us at a penny-a-gallon profit. Don't buy high-priced advertising. Buy Wayne Certified Motor Oil.

KEROSENE **11c Gal.**

A pure Pennsylvania product, refined at Carnegie, Pa. Guaranteed highest specification: 45 water white prime stock. Money cannot buy better kerosene.

ALCOHOL **61c Gal.**

Guaranteed specifications: No. 5 formula, 188 proof. The highest-strength alcohol that can be bought for your radiator. Money cannot buy better denatured alcohol.

Get our prices on fuel oil, 600W, grease, naphtha, and all other petroleum products. Bulk plant and branches in Brownsville, Uniontown, Connellsville, Donora, Carmichaels. Service connections in all principal cities.

We quote our special winter prices on petroleum products. Every product listed is of the highest quality obtainable, and is guaranteed as such.

Due to the tremendous buying power of the Fayette Motor Accessories Company and its affiliated companies, we are in a position to save you a goodly portion of your gas and oil bill. Take advantage of it.

Fayette Motor Accessories Co.

MICHELIN TIRE DISTRIBUTORS

Open Evenings
40-46 MORGANTOWN STREET
Tires Mounted Free

STOP! The above image shows one of the unique advertisements for the company Fayette Motor Accessories. In the illustration, the mascot Bibendum holds a list of offers for automobile engine fuels and oils, which have nothing to do with the products supplied by the Michelin Tire Company, who the mascot represents. The advertisement reflects the lack of control over the use of the company's corporate symbols. This was a result of the Michelin American subsidiary's delicate financial situation, who in a few months' time, would definitively cease their productive and commercial activities in the North American tire market.

594. Advertising module published in *The Morning Herald* (Uniontown, Pennsylvania), November 5, 1929.

