20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1920-1923

fourth period

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.
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. 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
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.
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’.”

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. 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
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.”

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 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.


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

fourth period 1920-1923

“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.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING 1920-1923

Fourth Period
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).
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

**FOURTH PERIOD** 1920–1923

“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.
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.

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

1924-1925      fifth period


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

...
"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.
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING 1924-1925

FIFTH PERIOD

---

1st

MICHELIN Balloon Comfort Cord

---

The Man of the Hour in the Tire World -

MICHELIN Balloon Comfort Cord

---

Everybody's turning to Michelin Balloon Comfort Cords -

---

50% longer car-life

---

Leaders of the new tire era

---

Over 100,000 Michelin Balloon Tires are now running!

---

1,000,000

---

Come on you Ford Owners Balloon!

---

1565
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.
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.
“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.
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.”

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 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.
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

1924-1925

FIFTH PERIOD

36%

more mileage -

Fifth period.

The results are: The Michelin tires,
which were the best tires in the world,
had the best mileage.

Here are the results:

The Michelin Tires averaged
36% more mileage
than the other makes.

We have shown "The End of All
Skein Tire Tires." The results of this study were
published, and the Michelin Tires were
found to have the highest
mileage of all the tires tested.

MICHELIN TIRE COMPANY, Columbus, New Jersey.

About 60,000,000 balloon tires are now running,
and 2,000,000 of them are Michelin Tires. The
balloon tire 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 60,000,000 balloon tires
of all makes are now running.
And over 2,000,000 of them
are Michelin.

You, too, should be using
Michelin Comfort Balloons.
You can change to them 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 balloons
tires for small-diameter wheels
—the most durable tires of this type.

MICHELIN Comfort Balloons

Start now to
Make your Ford
ride like a Lincoln

You can get most of the wonderful advantages of balloon tires without ever changing a single tire.

Start now to change your old tires to Michelin Comfort Balloons. Then you'll see why the Michelin Comfort Balloons are so popular.

MICHELIN Comfort Balloons

How to change to Balloons
one tire at a time

In order to increase the effectiveness of the tires, change one tire at a time.

Start now to change your old tires to Michelin Comfort Balloons. Then you'll see why the Michelin Comfort Balloons are so popular.

MICHELIN Comfort Balloons
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

**Fifth period 1924-1925**

"**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 its 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.
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.
20. Straus 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 Park (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.
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.
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 the generalist magazine Liberty, April 17, 1926.
“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
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.
20. THE MICHELIN TIRE COMPANY'S PRESS ADVERTISING

THE WORLD OWED THE MIRACLE OF THE CHROMOLITE PRINT. LET US SHOW YOU THE FACTS.

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

MICHAEL'S AUTO TIRE CO.
122 West flashlight Blvd. Phone 323 M
MICHELIN TIRES

DOES IT SHOP
148 W. MAIN ST., CHESTER, PA.
PHONE 322 J
MICHELIN TIRES-36 MORE MILES

R. E. FRANCIS
GETTYSBURG, PA.
MICHELIN TIRES-363 MORE MILES

KIRKWOOD SERVICE STATION
GLENVILLE, PA.
MICHELIN TIRES-345 MORE MILES

MARTIN SHERR SERVICE STATION
HUNTINGDON, PA.
MICHELIN TIRES-365 MORE MILES

GREAT NORTHERN TIRE CO.
365 Broadway.
Phone 3898

GREAT NORTHERN TIRE CO.
1125 Main St., Downtown, New York 3, N.Y.
MICHELIN TIRES-365 MORE MILES

GREAT NORTHERN TIRE CO.
170 Main St., Downtown, New York 3, N.Y.
MICHELIN TIRES-365 MORE MILES
“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 Michelin tires 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.
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.
“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...
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.”


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.
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.
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.
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.
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.


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.
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 Super Tread, 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.
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.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

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.
20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

20. THE MICHELIN TIRE COMPANY’S PRESS ADVERTISING

1928-1930

seventh period
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

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 supe-
riority, in a product as subject to
accidents as tires are, is unique.
The truth is that a revolution has
occurred in tires—-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.

Michelin has contributed
most to the development
of the tire

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 you who desire them.

MICHAEL AUTO TIRE SHOP
254-256 West Patrick Street        Frederick, Md.       Phone 207

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.
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.
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
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.


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