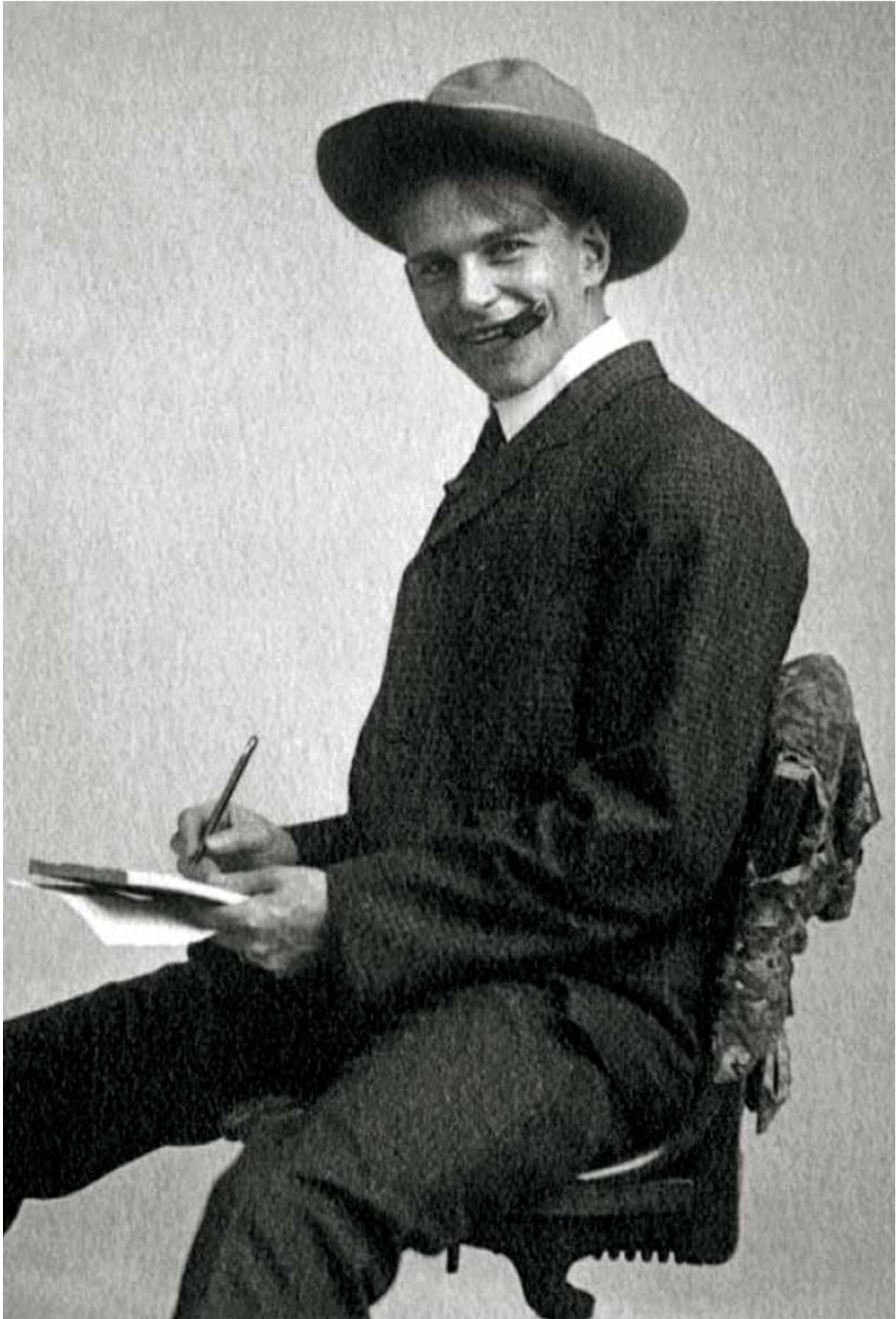


J. N. “Ding” Darling (1876-1962)

*Leading press illustrator and caricaturist:
The dialectic between editorial cartoons
and advertising discourse*



1. Portrait of Jay Norwood "Ding" Darling in 1904, at that time a reporter for *Sioux City Journal*.

CITATION:

MEDRANO-BIGAS, Pau.

The Forgotten Years of Bibendum. Michelin's American Period in Milltown: Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930).

Doctoral dissertation. University of Barcelona, 2015 [English translation, 2018].

JAY NORWOOD “DING” DARLING (1876-1962)

The figure of Jay Norwood Darling, both as a press illustrator and caricaturist and as a promoter of wildlife conservation movements and organizations, is profusely documented and compiled in several books and numerous bibliographic material. Much of the status and recognition that continues to this day—after more than half a century since his death—is due to the work carried out by the foundation that bears his name, constituted in 1963 and dissolved in 2006. Two academic institutions, the University of Iowa and Drake University, maintain extensive and representative physical and digital files on the life and work of Darling, as well as various studies, research and articles on the subject. The succinct biography developed here¹ serves to contextualize the moment in which Jay Norwood “Ding” Darling illustrated an extensive press campaign for an important independent establishment from Des Moines, Iowa, dedicated to tire sales and a business associated with Michelin’s commercial network.²

1. Biographical notes

“Ding” Darling was born on October 21, 1876 in Norwood, Michigan. After moving to the towns of Canbria, Michigan, and Elkhart, Indiana, the family permanently settled in Sioux City, Iowa, in the year 1886. Although Darling showed a fondness for drawing during his childhood, his career was geared towards medicine. With this objective, at the age of 19 he initiated studies at Beloit College in 1895, covering his expenses by acting as a singer and musician with his mandolin. It is at this time when he takes over the production of Codex, the institute’s yearbook in which he inserts illustrations signing them with the contraction of his surname, “D’ing,” the nickname that would accompany him for the rest of his career. Due to his poor academic performance he left the institute and went on tour as a member of a male musical quartet. Subsequently, he resumed his studies and finally graduated in the year 1900.

With his mind set on his medical career and the accompanying need to save money for it, he went to work at the local newspaper, the *Sioux City Journal*, debuting as a journalist in 1900. He was essentially a reporter, writing and taking his own photographs about the topics discussed. On one occasion, faced with the impossibility of obtaining a photographic portrait of his subject, he decided to present his drawn version ... which was accepted by the editor and published. What seemed a circumstantial solu-

tion became the seed of his professional career as an editorial illustrator. He soon took charge of a new section, “Local Snapshots” (1901-1902), making illustrated profiles of local characters. Apart from this, other collaborations followed such as “Interviews that Never Happened” until finally, Darling was hired as the newspaper’s head illustrator. His new responsibilities in the *Sioux City Journal*, for which he worked a total of six years, provided him an income of \$ 110 per month, at a rate of \$ 27.50 per week.

In October 1906, Darling married Genevieve Pendleton in Sioux City. During his honeymoon in the Caribbean, he received a telegram with an offer from the important newspaper *Des Moines Register and Leader* located in the neighboring city of Des Moines, capital of the state of Iowa. His new salary—\$200 per month, spread over \$50 per week—was almost double the one that he had been earning until then. Given this opportunity, their trip was interrupted and they returned to prepare their relocation to Des Moines. His first period as the illustrator for the newspaper *The Register and Leader* began in late 1906 and would last for about four years. As explained by his biographer, David L. Lendt (1989):

“Ding’ was becoming a household word and his contribution to the front page of every issue of the *Register and Leader* was becoming a trademark of the paper. By order of Gardner Cowles, Jay Darling was given free reign in his expression, without consultation with or consent of the editorial staff. It was the Cowles way of managing his newspaper enterprise and Darling thrived in an atmosphere of independence. Just as the Journal had provided Darling an Iowa stage upon which to display his talents, the *Register and Leader* allowed him to play to a wider audience.”³

Darling’s prestige continued increasing and meanwhile, he was tempted by other newspapers that tried to persuade him to change jobs. Finally, in 1911, the *New York Globe* managed to convince him to be part of their editorial team as head illustrator. The adventure of shifting jobs and settling in the Big Apple with his growing family—in 1909 their first son was born followed by a daughter born in 1912—, presented



2. Portrait of “Ding” Darling, around 1920.

several attractions. Among the advantages offered were the considerable salary increase and the possibility that his cartoons would be licensed by the *New York Globe* union for use in numerous newspapers throughout the country, with the consequent increase in his income and public notoriety. However, for a variety of reasons, the New York adventure did not respond to his professional or personal expectations.

Professionally, he had the feeling that his contributions were becoming impersonal due to the attempts by fellow journalists to influence him in the choice of topics and the approach he should apply in developing them, which were always in tune with the editorial’s point of view of. On the other hand, he resisted the constant pressures he received to create, in addition to the daily cover panel, comic strips for the newspaper. Darling longed for the freedom he had enjoyed in *The Register and Leader*. Personally, Darling once again began to suffer from a previous elbow injury, severely affecting the control of his right arm which he utilized for drawing. Faced with these

problems, he changed the pencil and pen for the brush; in addition he tried to train himself to draw with his left hand. At the family level, and despite Darling’s salary, the high cost of living in the metropolis affected his economic balance of income and expenses in a very different way than what they were used to in Des Moines. The desire of Darling and his family to return to Des Moines was favored by a recent situation of the newspaper *The Register and Leader*. The editor Ardner Cowles, Darling’s former promoter, between being surprised and hurt, tried to assimilate that one of their local rivals, the *Des Moines Capital*, had an editorial illustration signed by “Ding” Darling on their front page. This had been achieved by paying the license to take advantage of daily syndicated production that the illustrator created for the *New York Globe*.⁴



3. Self-portrait, around 1920.

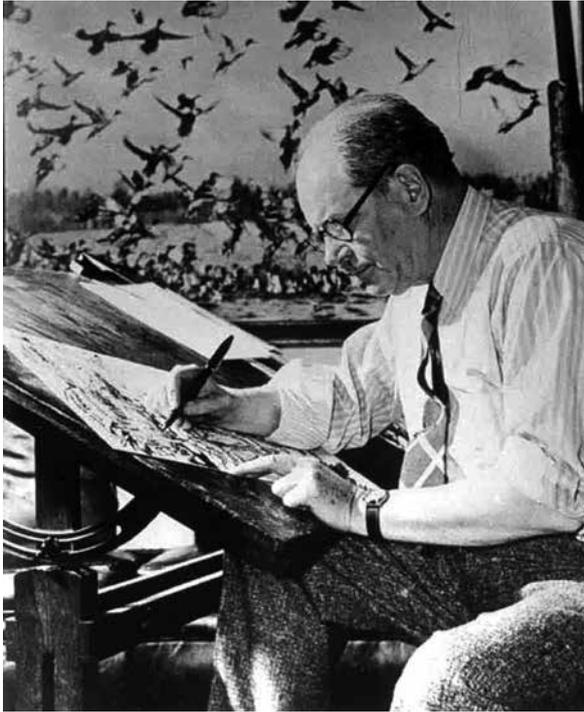
Both their positions and interests converged so that, in February 1913, Darling was again presented as head illustrator for the newspaper *The Register and Leader*, renamed in 1915 as *The Des Moines Register*. Even if his salary had been readjusted to the original circumstances, Darling obtained extra income and recognition by convincing Cowles to accept—unwillingly—that his cartoons could be licensed to other newspapers in the country through the *Herald Tribune Syndicate*. Cowles was not able to provide this service as he did not have the kind of organization that could do so.

Darling signed, in October 1916, a ten-year contract with the *New York Herald Tribune* that allowed his illustrations to be reproduced from coast to coast in approximately 130 newspapers. A clause specified that Darling should remain in New York for several days each month. Darling’s family moved to New York City and stayed there for one year, between 1918 and 1919. During that time Darling underwent surgery that successfully treated his right elbow, and recovered the normal use of his primary instrument for work. In 1919, Darling and his family permanently settled in Des Moines.

In 1924, reconfirming the popular day to day recognition obtained throughout the country, “Ding” Darling was awarded the prestigious Pulitzer Prize in the category “Editorial Cartooning” for one of his illustrations. The second Pulitzer would arrive almost two decades later, in 1943. The year 1925 represented a parenthesis in his career, due to his suffering from peritonitis which kept him away from his drawing board. He was replaced by a colleague whom he had worked with on other occasions, the illustrator Tom Carlisle. In 1926, Darling renewed his contract with the *Herald Tribune* union; to his annual salary from *The Des Moines Register* of \$26,000, commissions were added that he obtained for syndicated reproduction licenses of his illustrations, consisting of approximately \$11,700 per quarter.

In the 1930s, already considered a benchmark for graphic journalism, “Ding” Darling undertook an intense career as an environmental promoter and activist using his cartoons and influence as well as pouring much of his energy into the preservation of natural resources (figs. 7 and 20-21).

This facet of his life led him to participate in numerous projects and in the consolidation of different conservationist organizations, also taking part in local politics.⁵ In 1946, when he was seventy years old, Darling officially left his job at the *Des Moines Register* newspaper, ending his professional career as an editorial illustrator. He passed away on February 12, 1962 at the age of 86.



4. Portrait of “Ding” at his drawing table.

2. Themes and method

Responding to the inquiry of an editor about his personal method of work, Darling provided a long detailed answer about his opinions on the characteristics that a good cartoon should offer and the way in which he approached his work in the generation and elaboration of themes. Below is an extensive excerpt from this text, as it is enlightening and illustrative in this regard:

“Most people think a cartoonist just sits around in his bedroom slippers and lounging robe, waiting for an inspiration. Suddenly there is a great light, the heavens open, and an angel descends, touches him with the tip of her wing, and out pops a brilliant idea, born full armed like Minerva. Then, all the cartoonist has to do is to make a few simple passes with his crayon and sell his picture for a hatful of money. I’m sorry, but that

isn’t the way it is. At least, it has never happened to me. If there are other cartoonists who get their ideas that way, then my testimony is only for those who, like myself, have to put themselves in the kettle, turn on the heat, and boil until enough soup stock has stewed out for a serving. Sometimes it’s pretty thin broth.”

“Clever draughtsmen can make a very good cartoon entertaining and funny to look at, with only a trace of an idea. Others, like myself, whose fingers are all thumbs when it comes to drawing, have to make up for poor drawing by having an idea that will stand alone in spite of mutilation by clumsy draughtsmanship.”

“(…) The primary specifications for a cartoon idea are: **First**– It must be something that everybody will be interested in but which no one else has ever thought of before. **Second**– It must be funny or sad or sting the living daylights out of something or somebody—and look out whom you pick for your target. It is surprising how many people there are who have pet corns which must not be stepped on, and editors are notoriously sensitive about canceled subscriptions. **Third**– If it is to be an editorial cartoon (…) it should carry a penetrating message based on universally accepted social, economic, or political philosophy, calculated to educate and uplift the masses. I don’t remember ever having embodied all of these requirements in a cartoon, but that is what the editorial cartoonist is supposed to shoot at.”

“Keeping these primary specifications in mind, you next look for your subject matter. What the rest of the world is thinking most about that day is your best bet. It might be the President’s message to Congress, an earthquake in Japan, the brevity of women’s skirts, or the scientist who crossed the honeybee with the firefly so it could work twenty-four hours a day. You can make an acceptable cartoon on any subject on God’s green earth if public interest is thoroughly aroused. And if the public doesn’t happen to be interested in any-

thing, which it frequently isn't, then there are always the weather and taxes. A pretty heavy diet of newspaper and magazine reading will generally be found a safe guide to the subject or subjects uppermost in the public mind."

"Having selected the subject matter, you must make sure that your facts are accurate and that you have a full understanding of their significance. If you don't already know all about your subject, look it up. That done, you will come to the critical stage, which will determine whether your cartoon idea is going to be a success or a failure, and here is where the fun comes in if you are successful, and the depths of morbid depression if you fail. This is where the cartoonist runs himself through the wringer in an effort to find a pictorial situation which will translate his subject matter into terms of common human experience. The more clownish the translation, the better."

"Here you must depend on your own resources and you drag out from the pigeonholes of your memory all the well-known historical parallels, familiar quotations, Mother Goose and nursery rhymes, Shakespeare, Biblical parables, song hits of the day, Greek mythology, Hans Christian Andersen's Fairy Tales, and the endless variety of familiar incidents of human or animal behavior, looking for an exact parallel which, when applied to your subject matter, will humanize the dull facts of the situation you are trying to illustrate. In other words, you take a complex subject of general importance and reduce it by the least common denominator to quick and easy understanding, seasoned with a chuckle if possible."

"Verbally we would call this process 'speaking in parables.' Pictorially, 'allegory' is probably the best word for it. [The dictionary of] Noah Webster says allegory means 'figuratively speaking, the veiled presentation of a meaning, metaphorically implied but not expressly stated.' The late Will Rogers [the famous 'cowboy' writer and monologist] did it beautifully in words. The editorial cartoonist tries to do it in pictures. He purports to be a visual interpreter of passing events and is to the news of the day what the news commentator is to the radio news broadcast-only funnier, I hope."⁶



5. "Ding" as interpreted by the famous illustrator James Montgomery Flagg, c. 1920.

3. Uncle John and Uncle Sam

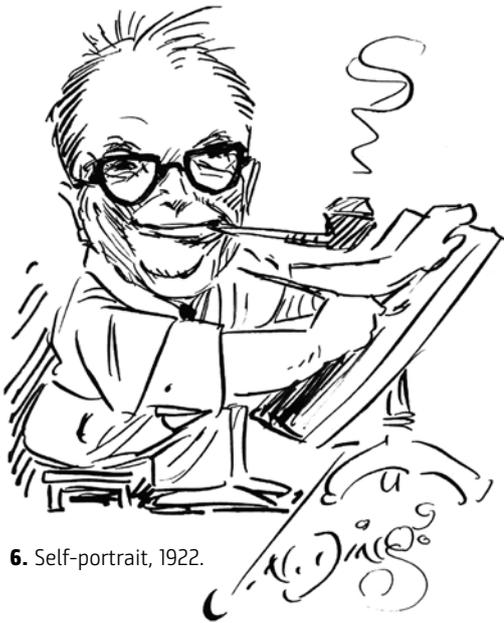
The use of the rhetorical figure of prosopopeia, applied to visual language, consisted of utilizing graphic allegories derived from classical heritage, in the anthropomorphic personification already applied to deities and mythological beings. This was an iconographic code that helped to read, recognize and identify the meaning of the characters and their attributes in the scenes depicted. The process of "humanizing" concepts that, because of their dimension escape the human scale, are used in the exhibition and treatment of certain topics and was a common method applied by humorous cartoonists such as Darling. This process also reflected popularly held concepts, and both Darling and the rest of the cartoonists usually employed characters already implanted in popular imagination such as Columbia and Uncle Sam with his bald-headed eagle (United States), Britannia and her lion and John Bull with his bulldog

(Great Britain), Marianne and the rooster (France) and a long list of patriotic figures. The thrust of propaganda activity deployed by the different sides during the First World War—especially in poster design—involved the intensive utilization of this repertoire of icons.

Darling participated in this tradition by creating a character who achieved widespread popularity beyond his own cartoons, and became a symbol of the state of Iowa. Although Darling was born in Norwood, Michigan, most of his life was spent in Iowa. In his editorial panels, Darling was constantly impelled to represent the opinion and point of view of the state’s inhabitants which had a large base from the agrarian sector, farmers, ranchers and businesses that depended on those productive activities. To give voice to local problems, Darling created the figure of Old Uncle John Iowa inspired by Samuel H. Cook (1847-1932), a respected trader established in Van Meter, Iowa, specializing in the business of selling seeds and supplies to farms.⁷

Thanks to this invention, Darling’s creation could interact in vignettes with actual caricatured politicians of the time, with other fictional characters—for example, the female figure of Justice or certain animals with associated human qualities—and with patriotic characters such as Uncle Sam. The figure of Uncle John Iowa brings us back to the archetypal image of a veteran farmer, wearing a hat and his

work overalls stamped with the word “Iowa” on it. Darling represents him holding a maize plant crowned with ears of corn in one hand, and in the other, a basket overflowing with apples. Next to him the usual farm animals appear: a hen with her chicks and a chubby pig with her piglet. The sum of these attributes creates an allegorical image of prosperity. A deceptively innocuous insect, perched on the stalk of wheat that the farmer chews, adds a humorous counterpoint to this friendly and positive portrait: it is a locust, an authentic plague for the cultivation of corn and other cereals (figs. 22-26).



6. Self-portrait, 1922.

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The first uses of Uncle John Iowa in Darling’s editorial cartoons are observed in 1906-1907.⁸ It is interesting to note that this farmer appears in several of the Michelin tire advertisements that Darling illustrated in 1916-1917. “Ding” Darling used the characters of Uncle John Iowa—as a representative of local popular sentiment—and Bibendum—incarnation of the Michelin company—to stage a friendly dialogue and to transmit a message with commercial content, taking advantage of the advertising mascot’s particular characteristics (figs. 31, 33, 36-39, 55-58 and 60-61).

4. Darling and advertising

Although Darling applied his art to different disciplines of illustration, he was not in and of itself a comic artist, nor an illustrator of books or magazine covers and articles. Neither did he dedicate himself to the art of prints, postcards or posters ... nor was he overly attracted to the advertising market. Darling focused his professional activity on the field of editorial journalistic illustration, also labeled as “graphic journalism,” “political cartoon” or “editorial caricature.” His proposals, which utilized a humorous tone as a desacralizing element and resorted to caricature as a form of graphic expression, critically addressed issues such as politics, the social environment, the performance of certain institutions as well as current news and events of the times that also deserved journalistic chronicles and analysis written by the press.

His humorous cartoons were explicit, clearly conveying Darling’s personal position on thorny issues such as politics, wars or social life. As a public figure and expressing himself through the press, Darling would take a stand; it was clear in his personal ascriptions and in his confrontational ideology. Precisely this belligerent attitude and his critical ideas on certain issues—even on the advertising medium itself (figs. 20-21)—greatly impeded his function as a regular illustrator for the advertising sector, if indeed he was truly interested in it. Darling preferred to illustrate his own ideas and not to shape those of others for commercial purposes.

In any case, Darling did sporadically collaborate with the recruitment of advertisers for inserting publicity in *The Register and Leader* as soon as he joined the editorial team. As head illustrator for the newspaper, he was occasionally required to help sell advertising space by providing a sketched illustration that reinforced the proposed advertisement’s design, which the client had to approve. The experience of the relationship between Darling and Vernon L. Clark—salesperson for the newspaper’s Advertising Department—with whom he had worked for three years, between 1906-1909, and had become friends with, can serve as a guide to Darling’s disposition in those specific cases and in probable later collaborations with the Advertising Department. As explained by his biographer, David L. Lendt (1989):

“One of Darling’s first acquaintances in Des Moines was Vernon L. Clark, then a twenty-one-year-old employee in the *Register and Leader’s* advertising department. Clark met Darling ‘practically as soon as he swung down off the train’ and they became close friends. Clark sold want ads and commercial display advertising for the *Register and Leader* and found Darling a valuable ally in the advertising business. Occasionally, he would ask Darling to illustrate an ad layout. With the Darling touch, Clark discovered that the layouts sold easily and his sales of space increased. The paper’s new cartoonist provided his artwork free of charge to Clark. In fact, the advertising salesman ingratiated himself with advertising clients who asked him to ‘get Mr. Darling to draw me a picture’ of some kind. ‘Mr. Darling’ was happy to oblige if it would make life easier for ‘Mr. Clark.’”⁹

Examining the pages of *The Register and Leader/The Des Moines Register* it is unusual to find advertisements illustrated by Darling. However, there were some interesting examples such as the campaign he made for the Hippee Motor Supply establishment, the Michelin distributor in Des Moines.

5. The advertising campaign for a Michelin distributor

In 1916, Iowa had registered 198,587 vehicles consisting of automobiles, trucks and buses, occupying sixth place in the ranking of all states in the country. Also worth highlighting was the ratio of one vehicle for every 11 inhabitants, which was the highest of all considering the national average of one registered vehicle for every 32 individuals.¹⁰ The capital city of Iowa was Des Moines with a population of about 100,000 inhabitants.¹¹ It was there where different tire companies disputed this strategic market and had delegations installed to supply tire consumption for the local as well as adjacent areas. The capital’s local Directory 1916 contained listings of delegations for companies such as BFGoodrich, Firestone, Goodyear, Diamond and Federal. It also showed listings for independent establishments and authorized distributors dealing exclusively with brands such as Kelly-Springfield, Federal, Savage and Racine, among others.¹²

The city of Des Moines was a key hub to strengthen the territorial presence in Iowa of the Michelin Tire Co. from Milltown and to adequately serve the businesses associated with their commercial network. In



7. Ding promoted the conservation initiative known as the Bird Hunting Stamp Act that was applied by the U.S. Postal Service. It consisted in the sale of stamps in order to raise funds for the purchase of natural spaces converted into refuges for ducks and other migratory birds. “Ding” illustrated the first of the stamps—as seen on the left—that were sold in 1934 for one dollar, obtaining a massive response that translated into a record of 635,001 stamps being sold.

1914, the company had agreements with 64 establishments, distributed in 59 populations throughout the state.¹³ The urban zones and, especially, the large rural areas with numerous widely spread agrarian exploitations constituted a profitable market. Towards February of 1915, through their representative for the Central Zone, R. B. Tracy, Michelin inaugurated their own delegation located at 1109 Walnut Street in Des Moines. Frederick J. Potter would be named the managing director of the business.¹⁴

5.1. Hippee Motor Supply

One of the most important tire and accessories stores in Des Moines was the Hippee Motor Supply Co., launched in 1915 by George P. Hippee and specialized in Firestone, Michelin and Mecca tire brands. At the beginning of 1916, with the entry of a new partner Jesse V. Henley as Vice President, the business was renamed Hippee-Henley Motor Supply, focusing on the sale of Michelin tires as an authorized establishment. A full-page press advertisement showed the illustrated portrait of the two partners in a *Bibendum* suit, formalizing their new status (fig. 30). However, the agreement between the two ended prematurely: towards the end of June, Henley sold his shares. The company resumed their original name and continued to work for direct customers and nearly 1,400 dealers throughout Iowa. On October 14 of that year, George P. Hippee signed an agreement with Michelin that made him the exclusive distributor of their products for the entire state (fig. 45).¹⁵

In January 1917, Hippee Motor Supply Co. merged with another similar business that had also been operating in Iowa for one year, the States Auto Supply Co., forming the Hippee-States Co. based in Des Moines. The new company also reached an agreement with Michelin to become their exclusive distributor in the territory of Iowa, and thus, the tire manufacturer closed their own delegation in Des Moines. Two years later, in December 1919 and under the supervision of R. B. Tracy, Michelin decided to reopen the delegation in the capital, located at number 514 Mulberry Street.¹⁶

5.2. Advertisements in *The Des Moines Register*

The restitution of the business’ original name, the Hippee Motor Supply Co.—effective in July 1916 after the fiasco of the brief company Hippee-Henley—, was reflected at the beginning of a press advertising campaign in the capital’s leading publication, the morning newspaper *The Des Moines Register* (with an average circulation of 70,000 daily copies and about 50,000 for the Sunday edition, during 1916). They were also present in one of the rival papers distributed in the evening, *The Des Moines News* (with an average circulation of about 44,000 copies daily and about 38,000 for the Sunday edition during 1916). This implied a change of policy with respect to the previous year, in which the Hippee Motor Supply used to advertise itself exclusively in another one of the city’s evening newspapers, the *Des Moines Capital* (with an approximate circulation of 44,000 per day,

during 1916).¹⁷ The advertising spaces placed in *The Des Moines Register* had an extra incentive, the advertisements were illustrated by the newspaper’s renowned cartoonist, “Ding” Darling. The campaign, titled “The new Michelin Universal Tread,” began on Sunday, June 11, 1916 and appeared regularly in the following Sunday editions of the newspaper—with some additional inserts during the week—until mid-March 1917, for a total of more than thirty different advertisements (figs 29-63).

The August 28, 1916 issue of *The Des Moines News* featured a curious full-page Hippee Motor Supply advertisement. The ad featured different illustrations signed by Sid Craiger, executed in a style of drawing blatantly similar to the one Darling applied in his advertisements published in *The Des Moines Register*, probably by explicit order of the advertiser (fig. 65). He was the first and the last to use this approach. Surely for the advertiser having the same graphic style was a good solution to homogenize their advertising discourse ... but it was also likely that such a decision was not at all acceptable to Darling and the editor of the *Des Moines Tribune*. An example of the value that the advertisements illustrated by Darling held for Hippee is reflected in the fact that at least three of them were inscribed in the intellectual property registry.¹⁸

Likewise, some of Darling’s drawings for the Iowa tire distributor—probably without the explicit consent of the Michelin Advertising Department in Milltown and without the knowledge of the author—served as a model for certain illustrations subsequently applied in advertisements for other Michelin-associated establishments (fig. 65).

5.3. The uniqueness of the campaign

The campaign “The new Michelin Universal Tread,” deployed in the second half of 1916, took advantage of a unique situation in the advertising policy of the Michelin Tire Company in Milltown. During that year, Michelin’s American subsidiary had launched the pneumatic tire “Universal Tread” in the U.S. market, a technology that had been developed for two years and perfected by the end of 1915. It was an important initiative to break the lethargy that the business and commercial activity had been suffering, affected by direct repercussions of the Great War in Europe on their French workers, the restrictions on raw material and the vulnerable situation of the French parent company.

This renewed commitment included a change of advertising policy and, at the beginning of 1916, the hiring of the Wales Advertising Co. agency. At the end of that year, the collaboration of art director Arthur Edrop began as part of Michelin’s new and differentiated approach to their campaigns. It is within this time frame, during this impasse marked by changes, that the iron control exercised by Michelin Tire Co. in Milltown’s Advertising Department on local press advertising inserted by establishments associated with their commercial network was broken. The editorial freedom enjoyed by Jay Norwood “Ding” Darling could also be applied to the field of advertising.

Darling portrayed Michelin’s Bibendum in an entirely personal way in terms of his graphic configuration. He was far removed from the canons marked in the clichés that were customarily provided by the Milltown offices for reproduction and modular adaptation to local press. The variations in the poses and attitudes of the pneumatic mascot, Michelin’s exclusive heritage and element of identity, had never been left in the hands of creative illustrators outside the company. The adventure undertaken by Darling escaped their usual control and took a certain path that surely would have been vetoed in other circumstances.

As was the case for editorial cartoons and vignettes published on the front page of the *Des Moines Tribune*, Darling resorted to his personal vision in portraying his repertoire of characters and situations for the Hippee Motor Supply advertisements. In most of the illustrations, Bibendum is presented as Michelin’s ambassador and seller of the new Universal Tread tires. Sometimes he is portrayed sharing the limelight with the caricatured portrait of the business owner Georges P. Hippee (figs. **45**, **50** and **57**), in others conversing with Uncle John, the character that Darling created to humanize and represent the state of Iowa and its people (figs. **31**, **33**, **36-39**, **55-56**, **58** and **60-62**). On one occasion, Bibendum fraternizes with the different sides involved in the war that was waging in Europe, dangerously mixing mercantile concepts with patriotism, the delicate situation of French Michelin and their foreign subsidiaries and the United States’—at that time—neutral position in the conflict (fig. **47**). Another case, in an unprecedented and inappropriate scenario, we see the mascot being involved in the Republican and Democratic parties’ political interests regarding the electoral race for the Governor of Iowa (fig. **49**). In short, Michelin’s character spokesman in a session of uncontrolled ventriloquism, acted outside of the company’s usual opinions and interests.¹⁹

Notes

1. The facts and dates of Darling’s biography are primarily based on the information contained in the book by David L. Lendt (1989) and in the article “Who was Ding Darling,” both referenced in the bibliography.
2. None of the sources consulted refer to this campaign. This issue has never been addressed, so the article resulting from the present investigation constitutes an original and novel contribution.
3. Lendt (1989), p. 24.
4. The newspaper *The Register and Leader* ended up becoming the leader of local press thanks to the aggressive expansive policy of Ardner Cowles. This involved acquiring rival publications one by one: in 1908 he took over the *Des Moines Tribune*, in 1924 he bought *The Des Moines News* and in 1927 acquired *The Des Moines Capital*.
5. There is numerous and detailed information in the book by Lendt (1989) regarding this aspect of his activity.
6. The complete original text was published in the book by Gene Byrnes, *A Complete Guide to Drawing, Illustration, Cartooning and Painting*; New York, Simon & Schuster, 1948. Part of that article is also reproduced in another publication by the same author: “J. N. Darling (Ding) on editorial ideas,” *The Complete Guide to Cartooning*, New York, Grosset & Dunlap, 1950.
7. As Lendt (1989) explains in the section “An album” of Darling’s biographical book, in 1948 Darling himself declared that the only character “which has been completely of my own creation is the Iowa Farmer, old Uncle John Iowa.” The author expounds on his information regarding the character in “Jay N. ‘Ding’ Darling’s Uncle John Iowa cartoons,” *The America Midwest: an Interpretative Encyclopedia*; Bloomington, Indiana, The Ohio State University/Indiana University Press, 2007, p. 121. On Cook’s biography: “*Samuel H. Cook*,” *Past and Present of Dallas County*; Iowa. Chicago, The S. J. Clarke Publishing Co., 1907.
8. In his book, Lendt (1989) comments on a cartoon published on June 26, 1919, where Uncle John Iowa appears in “one of the earliest versions of the Iowa farmer.” In fact, as can be seen in the accessible examples in the Iowa Digital Library referenced in the bibliography, Darling had been using this character since 1906-1907:
 “Dr. Legislature: ‘There isn’t a blamed thing the matter with him, but what’s the use of being a family physician if I can’t prescribe once in a while?’,” published on January 8, 1906; “Great Scott! And he did not plant anything but corn this year!,” published on April 29, 1907; “Mr. Iowa: What’s the matter my little man? Little man: I’m so afraid you’ve gone and picked a toadstool,” published on April 13, 1907; “An effort is being made in certain quarters to find a weak place in the fence,” published on May 5, 1907.
9. Lendt (1989), p. 22.
10. *Automobile Registrations, Licenses, and Revenues in the United States, 1916*, pp. 1-3 and Table I and Table II. Referenced in the bibliography.
11. According to official data from the United States Census Bureau, in 1910 Des Moines had a population of 86,368 and in 1920, 126,468 inhabitants.
12. As listed in the section dedicated to businesses and automobile establishments in *Des Moines City and Valley Junction Directory for the year commencing December 1st, 1916*. Des Moines, Iowa, R. L. Polk & Co., 1916.
13. Data extracted from the listings contained in the promotional publication, *Address Book of over 3,300 Michelin Stockists in the United States*. Milltown, N. J., Michelin Tire Company, 1914.
14. “Michelin opens Des Moines branch,” *Automobile Topics*, April 10, 1915; “R. B. Tracy, central manager,” *The Horseless Age*, March 31, 1915; “Michelin Tire in Des Moines,” *The Automobile*, June 17, 1915.

15. "Auto accessories are purchased at Hippee Motor Supply," *The Des Moines News*, August 22, 1915; "Recent transfers of business ownerships," *The Accessory & Garage Journal*, August 1916, p. 43; "Big tire deal closed with Des Moines firm," *The Des Moines Register*, October 15, 1916.
16. "Two Des Moines jobbers form \$ 1,000,000 combine," *Motor World*, January 24, 1917; "Changes of ownership and transfer of title: Iowa," *Cycle and Automobile Trade Journal*, March 1917; "Des Moines branch of the Michelin Tire Co. has been closed," *The Automobile*, February 1, 1917; "Michelin Tire opens Des Moines branch," *Motor Age*, December 25, 1919.
17. Regarding the numbers of the respective print runs, two sources have been combined to obtain approximate figures. On the one hand, N. W. Ayer & Son. *N. W. Ayer & Son's American Newspaper Annual and Directory: A Catalog of American Newspapers, 1916, Volume 1*. Philadelphia, Pennsylvania. UNT Digital Library. <http://digital.library.unt.edu/ark:/67531/metadc9277/> (accessed: October 2013). On the other hand, "The tenth semi-annual newspaper circulation statements as of April 1, 1917, with previous statements," *The Advertising Age and Mail Order Journal*, Chicago, April 1917, p. 16. Regarding Hippee's advertisements in *The Des Moines Capital* during 1915, examples published on June 25 can be seen, p. 18; July 23, August 7 and 27, p. 18.
18. *Catalogue of copyright entries, part 1, group 2, 1916*, Washington, Copyright Office/Government Printing Office, 1916, p. 1312, with references 29357 and 29358 and *Catalogue of copyright entries, part 4, 1917*, Washington, Copyright Office/Government Printing Office, 1917, p. 46, with reference 2455.
19. On the analysis of one of Michelin's advertisements featuring Bibendum illustrated by Darling utilizing a military theme, see chapter 12: "Michelin, the Great War and tire companies."

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<http://www.lib.drake.edu/heritage/ding-darling/index.html>

"Meredith tells where he stands," *National Democrat* (Des Moines), Thursday, October 26, 1916.

Interview where Meredith makes public his opposition to the campaign to improve the roads.

"J. Sidney Craiger: an Iowa cartoonist," *The Arena*, volume 35, March 1906, pp. 290-294.

"Who was Ding Darling," *The Editorial Cartoons of J. N. 'Ding' Darling*.

University of Iowa Digital Library, <http://digital.lib.uiowa.edu/ding/who.php> (October 2013).

J. N. "Ding" Darling Foundation. <http://www.ding-darling.org>



“DING” Will Draw Cartoons For You at a Nickel a Week

“Ding” is recognized universally as one of the greatest cartoonists in America. His remarkable faculty of interpretation, his far-sighted imagination, his broad point of view and keen sense of humor have caused his cartoons to be copied more widely in national publications than those of any other cartoonist of this country.

One morning, with a powerful expression on some national situation, he sends forth a message that stirs your blood to action; the next morning with kindly humor he tickles your funny bone with some quaint picture of plain home folks, that loosens the hinges of your laugh muscles. Bristling with action and realism his subjects fairly shout their story at you from their places in the cartoon.

Pardon me just a minute—What!—The editor just interrupted me to say that “Ding” has a scorcher for tomorrow morning. Don’t fail to see it.

Subscribers to The Sunday Register and The Evening Tribune in Des Moines who do not take the morning Register, among other splendid features and early news service, can get “Ding’s” masterful cartoons for but a nickel a week more than they now pay.

*Phone The Circulation Department
Walnut 320 and Let Us Start The
Morning Register Going to Your Home*

10. Editorial module published in *The Des Moines Register*, April 8, 1917. Self-portrait by “Ding” Darling.

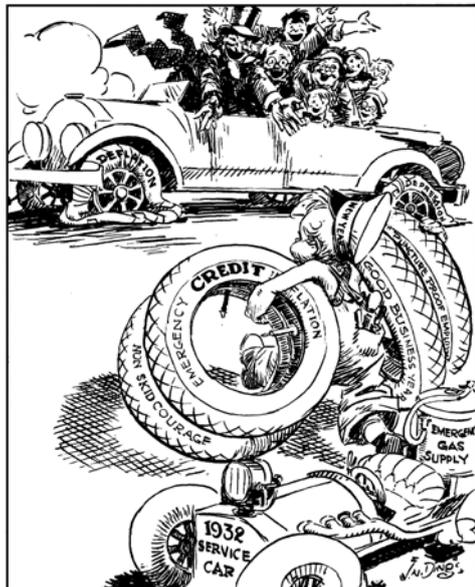
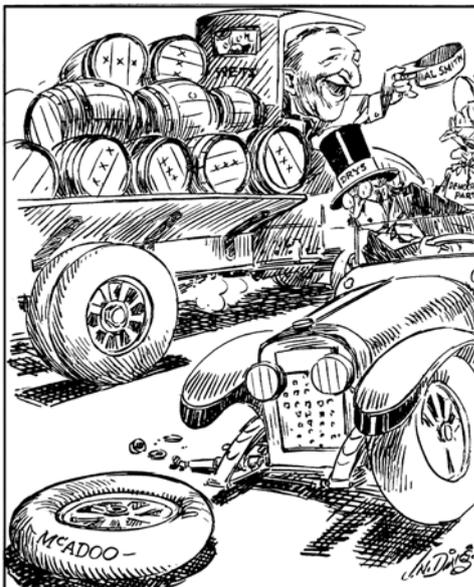
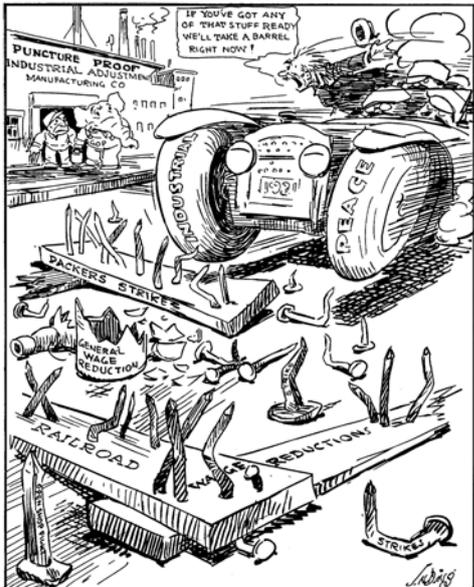
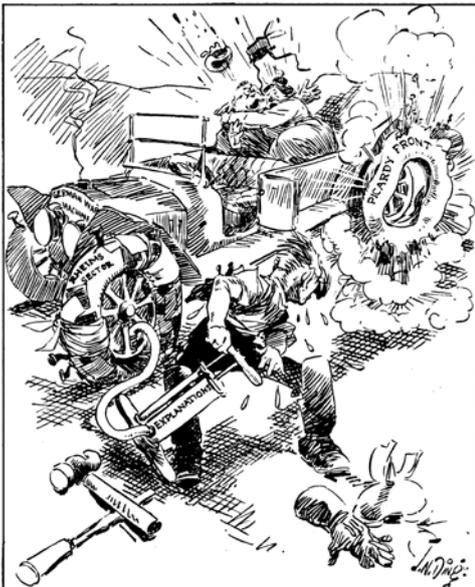
MUSES ON WHEELS.

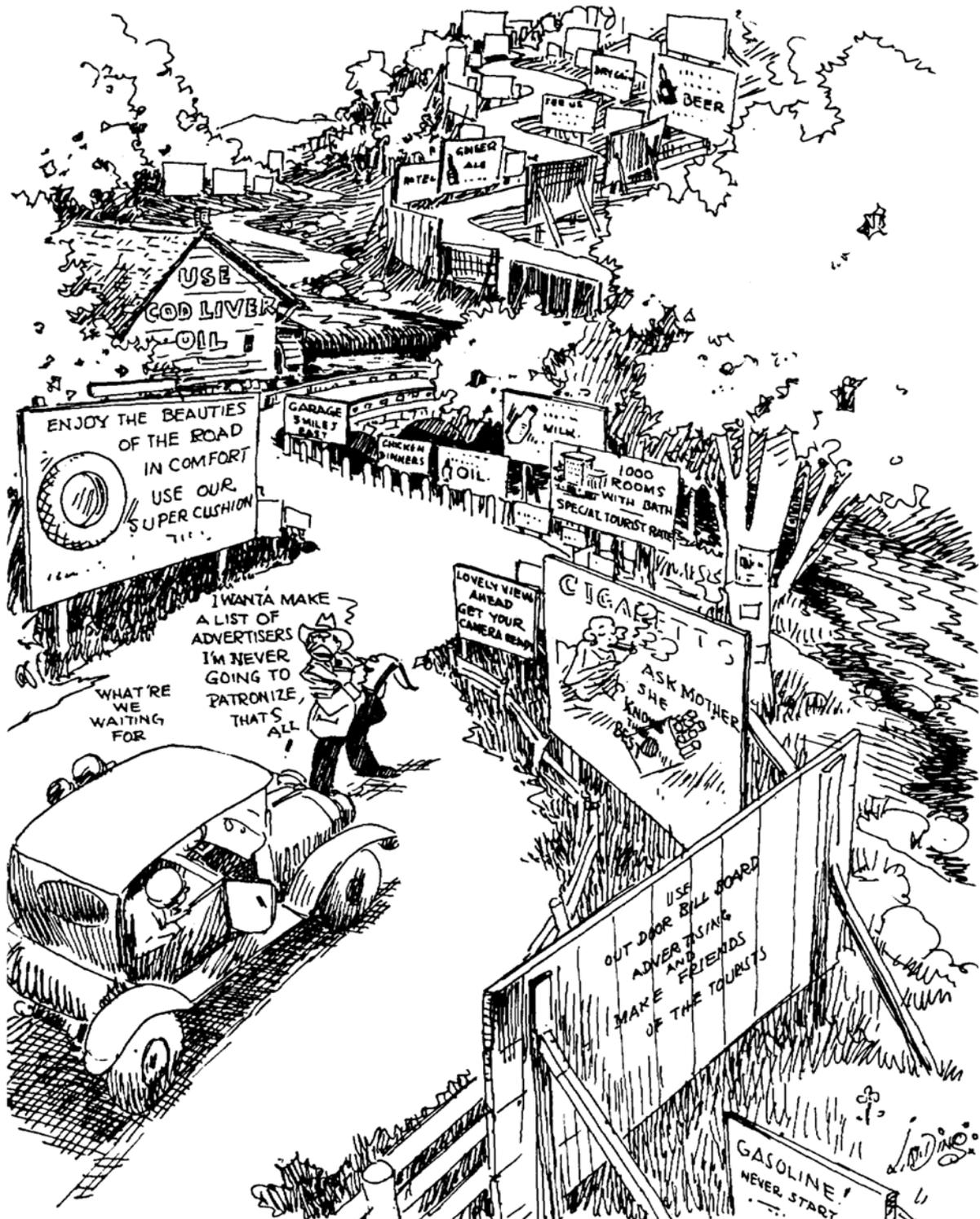
One of the metaphors that “Ding” Darling resorted to on a regular basis was that of the tire as an indispensable element of the automobile for proper functioning and progress. In the vehicles drawn by Darling a series of characters appeared as drivers and passengers embarked on a common cause—the automobile—that could arrive unscathed at their destination—after avoiding different obstacles and impediments—or be affected and detained for a specific cause—represented as a flat tire.

Although there are some examples by “Ding” prior to 1916 similar to those shown here ... could it be that the Michelin campaign he designed that year sparked the illustrator’s attention specifically to the theme of tires and their metaphorical possibilities?

11-19. Darling cartoons published on the front page of *The Des Moines Register* on the following dates: (on the right) April 28, 1919; (below) July 21, 1916; October 6, 1916; (opposite page) August 14, 1918; March 12, 1921; July 8, 1926; September 23, 1927; January 1, 1932; January 16, 1932.

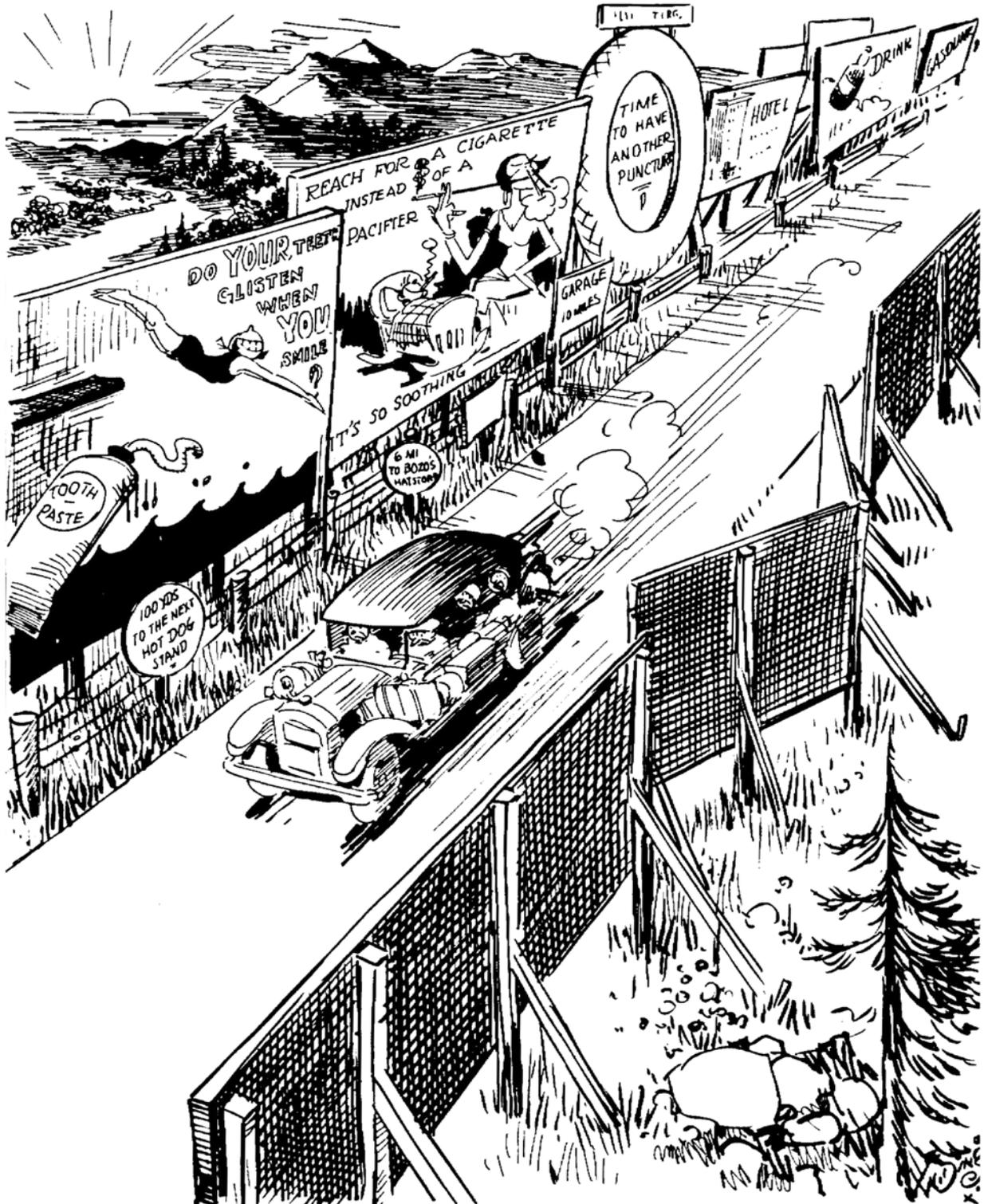






TIRES AND LANDSCAPES. The industry of the automobile and components, such as fuel, oils and tires, constituted one of the sectors that most utilized static advertising, especially billboards placed next to roads, for obvious reasons. Darling, in his constant condemnations about aggressions to landscapes and the natural environment, evidenced this by showing tires as one of the main determinants for the visual pollution of landscapes. A sample of his belligerence as an environmental activist can be observed in the text that accompanies the vignette shown above: “—What’re we waiting for? —I wanta make a list of advertisers I’m never going to patronize, that’s all!”

20. *The Picturesque Bend in the Road* also titled *Those Picturesque Roadside Spots*, published on May 21, 1929 on the front page of *The Des Moines Register*.



FLEEING THE LABYRINTH. With the above cartoon, Darling humorously reflects on the reasons behind the progressive increase in the number of tourist trips taken by Americans to Europe ... where billboards hardly existed. Signs cover the landscape, isolating the view from those that circulate along the road. This was not the result of the illustrator's imagination as billboards really existed having this aspect. Among those illustrated here, the one that has the shape of a gigantic tire stands out. Inside, written in an ironic tone, is the slogan "Time to have another puncture." This makes reference to the slogan employed in the advertising campaign of Michelin's rival, the Fisk Tire & Rubber Company: "Fisk Tires: Time to Re-Tire "[Time to remove/change tires].

21. *Why European Travel Grows Heavier Each Year*, panel published on August 12, 1930 in *The Des Moines Register*.



OLD UNCLE JOHN IOWA.

The above image shows the portrait of the character created by Darling to represent the state of Iowa, its farmers, and in general its inhabitants, singing one of the verses of the popular local hymn *That's Where the Tall Corn Grows*. The first version of this song, later extended and perfected, was written in 1912 by George Hamilton, Secretary of the Chamber of Commerce in Des Moines.

22. "That's where the tall corn grows," undated drawing, c. 1940

23. Photographic portrait of "Ding" Darling, circa 1920.

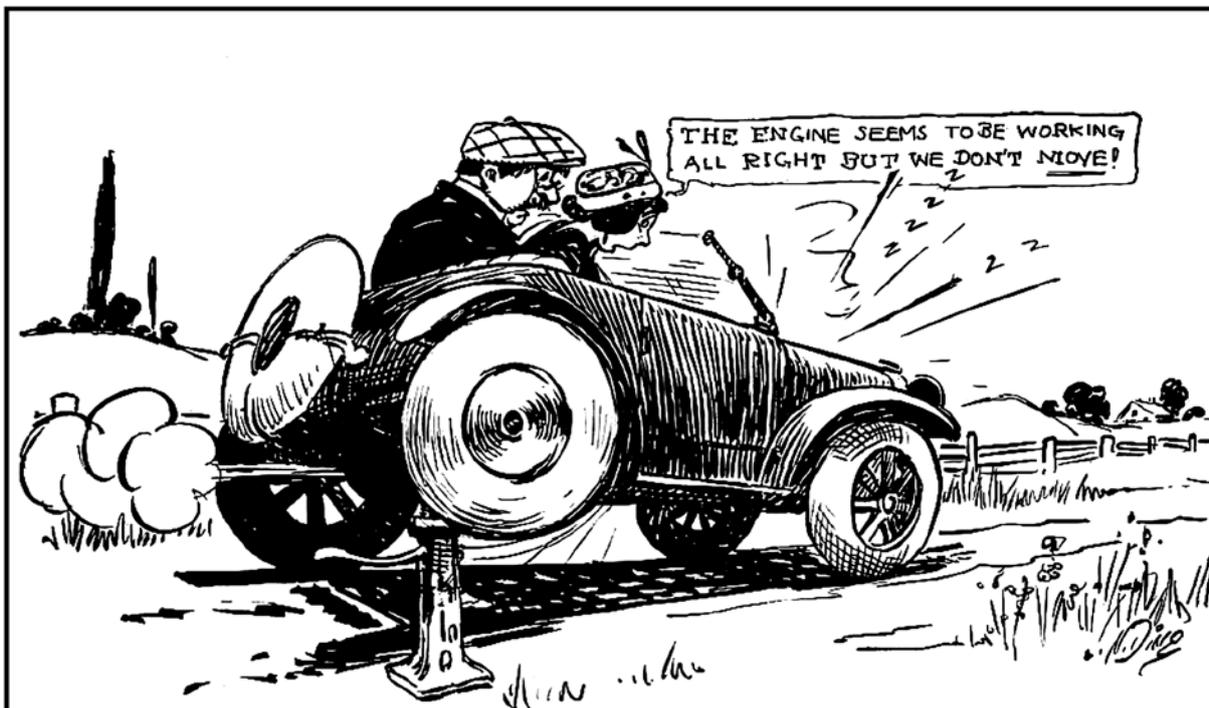




MAKING FRIENDS. On this page we can see the character of Old Uncle John Iowa used in different ways. Above left, Darling criticizes the deplorable situation of the roads in the state of Iowa, comparing them to suitable infrastructures in the neighboring states of Illinois and Minnesota. On the right, Uncle John Iowa, dressed for the occasion, is about to visit the state fair surrounded by his family, other farmers, agriculturalists and the most representative farm animals.

24. *High Time to Begin*, published on June 26, 1919 in *The Des Moines Register*. **25.** *Going to the Iowa State Fair*, undated.
26. Detail of a cartoon entitled *Welcome to the President of the USA*, September 18, 1948. Illustrations by "Ding" Darling.





GET DOWN TO EARTH

If you want to make progress in an automobile or in an advertising campaign you must have all four wheels on the ground.

If you will make use of the service *Successful Farming* has to offer you will be carried swiftly and surely to the very heart of the farm market in the great food producing heart of the country.

Add the buying power of more than 800,000 farm families served by *Successful Farming* to your present market, and see your percentage of profits increase with the same overhead.

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher
Des Moines, Iowa

T. W. LeQUATTE
Advertising Manager

DOWN TO EARTH. Des Moines was the headquarters for the publisher of *Successful Farming*, one of the most important agrarian sector magazines founded in 1902. Darling created an advertisement for the publication in 1920, the year in which its average circulation exceeded 815,000 monthly copies. The topic utilized again resorts to the theme of tires as a metaphor.

27. Advertisement for *Successful Farming* magazine, published in *Advertising & Selling*, July 17, 1920. Illustration by "Ding" Darling.

TESTIMONIALS

Fort Worth, Texas, May 13, 1911.
T. W. McNear, Des Moines, Iowa.
 Dear Sir—Used the tire filler on my old car for three years. It saves casing expense by 100%. My new car has given me no tire trouble but will probably have tires filled when trouble begins. Yours truly,
 Signed, C. D. REIMERS,
 Denver, Colo., May 13th.

—
T. W. McNear, Des Moines, Iowa.
 Dear Sir—Your favor of May 13th just received, and in reply would state, that a number of our customers have had their tires filled with the Day tire filler, and we believe that we can say that without exception they have all been very enthusiastic over the result; the writer has ridden in some of these cars and we do not believe that the resiliency is any less with the filled tires than with the pneumatic tires that are properly inflated to the full pressure advised by the tire people, and we believe that the proposition is well worth a trial by anyone who has excess tire trouble. Yours very truly,
 Signed, COLOMBIAN AUTOMOBILE CO. (E. R. Hall.)

—
 Fort Madison, Iowa, Nov. 23, 1910.
Mr. T. F. Day, Fort Worth, Texas.
 Dear Sir—I have the front wheels of my Maxwell car filled with your tire filler, and I like it so well that I am anxious to get a plant established here. On what terms could we procure the right, and what would it cost per county or a number of counties. Please let me know by return mail, and oblige. Yours truly,
 Signed, A. D. LOCKWOOD.

—
 Denver, Colo., May 7th.
Mr. T. W. McNear, Des Moines, Iowa.
 Dear Sir—Replying to yours of the 13th, we have made inquiries and are advised that the filler is a very desirable product, it will be recommended by automobile users, but we are unfamiliar with its physical construction and therefore kindly advise you in that direction. Yours very truly,
 Signed, C. J. HAUGHWORTH, A. Cashier.

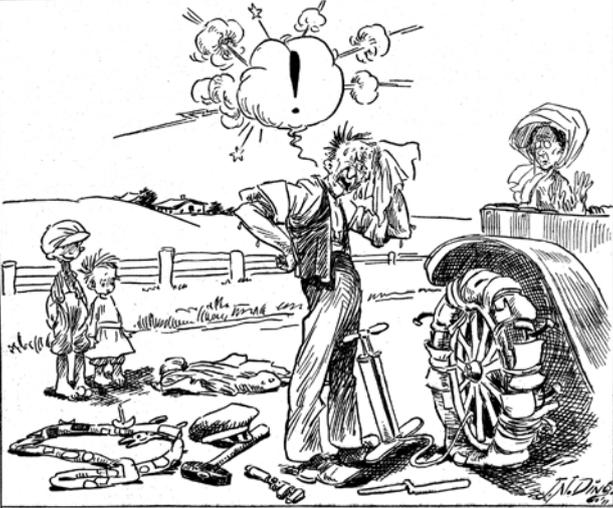
—
T. W. McNear, Des Moines, Iowa.
 Dear Sir—in reply to above, will say that I have had my rear tires filled for eighteen months and would not do without it in the rear tires, as it avoids all anxiety and trouble with punctures and you can get much more service from tires as you can wear them right down to the filling. It does not see any difference in the running of the machine when your tires are properly pumped up and they are not more elastic than the filled ones. Yours truly,
 Signed, GEO. E. TUCK.

—
T. W. McNear, Des Moines, Iowa.
 My Dear Sir—Yours of the 13th at hand and noted. Regarding the tire filler I used for a year, will say it was very good. I liked it. I had two cars filled, a Stoddard-Dayton and a Thomas. You have no tire trouble with it and casing seem to wear same as on air.
 Yours very truly,
 Signed, E. SHOVEY.

—
 Denver, Colo., May 16, 1911.
T. W. McNear, Des Moines, Iowa.
 Dear Sir—Your letter of the 13th came to hand and replying will say that we had our tires filled with Day's tire filler in March, 1910, and have used it constantly ever since, and as our driving in the country it has been the cause of saving us a great deal of trouble.
 I have had people out for two days at a time running over ruts and ditches, with no trouble at all, and these people asked me how it was that we did not have any trouble with tires, then when I told them, they were so surprised that they wanted to know all about it, and am going to have their seven passenger Packard tires filled, which speaks pretty strongly for the resiliency of it, for they are used on country roads and could not tell the difference. I can only speak in the highest terms for it. Yours truly,
 Signed, L. A. COBB.

No More Tire Trouble

Solved by the Iowa Auto Tire Filler Co.
Using (Day's Resilient Filler).



TESTIMONIALS

—
 Denver, Colo., May 15, 1911.
T. W. McNear, Des Moines, Iowa.
 Dear Sir—Yours of the 13th, last, at hand. Will say I have had the Auto Tire Filler in all four of my tires for the past year, and would not do without it. It adds to the weight of your car, of course.
 On rough roads it may seem a little rougher, but I hardly think so. If you have 15 to 20 lbs. pressure, as one should have to protect the fabric inside of casing.
 The relief from flat tires is much to me.
 If you have your filler, I would use new or nearly new casings. I am busy in real estate business, and find it of great advantage to me. If you are seeking for convenience, please use driving and such, you will be greatly pleased.
 Yours very truly,
 Signed, F. A. THOMPSON.

—
 Denver, Colo., May 19, 1911.
T. W. McNear, Des Moines, Iowa.
 Dear Sir—I have run on cast casing sixteen months, and it was perhaps three months old when filled. The casing is still good only for holes cut in it. I ran for eighty six miles with all of six inches of the tire laid exposed, then had it put in a new casing and it was not injured. I do not think you would regret it if you try it. You can go out on a trip and not fear a puncture. Yours very truly,
 Signed, F. M. HEIDBRACK.

—
 Wichita, Kan., May 21, 1911.
Mr. T. W. McNear, Des Moines, Iowa.
 Dear Sir—in answer to your letter of inquiry, will say that the filler has proven perfectly satisfactory to me. I am satisfied that it will double the life of the casing, besides the saving of inner tubes, and you cannot have blow-outs and punctures so not harm, and with detachable rim you can change the casing, therefore you have a perpetual inner tube.
 Trusting that the above will be satisfactory, I remain,
 Yours very truly,
 Signed, W. H. COPPMAN.
 Itaska, Tex., May 13, 1911.

—
 Itaska, Tex., Aug. 25, 1905.
Mr. Day.
 Dear Sir—I am mighty well pleased with my wheels, and have never known before what a pleasure it was to be rid of the constant anxiety over the pneumatic tires.
 Very respectfully yours,
 Signed, W. H. COPPMAN.
 Itaska National Bank.

—
 Itaska, Tex., May 15, 1911.
T. W. McNear, Jr., Des Moines, Iowa.
 Dear Sir—I have been using the filled tires about five years, that is, I have had several sets filled, and as far as my experience goes I have been perfectly satisfied. I use 28 1/2 lbs. and would not be worried with any kind of an auto if I had to be armored with pneumatic tires.
 Very respectfully yours,
 Signed, W. H. COPPMAN.

—
 Loos, Iowa, June 5, 1911.
E. Warren Doolittle, Des Moines, Iowa.
 Dear Doolittle—On March 21, 1911, I received my wheels filled with Day's Resilient Filler. Since that time my car has been driven over seven hundred miles of various kinds of country roads. I cannot discover that the car consumes any more gas than, runs any harder, or is more difficult to manage than when the tires were filled with air. The money spent for the filler has given me more satisfaction than any like amount I have ever spent on a car. Your motto, "No air, no sweat, no wear," is not only catchy, but true. Very truly yours,
 Signed, E. L. EKER.

THE ABOVE TESTIMONIALS ARE BUT A FEW OF THE MANY WE HAVE RECEIVED

The DAY'S FILLER was invented by Mr. T. F. Day of Fort Worth, Texas, nearly six years ago. Today there are thousands of cars in the western states using DAY'S FILLER, as it has proven in all respects practical besides doing away with all tire trouble.

We guarantee no punctures, no blow-outs, no rim cuts and that your outer casing will last at least twice as long when filled with DAY'S FILLER.

WRITE US FOR FULL PARTICULARS AND BOOK OF TESTIMONIALS AND YOU WILL BE CONVINCED THAT WE HAVE THE GREATEST INVENTION OF THE DAY FOR ELIMINATING YOUR MAIN GRIEVANCES WHEN DRIVING AN AUTOMOBILE.

For those in the automobile business who are desirous of securing territory with the idea of establishing a permanent agency for filling tires, we are in a position to offer a very attractive proposition. WRITE US AND BE CONVINCED.

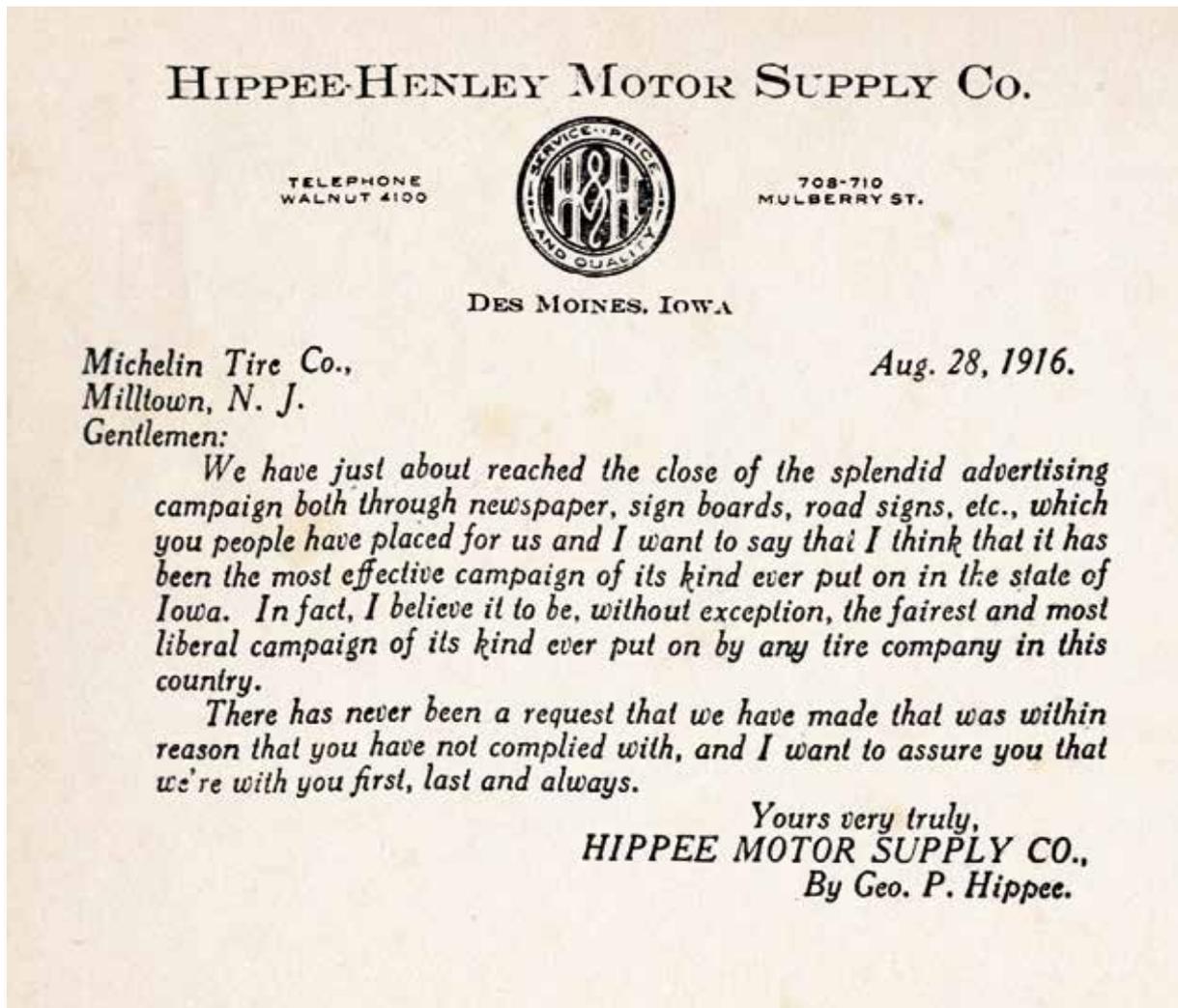
IOWA TIRE FILLING COMPANY

Main Offices—Iowa Loan & Trust Building
Filling Plant, 307, 309, 311 East First Street

Nothing New—Proven by 5 years' actual use—No experiment. No Air, No Sweat, No Profanity, Every Ride a "Joy Ride" When Using "Day's Filler."

PROTECTIVE FILLING. The above image presents one of the advertisements illustrated by "Ding" Darling, in this case for the Iowa Tire Filling Co. from Des Moines. This company marketed a type of sealing fluid intended to fill the interior of inner tubes, creating a protective layer that, in theory, avoided punctures (a highly controversial solution that proved ineffective). As the text explains, the compound with the trade name of Day's Filler was invented by F. T. Day in 1905.

28. Advertising module published in the newspaper *The Des Moines Register*, June 18, 1911. Illustration by "Ding" Darling.



TESTIMONIAL ADVERTISING. The image above is an example of the testimonial letters of support from exclusive Michelin distributors—in this case the Hippee-Henley Motor Supply Co. from Des Moines, Iowa—utilized in an advertising insert.

29. Detail of an advertising insert published in the magazine *Motor World*, November 8, 1916.

THE NEW MICHELIN UNIVERSAL TREAD
A REAL Advance

This is the New Tire Everyone is Talking About

The non-skid tread combines in one tire all the advantages of both the suction tread and the raised tread types.

Not an Experiment.—Unlike some non-skids, the new Michelin Universal Tread was not thought out over night. There is more merit to it than novelty. It is the result of four years' careful development, backed up by eighty-four years' experience in handling rubber, which is the proud boast of the Michelin company.

The new Universal Tread casing as we see it today has been perfected at Michelin's expense, and not at the expense of the public. Every stage of its development has been under the constant supervision of factory experts who conducted comparative tests with tires of other makes. In this way the new casing was improved from time to time, until it surpassed all others and eventually reached its final shape.



The Michelin red inner tube—Recognized the world over as the best. Michelin tubes are made to exact specifications regarding thickness, diameter and length. A Michelin tube is not distended beyond its branded size when inflated inside the casing. The walls retain their normal thickness, not being subjected to destructive strains.

Buy Michelins---the original Red inner tubes---Prices moderate and one quality Only---The Best

Hippee-Henley Motor Supply Co.

708-10 Mulberry St. EXCLUSIVE MICHELIN DISTRIBUTORS Des Moines.

TAILOR-MADE SUITS. The advertisement presented above depicts the start of the Michelin advertising campaign designed to support the new Universal Tread tires. It served to portray the two heads of the Hippee-Henley Motor Supply company, official distributor of Michelin for the state of Iowa and based in the capital Des Moines. On the left is a portrait of Geo (George) P. Hippee and on his right, Jesse V. Henley. The fact that they were "Michelin men" was translated into the approach of presenting both of them stuffed into Bibendum suits. The company, formed at the beginning of 1916, was disbanded a few days after this advertisement was published. Although the illustration appears unsigned, it is quite likely that it was the work of "Ding" Darling. In his later advertisements for this campaign, certain ideas and graphics are identified and repeated, such as cigar smoke with wisps in the form of tires.

30. Full-page advertisement published in *The Des Moines Register and Leader*, June 11, 1916. Unsigned illustration.

THE TWO BEST BETS IN IOWA

THE NEW **MICHELIN** UNIVERSAL TREAD

And Iowa King Corn

For the past four years Michelin has been developing and testing a tire especially designed to meet all varying road conditions, "Such as is found in the state of Iowa," and we are now presenting the results of years of specialized effort in our new Universal tread casing, which we know from exhaustive comparative tests to be unequalled in design, durability and resiliency by any tire yet produced. All we ask Mr. Dealer and Mr. Consumer is that you give this tire a trial, for the tale it will tell in miles of reliable service and security will soon make it just as popular as the Michelin Red Molded inner tube the qualities of which are so widely known.



THE IOWA FARMER--IOWA CORN and MICHELIN TIRES

When Michelin brought out the first pneumatic automobile tire away back in 1895, he was already the world's largest manufacturer of bicycle tires, having invented the detachable cycle tire in 1891, its first public exhibition being made in the Paris-Brest race of that year.

One of the features of Michelin's early bicycle tire was the red inner tube. Michelin has been making red inner tubes ever since, and has always maintained the exceptional high quality of the original, so that today Michelin tubes are admired and used the world over.

*Buy Michelines---the original Red inner tubes---
Prices moderate and one quality Only---The Best*

Hippee Motor Supply Co.

708-10 Mulberry St. EXCLUSIVE MICHELIN DISTRIBUTORS Des Moines, Iowa

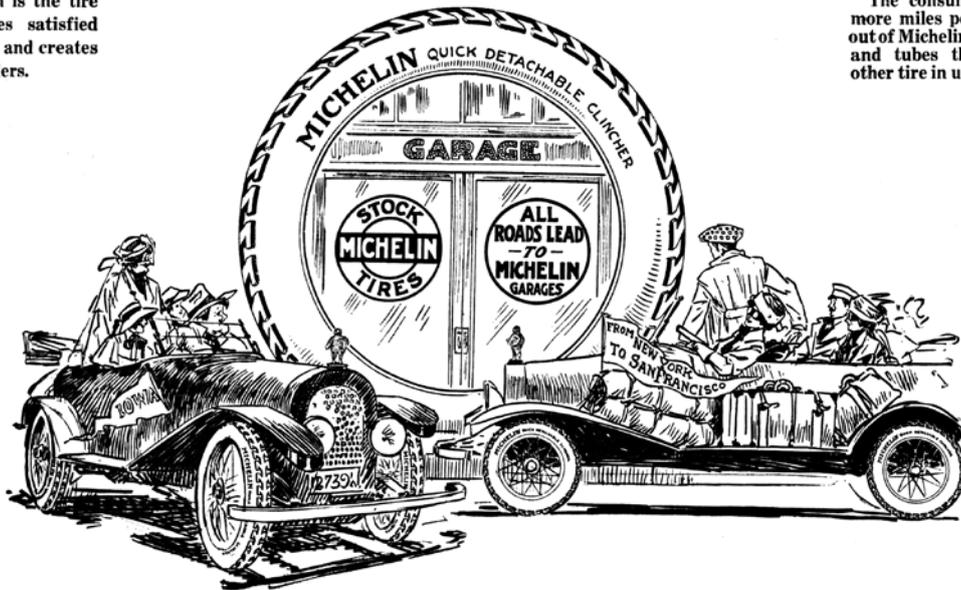
31. Advertising module published in *The Des Moines Register and Leader*, July 16, 1916. Illustrated by "Ding" Darling.

The Tire That Is Used Universally From Coast to Coast!

THE **MICHELIN** UNIVERSAL NEW **TREAD**

Michelin is the tire that makes satisfied customers and creates repeat orders.

The consumer gets more miles per dollar out of Michelin casings and tubes than any other tire in use today.



Although the New Michelin Universal Tread Casing is superlative in quality, its first cost is actually lower than many low grade casings, as can easily be verified by comparisons of price lists

Hippee Motor Supply Co.

Exclusive Michelin Distributors

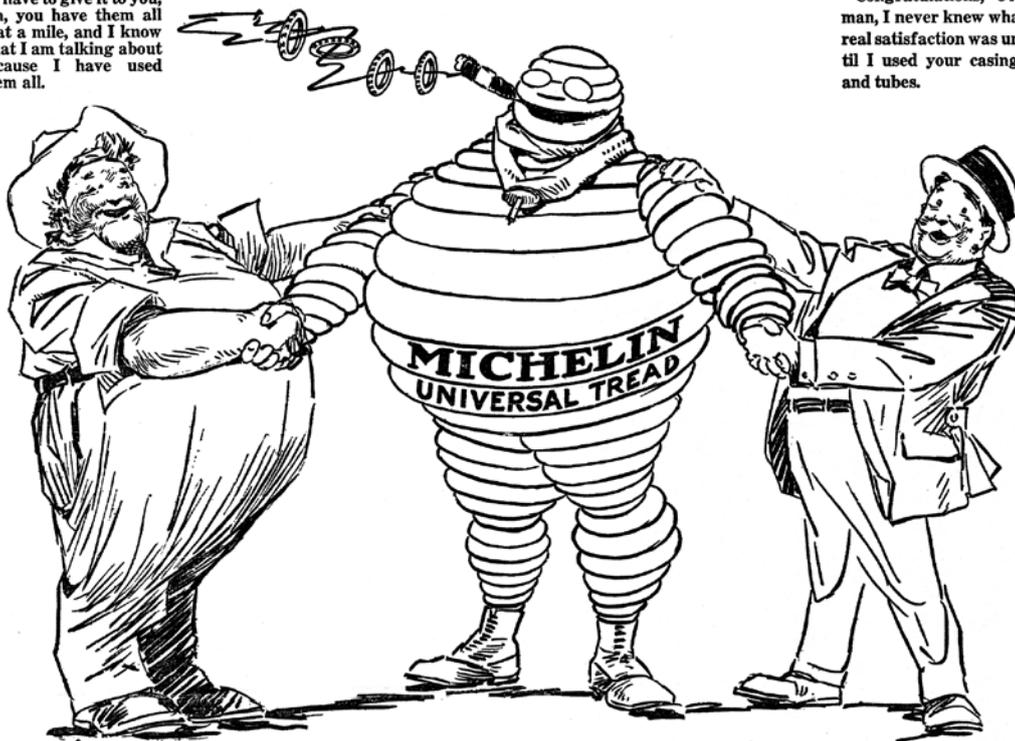
708-10 Mulberry St. - Des Moines, Iowa

The Casing and Tube That Gives Universal Satisfaction Wherever Used!

THE NEW MICHELIN UNIVERSAL TREAD

I have to give it to you, son, you have them all beat a mile, and I know what I am talking about because I have used them all.

Congratulations, old man, I never knew what real satisfaction was until I used your casings and tubes.



A great many tire users have supposed that the Michelin tire was a very high priced tire. This idea, of course, has been brought about, due to the fact that all Michelin tires and tubes universally give such remarkable service. However, if you will take the time to compare Michelin prices with the prices of other standard makes of tires you will be greatly surprised to find that the Michelin casing while superlative in quality, is actually lower priced than many low grade casings.

HIPPEE MOTOR SUPPLY CO.

Exclusive Michelin Distributors

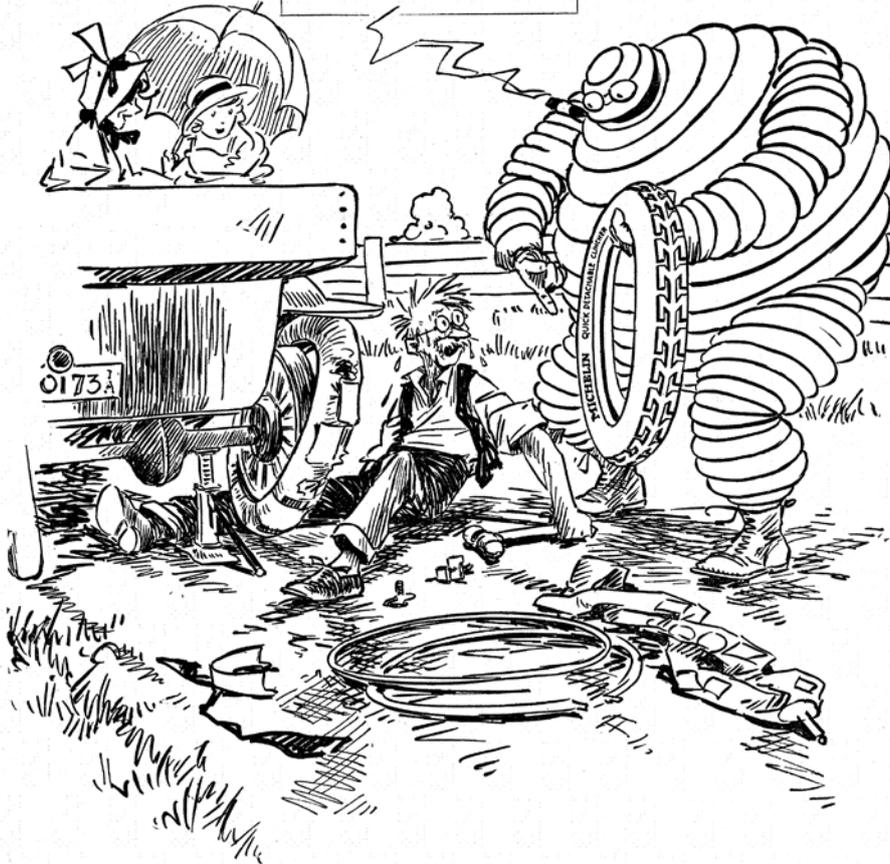
708-10 Mulberry St. - Des Moines, Iowa

IN APPRECIATION. Bibendum, with an inner tube wrapped around his neck like a foulard and savoring his cigar, shakes hands with two characters. On the left, Uncle John Iowa as an incarnation of the state of Iowa. On the right, the representation of a typical Michelin tire user. The illustration depicts the appreciation of the people of Iowa who benefited, in one way or another, from the presence of a major Michelin tire distributor in Des Moines.

33. Advertising module published in *The Des Moines Register and Leader*, July 30, 1916. Illustration by "Ding" Darling.

The New MICHELIN Universal Tread

Better use this Universal Tread Casing of mine and forget your tire troubles



The Michelin Universal tread—the tire that every one is talking about, the tire that gives satisfaction and makes satisfied customers. The new Universal tread casings, like all Michelin tires, is made in ONE QUALITY ONLY—THE BEST.

Hippee Motor Supply Co.

708-10 Mulberry St. Exclusive Michelin Distributors Des Moines, Iowa

ROADSIDE ASSISTANCE. A typical image in Michelin advertising: Bibendum helping out a struggling motorist. In this case, the graphic configuration of the pneumatic mascot is clearly based on the British models, portrayed with a stocky body and with hands and boots drawn in detail. Moreover, Darling employs an element from comics that he also applied in his cartoons and humorous strips, allowing the character to express himself through a speech bubble.

34. Advertising module published in *The Des Moines Register*, August 6, 1916. Illustration by "Ding" Darling.

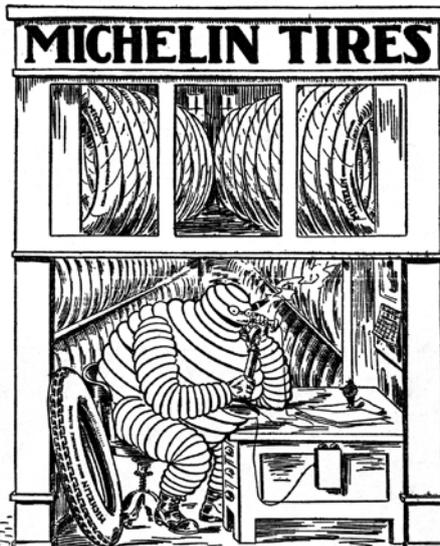
The New **MICHELIN** Universal Tread

They Like It--All of Them

THE DISTRIBUTOR

THE USER

It Never Fails to Satisfy All



THE DEALER

The Increased Sales Prove This



The reason that the demand for Michelin universal tread casings has grown so rapidly since they were placed on the market is due to their Superior Quality and Moderate Price.

The Michelin Universal Tread casing is the best for Iowa roads. They will give you more miles per dollar than any other casing in use today. Michelin makes one quality only---the best.

Hippee Motor Supply Co.

708-10 Mulberry St.

Exclusive Michelin Distributors

Des Moines, Iowa

TELEPHONE SUPPORT. The advertisement shown here portrays the triangle of business relationships formed by the authorized Michelin dealer (Hippee Motor Supply) who supplied both independent establishments and businesses (garages and repair shop, auto parts store, car retail dealers)) as well as the user/final consumer. The mascot Bibendum, who writes down the orders, embodies as always the quintessential salesman for the Michelin Tire Co. in Milltown.

35. Advertising module in *The Des Moines Register*, August 13, 1916. Illustration likely to have been realized by "Ding" Darling.

AUTOMOBILES

The Des Moines Register

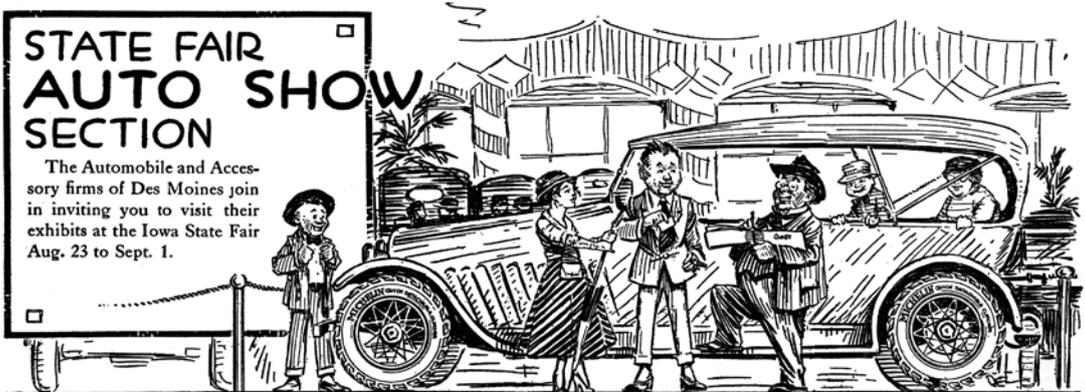
AND LEADER

DES MOINES, IOWA. SUNDAY MORNING, AUGUST 20, 1916.

SPORTS.

STATE FAIR AUTO SHOW SECTION

The Automobile and Accessory firms of Des Moines join in inviting you to visit their exhibits at the Iowa State Fair Aug. 23 to Sept. 1.



The
New

MICHELIN

Universal
Tread

The New Michelin Universal Tread casing is the most talked of tire on the market today. Why? Because it gives universally good service the world over.



"HEY STRANGER YOU'D BETTER GET SOME MICHELINS"

"I'LL SEE HIPPEE BEFORE I LEAVE DES MOINES YOU BET"

THIS ROAD TO THE IOWA STATE FAIR! DES MOINES - Aug 23 to Sept 1

Mr. Dealer, Mr. Consumer, don't neglect to call at our store or stop at our Booth in Machinery hall at the Fair Grounds and let us show you this remarkable tire and tube.

We know that after you see them and examine them, that you like ourselves, will say they are the best that money can buy.

Hippee Motor Supply Co.

708-10 Mulberry St.
Exclusive Michelin Distributors
Des Moines, Iowa

ON THE WAY TO THE FAIR. The 1916 Iowa State Fair, the traditional summer agricultural event that was inaugurated in 1854, was held from Wednesday, August 23 to Friday, September 1, in Des Moines. The exhibitions, shows, activities and parties dominated the commercial and leisure events of the capital. Hippee Motor Supply, Michelin's exclusive distributor, was present at stand 24 in Machinery Hall, the space for agricultural machinery, motor vehicles and their accessories. The illustration above, published three days before the start of the event, shows Bibendum on the way to the fair.

36. Full-page advertisement published in the newspaper *The Des Moines Register*, August 20, 1916. Illustrated by "Ding" Darling.

AUTOMOBILES

The Des Moines Register

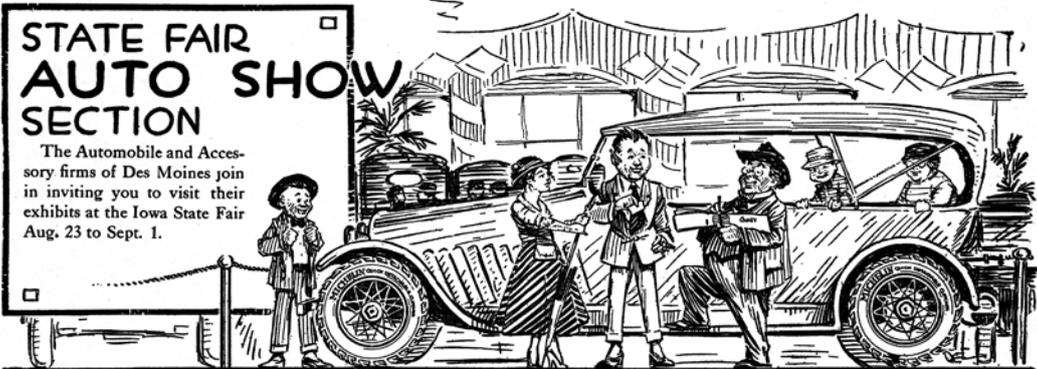
AND LEADER

DES MOINES, IOWA. THURSDAY, AUGUST 24, 1916.

AUTOMOBILES.

STATE FAIR
AUTO SHOW
SECTION

The Automobile and Accessory firms of Des Moines join in inviting you to visit their exhibits at the Iowa State Fair Aug. 23 to Sept. 1.



The
New

MICHELIN

Universal
Tread

The tire and tube that makes motoring a pleasure. Why? Because we build one quality only--**The Best.**



We have space No. 24, Machinery Hall, at the Fair Grounds and we want all of you to visit our exhibit and let us show and explain the merits of this wonderful tire. Don't put this off until the last minute because we know you want this information and we want to give it to you.

Hippee Motor Supply Co.

708-10 Mulberry St.

Exclusive Michelin Distributors

Des Moines, Iowa

REUNITED. This short series of advertisements dedicated to the Iowa State Fair was the context for the reunion between the Michelin mascot and the character Uncle John Iowa. Already in the previous advertisement we can see how Bibendum was traveling on board an automobile driven by an emblematic farmer accompanied by his family. Above, Uncle John—whose identification is highlighted with the lettering of the word “Iowa” on his suit—and his family, dressed for the occasion, visit the fair and greet Bibendum, in a declaration of friendship publicly reaffirmed before the popular acclamation of spectators. In this illustration, Darling was establishing what would be his vision of Michelin’s ambassador. He contributed certain characteristic features to the mascot such as a body outlined with details—shaded with parallel lines in the manner of engraving—, drawing pupils in the large eyes of the character as well as peculiar gloves having a wide cuff.

37. Full-page advertisement published in the newspaper *The Des Moines Register*, August 24, 1916. Illustrated by “Ding” Darling.

- 1814 -

**The
New**

MICHELIN

**Universal
Tread**

The casing and tube that will take you anywhere, any place, and at any time with no trouble or worry to the user. Why? Because we have one quality only—**The Best.**



Don't neglect to call at our booth, No. 24, Machinery Hall, at the Fair Grounds, and stop at our store and shake hands with the Michelin man. He wants to meet you all and give you some circulars and explain the merits of this wonderful tire to you.

Hippee Motor Supply Co.

708-10 Mulberry St.

Exclusive Michelin Distributors

Des Moines, Iowa

THOROUGHBED TIRES. The illustration above depicts the visit of Uncle John Iowa and his family to the pavilion dedicated to livestock at the Iowa State Fair. A pair of Michelin "Universal Tread" tires are exhibited along with the finest specimens of horses, cows, oxen, sheep and pigs of different breeds. Standing in front of them, Uncle John exclaims: "There's the thoroughbred of them all."

38. Advertising module published in the newspaper *The Des Moines Register*, August 27, 1916. Illustrated by "Ding" Darling.

THE NEW **MICHELIN** UNIVERSAL TREAD

The tire that gives absolute satisfaction. Why? Because Michelin spent four years developing and perfecting this tire at his own expense before offering it to the consuming public.

Michelin builds one quality only---THE BEST



The Michelin Universal Tread Casing is the only tire in use today that gives universally good results for both racing and commercial driving.

This is the casing that carried Thompson to victory in the Iowa Ford Championship race held on the Fair Grounds track, Friday, Sept. 1, 1916.

Hippee Motor Supply Co.

Exclusive Michelin Distributors

708-710 Mulberry St.

Des Moines

SEE YOU SOON! Above, Uncle John Iowa says goodbye to Bibendum after the end of the Iowa State Fair—ended on September 1—with the promise of always using Michelin tires. The mascot appears behind a large pile of orders, evidence of the event's effectiveness as a commercial catalyst and the new tires' favorable reception by motorists. A curious detail appears in the advertisement's text on the supporting sales pitches for Michelin "Universal Tread" tires, explaining that "This is the casing that carried Thompson to victory in the Iowa Ford Championship race (...)." According to this information, the winning car—a special Ford T model piloted by J. A. Thompson from Des Moines—was equipped with these types of tires in the race that took place on January 9, 1916 in the Iowa State Fairgrounds land circuit (10-mile mode/20 laps to the circuit).

It's worth noting that the multinational Michelin, previously committed to the sponsorship of teams and drivers who utilized their tires in European and American competitions, abandoned this promotional activity at the end of 1912. The Michelin Tire Company in Milltown did the same, and it is surprising that the advertisement resorted to this appeal, ignoring a key directive.

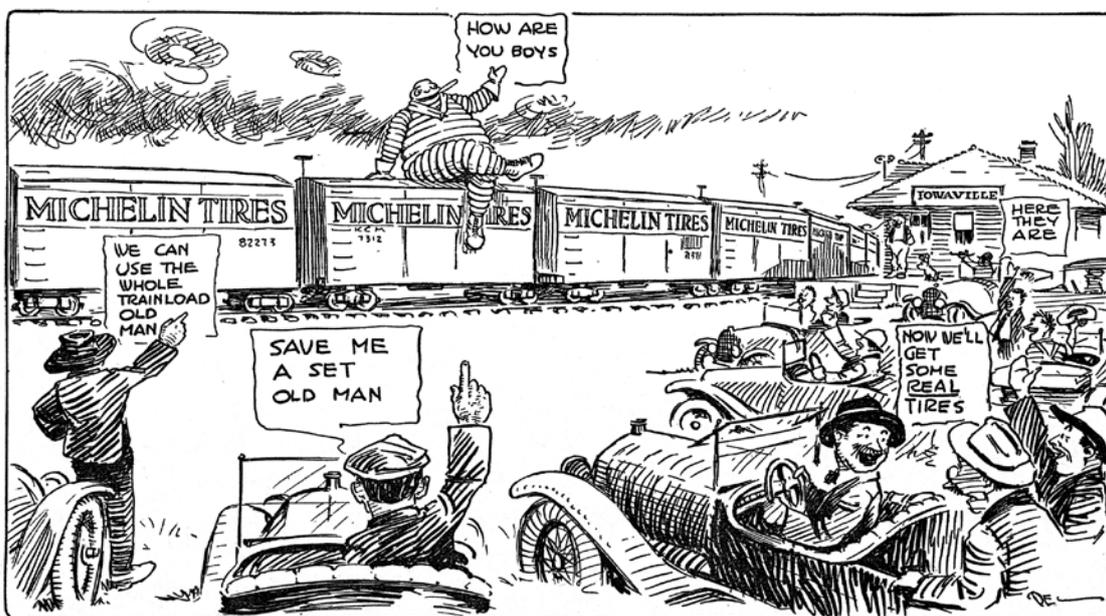
39. Advertising module published in the newspaper *The Des Moines Register*, September 3, 1916. Illustrated by "Ding" Darling.

THE
NEW

MICHELIN

UNIVERSAL
TREAD

The best all purpose tire on the market today:- The tire that makes motoring a pleasure-- Why? Because Michelin builds one quality only-the best.



I have been doing the best I can, boys, to take care of you. We are working twenty-four hours per day, but we just can't get caught up because every one that has had experience and understands tires insists on having nothing but Michelins.

Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

WELCOME, MR. BIBENDUM. A multitude of automobile motorists wait expectantly for the unloading of railway wagons that transported the newly arrived Michelin tires from the Milltown factory and were guarded by a smiling Bibendum. This scene responds to the advertising text that accompanies it: "We are working twenty-four hours per day, but we just can't get caught up because everyone that has had experience and understands tires insists on having nothing but Michelins."

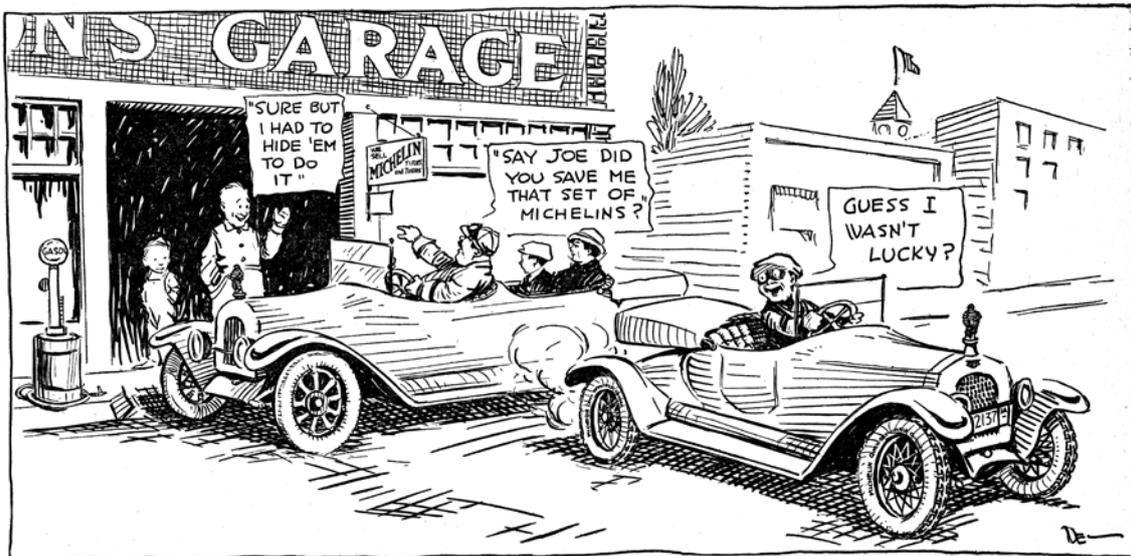
40. Advertising module published in the newspaper *The Des Moines Register*, September 17, 1916. Illustrated by "Ding" Darling.

THE
NEW

MICHELIN

UNIVERSAL
TREAD

The Tire that absolutely satisfies the most critical and particular dealer or consumer. Why? Because Michelin builds one Quality, only the best.



This is the way Michelin Tires are going all over the State. This unusual demand has been created, due to the fact that when you buy Michelin Tires and Tubes, you buy service and Satisfaction.

Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

CLANDESTINE. The advertisement above emphasized portraying the growing demand for Michelin tires, to the point that spare parts in garages and repair shops were scarce. In the scene, a user whose car is equipped with tires of another brand hopefully asks the mechanic about the Michelins that he ordered. The serviceman answers yes, but that he had to hide them from other clients to be able to reserve them for him.

41. Advertising module published in the newspaper *The Des Moines Register*, September 24, 1916. Illustrated by "Ding" Darling.