This is the way the Michelin Universal Tread is going--absolutely an unheard of demand, so if you want tire service and satisfaction, get in the band wagon with Old Man Michelin for he is the only one that can give it to you-

Hippee Motor Supply Co.

708-710 Mulberry St. Exclusive Michelin Distributors Des Moines

42. Advertising module published in the newspaper *The Des Moines Register*, October 1, 1916. Illustrated by "Ding" Darling.
21.3. JAY NORWOOD "DING" DARLING (1876-1962)

This is the one best bet in the tire world. Why? Because Michelin builds one quality only. The best.

If you want real service and satisfaction use Michelin Universal Tread Casings. Once a user always a user.

The tire that builds friends and satisfaction on a quality basis.

Hippee Motor Supply Co.

708-710 Mulberry St. Exclusive Michelin Distributors Des Moines

43. Advertising module published in the newspaper The Des Moines Register, October 8, 1916. Illustrated by "Ding" Darling.
Advertising module published in the newspaper The Des Moines Register, October 15, 1916. Illustrated by "Ding" Darling.
TRANSFER OF POWERS. The advertisement shown above portrays the closure of Michelin’s territorial commercial delegation and the transfer of functions to the Hippee Motor Supply Company, which became Michelin’s exclusive distributor for the state of Iowa. Both parties of the agreement, signed on November 14, 1916, were represented. The Michelin Tire Co. from Milltown is represented by their ambassador Bibendum. The exclusive distributor is represented by its founder and owner George P. Hippee, recognizable in the collage that combines his photographic portrait with illustration.

Advertising module published in the newspaper The Des Moines Register, October 18, 1916. Illustrated by “Ding” Darling.
21.3. JAY NORWOOD "DING" DARLING (1876-1962)

The only tire the world over that universally gives service. Why? Because this is the tire with the extra added tread, thereby insuring greater mileage than any other tire in use today.

The great majority of the tires used by the warring nations are Michelines. Why? Because they have stood the test and delivered the goods.

The great armies of the various European nations now at war are developed to the highest degree of efficiency that the world has ever known. They can not afford to experiment or take chances with inferior articles, so consequently the majority of casings used by them are Michelines, for they know Michelin builds ONE QUALITY only—THE BEST.

Hippee Motor Supply Co.
708-710 Mulberry St. Exclusive Michelin Distributors Des Moires

NEUTRAL? This advertisement is explained in detail in chapter 12 entitled “Michelin, the Great War and tire companies.” In summary, a “neutral” Bibendum—as the United States was neutral in that year—addresses the different contenders of the sides embattled in the First World War, united in one common characteristic: their vehicles are equipped with tires ... by Michelin! A shocking and extremely compromising scene in an advertisement that was totally unheard of, inappropriate and inadmissible for Michelin’s French management.

47. Advertising module published in the newspaper The Des Moines Register, November 5, 1916. Illustrated by “‘Ding’” Darling.
21.3. JAY NORWOOD “DING” DARLING (1876-1962)

AMERICAN VOLUNTEERS. Since the beginning of the Great War, and in spite of the neutrality of the United States, numerous American volunteers traveled to France to collaborate in humanitarian work. One of the organizations that provided the most service was the American Volunteer Motor Ambulance Corps, portrayed in the above image. Bibendum explains to an unidentified person who is probably some prominent politician, that “The American Ambulance Corps in Europe, the most efficient and highly perfected organization of its kind that the world has ever seen, use Michelines almost exclusively on their cars. Enough said.” Indeed, Michelin et Cie, with 70-80% of the government’s commissions to equip Army vehicles, practically maintained the monopoly of the French tire market, along with Bergougnan. It would not be until a later time, with the entry of the United States into the conflict, that the deployment of American troops and their military mobile fleet would also bring with them the introduction of American tire brands into France, especially Goodrich.

21.3. JAY NORWOOD "DING" DARLING (1876-1962)

RACE ... ELECTORAL.
In the advertisement shown above, Darling constructed a metaphor using those elements that could be associated with the iconographic universe of Bibendum and Michelin tires. However, the scene does not portray what seems to be an automobile competition, but rather the results of the 1916 electoral race for the position of the Governor of Iowa. The contenders, identified as pilots in the illustration, were Edwin Thomas Meredith (1876-1928), Democratic Party candidate and William Lloyd Harding (1877-1934), candidate for the Republican Party. The latter was elected in November, with more than 70% of the votes. Perhaps for that reason he appears driving car number seven.

In this particular case, Darling used the Michelin advertisement as though it were a front-page editorial illustration. The newspaper The Des Moines Register—of Republican ideological orientation—was very critical of Meredith’s Democrat electoral program since, among other issues, the candidate was opposed to the campaign for large investments to improve state roads, an idea strongly promoted and defended from the newspaper’s columns. Taking this into consideration, Darling’s cartoon complacently reported the victory of the Republican candidate and, using Bibendum as a spokesman, commented:

"The race is over, boys. You both made a good run and I am sorry that you both couldn’t win. You fellows have the greatest and best state in the Union and I have the best tire so let’s all of us put our shoulders to the wheel and work for a greater Iowa and better roads”

49. Advertising module published in The Des Moines Register, November 12, 1916. Illustration by "Ding" Darling.
C H E L IN

UNIVERSAL
TREAD

s in a walk.
ays delivers the goods.
extra added tread, thereby insuring satisfaction and greatly

tire that you want to handle this coming year, because this
r demands. Why? Because Michelin builds one quality only-
ny longer because every day that you are not handling Michelin tires you are

Motor Supply Co.

Exclusive Michelin Distributors

Des Moines
21.3. JAY NORWOOD “DING” DARLING (1876-1962)

STANDARDIZED. Once again, this time utilizing the illustration in a unique way. Bibendum presents the Universal Tread tire to George P. Hippee, owner of Hippee Motor Supply and Michelin’s exclusive distributor in Iowa. The peculiarity is the measure of 30 x 3 ½, the standard for small cars such as the utilitarian Ford T utility, shown in the background.

21.3. JAY NORWOOD "DING" DARLING (1876-1962)

FICTION AND SATISFACTION. The above image presents an advertisement designed to promote the use of Universal Tread tires in semi-heavy duty vehicles such as trucks and freight cargo vans. Testimonial publicity is employed, utilizing the voice of an imagined truck driver who talks to Bibendum and makes a declaration endorsing the product: "I want to congratulate you on your Michelin Universal tread casing. I have already run them over 8000 miles on my Redden truck [Redden Motor Truck Co. from Detroit, manufacturer of chassis and bodies, usually with Ford engines] carrying one and a half tons at a load and they are apparently as good as new. They are without doubt the only casing that you can count on to always deliver the goods."

51. Advertising module published in the newspaper The Des Moines Register, December 3, 1916. Illustrated by "Ding" Darling.
PRE-CHRISTMAS DREAM. The above image depicts a humorous vignette in which the supposed desires — a set of Michelin tires — of the tire salesman and those of the automobile motorist customer merge with those yearnings from childhood on the night Christmas gifts are delivered. Like two expectant children before a suspiciously familiar-looking Santa Claus, both declare: "This is the first Christmas that we ever received just exactly what we really wanted."

52. Advertising module published in the newspaper The Des Moines Register, December 17, 1916. Illustrated by "Ding" Darling.
21.3. JAY NORWOOD "DING" DARLING (1876-1962)

CHRISTMAS GREETINGS. This advertisement, published on December 24, allowed the firm Hippee Motor Supply to wish, in their name and in the Michelin Tire Company of Milltown’s, a very Merry Christmas and a happy and prosperous New Year. In the illustration Bibendum appears dressed as Santa Claus who, from a platform, proceeds to hand out gifts to the adults who crowd at his feet. Next to the mascot, hanging from the Christmas tree branches and stacked next to its trunk are the gifts to be distributed, a sample of products from the Michelin catalog: automobile tire Universal Tread covers, Michelin Red Inner Tubes, cans of Michelin vulcanizing Mastic glue or jugs of Michelin Pure Gum Cement.

53. Advertising module published in the newspaper The Des Moines Register, December 24, 1916. Illustrated by "Ding" Darling.
54. Advertising module published in the newspaper The Des Moines Register, December 31, 1916. Illustrated by "Ding" Darling.
21.3. JAY NORWOOD "DING" DARLING (1876-1962)

Examine the above cross-section of the Michelin Universal Tread—or better still ask your dealer to show you a cross-section of the tire itself. Notice the remarkable thickness of rubber, the numerous plies of fabric and the double breaker-strips—all evidences of superior durability.

As a conclusive test, and in justice to yourself and to us, try just one Michelin Universal Tread Car in comparison with other makes, keeping record of the extra mileage that it gives you. Once you make this test we feel sure that you will use Michelines exclusively.

Hippee-States Company

708-710 Mulberry St. Exclusive Michelin Distributors

Des Moines

55. Advertising module published in the newspaper The Des Moines Register, January 7, 1917. Illustration by "Ding" Darling.
The New Michelin Universal Tread Casings combines the advantages of rubber non-skids of both the raised tread types and, in addition, possesses the long life and resistancy that have always distinguished both Michelin round treads and the world famous Michelin racing type flat treads.

The New Michelin Universal Tread has behind it Michelin's eighty-four years experience in manufacturing rubber and Michelin's twenty-two years experience in making and selling pneumatic tires, both exclusive advantages that are at once the envy and admiration of the tire world. Just give the tire a trial, that is all we ask.

Hippee-States Company
706-708-710 Mulberry St. Exclusive Michelin Distributors Des Moines

56. Advertising module published in the newspaper The Des Moines Register, January 21, 1917. Illustrated by ""Ding"" Darling.
The question a few years ago was, "Will the Ford do the work?" This has been conclusively proven by such concerns as Armour, Swift, Standard Oil, etc., adopting this form of transportation.

Now, Mr. Prospect, think these things over. Come to our salesrooms and look the proposition over. Let Mr. Kane explain to you the details of this, "THE BEST" attachment made.

Hippee-States Company

706-708-710 Mulberry St. Exclusive Michelin Distributors
Also Redden Trucks

Des Moines

57. Advertising module published in the newspaper The Des Moines Register, January 28, 1917. Illustration by "Ding" Darling.
21.3. JAY NORWOOD "DING" DARLING (1876-1962)

Advertising module published in the newspaper The Des Moines Register, February 11, 1917. Illustration by "Ding" Darling.
Michelin invented the bicycle tire 'way back in 1891. Michelin then made the first pneumatic automobile tire in 1895—twenty-two years ago. From that day to this Michelin tires and tubes have always been accepted as the quality leaders, and, by the way, the new Michelin Universal Tread is the product of four years' careful experiment, both in laboratory and on the road. In addition to its great durability, and resiliency, the new Michelin Universal Tread affords unusual protection against skidding, due to the unique design of the extra heavy added non-skid tread. This tread is a combination of the really valuable features of suction type non-skids and the raised or studded types, and it unites in the one casing advantages never before thought possible.

Like the Michelin Flat Tread, the secret of the remarkable durability of this new casing is in the extra heavy broad flat tread. A tread that sticks to the ground when the car is started, without wearing away as the result of slipping.

Michelin Red Rubber Inner Tubes

really enjoy their world-wide reputation because of two basic features of their construction:

1. First: Michelin Inner Tubes are compounded from certain quality-giving ingredients which produces their fine-bulging springs, and which preserves their elasticity under conditions.

2. Second: Michelin Tubes are not simply pieces of straight tubing with their ends cemented together, but they are formed in a ring molded to exact the inside shape of the inside of the casing into which they fit perfectly.

Hippee-States Company

706-708-710 Mulberry St.  Exclusive Michelin Distributors  Des Moines

Also Redden and Mack Trucks

See Our Truck Exhibit at the Auditorium—Our Accessory and Michelin Tire Exhibits at the Coliseum
THE NEW MICHELIN

Universal Tread

The Michelin Universal Tread Casing is the One Casing that makes satisfied customers and builds up a repeat order business. Why? Because Michelin builds one quality only—The Best.

MR. DEALER: The Michelin Universal Tread Casing is the casing with the extra added tread, thereby insuring you of greater mileage.

The Michelin Universal Tread Casing was developed and perfected at Michelin’s expense and not at the expense of the public.

If you are not already handling Michelins you are loosing profits every day that rightly belong to you.

HIPPEE-STATES COMPANY

706-708-710 Mulberry St. Des Moines
Exclusive Michelin Distributors
Also Redden Trucks
SEE US AT THE FORT DODGE AUTO SHOW

60. Full-page advertisement published in the newspaper The Des Moines Register, February 25, 1917. Illustrated by “Ding” Darling.
Extra Mileage You Can See and Measure

Just ask your dealer to let you measure the thickness of a Michelin Universal in comparison with any other tire.

The extra thickness of the Michelin Tread—due to extra rubber and fabric—is bound to mean more mileage.

Especially is this true since every ounce of rubber and fabric a Michelin contains is the toughest money, skill and experience can produce.

Michelins give so much mileage that they'd be economical even if high priced. But they're not high priced.

Bear in mind Michelin's unsurpassed quality and compare Michelin's moderate prices with those of other tires. You cannot then deny the force of the argument that you should be a Michelin user.

HIPPEE-STATES COMPANY
706-708-710 Mulberry St. Exclusive Michelin Distributors Des Moines
Also Redden Trucks

SEE US AT THE FORT DODGE AUTO SHOW

61. Full-page advertisement published in the newspaper The Des Moines Register, March 4, 1917. Illustration by "Ding" Darling.
Full-page advertisement published in the newspaper *The Des Moines Register*, March 11, 1917. Illustration of Bibendum and the tire taken from Michelin’s national press advertising campaign (probably the work of Arthur Norman Edrop) with the addition of the bottom row of characters that are typical of “Ding” Darling.
Since the very beginning of the automobile industry, when Michelin invented the pneumatic automobile tire, Michelin tires have been famous for their durability.

Yet today you can buy Michelines for less than most other makes.

This means that whenever you buy a Michelin you get a bargain—for judged by market values Michelines are surely worth more than they cost.

HIPPEE-STATES COMPANY

706-708-710 Mulberry St. Exclusive Michelin Distributors Des Moines

Full-page advertisement published in the newspaper The Des Moines Register, March 25, 1917. Illustration by "Ding" Darling.
MIMESIS. At the end of August of 1916, the distributor Hippee Motor Supply Co. who advertised in the pages of The Des Moines Register, began to simultaneously place advertisements in the rival newspaper of the same city, The Des Moines News. It is assumed that, in an unethical decision on the advertiser’s part, instructions were given to copy the drawing style and configuration of characters—the surprising appropriation of Uncle John Iowa—that “Ding” Darling had created and had been using in the publicity published in The Des Moines Register. This likely provoked a reaction and the signing of some type of agreement, as the advertisements published starting from September of that year in The Des Moines Register illustrated by Darling included a small text: “Copyright, 1916, by Hippee Motor Supply Co. All rights reserved.”

64. Advertisement for Hippee Motor Supply Co. in the newspaper The Des Moines News, August 28, 1916, illustration signed by J. Sidney “Sid” Craiger, a local artist who had also published in The Des Moines Register and Leader around 1904.
Déjà Vu. Some of the scenes created by "Ding" Darling were subsequently copied, with slight changes, by other Michelin distributors from different locations. The example above is based on Darling's illustration for the advertisement shown on previous pages (fig. 29), published four years earlier. This time, the character on the left—Uncle John Iowa in the original advertisement—was replaced by a uniformed chauffeur.

65. Advertising module in The San Antonio Light newspaper (San Antonio, Texas), May 2, 1920, Unsigned illustration.