

**THE  
NEW**

**MICHELIN**

**UNIVERSAL  
TREAD**

This is the tire that every one is talking about. Why? Because it gives service, and makes satisfied customers. Michelin builds one quality only. The Best.



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 Machelin 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.

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

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

I HAVEN'T MADE ENOUGH IN THE LAST SIX MONTHS TO PAY RENT. EVERYONE IS USING MICHELIN TIRES AND YOU KNOW THEY DON'T NEED REPAIRING

CHEER UP OLD MAN! IT'S NOT AS BLACK AS IT LOOKS. THE THING YOU WANT TO DO IS TO FORGET THE REPAIR GAME AND START SELLING MICHELIN TIRES

BILL OLD BOY YOU'D BETTER FORGET THE REPAIR BUSINESS. ALL THE PEOPLE AROUND HERE ARE USING MICHELINS AND YOU KNOW YOU WILL STARVE WAITING TO REPAIR MICHELIN CASINGS BECAUSE THEY NEVER REQUIRE REPAIRING

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.

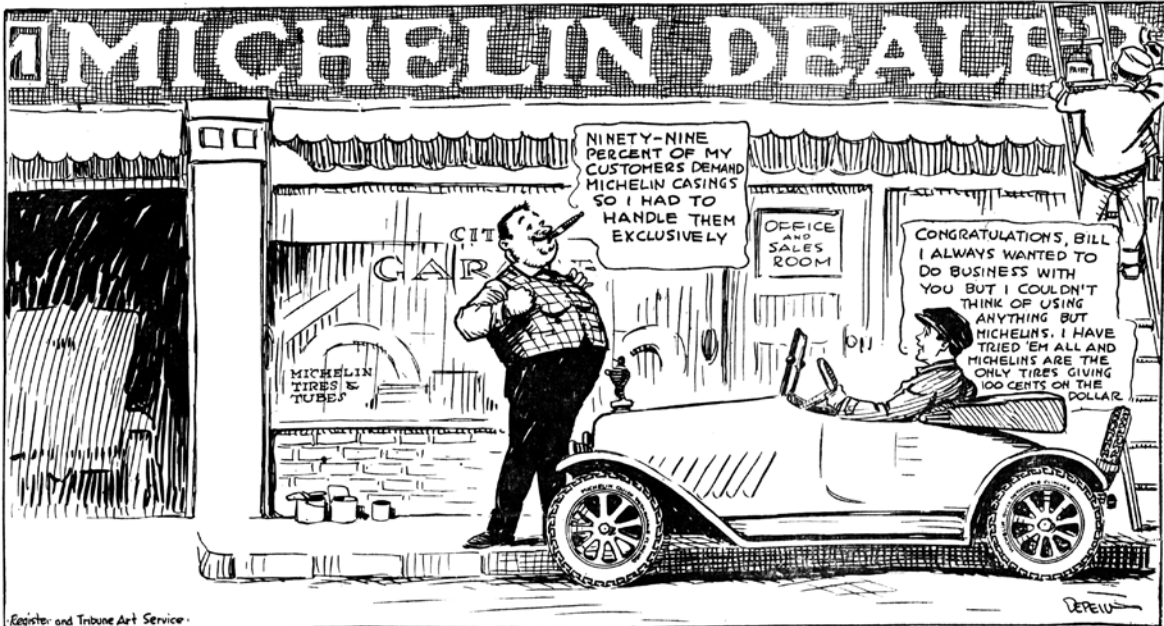
**THE  
NEW**

# MICHELIN

**UNIVERSAL  
TREAD**

The Michelin Universal tread casing is the only tire on the market today; that is giving absolute satisfaction to both dealer and consumer. Why?

*Because Michelin builds one Quality only---The Best.*



Register and Tribune Art Service.

Everyone is asking themselves what has caused the tremendous Michelin demand? The answer is; The Michelin Universal, with the extra added tread means greatly increased mileage, thereby naturally reducing the operating cost of your car, which is of vital importance to everyone.

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

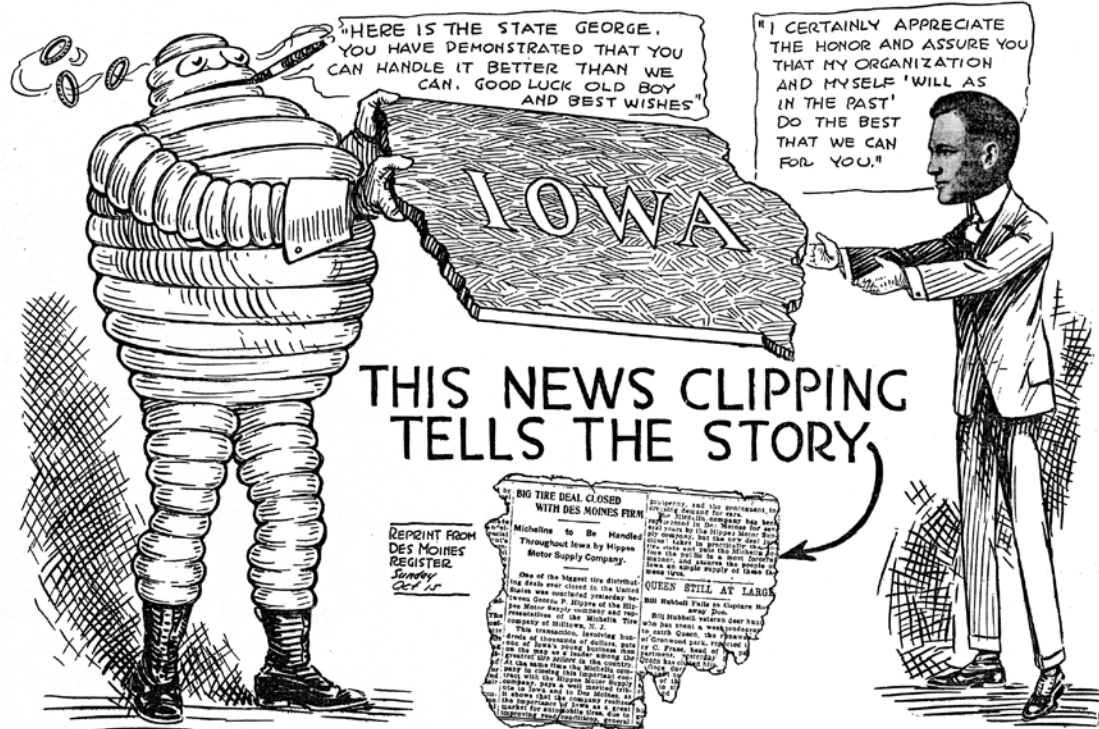
44. Advertising module published in the newspaper *The Des Moines Register*, October 15, 1916. Illustrated by "Ding" Darling.

**THE  
NEW**

# MICHELIN

**UNIVERSAL  
TREAD**

Once a user of Michelin Casings--always a user--Why? because this is the casing with the extra added tread thereby insuring you of much greater mileage at no additional cost.



Our decision to handle Michelin tires exclusively--was not made in a hurry. We experimented with several other high-grade standard makes of tires, but found that after carefully testing them that the Michelin Casing from the standpoint of service and price was in a class by itself Why? Because Michelin builds one quality only---THE BEST.

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

**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.

45. Advertising module published in the newspaper *The Des Moines Register*, October 18, 1916. Illustrated by "Ding" Darling.

**THE  
NEW**

# MICHELIN

**UNIVERSAL  
TREAD**

This is the tire everyone is talking about. Why? Because it is the tire with the extra added tread, thereby insuring tire satisfaction, the most important factor in automobiling today.

The dealers all over the state are asking to be allowed to handle Michelin tires exclusively. Why? Because this is the tire that the consumer wants for he knows that Michelin builds one quality only—The Best.

## Hippee Motor Supply Co.

708-710 Mulberry St. Exclusive Michelin Distributors Des Moines

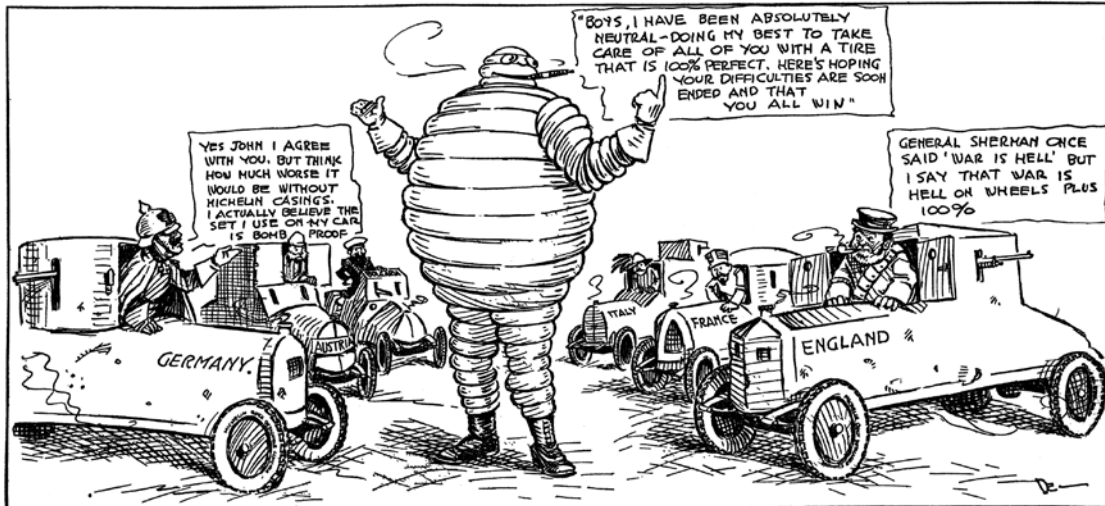
46. Advertising module published in the newspaper *The Des Moines Register*, October 29, 1916. Illustrated by "Ding" Darling.

**THE  
NEW**

# MICHELIN

**UNIVERSAL  
TREAD**

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.



COPYRIGHT, 1916, BY HIPPEE MOTOR SUPPLY CO.

The great majority of the tires used by the warring nations are Michelins. 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 Michelins, for they know Michelin builds ONE QUALITY only—THE BEST.

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

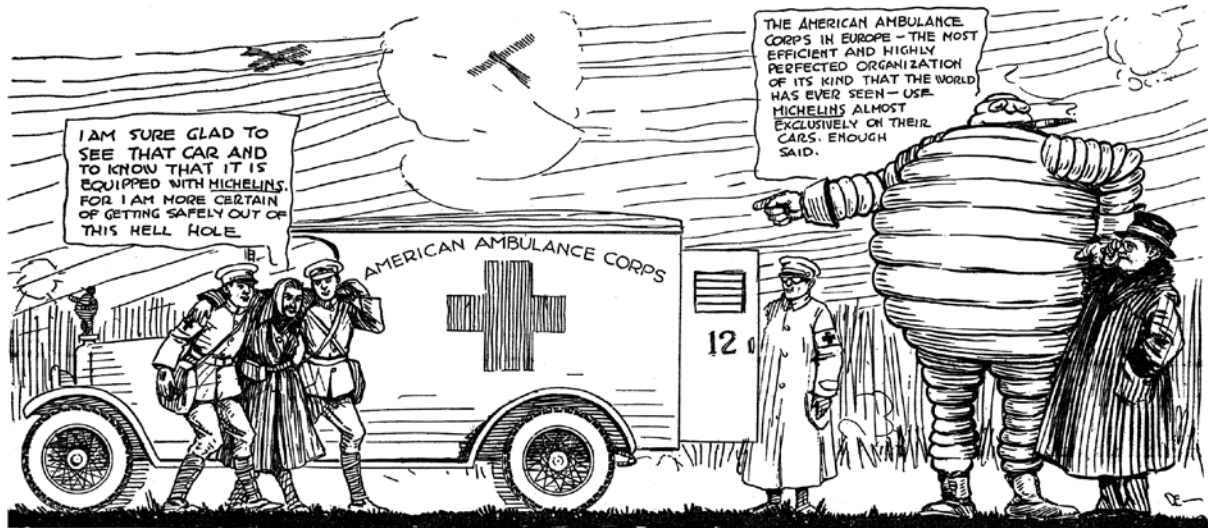
Des Moines

**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.

# THE NEW MICHELIN UNIVERSAL TREAD

The tire that has been put to the most severe tests and in every instance has come out victorious. Why? Because Michelin builds one quality only—The Best.



COPYRIGHT, 1916, BY HIPPEE MOTOR SUPPLY CO. ALL RIGHTS RESERVED.

**MR. DEALER:—**You are overlooking the best bet in the automobile game if you are not handling Michelin Universal Tread Casings. They are the casings that satisfy the consumer—and thereby build a permanent business for yourself.

Don't fail to look into our proposition before closing your 1917 tire business. It will pay you.

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

**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 Michelins 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.

48. Advertising module published in the newspaper *The Des Moines Register*, November 19, 1916. Illustration by "Ding" Darling.

# THE NEW MI

**This is the tire that win  
This is the tire that alw  
This is the tire with the  
increasing mileage.**

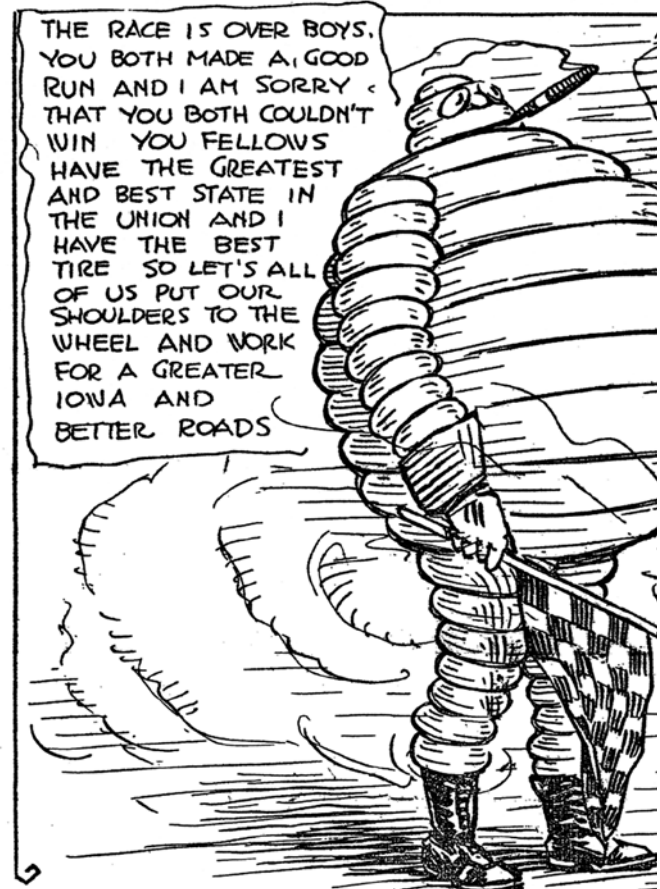
**RACE ... ELECTORAL.**

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 news-paper *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.



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**Mr. Dealer: This is the  
is the tire that the Consume  
THE BEST.**

**Don't neglect this proposition a  
losing money.**

# Hippee

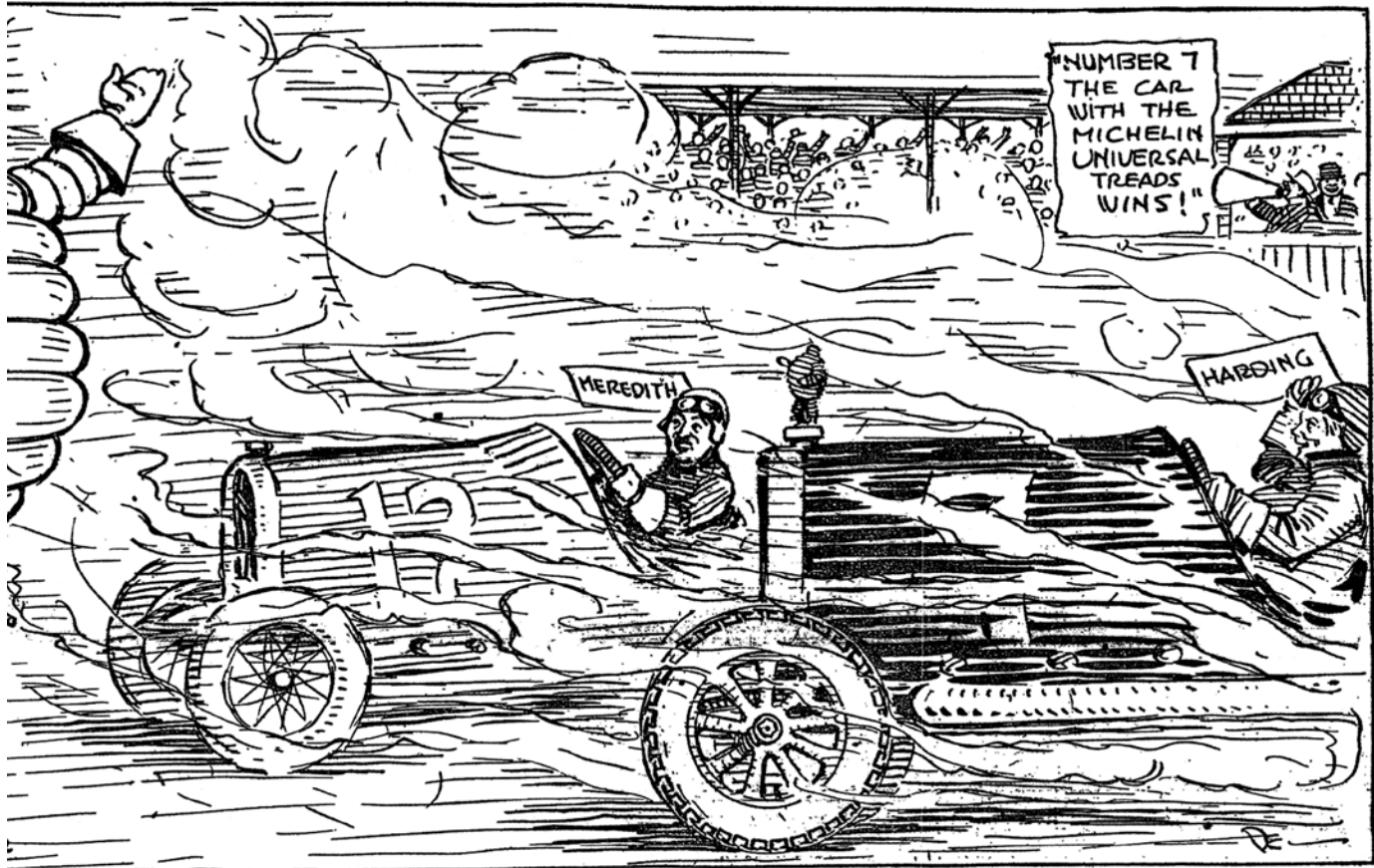
**708-710 Mulberry St.**



# CHELIN

# UNIVERSAL TREAD

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



RESERVED.

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

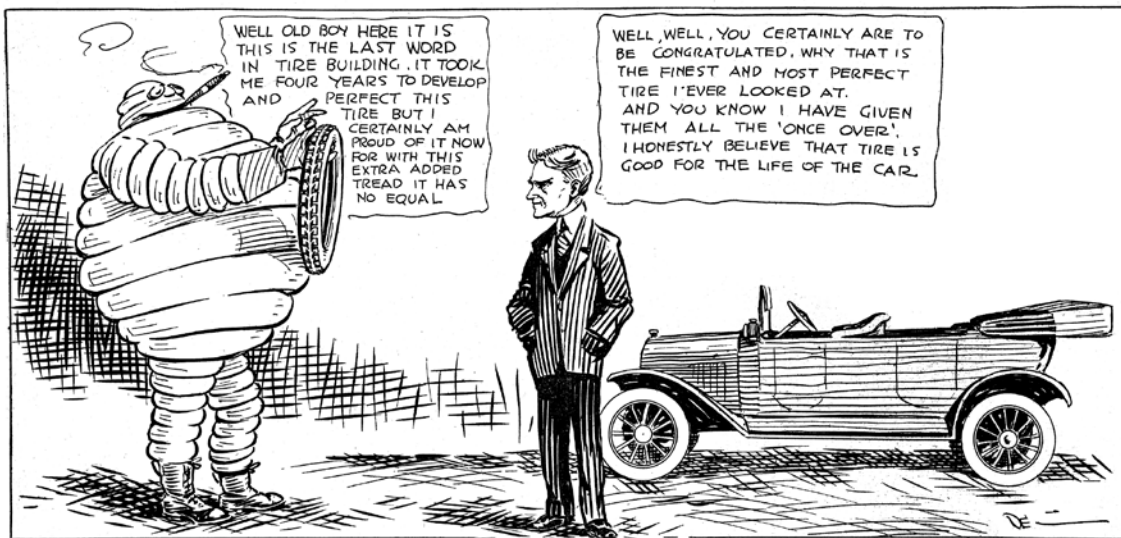
# Motor Supply Co.

Exclusive Michelin Distributors

Des Moines

# THE NEW MICHELIN UNIVERSAL TREAD

It has finally arrived--The casing every one has been wanting--The 30x3½ Universal tread casing  
--The casing with the extra added tread, thereby insuring greater mileage.



**MR. DEALER:--Don't neglect to put your order in for some of these casings at once, for they are the finest casing ever turned out for small car use.**

**They are the casing that your customers are demanding, for they universally give service and produce results, due to the fact, Michelin builds one quality only--The Best.**

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

**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 3½, the standard for small cars such as the utilitarian Ford T utility, shown in the background.

**50.** Advertising module published in the newspaper *The Des Moines Register*, November 26, 1916. Illustration by "Ding" Darling.

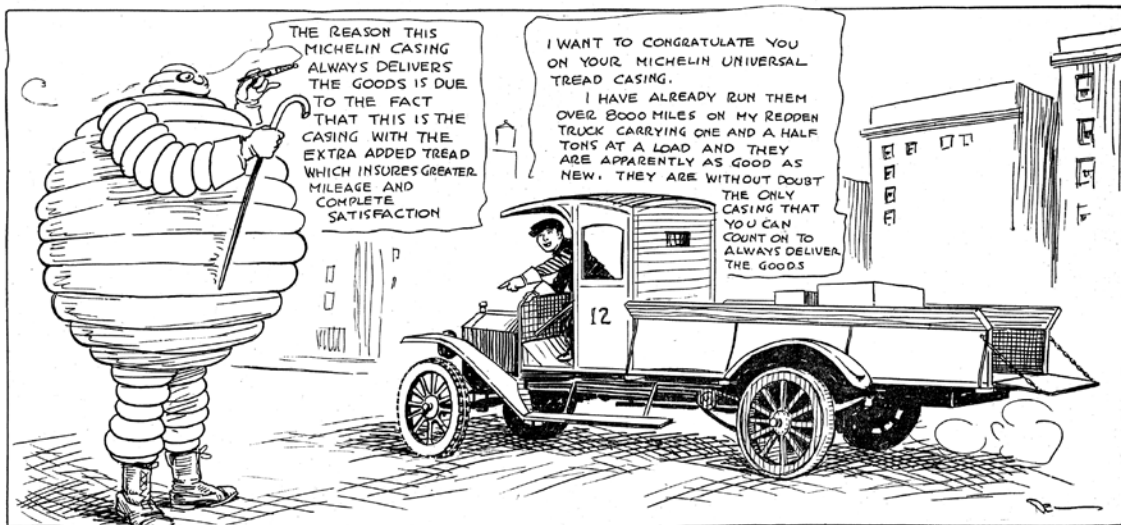
**THE  
NEW**

# MICHELIN

**UNIVERSAL  
TREAD**

The Michelin Universal tread casing is the only tire that universally gives satisfaction, regardless of what use it is put to.

This is the tire with the extra added tread—thereby insuring greater mileage and 100% service.



COPYRIGHT, 1916, BY HIPPEE MOTOR SUPPLY CO. ALL RIGHTS RESERVED.

**MR. DEALER—Don't neglect the Michelin Proposition any longer, for it is the one tire that absolutely makes satisfied customers and repeat order business.**

It doesn't make any difference whether your customers want these casings for pleasure car, racing or truck use; they will deliver the goods and give satisfaction. Why? Because Michelin builds one quality only—**THE BEST.**

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

**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.

# THE NEW MICHELIN UNIVERSAL TREAD

This is the way every one feels regarding the Michelin Universal casing--Why? Because it is the tire with the extra added tread, thereby insuring greater mileage and complete satisfaction.



COPYRIGHT, 1916, BY HIPPEE MOTOR SUPPLY CO. ALL RIGHTS RESERVED.

Mr Dealer: Don't put off handling the Michelin Universal tread casing any longer, for it is the one casing that all the consumers are universally talking about--Why? Because Michelin builds one quality only. **THE BEST.**

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

**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.

# THE NEW MICHELIN UNIVERSAL TREAD

The Michelin Tire Company and the Hippee Motor Supply Company wish each and every one of you a very Merry Christmas and a happy, prosperous New Year.



COPYRIGHT, 1916, BY HIPPEE MOTOR SUPPLY CO. ALL RIGHTS RESERVED.

The Michelin Universal tread casing is the tire that is recognized the world over as the best that can be produced. Why? Because Michelin builds one quality only--THE BEST.

## Hippee Motor Supply Co.

708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

**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.

# THE NEW MICHELIN UNIVERSAL TREAD

The Michelin Tire Company and the Hippee-States Company wish to take this opportunity to wish all of their dealers, friends and Michelin users the happiest and most prosperous New Year they have ever had.



COPYRIGHT, 1916, BY HIPPEE-STATES COMPANY. ALL RIGHTS RESERVED.

**MR. DEALER:—**Start the year 1917 right by handling the tire that has twenty-two years of experience back of it and millions of satisfied users all over the world.

It pays to handle quality merchandise, and when you handle Michelin tires and tubes you are doing this, for Michelin builds One Quality Only--The Best.

## Hippee-States Company

708-710 Mulberry St.

Exclusive Michelin Distributors

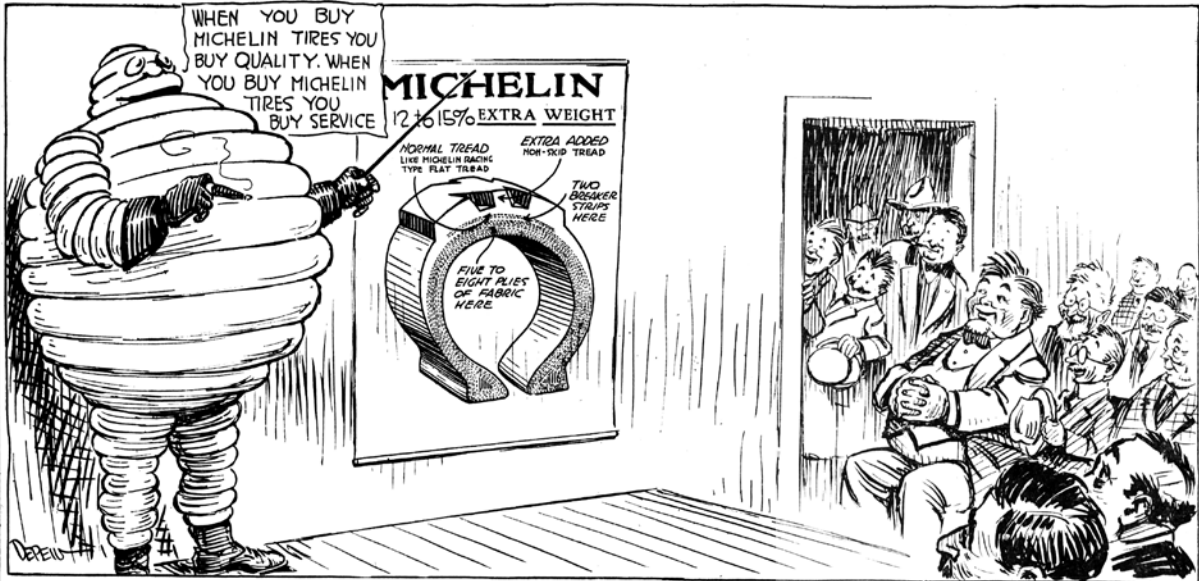
Des Moines

54. Advertising module published in the newspaper *The Des Moines Register*, December 31, 1916. Illustrated by "Ding" Darling.

**THE NEW MICHELIN UNIVERSAL TREAD**  
**12 TO 15% EXTRA WEIGHT**

When you buy your next tire make this simple test. Have your dealer weigh a Michelin Universal Tread in comparison with all other non-skids of the same size. You will find the Michelin 12 to 15% heavier than the average, the exact percentage depending on the size of the tires used in this test.

**THIS EXTRA WEIGHT REPRESENTS RUBBER AND FABRIC, WHICH MEANS EXTRA SERVICE**



COPYRIGHT, 1917, BY HIPPEE-STATES COMPANY. ALL RIGHTS RESERVED.

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 Cas-ing 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 Michelins, exclusively.

**Hippee-States Company**

708-710 Mulberry St.

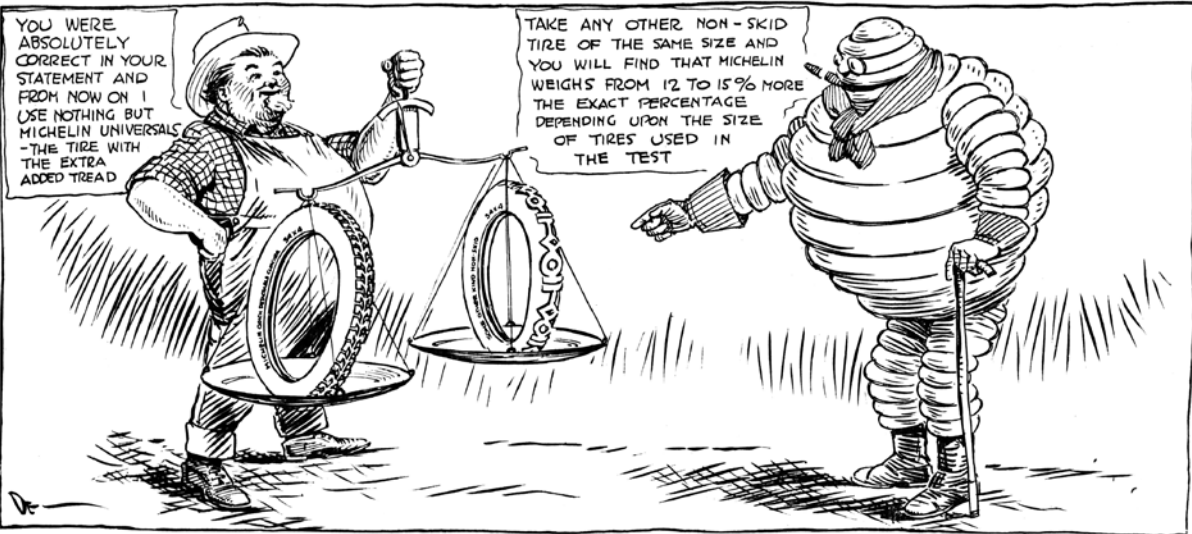
Exclusive Michelin Distributors

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**

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 resistency that have always distinguished both Michelin round treads and the world famous Michelin racing type flat treads.



COPYRIGHT, 1918, BY HIPPEE-STATES COMPANY. ALL RIGHTS RESERVED.

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

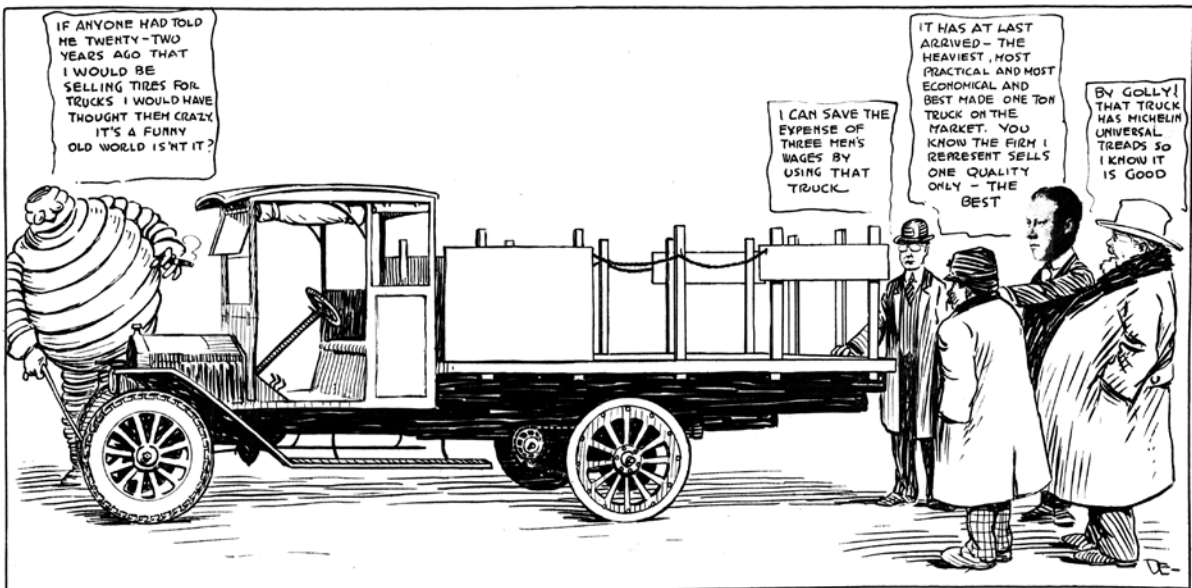
56. Advertising module published in the newspaper *The Des Moines Register*, January 21, 1917. Illustrated by "Ding" Darling.



# The Truck You Have Been Waiting For Has Arrived--

## THE REDDEN

The Redden truck is to the motor delivery business what the Ford car is to the pleasure car business. Every business man, "regardless of his walk in life," that has merchandise to haul needs and wants a motor truck. In fact today no one can afford to be without motor trucks, because with reasonable care they can be on the job twenty-four hours per day if needed, while horses can not do more than eight hours work and keep it up.



COPYRIGHT, 1917, BY HIPPEE-STATES COMPANY. ALL RIGHTS RESERVED.

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

Des Moines

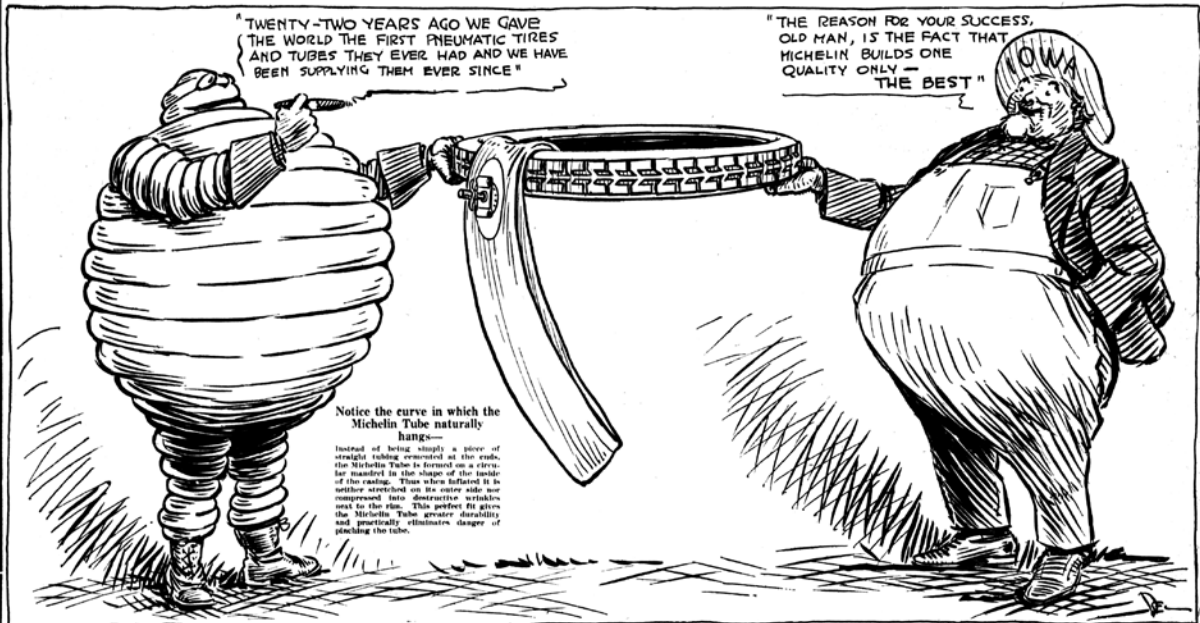
Also Redden Trucks

# THE NEW MICHELIN UNIVERSAL TREAD

## The Most Satisfactory Tire Equipment: Michelin Universal Treads and Red Tubes

The Michelin Universal Tread Casing, the latest product of the house that made the first pneumatic tire, combines all the advantages of non-skids of both the raised-tread and suction-tread types.

*This casing weighs from 12 to 15% more than the average because of its Extra Rubber and Fabric, and this means extra mileage.*



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### A Word About Tubes

Michelin Red Inner Tubes are compounded of certain quality-giving ingredients which prevent them from becoming brittle or porous and reserve their velvety softness indefinitely. They are shaped to fit the inside of the casing without stretching on the outer circumference or creasing next to the rim. This practically eliminates pinching when fitting.

## Hippee-States Company

706-708-710 Mulberry St.

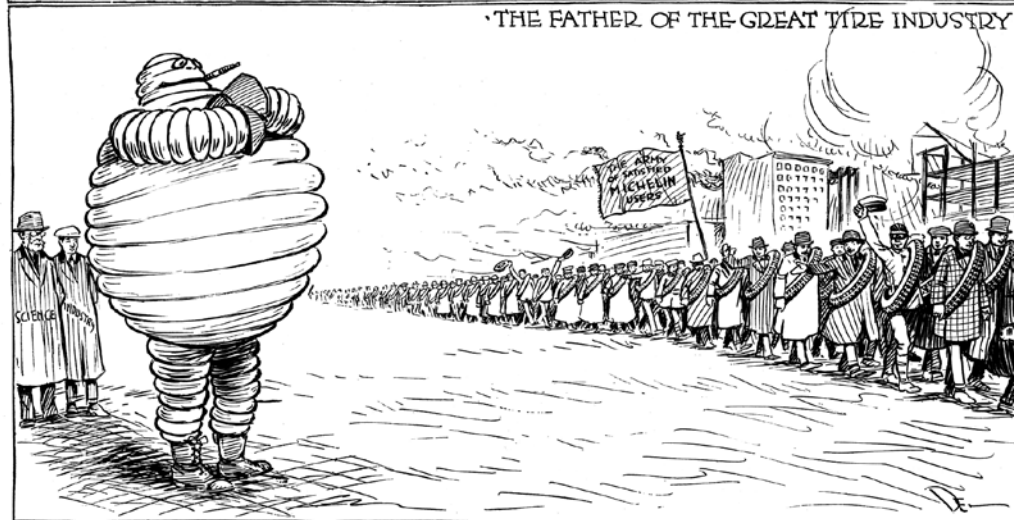
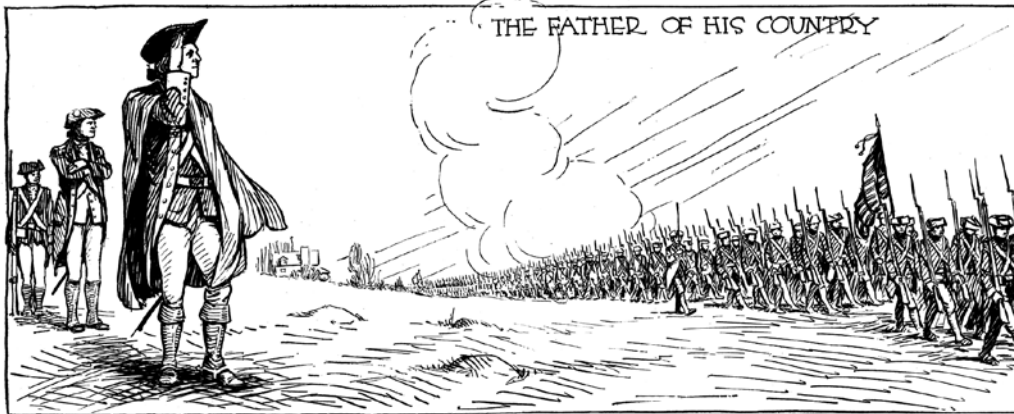
Exclusive Michelin Distributors  
Also Redden Trucks

Des Moines

# THE NEW MICHELIN UNIVERSAL TREAD

**M**ICHELIN 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 Casing 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:

¶First: Michelin Inner Tubes are compounded from certain quality-giving ingredients which prevent them from becoming brittle or porous, and which preserves their velvety softness indefinitely.

¶The founder of the tire industry who made possible the motor car of today has a proposition for you, Mr. Dealer, that you cannot afford to overlook.

¶Second: Michelin Tubes are not simply pieces of straight tubing with their ends cemented together, but they are formed on a ring mandrel to exactly the circular shape of the inside of the casing into which they fit perfectly.

## Hippee-States Company

706-708-710 Mulberry St.

Exclusive Michelin Distributors  
Also Redden and Mack Trucks

Des Moines

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.



COPYRIGHT, 1917, BY HIPPEE-STATES COMPANY. ALL RIGHTS RESERVED.

**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 losing profits every day that rightly belong to you.

## HIPPEE-STATES COMPANY

706-708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

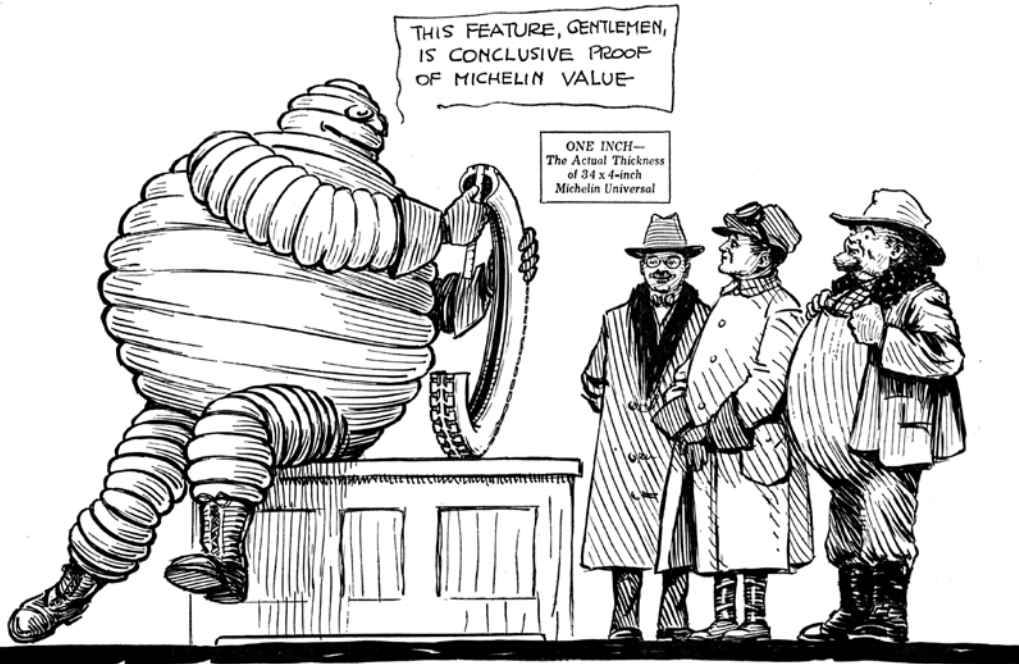
Also Redden Trucks

SEE US AT THE FORT DODGE AUTO SHOW

THE DES MOINES REGISTER: SUNDAY MORNING, MARCH 4, 1917.

11

**THE NEW MICHELIN UNIVERSAL TREAD**



COPYRIGHT, 1917, BY HIPPEE-STATES COMPANY. ALL RIGHTS RESERVED.

**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

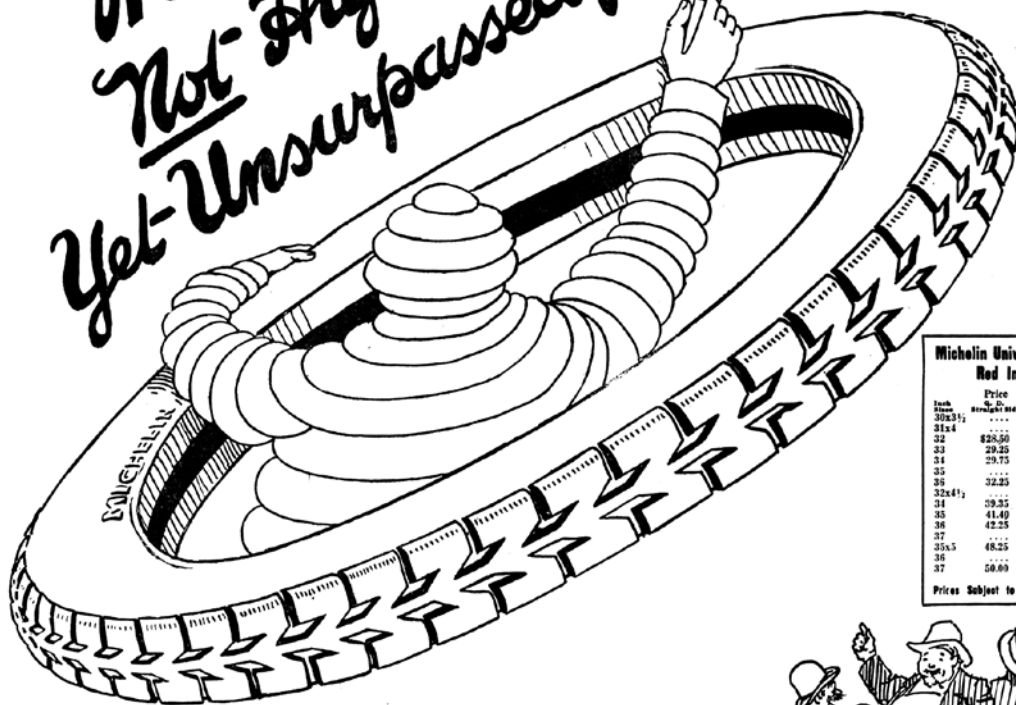
SEE US AT THE FORT DODGE AUTO SHOW

61. Full-page advertisement published in the newspaper *The Des Moines Register*, March 4, 1917. Illustration by "Ding" Darling.

THE DES MOINES REGISTER: SUNDAY MORNING, MARCH 11, 1917.

11

*Michelin Tires  
Not High-Priced—  
Yet Unsurpassed for Durability*



Michelin Universal Treads and Red Inner Tubes			
Inch diam.	Price	Price	Price
30x3 1/2	32	34	36
.....	\$18.99	26.50	3.75
31x4	.....	26.50	3.75
32	\$26.50	26.50	5.15
33	29.25	29.25	4.70
34	29.75	29.75	5.50
35	.....	30.50	5.95
36	32.25	32.25	5.85
32x4 1/2	.....	.....	6.90
34	32.25	32.25	7.20
35	41.40	41.40	6.15
36	42.25	42.25	7.55
37	.....	42.70	6.90
35x5	48.25	48.25	7.20
36	.....	49.40	9.00
37	59.99	59.99	9.15

Prices Subject to Change Without Notice

MR. DEALER: The Michelin Universal tread casing is the tire that gives satisfaction and builds up a repeat order business. Due to the fact that Michelin builds one quality only—the best.



# HIPPEE-STATES COMPANY

706-708-710 Mulberry St.

Exclusive Michelin Distributors

Des Moines

Also Redden Trucks

SEE US AT THE MASON CITY AND CEDAR RAPIDS AUTO SHOWS

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62. 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.

THE DES MOINES REGISTER: SUNDAY MORNING, MARCH 25, 1917.



The New **MICHELIN** Universal Tread  
**STRENGTH AND DURABILITY**

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 Michelins for less than most other makes.

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

**HIPPEE-STATES COMPANY**

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

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63. Full-page advertisement published in the newspaper *The Des Moines Register*, March 25, 1917. Illustration by "Ding" Darling.

CORE-NO-MORE



THE NEW MICHELIN... The tire and tube that makes motoring a pleasure...

THE NEW MICHELIN Universal Tread

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



Double Advantages.—The extra thickness of the tread, as in the Michelin flat tread, the full round body, patterned after the very resilient Michelin plain tread, these are both features that insure for the Universal Tread maximum durability, long life and resiliency.

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 Non-Skid Feature.—The non-skid tread on the new Michelin Universal combines in one casing all the advantages of the other non-skids now on the market. As you know these are principally of two types, the first being a development of the old Bailey tread, which comprises a series of projections or raised knobs; the second the so-called spongy tread type, of which there are several radical examples, others carrying out the same idea in modified form.



The body of the new Universal Tread casing is full and round, truly over-wide, to give a much abused expression, to say a much abused expression, it has all the easy riding qualities and "life" of the Michelin flat tread casing, the most resilient and lively tire in the world.



The tread of the new Universal Tread casing, like that of the Michelin flat tread racing type tire, is a world over for its unmatched wearing qualities, is extra thick, in the

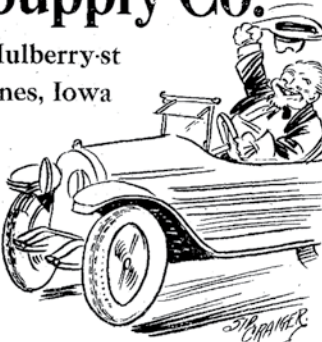
Universal Tread non-skid feature is really added to the casing, and is actually an extra tread, just as on the racing type tire, which was developed and used the world over on heavy cars long before rubber non-skids were thought of.

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 Des Moines, Iowa

Exclusive Michelin Distributors



Speech and German agree not to submit matters...

Mr. and Mrs. W. W. Makin, 720...

Frank and German agree not to submit matters...

Speech and German agree not to submit matters...

Speech and German agree not to submit matters...

Speech and German agree not to submit matters...

Speech and German agree not to submit matters...

BERNSTORFF'S WIFE COMING

WASHINGTON, Aug. 28.—No one with Gustav Ambassador Carl Bernstorff...

When Carl Bernstorff was...

Carl Bernstorff is said to be a...

Carl Bernstorff is said to be a...

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EXPECT MONDAY TO BREAK ALL ATTENDANCE RECORDS

Monday will probably break all records for attendance...

TOLD OF MASTER'S DEATH

The first information that the family of Edward Lewis...

CHAMBERLAIN BRITISHER

HOW IS GERMAN SUBJECT... Chamberlain...

DR. TUBBS Quality Dentistry... DR. LEWIS

NEWS WANT AD RATES

FIVE CENTS A LINE... Ten words for one week...

ED ARNEK FURTHER WITH ABE... YOUNG WANTED...

THE NEW... THE NEW... THE NEW...

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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."

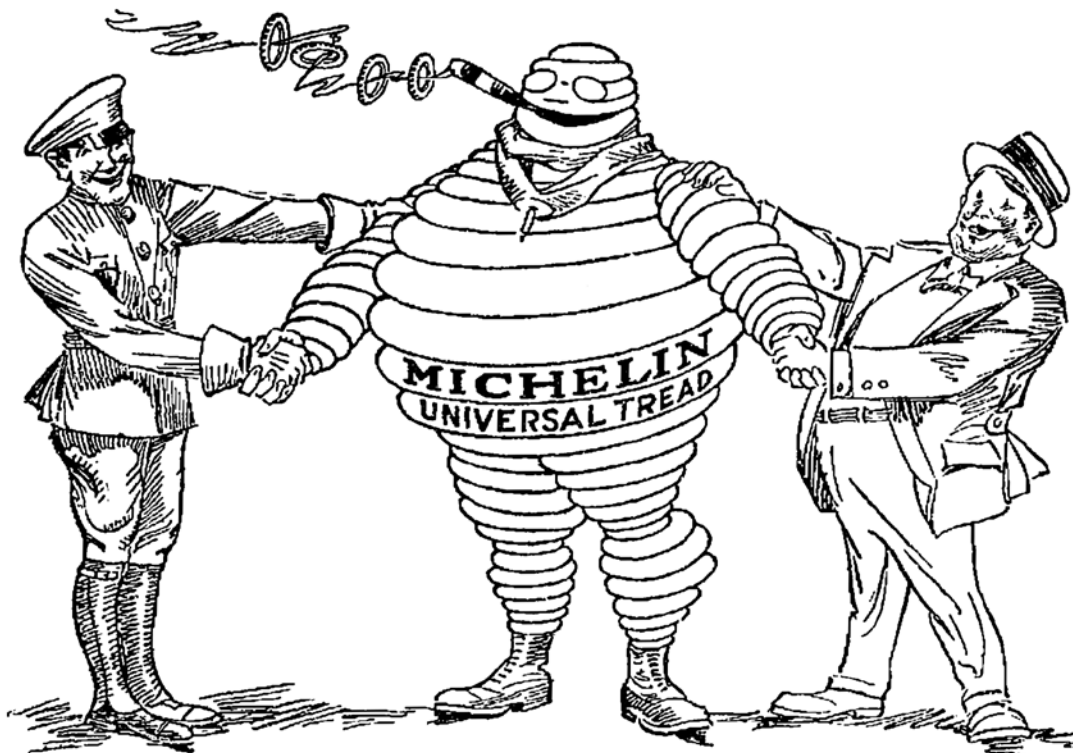
64. Advertisement for Hippee Motor Supply Co. in the newspaper The Des Moines News, August 28, 1916, illustration signed by J. Sidney "Sid" Craiger, a local artist who had also published in The Des Moines Register and Leader around 1904.



The Casing and Tube That Gives Universal Satisfaction Wherever Used!

# 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 has been brought about because of 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.

## Citizens Auto Co.

221-2 E. Travis St.

San Antonio, Texas

**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.

