

**SUGGESTED CITATION:**

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

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# THE TROJAN HORSE: IMPORTED AUTOMOBILES

In the last two decades of the nineteenth century, the furor for bicycles as a personal and economical means of transport led to the invasion of the French market by English and American firms—leading to fierce commercial competition with the country's own industries—resulting in the collapse of 1898. In the early stages of the new century the full development of the European automobile industry and in particular the French sector—with the inseparable development of the tire—produced a similar effect. However, this time it was the American market that was invaded by imported European vehicles, predominantly from France.

## 1. Transatlantic travel on wheels

Between 1890 and 1891 the first French vehicles marketed by Peugeot—one of the major bicycle manufacturers—and Panhard et Levassor, appeared on the scene and incorporated the internal combustion engine developed by the German Gottlieb Daimler. French and German investments in technology, which would be imposed on the rest, was based on gasoline-powered engines and collided with the English and North American options, diversified between vapor, electric and gas-powered automobiles. Production data from the United States in 1899 show that there were 2,500 vehicles—about 80% of which used electric or steam engines—manufactured by around 30 companies. Between 1900 and 1901, France was by far the world's largest automobile producer. In Paris alone there were more than 130 different manufacturers, and together with the rest of the country, produced more than 4,800 vehicles.

The leading French companies were De Dion-Bouton (1893), Panhard et Levassor and Peugeot, who, together with others from the European continent, such as Italy's Fiat or Germany's Mercedes, took advantage of the growing demand from English and American customers, among others, to develop a commercial network abroad. As the following text explains “the French market itself was rapidly saturated, and the profits of the French industry soon depended on exports. While in 1901 the country sales were 5,000 units compared to 2,600 exported units, by 1903 the situation was reversed and about 7,200 cars were exported, compared to local sales of only 6,900 units.”<sup>1</sup>

The industrial power of the automobile industry in Europe at the beginning of the 20th century made it possible to introduce technologically advanced products into foreign markets, such as the United States (figs. 3-6). Although in the following years they maintained their transatlantic presence due to the prestige acquired, they soon had to direct their efforts towards high-end cars, in response to the reaction of the competitive American industry. The U.S. manufacturers surpassed French production for the first time in 1904, and continued to do so from then on. In the year 1907, the United States produced 44,000 cars compared to 25,000 French, 12,000 British, 5,150 German or 2,500 Italian automobiles.<sup>2</sup>

A large number of prestigious brands were quick to establish commercial ties through the creation of agencies on American soil, channeling the importation of vehicles and the infrastructure that their maintenance entailed.<sup>3</sup> The expectation aroused by Automobile Shows, fairs and industrial exhibitions made it possible to directly show the public cars that were usually sold through catalogs<sup>4</sup> (fig. 7). The first popular models, such as the Motorette (figs. 1-2), gave way to other high-priced options targeting clients with ample purchasing power.

Owning an import car—paying the extra 45% above the vehicle price for customs fees—reflected a privileged status. Several automobile exhibitions had restricted entry and the potential buyer consisted of the wealthy classes. The press reported on novelties and technical progress, along with newspaper reports typical of society pages echoed in tabloids that enumerated on the illustrious visitors accessing the facilities where car shows were held.<sup>5</sup>

## 2. The automobile district

New York was the business center for the motor sector, where the principal agencies representing European companies were located, especially along the upper Brooklyn district, popularly known as “Automobile Row.”<sup>6</sup> The massive presence of French brands stood out, along with Italian and less numerous English ones (Napier, Humber, Rolls-Royce among others), the German brands Benz or Mercedes, and representations of countries like Switzerland or Austria.

By the turn of the century, the French firm De Dion-Bouton maintained a central agency in Brooklyn—the De Dion-Bouton Motorette Company of New York run by E. Lascaris<sup>7</sup>—and various delegations in large cities from which a significant number of orders were administered, as can be certified by the New York City Council’s order: 100 vehicles destined for distribution in municipal services of police, firemen, taxis and buses.<sup>8</sup> Or that the powerful and influential James Gordon Bennett Jr. editor of the *New York Herald* and passionate promoter of the automobile world, chose De Dion-Bouton as one of his first cars (figs. 1-2).

Renault, which had been present on the American market since the early 1900s, commercialized its vehicles in 1907 through the Renault Freres Selling Branch of New York managed by Paul Lacroix<sup>9</sup> (figs. 5-7). Panhard et Levassor (founded in 1887 and with its first model manufactured two years later) was also present in the United States through an agency run by André Massenet on Broadway since 1903. In 1907 it was estimated that the total sales for that year and the previous ones were 700 vehicles.<sup>10</sup> Clément-Bayard, the company founded in 1902 by Gustave Adolphe Clément, channeled its exports through the New York-based Sidney B. Bowman Automobile Co. created in 1902<sup>11</sup> and run by Sid Bowman. In addition, the Delahaye house was also represented, through the Delahaye Import Co. managed by W. H. Barnard.<sup>12</sup>

The company C.G.V. (initials of its founders Charron, Giradot and Voigt) created in France in 1902 and with a factory in that country—but under control of English capital from 1906—maintained C.G.V. Import Co. run by E. Voigt on Broadway. Established in 1904, by 1907 it had sold more than 350 cars.<sup>13</sup> The French company Rochet-Schneider (1894), with a factory in Lyon but controlled by an English company since 1904, had sold between 1903 and 1907 about 300 cars in the United States through the Auto Import Company of New York on Broadway.<sup>14</sup> Also, during these four years about one hundred cars of the Delaunay-Belleville brand (1903)—with a factory in St. Denis sur Seine—were sold through the agencies Palais of L'Automobile on Broadway and Brewster & Co.<sup>15</sup>

Peugeot was also represented, and their imported models—which were among the most expensive and distinguished of the foreign brands in 1911—were administered through the Peugeot Auto Import Co., under the management of Harry E. Taylor.<sup>16</sup> During those same years other French brands were also present in the American market such as Leon Bollée, Darracq, De Dietrich, Hotchkiss, Pilain, Brasier, Decauville, La Buire, Mors or Rossel, among others.

### 3. Seeking allies

The vast majority of French automobile companies utilized Michelin tires during the first decade of 20th century.<sup>17</sup> As explained by Jemain (1982), Michelin occupied around 80% of the French tire market. This predominance was reflected by the presence of Michelin tires at the Salon de l'Automobile held annually in Paris. In the 1906 Salon, Michelin tires equipped approximately 40% of the vehicles on display. In later Salon events held in 1912 and 1913, this increased to more than 65%.<sup>18</sup>

The case of De Dion-Bouton was the most obvious. The Marquis de Dion, founder of the Automobile-Club de France (ACF) in 1905, was a fervent promoter of the nascent automobile, to the point of participating as a racing driver and creating his own brand of cars together with his engineer and partner Georges-Thadée Bouton. On July 30, 1896 Edouard Michelin reached an agreement with De Dion and Léon Bollée, manufacturers of light and economic tricycles with gasoline engines. Michelin acquired all the production of both businesses for six months and equipped 300 vehicles with the company's own tires, in order to resell them by subscription and thus promote the use of Michelin tires.

Michelin also supported the Marquis de Dion, his partner Baron Etienne van Zuylen—of German origin, one of the ACF founders and with businesses in the oil sector—and other automobile manufacturers such as Adolphe Clément in the financing and creation of a new bicycle and motor publication, *L'Auto-Vélo*. This was carried out in the year 1900 as a result of their discontent with the politicization and treatment from a certain sector of the existing press towards them.

The Italian firm Fiat (Fabbrica Italiana Automobili Torino), founded on July 1, 1899 and with its own factory since 1900 in the city of Turin, also invested in these tires. This occurred primarily as a result of Michelin's aggressive commercial policy. They built a factory in the Italian city in 1906 to supply Fiat and other brands, as demonstrated by the Italian delegations of the French Peugeot and Clément automobiles which were also installed in Turin. Fiat manufactured a total of 268 vehicles in 1904 and began exporting to France, Great Britain and the United States, where it was represented that year by the Hollander & Tangeman agency in New York. In 1908, they opened the corresponding subsidiary, the Fiat Automobile Company, with John Lurie as Vice president, and about a year later installed a small factory—the first European firm in American territory<sup>19</sup>—in the town of Poughkeepsie, New York.<sup>20</sup>

The local subsidiary's function was to assemble components imported from the parent company, as well as to produce cars identical to those manufactured in Italy, thus avoiding the payment of elevated taxes that served as obstacles to importing goods. In 1918 the production ceased and the factory closed. Other Italian brands present in the American market during that period of time were Itala (founded in 1903), Bianchi (its first car was launched in 1902), Züst, S.P.A., Lancia and the luxury car brand Isotta-Fraschini.

#### 4. Tax issues

American tariffs on imported products constituted a barrier for cars and their equipment. The usual rate was 45% of the product's value,<sup>21</sup> so only the wealthy could afford to drive European vehicles. A story published in 1906 in *The New York Times* stated:

“A significant feature of the importation for the present year is the ever-increasing tendency to buy only luxuries in Europe and to supply the necessaries of life from the American market (...) ‘I wish particularly to call attention,’ said a Customs officer yesterday, ‘to the large number of automobiles imported. The Government has collected nearly \$1,000,000 in duties this year on this line of imports and the prospects for the next fiscal year are still more encouraging.’”<sup>22</sup>

In 1908 the taxes collected on automobile imports surpassed \$1,700,000. The tires imported as components of a vehicle's original equipment were legally considered as an inseparable part of it, were included in the car's price and thus taxed at 45%.<sup>23</sup> Tires that were imported separately benefited from a lower rate, and the common tariff for all foreign articles derived from the manufacture of rubber was applied.<sup>24</sup>

The tariff on imported vehicles was reduced to 30% in 1913, an objective long pursued by importers and agents who had been fighting for tariff revision for years.<sup>25</sup> But this discount was only applicable to cars with prices below \$2,000.<sup>26</sup> We must not forget that by then American exports of economic automobile models, such as the affordable and best-selling Ford T, competed in the French market, and therefore benefited from the reciprocity in the application of customs duties established by bilateral pacts.<sup>27</sup> In 1914, the price of a Ford T Roadster was \$ 440 for an American, in a year that the United States imported only 708 cars.<sup>28</sup>

Thus, the first Michelin tires reaching the United States shores did so by forming part of the original equipment for imported cars. A similar situation occurred with other European brands such as Britain's Dunlop or Germany's Continental tires, which equipped vehicles manufactured in their respective countries. Each one of the cars unloaded onto American territory accounted for 4 mounted tires and usually one or two extra spares.<sup>29</sup>

The important presence of European tires in the American market is reflected in the advertisements for The Republic Rubber Tire & Shoe Co. The company was founded by Frederick E. McEwen in 1904 and its administrative headquarters and workshops were located at 449- 451 West 53rd Street in New York. Their first steps were aimed at securing control over Herbert H. Palmer's patent—number 717,263, issued on December 30, 1902—which dealt with technology of a certain type of protective anti-skid cover for tires, composed of a leather carcass with metal trim and attached to the tire by cords. The company's activity focused on offering a type of tire similar to that of Palmer, with the name Hercules

Leather Non-Skid Cover. However, this model was not attached or tied to the pneumatic tire tread but directly glued on, providing smooth tires with anti-skid properties or repairing the worn-out tire covers of those brands that originally had non-skid covers, as was the case of Michelin and Continental.<sup>30</sup> A full-page advertisement published in March 1905 for an American magazine in the motor sector showed a picture of McEwen framed by the typical image of a cross-section of a pneumatic tire. It was flanked by two flags representing the two rivals in the tire sector: on the left was Continental's flag, and to the right, that of Michelin (fig. 8).

In 1906—a year before the launch of the Milltown American factory—Michelin had already sold 16,000 tires fabricated in France to the United States, despite the fact that they were subject to a high customs rate,<sup>31</sup> in a year that a total of 1,295 vehicles (presumably with their respective tires) had been imported.<sup>32</sup> It is also true that importing agencies reached some one-off agreements to factory equip certain models of U.S. manufacturers, such as the Columbia Brougham Mark LXVIII model manufactured in 1905 by The Electric Vehicle Company in Hartford, Connecticut (fig. 9) and equipped with Michelin tires, but they were exceptional cases. The future factory in Milltown would allow Michelin to supply the huge demand of tires in the North American market with a more competitive product, free of import taxes.

## Notes

1. Flink (1988), p. 19. It should be noted that in those years the English customer accounted for one third of exported French vehicles.
2. Flink (1988), p. 19, and Jemain (1982), p. 56.
3. In 1907, 35 foreign vehicle brands were commercialized by their agents in America. “Three auto shows for coming season” published in *The New York Times* on April 21, 1907.
4. In response to the Olympia Show in London and the Salon de l’Automobile in Paris, two rival tradeshows co-existed in the United States, The Licensed Show at Madison Square Garden and The Independents’ Show at Grand Central Palace. In both events, the automobiles manufactured in America were annually exhibited for a few days next to those that were imported, apart from dedicating space to numerous components and accessories companies—wheels and tires, chassis, carburetors, batteries, etc.—regardless of where they were manufactured. Due to the friction between the tradeshows, as well as the rivalry between native and foreign manufacturers, in 1907-1908 the International Automobile Show was created which exclusively exhibited imported cars.
5. *The New York Times* newspaper, in chronicles on the Importers’ Automobile Salon of 1911, details: “The men in charge of the exhibits declare they are greatly pleased over the plan of charging a high admission fee as they have not been bothered by catalogue and souvenir hunters, as at other shows. The men and women who visit the salon are invariably persons who are interested in the best types of automobiles and who, in most cases, already own one or more imported cars.” (January 4, 1911) and “The plan of the salon exhibitors in keeping their show open until midnight has proved a very popular innovation, as many people have gone to the Astor to examine the cars after attending the theatre or going to the Metropolitan Opera House” (January 10, 1911).
6. For example, a story published in *The New York Times* on February 21, 1909 echoes this fact: “Last week’s sale of the building at the northwest corner of Broadway and Sixty-second Street to the Panhard & Levassor Company (...) again directed attention to the increasing importance of the automobile business as a factor in the real estate market, and also to the apparently increasing tendency on the part of many of the larger motor vehicle concerns to establish themselves permanently in the desirable locations by buying their own buildings.” The headline is also indicative—Realty Still in Demand in Automobile District—as it defines Brooklyn as the “Automobile District” due to the concentration of businesses in the sector.
7. “Importers’ Show draws Big Crowd,” *The New York Times*, January 3, 1911.
8. “1910 De Dion-Bouton buses and lorries for Baguio City in the Philippines” written by Bozi Mohacek in 2003. The Surrey Vintage Vehicle Society (<http://www.svvs.org>).
9. “Interesting facts of foreign cars,” *The New York Times*, December 29, 1907.
10. “Panhard car progress,” *The New York Times*, December 22, 1907.
11. “Clemens cars in America,” *The New York Times*, December 29, 1907.
12. “Some of the foreign cars exhibited at the recent Exhibition,” *The New York Times*, January 10, 1909.
13. “C. G. V. cars popular here,” *The New York Times*, December 29, 1907.
14. “New Rochet Six-Cylinder,” *The New York Times*, December 29, 1907.
15. “Importers’ Salon opens in Garden,” *The New York Times*, December 29, 1907.
16. “News of the automobilists and notes of the trade,” *The New York Times*, July 2, 1911.
17. “[In these early years] Michelin is the exclusive manufacturer for Bollée, De Dion, Peugeot, Panhard et Levassor, Serpollet, etc.,” Dumond (1993), p. 22.
18. Jemain (1982), p. 56.
19. There were other initiatives by European brands, although not as factories directly controlled by the parent company, as was the case of Fiat. According to Mira Wilkins (2004), cars of the French brand C.G.V. were manufactured on American soil by Rome Locomotive Company of Rome, New

- York, in 1901-1902. In 1905 the Daimler Manufacturing Company—active in America since 1889 importing engines and vehicles—produced its first American Mercedes. Also in 1905 the French firm Berliet granted a license to the American Locomotive Co. to manufacture its cars, known as “American Berliet” (1905-1908) and Alco (1909-1913).
20. “(...) the American branch of the company has been unable for two years or so to secure a sufficient number of cars from the Fiat Works in Italy to meet the increasing demand that the American factory is to be built. The company will make one or two of its most popular models in this country.” “Fiat cars to be built here,” *The New York Times*, July 25, 1909.
  21. Wilkins (2004), p. 418.
  22. “Foreign trade gains \$ 87,000,000 this year,” *The New York Times*, June 17, 1906.
  23. As of May 1909, the import tax review list was passed by Congress. Section 140 included “Automobiles, bicycles, and motor cycles, and parts of any of the foregoing, including tires, axles, and ball bearings, 45 percent ad valorem,” as explained by Bromley (2003), p. 158.
  24. In 1907 the vehicle import company Auto Import Co. of New York joined with others to protest the rates being applied to import taxes. Their request was that taxes for vehicles (45%) and tires (30%) be applied separately. The response of the agencies in charge of taxes and duties was that automobile components—car bodies, seats, batteries, etc.—were inseparable from the automobile and that the tax applied was not the result of the sum of specific taxes [each with a different levy, such as that of rubber applied to tires] for each part, but over the whole. “A tire custom decision,” *The New York Times*, May 1, 1907.
  25. There was a great dispute between the two factions interested in the revision or the maintenance of taxes. On the one hand, there were the protectionist interests of the national industry, represented by a three-way alliance between The American Motor Car Manufacturers’ Association, the Association of Licensed Automobile Makers and the National Association. On the other hand, you had a coalition of importers’ agencies and businesses, the Automobile Importer’s Association. In 1909, for example, there was an initiative that was deactivated when, on March 17 of that year, “automobiles and parts thereof” were not included among the items subject to a tax review proposed in Congress, thus maintaining the existing 45% import tax rate. “Tariff on autos remains unchanged,” *The New York Times*, March 18, 1909.
  26. A new tariff agreement went into effect with a 15% reduction in taxes applied to components, from 45% to the new rate of 30%. Nevertheless, it specifically stated that wheels and tires were not included in the review, and as such, they maintained the application of a 45% import tax. Chronological follow-up can be found in *The New York Times* (1913): “Concerned about tariff” (February 2), “New tariff bill pleases importers” (April 13), “Small cars can ignore tariff” (April 27), “Tariff bill proof against assault” (May 1), “Auto makers fight pending tariff bill” (May 2), “Tariff cuts please foreign makers” (June 8), “On automobiles” (August 8), “Auto importers like new tariff” (October 1).
  27. In that sense, and rationalizing the benefit for the American automobile industry, James M. Carples defended the import agents’ point of view in a report to Congress. Among other reasons he stated: “I have received word that the Verein Deutsche Motorfahrzeug-Industrieller of Germany, the British Motor Traders Society of London, and the Chamber Syndicale des Automobile of France are carefully watching the action with will be taken by the Congress on the question of automobile duties toward the product of their countries, and if the revision downward, which they have been led to expect, is not forthcoming, they will immediately start agitation in their countries against the invasion of the American small car. In other words, if we in this country see fit to legislate against the importation of between 750 to 3,000 foreign cars, they would be in a position to legislate against the admission to their countries of some 35,000 American cars, and by putting up the same rate of

- duty on our machines as we have put upon theirs, they will make it impossible for the American manufacturer to put his cars within the reach of the masses.” “Small cars can ignore tariff,” *The New York Times*, April 27, 1913.
28. Wilkins (2004), p. 421.
  29. A news item published in *The New York Times* May 5, 1907 states: “Paul Lacroix, manager of the Renault Freres’ local branch, reports the recent sale of a 35-45 hp Renault to Cortland Field Bishop, President of the Aero Club. The only stipulation as to equipment was that the car should be fitted with Michelin removable rims and tires.”
  30. According to the news in *The India Rubber World*, “The Republic Rubber Tire and Co.,” January 1, 1905, p. 134; “Republic’ Non-Skid tire covers,” February 1, 1905, p. 159; August 1, 1905, p. 389; and in “Retreading automobile tires,” *Cycle and Automobile Trade Journal*, July 1907, p. 176. Towards the summer of 1913, the last citations on the company were identified in different magazines of the automobile sector, giving way to the assumption that they ceased their activities in that year.
  31. As explained by Wilkins (2004), including data contributed by a news article published in the specialized American magazine *The Automobile*, March 28, 1907.
  32. As explained in “A tire custom decision,” *The New York Times*, May 1, 1907.

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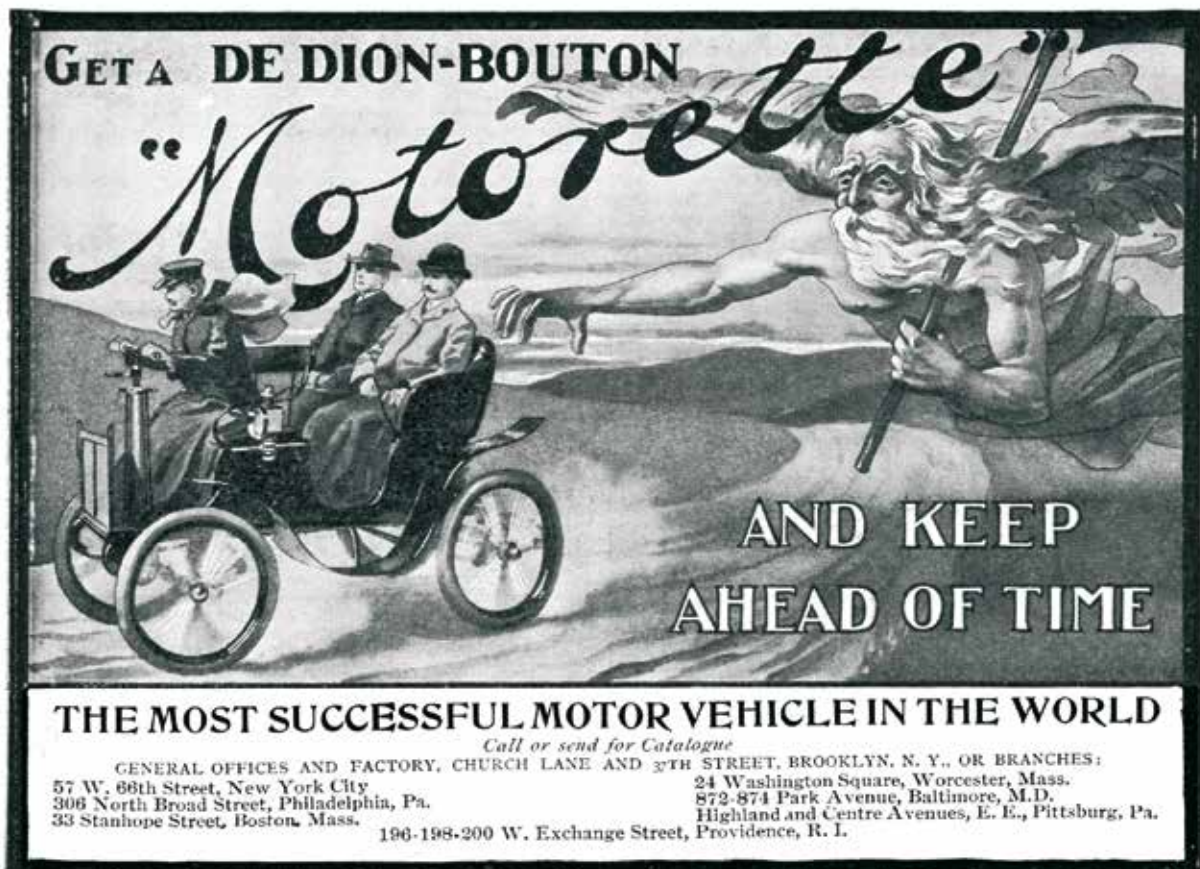
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**THE MOTORETTE.** Motorette was the name employed in foreign markets given to the four-wheeled voiturettes [little car] models developed by the French firm De Dion-Bouton—a company founded by Count Jules-André De Dion and engineer Georges Bouton—with 3.5 and 4.5 hp internal combustion engines and capacity for one driver and two passengers. The New York-based De Dion-Bouton Motorette Company was licensed to manufacture these vehicles in the United States in 1900-1901, although the small Brooklyn factory closed after one year. In the American advertisements of this vehicle shown here, the figure of the Roman goddess Victoria was employed—the winged Greek Nike, bearer of laurels—and the Titan Cronos, who is unable to catch the modern vehicle.

1-2. Advertisements by De Dion-Bouton Motorettes, in U.S. magazines, 1901.





**Automobiles**  
**PANHARD, C. G. V.**  
**Mercedes, Renault, Mors**  
 Distributors for the Quimby Aluminum Automobile body, also parts and supplies for imported cars at wholesale and retail.  
**Smith & Mabley**  
 Seventh Ave., Cor. 38th St., N. Y.



The car that won for two successive years the most important event in automobiling

Distancing the best productions of Germany, France, Italy and America, and conclusively proving its ability to stand the most severe test

*The Vanderbilt Cup*

# DARRACQ



We have a number of Limousine types, 4, 6, 8 and 10 H.P. and six cylinder with three and four seats, all with the benefit of French bodies, extra-light parts and beautiful machinery. Special ready for immediate delivery prices ranging from \$6,250 to \$10,000.

*The New Model—Six Cylinder, 40 and 50 H.P. Car de Luxe 1907*  
*Arbitrarily Selected. Starts from the South*

**THE PERFECTION OF AUTOMOBILE CONSTRUCTION**  
 PRICES RANGING FROM \$5,000 TO \$11,000.  
 SLIGHTLY SMALLER 1000 TYPE, 2000 and 3000 H. P. FOUR CYLINDER. THE CHEAPEST IMPORTED HIGH CLASS CAR ON THE MARKET. Prices ranging from \$2,500 to \$4,000.

**DARRACQ MOTOR CAR COMPANY**  
 1989 BROADWAY, NEW YORK  
 Licensed Importers under Selden Patent

# RENAULT

AMERICAN AGENCY



NEW 1906 0-14 H. P. 4 CYLINDER TOWN CARS  
 20-30 and 40-50 H. P. TOURING CARS


**WITH A FRENCH ACCENT.**

During the first decade of the twentieth century the American technical magazines in the motor sector as well as the popular press filled their pages with advertisements portraying models of imported French and European brands.

3. 1903 advertisement from the Smith & Mabley agency, importer of brands such as Panhard, C. G. V, Mors Renault or Germany's Mercedes.
4. Advertisement of the American agency for Darracq, in *Country Life in America*, 1907.
5. Advertisement of the American agency for Renault in *Motor*, February 1906. 6. Advertisement of the American agency for De Dion-Bouton in the press, 1909.

# DE DION-BOUTON

The oldest, largest and most celebrated makers of automobiles in the world will exhibit for the first time in this country at  
 SPACE No. 9  
 Grand Central Palace  
 Automobile Show



Type BT. 25 H. P. Limousine

**MODELS FOR ALL REQUIREMENTS**

Type	Cylinders	H. P.	Chassis	Price
BN	One	8		\$1,110
BO	"	9		1,530
BQ	Four	10		1,800
BR	"	12		2,310
BS	"	18		2,910
BT	"	25		3,540
BU	"	30		4,545

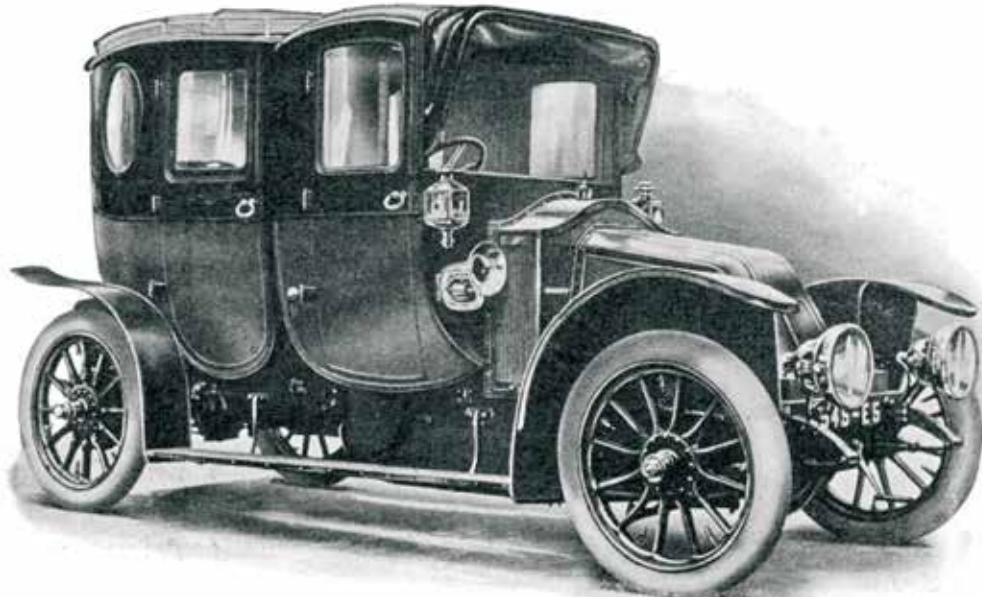
ALSO TRUCK, DELIVERY WAGON  
 OMNIBUS and TAXICAB

# DE DION-BOUTON

Exhibited at A. C. A. Show  
**GRAND CENTRAL PALACE**  
Dec. 1 to 8, 1906

# RENAULT

*The Car of Silence, Speed, Simplicity*



☛ Renault Frères of France announce that they are prepared to make *immediate deliveries*, at *regular prices*, through their *sole American branch house*.

☛ Spare parts. Repair shop. All Renault Cars are equipped with Michelin Tires.

*The Renault Frères Selling Branch*

PAUL LACROIX, *Manager*

1776 Broadway, New York City

Telephone, 3004 Columbus

*The Automobile '1906*

7. The agency Renault Frères Selling Branch of New York was in charge of importing Renault automobiles, which were always equipped with Michelin tires. Advertisement published in the specialized magazine *The Automobile*, December 6, 1906.



**I AM ON THE INSIDE**

of the Automobile Tire business and can recover, repair and rebuild your Continental, Michelin, or American tires, and make them as good as new. I will apply wrapped smooth or rough treads of rubber, either open, steam cured or vapor cured on by my secret processes.

I am the originator, inventor and owner in the United States and Canada of non-skidding devices for Automobile Tires.

The Non-Skidding Covers which I apply to old or new tires are made right here in the United States in my factory, and sold all over the world. They are far superior to any foreign make, as they are made from a superior grade of leather, from specially selected hides, steel hardened rivets, and leather and asbestos strips to overcome heat from friction at high speed.

My PEBBLE and ALLIGATOR NON-SKID RUBBER COVERS are the fastest covers in the world to-day.

The "HERCULES" LEATHER NON-SKID COVER can be applied to solid, cushion or pneumatic tires of any make or size.

Leather bead strips and leather linings for your tires will save you dollars.

**A Golden Opportunity for Small Investors**

I am installing plants for the proper repairing and rebuilding of Automobile Tires and for the application of "HERCULES" LEATHER NON-SKID COVERS in every large city in the United States and Canada.

On an investment of \$2000 (two thousand dollars), which covers the complete installation of such a plant with full instructions for the application of all covers by my secret processes, I can guarantee returns of **\$15,000 to \$20,000 annually**. But one plant will be installed in each city. Chicago and Milwaukee already sold.

Write to-day for my proposition.

My booklet and price list is **FREE TO YOU**, and I have a **FEW** Auto Show Souvenirs for polite inquirers.—**FREDERICK E. McEWEN, Mgr.**

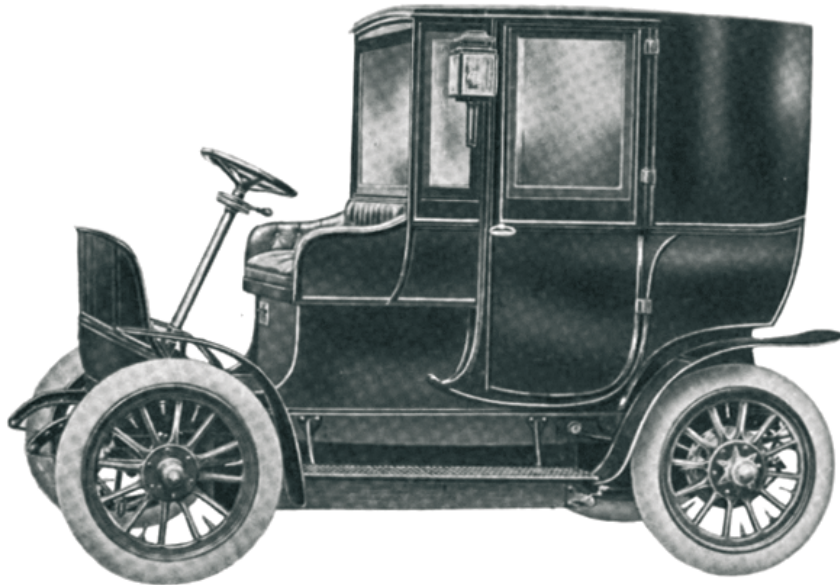
**The Republic Rubber Tire and Shoe Co.**  
138 WEST 52d ST. NEW YORK

# Columbia

NEW

## ELECTRIC • BROUGHAM

MARK LXVIII



**I**N New York, London, Paris and other large cities Columbia Electric Broughams, Landauets and Hansoms are the favorite vehicles of people who demand and have the best of everything. These carriages are made for private use only and no others compare with them for motive efficiency, exclusiveness of design, perfection of detail and finish, and luxury of furnishing. For town use they provide the ideal motor service.

The illustration shows the new model Columbia Brougham, Mark LXVIII. It is much lighter than any electric Brougham previously made, and is equipped with Michelin pneumatic tires. There are five speeds up to eighteen miles an hour and important improvements in the control, steering and other operating features. Price, \$4,000. With the same chassis we supply Landauet and Hansom bodies. Write for descriptive folder.

Catalogues of all Columbias, Electric and Gasolene, on request.

### **ELECTRIC VEHICLE CO., Hartford, Conn.**

NEW YORK BRANCH: 134-136-138 West 39th St.  
CHICAGO BRANCH: 1332-1334 Michigan Avenue  
BOSTON: Columbia Motor Vehicle Co., 74-76-78 Stanhope St.  
PHILADELPHIA: Pennsylvania Electric Vehicle Co., 250 N. Broad St.  
WASHINGTON: Washington E. V. Transportation Co., 15th St. and Ohio Avenue  
PARIS: A. Bianchi, 194 Boulevard Malesherbes

*Member Association of Licensed Auto Mfrs.*

**FRANCO-AMERICAN.** The American company Columbia Electric Brougham LXVIII offered their electric car model with factory-equipped imported French Michelin tires, as can be seen in the advertisement on this page.

9. Full page advertisement published in *The Literary Digest*, November 18, 1905.

