

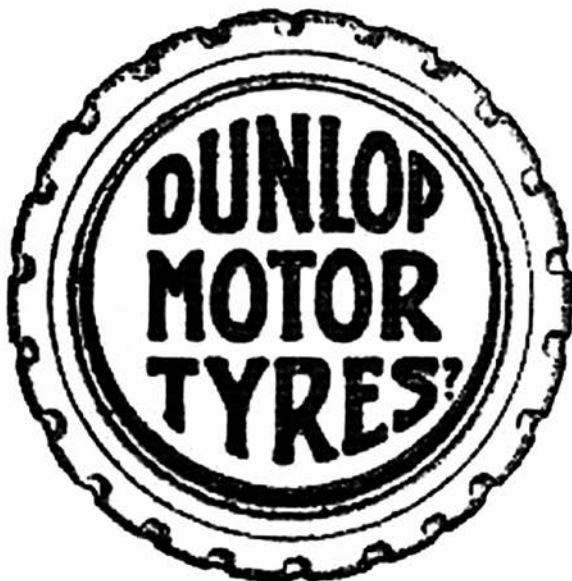
5 for less than the price of **4**

Why is there a distinct "liveliness" on the left?
 Because 5 Michelin Square Tread Covers cost less than 4 X . . . Grooved Covers.
 Also, because

Michelin Tyres
 give greater mileage than any other tyres
 and are made in

One Quality Only—The Best

MICHELIN TYRE CO., LTD., 81 FULHAM ROAD, LONDON, S.W.

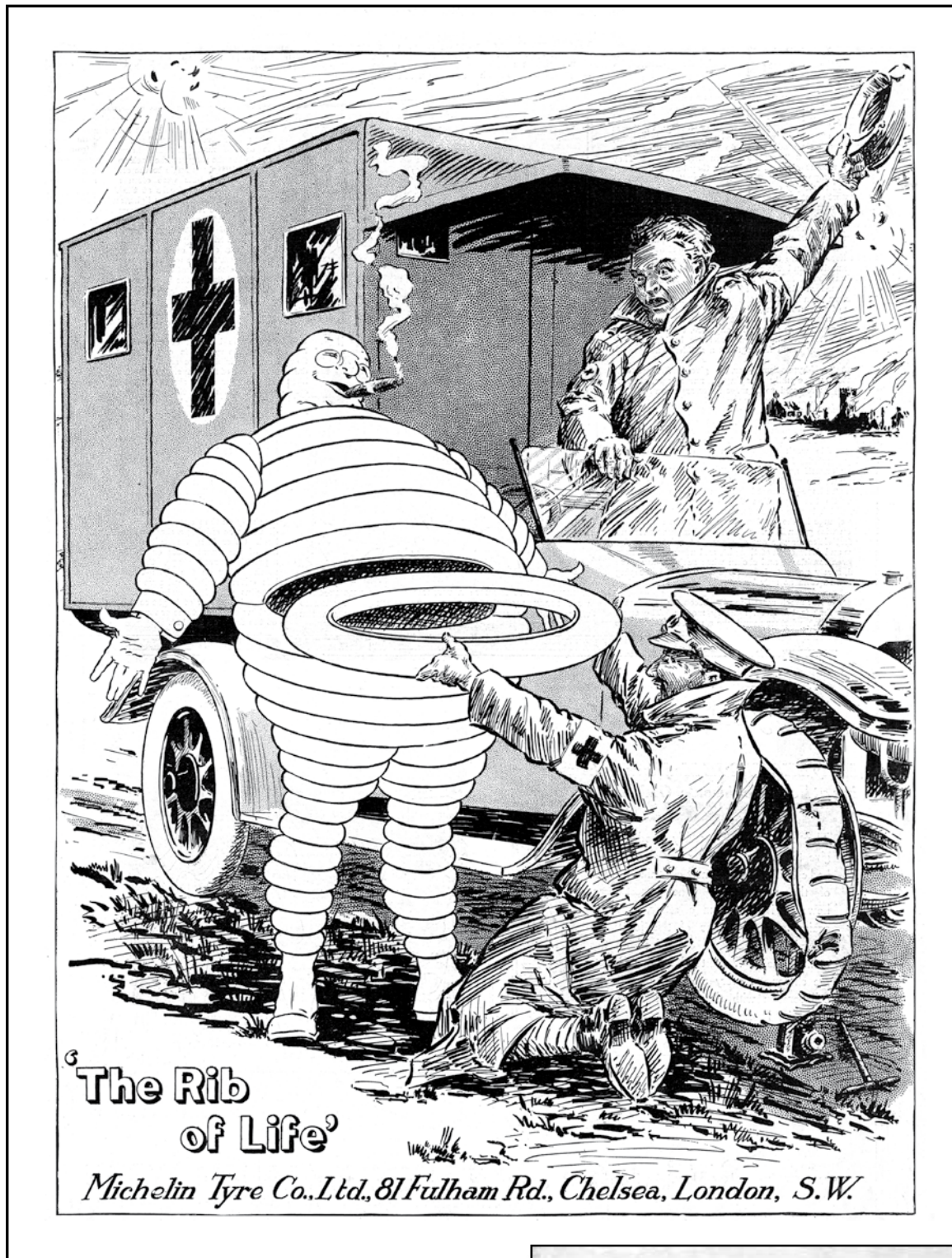


FIVE FOR THE PRICE OF FOUR.

The image above is an example of comparative advertising that reflects the fierce competition between Dunlop and Michelin for supremacy in the British market. In the image, a satisfied Bibendum leaves the authorized Michelin establishment carrying five Square Tread tires. In contrast, the customer of an establishment identified as a seller of "X-Grooved Tires" departs in a bad mood, because he has only been able to acquire four tires for the same price. Evidently, the X-tires depict Dunlop's Grooved Tread.

91. Advertisement published in *The Times*, February 17, 1915.

92. A symbol used by Dunlop in 1915 in a New Zealand price list of British import tires.



PNEUMATIC TRANSPLANT. In the above image, the controversial Michelin advertisement in which Bibendum rescues a British Red Cross ambulance, triggered ire and protests and led to an intense trial instigated by Dunlop.

93. Michelin's full-page advertisement published in *The Illustrated London News* magazine, May 8, 1915.

94. Photograph of a sanitary vehicle, the 16-22 Hp 4-cylinder Napier, from the firm D. Napier & Son, Ltd. in an advertisement published in *The Sphere* magazine, December 7, 1914.



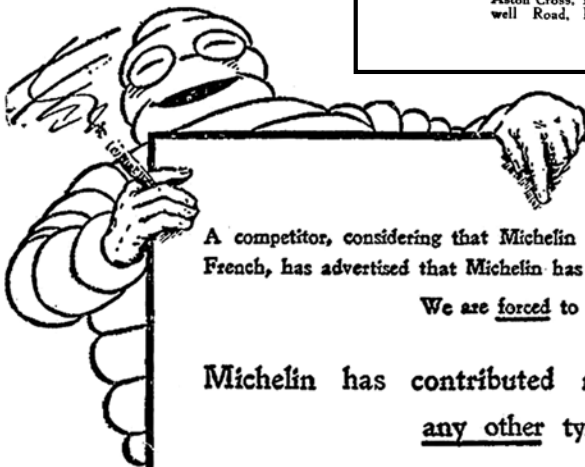
ILLUSTRATION OF FOREIGN TYRE MAKERS' CONTRIBUTIONS TO THE WAR.

THE CONTRAST.

The Dunlop Company has contributed heavily in Men, Material, and Money, and is continuing to contribute to Britain's cost of the War by helping to maintain Exports.

ARE YOU BUYING DUNLOP TYRES?

THE DUNLOP RUBBER COMPANY, LIMITED,
Founders of the Pneumatic Tyre Industry throughout the World.
 Aston Cross, Birmingham. London: 14, Regent Street, S.W. 146, Clerkenwell Road, E.C., and Priory Works, Belize Road, Kilburn, N.W.



A competitor, considering that Michelin is a "foreign" firm, because he is French, has advertised that Michelin has contributed nothing to the War.

We are forced to reply that:—

**Michelin has contributed more to the War than
any other tyre maker.**

Here are a few facts:—

MICHELIN has given £40,000 to further the work of French Military Aviation.

MICHELIN has established and maintains a Hospital of 255 beds in his factory at Clermont-Ferrand, for the benefit of the wounded, costing up to date £20,000.

MICHELIN proposed the establishment of the "Flying Services Fund" for the benefit of British Aviators and their dependants, and gave £1,000 to start the fund.

MICHELIN has given £800 to the Prince of Wales's Fund.

MICHELIN is manufacturing 100 aeroplanes, which he is giving to the French Government, representing an approximate cost of £100,000.

MICHELIN is manufacturing shells and bombs for aeroplanes, etc.

MICHELIN has given up to date £100,000 to the dependants of his employees who are fighting for the Allies.

Many other things could be added to this list.

MICHELIN is also helping by his large supplies of pneumatic tyres to the British, Belgian, French and Italian Armies.

We leave the public to judge whether this competitor, who before the war sold tyres in this country which were "made in Germany" by an affiliated company which claimed at the commencement of the war to be more German and more patriotic than prominent German tyre manufacturers, is justified in talking of "foreign" tyres and impugning the patriotism of a French firm.

Our competitor cannot deny the above facts.

MICHELIN TYRE CO., LTD., 81 FULHAM RD., CHELSEA. LONDON. S.W.

LIGHTING THE FUSE.

Among the continuous rirraff generated between Michelin and Dunlop, this series of advertisements inserted in British newspapers and magazines stands out. The above image portrays the advertisement titled "The Contrast" in which foreign tire manufacturers are accused of not contributing to Britain's war effort. The image on the left depicts Michelin's categorical response. The text breaks down the contribution of the French company to the Allied cause, refuting the accusations of Dunlop and seizing the opportunity to cast doubt on the untainted patriotism espoused by the British firm in their advertising campaigns.

95. Michelin's advertisement published in *The Observer*, August 29, 1915.

96. Michelin's advertisement published in *The Times*, September 3, 1915.

“Patriotism in Business.”

A competitor recently accused Michelin of having contributed nothing to the war. Michelin replied by enumerating some of his contributions, which proved that Michelin has contributed, in Britain and France, more to the war than any other tyre manufacturer.

This competitor unwisely attempted to depict “THE CONTRAST” between his contributions and those made by MICHELIN.

MICHELIN was therefore compelled to remind the public that this competitor sold tyres before the war, in the British Isles, which were “Made in Germany,” and also to disclose the fact that this same competitor had an affiliated company in Germany incorporating the same name, which made a great display of German patriotism during the second month of the war.

This is a fact, fully demonstrated by an advertisement published by the affiliated company of our competitor in the German newspaper “Rad Welt,” of 9th September, 1914; a translation of which we give below :—

“The following explanations are in reply to the spiteful attacks of competitors made on 31st August last :—

“1.—It is a fact that about a fortnight ago the Continental Caoutchouc & Gutta Percha Co., of Hanover, and the Mitteldeutschen Gummiwarenfabrik, Louis Peter, Aktiengesellschaft of Frankfort, telephoned us to find out if we were willing to increase the prices of our tyres at once. We refused, giving, as a reason that we had sufficient raw material in hand at that moment, and that we did not intend to profit by the actual situation by raising our prices.

“In view of the present situation, the military authorities would have been the first to have suffered by an increase.

“2.—It is a fact that our Company is a German Company, registered at the Tribunal of Hanau . . .

“We are no more responsible for the nationality of our shareholders than are any other German Limited Companies.

“It is also a fact that when war was declared, our Company employed about 1,200 German workpeople; that we purchase our raw material exclusively in Germany, with the exception, of course, of raw rubber; and that the larger part of our staff is at the front.

“We consider it to be our patriotic duty to the State and to the town of Hanau to keep our factory open in spite of the great sacrifices this entails, in order to provide a livelihood for those workpeople who have not been mobilised and to support those who have been called to the colours.

“We appeal to the spirit of justice of the German people to decide who is right in this dispute into which our competitors have driven us.”

On the same date, 9th September, this affiliated company of our competitor obtained the following certificate (translation below) from the Mayor of Hanau, which they published . . . in Germany :

“The Company has locked up a large capital here in buildings, machinery etc. . . . all of which have been built and supplied by German firms. . . .

“The amount of profit that Germany has received, and still receives, from this enterprise is far greater than the amount which goes to England by way of dividends.”

The above-mentioned facts have been in our possession for more than a year, and we regret that our competitor’s unwise and most aggressive advertisement, entitled “The Contrast,” now forces us to make these disclosures.

MICHELIN TYRE CO., LTD., 81, Fulham Road, London, S.W.

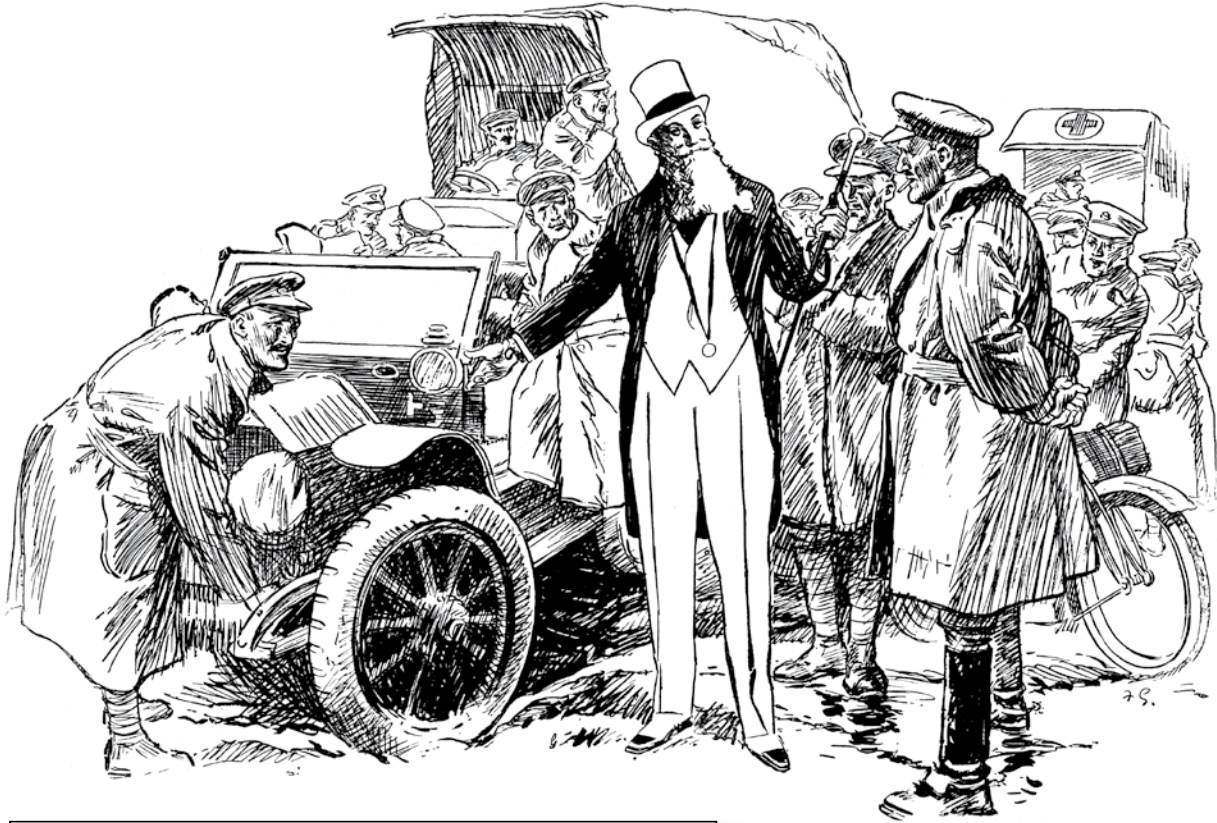
PATRIOTS AND TRAITORS.

One of the paragraphs in Michelin’s advertisement against Dunlop contained the statement of support made by the mayor of the town of Hanau to the British subsidiary of Dunlop—with British shareholders—, based in that town: “The company has locked up a large capital here in buildings, machinery ... all of which have been supplied and built by German firms ... The amount of profit that Germany has received—and still receives—from this enterprise is far greater than the amount which goes to England by way of dividends.” One more claim of those put forth by Michelin to demonstrate Dunlop’s disloyalty in their rival’s own accusative crusade.

97. Michelin’s advertisement published in *The Manchester Guardian*, September 23, 1915.

98. Illustration on the backside of a pocket mirror, a promotional gift from the German division of Dunlop, c.1910.





THE ADVERTISEMENT OF DISCORD.

The advertisement shown above was published by the British company and seemed to respond directly to the controversial advertisement published a year before which had provoked the legal battle between Michelin and Dunlop. If in the first ad, the mascot Bibendum had been offered as an effective replacement for the damaged Dunlop tire of an ambulance in the midst of battle, in the second advertisement, the corporate advertising character, the impeccably dressed Mr. Dunlop, was occupied assisting a military health caravan with his tires. In the image on the left, Mr. Dunlop greets another convoy, circulating through French territory without mishaps thanks to British Dunlop tires.

99. Illustration of a Dunlop advertisement published in *The Illustrated London News*, September 30, 1916.

100. Dunlop's advertisement published in *The Observer*, January 23, 1916.

Somewhere in France.

Dunlop : Tyres all right ?
 Driver : Yes, sir, thanks to you.

THE DUNLOP RUBBER CO., LTD.,
 Founders of the Pneumatic Tyre Industry throughout the World,
 Aston Cross, Birmingham. London: 14, Regent-street, S.W., 146,
 Clerkenwell-road, E.C., and Priory Works, Belsize-road, Kilburn, N.W.



Motorists will be
Overlooking a Good Thing
if they neglect to obtain a copy of the
Michelin Guide to the British Isles
Everything you want to know about anywhere you want to go is fully set out in this handy volume.

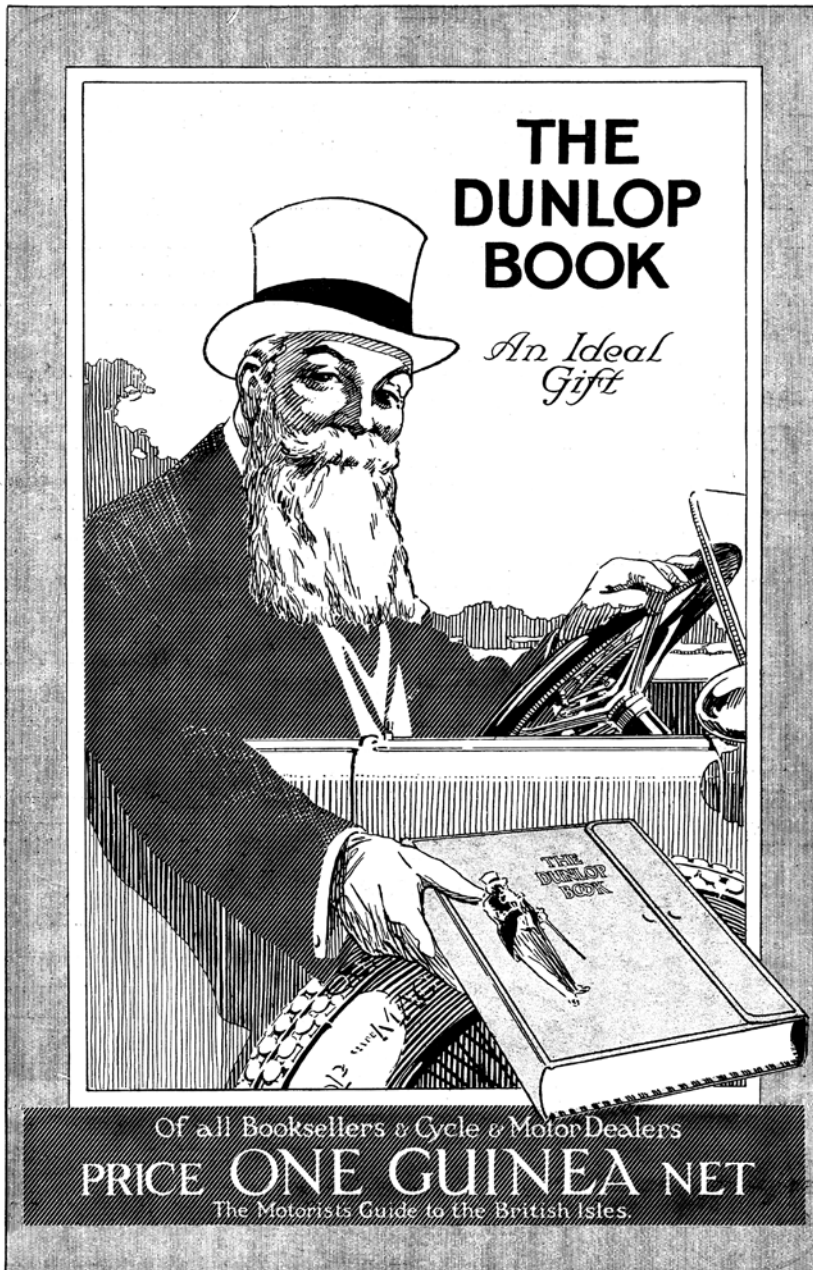
Little John Day
Had lost his way
And didn't know how to find it;
Now he takes on his ride
A new Michelin Guide,
And, like me, he is always behind it.

NOTE.—In view of the enormous number of recent libel actions, I hereby do solemnly declare that the said "JOHN DAY" is as unknown to me as "LITTLE BO-PEEP."

The British Guide can be obtained from the Michelin Touring Office on receipt of a 6d. Postal Order to cover postage, packing, etc., or a copy can be procured from any Michelin Stockist.

MICHELIN TYRE CO., LTD.,
81, FULHAM ROAD, CHELSEA, LONDON, S.W.

Telephone: 4400 Kensington (6 lines).
Telegrams: "Pneumelin" or
"Bibendum," London.



GUIDES AND TIRES.

In Britain, the constant struggle between Michelin and Dunlop for control of the domestic tire market had numerous open fronts. One of them was the edition of guides and road maps of the country that featured their respective mascots. The first British Michelin guide was from 1911. In contrast, Dunlop's did not appear until 1921. This rivalry was also portrayed in the British poster shown below. As one would expect, Mr. Dunlop—in the background behind Bibendum—is shown facing the Michelin mascot and in a proportionally larger size than his opponent.

101. (opposite page) Michelin's advertisement in the British newspaper *Black & White*, May 27, 1911. Illustration by S. Dallaway.

102. Dunlop's full-page advertisement published in the British magazine *Punch*, January 5, 1921.

103-104. Lithograph poster and detail for the Underground Electric Railways Company Ltd., 1920, 127 x 100 cm. Illustrated by Frederick Charles Herrick (1887-1970).





Tercentenary of Cervantes.

Dunlop (loq.): "I very much doubt whether so great a satirist as the creator of Don Quixote could have found a theme more to his liking than the picture of this country engaged in a gigantic war, urgently impressing upon its people the necessity of restricting unnecessary imports and of retaining gold in the country, and yet allowing the importation without a murmur of unneeded tyres at the rate of £3,500,000 worth a year!"

The importation of foreign tyres is proceeding at the rate of £3,500,000 a year and there are ample supplies of British tyres—above all, Dunlops—to meet all contingencies.

DUNLOP
RUBBER COMPANY, LTD.,
 Founders of the Pneumatic Tyre Industry,
 196, Deansgate, Manchester.

FIGHTING AGAINST WINDMILLS. Dunlop's "patriotic" campaigns against British commercial spending on imported tires—mostly those supplied by Michelin from its production hub in Turin, Italy—employed the corporate character of Mr. Dunlop as spokesman. In this case, while contemplating a portrait of the writer Don Miguel of Cervantes in the tercentenary of his death, the character reflects: "I very much doubt whether so great a satirist as the creator of Don Quixote could have found a theme more to his liking than the picture of this country engaged in a gigantic war, urgently impressing upon its people the necessity of restricting unnecessary imports and of retaining gold in the country, and yet allowing the importation without a murmur of unneeded tyres at the rate of 3,500,000 pounds worth a year!"

105. Dunlop's advertisement in *The Manchester Guardian*, April 28, 1916.



MICHELIN



Grat's gegen 50 Pf.
für Versandspesen

Deutsche Michelin-Pneumatik-
A.-G., Frankfurt a. M., Frankenallee 4,
Filiale Berlin, Kronenstraße 66-67.

Michelin	X... Pneumatik gerillt oder ungerillt
Preis der Decke _____	Preis der Decke _____
Stand des Zählers beim Aufmontieren der neuen Decke _____	Stand des Zählers beim Aufmontieren der neuen Decke _____
Stand des Zählers beim Abmontieren der Decke nach ihrer Abnutzung _____	Stand des Zählers beim Abmontieren der Decke nach ihrer Abnutzung _____
Differenz, d. h. Zahl der geleisteten Kilometer _____	Differenz, d. h. Zahl der geleisteten Kilometer _____
Wenn Sie den Preis der Decke durch die Zahl der geleisteten Kilometer dividieren, erhalten Sie den Kilometerpreis dieser Decke.	Wenn Sie den Preis der Decke durch die Zahl der geleisteten Kilometer dividieren, erhalten Sie den Kilometerpreis dieser Decke.
Kilometerpreis _____	Kilometerpreis _____

Daß die Michelin-Decke besser ist als jede andere,
gerillt oder ungerillt, wissen wir so bestimmt, daß wir
Ihnen dieses Kontrollheft widmen, mit dessen Hilfe Sie den
Kilometerpreis jeder einzelnen Decke berechnen können.

Schreiben Sie heute um ein Gratis-Exemplar an die
Deutsche Michelin Pneumatik A.-G.
Frankfurt a. M.

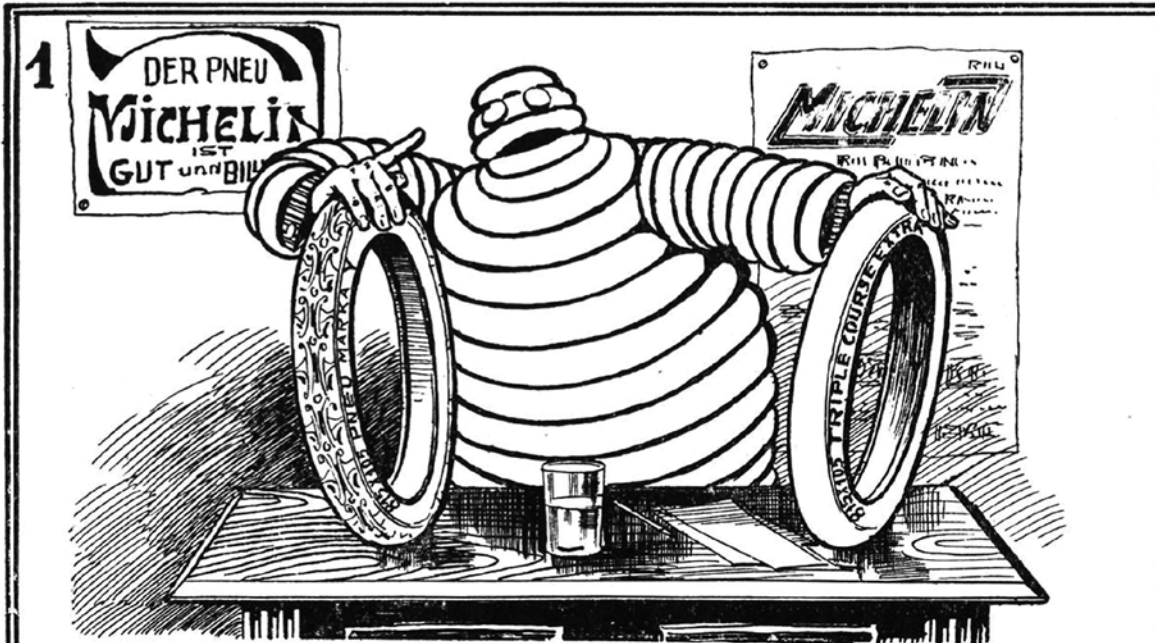
FRANCO-PRUSSIAN WAR.

Germany constituted a historically complicated market for Michelin's aspirations of European expansion. Despite this, they had an agency The Deutsche Michelin-Pneumatik-A.G., with headquarters in the city of Frankfurt. In the years leading up to the Great War, the French firm dared to confront the hostile territory of their other major competitor, Continental, using the same comparative advertising strategy they had developed in France and England. In the above image, a cheeky Bibendum advertises the Michelin Guide to Germany in a local publication, showing Germans themselves the routes, places and services proposed by the Michelin Tourism Service in Paris, and competing with the Continental Guides elaborated by the German tire firm. In the image on the left, Bibendum displays a tracking register—free of charge to customers—to compare in a detailed way, the different parameters that evidence the lower quality of tire "X" as compared to those offered by Michelin.

106. Advertisement published in the magazine *Sport im Bild*, in 1913.

107. Advertisement published in the magazine *Sport im Bild*, in 1914.

BIBENDUM'S VOR



Meine Damen! Meine Herren! Hier haben Sie zwei Pneumatiks.
Der Eine der Marke X. ist mit dem schönen Namen „Triple course Extra“ getauft worden.
Der Zweite der Marke Y. ist mit wunderschönen Verzierungen geschmückt.



Hier haben Sie
Steine, Nägel u.
besondere A

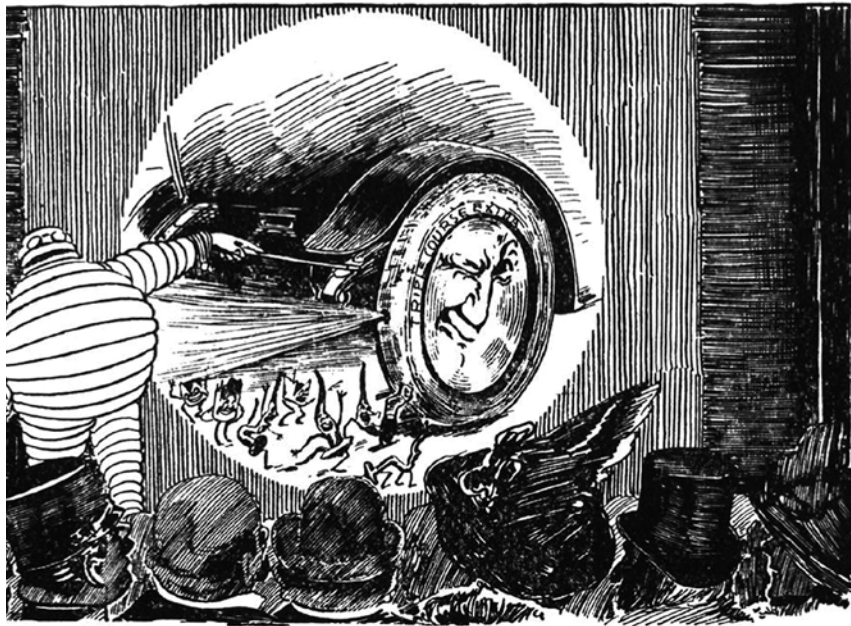


Hören Sie hier den Dialog zwischen Stein und Nagel, denen der Fabrikant des verzierten Pneu, die Mühe verringern wollte, indem er die Lauffläche mit Vertiefungen verzierte, wodurch das Eindringen erleichtert ist.

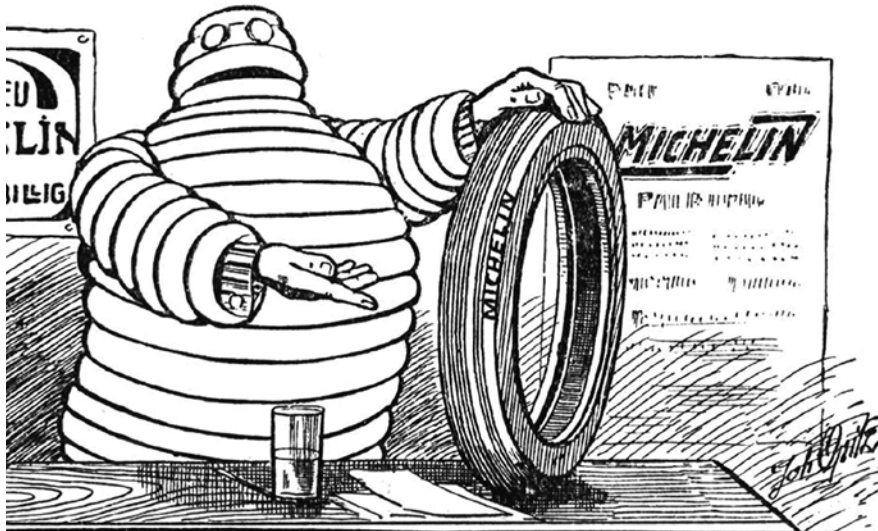


Jetzt gestalte ic
Qualität, vorzust
den Löwenanteil
widerstandsfäh
körpern. Dabei i
Jetzt, wo die Be
seine Ausgabe

TRAG.



*eine kinematographische Aufnahme, woraus Sie ersehen können, dass die
Steine und Glascherben eine unerhörte Frechheit besitzen, indem sie keine
Rechtung vor dem teuren Pneumatik Type Course haben.*



*Ich bringe Ihnen einen Michelin-Pneu, der einzigen von Michelin erzeugten
Pneus. **Das** ist der ausgesprochene **Type Course** mit dem sich Michelin seit jeher
in Rennen auf der ganzen Welt gesichert hat. Seine dicke, regelmässige und
gleichmässige Gummischicht ist eine Gewähr gegen das leichte Eindringen von Fremd-
körpern. **Er ist billig** und sind andere Pneus **35 bis 130% teurer als Michelin**.
Da die Benzinpreise so kolossal gestiegen sind, ist jeder Automobilist bestrebt,
den Preis zu erniedrigen. **Daher empfiehlt sich Michelin als billig und gut***

A VEHEMENT SPEAKER.

The direct competition against "sculptured" pneumatic tires or with all-rubber treads was also reflected in the German Michelin campaigns. The images shown here portray the virtues of the tire brand Course—known as Carpe in France and Compressed Tread in America—, featuring several ribs in the tread in contrast to the conventional smooth and sculptured treads offered by rival firms.

The Bibendum Conference.

1. Ladies and Gentlemen! Here you have two tires. The first, brand X, has been baptized with the nice name "Triple Course Extra." The second, brand Y, is decorated with beautiful embellishments.

2. Here you have a film projection where you can see that stones, glass and nails have the audacity to not respect the expensive Triple Course Extra tire.

3. Pay attention now to the dialogue between the stone and the nail, to which the manufacturer of the "decorated" tire has wanted to facilitate their work by having spaces in the surface of the cover that allows for their penetration.
Character 1—What are you looking for?
Character 2—I'm just looking for a space in these beautifully decorated covers, to be able to penetrate better.

4. Allow me to introduce you now to the Michelin tire, made with Michelin's unique quality. This is the "Type Course," with which Michelin has won in most races around the world. Its thick, regular and resistant rubber layer makes it difficult for foreign objects to penetrate. It is cheap, other tires are 35 to 130% more expensive; every motorist tries to reduce their expenses now that the price of gasoline has risen so much. This is why Michelin is recommended as a good and cheap tire.

108. Advertisement in the magazine *Allgemeine Automobil Zeitung*, 1913. Illustrated by Joh Opitz (?).



A BUCKING HORSE. Right before the Great War, the German company Continental responded in this very graphic way to the advertising onslaughts of their great rival, the French Michelin. In this scene the equestrian protagonist of Continental's emblem—the horse derived from the shield of Hannover, the city where the company was established—comes to life in a duel of mascots, in which Bibendum ends up bursting as a result of a strong kick. The text accompanying the illustration is a direct response to the arguments Michelin used in their comparative advertisements published in the German press:

"Seriousness versus defiance. Our policy:

1. Our advertising and publicity work conforms to honest behavior that is common in businesses. We have as a rule to tell the truth and not to lie.

2. In our range of special measures for pneumatic covers we offer our customers an extra benefit in material that corresponds to the difference in price, an extra in duration, safety and comfort that benefits the driver. Long and thorough tests and daily use have shown us that our special measures offer the right result.

3. It is easy for anyone to check the truth of what we claim. We respond to the mathematical juggling of figures and data practiced by the French competition by employing logic: our competitor's measure of 820 x120 is not comparable with our special measure of 815 x125. The weight, volume, thickness of the cover and the number of layers used in our manufactured product make them better for the end consumer than the competitor's measurements of 820 x120."

109. Advertisement in the magazine *Sport im Bild*, 1914.

Sachlichkeit gegen Dreistigkeit

Unser Programm:

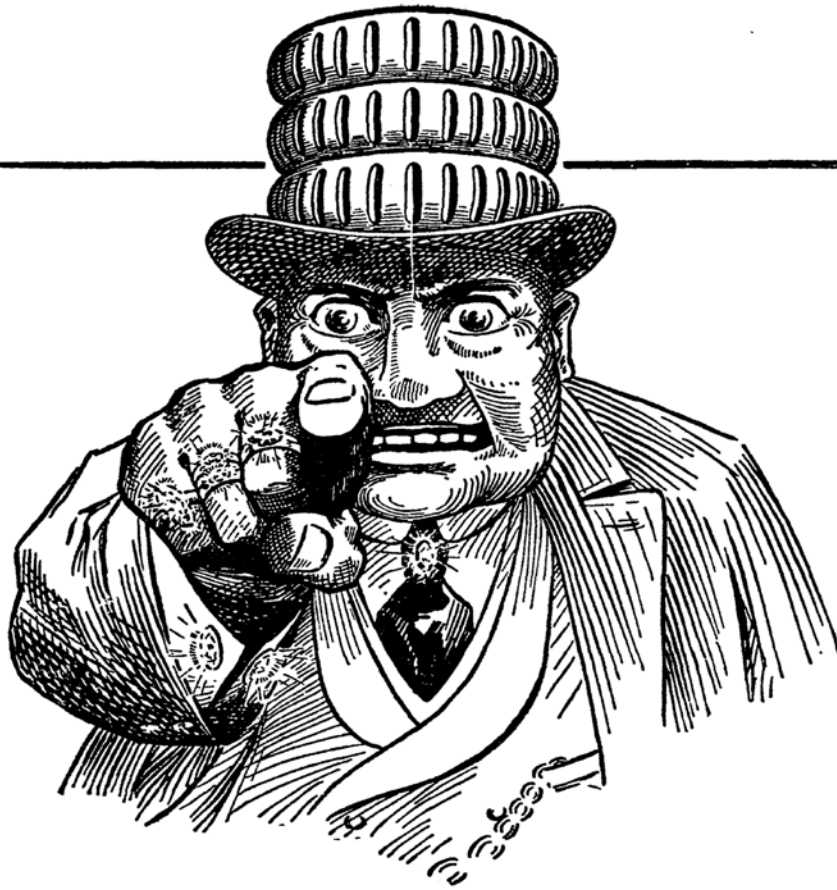
1. Unsere Propaganda- und Werbearbeit bewegt sich in den anständigen Formen kaufmännischer Geschäftsbekanntmachung. Den Automobilisten Brief vorzulesen, müssen wir uns unter allen Umständen versagen.
2. In den Continental-"Übergrößen" bieten wir der Kundschaft tatsächlich diejenige Maßleistung an Material die dem Preisunterchied angemessen ist. Das Mehr an Haltbarkeit, Betriebssicherheit, Bequemlichkeit kommt dem Verbraucher zugute. Eingehende lange Versuche und die Praxis haben ergeben, daß unsere Übergrößen richtig konstruiert sind.
3. Unsere Behauptungen sind von jedermann nachprüfbar. Auf die Rechenkunststücke der französischen Konkurrenz haben wir sachlich zu entgegnen, daß die zum Vergleich herangezogene Konkurrenz-Dimension 820>120 unserer Übergröße 815>125 nicht gegenübergestellt werden kann, da deren Gewicht, Volumen, Wandstärke, Zahl der Einlagen viel günstiger für den Konsumenten gehalten sind als bei der Konkurrenz-Dimension 820>120.

Eine Konkurrenz-Decke 820>120 wiegt ca. 13 kg. unsere Übergröße (Decke) 815>125 wiegt ca. 11 kg.
. 820>120 hat eine Höhe von 818 mm. 815>125 hat eine Höhe von 817 mm.
. 820>120 hat 6 Einlagen. 815>125 hat 7 Einlagen.

Das Jonglieren mit unzutreffenden Ziffern ist geeignet, das Publikum zu täuschen.

Continental

Caoutchouc- u. Gutta-Percha-Co., Hannover.



“It’s your money we want!”

.....

Yes; and they get it, too, by charging you from

22% to 38% more for a grooved cover

than you would pay for a

Michelin Square Tread.

MICHELIN has really lowered the prices of motor tyres.

STUDY THE FIGURES BELOW:

	November 1909	April 1910	January 1911	July 1911	October 1911	October 1912
An 815 x 105 X— Grooved Cover cost	8 6 0	9 7	8 5 0	7 7 3	5 18 2	6 1 0
An 815 x 105 Michelin Square Tread cost	7 11 0	8 6 0	7 5 0	6 8 0	4 19 0	4 19 0
Extra charged for X— Grooved Cover ...	0 15 0	0 15 7	1 0 0	0 19 3	0 19 2	1 2 0
Percentage	9.9%	9.9%	13.7%	15.2%	19.3%	22.2%

Other sizes of X—Grooved Covers show even greater increases.

Michelin does not manufacture tyres of varying qualities at varying prices.


One Quality Only — The Best is his policy.

Michelin Tyre Co., Ltd., 81, Fulham Road, London, S.W.



SINGLED OUT. Two years before the creation of the famous British recruitment poster, Michelin introduced the general public to this inquisitorial character. He is a wealthy man—he does business at the expense of our ignorance and good faith—a tire salesman who, as evidenced by the tire design of his hat, represents the greed of the Dunlop company and their grooved tires.

110. Michelin’s advertisement in *The Manchester Guardian*, December 17, 1912.



*He passes the hat for Mammon's sake,
And you—pay, pay, pay!*

Which means that his

Grooved Tyres cost you from 22% to 38% more


than you would pay for a

Michelin Square Tread

The following table shows the comparison of prices between an 815 by 105 X... Grooved Cover and a Michelin Square Tread of the same size. It will be noted that the difference in favour of our Square Tread becomes more marked each year.

%	1909	1910	1911	1911	1911	1912
	November	April	January	July	October	October
38						£6-1-0
37						
36						
35						
34						
33						
32						
31						
30						
29						
28						
27						
26						
25						
24						
23						
22						
21						
20						
19						
18						
17						
16						
15						
14						
13						
12						
11						
10						
9						
8						
7						
6						
5						
4						
3						
2						
1						
	£ 8-6-0	£ 9-3-7	£ 8-5-0	£ 7-7-3	£ 5-18-2	
	£ 7-8-0	£ 8-6-0	£ 7-8-0	£ 6-8-0	£ 5-19-0	£ 4-19-0

Other sizes show even greater differences.



Michelin Tyre Co., Ltd., 81, Fulham Road.

MICHELIN AGAINST GREEDINESS.

The battle against Dunlop's grooved tires is the subject of the advertisements shown here. In the above image, a chart portrays the price increase—between 22 and 38% as explained—which "grooved tires" pass on to the consumer as compared to Michelin's smooth treads. The advertisement is completed by a scene in which a customer deposits his money inside the top hat—whose cylindrical form is shaped by a stack of Dunlop tires—of a character, which is clearly a representation of the British firm. The accompanying phrase, "He passes the hat for Mammon's sake, and you pay, pay and pay!" refers to the incongruity of having to bear an excess share of the manufacturer's greed. In the second example, with the excuse of saving in times of war, it is exposed that the price—5% cheaper—and quality of Michelin tires are more attractive for the conscientious consumer than the grooved option offered by so-called "tires Y" [Dunlop].

111. Advertisement in *The Manchester Guardian*, January 15, 1913.

112. Advertisement in newspaper *The Scotsman*, June 1, 1915.



Wartime Economy

When you purchase a

Michelin Square Tread Cover

size 800 x 120, in place of a "Y" Grooved Cover of the same size, you not only secure a tire that will give you

Greater Mileage than any other make

but you save enough on your first out to pay for half a gallon of petrol.

You ask "how can Michelin Tyres be sold at prices showing a

25% Advantage

over those of "Y" Grooved Tyres, and yet be superior to any other type on the market? The answer is simple: Since 1895, when Michelin first equipped its automobiles with pneumatic tyres, he has concentrated the whole of his energy and vast manufacturing resources on the production of pneumatic tyres of

One Quality Only—The Best.

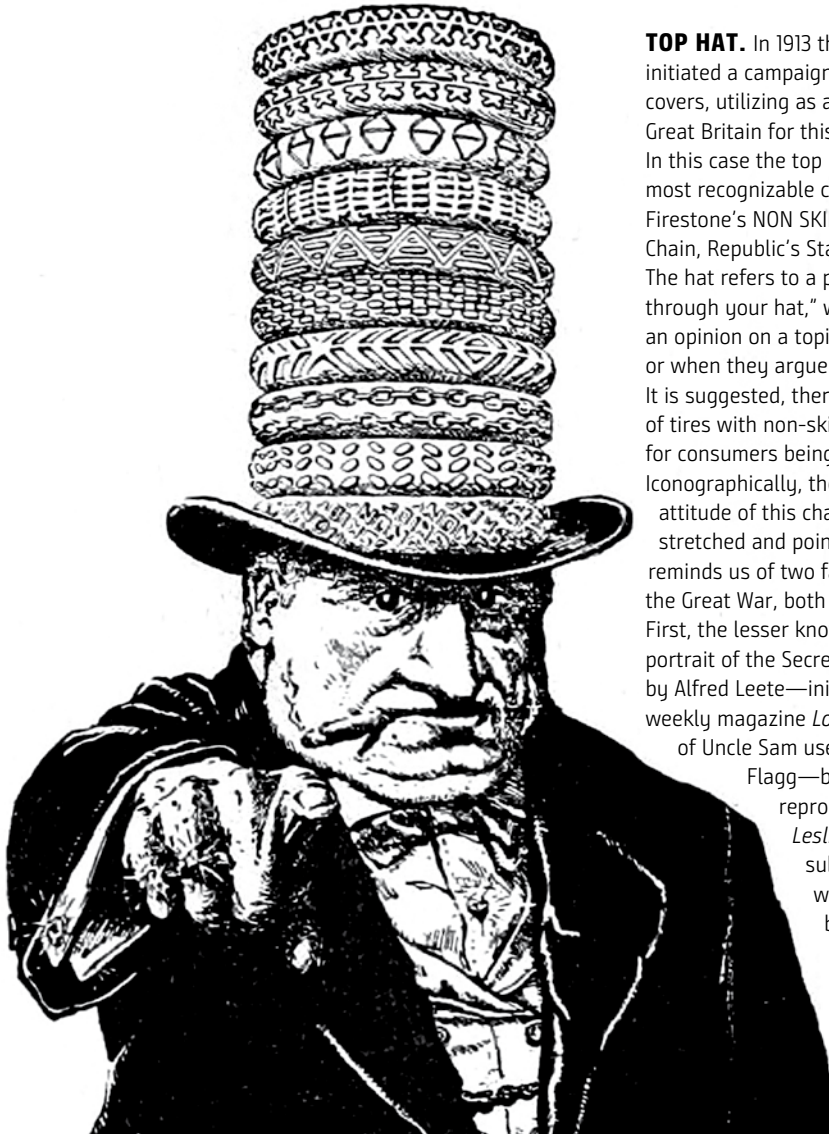
MICHELIN, 81 FULHAM ROAD, LONDON, S.W.

1/2 Gallons of petrol
@ 1/2 per gallon

£1-0-0

Total £6-9-3

Y GROOVED TYRE
800 X 120
£6-9-3



TOP HAT. In 1913 the Michelin Tire Company of Milltown initiated a campaign against rubber non-skid pneumatic covers, utilizing as a spokesman the character created in Great Britain for this purpose, but with certain adaptations. In this case the top hat was made up of a stack of the most recognizable cover models in the American market—Firestone’s NON SKID design, U.S. Rubber’s Nobby and Chain, Republic’s Staggard, the Zig-Zag model of Lee, etc. The hat refers to a popular English phrase: “to be talking through your hat,” which applies to someone who gives an opinion on a topic without background knowledge or when they argue that something is true when it is not. It is suggested, therefore, that the arguments in defense of tires with non-skid patterns are really covering up for consumers being swindled.

Iconographically, the representation and imperative attitude of this character from 1913 with his arm outstretched and pointing at us in a striking foreshortening, reminds us of two famous military recruiting posters from the Great War, both subsequent to Michelin’s proposal. First, the lesser known British poster from 1914 with a portrait of the Secretary of State for War Lord Kitchener, by Alfred Leete—initially published as a cover for the weekly magazine *London Opinion*. Secondly, the image of Uncle Sam used in 1917 by James Montgomery Flagg—based on the design of Leete—, first reproduced as the magazine cover for *Leslie’s Weekly* on July 16, 1916 and subsequently disseminated as a poster with more than four million copies between the years 1917 and 1918.

113. Illustration of an American Pamphlet for Michelin, 1913.

114. British Poster, 1914. Illustrated by Alfred Leete.

115. American Poster, 1917. Illustrated by James M. Flagg.



J'ACCUSE

Michelin's American advertising openly blamed various local companies—including the Russian Prowodnik, in their bid to position themselves in foreign markets—of deceiving the consumer with rubber non-skid models. There were no grey areas and the illustrations that accompanied the smear campaign portrayed, clearly and without any possibility of confusion, several of the best-known tires commercialized in the U.S. market. Surprisingly, this accusatory campaign did not provoke any reactions from the aforementioned companies, apart from certain editorial commentaries in magazines representing the motor sector.

116. Description of the companies and models portrayed by Michelin in their 1913-1914 American campaign against non-skid tires with rubber treads.



Kelly-Springfield, Kant Slip tread
Promotional Brochure, c. 1916.



Swinehart Tire & Rubber, Kant Slip tread
Motor Age, October 16, 1913.



Lee Tire & Rubber, Zig-Zag tread
Modular advertisement in press, 1913.




Prowodnik Tires, Columb tread
The Literary Digest, December 27, 1913.



Michelin manufactures One Quality Only, The Best

Michelin manufactures One Quality Only, The Best



**Don't be squeezed by the manufacturers
of Sculptured Tires**

into paying a fancy price for a fancy tire with a fancy name and then fancy you are obtaining a casing which will give you greater service than a Michelin Plain Tread Tire which costs considerably less.

No sculptured tire will give you the same satisfaction as a Michelin.

Do you know why you have to pay 17% more for a Fancy Tread Tire?
Here is one reason, given by a prominent manufacturer of fancy treads:

"We had to depart from the ordinary machine work in making our molds, and make them entirely by hand filling and engraving. It takes four men about three weeks to make one mold for a non-skid band."

So you see you pay for **cost of production**, and not for a better quality.
Now a Michelin envelope costs.....
But see other side!

Michelin manufactures One Quality Only, The Best

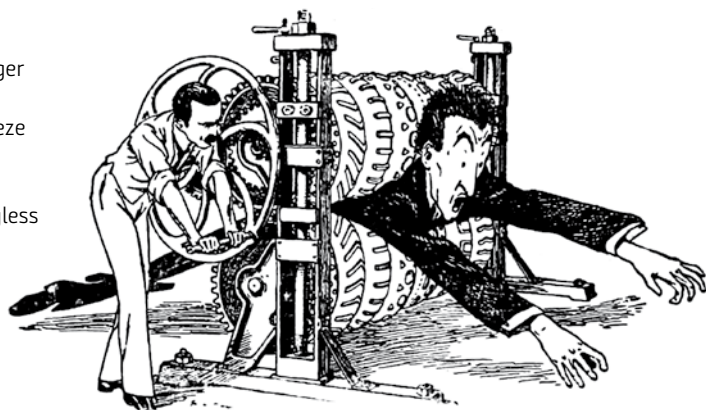
Michelin manufactures One Quality Only, The Best

SQUEEZING MONEY OUT OF THE CUSTOMER.

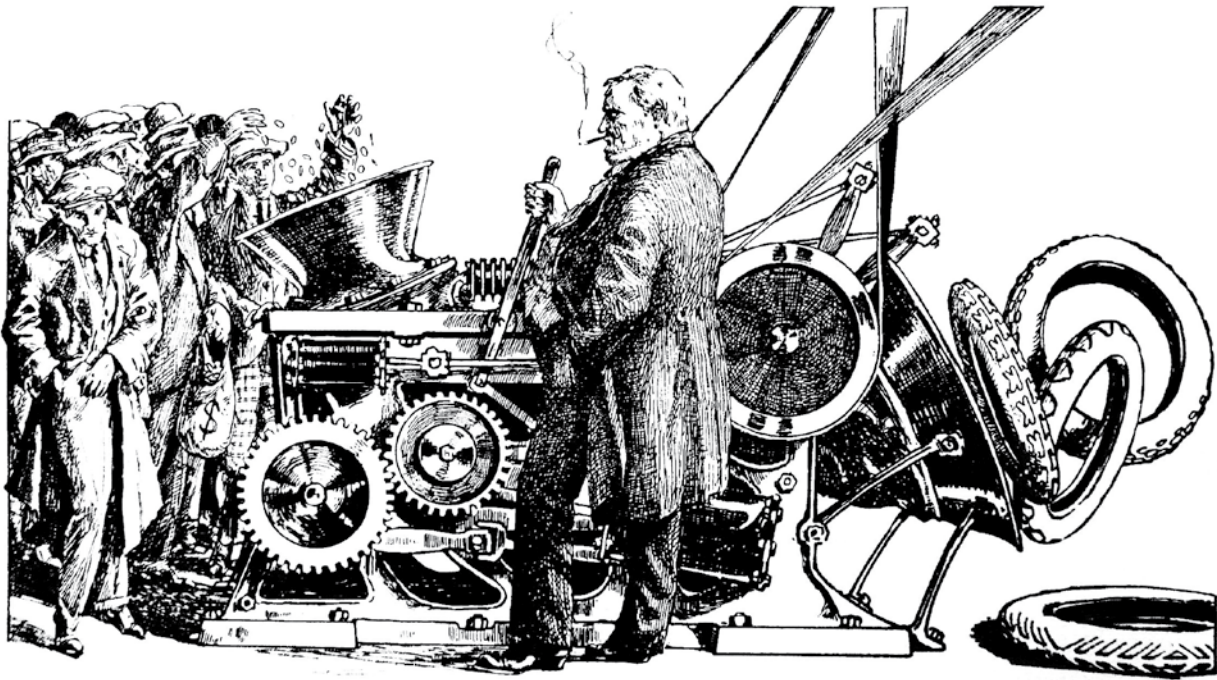
The blistering campaign against "sculptured" tires employed the image of the arrogant businessman, eager to pass captive consumers, enslaved by the monopoly of the new technology, through the wringer and squeeze money out of their pockets. The text of the pamphlet shown above specifies that customers are paying an increase of up to 17% for "sculptured" tires, a meaningless expense when Michelin's "Plain Tread" tires provide the same service and offer better quality.

117. Michelin advertising brochure, 1913-1914.

118. Detail of an illustration for a Michelin advertising brochure, 1913-1914.



The principal ingredient used for the manufacture of Sculptured Tires.



ALCHEMIST. The tire manufacturer appears as a stereotypical ruthless entrepreneur, who transforms the customers' money—the metal derived from coins—into rubber with designs of non-slip covers, resources that could be invested with greater profitability and guaranteed satisfaction in Michelin's Plain Tread tires.

119. Illustration of an advertising brochure, 1913-1914. **120.** Advertising brochure, 1913-1914. **121.** Advertising brochure, 1913-1914.

We don't fear comparisons; we solicit them.

You pay more for Sculptured Tires, but look at the pretty patterns you can choose from!

Plain Tread Michelines outwear all Sculptured Tires.

Plain Tread Michelines outwear all Sculptured Tires.

As a practical matter, have you ever been struck by the extraordinary number of designs there are for the tread of an all rubber tire? Study a new piece but a new tire is furnished with a tread which is guaranteed to perform all sorts of wonderful feats. It reminds one of a picture dealer who, in exhibiting a picture set in a showy frame, draws the attention of the purchaser from the real object by enlarging upon the merits of the frame. The very fact of such a great variety of fancy pattern Tires proves conclusively that none of these patterns is correct. Either one is the best and should be universally adopted, or all are useless. Another good point is that every careful chauffeur has claims on the untold quality of their design. This again is proof positive that sculptured tires are useless. Certainly a new pattern gives the salesman something to talk about. A fitting headline like "HAVE YOU TRIED OUR NEW SHOVELS TRIANGLE TREAD CASING" attracts attention, but there is nothing else in it. Michelin's research work does not consist in pattern testing; it consists in striving to improve the quality. The Michelin motto is:

One Quality Only, The Best.

We don't believe in frills.

We don't fear comparisons; we solicit them.

One Quality Only, The Best.

Three Types of Beads for all Types of Rims.

Three Types of Beads for all Types of Rims.

Three Types of Beads for all Types of Rims.

This is the tire you should fit on your car.

Michelin Plain Tread

and these advanced with any points and wider patterns for which you have to pay dearly. It is a tire which stands up to its work. Its claim for attention does not depend upon a largely advertised form of fancy word, but upon the solid foundation of QUALITY. Anybody who for 60 years, Michelin chose to the conclusion that the only way to succeed in the tire industry was to talk to a customer "ONE QUALITY ONLY, THE BEST." The best possible way as the most reasonable price has always been the policy of Michelin. Other manufacturers make special qualities, one designed of which is usually found in a new chain with the tread that the very same business engaged with the tire. When he compares, he is almost the best goods. We consider it honorable and dignified to make several grades. Our policy is to offer only the best, hence our world-wide success.

When you buy a Michelin Tire you obtain a Tire second to none in Quality

If you have not yet used Michelines, try them!

One Quality Only, The Best.

· LIFE ·

Latest Novelties in Rubber Tread “Non-Skids”

Many Fancy Designs All Based on a Wrong Principle



This style of rubber-tread “non-skid,” adopted a few years ago, has been practically abandoned because wrong in principle.



These 1912 rubber-tread “non-skids” differ from the above in appearance only. They also are wrong in principle.

The rapidly increasing variety of rubber “non-skid” designs is proof that none of them is right—that the manufacturers are experimenting at the expense of the user.

A principle wrong in 1906 cannot be right in 1912



FOR THE DEMOCRAT

Suggestions for Additional Distinctive All-Rubber Non-Skid Treads



FOR THE REPUBLICAN



FOR THE ARTIST

These tires would be easy to sell, though they wouldn't prevent skidding any more than those already illustrated. Think of the advertising value of a trail in the road indicating your vocation.



FOR THE MUSICIAN



FOR THE SPORTSMAN

These distinctive treads would not prevent a sale if a *republican*, for example, wished to sell his car to a *democrat*, or vice versa. Just drive a few hundred miles and the designs will disappear as all-rubber non-skid designs do.



FOR THE ARCHITECT

These designs are not copyrighted—all manufacturers are welcome to adopt them.



FOR THE DRUGGIST



FOR THE PAWNBROKER



FOR THE LAWYER



FOR THE CAPITALIST

CAPRICIOUS. According to Michelin, the non-skid designs of other manufacturers did not respond to a correct technological criterion, and were comparable to possible humorous and laughable variations that the imagination could generate, such as tires with treads that identified one's political orientation, Democratic or Republican—with donkey or elephant-shaped patterns.

· LIFE ·

MICHELIN TIRES

Two Distinct Types



*A steel-studded leather tread
Anti-Skid tire that does prevent skidding.
Built on the right principle. Not fancy
but durable.*

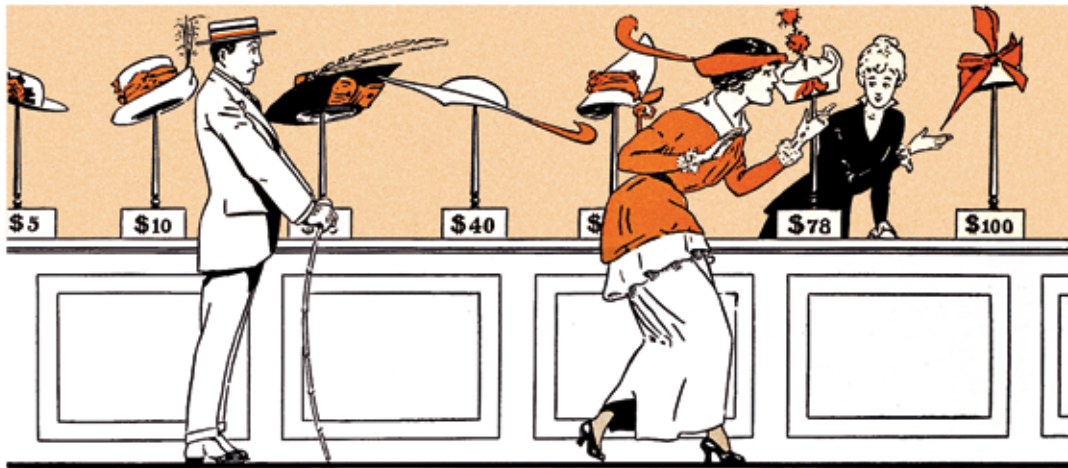


*A plain, fair-priced rubber tread
that lasts—not an expensive fancy tread that
wears off, leaving nothing but the recollection
of its high cost.*

The Superiority of
Michelin Tires is recog-
nized all over The World

*Michelin
Milltown
New Jersey*

For artists and musicians, patterns in the shape of a painter's palette or forming a pentagram with musical notes. And for wealthy entrepreneurs and architects, tread designs using the dollar symbol as well as set squares and right triangles.
122. A double-page advertisement published in *Life* magazine, April 11, 1912.



Style and Beauty vs. Durability

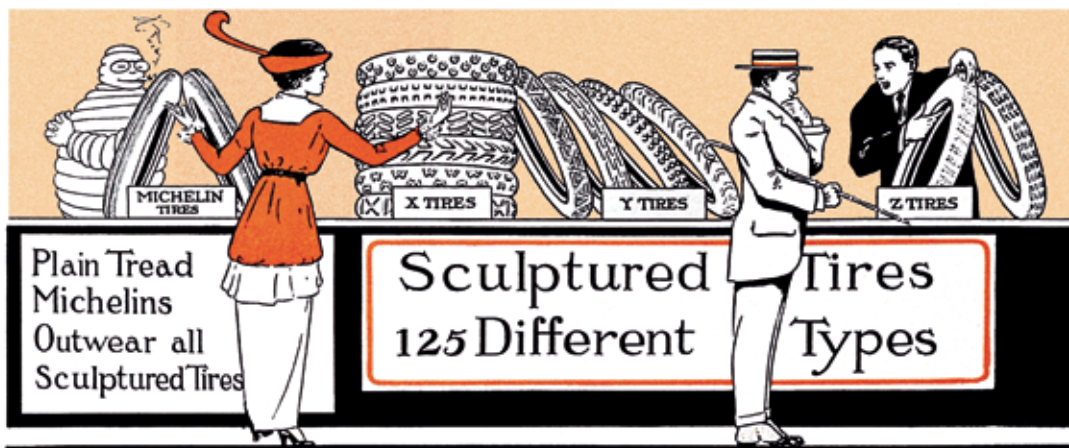
When selecting hats Margaret is naturally attracted by style and beauty. Durability does not count—*when buying hats.*

BUT—

When buying Tires durability does count. Then why should Jack be attracted by pretty tire treads, *none of which wears so well as a Plain Tread Michelin?*

For Service Buy

**Michelin Tires of Michelin Stockists—
One Quality Only—The Best!**



MARGARET AND JACK GO SHOPPING.

The Michelin Tire Company opposed the "sculptured" tires in an exemplary story of sexist content. A couple is shown going shopping in two different establishments. The first scene takes place in a hat shop where the woman is attracted to the style and beauty of a model without paying attention to the price, while the husband looks at her with a gesture of disgust. The second scene takes place in an automobile spare parts and components store, where the man is interested in the tires X, Y and Z—all with patterned treads—while the woman draws their attention to the smooth tires offered by Bibendum. Faced with the shocking situation where the woman decides which tires to purchase—in a change of roles typical for each gender—the message conveyed is: do not act like a woman—without practical criteria and attracted by appearances—but as a wise man who values the quality, economy and profitability of the items he buys.

123. Mail distribution brochure, folded as a triptych with the backside serving as a postage paid envelope, 1915.



you, with your perspicacity and ability, do not see the possibilities in this is because you have not had sufficient time to study the matter. Allow me to elucidate, sir."

Casting another surreptitious look at the conductor, who was still growling at the memory of his verbal passage with the coal-man, Mr. Rinkle lifted his right hand and pointed his finger directly at the ruddy nose of his white-whiskered companion.

"This girl, Viola Smith," said Mr. Rinkle impressively, "is possessed of a marvelous power. By merely autographing a bill, she can cause it

to return to her again and again. It says so right here in the paper. Suppose that we loaned her some money, and got her to autograph it for us. Do you see now?"

"Nuh!" replied the white-whiskered gentleman, whose jaw had begun to sag weakly against his black pearl stickpin.

Mr. Rinkle dropped his fist sharply on the old gentleman's gloved hand. The twenty-five cent piece which he was holding fell to the floor with a musical tinkle. Mr. Rinkle instantly picked it up and tapped it impressively against the old gentleman's knee. "Don't you see," said he, "that if we should pay this Viola Smith enough money to come on here and work for us, we could get her to autograph a thousand ten dollar bills for us. We could go out and spend them, and in a short time they would come back to Viola Smith. Then she would turn them over to us, and we could go out and spend them again. When they came back to Viola, she would give them to us once more, and we could —"

"Fares, please!" remarked the conductor, who had entirely recovered from his altercation with the coalman.

Mr. Rinkle handed him the quarter which he had picked up, and then turned sharply to its original owner. "Do you want to come in on this with me?" he asked briskly. "You furnish the bills, and I'll get Viola."

"Wha-wha-wha-wha," expostulated the old gentleman with a muddled look.

"Well, here's my stop. You'll be sorry some day," said Mr. Rinkle in a pitying tone. He thereupon took the twenty cents which the conductor was holding out to him, hurried to the rear platform of the car, and disappeared.

"Fares, please!" said the conductor to the white-whiskered gentleman.

The old gentleman spluttered wildly. "He-he-he-he-quarter-quarter," he stammered, pointing toward the rear platform.

"Come on! Come on!" growled the conductor. "Whadda yuh think this is? A kindergarten? Dig up a nickel, will yuh?"

And with a heavy sigh, the white-whiskered old gentleman dug.

—K. L. Roberts.



M.A. PETERSON.

THE ANTI-SKID WEDDING RING

Ain't It Queer?

SAY, on the level, ain't it queer
The way a feller's luck will run?
I never met a girl in spring
Whose praise all summer I would sing.
Whose love I held exceeding dear
Through all the year;
I never loved a single one
Who didn't mean, "I flirt for fun."

Yet lamp this fact: When Christmas cold
Brings thoughts of gifts to chief or churl,
Religiously I have to reck
The writing out of some sized cheque
Or scattering of green or gold
Where gauds are sold—
For then Madge, Prue, Grace, Chloë, Pearl
Inquire "Ain't I your little girl?"

Oh, to the ways of womankind
Will some one some day make me wise?
Why should a maiden turn me down
With saucy scowl or fussy frown
'Til Christmas comes? Why then not mind
My rapture kind?
There's greater mystery than lies
Beneath the surface of her eyes!

—Jesse G. Clara.

A Deduction

The continued devotion of Congress to Pork, and its indifference to Preparedness, would seem to indicate that the Pig Pen too is mightier than the sword.



GUARANTEED (S)MILES.

This page shows two humorous cartoons set in a background scenario of the tire business. The above image shows the "anti-skid Wedding Ring," an engagement ring with a design that refers to that of the non-skid treads, supposedly to avoid "slips" ... The image on the left portrays the opposite situation: employees on the inside of a business are glued to the display window, admiring the passage of an attractive woman. Painted on the glass is a claim stating, "Guaranteed 6000 Smiles," a play on words referring to the warranty offered for the tire's duration, estimated at a mileage of 6000 miles.

124. Illustration in the magazine *Judge*, March 25, 1916.

125. Cover of *Judge* magazine, May 19, 1917.

Illustration signed by James Montgomery Flagg.

DESIGN.

J. HAUVETTE-MICHELIN.

TREAD FOR TIRES.

APPLICATION FILED JULY 10, 1915.

47,892.

Patented Sept. 28, 1915.

Fig. 1.

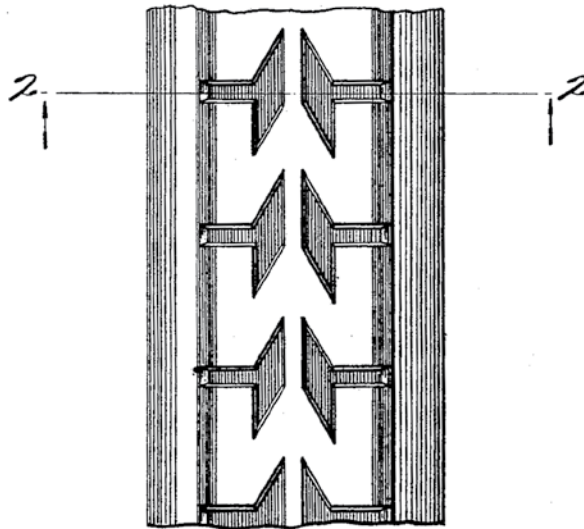
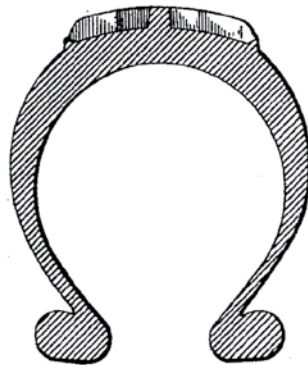


Fig. 2.



Witness
Edwin J. Bell.

Jules Hauvette-Michelin,
Inventor
by Wilkinson, Guste & Mackaye,
Attorneys

THE PATENT. The above image portrays the side and top views of the new tire cover model on the official patent sheet requested by Jules Hauvette-Michelin, Vice President of the Michelin Tire Co., on July 10 and granted on September 28, 1915.

126. First illustrated page of the two that make up the U.S. patent of Michelin's Universal Tread, 1915.

MICHELIN

ANNOUNCES

The *New* Universal Tread Casing

*A real advance
in Tire Making*

In this *New* casing all the long-wearing qualities that have made Michelin (Racing Type) Flat Treads world famous, are combined with the superior life and resiliency that have always characterized Michelin Plain Treads—

And in Addition—

the tread of this *New* casing combines in one tire all the non-skid qualities of both the raised or studded tread non-skids and the so-called suction-tread types.

*Like all Michelin Tires, the New Universal
Tread is made in One Quality Only—The Best*

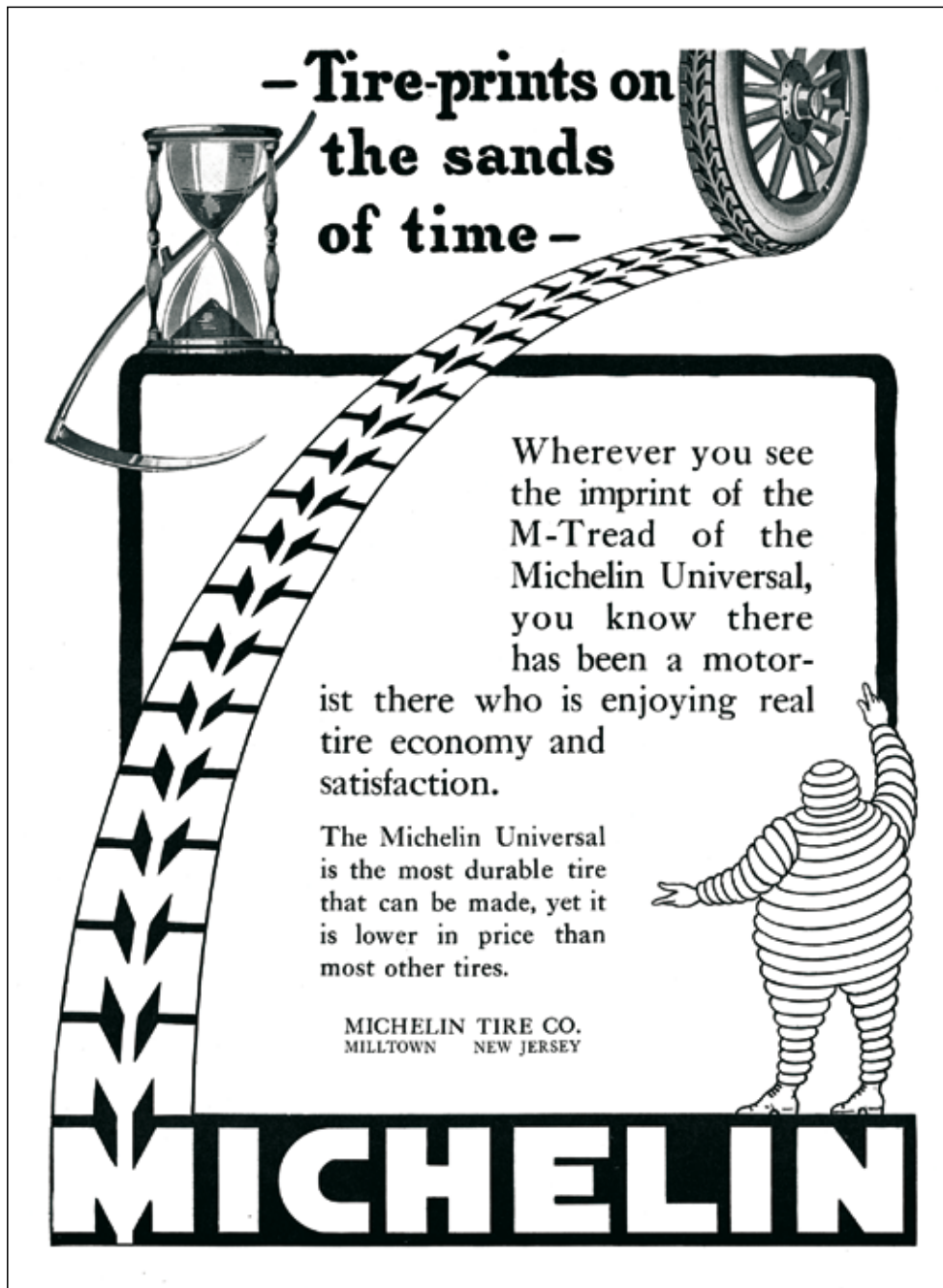
**See the New Universal Tread Casing at
Nearest Michelin Stockist**



Michelin Tire Company, 149 Michigan Avenue, Phone Calumet 2704

THE BIG BANG. Michelin's "Universal" solution was brought to market early October 1915 through press releases issued from Milltown offices and published as news in various newspapers and specialized magazines in the automotive sector. The above image portrays one of the first—if not the first—advertisements in the launch campaign.

127. Michelin's advertisement in *The Chicago Examiner*, October 15, 1915.



WITH 'M' FOR MICHELIN.

Michelin gave in and decided to invest in their own non-skid rubber tire model known as Universal Tread, in which the tread blocks formed a letter 'M'—the initial of the company name. It was repeated vertically to create a pattern that covered the entire tire tread. The advertisement above depicts the Michelin tire acting as a stamp imprinting the initial 'M' on the road, in "botinne imprimeuse" fashion. On the right, Bibendum holds a Universal Tread tire transformed into a gigantic megaphone, ideal for properly announcing the qualities of the article.

128. Advertisement in the magazine *Motor*, February 1917.

129. Detail of an insert in *Motor Age* magazine, December 27, 1917. Both are unsigned illustrations.





HAIL!!
to the new
MICHELIN
cover with
UNIVERSAL TREAD
The Tyre
for all roads & all weathers.

YOU see the thickness in the walls and note the thick broad tread. Added to this you have the qualities of long life and suppleness found in the world famous MICHELIN SQUARE TREAD COVERS. So if your roads are good or bad and full of ruts, wet or dry, it makes no odds the NEW MICHELIN UNIVERSAL TREAD COVER is the one for YOU.

STOCKISTS
KIRKHAM & CO., Savanna-la-mar.

FANFARE. The Universal Tread tires, initially created to compete in the United States, were widely promoted in different markets. The above advertisement is from a Michelin dealership on the coastal town of Savanna-la-Mar, capital of Westmoreland Parish in the then British colony of Jamaica. The same advertising model was also utilized in American newspapers.

130. Michelin's advertisement in the Jamaican newspaper *The Gleaner*, March 27, 1918.

