



Leading the way
in Safety, Mileage, Economy, Comfort, and to Victory over all Tyre troubles — as Michelin has always done.

First in the Field: The House of Michelin CREATED the motor tyre industry.

Constantly Progressive: The House of Michelin has ORIGINATED every noteworthy improvement in tyre manufacture.

An Organisation of Specialists: The House of Michelin CONCENTRATES upon the manufacture of TYRES, to the exclusion of all else.

It is by these means that the House of Michelin is enabled to lead the way—to produce tyres of one quality only: the BEST!

MICHELIN TYRES

Sold by all  Leading Dealers

INTERNATIONAL TROOPS. The advertisements inserted in local newspapers by Michelin's Australian subsidiary also reflected the wartime climate of the times. In the above image, Bibendum marches in line with an Australian soldier as part of a battalion where combatants of other nationalities are also portrayed. Below left, next to the advertisement of the mascot with an open bayonet rifle, Bibendum shakes hands with his Australian ally incarnated as a kangaroo, the patriotic animal par excellence.

131. Advertisement published in the Melbourne newspaper *The Argus*, February 8, 1918.

132. Advertisement in *The Mercury* (Tasmania), October 28, 1916. 133. Advertisement in *The Argus*, October 13, 1916.



ALL THE WORLD knows
and admires what Australia is doing in the War, and patriotic Australia will appreciate what Michelin has done and is doing.

MICHELIN has given £40,000 to further the work of French Military Aviation, and is manufacturing 100 Aeroplanes, which he is giving to the French Government, representing an expenditure of £100,000.

MICHELIN also proposed the establishment of the "Flying Service Fund" for the benefit of British Aviators and their dependants, giving £1,000 to start the fund—also gave £800 to the Prince of Wales' Fund—and has given to date £120,000 to the dependants of his employees who are fighting for the Allies.

MICHELIN is manufacturing shells, and bombs for aeroplanes, etc., and is also helping by his large supplies of tyres to the British, French, Belgian and Italian Armies.

MICHELIN has established and maintains a hospital of 320 beds for the wounded, costing to date £30,000—has paid shareholders in War Loans—and has made advances to his staff who have, to date, subscribed £202,012 to War Loans and £5,520 to Fund for parcels for the Troops. Many other things could be added to this list.

Yes, we are all doing our utmost in the common cause. The Allies are united in Arms, let us be united in Business.

We, therefore, all for your support, and, apart from other reasons, the quality of MICHELIN TYRES serves it.

MICHELIN—THE BEST
Therefore the Most Economical.

MICHELIN TYRES
can be obtained at all the leading garages.

Who goes there !!
on
MICHELINS

Gets there
and back
without tyre trouble.



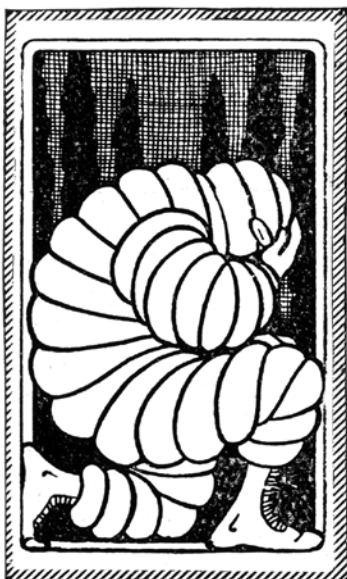
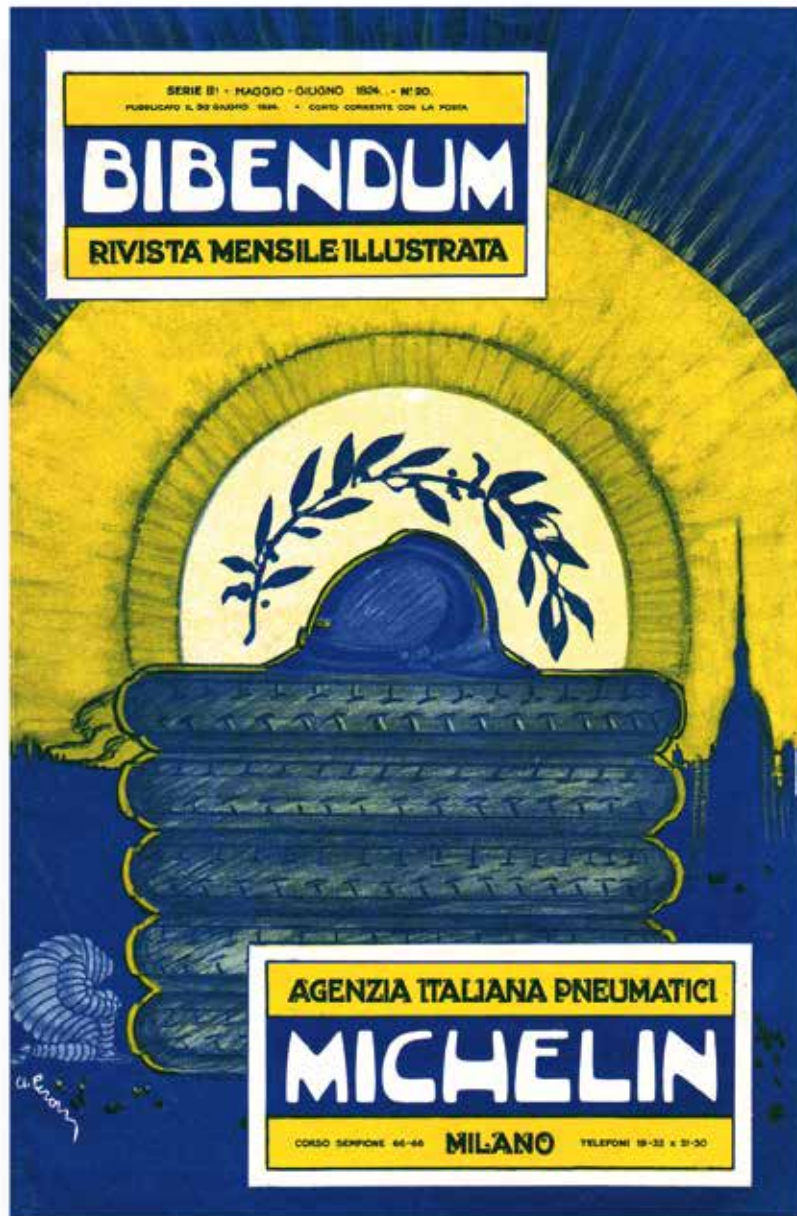
MICHELIN has made great efforts to keep up supplies during the War, and can give regular deliveries, although supplying the Allied Governments with their requirements.

MICHELIN is helping the Allies with Tyres, Aeroplanes, Shells, etc.

MICHELINS
(the famous French tyres)
THE BEST, therefore
THE MOST ECONOMICAL.

MICHELIN TYRES
Can be obtained at all the leading garages.

13. A. 1917



CORPORATE TRIBUTE.

The corporate monthly magazine published since 1908 by the Italian subsidiary of Michelin, the Agenzia Italiana Pneumatici Michelin, dedicated a special number in 1924 to pay homage to their staff who participated in the First World War as well as to those who died in combat. It included several reports and articles that covered the celebrations commemorating events that were celebrated that year—including the inauguration of a monument to the fallen fighters—accompanied by photographs and allegorical illustrations.

134. Cover of the corporate magazine *Bibendum*, May-June 1924.

135-136. Detail of two interior vignettes.





WARTIME POSTCARDS.

During 1915 Michelin's transalpine subsidiary issued a series of postcards under the title "Il soldati d'Italia" depicting scenes by various Italian military troops that used vehicles—bicycles, motorcycles, automobiles, trucks or tanks—equipped with tires. The postcards were commissioned to Cenni Quinto (1845-1917), a painter dedicated essentially to the illustration of military scenes and uniforms, a specialty in which he was considered as the maximum national authority. Quinto was also an editor who founded, financed, directed and illustrated the magazine *L'Illustrazione Militare Italiana* between 1887 and 1897, among other publications. His illustrations for Michelin were created when he was seventy years old, just two years before his death.

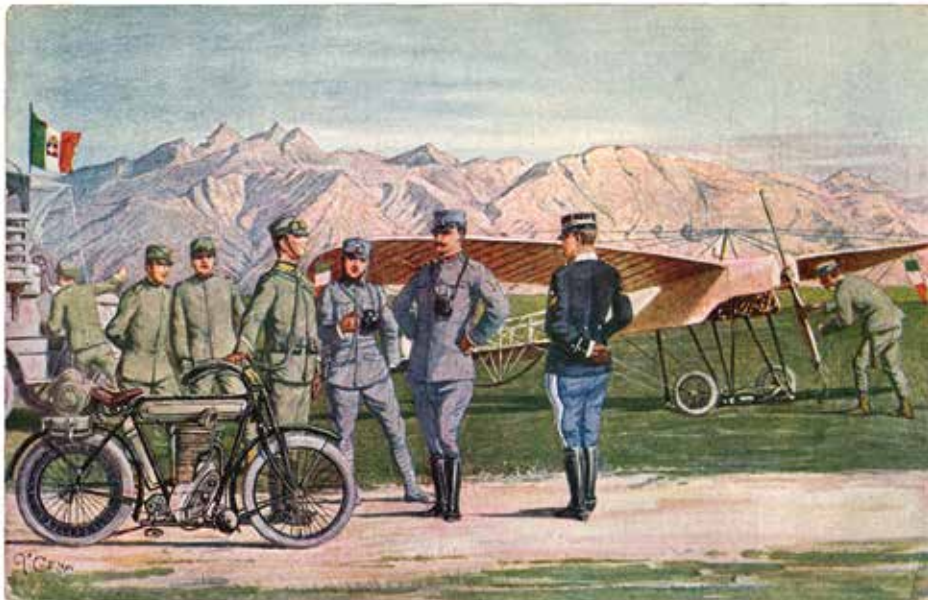
137-138. Front and back sides of one of the postcards from the series "Il soldati d'Italia," 1915. Published by the magazine *Il Pneumatico Michelin* and printed in Milan by Bertieri e Banzetti. Illustrated by Cenni Quinto.





139-143. (Continued on opposite page)
Postcards from the series "Il soldati d'Italia."
Published in 1915 by the magazine *Il Pneumatico Michelin* and printed in Milan by Bertieri e Banzetti. Illustrations by Cenni Quinto.





MEDAL FOR (AUTOMOTIVE) BRAVERY.

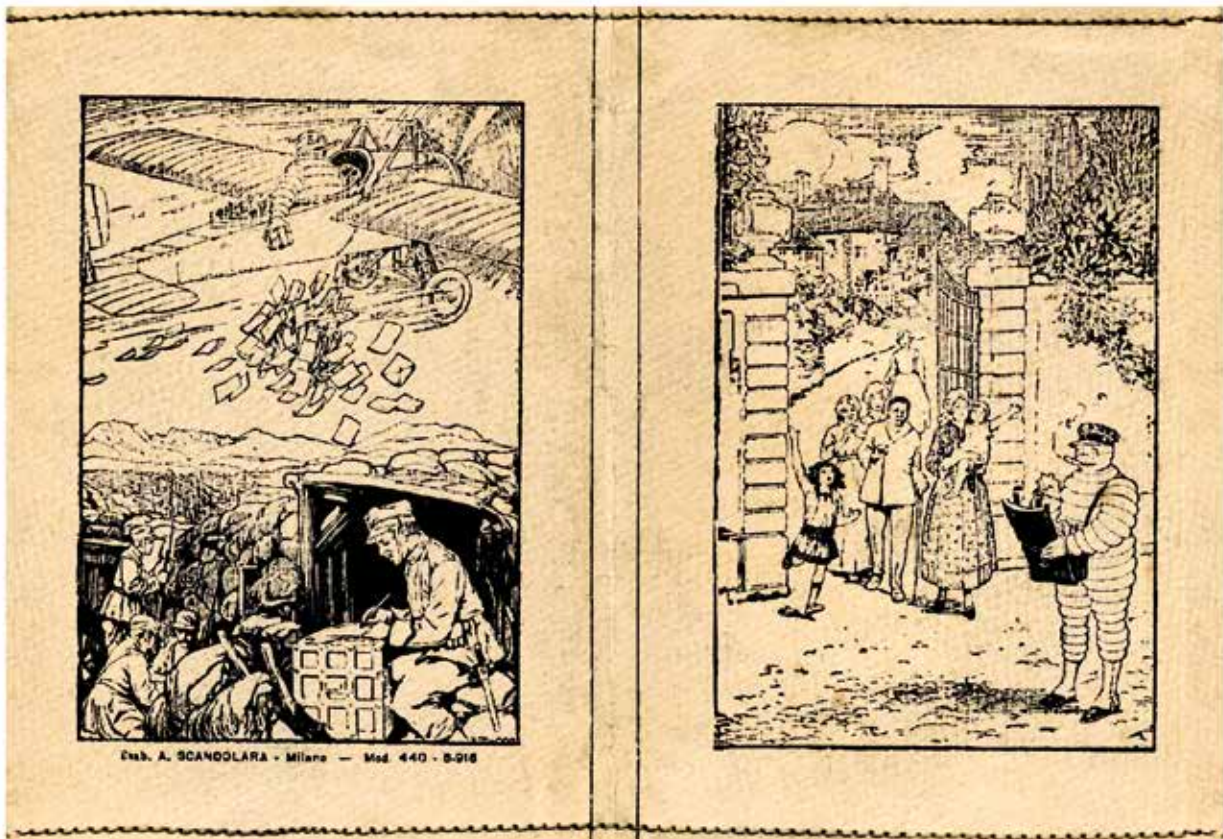
L'Agencia Italiana dei Pneumatico Michelin provided the Ministry of War a fund of 100,000 lire for the military motorist who stood out for his service in combat, also granting him a gold medal whose design is shown in the image at the top of the page. A second fund of the same amount was given to a commission supervised by the Ministry of War to assess families who faced hardship caused by the death or serious injuries suffered by one of their members—as a motorist—during the War. Petitions for support were made to this committee for consideration and evaluation.

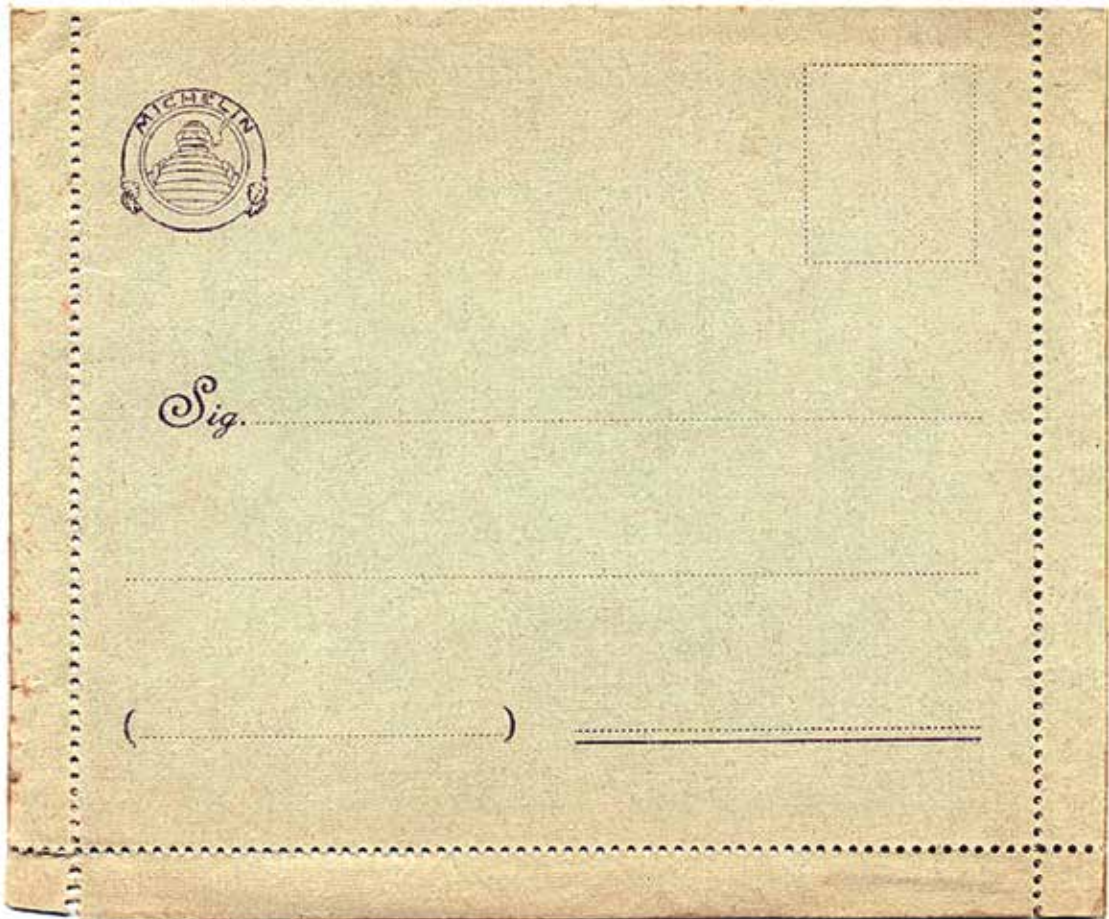
144-145. Front and back sides of the honorary medal, reproduced in a promotional postcard by Michelin, c. 1920.



MILITARY CORRESPONDENCE. Communication via letters by soldiers in training or stationed to areas of combat was controlled through the militarized service of postal mail. Correspondence between Michelin and their enlisted employees as well as of these individuals with their family and friends could be made utilizing the printed letter templates that the company provided, accompanied by a cover to protect them. The images on this double page show their covers and interiors, with Bibendum as protagonist in the illustrations, demonstrating the possibilities of this postal system.

146-147. External and internal sides of the protective cover provided by the company, 1915. **148-149.** Printed postcards.





MICHELIN

Sig.

(.....)

Indirizzo del mittente da riprodursi nelle risposte :

Cognome e nome

Grado

Reggimento e arma

Compagnia

Squadrone

Batteria

Riparti speciali

CHANGING SIDES... AND TIRES.

The image on the right depicts a 1914 advertisement just before the start of the First World War, where certain Italian brands such as Isotta Fraschini utilized tires produced by the Michelin subsidiary factory in Turin for the original equipment of their cars. This was similar to what they did with the solid rubber tires [gomme piene] from the German Continental brand for their range of heavy transport vehicles and trucks for industrial and military use. Evidently with the beginning of hostilities, the confrontation and alliances between powers resulted in a change of suppliers and in prioritizing the use of national brands—headed by the powerful Pirelli—and in certain army contracts with the established Agenzia Italiana dei Pneumatico Michelin. The image below shows an advertisement in the Spanish press that reflects the use of solid rubber tires for equipping military vehicles manufactured by Fiat that were commissioned by the Italian army.

- 150. Advertisement published in *Almanacco Italiano. Piccola enciclopedia popolare della vita pratica e annuario diplomatico amministrativo e statistico*, Vol. XIX, 1914, Florence: R. Bemporad & Figlio Editori.
- 151. Advertisement for Pirelli in *Stadium* magazine published in Barcelona, January 13, 1917.



FABBRICA **ISOTTA FRASCHINI** AUTOMOBILI



PNEUS
MICHELIN

Omnibus per servizio pubblico e privato




G O M M E
P I E N E
C O N T I N E N T A L

CAMIONS INDUSTRIALI E MILITARI
PORTATA DA 1000 a 5000 kg.

Stabilimento e Uffici ■ **MILANO** ■ Via Monterosa N. 79
Telegrammi: AUTOMOBILI-MILANO — Telef. 30-64 - 30-74 - 12-393.

De la "FIAT" salen diariamente 52 camiones con **MACIZOS PIRELLI**



LOS **MACIZOS PIRELLI** en la guerra



DUDOVICH. Marcelo Dudovich (1878-1962) was one of the outstanding figures in illustration and poster art of the Italian *Liberty* style. He carried out numerous advertising commissions, of which those related to the motor world stand out, such as posters and advertisements for Fiat, Bugatti and Alfa Romeo automobiles and for the tire brands Dunlop, Pirelli ... and Michelin.

152. Advertisement in the Milan monthly magazine, *Il Secolo XX Arts et Labor*, 1916. Illustration by Marcelo Dudovich.



TIRES AND FLAGS. This advertising illustration for Pirelli pneumatic tires, rolling over the map of Europe and bearing a set of national flags, portrays the alliances between Italy and certain European powers who joined together in 1916 to form one of the combatant factions during the First War World. From left to right, the flags of: the Kingdom of Serbia, Japan, the Kingdom of Montenegro, the British Empire, Italy, France, the Russian Empire and Belgium.

153. Advertisement for Pirelli on the front cover of the magazine *Rivista Mensile del Touring Club Italiano*, April 1916.



FROM 1916 TO 1919. Three years after the first cover of Pirelli's patriotic Allied publicity and once the war ended, a second version was published that incorporated two other flags. One was from Monaco, the first one on the left, and the other one, from the United States, positioned in the center in recognition of its determining role in the conflict. At that time, the official magazine of the Italian Touring Club was distributed free of charge amongst its members, and went from printing 190,000 copies to 200,000 in 1919.

154. Advertisement for Pirelli on the front cover of *Rivista Mensile del Touring Club Italiano*, March-April 1919.

SOMEWHERE IN FRANCE.

December, 1915.

The Dunlop Rubber Co., Ltd.,
Aston Cross, Birmingham.

Dear Sirs,

I am writing this letter to you simply out of admiration for the wonderful durability of your tyres as supplied to H.M. Government.

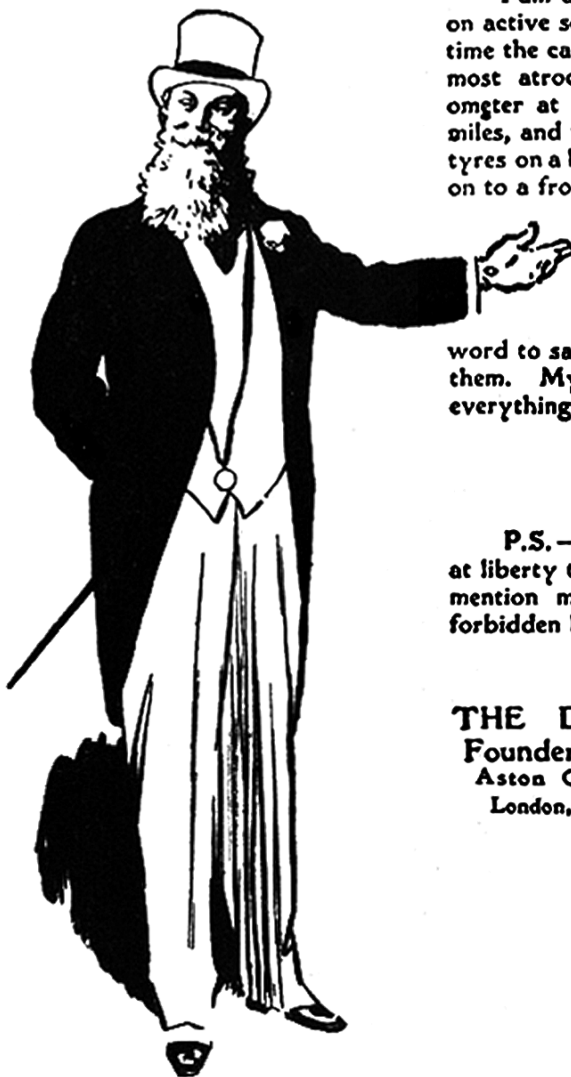
I am a driver of a 16-20 h.p. car and have been on active service for over seven months, during which time the car has done some very strenuous work on the most atrocious and abominable roads. My speedometer at the present time shows a mileage of 7345 miles, and for the first 5000 of them I had one of your tyres on a back wheel, when it was replaced and fixed on to a front wheel, where I am pleased to inform you it still remains, and is making me wonder if it will last the War out. I have had several other makes of tyres fitted to the car, none of which have lasted a third of the time, and I shall always have a good word to say for Dunlop Tyres after this experience of them. My Commanding Officer will fully endorse everything that is written in this letter.

Yours sincerely,

Lance-Corporal M.

P.S.—If this letter is of any use to you, you are at liberty to take advantage of it providing you do not mention my name or the division or unit, as that is forbidden by the Military Authorities.

THE DUNLOP RUBBER CO., LTD.,
Founders of the Pneumatic Tyre Industry
Aston Cross, Birmingham; 14, Regent Street,
London, S.W. Paris: 4, Rue du Colonel Moll.



TESTIMONIES. If Michelin, in their aggressive campaigns in the British press, came to the aid of the Allied army, the Dunlop company responded using testimonial advertisements to extol the goodness of their products. Publicity texts included the letters of gratitude sent by British soldiers who, using military vehicles equipped with Dunlop tires, fought on French territory.

155. Press advertisement published in March 1916.



Dunlop : How are the
tyres sticking it ?

Tommy : Like ourselves,
sir, for the duration
of the war !

Extract from a letter from a Lance-Corporal in the M.T.A.S.C. at the front:—
“ My speedometer at the present time shows a mileage of 7,345 miles and for the
first 5,000 of them I had one of your tyres on a back wheel, and it was replaced
by a non-skid and fixed on to a front wheel, where I am pleased to inform
you it still remains and is making me wonder if it will last the war out.”

THE DUNLOP RUBBER CO., LTD.,

Founders of the Pneumatic Tyre Industry,
Aston Cross, Birmingham; 14, Regent Street,
London, S.W. PARIS: 4, Rue du Colonel Moll.

ON THE FRONT. Similar to Michelin's Bibendum, Dunlop Tyre's corporate character Mr. Dunlop participated in the company's military-themed advertisements, inquiring into and concerned about the result of Dunlop tires and products subjected to the harsh conditions in military missions and battlefields.

156. Full page advertisement published in *The Illustrated London News*, April 15, 1916.



Spokesman : To you, Mr. Dunlop, we tender our warmest thanks. On every Front on which the Allied Armies are fighting Dunlop tyres are giving fine service— service which is playing a big part in the success of the cause for which we one and all are fighting.

The war has made for Dunlop tyres old friendships stauncher and new friendships have sprung up on every side.

On behalf of our men in the field, we thank you.

DUNLOP
RUBBER CO., LTD.,
Founders of the Pneumatic Tyre Industry,
Para Mills, Aston Cross, BIRMINGHAM.
OF ALL MOTOR AGENTS.

Officer : So you have arrived at last.
 Dunlop : Yes, by good fortune. I have had a deuce of a time.
 Officer : What's been the matter ?
 Dunlop : The car has been sliding about all over the place. No proper non-skids. There ought to be one steel-studded and one grooved cover on each pair of wheels. A steel-studded cover grips where an all-rubber cover doesn't, and vice-versa. It is the only arrangement for all weathers, and your roads are the limit just now.

DUNLOP
 RUBBER COMPANY, LIMITED,
 Founders of the Pneumatic Tyre Industry throughout the World,
 Aston Cross, Birmingham : 14,
 Regent Street, London, S.W.
 PARIS : 4, Rue du Colonel Moll.

HELEN MCKIE

HIGH COMMAND.

Mr. Dunlop displayed his aristocratic bearing, fraternizing with the soldiers—French, English, or Italian—and meeting with commanders of the Allied Armies, who expressed their sincere thanks to him: "To you, Mr. Dunlop, we tender our warmest thanks. On every Front on which the Allied Armies are fighting Dunlop tyres are giving fine service—service which is playing a big part in the success of the cause for which we one and all are fighting."

157. (opposite page)

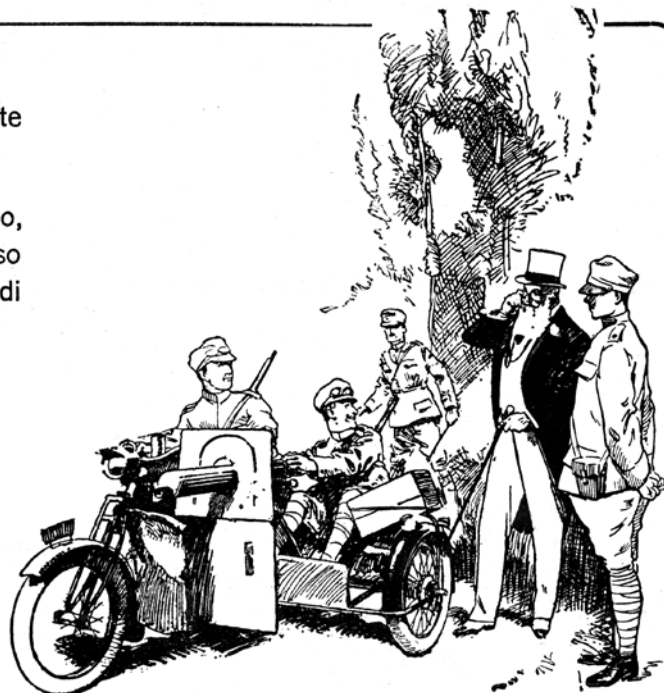
Color advertisement published in the magazine *Country Life*, December 9, 1916. Illustration by the British artist Wilton Williams.

158. Advertisement published in the English magazine *The Light Car and Cyclecar*, December 20, 1915. Illustration by Helen Madeleine McKie (1889-1957).

159. Advertisement published in Italian magazine, 1916.

Dunlop. — Un bel carico avete sui vostri "DUNLOP",.

Soldato. — Già, ma, signore mio, non è niente in paragone al peso che avevo sul cuore prima di montare i vostri pneus.



SOCIETA ITALIANA DUNLOP PER L'INDUSTRIA DELLA GOMMA
 ROMA :: MILANO :: BOLOGNA



BRITISH directors, British shareholders, and British workmen benefit by your purchase of Avon Tyres—in the first place.

C. Secondly, there is substantial benefit for you—in increased comfort, greater security, longer service. Not problematic, but proven. Our Catalogue gives facts and figures—may we send you a copy post free?

AVON

TYRES

The Avon India Rubber Co., Ltd., 19, Newman St., Oxford St., W.
 Works: Melksham, Wilts. Depots: Manchester, Birmingham, Bristol, Glasgow, Paris.

PATRIOTIC CONSUMPTION.

Patriotism during the confused times of war, the defense of local business interests, and the reaction to an invasion (commercial), were intermingled in public appeals launched by leading firms of the British tire industry. To the right, the London-based company Stelastic emphasized that their tires, like the company, were 100% British: "British Made and British Owned" utilizing the image of John Bull, the recognizable character that was the popular patriotic representative. The above image shows the advertisement for Avon, employing the image of Britannia, a more elaborate allegorical cultured personification.

160. Advertisement published in the British magazine *The Sphere*, December 7, 1914.

161. Advertisement published in March 1916.



British Motorists!

Are you aware that you buy imported tyres to the extent of £398,000 for the month of November, 1915

We are sure it is "want of thought", and not "want of heart". You can buy Stelastic Tyres which are guaranteed for 4,500 miles and are British Made and British Owned.

We ask you to support

Stelastic

British Made Tyres

70 York Street, Westminster, London, S.W.
 Telegrams: - Torakitire, London - Telephones: - Victoria 4442 and 4361



Will YOU employ this man or a foreigner?

THE number of foreign tyres imported into this country monthly, before the war, represented the output of ten thousand workpeople.

Large numbers of these "alien" tyres were, of course, German. Thanks to awakened patriotism and the Navy's *real* blockade, it is unnecessary to ask motorists to refrain from using enemy products; but we may be forgiven the reminder that to purchase *any* foreign tyre involves a direct loss to British wage-earners.

Will you employ foreign workmen or Britishers—your own countrymen, who, when duty calls, change fustian for khaki to fight your battles? 25% of the Avon workers wear khaki to-day—doubtless fighting as well as they worked! The remaining 75%, reinforced, are loyally speeding up production for His Majesty's Government, and a share of their labour is at your service.

THIS SPRING demand Avons—for the new car or for replacements. Over 700 motor agents hold stocks—nearest address, and useful book of tyre-lore on request.



Mfd. by the Avon India Rubber Co., Ltd.,
19, Newman Street, Oxford Street, London, W.
Works: Melksham, Wilts. Service and Stocks Depots: Manchester, Birmingham,
Glasgow, Bristol, Newcastle, Aberdeen, Swansea, Nottingham, Paris.

Thorough

IT has been found practically impossible to find a French equivalent for J. "Kitchener's word," but users of Avon Tyres are quite familiar with its full significance as applied to British tyre manufacture, translated into terms of tyre service. From the purchase and treatment of the raw rubber to the final "single-cure," which moulds and vulcanizes the whole tyre in one operation, Avon manufacture is characterized by whole-hearted devotion to quality and efficiency. National warfare does not demand thoroughness any whit more emphatically than does the building of a tyre for its unending conflict with the road, and nowhere is thoroughness more faithfully practiced than in the Avon workshops at Melksham in Wiltshire. The result is revealed in the impartial verdict of the road. An "Autocar" correspondent recently communicated exact records of the mileages of ten tyres used on a 20 h.p. lander as follows:—Four foreign-made tyres averaged 3,315 miles each; one *citro* (German) was "nearly done for" at 3,608; two Avons ran 8,550 and 9,672 miles; and three other Avons were still running "unmarked" after averaging 2,893 miles each. The mileages of eight Avon Tyres in private service, recently reported to us, averaged 9,600—average 9,500—six "still running."



By AVON SOLID BAND TYRES for Heavy Industrial Motors. Useful literature on application.



THE AVON INDIA RUBBER CO., LTD., 19, Newman Street, Oxford Street, London, W.
Established thirty years. Contractors to H.M. War Office, Admiralty, etc.
Works: Melksham. Service Depots: Manchester, Birmingham, Glasgow, Bristol, Newcastle, Aberdeen, Swansea, Nottingham, Paris. 700 Stockists in United Kingdom and Agents in all Colonies.



Artillery Transport

BY FAST TOURING MOTORS ON AVON PNEUMATICS

An unique test and an epoch-making achievement under War Office supervision.

EARL FITZWILLIAM'S epoch-making demonstration that heavy artillery can be transported by fast motor is far less than by rail—in so many hours as horses would take days—comes at an opportune moment. Incidentally, it provides another striking proof of the unique strength and stamina of British Avon Tyres, 56 of which were fitted to the 14 "Huffield" transporters used for the most—surely the severest test of pneumatic ever devised!

Briefly, a whole battery of artillery—18-pounder guns, ammunition wagons, soldiers, 150, etc.—was towed from Glaisford to Gridley at an average speed of 25 miles per hour, each car dragging a load of 150cwt. Not a moment was lost either through engine or tyre trouble, and even after the guns were manœuvred into position over very rough ground, no single tyre showed evidence of damage or wear. The whole operation was closely observed by Sir Edward Ward, Major-General Sir H. Finer, Major Smith, Captain Diggle and other War Office officials. The following reports amplify the facts of this latest Avon achievement and confirm its unprecedented triumph.

From the OFFICE OF THE War Office, Melksham, Wiltshire, 19th March, 1915.
I have the honor to acknowledge the receipt of your letter of the 17th inst. regarding the transport of heavy artillery by motor. I am glad to hear that the test was successful and that the Avon pneumatic tyres were found to be of such exceptional strength and stamina as to be able to carry a load of 150cwt. without any damage or wear. The fact that the transport was completed in such a short time is a further proof of the unique strength and stamina of British Avon Tyres. I am sure that the results of this test will be of great value to the War Office in the future.

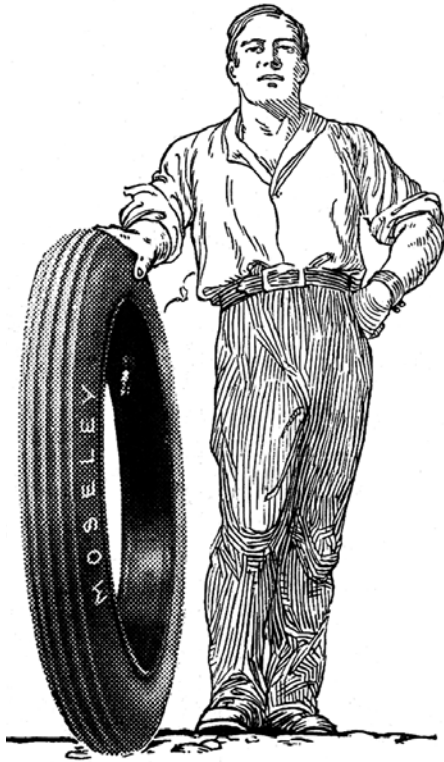


AVON TYRES for Motors, Motor-Cycles, Cycles, Commercial Vehicles, etc., ARE MADE IN ENGLAND. KEEP HOME INDUSTRIES GOING! AMPLE STOCKS AVAILABLE FOR IMMEDIATE DELIVERIES.

AVON TYRES.

The company Avon India Rubber also resorted to patriotic issues in their advertising campaigns. In the advertisement on the left, the sustainability of employment and the economy is linked to the consumption of British products. The advertisement on the top right employs the image of War Secretary Lord Horatio Kitchener to endorse the advertising message. The image above this text includes contents explaining that Avon tires were also tested and ready to be used in the transportation of artillery pieces.

162-164. Advertisements published in *The Times*, March 16 and 23, 1915; and August 10, 1914.



MOSELEY TYRES.

The company David Moseley & Sons Ltd. from Manchester was founded in 1833 and originally dedicated to manufacturing various articles derived from rubber and mechanical parts. In 1964 they were acquired by Avon and closed in 1981. During the first decades of the twentieth century they also manufactured tires and, in their wartime advertisements, called for the consumption of autochthonous instead of imported products. In the press campaigns of 1916 and 1917 they employed as their spokesperson the character portrayed in the examples shown here.

165. Advertisement in *Punch*, February 16, 1916.

166. Advertisement in *Punch*, May 10, 1916.

167. Advertisement in *Punch*, January 17, 1917.



“Keep the Home Tyres turning”

Millions of British money—money Britain needs to win—are going abroad to pay for imported tyres.

Is any of your money going ?

Buying imported tyres to-day is damaging extravagance, because imported tyres needlessly increase our national indebtedness abroad, because they lower the exchange value of the English

pound and hurt British credit, because they increase freights and make necessities dearer, and because the supplies of British-made tyres are ample for all needs.

MOSELEY

Catalogues post free from

DAVID MOSELEY & SONS, LIMITED
CHAPEL FIELD WORKS, ARDWICK, MANCHESTER.

MANCHESTER: 2, 4 and 6 New Brown Street; LONDON: 51 and 52 Aldermanbury, E.C.; GLASGOW: 126 Ingram Street; BIRMINGHAM: Lancaster Street, Corporation Street; NEWCASTLE-ON-TYNE: 44 and 46 High Bridge; DUBLIN: 16 William Street.



CERTAIN LIVELINESS
IN THE
NORTH BRITISH
CLINCHER
TYRES.

Never was it so imperative to fit tyres possessing liveliness and resilience as the present time.

Dead running tyres to-day mean chassis fractures, engine troubles, broken windcreens, by reason of the deplorable state of the roads.

By demanding Clinchers you are certain of obtaining tyres which enable you to ride in comfort and safety, even on the most "pot hole" roads; the scientific method of manufacture assuring great ductility and life with remarkable durability.

THE NORTH BRITISH RUBBER CO., LTD.,
LONDON: 169, Great Portland Street, W.
FACTORIES: Castle Mills, Edinburgh.



CLINCHER

production are being extensively used by the

ARMY & NAVY
THE BRITISH RED CROSS SOCIETY,
AND THE GOVERNMENTS OF
FRANCE, BELGIUM AND GREECE.

The North British Rubber Co., Ltd. is an entirely British firm, employing an able capital, labour of enterprise. Over 500 North British employees have answered their country's call to arms, and the remainder of our 5,000 workers are actively engaged in Government Contracts.

North British production include the famous CLINCHER-CROSS PLANTATION RUBBER TYRES, the best that distinguished themselves in THE GREAT R.A.C. TEST OF 2,000 MILES. CLINCHER Carbs, Motor Cycle and Road Tyres. Rubber and Vulcanite Goods of every description for mechanical, engineering, scientific, domestic and other purposes.

MILITARY RUBBER GOODS: Sandbags, Trench Shoes, Goggles, Gas Masks, Waterproof Garments, Water Canteens, Steam Boats, Waterproof Composites, Water Cuffs, Clothing, Collar Caps, Collar Bags, Collar Bags, Sporting Equipment, Hot Water Bottles, Garden Hose, and Hose for all industrial purposes, Rubber Tying and Floor Coverings for Steamships, Bunkies, Etc.

THE NORTH BRITISH RUBBER CO., LTD.



FIGHT
against
tyre
inefficiency

Make your Ally the one great British Tyre—Clincher,
and you will have no reverses in your motoring. Unlike the Kaiser's "road to Calais," your road will be free from all obstructions in the way of trouble. When you specify "Clinchers" you will have the satisfaction of knowing you are buying

The only Motor Tyre made entirely of Plantation Rubber which has passed through the R.A.C. 5,000 Mile Test with flying colours.

You will know that in material, workmanship, care of manufacture, design and thickness of tread, you are getting the very highest achievement of tyre manufacture. Also, every

NORTH BRITISH
CLINCHER
MOTOR TYRE

has been subjected to the most rigorous and exhaustive tests in our Scientific Laboratories before it left the Mills—that is why you can find no defects in them, and why they give efficiency and thoroughly reliable service on the road, under any conditions.

They are made at the largest Rubber Mills in the whole British Empire, Castle Mills, Edinburgh, employing over 5,000 hands. These mills are equipped with the most modern scientific machinery, and the most expert labour is employed. This linked with the superlative quality of the Plantation Rubber used and the scientific testing is the reason for the extraordinary efficiency of Clinchers.

THE NORTH BRITISH RUBBER COMPANY, LTD.,
Clincher House, Gt. Portland Street, LONDON, W.
Telephone: 8578-9 Gerrard. Telegrams: "Nobertire, London."

NORTH BRITISH CLINCHER TYRES.

The Scottish tyre manufacturer launched important advertising arsenal during the Great War. Mixing patriotic propaganda and advertising, their advertisements made explicit references to military battles in their texts and illustrations. As explained in the advertisement shown above, tires and rubber products manufactured by The North British Rubber Co. were utilized by the armies of Britain, France, Belgium and Greece as well as by the British Red Cross.

168. Advertisement published in *The Autocar* magazine, September 2, 1916.

169. Advertisement published in the magazine *The Graphic*, December 1914.

170. Advertisement published in *The Observer Sunday*, November 29, 1914



1916
£4,000,000
IN GOLD
PAID BY
BRITAIN
TO
AMERICA for
TYRES IMPORTED
WITHOUT DUTY

Every Motorist Must face these facts.

If things go on as they are, Britain will have to pay America £4,000,000 in gold for American tyres, imported during 1916, and admitted here *duty free*. This gold is *needed* to help win the war, and even if American tyres were better than British it would be wrong. Support British Industries by using

NORTH BRITISH
CLINCHER
MOTOR TYRES

They are made of ALL-PLANTATION RUBBER and are tested in all stages of manufacture. They give absolute satisfaction under any condition.

THE NORTH BRITISH RUBBER CO., LTD.,
169, Great Portland Street, LONDON, W.
Factories: Castle Mills, EDINBURGH.



Is that tyre made in your own country?

Are you a *Practical* patriot, or merely a word-of-mouth one? Do you sport a Union Jack in your coat and American Tyres on your car?

If you are a patriotic Briton—then remember that your country needs every penny that can be spared, to win the war, and especially needs the millions in gold that go out of the Empire every year in the purchase of American Tyres.

Be British—buy British Tyres. Be "Tyre-wise" and buy **CLINCHERS**—the Best of the British.

CLINCHER

ALL PLANTATION RUBBER
MOTOR TYRES.

For Commercial Vehicles fit North British Clincher Solid Rubber Band Tyres.

THE NORTH BRITISH RUBBER CO., LTD.,
169, Great Portland Street, LONDON, W.
Factories: Castle Mills, EDINBURGH.



Motorists!
Do the right thing!

Are you Patriotic?

Of course you are. If you happen to be buying and using American Tyres, it is probably not so much from want of patriotism as from want of thought.

But the matter is now a serious one for the country. American Tyres are responsible for the export of about £4,000,000 sterling per annum—and this at a time when every gold piece is needed **HERE** to win the War.

There is no need to buy American Tyres—there are plenty of British Tyres to meet the demand. Be patriotic and buy—

NORTH BRITISH
CLINCHER

ALL-PLANTATION RUBBER
MOTOR TYRES

THE NORTH BRITISH RUBBER CO., LTD.,
169, Great Portland Street, LONDON, W.
Factories: Castle Mills, EDINBURGH.



Neutrals

While the British Government is denouncing motoring as a luxury, Motor Tyres from Neutral Countries are being imported at the rate of approximately £300,000 per month, in payment of which British Gold has to be sent out of the country.

The importation of these Tyres is largely to meet the demands of luxury, as British Manufacturers are well able to take care of the bona-fide requirements of Great Britain and her Colonies.

Support British Industry by using

NORTH BRITISH
CLINCHER

"ALL PLANTATION" RUBBER
MOTOR TYRES.

THE NORTH BRITISH RUBBER CO., LTD.,
169, Great Portland Street, LONDON, W.
Factories: Castle Mills, EDINBURGH.

PATRIOTISM. The Scottish company North British Rubber was one of the most belligerent in their publicity that promoted patriotic awareness against importing tires manufactured in other countries. They declared that the purchase of these products led to the outflow of capital and weakened the British economy. This situation could affect the financing of military activities and thus favor the enemy factions, the Germans. The neutrality of the United States at the beginning of the war and their systematic commercial invasion were heavily criticized. In the advertisements shown here, the feminine figures of patriotism and Britannia advised the client to consume autochthonous tires and to not be fooled by Uncle Sam, the defender of American products.

BEWARE
of purchasing GERMAN TYRES, many of which are made in the same factory as the fabric for ZEPPELINS.
The supreme ALL BRITISH TYRES which have never been "banned" by the brand "Made in Germany" or its equivalent are the

North British

CLINCHER

All Plantation Rubber
MOTOR TYRES

The North British Rubber Co., Ltd.,
169, Great Portland Street, London, W.
FACTORIES: CASTLE MILLS, EDINBURGH.

How we help the Enemy!



How the Huns must smile to see BRITISH MOTORISTS sending gold out of the country at the rate of £4,000,000 per year to pay for imported American Tyres, when all the time there are plenty of better and British made, like

CLINCHER

MOTOR TYRES,

to meet all requirements. Motorists, where is your patriotism? Be British. Buy Clincher British Tyres and help your country at the same time that you help your pocket.



THE NORTH BRITISH RUBBER CO., Ltd.,
169, Great Portland St., LONDON, W.
Factories: Castle Mills, Edinburgh



The gold that will help win the war is being exported—
Do you help?

If you are buying American Tyres you are helping. Just consider the facts. This country will have to pay America for Tyres imported during 1916 an amount of £4,000,000. This will have to be paid in gold and the tyres are admitted here duty free. At a time like this, this is all wrong, and further, British Tyres are to the highest degree reliable, and

NORTH BRITISH

CLINCHER

ALL PLANTATION RUBBER
MOTOR TYRES
are British in every particular.

THE NORTH BRITISH RUBBER CO., LTD.,
169, Great Portland Street, LONDON, W.
Factories: Castle Mills, EDINBURGH.



Are you helping to LOSE the War?

Are you a patriotic motorist or a "pro-German" one? Are you one of the buyers of imported tyres, to pay for which millions of pounds in gold are sent out of the Empire every year? The Country needs all the money it can get to win the War. To purchase foreign tyres is unpatriotic; it is unwise too—for there are plenty of better and British-made tyres like

NORTH BRITISH

CLINCHER

MOTOR TYRES

The All Plantation Rubber, Long Service Tyres.

THE NORTH BRITISH RUBBER CO., Ltd.,
169, Great Portland Street, LONDON, W.
Factories: Castle Mills, EDINBURGH.
For Commercial Vehicles fit North British Clincher Solid Rubber Band Tyres.

- 171. (opposite page) Advertisement in magazine, May 27, 1916.
- 172. (opposite page) Advertisement in *The Times*, November 11, 1916.
- 173. (opposite page) Advertisement in *The Graphic*, June 17, 1916.
- 174. (opposite page) Advertisement in the magazine *The Sphere*, 1916.

- 175. Advertisement in *The Times*, October 18, 1915.
- 176. Advertisement in *The Sphere*, July 1, 1916.
- 177. Advertisement in *The Times*, April 22, 1916.
- 178. Advertisement in *The Times*, September 22, 1916.



North BRITISH Solid Band Tyres
&
CLINCHER CROSS Tyres

are giving most satisfactory service in every sphere of motoring. No matter which branch of the service—Heavy Transport, Staff Duties, Red Cross Work, etc., Clinchers are enhancing their great reputation, and proving by their freedom from troubles their right to the title:—

“THE TYRES THAT ARE SUPERIOR.”

The North British Rubber Co., Limited.
LONDON : 169, Great Portland Street, W. FACTORIES: Castle Mills, Edinburgh.

When Roads are Bad

The Test of a Tyre is the Road.
 The rough, battle-scarred roads of France have tested tyres to the full, and no tyre has stood the test better than the "Clincher."

What "Clinchers" have done for Britain in the war zone they can do for you on your Commercial Vehicles at home. They will give you efficiency with economy in your delivery service. They will save time and reduce running costs. And "Clinchers" are British to the backbone.

The North British Rubber Co., Ltd.,
 Edinburgh, London, and Branches



"CLINCHER"
NORTH BRITISH
ROAD TRADE MARK
MOTOR TYRES



CONTINUOUS SERVICE.


ROADS are not as good now as they were in pre-war time, and consequently a greater strain is put upon tyres. Commercial Vehicle Owners are finding that of all the tyres marketed the "Henley" stands the road strain best. In the manufacture of

"Henley" Band Tyres is used the skill and knowledge acquired by an experience of over fifty years in the treatment of rubber. They are British made throughout, and it is confidently claimed that they equal if not surpass any make of Solid Tyre extant.

HENLEY SOLID BAND TYRES

FREE BOOKLET, "Abnormal Wear of Solid Tyres, Cause and Prevention," sent post free. Write to-day for a copy. W. T. HENLEY'S TELEGRAPH WORKS CO., LTD.
 Manchester Depot: 247, DEANSGATE.

BELDAM



ALL-BRITISH TYRES

FOR Ambulance work tyres must be very resilient and very "safe"—they must not skid. The scientific design of the Beldam tread assures both resiliency and road grip. An ambulance shod with Beldam All Rubber de Luxe Tyres on both front wheels and Beldam V. Steel Studded on both back wheels will be safe and comfortable on every kind of road.

Booklet "A Study of Road Surfaces" gives reasons why; Booklet "Testimony" proves the reasons to be right. May we send you copies?

**The Beldam Tyre Company, Ltd.,
 Brentford, Middlesex.**

Godbolds.



Matron: "Driver! be very careful of Private Jones—he must not be jolted."

Private J.: "It's all right, Matron, don't worry, we're on Wood-Milnes."

Wood-Milne
British-Made Motor Tyres

are unsurpassed for resiliency, comfort, and mileage. Not only in 'Blighty,' but on all the Allied Fronts have they given proof of their consistent high qualities.

Write for Price List.

For Heavy Commercial Cars try Wood-Milne Solida.
WOOD-MILNE LIMITED, PRESTON.

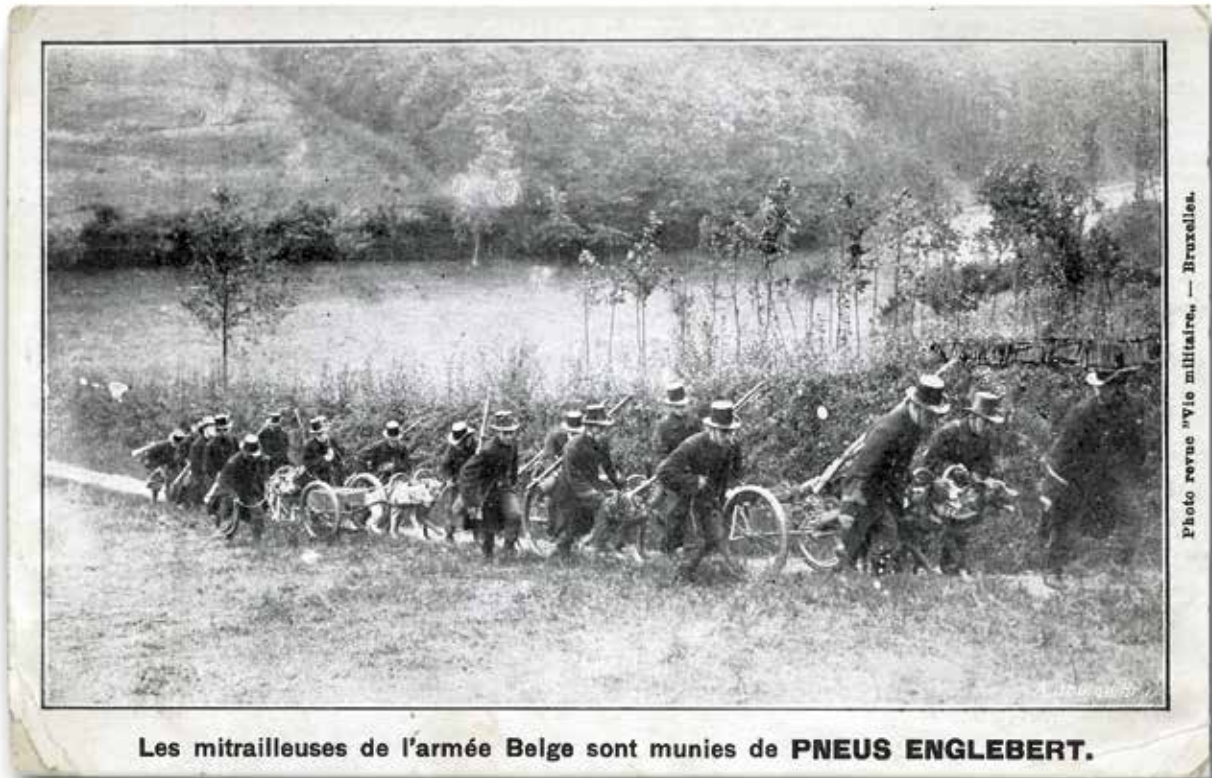
Telegrams: "Comfort, Preston." Telephone Preston, 412.
MANCHESTER: 21, ALBION STREET, GAYTHORNE.
Telegrams: "Mileage, Manchester." Telephone: City 6754.



WAR TRUCKS AND AMBULANCES. The United States' entry into World War I as an Allied force led to the appearance of other types of advertising. As the images here show, North British Rubber and other British companies—in this case Henley, Beldam and Wood-Milne—displayed in their advertisements the good service that their solid rubber and pneumatic tires provided to military ambulances, trucks and other vehicles for transporting material and troops.

180. Advertisement in magazine, c. 1916. 181. Advertisement in *The Manchester Guardian* newspaper, December 8, 1916.

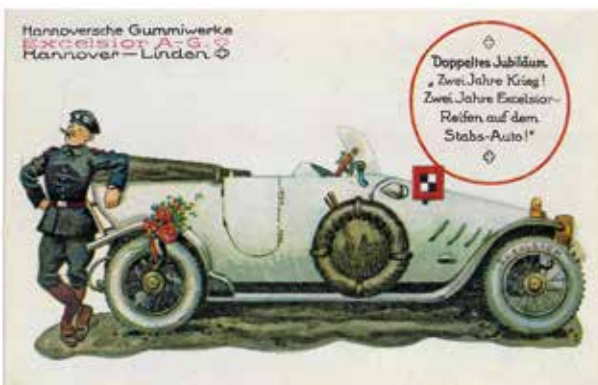
182. Advertisement in *Country Life* magazine, October 5, 1918. 183. Advertisement in *The Manchester Guardian*, July 4, 1917.



BELGIAN ARTILLERY. The Belgian firm Englebert published a series of promotional postcards showing that their tires were part of the military equipment for their country's army. The two examples here portray the deployment of Belgian gunners with light cannons mounted on a transport carrier fitted with Englebert tires and pulled by trained dogs. Both photographs had previously been disseminated in the magazine *Vie militaire*, published in Brussels.

184-185. Englebert promotional postcards, c. 1914.





EXCELSIOR TIRES.

The use of humor in publicity was employed by a variety of companies to approach complex subjects such as the Great War. In this case, a series of promotional postcards published by the German firm Excelsior, based in Hannover, is shown. For example, on the left, we see that a trench wire fence neither punctures nor detains the functioning of a bicycle fitted with Excelsior tires. Or on the right, a soldier wearing a pneumatic tire finds that it serves as an authentic and impenetrable bulletproof vest.

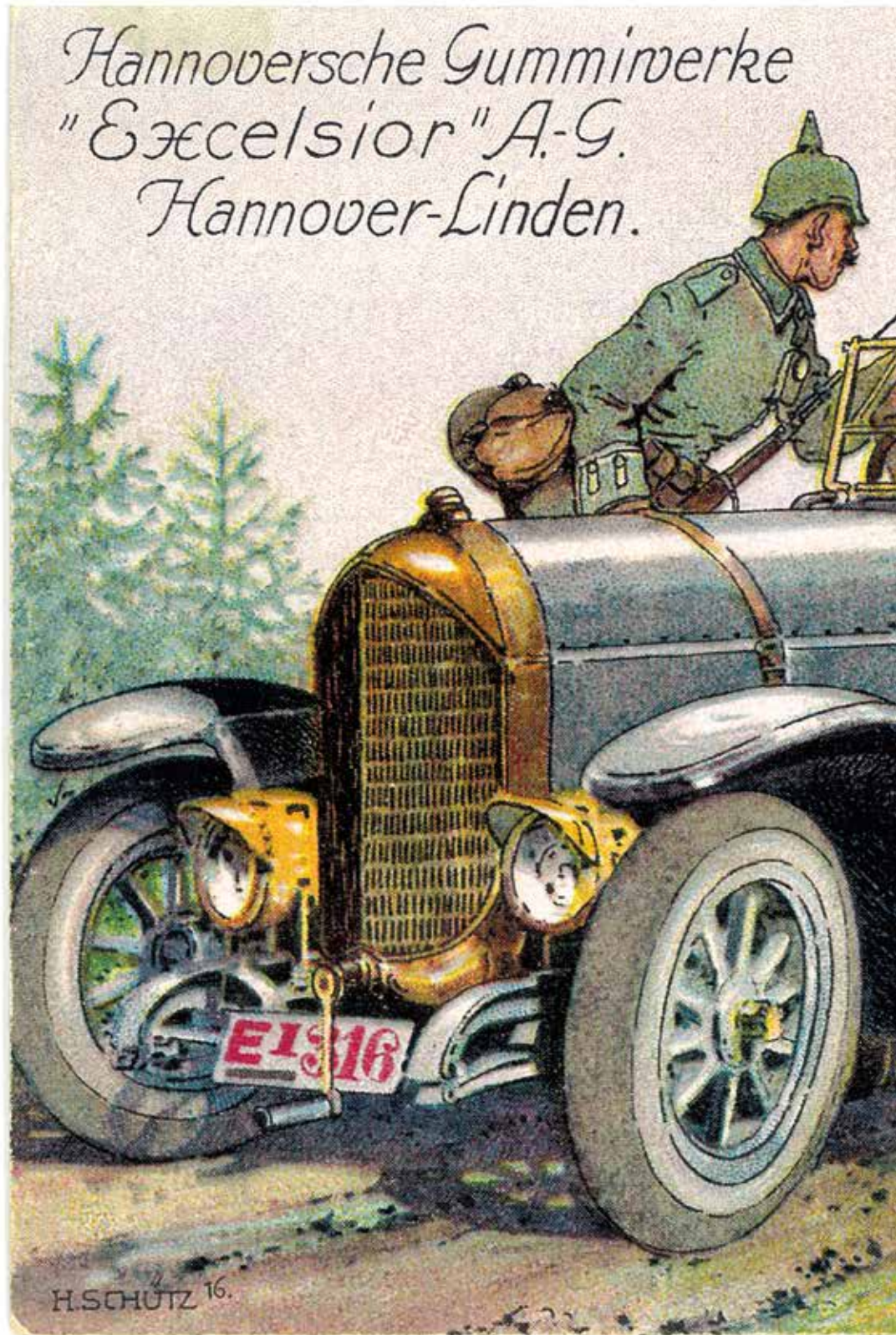
186. Series of humorous promotional postcards published by Hannoversche Wummiwerke Excelsior A.G., 1917.



HERMANN SCHÜTZ.

During 1916 and 1917, the Excelsior company published a series of humorous postcards about military themes, such as those shown here and on the following pages. The author of the illustrations was German-born Hermann Schütz (1875-1953), outstanding caricaturist, illustrator of children's books and who also worked extensively for Continental.

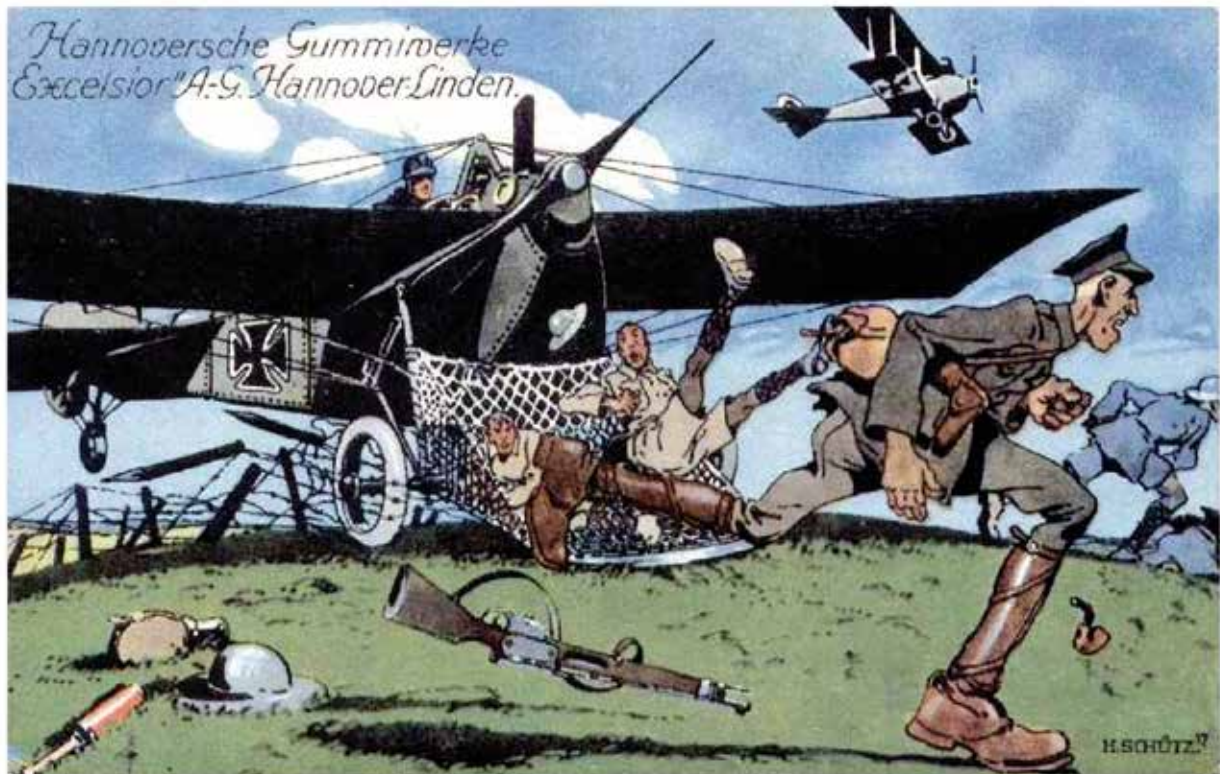
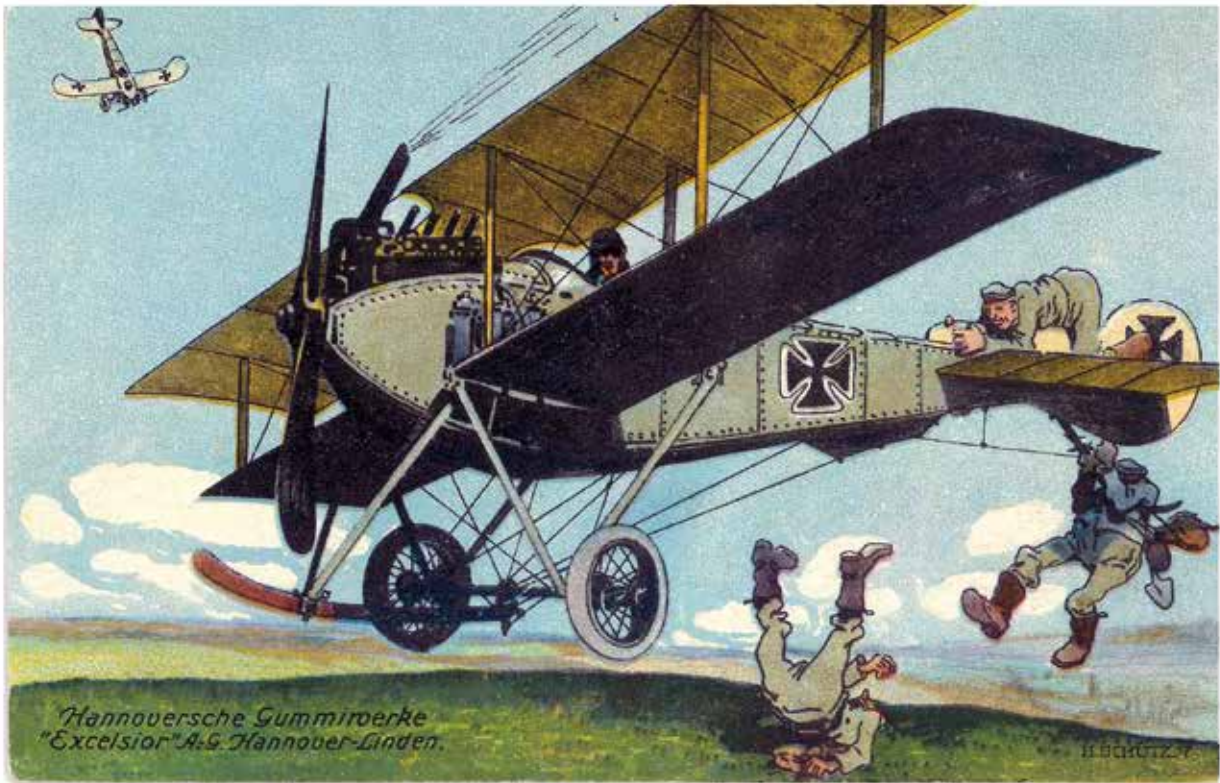
187. Promotional humorous postcard, 1916. Illustrated by Hermann. Schütz.







188-189. Two postcards from the military-themed humorous series promoting Excelsior tires for motorcycles, 1916. Illustrated by Hermann Schütz.

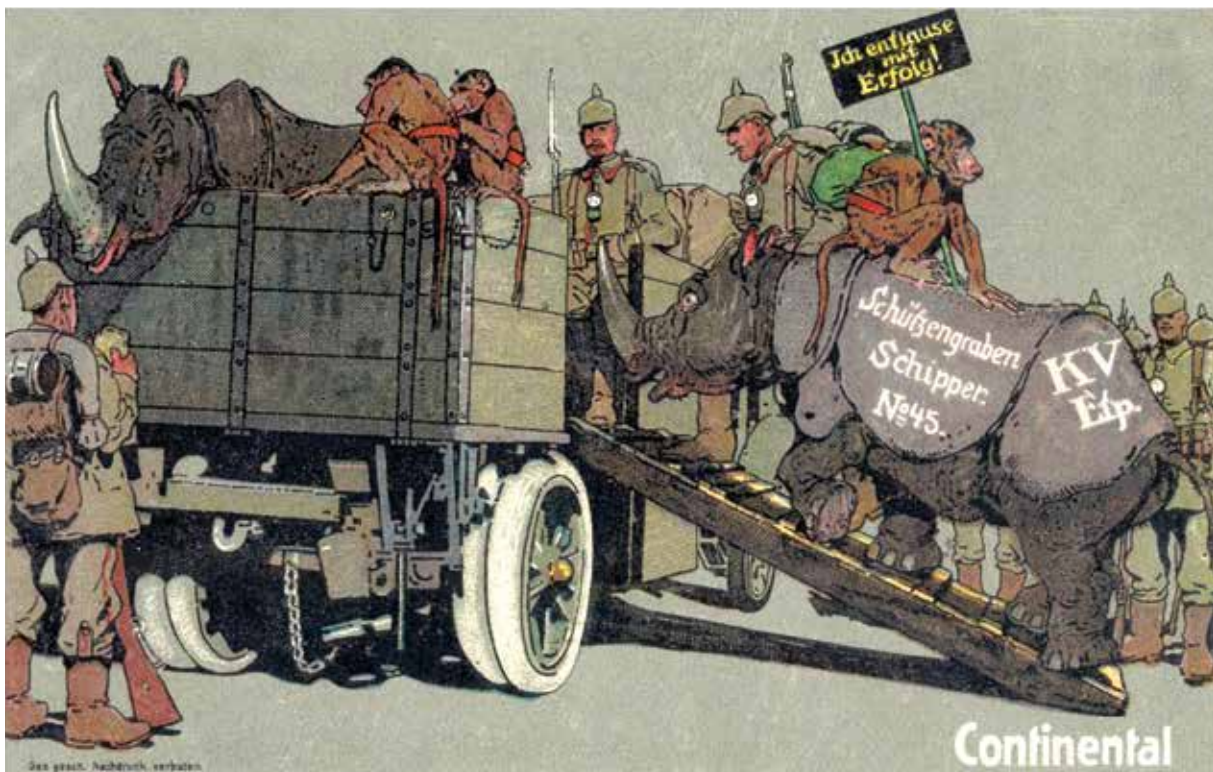


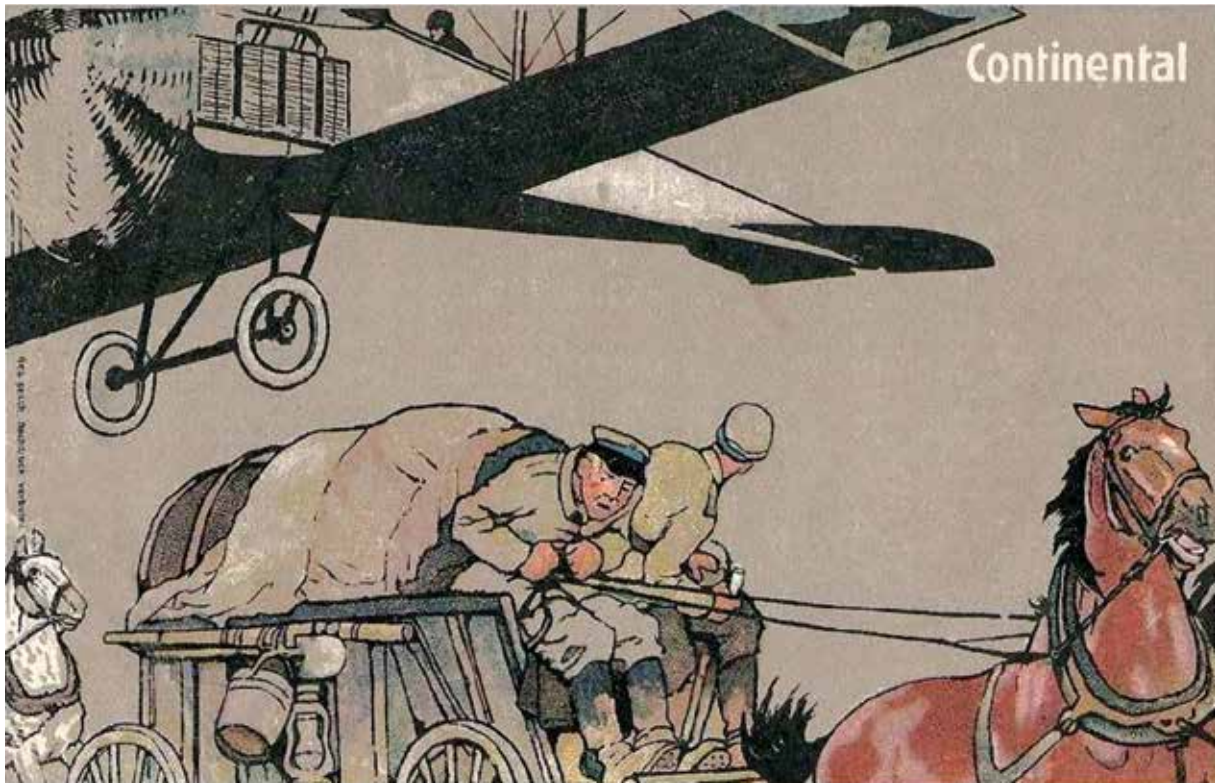
190-191. Two postcards from the military-themed humorous series promoting Excelsior tires to equip airplanes, 1917. Illustrations signed by Hermann Schütz.



CONTINENTAL WAR. As of 1914 and during 1916 and 1917 an extensive series of lithograph postcards with humorous illustrations went into circulation promoting products made by the Continental company: tires for carts and floats, bicycles, motorcycles, automobiles and small aircrafts, solid rubber tires for carriages and heavy transport vehicles, waterproof fabric for aerostatic balloons and airships as well as tennis balls. A part of these postcards, given the context of the moment, portrayed military scenes with a comic twist. Although the series appears unsigned, the illustrations may also have been the work of Hermann Schütz.

192-193. Two German postcards from the military-themed humorous series promoting Continental tires, c. 1917. Unsigned.





AERIAL BATTLES.

Aerial warfare, in which Germany was skilled and powerful, constituted a prominent subject among those featured by these humorous postcards. Airplanes and technologically advanced zeppelins, thanks to fabric layers that were coated and treated with impermeable rubber substances and sealants that covered their structures, had a massive debut as instruments of war during the First World War. Moreover, the conflict potentiated the development of tires adapted to airplane landing gear, a product that Continental also manufactured.

194-195. Two postcards from the military-themed humorous series promoting Continental products to equip zeppelins and airplanes, 1917. Unsigned illustrations.

Самымъ строгимъ требованіямъ удовлетворяють



ТОЛЬКО
ШИНЫ
„КОЛУМБЪ“
ПРОВОДНИКЪ.



THE RUSSIAN FRONT.

The two largest rubber companies in Russia, Prowodnik and Treugolnik, equipped the vehicles of the Russian Ministry of War. They also crossed borders to equip Allied forces, while commercializing their products throughout Europe as well as having an import agency in the United States.

196. "To satisfy the highest demands, only Columb Prowodnik tires." Advertisement for Prowodnik in the Russian magazine *Automobil*, 1916.

197. "Treugolnik Truck Tires." Promotional stamp printed around 1914-1915 at the Lithographic Press T. Kibbel, Petrograd (St. Petersburg).

The
FLYING
COLUMB

Prowodnik Columb Tyres are being largely used by the **ALLIED FORCES** at the front, principally in consequence of their great durability and freedom from skidding, and also because they are made by our Allies.

Deliveries from stock, thanks to the British Navy.

Belgian Armoured Car
Fitted with Prowodnik Tyres

S.P.C.

COLUMB TYRE CO., LTD.,
162, SHAFTESBURY AVENUE, W.C.
Telegrams: "PROWODNIK, LONDON." Telephones: 2330. REGENT (3 LINES).

198. Advertisement for the British subsidiary of Prowodnik in the newspaper *The Observer Sunday*, November 29, 1914.



THE GERMAN OBSTACLE. "We also drink up the obstacle." This is the slogan of the patriotic postcard that shows a French private first-class soldier holding a large cup in which a German army officer lies. The phrase and the scene are a clear reference to the famous poster designed by O'Galop for Michelin advertising.

199. French postcard printed between 1914-1915. Illustrated by Martin Pradier.

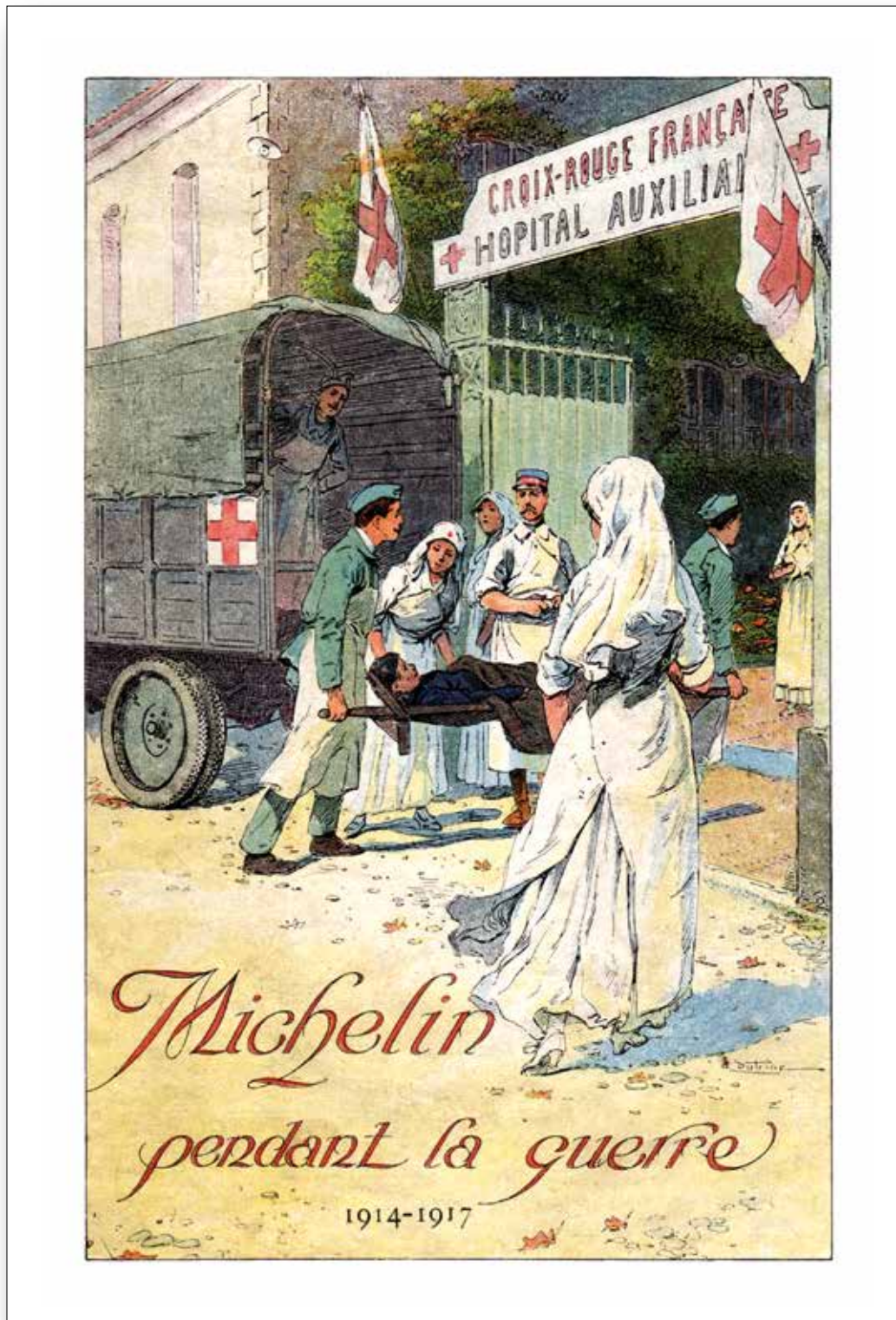


THE ROOSTER ATOP THE WHEEL.

Patriotic symbols and popular characters such as the rooster or Marianne, the personification of the Republic, were profusely utilized in times of war. The iconographic resource of the fowl on top of the wheel—of fortune, pertaining to an artillery cannon or a car or bicycle tire—was also a way of joining the war effort. In the image above, Michelin employed this patriotic appeal, portraying the rooster rolling on a *roue amovible* disk fitted with Semelle tires. The images below portray the use of the French rooster in advertising to help “nationalize” certain foreign products, as intended by advertisements in French press for Clément bicycles equipped with English Dunlop tires or for the German firm Continental.

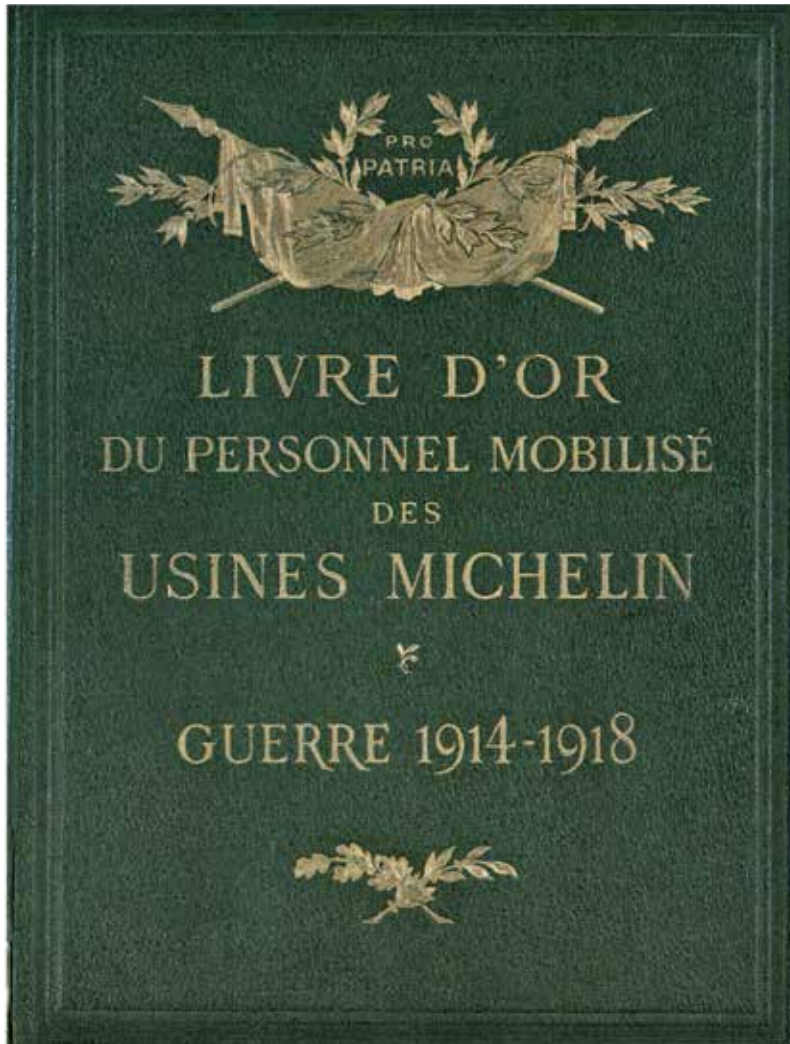
200. Postcard with a patriotic poem by Henri de Régnier, gift of the French newspaper *Le Journal*, c. 1914. **201.** Illustration taken from the booklet *Michelin Pendant la Guerre, 1914-1917*. **202.** Advertisement for Continental tires in *L'Illustration*, March 5, 1910. **203.** Advertisement for Clément bicycles and Dunlop tires published in the sports magazine *L'Auto-Vélo*, December 26, 1897.





THE HOSPITAL MICHELIN. To provide care for the first war casualties, in 1914 Michelin et Cie decided to renovate their new warehouses located at Chantoign street in Clermont-Ferrand. Reconstruction began at the beginning of September and on the 22nd of that same month the hospital was already in operation, with 225 available beds that increased to 320 in 1916, and medical care provided by six doctors and fifty nurses. The image above shows the cover of the publication that tells the story of the initiative. It depicts the entry of the wounded in front of the hospital gateway, being unloaded from an ambulance fitted with Michelin double or twin tires employing the non-skid Semelle model, which was considered standard equipment for light trucks and vans.

204. *Michelin Pendant la Guerre, 1914-1917.* 40-page booklet published by Michelin et Cie in June 1917, containing numerous photographs of the modern health facilities and patients admitted to the Hospital Michelin.

**PRO-PATRIA.**

This page shows other initiatives taken on by Michelin regarding the war effort and the recognition of their employees enlisted in the military. The photo on the left shows the book that pays tribute to personnel mobilized for the war effort. It compiles data and lists of the recruits—including those decorated for their service and those who lost their life in combat—including French employees of the Michelin Tire Company in Milltown. Below left, a stamp of patriotic propaganda, with no postal value. The central motif of the composition is a Semelle tire with the message "The Michelin tire takes us to victory." Below right, a brooch of the ACM, Anciens Combattants Michelin, the association of ex-soldiers from the company, presided by Marcel Michelin. The initials of the entity are inscribed in a tire, crowned by the emblematic Adrian helmet, forming part of the French army's basic equipment since 1915.

205. *Livre d'Or du Personnel Mobilisé des Usines Michelin, Guerre 1914-1918.* Paris: printed by J. Cussac, c. 1920.

206. One of the patriotic stamps of the series—with variations of color—printed by Michelin in 1916.

207. Badge for the association of Anciens Combattants Michelin from the First World War.





Demand The Real Guarantee

USERS of B.G. Tyres absorb an output of five thousand tyres every working day.

This huge output of B.G. Tyres is dictated by the demand of users who know and trust them.

If B.G. Tyres are trusted to the extent of five thousand new tyres every working day, it is quite certain you can trust them.

Write for particulars and prices.

OLYMPIA
Commercial Motor
Exhibition
Oct. 14th to Oct. 20th
STAND 117
PRIMA DIBIEM
From 9.30 to 5.00 p.m.

BG

**BERGOUGNAN
TYRES**

For all Types of Vehicles



The Big Guns of our Allies during the war were carried on B.G. Tyres guaranteed to support a weight of forty tons.

BERGOUGNAN TYRE CO.,
14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

BERGOUGNAN TIRES. The manufacturer located in Clermont-Ferrand obtained substantial contracts from the French Ministère de la Guerre, since they specialized in solid rubber tyres [bandages pleins] able to withstand the cargo of trucks that transported all kinds of heavy materials such as boxes of ammunition as well as towing enormous pieces of artillery. The use of pneumatic tyres was limited to trucks, vans, and other light vehicles, a sector which Michelin was able to supply products for.

208. Latil truck with Bergougnan tires towing an artillery piece.

209. Advertisement for the British agency Bergougnan Tire Co. published in *The Times*, September 13, 1920. **210.** Schneider 140 mm cannon equipped with Bergougnan solid rubber tires.

