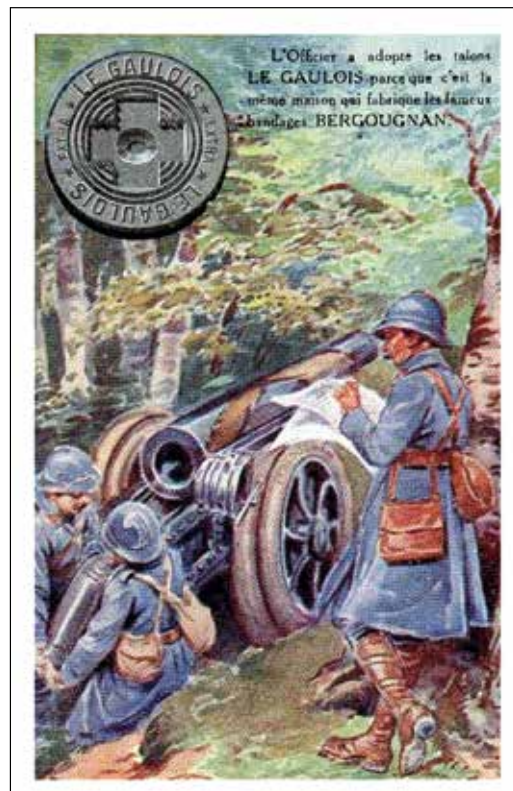


WEAPON OF WAR. Bergougnan's contribution as a supplier to the French army was not limited to solid rubber tires but also included other products manufactured by the firm which became part of the soldiers' equipment. The Le Gaulois rubber heels also fulfilled their mission, as exemplified by the postcards shown below.

211. Illustration taken from *Du Plus Petit ... au Plus Grand. Le Bandage Bergougnan dans la Grand Guerre*, c. 1920.
212-213. Two postcards from a long-running series published by Bergougnan on the Great War, c. 1920.



To Dealers

Get in touch with us *NOW* for the exclusive rights for your territory. Tie up with a concern that doesn't merely sell tires but **SATISFACTION** as well. Don't be satisfied with selling a tire to a man **ONCE**. Handle a tire that is so good that the man you sell it to will come back, not for an "adjustment" but for a re-order.

the trial will thank you for having done so and will help you to sell more by bragging to his friends of the extraordinary mileage he gets out of them. The Etablissements **BERGOUGNAN** have been making tires for twenty

years. We know all there is to know about making tires. We guarantee them for five thousand miles. Our discounts are not giving away a nickel. The man who buys you 30 and 5 is paid sickness in "putting on" a customer. He doesn't care. It is for you it is better to make 50% a dozen times.

BERGOUGNAN Tires

Formerly sold under the name of **GAULOIS Tires.**

Manufactured by Etablissements *Bergougnan, of Clermont - Ferrand, France, Established 1889.*

BERGOUGNAN TIRE CORPORATION

49 West 64th Street,
Canadian Agency, 325 St. James St.

NO WAR PRICES ON GAULOIS TIRES

Shipments of Gaulois tires continue to arrive from Havre and Marseilles as in the past. No fear as to deliveries need be felt. We can supply you in all sizes and styles. If you have never tried Gaulois tires, now is the time to do so.

**They look better
They wear better
They ARE better**

**Gaulois Tire Corp.,
49 West 64th St.**

SEALING THE ALLIANCE. On April 24, 1913 the Gaulois Tire Corp., the official import agency for Bergougnan solid rubber and pneumatic tires, was established with administrative headquarters and warehouses in New York. The advertisement shown above from the year 1914 reported that exports had resumed and prices had remained the same despite the start of the war. In January 1917 the agency changed their name to the Bergougnan Tire Corp. and their advertisements included a pronunciation guide under the company name due to its difficulty: "Pronounced BEAR-GOO-NIAN." The illustration in the advertisement shown above depicts the political alliance between the two powers, France and the United States in the Great War, also reinforcing their commercial alliance.

214. Advertisement published in *Motor World* magazine, October 10, 1917.

215. Advertising module for Gaulois Tire Corporation in *The New York Times*, October 9, 1914.



WHAT'S IN A NAME?



Long Manufacturing Experience

Bergougnan Tires have been giving satisfaction for over 20 years.

Prestige

Bergougnan Tires have received the highest awards at 18 international expositions.

Reputation

Bergougnan Tires occupy a preferred position in the eyes of the Transport Department of the French Army.

Tie up with that sort of a tire and sell good will at the same time that you are selling rubber.

We have exclusive territory to allot on very attractive terms. Write us today. The time is growing short.

Bergougnan Tires offer the greatest guarantee of perfect service. We guarantee them for 5000 miles, but they frequently render twice this mileage.

Bergougnan Tire Corporation
49 West 64th Street New York

Canadian Agency: 325 St. James Street, Montreal

because they have within them some of these "poilu" qualities.

THEY "STAND THE GAFF."

Try these tires on one side of your car and compare the mileage they will give you with the mileage gotten from the tires on the opposite wheels. We guarantee at least 5,000 miles, but they frequently give twice this distance.

THEY LOOK BETTER, THEY WEAR BETTER, THEY are BETTER and they don't cost any more than ordinary tires.

Dealers with an exacting clientele should write for our Distribution Proposition. We may be able to give you the exclusive rights for your territory.

RE CORPORATION

Street, New York

St. James Street, Montreal

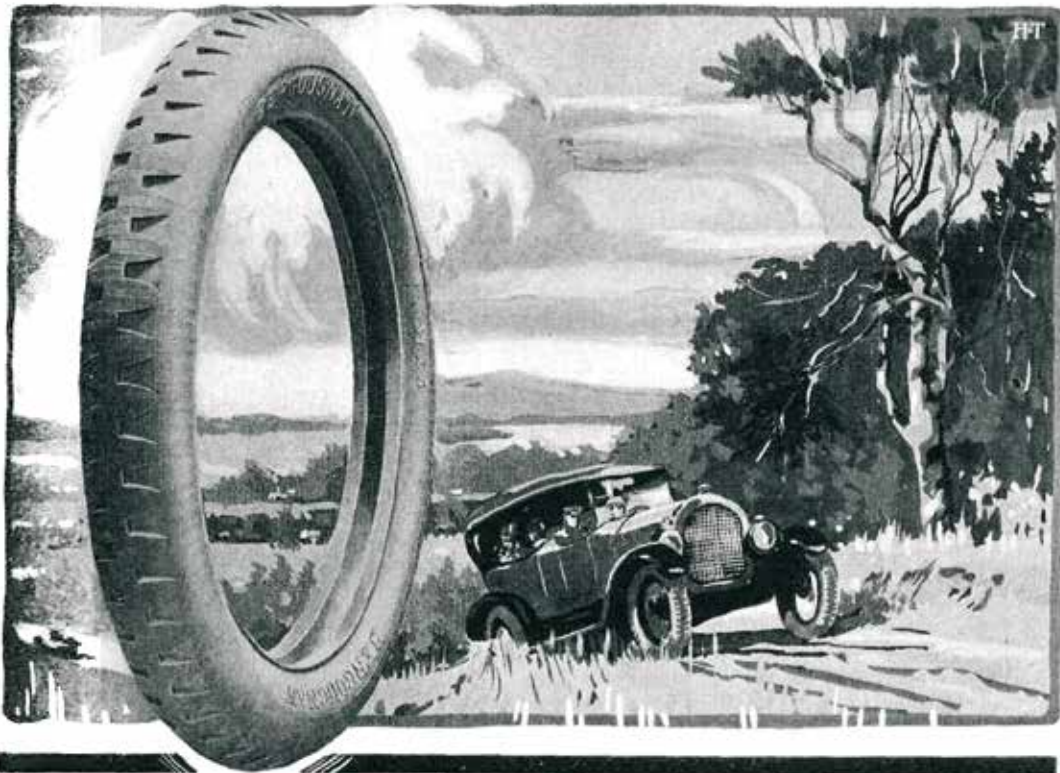
ers, Please Mention Motor Age

THE FRENCH POILU.

The American subsidiary of Bergougnan did not hesitate to identify themselves as a company of French origin, taking advantage of the good reputation that products from the Old Continent enjoyed in the American market and appealing to the affinity between the Allied powers during the First World War. The advertisement shown above portrays the result of this complicity, comparing the Bergougnan tires with the selfless service offered by French soldiers, represented by an archetypal poilu, along with the slogan "Bergougnan, the Poilu of Tires" [Bergougnan, the soldier (French) of tires].

216. Full page advertisement published in *Motor Age* magazine, November 28, 1918.

217. Advertisement published in the magazine *Automobile Trade Journal*, March 1918.



BERGOUGNAN

(Pronounced BEAR-GOO-NIAN)

W. S. S.

WAR SAVINGS STAMPS WILL WIN THE WAR

You will not have anything left with which to buy war savings stamps if the tires you use cost you two cents a mile. The real test of tires is **THE COST PER MILE**. By buying tires that only cost you half a cent a mile you can use the "velvet" to buy W. S. S. stamps.

BERGOUGNAN TIRES

(Formerly sold under the name of GAULOIS tires)

are guaranteed for **FIVE THOUSAND MILES** and frequently render twice this distance. They are good tires to **BUY** for this reason, and **GOOD TIRES TO BUY ARE GOOD TIRES TO SELL**.

Get in touch with us today. Our selling proposition is a very attractive one. We may be able to give you the exclusive rights for your territory.

BERGOUGNAN TIRE CORPORATION

49 West 64th Street

New York

Canadian Agency, 325 St. James Street, Montreal

W.S.S. The American subsidiary of Bergougnan also participated in the United States military effort, as can be seen in the above advertisement stating that the savings obtained by the good performance and duration of French tires could be invested in acquiring "War Saving Stamps."

218. Advertisement for Bergougnan Tire Corp. published in *Automobile Trade Journal*, May 1918.



Announcing
BERGOUGNAN TIRES
(Bear-goo-nian)

Direct From the Battlefields of France!
We Announce the Arrival in America of the Famous French
BERGOUGNAN TIRES
Decorated with the "Croix de Guerre"!

The brilliant record of this French tire needs no word of testimony among the people of France or the Yankee Boys who fought on her soil. For a quarter of a century the leading quality tire of Europe, it has emerged gloriously from the Great War with new honors—new laurels won—a record of service that has endeared it to the hearts of the French nation.

The part played in France by Bergougnan Tires in moving troops and manœuvring the big guns contributed in no small measure to the success of the Allied arms.

Such is the prestige enjoyed by the Bergougnan abroad. Here, in America, the Bergougnan stands not on its past record. It comes with a determination to dominate the quality tire field through its own inherent goodness.

MOTORISTS—You are cordially invited to visit our branch. We shall be pleased to explain the construction of our Fabric and Cord Tires and the Khaki Tube.

TIRE DEALERS—Call or write for open territory.

NEW ENGLAND HEADQUARTERS
BERGOUGNAN TIRES
685 Boylston Street
Wholesale Distributed by National Supply Co. of N. Y.



FRANCE
UNITED STATES

*Cited
for
Valor*



Belle of the North, May, 1918

FACTORIES
FRANCE RUSSIA
UNITED STATES ITALY

DIPTYCH.

The illustration above acquires its meaning by comparing it with the image shown in the advertisement from the previous page. The previous image portrays a nature landscape with an automobile driving through it. The other shows a scene of military deployment, with military vehicles and back up aviation support. Bergougnan tires, which were imported "direct from the battlefields of France"—as can be read in the advertisement on the left—could equip both conventional American passenger cars and military vehicles that had been used in the battles at the European front during the Great War.

219. Illustrated headline from a full page advertisement published in the magazine *Automobile Trade Journal*, February 1920.

220. An advertisement in the American newspaper, *The Boston Sunday Globe*, February 22, 1920



MILITARY AND CORPORATE MAIL. Tire industry companies published postcards to be used by their employees stationed at the Front when sending letters to the company or family through the military correspondence service.

221-222. Examples of letters of military correspondence issued by the companies Bergougnan and Dunlop, 1917.



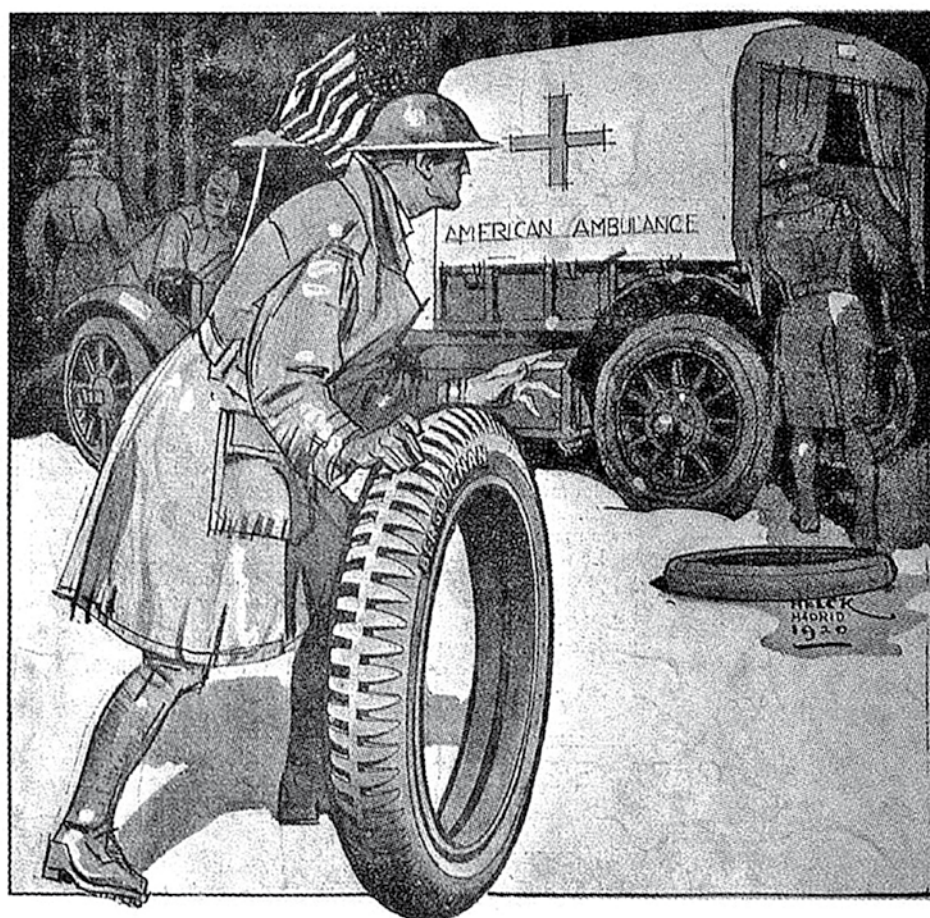
 **ESPAÑA**
AUTOMÓVIL
Y AERONÁUTICA

ORGANO OFICIAL DEL REAL AUTOMOVIL CLUB DE ESPAÑA

Año XV.—Número 7.

Número 11 peseta.
suelto: 11 peseta.

EL QUE MEJOR SURTE EN ESPAÑA



BERGOUGNAN

Representante general para España:
R. C. BERGOUGNAN

MADRID
15, calle de Sagasta, 15.
Teléf. J. 14-10

BARCELONA
76, Rambla de Cataluña, 76.
Teléf. 31 69

PETER HELCK. Spanish advertising for Bergougnan in 1920 and 1921 had the good fortune of employing a series of advertisements realized by the prestigious American illustrator Peter Helck (1893-1988). Some of these, such as the one shown here, portrayed military scenes that were still fresh in the minds and imagery of those who had participated in the Great War. Advertisements were commissioned during the artist's stay in Madrid between 1920 and 1921, which he had devoted to the study of masterworks from the Prado Museum.

223. Cover of the fortnightly magazine published in Madrid, *España Automóvil y Aeronáutica*, number 7, 1920.



WINGS OF THE EAGLE.

Hutchinson was the most active French company in the manufacture of treated textiles and fabrics to build airplanes, aeronautical balloons and zeppelins for military purposes even before the First World War. It is likely that this development was carried out partly in their German subsidiary constituted in 1860, with headquarters and factory in Mannheim.

224. Emblem of the Hutchinson

German subsidiary, on a stamp c. 1910.

225-226. Postcards of the military zeppelins L'Ajudant-Reau (1912) and Fleurus (1913), built in French army workshops with fuselages covered by Hutchinson's rubber coated fabrics.

227. Artillery cannon for the French army manufactured by Renault and equipped with Hutchinson solid rubber tires, c. 1919.

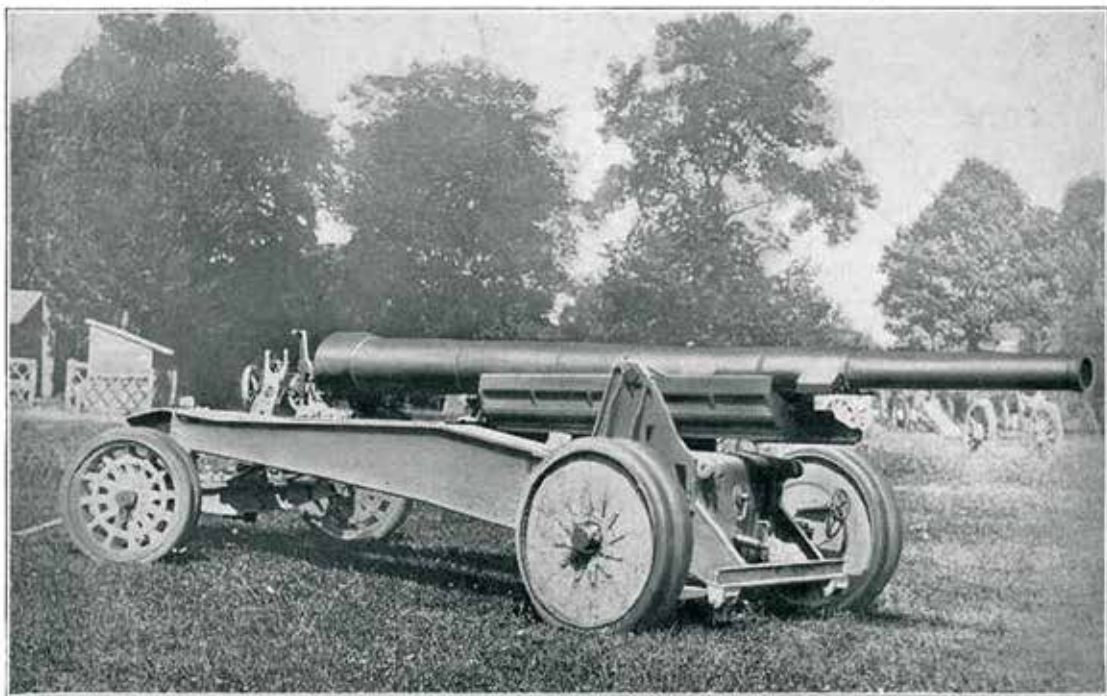


"L'ADJUDANT-REAU" CONSTRUIT EN TISSUS HUTCHINSON
DANS LES ATELIERS ASTRA
AUX MANOEUVRES DU CENTRE 1912.



LE "FLEURUS" CONSTRUIT EN TISSUS HUTCHINSON DANS LES ATELIERS MILITAIRES
DE CHALAIS-NEUDON AUX MANOEUVRES DU SUD-OUEST 1913.

Les grandes applications des BANDES PLEINES HUTCHINSON (Guerre 1914-1918)

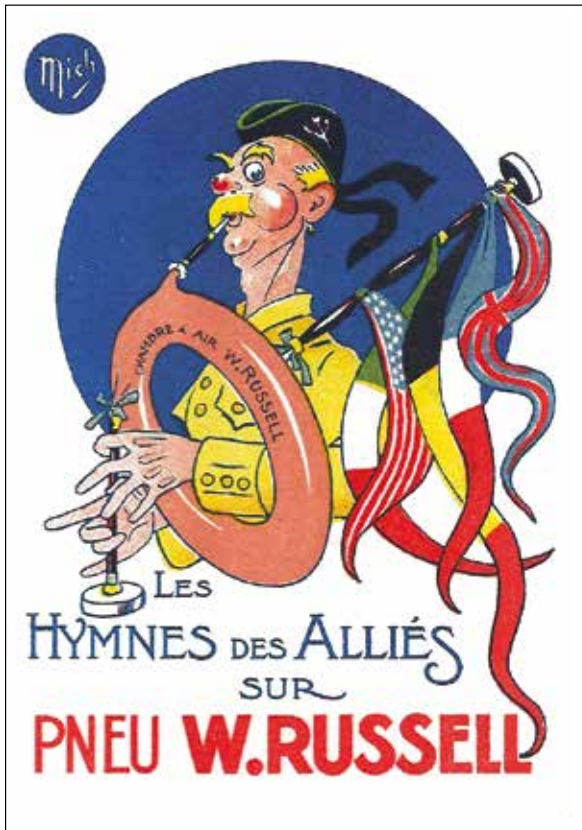


Matériel 155 long F construit dans les usines Renault sur bandes pleines Hutchinson



ALLIED HYMNS. The bagpiper created by Micheli Liebeaux "Mich" became the corporate mascot of W. Russell tires for many years, appearing on corporate administrative stationery and on various promotional items such as the postcard shown here, based on a large lithograph poster (118 X 160 cm) that had been published.

228. Promotional postcard for W. Russell, c. 1919. Illustrated by Michel Liebeaux "Mich."



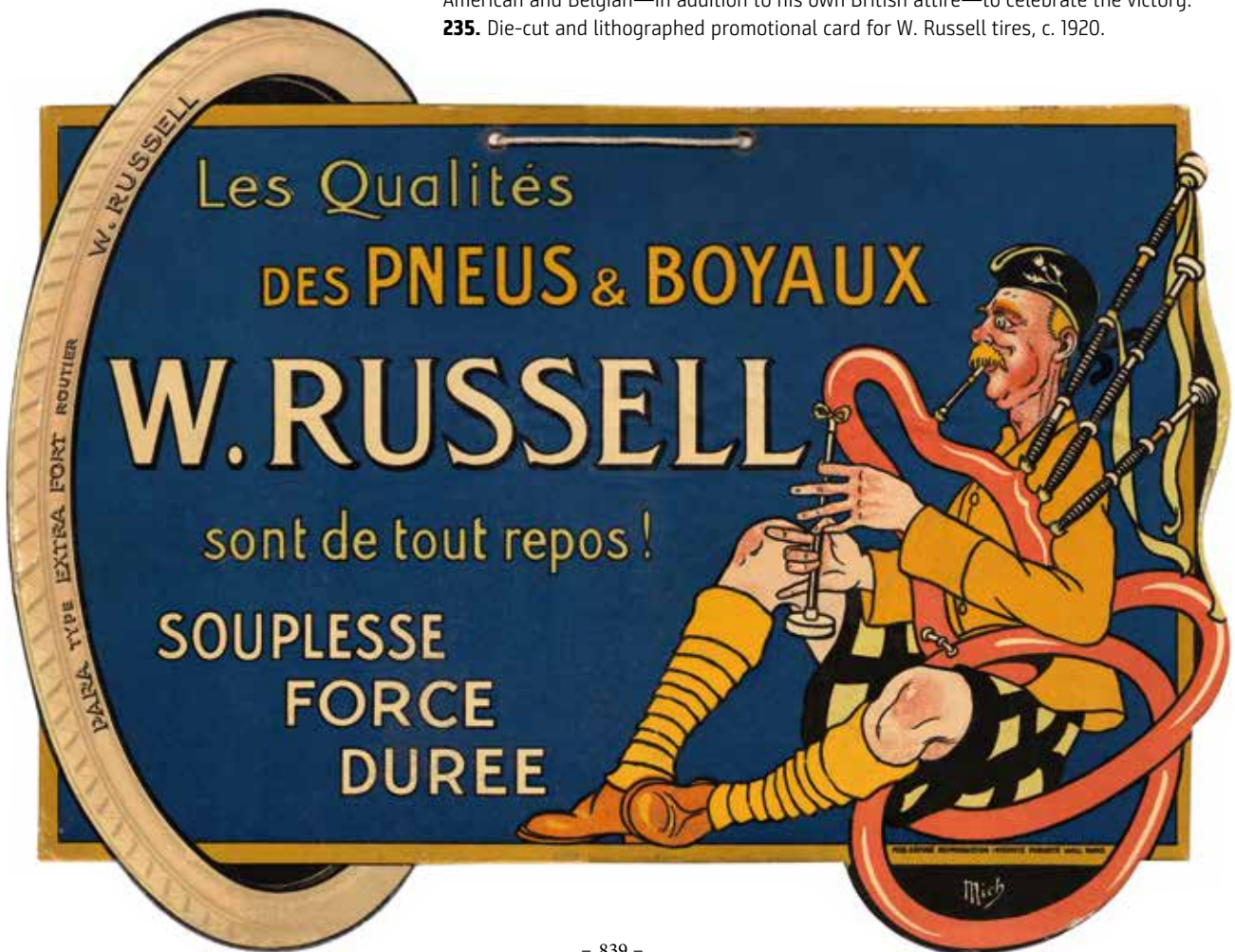
WINDS OF VICTORY. The W. Russell tire and inner tube company, with offices and factory in Clinchy (Seine), employed a Scotsman in traditional costume blowing a bagpipe made of an inner tube as their mascot. After the end of the war, W. Russell tire incorporated patriotic flags and symbols with the bagpiper in one of their advertising campaigns.

229. Cover of an advertising brochure for W. Russell tires, 1919. Illustrations by Michel Liébeaux "Mich."





230-234. Cover and interior illustrations of the publicity booklet for W. Russell tires published in 1919. The chameleon character of the Scottish bagpiper was portrayed on several occasions adorned with different uniforms of the Allied armies: French, Italian, American and Belgian—in addition to his own British attire—to celebrate the victory. **235.** Die-cut and lithographed promotional card for W. Russell tires, c. 1920.



**Un Guide Un Panorama
Une Histoire**

UN GUIDE
par les cartes,
les itinéraires,
la documentation
touristique.

UN PANORAMA
par la
riche illustration
de centaines
de photographies.

UNE HISTOIRE par l'exposé des faits de guerre qui se
déroutèrent dans les secteurs décrits.

**TELLE EST LA DEVISE DES
GUIDES ILLUSTRÉS
MICHELIN
des Champs de Bataille
1914-1918**

LIBRAIRIE

En vente chez les libraires
et chez les stockistes
et agents de MICHELIN

*Voir chaque semaine aux dernières
pages de L'Illustration le
Samedi Touriste de Michelin*

These Guides are also published in English

A GUIDE, A PANORAMA, A HISTORY. This was the motto used in the publicity for the *Guides Illustrés Michelin des Champs de Bataille* published by the Clermont-Ferrand firm. In the advertisement shown here, Bibendum exemplifies the three principles wearing a French army helmet, consulting maps and itineraries and walking with a camera. The text is written in French, except for the last sentence which is in English and targets the Anglo-Saxon reader.

236. Advertisement in the magazine *La Petite Illustration*, May 17, 1919. Illustrations by Georges Hautot.

Le Samedi de MICHELIN

GUIDES ILLUSTRÉS MICHELIN

LA DEUXIÈME BATAILLE DE LA MARNE

VIENT DE PARAITRE

152 Pages, 136 Photos, 30 Cartes.

5fr

Soissons REIMS

CHATEAU THIERRY

E.L. COUSYER

En Librairie, et chez les Stockistes et Agents de Michelin.

GUIDES ILLUSTRÉS MICHELIN

LES BATAILLES DE LA SOMME

un guide.

Vient de paraître

177 photos, 40 cartes ou croquis.

5fr

En vente chez les libraires et chez les stockistes Michelin. Prix de ce volume : 5 francs.

Le Samedi de MICHELIN

GUIDES ILLUSTRÉS MICHELIN

REIMS ET LES BATAILLES DE LA MARNE

VIENT DE PARAITRE

176 Pages, 237 Photos, 49 Cartes.

5fr

Collection des Guides illustrés Michelin des Champs de Bataille.

En Librairie, et chez les stockistes et agents de Michelin.

E.L. COUSYER

Le Moulin de Laffaux

La Ferme d'Hurtebise dont il ne reste rien

La Fort de la Malmaison

La préparation du 10 Avril 1918

La préparation du 10 Avril 1918

Guides illustrés Michelin

Le Chemin DES DAMES

un guide, un panorama.

Vient de paraître

5fr

Vous lirez le 23^e Guide illustré Michelin des champs de bataille: Le CHEMIN des DAMES

Ses 280 illustrations, toujours disposées face au texte qui les commente, ses photos du champ de bataille dont beaucoup furent prises en pleine action par les combattants eux-mêmes, sont la plus émouvante évocation du grand drame de Laffaux, de la Malmaison, d'Hurtebise, de Craonne, de Berry-au-Bac.

En librairie et chez les stockistes Michelin.

E.L. COUSYER

237-240. Advertisements for the Michelin Battlefield Guides published in the magazine *L'Illustration*, October 18, 1919, May 29, 1920, October 25, 1919 and December 25, 1920. Illustrations by Édouard Louis Cousyn.



LE 32^e SAMEDI TOURISTE DE MICHELIN

Collaborons !

Mon 12^e Guide va paraître incessamment !
 C'est une avalanche d'éditions successives ! Et ce n'est pas fini. On ne se noie pas forcément dans la vague de presse, et votre vieux Bibendum ne souffre point de ce *Poil-dans-la-main-d'encre* qu'on dit être la maladie à la mode.
YPRES et les batailles d'Ypres : tel est le titre de mon petit dernier. Il vous montrera les splendeurs, puis l'agonie de la noble cité sous le marmitage criminel. Vous y verrez aussi le champ de bataille célèbre, la crête de Messines, et les monts de Flandre, et nos cités rayagées, Armentières, Béthune.
 Mais puisque vous lirez ce beau livre demain, parlons d'autre chose. Chers lecteurs, c'est à vous que j'en ai aujourd'hui.
 Ma collection est déjà suffisamment importante pour que vous puissiez en apprécier la valeur et l'intérêt. *Vous-les-y collaborer ?*
 Beaucoup d'entre vous m'ont écrit déjà spontanément, soit pour me signaler, dans tel de mes Guides, quelque correction de détail, soit pour me proposer leur collection personnelle de photos de guerre.
 Ces documents, pris sur le vif, illustreront (au plus beau sens du mot) nos éditions successives et nous permettront d'élever aux magnifiques héros de l'Épopée un monument digne d'eux.

BIBENDUM

Si donc vous avez rapporté de la guerre des photos émouvantes ou pittoresques, je vous en prie, faites-le savoir à mon dépôt de Paris, 97, boulevard Pereire.

La visite des Champs de bataille.

Plus les vestiges de la lutte s'effaceront
 sous la charrue ou sous les ronces,
 plus vous aurez besoin des

Guides illustrés Michelin des Champs de bataille.

Par leurs milliers de photographies et de croquis, par leurs récits de guerre évoquant, aux points principaux des itinéraires qu'ils décrivent, les combats qui s'y sont livrés, ils font revivre aux yeux du touriste toute la bataille.

Les 21 Guides actuellement parus sont en vente chez les libraires et chez les stochistes de Michelin.

Prix des 7 volumes marqués d'une * : 2 fr. 50.
 Prix des autres volumes : 5 fr.

- * Ypres
- * Lille
- * Arras
- * Les batailles de la Somme
- * Douaumont
- * Les tranchées de Saint-Gond
- * La boucle de Reuilly
- * Soissons
- * La 2^e bataille de la Marne
- * Reims
- * Arras
- * La bataille de Verdun
- * Le Saillant de Saint-Julien
- * Metz et la bataille de Foch
- * Nancy et la Grande-Puissance
- * l'Alsace (volume 1)
- * l'Alsace (volume 2)
- * Strasbourg
- * Colmar - Frohnhofen - Albstadt

PRÈS DE 5000 ILLUSTRATIONS!

Ces quatre derniers Guides complètent la célèbre collection des **GUIDES ILLUSTRÉS MICHELIN DES CHAMPS DE BATAILLE**

GUIDES ILLUSTRÉS MICHELIN

NOYON. ROYE. LASSIGNY

un guide PARAITRE

2,50

GUIDES ILLUSTRÉS MICHELIN

COMPIÈGNE. PIERREFONDS

un guide TOUVALE

2,50

GUIDES ILLUSTRÉS MICHELIN

LES BATAILLES DE CHAMPAGNE

un guide VIENT DE PARAITRE

2,50

GUIDES ILLUSTRÉS MICHELIN

S'OUVERTIN. CAMBRAI. LA LIGNE HINDERBURG

un guide, un panorama, une histoire

5^{fr}

EN VENTE CHEZ LES LIBRAIRES ET LES STOCHISTES MICHELIN.

Plaquelettes à 2^{fr}50

241-244. Advertisements for the Michelin Battlefield Guides published in the magazine *L'Illustration*, January 10, 1920, 1920 (undated), 1920 (undated), and August 27, 1921. Illustrations by Édouard Louis Cousyn.

Compagnons de vos voyages pendant l'été,

LES GUIDES ILLUSTRÉS MICHELIN des Champs de Bataille

seront, pendant l'hiver, les amis de votre maison.

LEUR PLACE EST MARQUÉE
DANS VOTRE BIBLIOTHÈQUE

Ces 15 volumes sont en librairie;
17 autres volumes paraîtront en 1920,
et l'édition anglaise suit le mouvement!

*Les Américains chez nous:
Je les ai peints, moi aussi, mais
en pleine action, à Château-Thierry
en Argonne, à St Mihiel, dans
trois guides illustrés (en anglais
of course!) que vous verrez
bientôt en librairie.
The Americans
in the great War
Bibendum*

ARMCHAIR TOURIST ... AND CANE. Michelin publicity stated that their guides and itineraries were an essential element for visiting battle scenes by car or on foot with favorable climatic conditions during the summer months. In addition, they could be leisurely read in detail during the winter by the heat of a fireplace, for unhurried and in-depth consultation. In the example shown above, the handwritten text in red and signed by Bibendum announces the three guides expressly dedicated to the participation of American troops in battles on French land, edited in English.

245. Advertisement in the magazine *La Petite Illustration*, January 10, 1920. Illustrations by Georges Hautot.



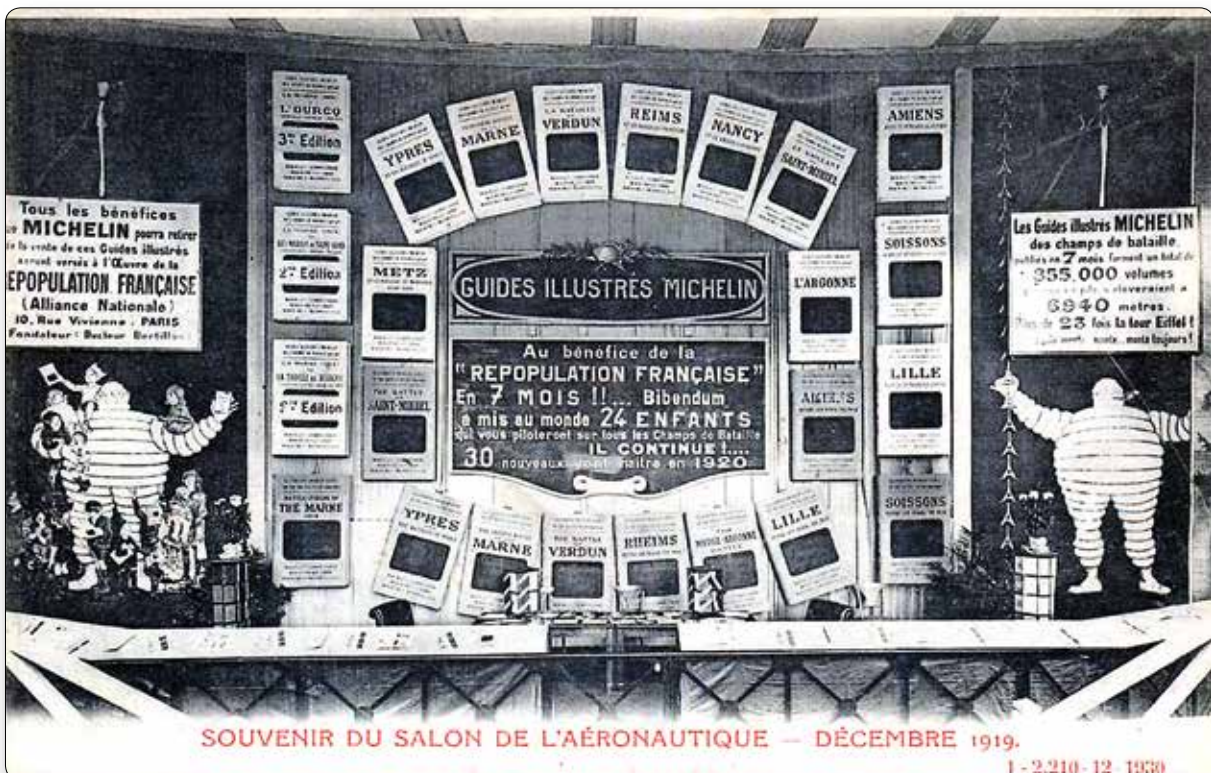
WHEELS AND PROPELLERS.

In the image on the left, the soldier Bibendum raises the pressed steel wheel disc developed during the war and marketed in 1920. The image below shows the promotional postcard for the Michelin Battlefield Guides and for the repopulation campaign promoted by Michelin after the end of the war.

The image depicts a stand at the sixth Exposition Internationale de la Locomotion Aérienne, held in Paris between December 19, 1919 and January 4, 1920.

249. Cover of an advertising pamphlet, c. 1920. Illustration by Édouard Louis Cousyn.

250. Michelin promotional postcard, December 1919.



SOUVENIR DU SALON DE L'AÉRONAUTIQUE — DÉCEMBRE 1919.

1 - 2.210 - 12 1930

AN ADDITION TO THE ABOVE SERIES OF GUIDES.

THE AMERICANS IN THE GREAT WAR

PUBLISHED IN 3 VOLUMES.

VOL. 1. (CHATEAU - THIERRY. SOISSONS. FISMES.)
Containing 132 pages of text. 200 Illustrations from photographs.
PRICE 3s. NET or POST FREE 3s. 3d.

VOL. 2. (ST MIHIEL. PONT-À-MOUSSON. METZ.)
Containing 144 pages of text. 233 Illustrations from photographs.
PRICE 3s. NET or POST FREE 3s. 3d.

VOL. 3. (MONTFAUCON. ROMAGNE. ST-MENEHOULD.)
Containing 112 pages of text. 168 Illustrations from photographs.
PRICE 3s. NET or POST FREE 3s. 3d.

ON SALE AT ALL BOOKSELLERS; THE ROYAL AUTOMOBILE CLUB, LONDON;
THE AUTOMOBILE ASSOCIATION, LONDON; and at MICHELIN STOCKISTS.
FURTHER PARTICULARS OF THESE, AND OTHER VOLUMES IN THIS SERIES,
MAY BE OBTAINED FROM


MICHELIN TYRE CO LTD

81, FULHAM ROAD,
LONDON, S.W. 3.

B.1. 31.

ANGLO-SAXON CONNECTION. The guides translated into English had their own particular advertising campaign in the British media. Michelin's advertisement shown above presents the three volumes of *Americans in the Great War*.

251. Full page advertisement published in *The Graphic* magazine, April 17, 1920.



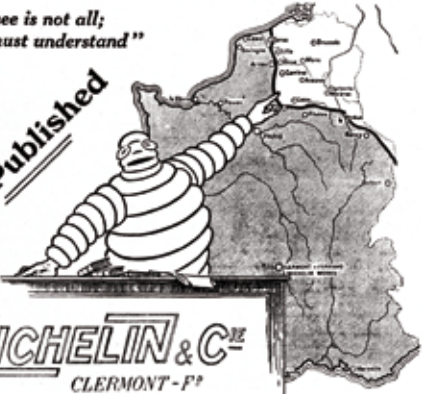
Here is a Friend waiting for you !!! with his Michelin illustrated Guides to the Battlefields

He will take you all over the front and not let you go back until you have seen all that is interesting

Turn over

"To see is not all; one must understand"

Now Published



MICHELIN & C^{IE}
CLERMONT-F^{ER}

Illustrated Guides to the Battle-fields

If you wish to make your visit to the Western Front interesting and complete, do not fail to secure copies of the following Publications :

Battle-fields of the MARNE, 1914
Containing 204 pages of text, 488 illustrations from photographs, 4 maps in 4 colours, 4 plans in 2 colours and 19 plans in black. Price 5/6 net or post free 6/-

AMIENS
Containing 56 pages of text, 85 illustrations from photographs, one plan in 2 colours and 4 plans in black. Price 1/6 net or post free 1/8

SOISSONS
Containing 64 pages of text, 94 illustrations from photographs and 6 plans. Price 1/6 net or post free 1/8

LILLE
Containing 64 pages of text, 85 illustrations from photographs, one map in 2 colours and 7 plans. Price 1/6 net or post free 1/8

VERDUN
Containing 112 pages of text, 178 illustrations from photographs, one plan in 2 colours. Price 3/- net or post free 3/4

The following volumes comprising the Western Front are in preparation and will be issued during 1919 :
YPRES and the BATTLE OF YPRES RHEIMS THE HINDENBURG LINE
YSER and the BELGIAN COAST ARRAS and ARTOIS
BRUGES THE SOMME

In compiling these volumes we have been anxious to create works that will be interesting not only as guides, but as panoramas and histories. The Great Battles of the War are vividly brought to one's mind by the descriptions of the Military events which took place on the ground covered by the Guide.

The Guides are on sale at all Booksellers, at the Royal Automobile Club, London, at the Automobile Association, London, at Michelin Stockists and at

Michelin Tyre Co., Ltd.,
81, FULHAM ROAD, LONDON, S.W.3. (Telephone 4400 Kewington)

MICHELIN ILLUSTRATED GUIDES

THE SOMME

4s. NET. VOL. I. 4s. NET.

MICHELIN & Co. CLERMONT FERRAND.



Reproduced from actual illustration in Guide. ALBERT BARRIQUET.

A HISTORY, A GUIDE, A BOOK FOR THE BOOK LOVER

Profusely illustrated from photographs.

OTHER VOLUMES NOW READY.

LILLE 2s. net. YPRES 4s. net. SOISSONS 2s. net. RHEIMS 4s. net.
AMIENS 2s. net. THE MARNE 5s. 6d. net. VERDUN 4s. net.
AMERICANS IN THE GREAT WAR (VOLS. I, II & III) 4s. each net.

ON SALE AT ALL BOOKSELLERS; THE ROYAL AUTOMOBILE CLUB, LONDON;
THE AUTOMOBILE ASSOCIATION, LONDON; AS AT MICHELIN STOCKISTS.
And at

MICHELIN TYRE CO. LTD
81, Fulham Road, London, S.W.3.



MICHELIN & C^{IE}
CLERMONT-FERRAND

ILLUSTRATES THE BATTLE-FIELDS

EVERYBODY SHOULD READ THIS FAMOUS SERIES OF BOOKS. THE VOLUMES, COPIOUSLY ILLUSTRATED FROM PHOTOGRAPHS, SHOULD NOT FAIL TO INTEREST ALL WHO DESIRE A KNOWLEDGE OF THE INNER HISTORY OF THE GREAT WAR. ASK YOUR BOOKSELLER FOR THE FOLLOWING VOLUMES NOW PUBLISHED.

YPRES. Price 2/- net. Post free 2/5. RHEIMS. Price 3/- net. Post free 3/4.
LILLE. Price 1/6 net. Post free 1/8. VERDUN. Price 3/- net. Post free 3/4.
AMIENS. Price 1/6 net. Post free 1/8. SOISSONS. Price 1/6 net. Post free 1/8.
BATTLE-FIELDS OF THE MARNE. Price 5/6 net. Post free 6/-.

Extracts from some Press Opinions:

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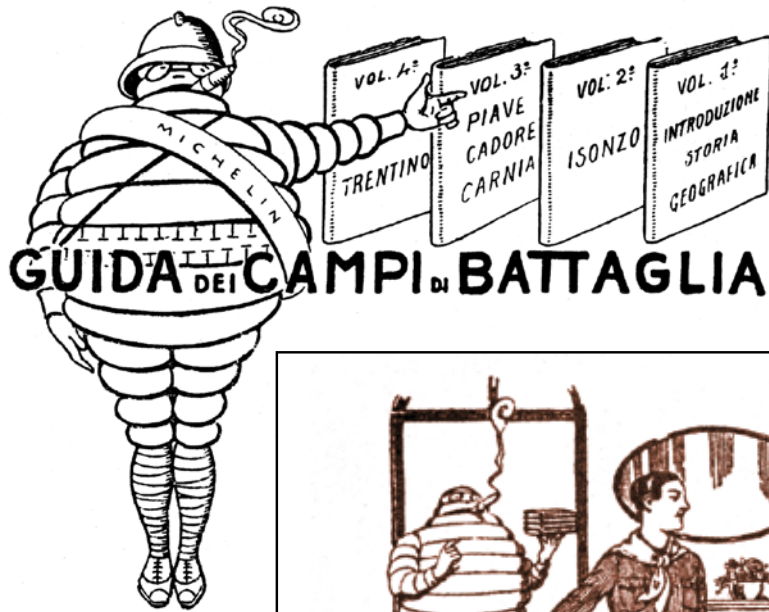
If you are contemplating a visit to the Battlefields, you will find the above works both practical and handy. The Michelin Illustrated Guides to the Battlefields can be obtained at all booksellers, The Royal Automobile Club, The Automobile Association, at Michelin Stockists at Michelin & Co., Paris, and from Michelin Tyre Co., Ltd., 81, Fulham Road, London, S.W.3.

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252. Cover of a promotional brochure, c. 1920. 253. Full page advertisement published in *Punch* magazine, October 15, 1919. 254. Advertisement in *The Times* newspaper, June 3, 1920. 255. Advertisement in *The Graphic* magazine, March 20, 1920.



— Questa volta Bibendum, invece dei «Cablé» per la tua vettura, ha portato quattro volumi e dice che sono per me.
 — Ha ragione, sono stato io a dirglielo: I quattro volumi sono quelli della sua Guida dei Campi di Battaglia: un'opera che non dovrebbe mancare nella biblioteca di ogni buon italiano ed ho voluto che tu pure ne avessi un esemplare.

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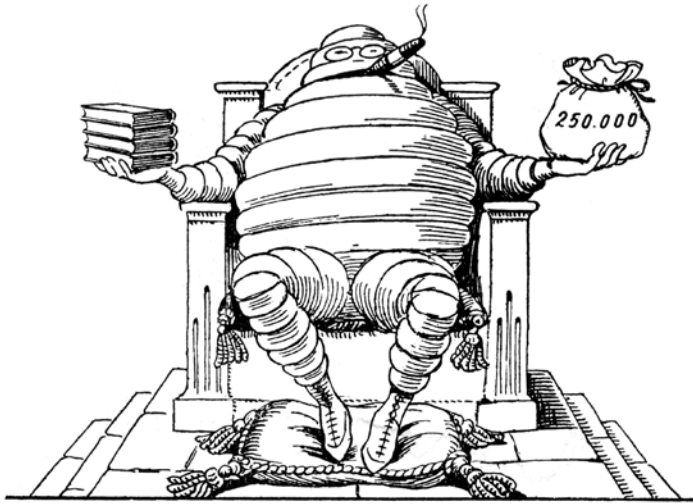
VAGLIA

LIRE CINQUANTA

SELLING THE GUIDES. During the year 1922 the corporate magazine *Bibendum* of the Agenzia dei Pneumatici Michelin in Milan included several articles on the Italian Guides, as well as advertisements to encourage their purchase. The four-volume collection of *La Guida dei Campi de Battaglia* could be purchased mainly in the stores and repair shops of the Michelin dealership network or directly from Italian headquarters. Their distribution and sales policy was similar to that developed in France, the United Kingdom and the United States.

256. Illustration of an article in *Bibendum* magazine, August-September 1922.

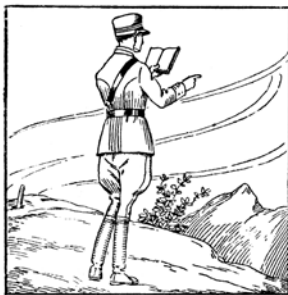
257. Advertisement for the Italian guides, in *Bibendum* magazine, December, 1922.



GUIDED TOURS.

Although originally arranged throughout the text, the illustrations compiled and ordered here succinctly explain to us in cartoon form the motives that could induce visitors to tour the battlefields as well as the virtues of the guides and maps that Michelin offered. It ends with a reflection on the social function of allocating funds raised from their sales towards the action of educating war orphans.

258. Compilation of vignettes that illustrate the article "Beneficial tourism." Published in the corporate magazine *Bibendum* in the June 1922 issue. Illustrations signed by Ludovico Ramponi.



Ai Campi di Battaglia ci si ritorna per nostalgia



ci si va per rivivere la storia



per conoscere le nuove terre italiane



od a scopo di pietoso pellegrinaggio.



La mia Guida è illustrata con numerosi disegni, diagrammi, rilievi e fotografie



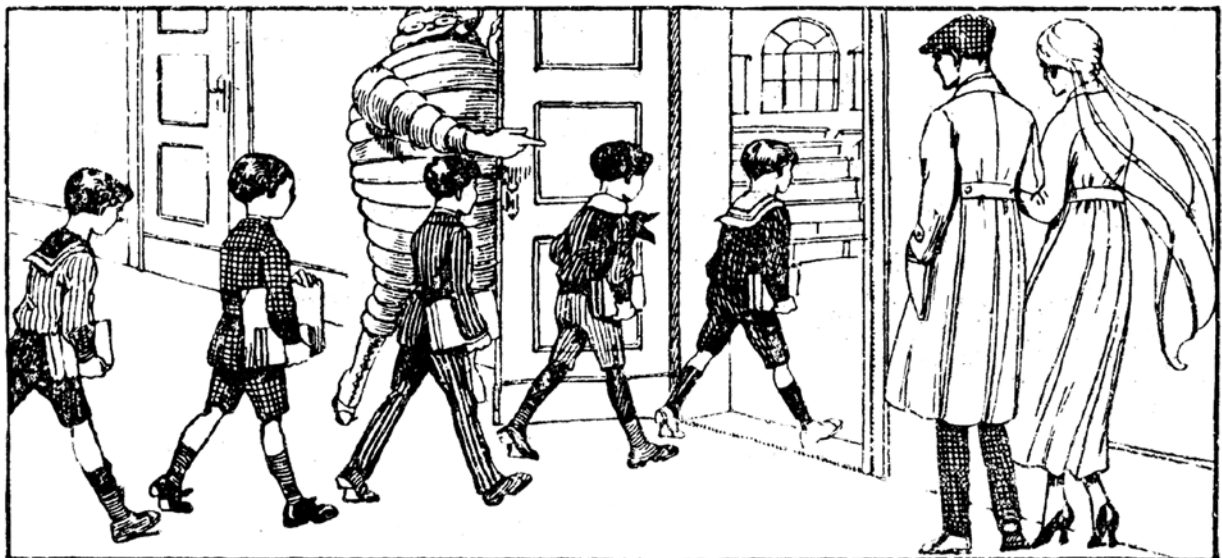
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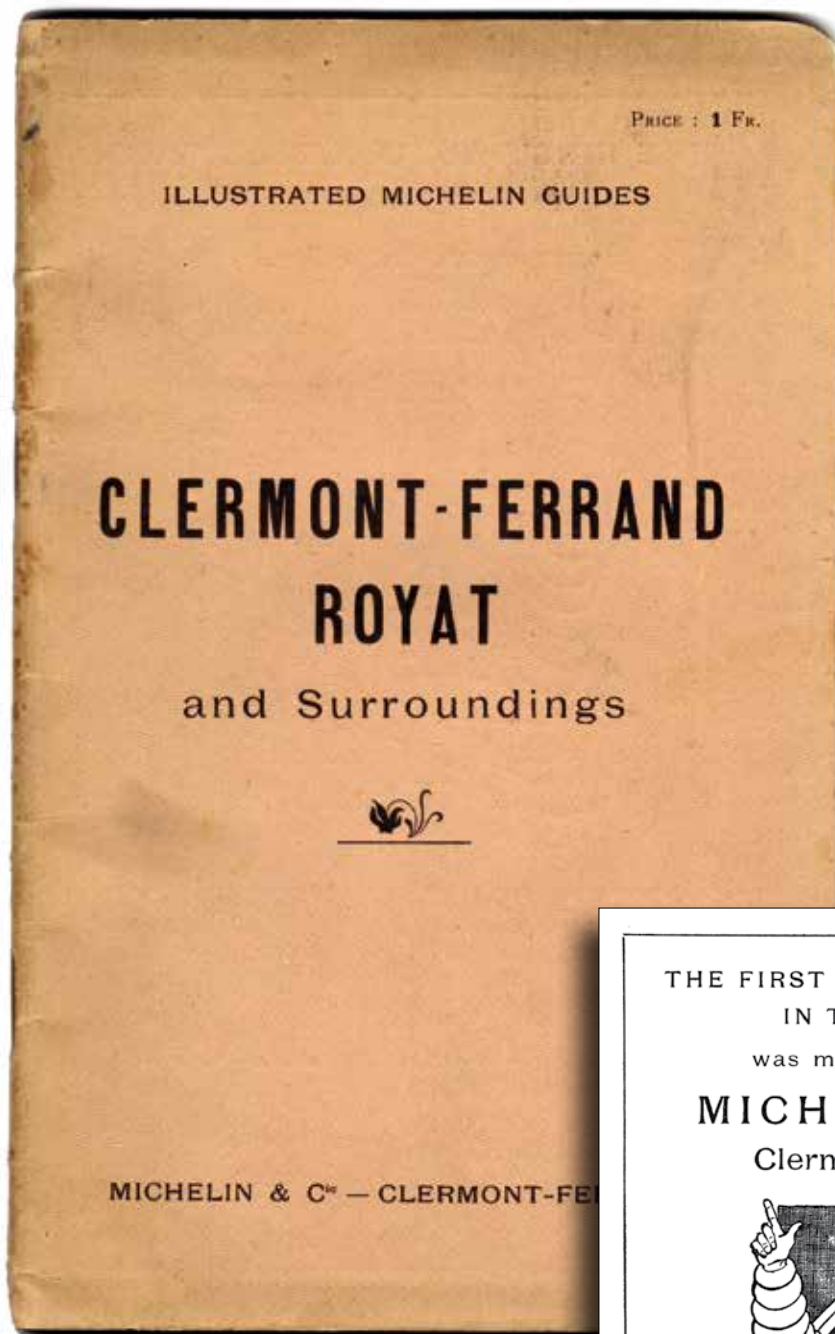


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e con notizie d'indole militare relative all'ultima nostra guerra.





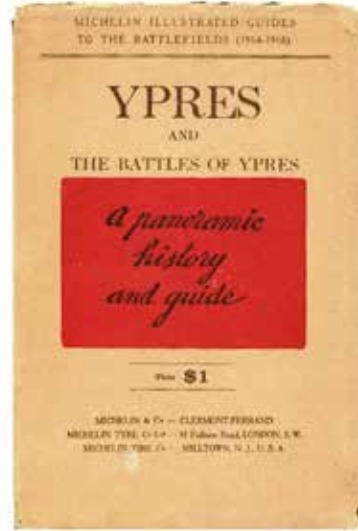
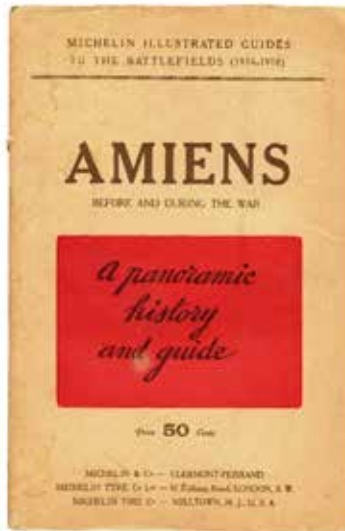
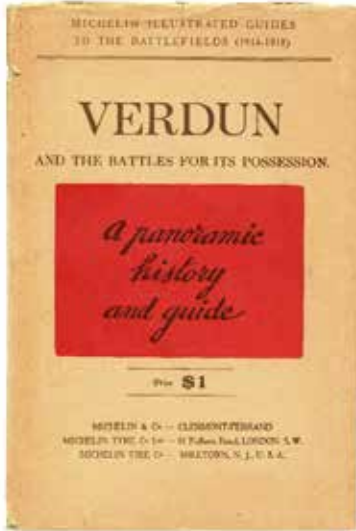
FROM MILLTOWN TO CLERMONT-FERRAND.

In 1919 Michelin published a special edition within their collection of battlefield guides. It dealt with a guide aimed at promoting elite tourism in the Auvergne region, incorporating information on hotels, sports and cultural activities, description of sites, historical monuments and medieval buildings such as the church of Notre-Dame-du-Port and the cathedral of Notre-Dame-de-l'Assomption. Obviously, it was written in English and in its interior—as shown in the image on the right—the link between Michelin and the American consumer was reinforced by referring to the activity of their American subsidiary, the Michelin Tire Company in Milltown.

259-260. Cover and interior advertising of the *Illustrated Michelin Guides: Clermont-Ferrand-Royat and surroundings*. Paris: Imprimerie Chaix, 1919.

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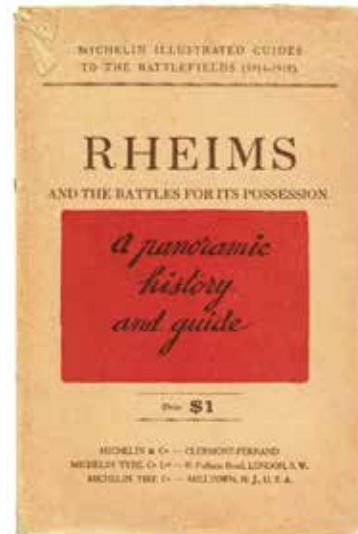


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show and describe to you
all the interesting places

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POLYGLOT GUIDES.

In 1920, the Michelin et Cie.'s Parisian publication service edited English versions of several guides that had been specifically designed for the American public. They were imported, advertised and distributed in the United States under the supervision of a specific department of the Michelin Tire Company in Milltown.

261-264. Cover pages for four of the seven guides published for the American market, 1920.

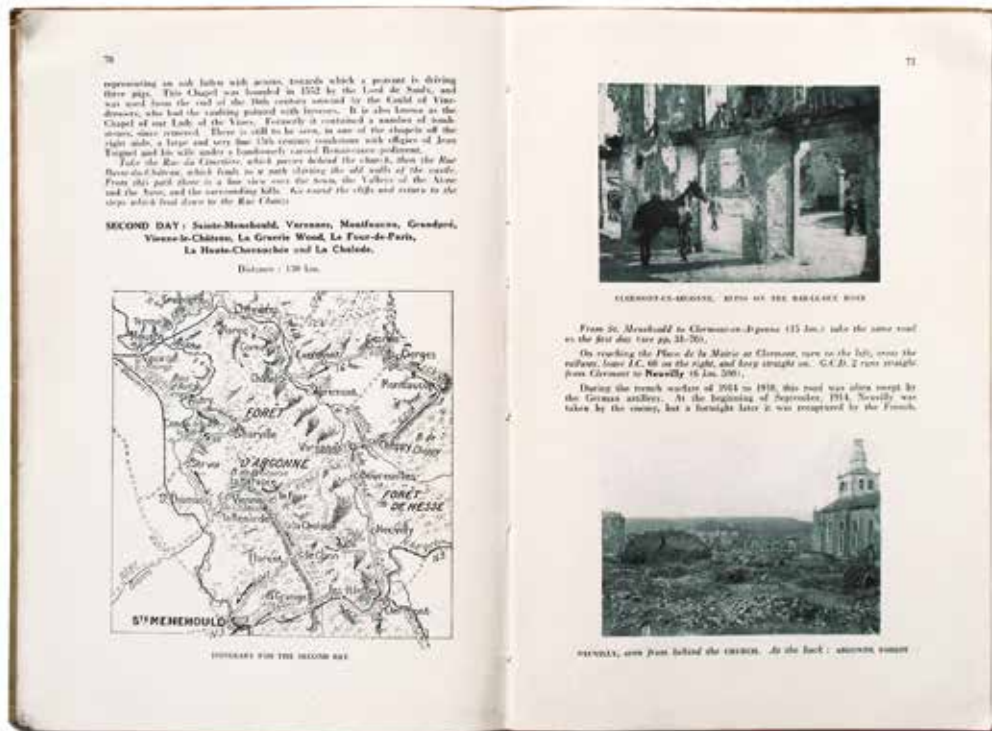
265. Advertisement for road maps and the collection of *Michelin Guides to the Battlefields*, published in the interior of one of them.



THE AMERICAN TRIO.

The publication *Americans in the Great War* was composed of three volumes having a variable number of pages—132, 148 and 114 pages respectively—, bound in cloth and with a standard format of 14 x 21 cm. Within the first few pages, the following heading was always written as a dedication: "In memory of the Michelin workers and employees who died valiantly for their country."

266-267. Photograph of the three guides and a double interior page from one of them, showing text as well as illustrations in the form of maps and photographs.

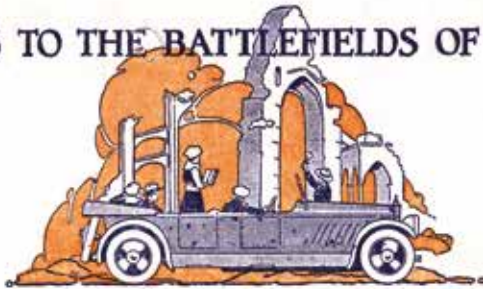


Form 10581

MICHELIN GUIDES TO THE BATTLEFIELDS OF THE GREAT WAR

FOREIGN TOURING OFFICES

99 Boulevard Pereire,
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81 Fulham Road
Chelsea, London, S. W. 3,
England



From Guide Bureau
MICHELIN TIRE CO.
Milltown, N. J.

Mr. Frank S. Bowen,
Salem,
N. J.

MILLTOWN, N. J. March 8, 1922

Dear Sir:-

Yesterday Mr. Zaunere, representing the Michelin Guide & Touring Bureau, called at your store to present our new five color Road Maps. Unfortunately it was not his privilege to meet your buyer, so we are sending you a complimentary copy of the section around Salem.

This is the only Map giving every detail helpful to the tourist. Details are shown in such a manner as not to congest the map. It is easily read because of the five colors and because the scale is four miles to the inch. In the front of the folded map you will find a collection of enlarged city plans. These enlarged city plans are supplied with the map to enable tourists to pass through strange towns without delay.

The Michelin five color Road Maps are constructed on the same general lines as our maps of European countries which have been the standard for the past twenty years. May we have the pleasure of sending you a small representative stock for a trial order?

The retail price of the map is 75¢. Dealers' discount is 40% below list, terms 2% cash, net 30 days. Order blank is enclosed for your convenience.

With kindest regards, we are-

Yours truly,

awright
MICHELIN GUIDE & TOURING BUREAU

AAW:MB

P. S. - There are three other maps covering the Atlantic Coast states north of Philadelphia as far as New Hampshire and Vermont.



MICHELIN GUIDES TO THE BATTLEFIELDS OF THE WORLD WAR--A very interesting series treating the great conflict from an entirely new angle. These volumes contain thousands of first hand photographic reproductions of battle scenes, demolished buildings and other historic illustrations. These books are invaluable to the tourist, student and archeologist.

MAPS AND GUIDES. The above image shows the stationary utilized by the Michelin Guide & Touring Bureau department of the Michelin Tire Company in Milltown. The heading, the footnote and the illustrations promote the guides to the battlefields. However, in this case, the Michelin department offers another of their publications, the road maps made by Paris headquarters' cartographic service which followed the same scheme as the existing ones covering French and other European routes.

268. Corporate stationery, 1922.

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Battlefields

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MAKING A MARK. The above images show the bookmarks that were included in the American guides. They constituted promotional material that was taken advantage of to provide information about the collection, their prices and where to buy them (in this case, the area destined for the dealership's informational stamp is unused). In addition, the multinational character of the Michelin company and their supremacy in Europe was also highlighted.

269. Front and back of the bookmark from the *Michelin Guides to the Battlefields* distributed in the U.S. market, 1920.

MICHELIN GUIDES

to the Battlefields of Europe

**The Battlefields—
And What They Mean**



Make your visit to France a pilgrimage—not merely a journey across a devastated land. The broken ruins, the barren shell-torn fields, the abandoned trenches—these mean nothing until interpreted in terms of the glorious deeds and sacrifices that occurred there.

The whole story, now permanently recorded that you may visit these sacred shrines understandingly, is told simply and clearly in the Michelin Guides to the Battlefields. Illustrated with thousands of photographs, maps, and diagrams, these books are invaluable to the tourist, the student, the ex-soldier and all those interested in the war.



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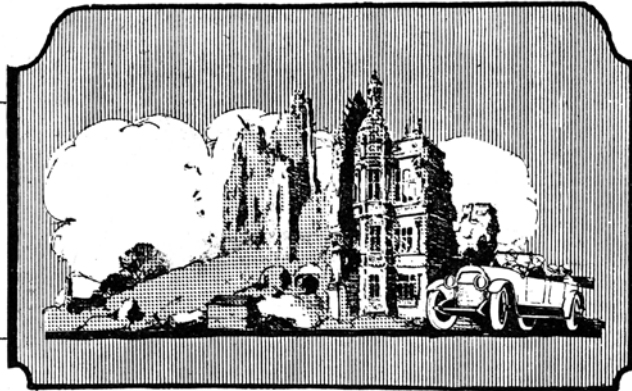
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MICHELIN TIRE Co. Milltown (N.J.), U.S.A.
MICHELIN TYRE Co., Ltd. ... Fulham Road, LONDON.

HERE AND THERE.

Michelin's first advertisements for the battlefield guides translated into English were included in publications such as *The Stars & Stripes* newspaper, designed to inform and entertain American soldiers pertaining to the American Expeditionary Force (AE). The North American press also launched a personalized campaign for the sale of these guides, which was created from the headquarters of the Michelin Tire Company in Milltown, and which emphasized the three volumes featuring the participation of the United States military.

270. Advertisement for the Michelin guides published in *The Literary Digest*, June 5, 1920.

271. Bibendum, in a pose reminiscent of the American Statue of Liberty, advertises the Michelin guides in the official A.E.F. newspaper—written in English and published in France—*The Stars & Stripes*, January 3, 1919.



MICHELIN GUIDES to the Battlefields of Europe

The devastated villages of the Aisne, the shattered ruins of Rheims, Verdun, Soissons, Chateau Thierry, the Argonne—these and the part each played in the great struggle are graphically described in the Michelin Guides.

Beautifully printed, substantially bound and illustrated with thousands of authentic photographs, maps and diagrams, these books are invaluable to the tourist and a worthy addition to any library. Order them today.

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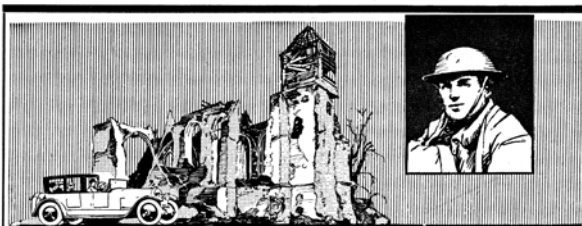
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272-274.

Advertisements for the Michelin Guides to the Battlefields of Europe published in *The Literary Digest* magazine, June 19, 26, and July 3, 1920.



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275-277.

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278-280.

Advertisements for the *Michelin Guides to the Battlefields of Europe* published in *The Literary Digest* magazine, September 11, August 28, and September 25, 1920.

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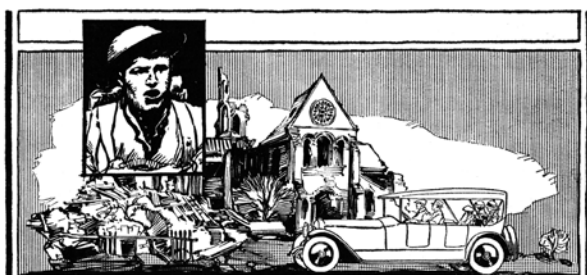
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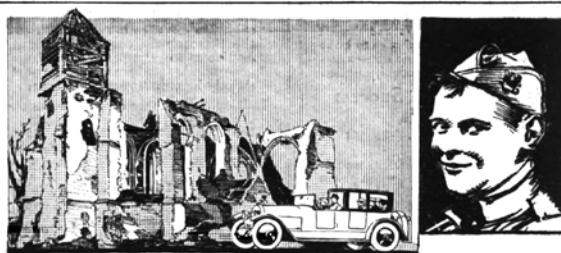
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290. Paper cover of a promotional pocket calendar given away by Goodrich's French subsidiary, 1919.

291-292. Cover page and detail of an illustration for the guide *Les Régions de Guerre* published by Goodrich.



