

MICHELIN
FRANCE ENGLAND ITALY AMERICA

**Michelins score as usual in the world's
greatest endurance contest**

San Francisco, Calif., April 9, 1908.
Michelin Tire Co., Milltown, N. J.

Don't know exactly how many miles covered on snow, clay, grumbo, rocks and sand from New York to 'Frisco, but I know exactly that tires were the best and most solid companions we had. No burst, no trouble. Front wheels keep air from New York to 'Frisco. Our load 7500 lbs., as reported by Auto Club of New York. Good tires.

(Signed) **BOURCIER ST. CHAFFRAY,**
Driver De Dion Car, New York 'to Paris Endurance Contest.

The above telegram shows the service Michelin Tires have given in the most wearing, taxing, VALUE PROVING contest ever attempted in the world.

Consider the weight—the distance—the road conditions—no burst tires—no tire troubles, "Front wheels keep air from New York to 'Frisco. Good tires"—because they were Michelin Tires—greatest economy.

MICHELIN TIRE CO., Milltown, N. J.

NEW YORK 1763 Broadway BUFFALO 908 Main St.	BOSTON 895 Boylston St. DETROIT 247 Jefferson Ave.	CHICAGO 1244 Michigan Ave. SAN FRANCISCO 428 Golden Gate Ave.
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COSMOPOLITAN.

The image above shows the automobile Sizaire-Naudin with its crew, a team formed by August Pons, Maurice Berthe and Lucien Dechamps. As shown in the picture, they carry a Michelin advertising banner, and the front wheels are fitted with Semelle type non-skid pneumatic treads. In the background, on the left is the De Dion-Bouton team, with Bourcier St. Chaffray, Autran and Hansen, also equipped with Michelin tires. The image on the left is an example of testimonial advertising that includes statements made by Bourcier St. Chaffray, after completing the New York-San Francisco section of the race.

92. Photograph at the starting line of the New York-Paris race, 1908.

93. Advertisement in the magazine *Automobile Trade Journal*, May 1908.

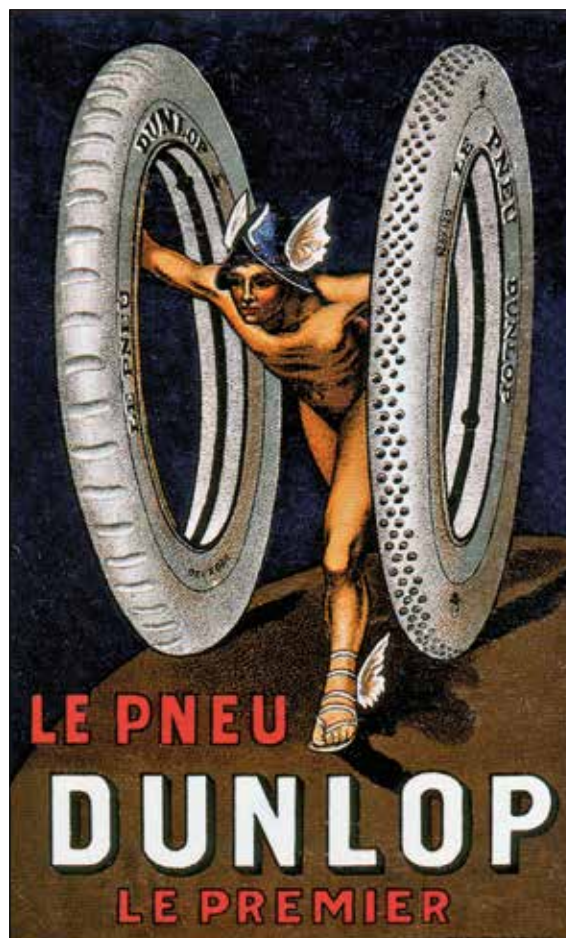


GERMAN DUNLOPS.

The automobile Protos was equipped exclusively with Dunlop tires, a firm with a strong presence in the German market backed by their early establishment—founded in 1893 as Deutsche Dunlop Gummi Compagnie and later named The Dunlop Pneumatic Tire Company—and having their own factory in the town of Hanau. In the photograph above, we see the Protos team in Times Square, aligned with the rest of the participants in the race. On the left side of the vehicle one can observe the solid rubber pneumatic tire with the characteristic Grooved Tread pattern, while to the right we see the non-skid model with small circular metal studs in the tread. Both of them comprised the two types of Dunlop tires with the most distribution and the greatest acceptance in the different markets. These qualities can also be observed in the image on the right, which depicts a French poster of Mercury holding both tires.

94. Photograph of the New York-Paris race, 1908.

95. French poster for Dunlop, c. 1908.





AMERICA'S HOPE. The most powerful vehicle of all racing participants was the one representing the U.S., the 60 hp Thomas Flyer. The photograph above shows the vehicle equipped with the non-skid metal-studded tires of the Diamond Rubber Company, who had a factory in Akron, Ohio. The firm published several advertisements in specialized magazines and daily press during and after the competition, thus capitalizing on their triumph.

96. Photograph of the Thomas Flyer at the starting line of the New York-Paris race, 1908.

97. Advertisement published in the motor sector magazine *Automotive Topics*, February 22, 1908.



New York to Paris

ON

Diamond

WRAPPED TREAD TIRES

THE BEST CASINGS THE BEST TUBES

They were the **first** and **only** choice for this **gigantic** run
by the only American participant.

They are the choice of the most **discriminating** dealers
and users always.

Because both **casings** and **tubes** outwear all **other makes.**

THE DIAMOND RUBBER CO., Akron, Ohio



A TEST OF TIRES

The SEVEREST TEST ever made. Never in the history of the automobile have tires been put to such a grueling test as the

PIRELLI

Tires fitted to the Züst Italian Car in the New York-Paris Endurance contest.

The car complete with fittings and extra parts weighs

6500 POUNDS

The front wheels are fitted with 935 x 135 Flat Tread and the rear wheels with the same size non-skid tires.

NOT ONE CHANGE WAS MADE

Between New York and Chicago

ON ACCOUNT OF DEFECTS

Only one shoe was changed near Erie, Pa., on account of a puncture. This is not the first time that the sturdy construction of

PIRELLI

TIRES has been demonstrated. They were fitted to the *Itala* Car which won the Pekin-Paris race.

Now used on the highest grade foreign cars in America.

Will be used on best American Cars this season—American sizes will be here April 15th.

Send For New Price List Just Issued.

Exclusive Agency Propositions Now Ready

PIRELLI & CO., 296 BROADWAY, NEW YORK.

AN ITALIAN IN NEW YORK.

The photograph above shows the Italian vehicle Züst which was manufactured in Milan. Since 1906, Züst had contracted an official import agency for the U.S. market, R. Bertelli & Co. located at 144 West 30th Street in New York, with Paul de la Chesnaye as the exclusive sales agent. The Italian team's good performance won third position which allowed Pirelli, their tire supplier, to publish advertising insertions in American press. This gave greater visibility to their products, which at that time were a minority in the competitive market.

98. Photograph of the automobile Züst, 1908.

99. Advertisement in the *Automobile Trade Journal*, April 1908.

100. Advertisement published in *The Automobile*, May 28, 1908.

The Long-looked-for American Sizes

PIRELLI

TIRES HAVE NOW ARRIVED

Buy one and try it out alongside any American or Foreign tire and compare results.

The experiment will convince you that the wearing qualities of this wonderful Italian tire are far superior to the ordinary.

Tests count for more than exaggerated promises usually made by manufacturers of inferior goods.



PRICES A LITTLE HIGHER THAN OTHERS BUT PIRELLI ARE WORTH IT

Made in Flat or Racing Tread Only

PIRELLI & CO. AMERICAN BRANCH

296 BROADWAY, NEW YORK

Representatives Who Cater to the Discriminating Trade, Wanted



MOTO-BLOC AND DUCASBLE.

Ducasble cushion tires for automobiles were developed based on Alfred Ducasble's patent, which proposed a solid rubber tire with self-contained hollow compartments and perforations that acted to give it the necessary elasticity. In the photograph on the left, Alfred Ducasble is shown next to one of the automobiles equipped with his tires during the third edition of the wheel and cushion tire competition organized by the French newspaper *l'Auto* and celebrated on April 7-17, 1908. A dozen different brands took part in the 2,100 km Paris-Nice-Paris rally. The Ducasble tire was used in five vehicles—De Dion-Bouton, Mors, Delage, Vulpes and a Moto-Bloc—, obtaining the first, second and fourth place in the final classification.

101. Photographic portrait of Alfred Ducasble, 1908.

102. Photograph of the automobile Moto-Bloc with Godard at the wheel, accompanying an article published in the Austrian magazine *Allgemeine Automobil-Zeitung*, February 2, 1908.



★ 1908. RAID AUTOMOBILE

Société de l'Automatique DUCASBLE

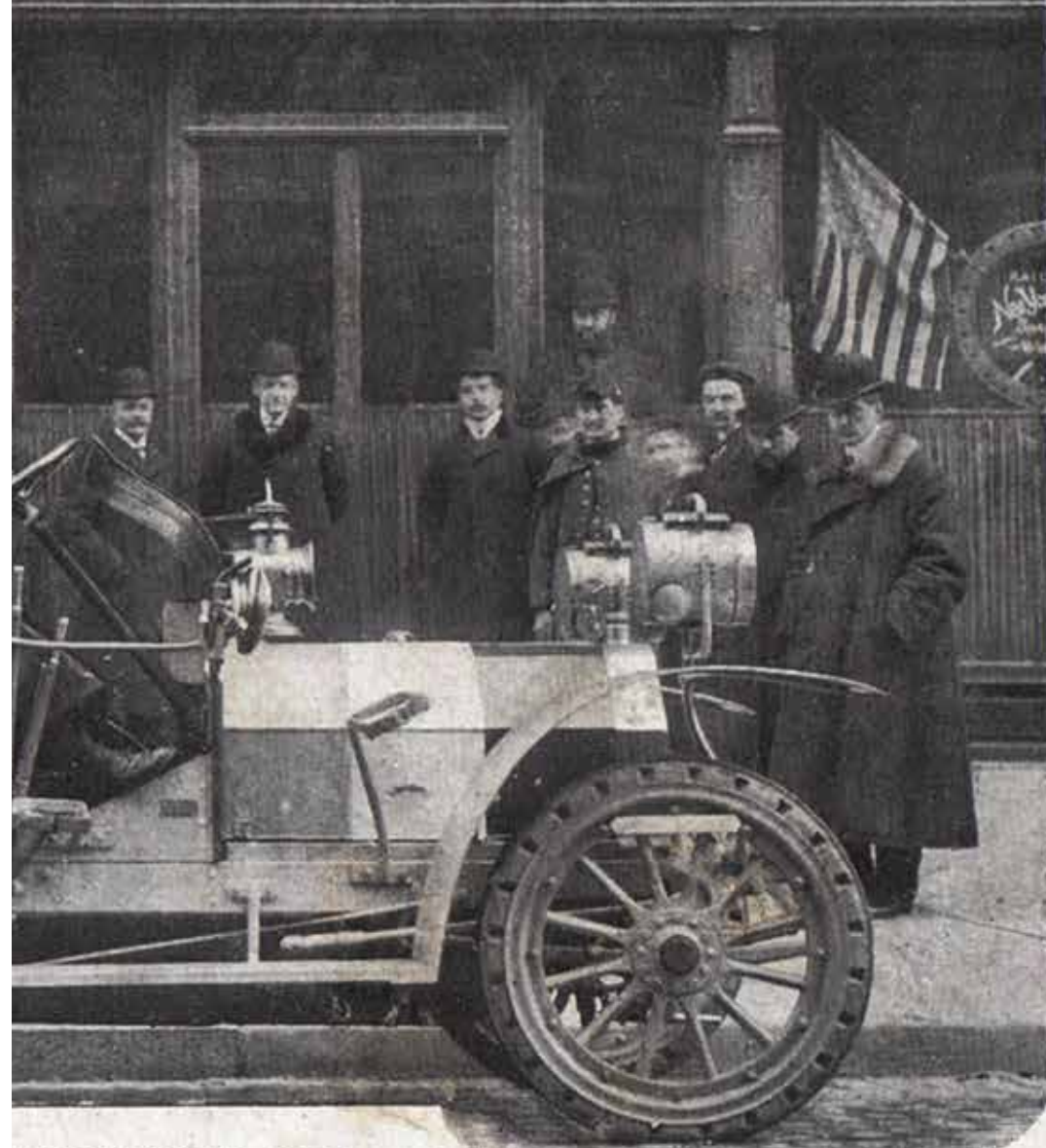


VOITURE
mont

★ L'AUTOMATIQUE DUCASBLE

BILE NEW-YORK-PARIS ★

QUE DUCASBLE



Administration : 148, Avenue Malakoff, PARIS
Téléph. 677-04 — Adresse télégr: DUCABLAUTO PARIS
Sucursale à LYON, 208, Cours Gambetta


MOTOBLOC

ée sur

CASBLE A AIR LIBRE ★

103. French promotional postcard of Ducasble's participation in the New York-Paris rally equipping the automobile Motobloc, 1908.

BOSCH



**“NO IGNITION TROUBLE
WHATEVER”**

says Geo. Schuster, driver of the winning Thomas
Flyer, in the NEW YORK TO PARIS RACE.

New York, Aug. 20, 1908.

Bosch Magneto Co.,
New York City

Gentlemen:


The performance of the Bosch Magneto was just as remarkable as the performance of our Thomas car. At times, when it was necessary to ford streams and water was thrown over the top of the bonnet of our car, I was sure we'd have magneto difficulties. On the contrary, we had no trouble during the entire trip. Perfect Ignition all the way from New York to Paris. The Bosch Magneto is perfect.

Yours truly,
GEORGE SCHUSTER

The Bosch Magneto is to be found on the winning car in practically every great racing event the world over. It is chosen and used by manufacturers, race-drivers and owners who desire the best Ignition system obtainable—an Ignition system that can girdle the globe without difficulties or trouble of any kind!

BOSCH MAGNETO COMPANY
160 West 56th Street, NEW YORK
Chicago Branch, 1253 Michigan Avenue

“New York to Paris Race Impossible Without Weed Chains”



“The road conditions in the New York to Paris Race made travel an impossible task without the use of Weed Chains on our tires. We struck snow, ice, mud, slush—everything. In some places we would not have made *two miles a month* without chains. In fact, I do not believe our winning Thomas, or any other car would ever have seen Paris if it had not been for your equipment. Outside of preventing lost traction, they saved us time and again from accident ---and possible destruction.”

George Schuster

Weed Grips positively prevent slipping and “skidding.” They grip and hold the wheels in muddy going or on the steepest hills. They made the crossing of America and Siberia possible. They are as indispensable to your car as they were to the victorious Thomas.

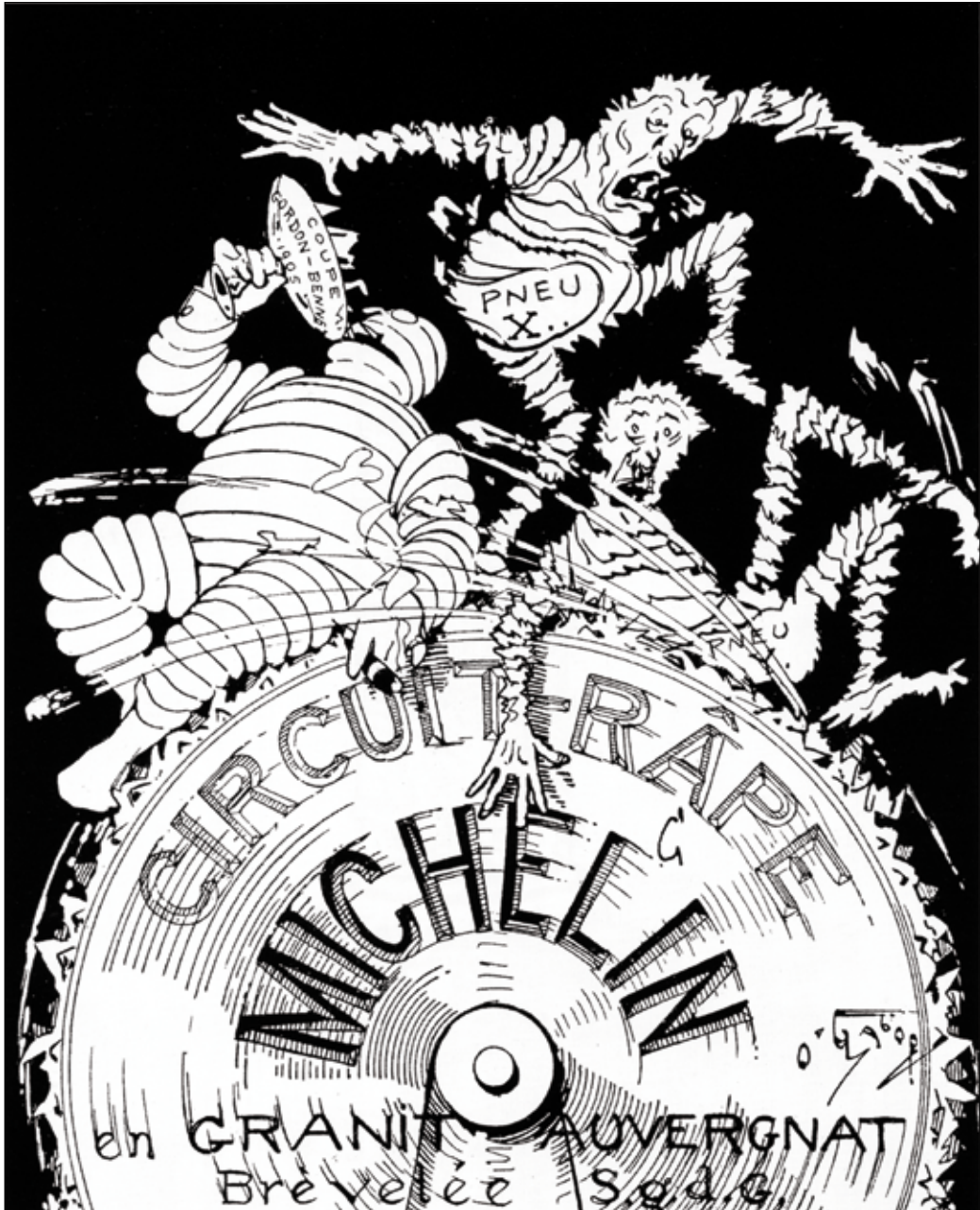
Weed Chain Tire Grip Co.
32 Moore Street, New York

THE SUM OF THE PARTS. As was customary in other competitions, the teams participating in the New York-Paris rally were sponsored by companies who in large part were the manufacturers of the mechanical inventions that made up their vehicles' engine and equipment. In the examples shown here we see the advertising utilized by companies such as Bosch—magnetos—and the Weed Chain Tire Grip Co.—chains for wheels in difficult or snowy terrain—, taking advantage of the victory by Thomas Flyer, the American automobile which they equipped. One of the strategies employed was the use of testimonial advertisements where drivers and mechanics praised the behavior and performance of different products, as seen in these two examples authored by the racing driver George Schuster.

- 104. Advertisement in *The Automobile*, September 17, 1908.
- 105. Advertisement in *Automobile Topics*, September 12, 1908.
- 106. Detail of an advertisement in *Motor*, May 1908.



BOSCH MAGNETO



Coupe Gordon Bennett
1905
1^{er} THÉRY (Richard-Brasier)
Gagnant de la Coupe

2. NAZZARI	F. I. A. T. ..
3. CAGNO ..	F. I. A. T. ..
4. CAILLOIS	Richard-Brasier
6. DURAY ..	De Dietrich ..

L'Equipe Française gagne la Coupe de Régularité

TOUS SUR
Pneus Michelin

AUTO-IMMUNE. Michelin's French advertising took advantage of all their triumphs in racing competitions to 'demonstrate' the technological superiority of their tires versus their top competitors. Their opponents were never named directly, but were identified through nicknames that they had been baptized with in aggressive campaigns—"pneu X" and "pneu Y" respectively. They were also depicted in contemptuous forms, portrayed as deflated and defeated characters in front of a fully inflated and triumphant Bibendum, who was immune to the dangers on the road.

107. Advertisement celebrating the 1905 Gordon Bennett victories, in which Michelin prevailed over rival brands by winning the first 6 positions (with the exception of fifth place, which went to a German Mercedes equipped with Continental tires).

108. Module in *Art & Décoration*, August 1905.



COUPE VAND
456 KIL^{RES} EN 4^H 36 (MOYENN



HÉMERY — PR



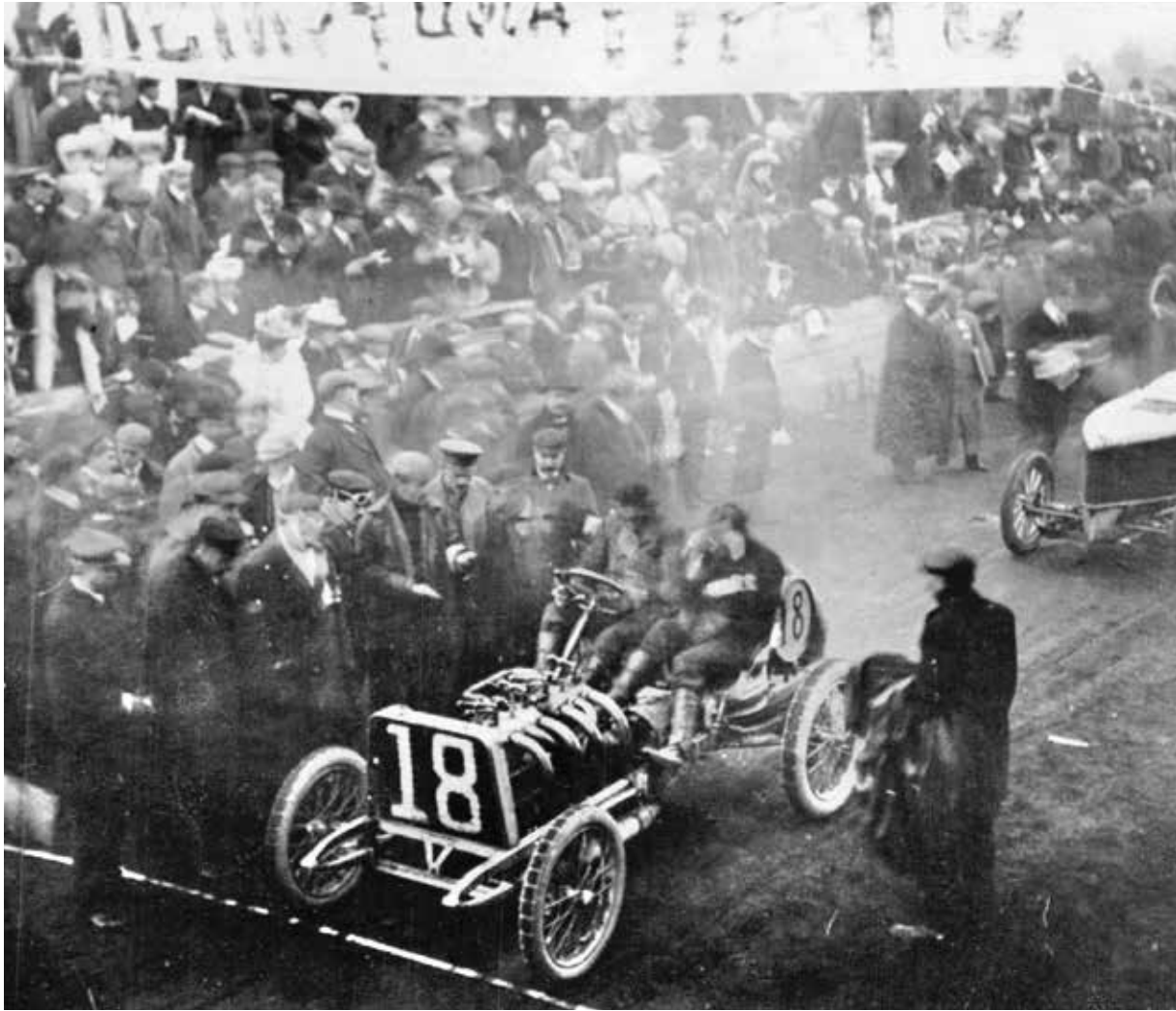
PNEUMATIQUES D
CANNELE



SOLE TESTIMONY.

The poster shown here commemorates the victory of the racing pilot Hémerly using Dunlop tires in the 1905 Vanderbilt Cup, which the manufacturer's French subsidiary printed out for the local market. Only one existing poster is left, the one shown here, reproduced for the first time with permission of the private collector who owns it.

109. Lithograph poster. Measurements: 55 x 40 cm, 1905. Signed by the French illustrator Halbert Philippe. Image reproduced courtesy of Jacques Vaucher, l'Art et l'Automobile / arteauto.com



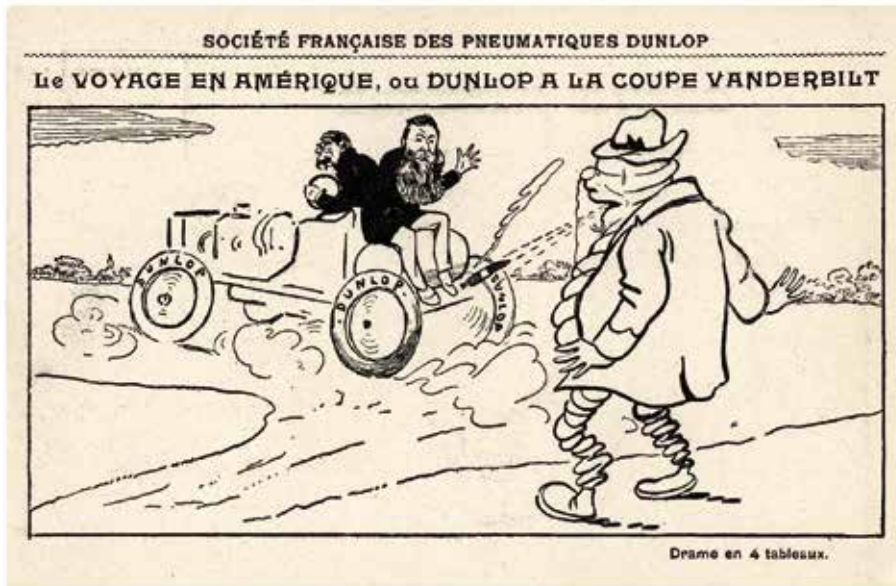
A WARNING CALL. The second Vanderbilt Cup competition, won by pilot Victor Hemery riding a Darracq car on Dunlop tires, was a warning to Michelin's aspirations. The 1905 race was a lapse that Michelin quickly rectified, but the British company Dunlop did not pass up the opportunity to use it as a promotional victory. Their French subsidiary published a series of humorous postcards celebrating the triumph in American lands against their great rival Michelin.

110. Photograph of Hemery and his Darracq—with characteristic grooved Dunlop tires—in the 1905 Vanderbilt Cup.

REVENGE. Michelin won the 1st Vanderbilt Cup in 1904, beating other brands that equipped vehicles from the participating countries. Once again, this time in American territory, Bibendum claimed victory over their despondent rivals, tires "X" (Dunlop) and "Y" (Continental) both of which were mocked in Michelin's aggressive comparative advertising. The following year, another passenger accompanied Bibendum in the victory of the second Vanderbilt Cup.

111. First postcard of the series *Drame en 4 tableaux*, published by Dunlop's French subsidiary, 1905.





ANTICIPATION.

If the mascot Bibendum represented the firm Michelin, a portrait of John Boyd Dunlop did the same with the company bearing his surname. In a striking blow, Dunlop convinced the pilot Victor Hemery to fit his Darracq with Dunlop tires. Hemery was competing in the French team, and in theory it was permissible to use Dunlop tires ... provided that they were made in France.

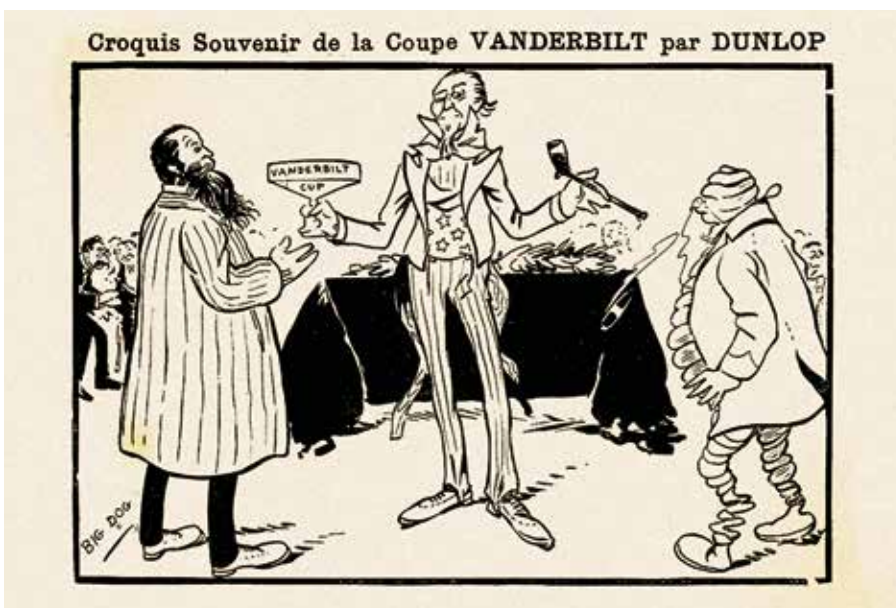
112. Second postcard in the series *Drame en 4 tableaux*, published by Dunlop's French subsidiary, 1905.



THE WINNER.

In the illustration, a laureated and almost divine Mr. Dunlop is portrayed floating on a cloud. He is holding onto Victor Hemery, the brand-new winner of the race, who exclaims: "I won the cup thanks to Dunlop." Bibendum turns his back on the scene, not in the mood for celebrations. Aged and dejected, he blows out air, becoming deflated as a sign of discouragement.

113. Third postcard in the series *Drame en 4 tableaux*, published by Dunlop's French subsidiary, 1905.



THE PEACE PIPE.

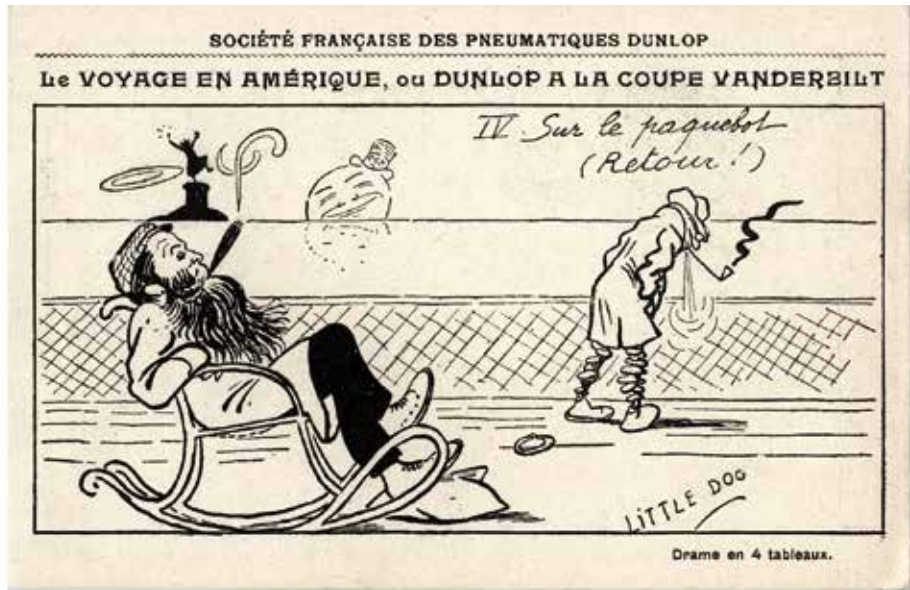
Uncle Sam hands over the Vanderbilt Cup to Dunlop, while offering the peace pipe —another indisputably American symbol— to the previously energetic and battling Bibendum. Clearly affected by defeat, he gapes open-mouthed —his cigar dropping—, at the ascension of his rival. In the background, to the left, the racing pilot Victor Hemery applauds the act.

114. Postcard published by Dunlop's French subsidiary, 1905

THE SAD RETURN.

A practically deflated Bibendum is still puffing while smoking the peace pipe. In the background, the smiling sun and an exhilarated Statue of Liberty announce the dawn of a new era. In the foreground, a relaxed Mr. Dunlop sits calmly in his chair while smoking a cigar for the first time in the series, a sign of opulence that had once been reserved only for the haughty Michelin mascot.

115. Fourth postcard in the series *Drame en 4 tableaux*, published by Dunlop's French subsidiary, 1905.



HAVING A DRINK.

Mr. Dunlop invites his opponent to a few drinks in an American bar (the bartender is portrayed as Hemery, the winning pilot), which Bibendum prefers not to accept, as he may choke on the drink. Dunlop gives the famous motto "The Michelin tire drinks the obstacle" a new twist, being the phrase that accompanies Bibendum while he engulfs a goblet full of nails and broken glass that do not affect him. In the text below the scene we read: "Dunlop has drunk the American obstacle."

116. Fifth postcard in the series *Drame en 4 tableaux*, published by Dunlop's French subsidiary, 1905.



AT THE TAILOR.

A deteriorated Bibendum goes to a tailor—Mr. Dunlop—who has taken his measurements. The dialogue reproduced in texts at the foot of the illustration is a play on words of the French polysemic meaning for coupe, referring to the Vanderbilt *Coupe* [cup] and the *coupe* [size] of Bibendum's clothing. In the background, behind the counter, the pilot Victor Hemery appears once again.

117. Sixth postcard in the series *Drame en 4 tableaux*, published by Dunlop's French subsidiary, 1905.



Je sais tout

PNEUMATIQUES MICHELIN

CLERMONT-FERRAND

Mot Historique N° 11

Pneu X... — *Dit-donc, Bibendum ! T'en as encore pour longtemps là-haut ?*
 Bibendum. — *Tu le verras bien, mon Pneu X... En attendant : J'y suis, j'y reste !*
 (Le Maréchal de Mac-Mahon.)

TIT FOR TAT.

The image on the left is the eleventh advertisement of the campaign entitled "Mots Historiques" by Michelin, which contains famous phrases illustrated by O'Galop. In this case a fully inflated and robust Bibendum sits atop a long ladder, holding in both hands the trophies obtained in the 1904 and 1905 Gordon-Bennett Cup competitions. At the bottom of the ladder we see a debilitated man-tire, marked as Pneu X, trying to ascend the first rungs while looking at the inaccessible leader. The sentence "J'y suis, j'y reste!" [I am here and I will remain] is attributed to the Marshal of the French army—and President of the Third French Republic—Patrice de MacMahon, who presumably declared it after taking a strategic defensive bulwark, the Malakoff tower, on September 8, 1855 during the Siege of Sevastopol in the Crimean War. The image below depicts the humorous postcard published by Dunlop which parodies the previous scene. The 1905 Vanderbilt Cup winner Darracq, led by Hemery and with Mr. Dunlop as copilot, topples the ladder standing in the middle of the road. Bibendum falls to the ground from his watchtower, and the pneumatic man X jabs at him: "Tu y es, restes-y" [You are there, there you'll stay], thus making him see that he is now no longer the reference, but has been replaced by another competitor: the triumphant Dunlop, baptized as 'Tire Y' (underlined)!

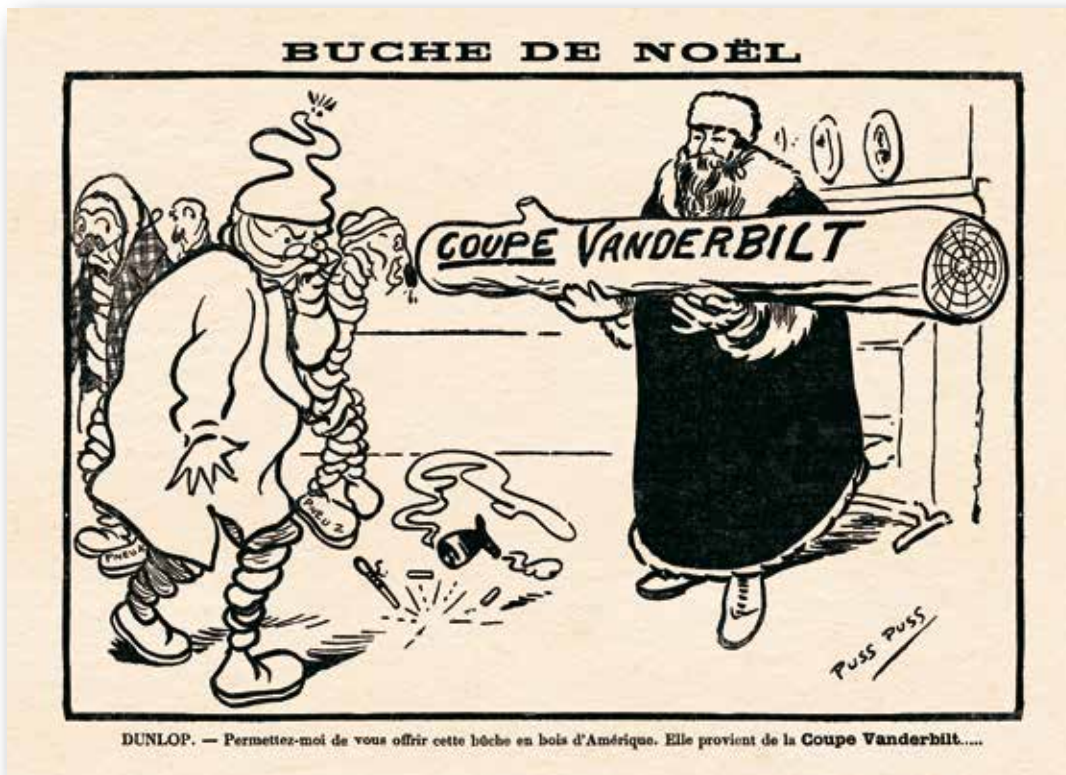
118. Michelin's full page advertisement published in the magazine *Je Sais Tout*, 1905.

119. Postal letter parodying Michelin, published by Dunlop's French subsidiary, 1905.

SOCIÉTÉ FRANÇAISE DES PNEUMATIQUES DUNLOP

LES MOTS CÉLÈBRES

Le Maréchal Mac-Mahon à Sébastopol. Un accident Imprévu. MORALITÉ

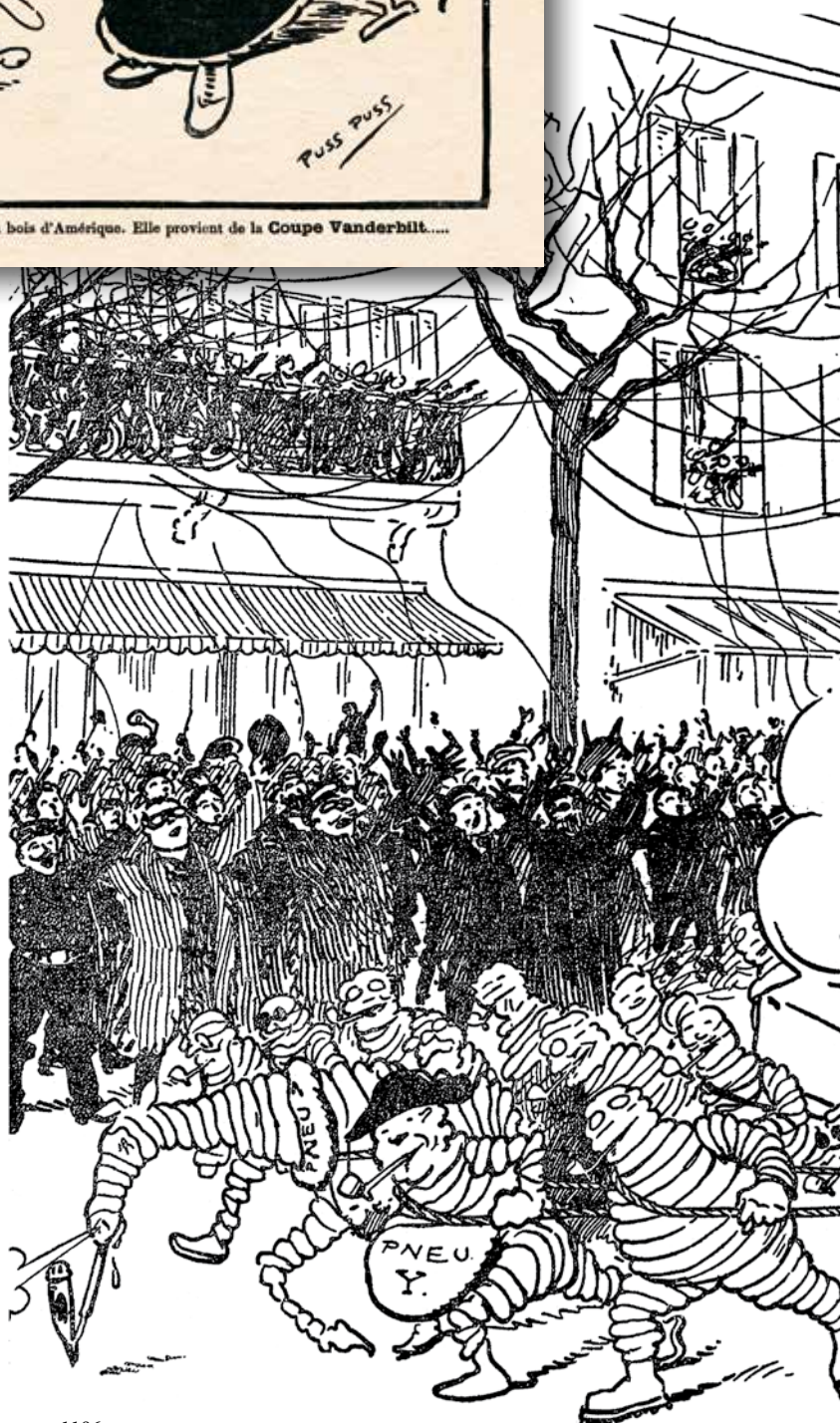


LA BÛCHE DE NOËL.

The popular French tradition of *La Bûche de Noël* [The Tradition of the Christmas Yule Log] has its origin in the pagan cults to nature and her seasonal cycles. In a rite of renewal for the new year, the family patriarch or a community leader makes the offering of a new log to fuel the fire of the chimney that is already extinguishing and in which only the ashes of the ending year remain. The vignette shown above portrays this Christmas tradition transforming it into an advertisement, an advertising allegory in which the tire manufacturer Dunlop boasts of his triumph in the American Vanderbilt Cup. Mr. Dunlop, disguised as Santa Claus, gives a large wooden log to a family of pneumatic beings, suspiciously similar in appearance to Michelin's Bibendum. The legend at the foot of the illustration adds the necessary dialogue to understand the scenario:

(Mr. Dunlop) "—Allow me to offer you this American wood trunk. It comes from the Coupe Vanderbilt." The French word "*coupe*" refers to a goblet and trophy but it also means the logging of trees. Thus the joke consists of this play on words.

120. "Bûche de Noël". Advertisement for Dunlop tires published in the French sports journal *L'Auto*, December 24, 1905.

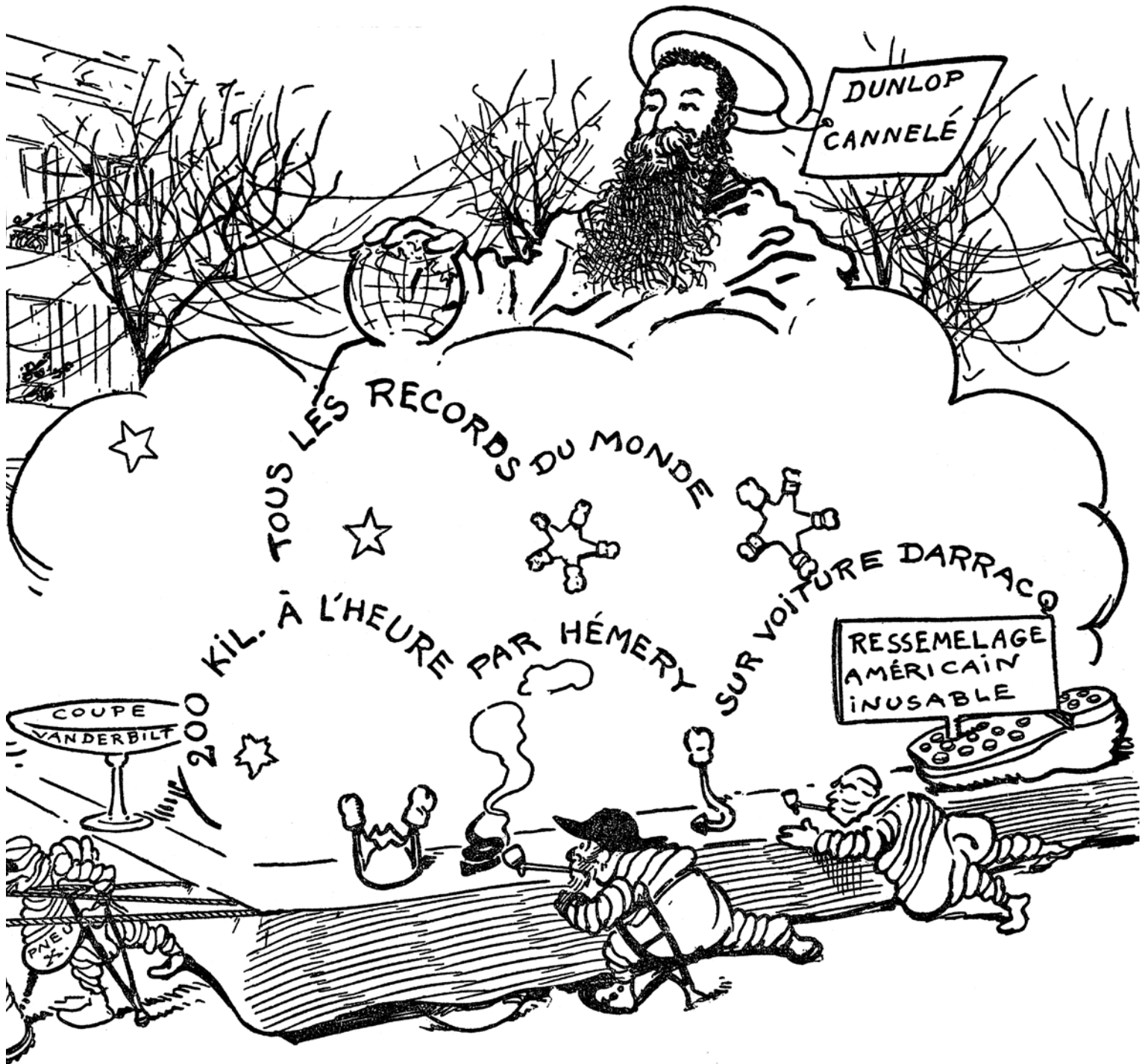


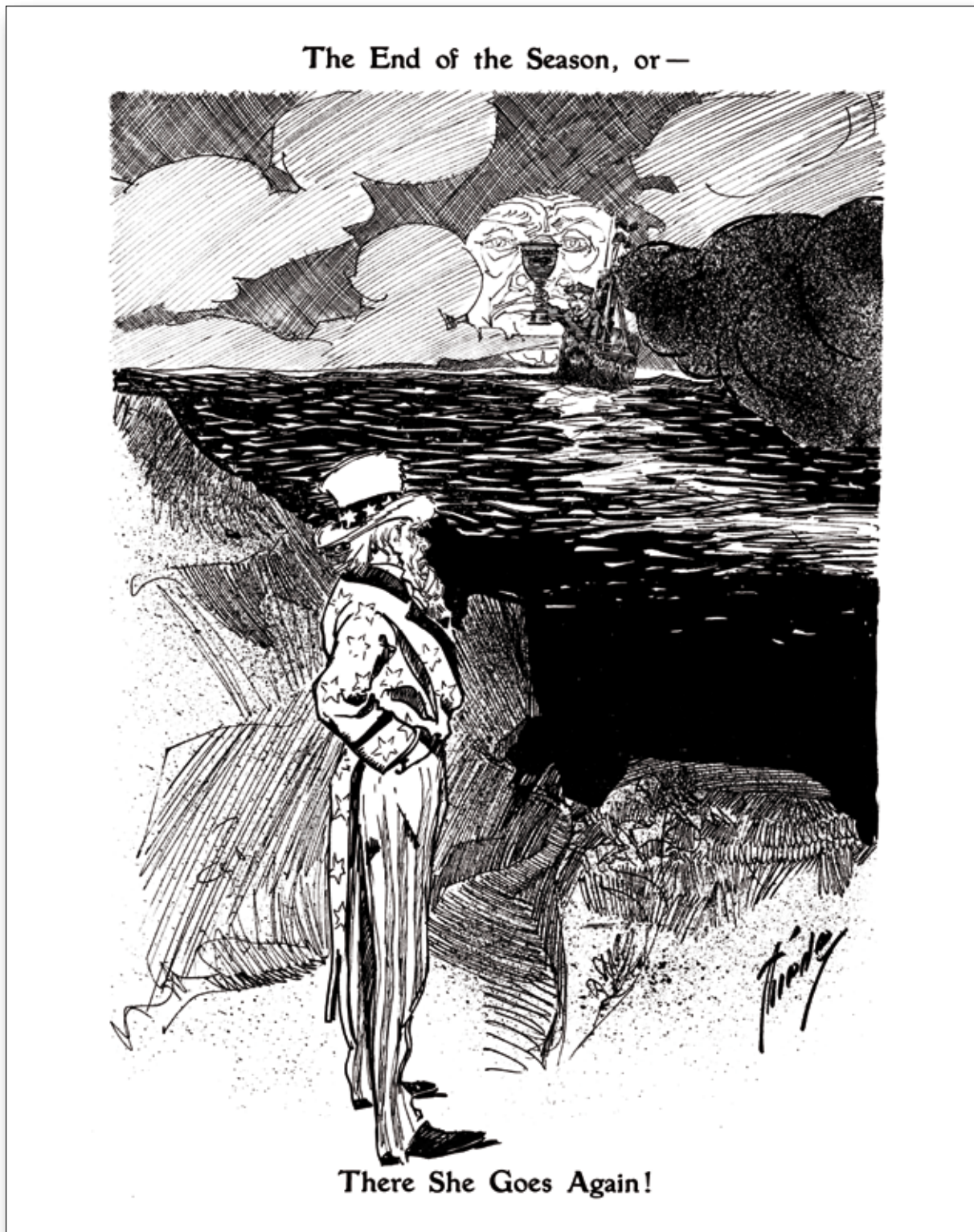
THE DUNLOP CARNIVAL OF 1906.

The Mi-Carême festivities, which were held in the month of March during the Paris Carnival, included the anticipated parade of decorated floats. In the 1905 Carnival, Michelin company participated for the first time with a float featuring the gigantic inflated Bibendum figure, an advertising action that made a great impact on the French press. It dealt with a promotional action to publicize Semelle, their new pneumatic tire with non-skid treads and metal studs. Michelin's press advertising campaign for that year had used the image of Bibendum wearing boots whose soles were also equipped with that type of tread. Dunlop's advertisement shown here, published in March 1906, was a response to the 1905 Michelin float.

In this imaginary scene, the tire manufacturer Dunlop exhibits his triumph at the Vanderbilt Cup by participating in the Mi-Carême parade of floats. Mr. Dunlop, the company spokesperson, is presented as a god—the halo that crowns his head being the Dunlop tire model Cannelé—, sitting on a throne in the clouds and holding the globe with his hand. Dunlop's spirit of revenge against Michelin can also be observed in the label that appears above one of Bibendum's giant feet, dismembered from the mascot's body, with the text "*Ressemelage américain inusable*" [Unusable American sole]. Dunlop's heavy chariot advances through the streets, dragged in penance by battered pneumatic beings which include Bibendum.

121. "Mi-Carême 1906". Advertisement module for Dunlop tires published in the French sports journal *L'Auto*, March 22, 1906.





A ... SLIGHTLY DISTINCT ... DÉJÀ VU. The editorial illustration reproduced above was published in the U.S. magazine *Motor Way* accompanying an extensive article dedicated to the 1906 Vanderbilt Cup. The scene represented utilizes the same allegory as the postcards issued by Dunlop's French subsidiary when they commemorated their victory in the previous competition. In this case, the protagonist is the racing driver Louis Wagner—in addition to the Darracq car and Michelin tires that he used to compete—, who takes the trophy on board a transatlantic bound for France, before the sad face of the solar sphere that is already setting on the horizon. A pensive Uncle Sam looking at the scene reflects on what happened—similar to what had occurred in 1905, the 1906 Vanderbilt Cup held in American lands went to a French winner—and expresses optimism for the future through the cartoon's motto: "The end of the season, or ... there she goes again!"

122. Full page editorial illustration published in the specialized magazine *The Motor Way*, October 11, 1906.

**YOU ASK—
WHO USED**

MICHELIN TIRES

**in the Vanderbilt
Cup Race of 1906?**

Wagner, 1st, Darracq Car
Lancia, 2d, Fiat Car
Duray, 3d, Lorraine DeDietrich Car
Clement, 4th, Clement-Bayard Car

This quartet of drivers used MICHELIN TIRES *exclusively* throughout the great race. And they were able to show their heels to all other competitors owing to their freedom from tire troubles.

These results again verify our sweeping claim for *absolute superiority* of MICHELIN TIRES *over every other tire in the world*, and justify the faith reposed in them by experienced foreign drivers, manufacturers, and car owners who have constantly used them.

Michelin Products Selling Co., INC.

E. D. WINANS, General Manager

31 West 31st Street, NEW YORK CITY

*Sole Representative in North America of
Michelin et Cie. of Clermont-Ferrand, France*

MICHELIN TIRE AND SUPPLY CO., Inc., 1251 Michigan Av., CHICAGO



ON THE FRONT PAGE.

The French press not necessarily specialized in the motor world sector, such as the generalist *La Vie Illustrée*, disseminated the most prestigious competitions held both in European territory and in the United States. The photograph on the left shows Charles Henri Brasier (on the left) together with André Michelin (on the right) alongside the automobile Richard Brasier, winner of the prestigious 1905 Gordon-Bennett Cup on Michelin tires. The image above depicts the cover page of *La Vie Illustrée* celebrating the victory in the 1906 Vanderbilt Cup by the French team formed by racing pilot Louis Wagner with his Darracq car fitted with Michelin tires. The photograph shows the winner in the main stretch in front of the principal grandstand, with a Michelin advertising banner in the background.

124. Cover of *La Vie Illustrée*, October 19, 1906.

125. Cover of *La Vie Illustrée*, July 14, 1905.

MICHELIN TIRES



"AS USUAL" Won Every Important Contest During Season of Nineteen-Ten



Savannah Grand Prize
DISTANCE 415 MILES. TIME, 5:53:50.
First—Banz—Bruce-Brown..... Michelin "As Usual"
Second—Hess—Honey..... Michelin "As Usual"
Third—Marquette-Buick—Barnum..... Michelin "As Usual"
Fourth—Lozier—Mullford..... Michelin "As Usual"
Fifth—Lozier—Horn..... Michelin "As Usual"
Sixth—Marmon—Dorman..... Michelin "As Usual"

Elgin National Stock Car Trophy
DISTANCE 305 MILES.
First—Lozier—Mullford..... Michelin "As Usual"
Second—National—Livingston..... Michelin "As Usual"
Third—National—Greiner..... Michelin "As Usual"
Fourth—Simplex—Robertson..... Michelin "As Usual"

Voiturette Cup Race
BOULOGNE SUR-MER—FRANCE DISTANCE 282.4 MILES.
First—Hispano-Suiza—Zouarelli..... Michelin "As Usual"
Second—Lion-Peugeot—Goux..... Michelin "As Usual"
Third—Hispano-Suiza—Chassaing..... Michelin "As Usual"
Fourth—Lion-Peugeot—Boillot..... Michelin "As Usual"
Fifth—Covre La Licorne—Célestin..... Michelin "As Usual"
Sixth—Hispano-Suiza—Pillverdie..... Michelin "As Usual"

Catalonia (Spain) Cup Race
DISTANCE, 255 MILES.
First—Lion-Peugeot—Goux..... Michelin "As Usual"
Second—Lion-Peugeot—Gillespie..... Michelin "As Usual"
Third—Hispano-Suiza—Chassaing..... Michelin "As Usual"

MICHELINS VICTORIOUS

IN TOURING AS WELL AS IN RACES

Around The World Tour

MADE BY MRS. CLARK FISHER IN A
LOCOMOBILE, MICHELINS "AS USUAL"

New Trans-Continental Record

(Ten Days, 15 Hours)

ESTABLISHED BY MR. L. L. WHITMAN
IN REO CAR, MICHELINS "AS USUAL"

**Chicago Motor Club's
1000 Mile Reliability Contest**
(CHICAGO MOTOR CLUB'S TROPHY)
WON BY MICHELIN "AS USUAL"

Vanderbilt Cup
DISTANCE 278.08 MILES. TIME, 4:15:28.
First—Alec—Grant..... Michelin "As Usual"
Second—Marmon—Dorman..... Michelin "As Usual"
Third—National—Aiken..... Michelin "As Usual"
Fourth—National—Haberow..... Michelin "As Usual"
Fifth—Lozier—Mullford..... Michelin "As Usual"
Sixth—Pope-Hartford—Pleming..... Michelin "As Usual"
Seventh—Simplex—Mitchell..... Michelin "As Usual"

Atlanta Grand Prize
DISTANCE, 250 MILES.
First—Lozier—Horn..... Michelin "As Usual"
Second—Buick—Barnum..... Michelin "As Usual"
Third—Simplex—Nelson..... Michelin "As Usual"
Fourth—Simplex—Beardsley..... Michelin "As Usual"
Fifth—Lozier—Mullford..... Michelin "As Usual"
Sixth—MacFarlane—Adams..... Michelin "As Usual"

Algonquin Hill Climb
TIME, 50 1.5 SECONDS.
First—National—Greiner..... Michelin "As Usual"
Second—Bonz—Hourse..... Michelin "As Usual"
Third—Velo—Covey..... Michelin "As Usual"
Fourth—Stoddard Dayton—Englebrook..... Michelin "As Usual"

Fairmount Park Races
Michelin Finished First and Second in 4 Out of 5 Contests.

MICHELIN—MILLTOWN—NEW JERSEY

Triple victoria de MICHELIN

Copa VANDERBILT
(28 Noviembre 1911)—(292 millas)

1.° Mulford	sobre	LOZIER	y Neumáticos	Michelin
2.° de Palma	"	MERCEDES	y Neumáticos	Michelin
3.° Wishard	"	MERCEDES	y Neumáticos	Michelin
4.° Grant	"	LOZIER	y Neumáticos	Michelin
5.° Parker	"	F.I.A.T.	y Neumáticos	Michelin
6.° Disbrow	"	POPE	y Neumáticos	Michelin

Savannah TROPHY
(28 Noviembre 1911)—(223 millas)

1.° Hughes	sobre	MERCER	y Neumáticos	Michelin
2.° Heinmann	"	MARMON	y Neumáticos	Michelin
3.° Nikernt	"	MARMON	y Neumáticos	Michelin

GRAN PREMIO DE AMÉRICA
(30 Noviembre 1911)—(411 millas)

1.° Bruce-Brown	sobre	F.I.A.T.	y Neumáticos	Michelin
2.° Hearne	"	BENZ	y Neumáticos	Michelin
3.° de Palma	"	MERCEDES	y Neumáticos	Michelin
4.° Bragg	"	F.I.A.T.	y Neumáticos	Michelin
5.° Disbrow	"	POPE	y Neumáticos	Michelin
6.° Mitchell	"	ABBOT-DETROIT	y Neumáticos	Michelin


Sociedad Anónima del Neumático MICHELIN
PROVEEDORA DE LA REAL CASA
Calle de Sagasta, 21 y 23.—MADRID

HERE AND THERE.

In Michelin's American advertising we can also observe that they listed the victories achieved in European competitions. In the above example the following competitions are named: the Coupe des Voiturettes in Boulogne-sur-Mer or the Catalunya Cup held on May 29, 1910. Similarly, in France as well as in the rest of Europe, the company exhibited their triumphs achieved in the prestigious American racing events. The example on the left lists the following competitions: the Vanderbilt Cup, the Savannah Trophy and the American Grand Prize.

126. Advertisements of the Michelin victories during 1909. *The New Brunswick Times*, November 28, 1910.

127. Advertisements of the Michelin American victories during 1911, published in the sports newspaper *El Mundo Deportivo* (Barcelona, Spain), December 14, 1911.



HEMERY WINNING VANDERBILT CUP 1905 - ON MICHELINS

NAZZARO WINNING EMPEROR'S CUP 1907 - ON MICHELINS

NAZZARO WINNING GRAND PRIX 1907 - ON MICHELINS

NAZZARO WINNING TARCA FLORIO 1907 - ON MICHELINS

MICHELIN

FRANCE, ENGLAND, ITALY, AMERICA

The high import duty and heavy trans-Atlantic transportation charges on Michelin tires have been removed by the establishment of our great American Michelin Factory.

YOU can now afford to equip your car with the tire which is universally recognized as the best in the world. Michelin durability is so universally appreciated that for years Americans have been heavy purchasers of the imported Michelins in spite of their high cost, because their unequalled wearing qualities resulted in a marked economy in the course of a year. This economy is now within your reach. The name Michelin has always stood for the greatest tire value that money could buy and now that it stands for reasonable cost also, the tire problem is solved.

THE tires made in our American factory are identical in the most minute particular with the outputs of our factories in France, England and Italy. They are the same famous Michelins which have been used on the winning cars in all the world's greatest races for the last six years and which made these victories possible.

Manufacturers of all classes of cars can now afford to equip with Michelins at no extra cost to you. The leading cars are making Michelins their standard catalogued equipment. Specify Michelin tires when purchasing your new car.

Exhibiting at Grand Central Palace, Gallery Space 129

Exhibiting at Madison Square Garden, Basement Space 209

Exhibiting at Chicago Coliseum, Annex Spaces 102 and 103

CLINCHER TYPE

Round, Flat and Anti-skid

American and Millimeter Sizes

QUICK DETACHABLE TYPE

Round and Anti-skid

American Sizes Only

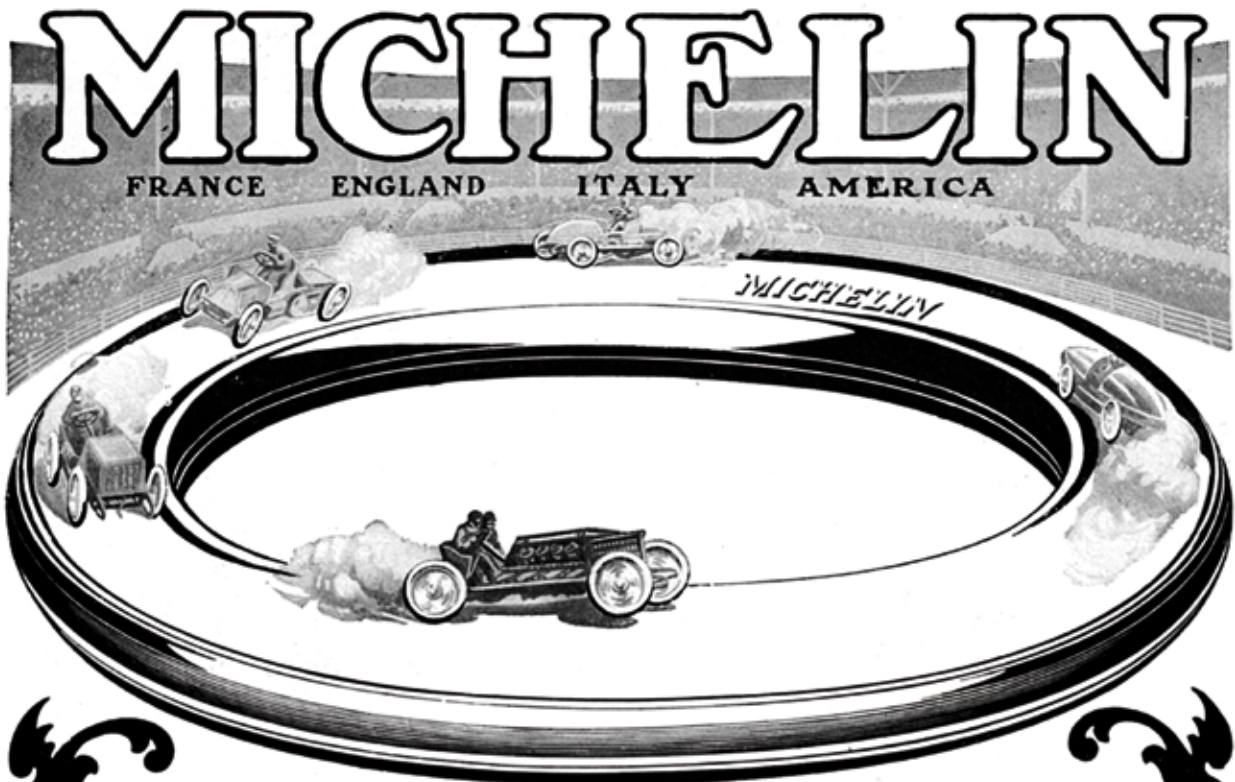
All the above can be used on any of the well known Quick Detachable Rims

MICHELIN TIRE COMPANY

MILLTOWN, N. J., U. S. A.

USE OF MAGAZINES. Newspapers were the natural means of advertising Michelin's victories in competitions. Because of their great dissemination and immediacy, the company could boast about their results the following day—even on the same day in evening editions, since competitions were usually initiated early in the morning—that the races were celebrated. However, Michelin also utilized magazines, including those targeting the general population—as the examples here show—as well as those specialized in the motor world, which usually had bi-weekly or monthly periodicity.

128. Advertisement published in *Life* magazine, 1908. 129. (Opposite page) Advertisement published in *The Country Life*, July 1908.



Motor racing shows the **VALUE** of a tire. The terrific strain of a mile-a-minute speed, around turns, over ruts and obstacles, continued sometimes for hundreds of miles, shows with certainty the **WEARING** power of the tires used. The car that **WINS** is usually enabled to do so by the **ABSENCE** of tire trouble. Michelin Tires have won **ALL** the world famous contests since Motor racing began. Think of it! **ALL!** Recall the important events in this country during the last year —

**Briarcliff—Savannah—Ormond
Jamaica—3 World's Records
Both Morris Park 24 hour races**

ALL Michelin victories—ALL made possible by Michelin endurance—tires not touched from start to finish throughout

Durability is what you want when you buy tires. You get so much more of it, so much better, more satisfactory and enduring service, when you buy Michelins that they have always been famed for endurance—the standard tires of the world.

Michelins are sold at a fair price. Buy Michelins and get many dollars of actual road wear for every dollar of road cost.

NEW YORK, 1763 Broadway
CHICAGO, 1344 Michigan Ave.
DETROIT, 247 Jefferson Ave.

MICHELIN TIRE CO.
MILLTOWN, N. J.

BOSTON, 895 Boylston St.
BUFFALO, 908 Main St.
SAN FRANCISCO, 308 Van Ness Ave.



ADVERTISING MEDIA. The images shown here summarize the symbiotic relationship between motor racing, media and advertising. Both were taken hours prior to the start of the event held on Saturday, October 5, 1912 in Milwaukee, Wisconsin, the IV American Grand Prize. The competition was won by racing pilot Caleb Bragg driving his Fiat car equipped with Michelin Semelle tires. The scene portrays the pit stops or boxes, the spaces available to each racing team to perform mechanical repairs, refuel, replace parts and change worn or damaged tires. In the nearby zone, a privileged place to closely follow the details of the race, was the space reserved for journalists from accredited media that covered the event. This is

seen in the image below, where one of the signs—in front of the empty wooden folding chairs—posts the name of the Chicago Examiner newspaper. In the background of the image you can see different advertising media: a row of hanging banners advertising various establishments and services in the motor world, a large billboard for Federal tires and, under it, a horizontal typographic flag with the text “Michelin Tires” that was repeated all along the edges of the circuit. In this competition five brands of tires were represented—curiously, the list published in the *Motor Age* magazine, October 10, 1912, p. 11, does not include the participation of Federal tires—sponsoring the twelve contenders: Michelin (6), Firestone (3), Goodyear (1), Fisk (1), and Miller (1).

130. The Fiat piloted by Teddy Tetzlaff, passing by the pit stops. **131.** General photograph, October 5, 1912. © David Bradley.

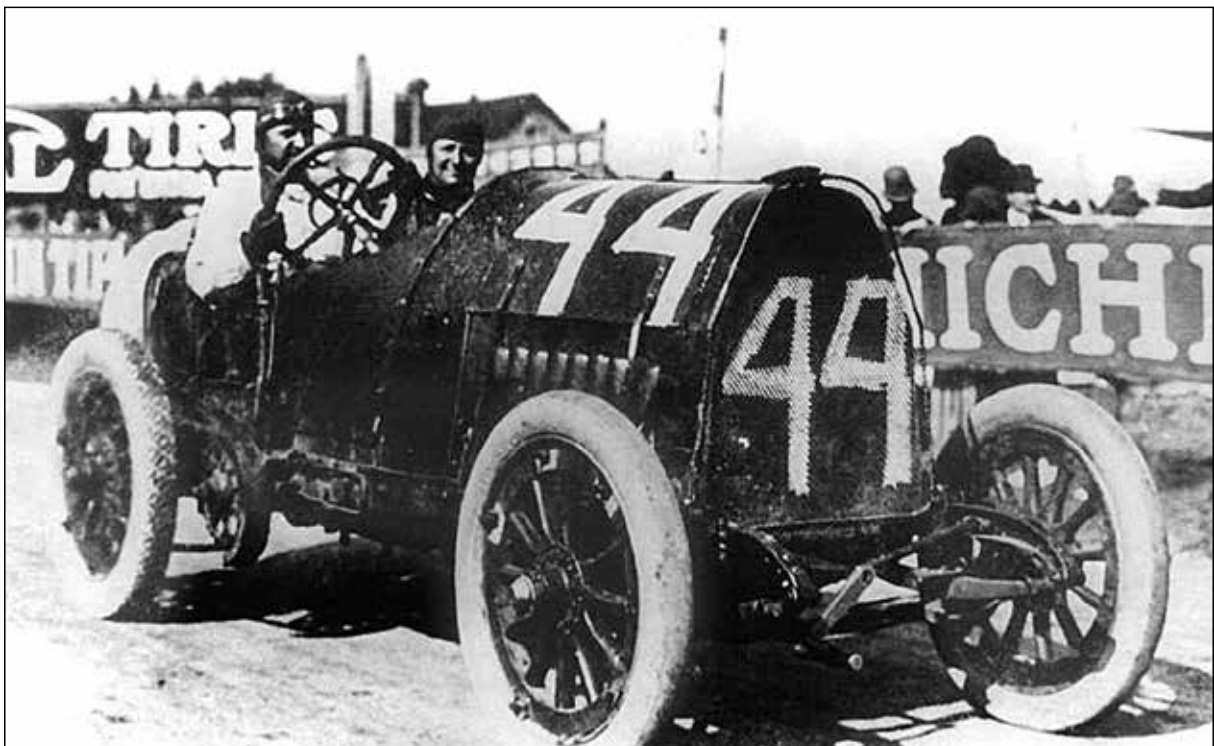




LAST IMAGES. The image above portrays Bruce-Brown and Scudelari in the home straight in front of the main grandstand, aboard the Fiat S74. This photograph of the training prior to the IV American Grand Prize was taken the same day of the accident that cost them both their lives. In the background we see a long fence advertising Michelin, the tires that equipped the Fiat team. The vacant place in the race was occupied at the last minute by racing pilot Barney Oldfield, with his Fiat. But as the photograph below can certify—taken in the same location—the vehicle’s rear drive wheels were fitted with Firestone non-skid pneumatic tires, characterized by the rubber studded tread, whose design reproduced in diagonal stripes the words “non skid.”

132. David Bruce-Brown and his co-driver in the American Grand Prize trial runs, October 1, 1912. Photographed by J. Robert Taylor.

133. Barney Oldfield, Bruce-Brown’s replacement in the race. Photograph taken between October 2-5, 1912.



EXCLUSIVE SALE OF FIAT CARS IN U. S. CANADA & CUBA

1907 VICTORIES
GRAND PRIX, A. C. F.
KAISER'S CUP, GERMANY
TARGA FLORIO, ITALY
24 HOUR RACE, MOHRIS PARK
1908 VICTORIES
FLORIO CUP, ITALY
GRAND PRIX, A. C. A., SAVANNAH
1909 VICTORIES
WORLD'S TRACK RECORDS



GRAND PRIX
A. C. A.
CABLE ADDRESS
"FIAT AUTO CO"
(LAINOVA, COSE)
TELEPHONE CONNECTION

FIAT AUTOMOBILE COMPANY

1776 BROADWAY CORNER 57TH STREET

NEW YORK, December 13, 1911

Michelin Tire Co.,
Milltown, N. J

Gentlemen:-

I have been racing automobiles for the past five years and I have used Michelin tires in every event with the exception of two, one of which I lost on account of defective tires. In the Grand Prize last year at Savannah I covered 415 miles at the rate of 70.55 miles per hour. This year I covered practically the same distance at the rate of 74.45 miles per hour and Michelins carried me to victory.

Michelin Tires have always given me the greatest of satisfaction as I have found them faster and livelier than any other tire I have ever tried.

Wishing you best of success,

Very sincerely,

BB/M

David Bruce Brown

TESTIMONIALS. At the beginning of 1912 the Michelin Tire Co. in Milltown realized an intense campaign taking advantage of their triumphs in racing competitions. In the booklet *The Motorist's Handbook*, published at that time by the company, numerous testimonials were collected in the form of letters signed by several champions such as Ralph Muldorf, Ralph De Palma, Len J. Zengel, Hughie Hughes, Harvey Herrick, Louis Disbrow, Eddie Hearne, Spencer E. Wishart, Joe Dawson and, of course, David Bruce Brown.

134. Letter from the American automobile import agency for Fiat, signed by David Bruce- Brown, December 13, 1911.

BUT SHE FINDS NEW WAYS TO DIE



THE ADVANCEMENT OF SCIENCE. The image shown above appeared on the cover of several evening papers, illustrating the news of the accident involving David Bruce-Brown and Antonio Scudelari which had occurred that morning. One character—probably Uncle Sam—is holding a newspaper entitled “Science is conquering germinal diseases ...”; however, the heading reads “... but she finds new ways to die.” The phrase, together with the drawings, refers to technological advances applied to the motor and aviation world competitions, which cost the lives of so many victims.

135. An editorial illustration originally published in the *Cleveland Leader* newspaper and reproduced on the covers of the evening papers *The Sheboygan Evening Press* and the *Daily Commonwealth and Daily Bulletin* on October 1, 1912.

136. Bruce-Brown’s wrecked vehicle after the accident, along with the Michelin Semelle spare tire. Photograph taken October 1, 1912 and published in the book by Quattlebaum, J. K., *The Great Savannah Races*, Columbia: South Carolina, R. L. Bryan Co., 1957.



THE ILLUSTRATED LONDON NEWS, July 20, 1912--123

Dieppe Circuit Coupe de l'Auto.

**DISTANCE 957 MILES.
June 25 and 26.**

1st.
RIGAL (Sunbeam)
on MICHELINS

2nd.
RESTA (Sunbeam)
on MICHELINS

3rd.
MEDINGER (Sunbeam)
on MICHELINS

Why not let Bibendum carry
your Car?

GRAND PRIX DE L'A.C.F.

- 1st. BOILLOT (Peugeot) on X tyres.
- 2nd. WAGNER (Fiat)
on MICHELINS.
- (Disqualified) BRUCE-BROWN
(Fiat) on MICHELINS.
- 3rd. RIGAL (Sunbeam) ... on MICHELINS.
- 4th. RESTA (Sunbeam) ... on MICHELINS.
- 5th. MEDINGER (Sunbeam) on MICHELINS.
- 6th. CHRISTIAENS (Excelsior)
on MICHELINS.
- 7th. CROQUET (Schneider) on MICHELINS.
This Car completed the course without any
mechanical or tyre troubles.
- 8th. PILAIN (Rolland-Pilain) on X tyres.
- 9th. WYSE (Arrol-Johnston)
on MICHELINS.
- 10th. DURAY (Alcyon) on MICHELINS.

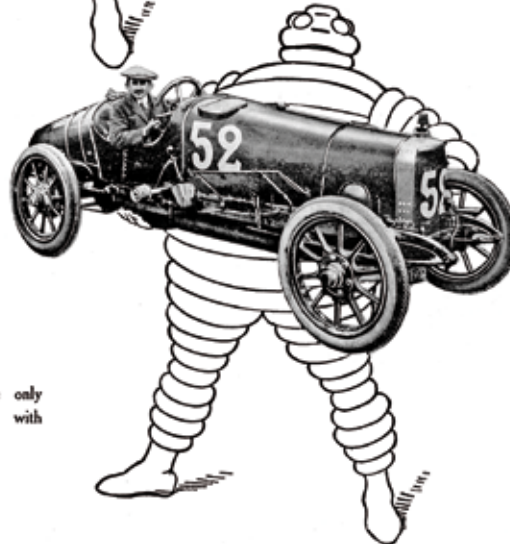
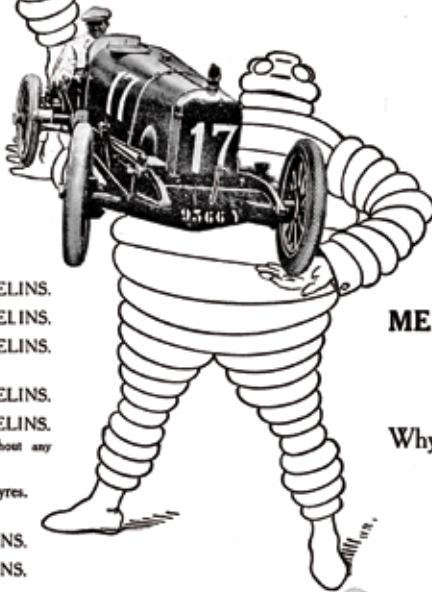
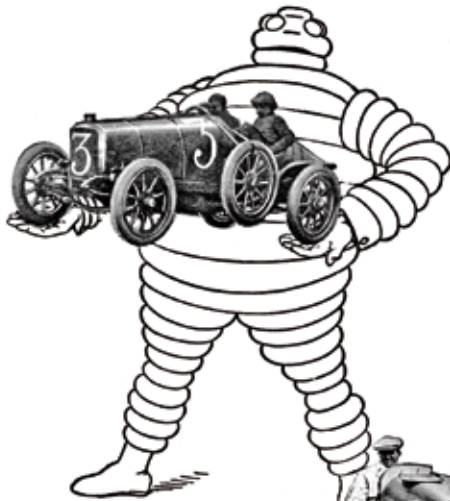
COUPE DE L'AUTO.

- 1st. RIGAL (Sunbeam) ... on MICHELINS.
- 2nd. RESTA (Sunbeam) ... on MICHELINS.
- 3rd. MEDINGER (Sunbeam) ... on MICHELINS.
- 4th. CROQUET (Schneider) ... on MICHELINS.
- 5th. WYSE (Arrol-Johnston) ... on MICHELINS.
- 6th. DURAY (Alcyon) .. on MICHELINS.

RELIABILITY CUP.

This Cup was gained by the Sunbeam Co., whose team was the only one to finish. All the Sunbeam Cars were fitted with MICHELIN TYRES.

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



IN GOOD HANDS. The British advertisement shown above is one of the last that Michelin did for that year. In the illustrations, a replicated Bibendum carries in his arms the first three classified winners in the Dieppe Circuit Auto Cup. After listing the different victories, the slogan concludes: Why not let Bibendum carry your car?

137. Full page advertisement in the British magazine *The Illustrated London News*, July 20, 1912.

LATEST NEWS!



Michelin Tyre Co. Ltd.

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

DECELERATION. With this advertisement inserted September 1912 in the London daily *The Times*, Michelin declared their intention to withdraw from car racing in Britain, a decision that would extend to other countries by the end of that year.

138. Advertisement published in the British newspaper *The Times*, September 6, 1912.

PARIS-BORDEAUX 1895... PARIS-MARSEILLE-PARIS 1896... PARIS-DIEPPE 1907... MARSEILLE-NICE 1898... PARIS-BORDEAUX 1898... PARIS-AMSTERDAM 1898
NICE-CASTELLANE 1899... PARIS-BORDEAUX 1899... TOUR DE FRANCE 1899... COUPE GORDON-BENNETT 1900... PARIS-TOULOUSE 1900... PARIS-BORDEAUX 1901
COUPE GORDON-BENNETT 1901... PARIS-BERLIN 1901... PARIS-VIENNE 1902... COUPE SARENBERG 1902

PARIS MADRID 1903
CIRCUIT DES ARDENNES 1903
COUPE GORDON-BENNETT 1904
CIRCUIT DES ARDENNES BELGES 1904
COUPE GORDON-BENNETT CIRCUIT BRUXELLES
COUPE DES PYRENES 1905
MEETING DE BRESCIA 1905
CIRCUIT DE LA SARTHE 1906

GRAND PRIX DES VOUTURETTES 1906
CIRCUIT DE BOULOGNE 1906
COUPE VANDERBILT 1906
GRAND PRIX D'AMERIQUE 1906
TARGA FLORIO 1909
COUPE VANDERBILT 1909
TARGA FLORIO 1910
GRAND PRIX DELA C ROUMAIN 1910

CIRCUIT DES ARDENNES 1907
TARGA FLORIO ITALIA 1908
COUPE VANDERBILT 1908
GRAND PRIX D'AMERIQUE 1908
COUPE VANDERBILT 1911
GRAND PRIX DANEMARQUE 1911
COUPE VANDERBILT 1911
CIRCUIT DE BOULOGNE 1911

**Saturo dei suoi innumerevoli, costanti e insuperati
trionfi sportivi in tutto il mondo**

**NON PRENDE PIÙ
PARTE ALLE CORSE**

139. Advertisement published in the magazine of Michelin's Italian subsidiary, *Il Pneumatico Michelin*, August-September 1912.

EVERYONE'S A WINNER.

Newspaper sections dedicated to the motor world were dotted with advertising modules. Often these pages offered a layout in the form of a crammed mosaic in which rival companies could be found vying for the reader's attention.

- 140. Advertisement for Firestone in *The Sun*, October 11, 1908.
- 141. Fisk's advertisement in *The San Francisco Call*, June 7, 1908.
- 142. Advertisement for Ajax in *The San Francisco Call*, November 23, 1910.
- 143. Goodrich's advertisement in *The San Francisco Call*, July 26, 1908.
- 144. Hartford's advertisement published in *The San Francisco Call*, November 23, 1910.
- 145. Advertisement for Diamond in the newspaper *The San Francisco Call*, May 10, 1909.

**FIRESTONE TIRES WIN
FIRST AND FOURTH**

Firestone stock pneumatic Tires and Demountable Rims equipped the Locomobile winning First and the Peerless finishing Fourth in yesterday's 200-mile race at Fairmount Park, Philadelphia.

FURTHERMORE: No cars equipped with Firestone Tires or Rims were delayed one moment by tire trouble of any nature whatsoever.

FIRESTONE TIRE & RUBBER CO.
233 WEST 58TH ST. Phone Columbus 5980
FACTORY AND GENERAL OFFICES, AKRON, OHIO
BRANCHES AND AGENCIES ALMOST EVERYWHERE

FISK TIRES
Were Used On
75% of Winning Cars
On the Entire Coast
At Track Meets May 30-31 as Follows:

AT LOS ANGELES
Franklin—Breaking 50 Mile Coast Record
Franklin—Winner 100 Mile Race
Pullman—Second 100 Mile Race
Stoddard-Dayton—Winning One Mile
Franklin — Second One Mile

AT SEATTLE
Peerless—Winning Pursuit Race in Seven Miles
Franklin—Winning Five Mile Race
Mitchell—Winning Five Mile Race

San Francisco Endurance Run
Peerless—Perfect Score

'08 Fisk Tires must be the best if they are selected from 13 American made tires by experienced men who know their showing largely depends on the strength and wearing qualities of their tires.

**AJAX
TIRES
WIN**

Were used by the winning Velie "40" in the 48-hour endurance run just held.

AJAX tires made a better showing than any other make of tire and stood the grilling test perfectly.

Hughson & Merton
Van Ness and
Golden Gate Avenues

**GOODRICH TIRES
WIN AGAIN**
In the Glidden and Hower Contest.

GLIDDEN CONTEST SCORE BOARD

1904	GOODRICH	WINNER
1905	GOODRICH	WINNER
1906	GOODRICH	WINNER
1907	GOODRICH	WINNER
1908	GOODRICH	WINNER

Goodrich Tires Were used on Twenty-three of the forty-four Glidden and Hower cars
Goodrich Tires Were used on Fourteen of the twenty-six cars that made Perfect Scores
The score board shows that if you Start on Goodrich Tires You Will Finish a Winner
See that your cars are equipped with Goodrich Tires and the Goodrich Quick Detachable Rim

The B. F. Goodrich Co., San Francisco Branch
Akron, Ohio | **Gorham Rubber Co.,**
50-56 Fremont Street

HARTFORD TIRES
WIN ONCE MORE
EQUIPPING THE MITCHELL CAR
Which Made a Perfect Score in the
48-Hour Endurance Run
Covering 1,347 Miles on the San Leandro Triangle

THIS IS THE THIRD TIME
That Hartford Tires Have Carried the Winners
in the San Leandro Endurance Run
YOU CAN COUNT ON THEM TO WIN ALWAYS

THE MIDGELY TREAD ANTI-SKID
IS THE PEER OF ALL WINTER TIRES
Get a Set and Feel Safe on the Wet Streets

CHANSLOR & LYON
Golden Gate Avenue and Polk Street
Branches—Los Angeles, Fresno, Portland, Seattle

**DIAMOND TIRES
WIN**
Santa Rosa Road Race
Carrying the Stoddard-Dayton No. 12 and Stevens-Duryea No. 10 to
1st and 2d Place
WITH NOT ONE PARTICLE OF TIRE TROUBLE

Our famous Mountain Tread Casings and tubes were the choice of the big majority of the entrants because experienced drivers know that when
SPEED—SAFETY—DURABILITY—Are the Requisites
DIAMOND TIRES ARE THE BEST

Made in clincher, quick detachable, Fisk and Dunlap types, with regular Bailey and steel anti-skid treads. Also in 31x4 to fit 30x3 3/4 rims; 33x4 to fit 32x3 3/4 rims, and 37x5 1/2 to fit 36x5 rims.

DIAMOND DEMOUNTABLE and MARSH QUICK ACTING RIMS Are Mechanically Perfect

THE DIAMOND RUBBER COMPANY
SAN FRANCISCO LOS ANGELES SEATTLE
C. E. MATHEWSON, Pacific Coast Manager



“Firestone”
Tires hold the world's record for durability and speed.

FIRESTONE'S WAY of getting extra mileage out of a tire, is to build extra mileage into it.

That is why “Firestone” Tires cost considerably more to build than others—stouter construction, more durable rubber, more rigid inspection—and why they have never had an off-year.

The small price difference commanded by “Firestone” Tires over tires made the ordinary way is paid back, many times over, in extra miles of service.

THE FIRESTONE TIRE & RUBBER CO.
“America's Largest Exclusive Tire and Rim Makers”
AKRON, OHIO, AND ALL PRINCIPAL CITIES



THE GOODRICH QUICK DEFATABLE EXPERIENCE EXPERIMENT

The Tire you are coming to

THROUGH experiment and experience — to Goodrich Tires: that is the tire history of thousands of automobilists—but it need not be your history. You can eliminate the experiments and the expense by examining the Goodrich record of service; by learning the **road results** of the Goodrich “tough tread” and Goodrich “integral construction” on every street and highway in America. Start with a Goodrich equipment and you will finish with it. We shall be glad to explain Goodrich construction and furnish evidence of Goodrich superiority on request.

The B. F. Goodrich Company, Akron, Ohio

CHICAGO PHILADELPHIA CLEVELAND LOS ANGELES
PITTSBURGH BOSTON ST. LOUIS DENVER SEATTLE
DETROIT SAN FRANCISCO PARIS

Our Products are also handled by THE B. F. GOODRICH COMPANY of New York.

Our Goodrich Solid Rubber Tires started in the last fifteen years ago and have held their own ever since.



Nassau Tires

Thermoid Red Inner Tubes
Put the best that is in you into the service of your motor. These are the best inner tubes on the market. They are made of the finest material and are guaranteed to last. They are the only inner tubes that are made in this country.

Why These Tires Mean “Repeat Orders”
Because they give such Surplus Service. Because every Nassau Tire has such toughness, such wear-resistance built into it that the biggest of racing drivers have long used Nassau Tires—for their dependability under grueling strain.

Since you race alone will give a set of tires as much wear and tear as would 3,000 miles of ordinary driving, you can be sure of getting dependable tires when you sell Nassaus. This means the best kind of business—satisfied customers who “repeat”—satisfied customers who will proclaim to their friends the merits of the tires you sell.

Nassau Tires are “All-Mighty Tough.” Selling ‘em is “All-Mighty” EASY.

Write for Price List and details at once! We will help you give Nassau Dealers.

Thermoid Rubber Company
TRENTON, N. J.
Sole U.S. Mfrs. of Thermoid Methods
(Incorporated Since 1898)



MASON
MEANS MORE MILEAGE

Race Drivers Know!
They can't afford to take chances. Their winnings, their reputation—yes, their lives depend on the staunchness of their tires. And they choose Mason for rugged endurance.

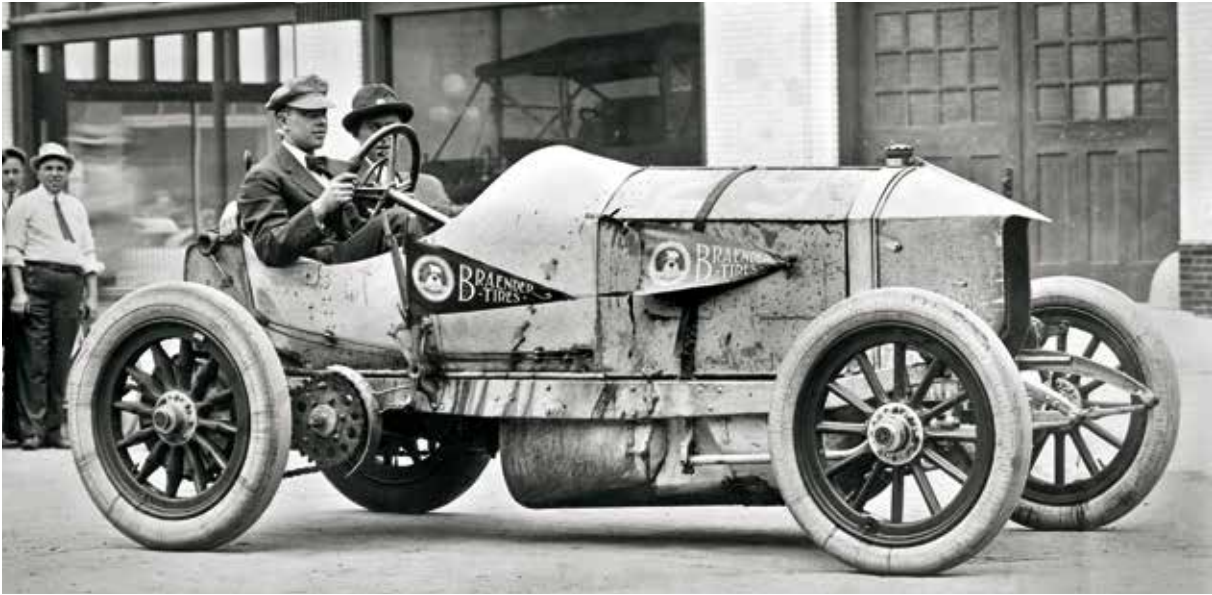
The **conscientious** knows that Mason stands for long, dependable, every-day service. To him the name Mason on a tire is insurance for the mileage that's in the tire—it is protection against defects of material or workmanship throughout the tire's life.

Yes, and **Dealers know**—know that the Mason plan is a profitable plan; that a Mason customer is a satisfied customer; that the Mason guarantee is an honest guarantee. If you haven't seen the Mason plan, write for it.

MASON TIRE & RUBBER CO.
FACTORIES: KENT, OHIO
Branches in Principal Cities

THROUGH THE TIRE. If tire manufacturers competed in newspapers to obtain space for their monochrome modules, the pages of magazines—general and specialized motor editions—allowed them to reproduce quality halftone ads and color pages. The image of a racing car speedily emerging from a tire was a widely used concept.

146. Advertisement for Firestone in *Motor*, 1912. **147.** Advertisement for BF Goodrich in magazine, 1908. **148.** Advertisement for Nassau tires in *Hardware Age*, October 21, 1915. **149.** Mason's Advertisement in *The Automobile Trade Journal*, March 20, 1920.



150. In 1913, racing pilot Ralph Mulford took part in the Indianapolis races with the Mercedes 1908 GP, equipped with Braender tires. He was ranked seventh, and highlighted that he did not need to change any tires during the race. Promotional photograph of the vehicle and its pilot, 1913, Library of Congress. 151. Miller tire advertisement published in *The Rotarian*, August, 1913. 152. Goodyear's advertisement published in *The Sun*, October 8, 1916.



Miller TIRES

Quality  Mark

**Let the Speed Kings
Choose Your Tires**

The world's greatest track and road racers, drive Miller "One Cure Wrapped Tread" tires. These new process tires hold the world's track and road records.

The men whom self-preservation makes the best judges of tires, have chosen Miller's. You can't go wrong if you follow the choice of these experts.

**THE MILLER RUBBER CO.
AKRON, OHIO**



Your Part in the Shattered World's Record

Likely you were not one of the 40,000 persons who sprang cheering to their feet as Johnny Aitken's volleying Peugeot, leading a field of 31 starters, shot across the finish line in the Astor Cup Race at the Sheephead Bay Speedway last Saturday.

Likely you were not one of the frantic throng that thundered its tribute to the man who had capped the speed-effort of five thousand years—who had smashed every record above 50 miles by driving the 250-mile classic at the astounding rate of 104.66 miles an hour—the fastest pace for this distance since the world began.

But more than likely you are one of the three million American Automobile Owners for whom this brilliant performance and its contributing factors have a direct lesson.

Aitken drove his race, and won it, on Goodyear Cord Tires.

Rickenbacher, who flashed past the checkered flag in second position at the wheel of a Maxwell, also rode Goodyear Cord Tires.

Neither Aitken nor Rickenbacher touched his tires during the whole course of the race. And two of the tires Aitken rode were used by him in winning the Cincinnati Sweepstakes on Labor Day!

Not one of the seven cars wearing Goodyear Cords in the Astor Cup Race halted an instant for tire trouble.

Now consider the fact that these Goodyear Cords, in carcass and stock, are identical with the ones you buy!

The quality that stood the burning, tearing, grinding punishment of 250 miles, over an edge-to-edge board swane at the amazing pace of more than a hundred miles an hour, is standard.

The materials that sustained the hardship and stress of the fastest race of this distance the world's tracks ever saw, are in every cord tire we build.

The endurance that served without filtering under the most ruthless and unmerciful pummeling that can be inflicted upon an automobile tire, is the portion of every Goodyear Cord user.

This is your part in the shattered world's record—the lesson that Goodyear Cord Tires are best for any car, for your car.

Their spectacular "one-two" victory at Sheephead Bay is not an isolated instance of their supremacy. The racing records of the past few months—De Palma's mark at the rate of 103 miles an hour on a one-mile track at Des Moines, Rickenbacher's winning in the 300-mile Tacoma event, Aitken's pace of 97.06 miles an hour in the 300-mile Cincinnati Sweepstakes, and so on—are formidable with additional proof.

Formidable with proof, not alone of stamina and hardihood—though these are paramount—but of the inbuilt speed, spring and exultant vitality of Goodyear Cord Tires.

With proof of the very qualities that led to the adoption of these tires as standard equipment on the Franklin, the Packard Twin-Six, the Locomobile, the Peerless, the White, the Haynes Twelve, the Stutz and the McFarlan.

With proof that these tires—on track or road—are better.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR

Cord  Tires

Goodyear Tires, Heavy Tourist Tires and "Tire Saver" Accessories are easy to get from Goodyear Service Station Dealers everywhere.




WINNERS of the GRAND PRIX

Nassau Tires
All-Mighty Tough
THE CHOICE OF THE SPEED KINGS

WESTERN UNION TELEGRAM
RECEIVED AT 5 North Warren Street, Trenton, N. J. "1916"
San Francisco, Cal., Feb'y. 27th, 1916.
THERMOID RUBBER COMPANY, Trenton, N. J.
By first experience on American tires was today when I WIN THE GRAND PRIX on NASSAU. Having heard of this often I decided to use them, and I am more than pleased with their performance. AND WILL USE THE INDIVIDUAL TIRE IN THE VANDERBILT CUP RACE.

We're always sail they're tough "All-Mighty Tough"

First Again!!!
Again NASSAU TIRES won—the time in the hardest and most dangerous contest in the history of automobile racing.
In a heavy downpour of rain, over a muddy, slippery, time-deteriorating, cracked course, Dario Resta, driving a Peugeot, equipped with NASSAU STOCK TIRES, grounded and skidded 400 miles to victory without changing a tire.
During the weather and track conditions this was the hardest race ever attempted in the country, yet NASSAU TIRES not only stood up under the terrible test but, according to the wonderful driver, are in perfect condition and will be used in still another grueling race.
Resta used STOCK tires which differed in no way, in no respect, from those which comprise the stock of every NASSAU dealer throughout the country. They are the same in quality and construction as every NASSAU tire built.

THERMOID RUBBER CO.
Factories and Main Offices
TRENTON, N. J.
DEALERS EVERYWHERE

FAIR LIST PRICES FAIR TREATMENT

The Trade has 400 Tires
The Speedway But **ONE**
GOODRICH SILVERTOWN
CORD TIRES

Ten Silvertown Cord X-cels

1. Increased engine power.
2. Smoother riding.
3. Fuel saving.
4. Speedier.
5. Coast farther.
6. Start quicker.
7. Easier to guide.
8. Greater mileage.
9. More resisting against potholes.
10. Reliability and permanency.

THOUGH rubber making has given birth to more than 400 brands of automobile tires, the racing season of 1916 demonstrated that there is but one tire with the resilience to produce the 100-mile-an-hour pace and the durability to stand the stress of that pace—SILVERTOWN—the original and only CABLE CORD tire.

Driving solely on Silvertowns, Dario Resta won the National Racing Championship of the A.A.A., the only championship awarded to an automobile racing driver.

And SILVERTOWN equipped cars scored 15,582 points toward the trophy, to 7,176 by all Silvertown's competitors combined.

Know Silvertown by its Red Double-Diamond trademark—the tire you can not afford to be without.

THE B. F. GOODRICH RUBBER COMPANY, Akron, O.
Also maker of the famous Fablio tires—Goodrich Black Safety Treads

"SILVERTOWNS MAKE ALL CARS HIGH-GRADE"

AJAX SHOULDERS OF STRENGTH

CHAMPION OF CHAMPIONS

Dirt Track Championship of America

AJAX ROAD KING

SHOULDERS OF STRENGTH

97% Owners' Choice

AJAX RUBBER COMPANY, Inc.
1296 Broadway, New York
Factories, Trenton, N. J.

"While Others Are Claiming Quality, We Are Guaranteeing It"

AJAX TIRES
GUARANTEED **RESISTING 5000 MILES**

TIRE CHAMPIONS. The racing pilot Dario Resta dominated the American automobile season of 1915-1916. As explained by the double-page advertisement at the top of the page, he won the VI American Grand Prize on February 27, 1915 with a Peugeot EX3 on Nassau tires, then the Vanderbilt Cup and was second in the Indianapolis 500. In 1916 he finished first in the United States National Driving Championship, running all racing trials on BF Goodrich's Silvertown tires—versus 400 existing tire brands that year—as explained in the advertisement above on the left.

153. Advertisement for Nassau tires of the Thermoid Rubber Co. published in *The Automobile* magazine, March 4, 1915.

154. Advertisement for BF Goodrich Silvertown tires published in *National Geographic* magazine, 1917.

155. Ajax tire advertisement published in *The Country Gentleman* magazine, March 16, 1918.

What Barney Oldfield says about Goodyear Detachable Tires On Universal Rims



Barney Oldfield

September 28, 1906.

The Goodyear Tire & Rubber Co., New York City.

Gentlemen:—After many misgivings as to the practicability of the GOODYEAR NEW DETACHABLE TIRE, I finally decided upon its use in July, '05. Since that time I have driven in seventy-two heats and races on circular tracks, and have never had a tire accident or tire trouble of any description. With my *Green Dragon* I hold every world circular track record from one to fifty miles, and these records have never been in danger, nor have I been defeated in a trial heat or race since I began using GOODYEAR TIRES. Before my cars were equipped with GOODYEAR TIRES, it was a common occurrence to wear a tire through to the danger line in a five or ten mile heat. On my *Green Dragon*, at the present time are two complete tires, one front and one rear, that have been in constant use for the past fifteen months without being touched, except to inflate. My success with the GOODYEAR TIRE has been the wonder of the past season in connection with circular track racing. My touring car, which has been equipped with the same tire, has covered over six thousand miles since I began to use them, and have given perfect satisfaction. In my estimation, there is no combination of tire and detachable rim which is so perfect and so simple.


(Signed) You know me, **BARNEY OLDFIELD.**

The Terrific Racing-Pace

Is the hardest possible test for the auto-tire. The life of the average tire, racing on a circular track, is fifteen miles. The GOODYEAR DETACHABLE is the only tire that could make such records as Barney Oldfield tells of. If you would know why it stands such severe tests, our Free book "How to Select an Auto-Tire," will tell you.

Goodyear Tire & Rubber Co., Wren St., Akron, O.

BRANCHES: Boston, 261 Dartmouth St.; New York, cor. Sixty-fourth St. and Broadway; Chicago, 92-94 Michigan Ave.; Cincinnati, 517 E. Fifth St.; St. Louis, 712-714 Morgan St.; Los Angeles, 932 S. Main St.; San Francisco, Geo. P. Moore & Co., 721 Golden Gate Ave.; Buffalo, 719 Main St.; Denver, 220 Sixteenth St.; Detroit, 246 Jefferson Ave.



ADVERTISING MAN. Barney Oldfield was one of the most active race car drivers in the history of the automotive world. He took part in more than one thousand racing trials between 1902 and 1918, the year he officially retired. Although at the beginning of his career he allowed his image to be employed for recommending Goodyear tires, he was always linked to Firestone, with which he won records and competitions. In 1918 he retired from racing and founded the Oldfield Tire & Rubber Company in Cleveland, of which he was President. It dealt with a firm controlled from Akron by Firestone to produce tires as a second brand taking advantage of Oldfield's prestige, who received \$50,000 for the right to use his name and image. The press advertisements of the new company showed portraits of the pilot and testimonial texts with his signature, guaranteeing the quality of his tires. In 1922 Harvey Firestone, displeased with Oldfield's management, offered him an agreement so as to gain control of the brand, and Barney Oldfield disengaged himself from the business. Having become a celebrity, he dedicated himself to a variety of occupations, participating in several automobile demonstrations and collaborating in films and musical shows.

156. Advertisement for Goodyear tires in *Motor Age* magazine, December 27, 1906.

157. Oldfield's advertisement in *The Saturday Evening Post*, August 21, 1920.



Master
Tire Builder

Speed-Tested Tires

For a good many years tire manufacturers have been urging you to accept the verdict of the speedway.

Today that verdict leads you to Oldfield Tires.

Victors at Indianapolis, Uniontown, and Tacoma, and the only tires that ever won the 500-Mile International Sweepstakes without a change. Oldfields are, by public proof, the most trustworthy tires built.

Don't experiment with tires!

The verdict of the speedway has already given you results that are public, competitive and scientifically combine years of normal wear into a few hours of terrific abuse.

Guide your choice by these results — results fully equal to many thousands of miles' use on your car and with your road conditions.

Oldfields on all four wheels! That will surely be your decision.

THE OLDFIELD TIRE CO.
BARNEY OLDFIELD
CLEVELAND

Headquarters: New York City
New York, Boston, Chicago, Kansas City, Akron, Toledo, Seattle

AP 1920
AP 1920
General Distribution



TIRES

GAULOIS TIRES



Reduced 25%

WHERE we had to pay ten dollars to Uncle Sam on every tire we imported, we now only have to pay three. That is seven dollars *per tire* saved for YOU, as we have decided to give the consumer the entire benefit of the reduction.

The New Tariff Does It

The tires remain what they were—first in quality of material, first in expertness of manufacture, unequalled in every respect. They are the same tires that were picked by 22 out of the 34 competitors in this year's *Tour de France*, and by 78 per cent. of the automobile manufacturers participating in the French military trials just ended, as the tire equipment offering the greatest guarantee of perfect service.

GAULOIS TIRES

(Pronounced GOAL-WAH)

represent the utmost in Mileage, Comfort, Strength, Resiliency and Durability

Wherever pitted against tires of other makes—at the International Expositions of Paris, Turin, Hanoi, St. Louis, Milan, Liege, London, Saragossa, Quito, Brussels, Buenos Ayres—have invariably triumphed. They wear better, they run better, they look better, and they are better.

We want live representatives in Chicago, San Francisco, Indianapolis, Denver, Detroit, Philadelphia and Boston. Several important states still open. *Wire for terms.*

Reliable Distributors Wanted

GAULOIS TIRE Corp.

49 West 64th Street, New York
Canadian Agency: 325 St. James Street, Montreal




JUST as a chain is only as strong as its weakest link, an automobile is only as good as its tires. The finest motor is useless without the strongest tires.

IMPORTED CONTINENTAL TIRES

are "THE WORLD'S BEST." Their excellence is one of test—they have been awarded more honors in more contests (speed and endurance) than any other tire.

Insist on having them on your car.

Send for Booklet No. 2, to
THE CONTINENTAL CAOUTCHOUC CO.
Eliot Corporation, Gen'l Mgr.
45 Warren Street
NEW YORK
Factory, Bismarck, Germany

The greatest Races have been won through

CONTINENTAL TIRES

TRANSOCEANIC BATTLE.

The German Continental and French Bergougnan also tried their hand with the transoceanic venture, following the path marked by Michelin. This was done first through import agencies and later by initiating manufacturing in American territory to avoid customs duties. Bergougnan acquired the fully equipped factory from the Delion Tire Co. in Trenton, New Jersey, in July 1919 which later became the Bergougnan Rubber Corp. After a year of construction, the factory started production in the late 1920s. The factory closed in August 1924, plagued with financial problems. The German firm Continental created the Continental Caoutchouc Co. in 1903, and in 1908 reached an agreement to manufacture their tires at the Boston Revere Rubber Co. factory. Once production and sales were initiated, the German parent company disposed of their share in the business, which was absorbed in 1911 by the United States Tire Co. who discontinued the brand in 1912. As can be seen in the two examples on this page, racing competition victories were a selling point in advertisements.

158. Advertisement for Bergougnan in *Motor Age* magazine, October 16, 1913. 159. Continental advertisement in *Harper's Magazine*, March 1906.

