

# MICHELIN



HENERY 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

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.

1907-1915 SECOND PERIOD

**DISCOLORED VICTORIES.** The advertisement shown above highlights the use of retouched, colored photography in a photo-montage of four vignettes that describes the victories of Michelin equipping cars in different races. This photographic element was and would be unusual in Michelin's American advertising in the press. In this specific case, the placement was contracted as the inside cover page, which meant having to print in color and utilizing paper of greater quality for the correct reproduction of the photographs. As for the content, a major error tarnishes the veracity of these achievements: the first illustrated race appears with a footnote that states "Hemery winning Vanderbilt Cup 1905 on Michelins." The truth is that the II Vanderbilt Cup, held on October 14, 1905, was won by Victor Hemery ... on Dunlop tires!

**80.** Full-page color advertisement published in *Life* magazine, October 17, 1907.

SECOND PERIOD 1907-1915

**"THE TRUTH IS MIGHTY AND WILL PREVAIL"**

# MICHELIN "AS USUAL" LEADS



The 15 Makes of Tires on Show  
Cars at the Grand Central Palace.

HAVING OVER 30% OF ALL SHOW CAR EQUIPMENT AND MORE THAN THE TWO NEAREST COMPETITORS COMBINED

<b>MICHELIN</b>	<b>272</b>
<b>NEAREST COMPETITOR</b>	<b>120</b>
<b>Next Nearest Competitor</b>	<b>92</b>
<b>Divided among 12 other makes</b>	<b>420</b>
<b>Total</b>	<b>904</b>

Significant, isn't it, of the esteem in which MICHELIN tires are held by all, and rather an **emphatic** endorsement of their quality and worth?

Remember, what **seems** cheapest at the time of purchase is often **dearest** in the end. Michelins cost something more in the beginning, but justify it in the test of service.

Exhibiting at Madison Square Garden, New York; Coliseum, Chicago; Mechanics Building, Boston.

**MICHELIN** MILLTOWN N.J.  
NEW YORK BRANCH  
1763 BROADWAY



13% 10% 9% 8% 7% 6% 5% 4% 3% 2% 1% 1/2% 1/4%

## Michelin Tires to the Front in 1909

MICHELINS have won all the important contests in Europe since motor racing began. Their successes abroad are consistently continued in this country by sweeping Michelin victories in every notable event since the American plant, Michelin's latest factory, began producing tires. That a remarkable state of efficiency has been reached is evidenced by the victories of the Michelin Anti-Skid and the Michelin Compressed Tread Tires, the latter a type exclusively Michelin's, and the ONLY NEW thing in the tire world. These contests embrace the most varied conditions and the most severe requirements of tire service, proving, "as usual," the superior worth, reliability and economy of Michelin Tires.

If we should attempt to print a list of all Michelin's victories in the world's famous events, it would fill this entire section. Should we print a complete list of Michelin victories to date of all the contests they have won, it would fill several sections.



**If Your Car is Not Equipped With Michelin Tires**  
See us at once and let us show you how Michelins excel all other makes. Cost a trifle more but worth considerable more. They last longest.

**THE J. N. JOHNSON CO.**  
Northwestern Distributors  
We Do Vulcanizing and Re-treading  
**915 Nicollet Ave., MINNEAPOLIS**

Don't miss  
the Michelin  
Bibendum  
Twins and the  
exhibit of



## MICHELIN TIRES

Everybody is talking about the funny antics of the former and the wonderful road records of the latter; now as always

### The Biggest Hits at Every Show.

Completely victorious at Paris, Berlin, Vienna, New York and Chicago, they but come to St. Louis to increase their already international prestige.

**THE MICHELIN CO. PARIS**      **MICHELIN TIRE CO. NEW YORK**

**PHOENIX AUTO SUPPLY CO.**  
Distributors, 3932 Olive St.

**A NEW AND FLEETING BIBENDUM.** At the beginning of 1909, the Michelin Tire Company in Milltown utilized the portrait of a peculiar Bibendum in their advertisements, portrayed in a coarse drawing and very distinct from the graphic standards established by O'Galop in France. The character carried several trophies and commemorative ribbons of his successful presence in various competitions and sports events. It was a representation based on the gigantic inflated figures of the Michelin Twins—the outlandish and huge inflatable figures that, riding aboard floats, were already traveling throughout the U.S. from event to event promoting Michelin's dual tires for freight vehicles. This vignette was used only on occasion by the American subsidiary for advertisements in specialized magazines. It was additionally employed by the establishments associated with their commercial network in modules that they inserted in local newspapers.

**81.** Half-page page advertising module published in the specialized magazine *Motor Age*, January 14, 1909.

**82-83.** Advertising modules in *The Minneapolis Journal*, 1909 and *The Saint Louis Times*, February 17, 1909.



1891

Detachable bicycle tires were first produced by Michelin "As Usual"

1895

Pneumatic Automobile Tires were first produced by Michelin "As Usual"

1910

All important speed and endurance contests are invariably won on Michelins "As Usual"

# MICHELIN TIRES

*Michelin invented the pneumatic automobile tire away back in 1895 and to-day produces more than 50% of all the tires made in the world.*

*Michelin invented Anti-Skid Tires in 1905. The Michelin Steel Studded Leather Tread Anti-Skid prevents skidding and protects the envelope without destroying its resiliency.*

*Michelin invented Demountable Rims in 1906. In the essentials of simplicity, ease of operation, light weight and security Michelin Demountables have never been equalled.*

*The superior quality and dependability of all Michelin products have created a standard that has endured for seventy-eight years.*

*Michelin tires have won 95% of all the world's important speed and endurance contests since motoring began. You cannot know what a good tire is until you try a Michelin properly inflated*

**IN STOCK THROUGHOUT THE UNITED STATES**  
and in every country in the world where cars are used

**MICHELIN TIRE COMPANY, MILLTOWN, NEW JERSEY**

FACTORIES FOUNDED IN CLERMONT-FARRAND—FRANCE 1832—LONDON—ENGLAND 1904—TURIN—ITALY 1906—MILLTOWN—NEW JERSEY 1907



1907-1915 SECOND PERIOD

**AN ISOLATED CASE.** This advertisement is an exception to the rest of Michelin's advertising production placed in the press. For the first time, the character—in the lower section, serving to terminate the advertisement and forming a border—expresses itself in different poses and attitudes. This was an illustration created specifically for the American public and was not used again.

84. Full-page advertisement published in *Country Life in America* magazine, July 1910.

**WITH A FRENCH ACCENT.**


Within the period of establishing Michelin's American subsidiary and their hesitations in terms of defining the line of graphic advertising, we find clichés provided directly by the parent company from their Parisian administrative and commercial offices. In this case it is a vignette in which Bibendum is shown writing, and was used to illustrate an invitation for readers to request in writing the (free) shipping of promotional brochures published by the Michelin Tire Co. in Milltown on the correct care and use of tires. Interestingly, the vignette retains the original signature of the French illustrator Marius Rossillon "O'Galop," its creator.

85. Full-page advertisement published in the specialized magazine *Motor*, January 1914.

86. Advertising module in a half-page horizontal format published in *The Horseless Age* magazine, October 4, 1911.

# MICHELIN

Steel Studded  
Leather Tread  
"Semelle"  
Anti Skids



**Do Prevent  
Skidding**

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**Send for Free Michelin Instruction Book**  
A MANUAL FOR THE TIRE ECONOMIST.


Twenty-four pages of practical and instructive hints on the care and preservation of tires, each page fully illustrated with large half-tone engravings and printed in three colors. Every motorist may have a copy—just fill in and mail this coupon. There is no obligation, this offer being absolutely free.

Name \_\_\_\_\_

Address \_\_\_\_\_

**Mail this Coupon to Michelin Tire Co., Milltown, N. J.**





**MICHELIN'S  
Instruction  
Books on the  
Care and Repair  
of Pneumatic  
Tires sent free  
on request.**

EVERY MOTORIST SHOULD HAVE THESE BOOKS

MICHELIN—Dept. A  
MILLTOWN, NEW JERSEY

# MICHELIN



**Protect Car  
and  
Passengers**



# ANTI-SKIDS

1907-1915  
SECOND PERIOD

# MICHELIN

SEMELLE

## ANTI-SKIDS

*Prevent skidding, and  
perhaps serious injury*



*Tough, Flexible  
Non-Puncturing  
Leather Tread*

*Firmly Imbedded  
Hardened Steel  
Anti-Skid Rivets*

*Michelin Anti-Skids are  
easy riding as the resilient  
rubber side walls are not  
confined by the leather tread*



Send for illustrated booklet

**ANTI-SKID EQUIPMENT AT HALF USUAL COST**  
*Michelin Anti-Skids are thoroughly efficient, though not expensive. They DO prevent skidding. Two 32-page booklets on the care and repair of tires, fully illustrated, mailed free to every enquirer about Michelin Anti-Skids.*

Michelin—Milltown—New Jersey

**INFORMATIVE KICK.**

The French illustrator O'Galop was commissioned to create the striking image of Bibendum giving the viewer a kick. In this way the sole of his boot was shown, lined with non-skid metal studs. The metaphor between the mascot's type of footwear and the tire cover that should equip automobiles referred to the technology of Michelin's non-skid tires. This illustration, originally created for the French market and used in different European countries in poster or vignette format, was also adopted for the American market, as can be seen in the two examples shown here.

**87.** Half-page horizontal advertising module published in *The Horseless Age* magazine, April 13, 1910.

**88.** Full-page advertisement published in the specialized magazine *The Automobile*, January 4, 1912.

April 1, 1909. THE AUTOMOBILE. 55

# MICHELINS

## INVINCIBLE "AS USUAL"

IN THE ONLY TWO NATIONAL AUTOMOBILE CONTESTS OF 1909

**FIRST** at Ormond Beach in the Minneapolis Trophy, the Dewar Trophy and all the other notable events, including two new World's Records—"As Usual."

**FIRST** at New Orleans in the eleven important contests, including two new World's Records—"As Usual."

**FIRST** in 1908 in every important contest in the World—"As Usual."



### MICHELIN TIRE COMPANY

MILLTOWN : : : : NEW JERSEY

MICHELIN BRANCHES IN THE UNITED STATES

NEW YORK, 1763 Broadway	BUFFALO, 908 Main St.	DENVER, 15 E. Colfax Ave.
CHICAGO, 1344 Michigan Ave.	CLEVELAND, 2001 Euclid Ave.	SAN FRANCISCO, 308-314 Van Ness Ave.
BOSTON, 901 Boylston St.	DETROIT, 247 Jefferson Ave.	SEATTLE, 1503 Broadway
PHILADELPHIA, 320 N. Broad St.		

DISTRIBUTING AGENTS

Amesbury, Texas: McKnight Transfer Livery & Sales Company.	Kansas City, Mo.: Bower Tire and Supply Co., 1739 Grand Ave.	Pittsburgh, Pa.: Pittsburgh Auto Tire Rep. Co., Bessie and Beatty Sts.
Atlanta, Ga.: Michelin Distributing Agency, 120-122 Marietta St.	Los Angeles, Cal.: Coleman & Bennett, 1200 S. Main St.	St. Louis, Mo.: Phoenix Auto-Supply Co., 3932 Olive St.
Bushypride, N. Y.: Grant Square Automobile Co., 1178 Bedford Ave.	Minneapolis, Minn.: The J. N. Johnson Co., 915 Nicollet Ave.	Salt Lake City, Utah: The Salt Lake Hardware Co., 62 West 2nd St.
Chicago, Ill.: Auto Supply Co., 1388 Michigan Boulevard.	Missoula, Mont.: Missoula Mercantile Company.	San Antonio, Texas: Alamo Auto Company.
Dallas, Texas: Bush Auto Co., 238 Commerce St.	New Orleans, La.: J. M. Schwartz Co., Ltd., Baronne and Lafayette Sts.	Sevenson, Ga.: Harris Tire Co., Drayton and Perry Sts.
Dayton, Pa.: W. H. Peters.	Oklahoma City, Okla.: Fielder Oklahoma Auto Co., 229 W. Cal St.	Washington, D. C.: National Electric Supply Co., 1330 New York Ave.
El Paso, Texas: Rader & Alexander, Cor. Campbell and St. Louis Sts.	Omaha, Neb.: Bussan Iron Co., 15th and Haney Sts.	Wichita, Kansas: Wichita Tires Co., Cor. Lawrence and Wm. Sts.
Jacksonville, Fla.: Fred E. Gilbert, 37 W. Poynter St.		

# MICHELIN

## TIRES WIN "AS USUAL"

AT Indianapolis Speedway

### Wheeler & Schebler Trophy

200 Miles--2 hrs., 46 min., 31 sec.

1st . Marmon . Harroun driving	. Michelins "As Usual!"
2d . Jackson . Lynch	" . Michelins "As Usual!"
3d . National . Aitken	" . Michelins "As Usual!"
4th . Buick . A. Chevrolet	" . Michelins "As Usual!"

### Prest-O-Lite Trophy

100 Miles--1 hr., 23 min., 43 sec.

1st . National . Kincaid driving	. Michelins "As Usual!"
2d . National . Merz	" . Michelins "As Usual!"
3d . Jackson . Lynch	" . Michelins "As Usual!"
4th . Marmon . Dawson	" . Michelins "As Usual!"
5th . Marmon . Harroun	" . Michelins "As Usual!"

*Michelins "as usual" on the third day won 11 out of a total of 13 contests and established new records for all distances from 30 to 50 miles. During the three days' meeting Michelin tires won 25 out of a total of 28 contests--a consistent record for speed and tire durability never before equaled.*

# MICHELIN

**ALONE OR ACCOMPANIED.**

"Michelin Tires win 'as usual'" and its variants "Michelins invincible 'as usual'" and "Michelin Tires first 'as usual'" were the slogans of the campaign developed between 1909 and 1912 based on the achievements obtained in automobile races. The typical fortnightly and monthly magazines of the motorsports sector were the main channels for the diffusion of these advertisements. Many of them were inserted in newspapers in the days following the end of a competition—if not the next day—, taking advantage of the immediate impact of the victory. The basic design scheme of these advertisements presented the word Michelin in capital letters, as a logotype, occupying the upper and lower sections of the composition. In the intermediate space the details of victories were listed: the name of the competition, the place and date, the list of winners, the name of the driver, the automobile brand driven, the duration of time and kilometers traveled. In the upper third of the composition, under the word Michelin and on both sides, repeated figures of Bibendum were portrayed—sometimes appearing alone—based on a cliché by O'Galop. This dual representation was derived from the constant reference to the Michelin Twins, the inflatable twin figures that performed in fairs and parades. They rivaled with the individualized representation of the mascot for the recognition of American consumers.

89. Full-page advertisement published in the specialized magazine *The Automobile*, April 1, 1909.

# Michelin TIRES

## 1st "AS USUAL"

In All National Contests of 1909, Including Many World's Records

**FORT GEORGE HILL CLIMB**  
—Michelins "As Usual"

**JAMAICA WORLD'S ROAD RECORDS**  
—Michelins "As Usual"

**ORMOND WORLD'S SPEED RECORDS**  
—Michelins "As Usual"

**New Orleans World's Track Records.**  
—Michelins "As Usual"

**Nashville World's Amateur Record.**  
—Michelins "As Usual"

**Lookout Mountain Auto-Climb.**  
—Michelins "As Usual"

**Montgomery Free For All Track Records.**  
—Michelins "As Usual"

**1908 in every important contest in the World.**  
—Michelins "As Usual"



*Whenever a manufacturer or dealer or owner goes out to win an important automobile contest of any kind in any part of the world, he first equips his car with Michelin Tires because he knows that Michelins are the best tires in the world for any form of speed and endurance contest*

### MICHELIN TIRE COMPANY


MILLTOWN : : : : NEW JERSEY

BRANCHES IN UNITED STATES

NEW YORK, 1763 Broadway	CHICAGO, 1344 Michigan Ave.	BOSTON, 901 Boylston St.	PHILADELPHIA, 320 No. Broad St.	BUFFALO, 908 Main St.
CLEVELAND, 2001 Euclid Ave.	DETROIT, 247 Jefferson Ave.	DENVER, 15 E. Colfax Ave.	SAN FRANCISCO, 308-314 Van Ness Ave.	SEATTLE, 1503 Broadway

PRICE TEN CENTS

# THE HORSELESS AGE



VOLUME 28      NEW YORK      OCTOBER 18, 1911      NUMBER 16

# MICHELIN TIRES


WIN  
"AS USUAL"

## SANTA MONICA

ROAD CONTESTS, SATURDAY, OCTOBER 14th

Establishing New World's Record  
Averaging 74.93 Miles Per Hour

<b>Free-for-All—202 Miles</b>					
1st.	National	-	Herrick	-	Michelins "As Usual"
2d.	Marmon	-	Patschke	-	Michelins "As Usual"
3d.	Marmon	-	Dawson	-	Michelins "As Usual"
<b>Shettler Trophy—151 Miles</b>					
1st.	National	-	Merz	-	Michelins "As Usual"
2d.	Pope-Hartford	-	Dingley	-	X Tires
3d.	Stutz	-	Lewis	-	X Tires
<b>Jepsen Trophy—151 Miles</b>					
1st.	Marmon	-	Keen	-	Michelins "As Usual"
2d.	Marmon	-	Nikrent	-	Michelins "As Usual"
3d.	Mercer	-	Hanshue	-	Michelins "As Usual"



Look for this  
Sign on leading  
garages.

### Similar Tires for Sale at Leading Garages Everywhere

1907-1915 SECOND PERIOD

**UNUSUAL COVER.** A sample of the important investment in advertising that Michelin made during these years can be seen in the presence of this advertisement on the cover of the magazine *Horseless Age* in 1911, occupying the most coveted and expensive space offered by such publications to their advertisers.

92. Michelin advertisement published on the cover of the magazine *The Horseless Age*, October 18, 1911.

SECOND PERIOD 1907-1915

**MICHELIN**  
 Tires Win  
**"AS USUAL"**



UNEQUALLED FOR  
**SPEED AND ENDURANCE**  
**DENVER STOCK CAR**  
**Road Contest**

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**July 5th, 1909** **Distance 290 Miles**

1st Colburn	McMillan	7:26:24;	Michelins "As Usual"
2nd Moon	Brinker	7:29:02	X Tires
3rd Chalmers-Detroit	Matson	7:38:48	Michelins "As Usual"

**MICHELIN**  
 MILLTOWN, NEW JERSEY

BRANCHES IN UNITED STATES

New York, 1763 Broadway	Cleveland, 2001 Euclid Avenue
Chicago, 1344 Michigan Avenue	Detroit, 247 Jefferson Avenue
Boston, 901 Boylston Street	Denver, 15 E. Colfax Avenue
Philadelphia, 320 N. Broad Street	San Francisco, 308-314 Van Ness Avenue
Buffalo, 908 Main Street	Seattle, 1503 Broadway

**MICHELIN**  
 TIRES WIN  
**"AS USUAL"**



UNEQUALLED FOR  
**SPEED AND ENDURANCE**  
**COBE TROPHY**

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**June 19, 1909** (Crown Point, Ind.) **Distance, 395.66 Miles**

CAR	DRIVER	TIME	
1st. Buick,	Chevrolet,	8:01:39	Michelins "As Usual"
2d. Knox,	Bourque,	8:02:44	X
3d. Locomobile,	Robertson,	8:14:30	Michelins "As Usual"
4th. Fiat,	Hearne,	8:22:04	Michelins "As Usual"
5th. Stoddard-Dayton,	Englebeck,	8:26:05	Michelins "As Usual"

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**INDIANA TROPHY**  
**June 18, 1909** (Crown Point, Ind.) **Distance, 232.74 Miles**  
 1st, 2nd, 3rd, 4th, 5th • • • Michelins "As Usual"

**MICHELIN**  
 MILLTOWN, NEW JERSEY

BRANCHES IN UNITED STATES

NEW YORK, 1763 Broadway	PHILADELPHIA, 320 North Broad Street	DENVER, 15 East Colfax Avenue
CHICAGO, 1344 Michigan Avenue	BUFFALO, 908 Main Street	SAN FRANCISCO, 308-314 Van Ness Ave.
BOSTON, 901 Boylston Street	CLEVELAND, 2001 Euclid Avenue	SEATTLE, 1503 Broadway
	DETROIT, 247 Jefferson Avenue	

**Good Tires Prevent Hold-Ups!**



When you get held up with your party 20 miles from nowhere, you know it's the tires that caused it. Tires cause more trouble and expense than any other part of car-equipment. You should use great care in selecting your tires. We carry the leading makes.

**Goodyear** **Goodrich**  
**Michelin**  
**Diamond** **Hartford**

We are distributing agents for Northern Worcester County for Goodyear Tires

WE CARRY THE LARGEST LINE OF AUTOMOBILE TIRES OF ANY GARAGE IN NEW ENGLAND. ALL SIZES TO FIT ALL SIZES OF CARS

**FORD & LYON, Garage, Cor. Prichard and Elm**

**EYE TO EYE WITH THE VIEWER.** The cliché of Bibendum walking in profile, illustrated by O'Galop, was slightly modified. The character's head was redrawn so as to look directly at the reader, and was utilized in numerous advertisements.

93-94. Full-page advertisements published in the specialized magazine *Motor*, July and August 1909.

95. Advertising module published in the newspaper *Fitchburg Daily Sentinel*, July and August 1909.



# MICHELIN Tires

*Michelin was the first to manufacture pneumatic automobile tires and now produces more than 50% of all the tires made in the world.*




**In Stock by**  
**Mansfield Auto.  
& Supply Co.**  
Walnut St.                      Mansfield.

# MICHELIN Tires

*All the world's important automobile contests have been won on Michelin Tires. Why?*



**In Stock by**  
**Augusta Garage & Supply  
Company,**  
720-722 Reynolds St. Augusta.



**LOOK FOR  
THIS SIGN**

# MICHELIN TIRES

**IN STOCK ALL OVER  
THE  
UNITED STATES**

*AND IN EVERY COUNTRY IN THE WORLD WHERE CARS ARE USED*

**Made by the Oldest and Largest Manufacturers of  
Pneumatic Tires in the World**

247 Jefferson Avenue, Detroit

**POINTING OUT THE SIGN.**

The type of advertising module shown above was distributed by Michelin among the different independent establishments associated with their commercial network. They were to be used for advertising their businesses in the corresponding local newspapers. This module appeared published hundreds of times in numerous local newspapers, with some variants like the one shown on the left, which emphasizes the associated official establishments' identification signs. The drawing of Bibendum's figure, in a fixed pose, with his arm raised and pointing to the sign, referred directly to the style in which he was portrayed for British advertising at this time.

**96.** Advertising module published in the newspaper *The Mansfield News*, May 11, 1910,


**97.** Advertising module published in the newspaper *The Augusta Herald*, July 8, 1909,

**98.** Advertising module in the *Detroit Free Press*, July 6, 1910.

**Glidden Reciprocity Tour Blanks are Out**

# Automobile Topics

10 Cents a Copy ; \$2.00 a Year    Vol. XXII.    NEW YORK, APRIL 22, 1911    No. 3    11th Year.    [No. 549]



*A Can of Michelin Mastic  
in every tool box is a  
necessity*

**Michelin Mastic is a plastic ce-  
ment unequalled for repairing  
cuts and punctures in envelopes  
and tubes. Put up in sealed  
top cans at forty cents each**

*Michelin  
Milltown  
New Jersey*

**CEMENT COVER.**

Between 1911 and 1913, part of Michelin Tire Company in Milltown's advertising was dedicated to presenting and promoting other products in their catalog apart from tires and inner tubes. This consisted primarily of tools, patches and glues for the repair of punctures as well as for tire care and maintenance. The above advertisement published on the cover of a specialized magazine—the most expensive advertising space—featured Michelin's Mastic cement, which, as indicated, cost forty cents a can.

99. Michelin advertisement published on the cover of the specialized magazine *Automobile Topics*, April 22, 1911.




*A Can of Michelin Mastic  
in every tool box is a  
necessity*

**MICHELIN MASTIC**  
is a plastic cement un-  
equalled for repairing  
cuts and punctures in  
envelopes and tubes.  
Put up in sealed top  
cans at forty cents each



Look for  
this sign  
On Leading  
Garages



**A thoroughly satisfactory  
cement, made of pure dis-  
solved para gum. Put up  
in tubes and cans in small  
or large quantities.**

*Michelin  
Milltown  
New Jersey*

# MICHELIN

## Accessories

**MICHELIN MASTIC**



**A PLASTIC CEMENT—  
NOT A LIQUID**

Cuts and lacerations in envelopes,  
repaired with *Michelin Mastic*, are  
sealed forever. *Mastic* becomes part  
of rubber.

2 Ounce Cans, each..... \$0.40

**MICHELIN PURE GUM  
CEMENT**



**FOR REPAIRING ENVELOPES  
AND INNER TUBES**

Best and strongest Cement it is pos-  
sible to make. Put up in quantities to  
suit the individual requirements of  
every purchaser.

Quantity	Price
1 Pint .....	\$0.70
1/2 Pint .....	.45
3/4 Pint .....	.30
2 Ounce Tubes, each.....	.15
1 Ounce Tubes, each.....	.10

**MICHELIN INNER TUBE  
PATCHES**  
Best for Repairing all Makes of Tubes



Made of pure Para rubber. No adul-  
terants. No fabric. Edges beveled.  
Best for repairing red or gray tubes.

No. Two, 2 1/2 x 2 1/4, per dozen.....	\$0.85
No. Three, 2 1/4 x 2, per dozen.....	.60
No. Four, 1 3/4 x 1 1/4, per dozen.....	.40
No. Five, 3/4 x 2 1/4, per dozen.....	.90

Envelope of Assorted Patches Contain-  
ing:  
Two No. 2 } ..... \$0.35  
Two No. 3 }  
One No. 4 }  
One No. 5 }

**MICHELIN UNIVERSAL  
REPAIR KIT**



A complete repair kit, comprising  
every requisite for making quick and  
permanent repairs to envelopes and  
inner tubes. Put up in compact and  
convenient form. Comprehensive in-  
struction book with every kit.

**PRICE, \$1.50**

**MICHELIN Q. D. TIRE LEVER**



The most useful TIRE TOOL  
made for all tire manipulations.  
Especially adapted for all *Quick De-  
tachable Rims*. No other tool needed.

**PRICE, \$0.35**

**MICHELIN PRESSURE  
TESTER**



Warns you if needlessly destroying  
tires and wasting money.  
Simply remove valve cap and press  
tester firmly over valve.

**PRICE, \$1.75**

**MICHELIN INSIDE EN-  
VELOPE PATCHES**



Used without Cement. Slipped in  
between envelope and tube to make  
emergency road repairs after blow-outs  
or punctures.

*They are the best emergency patches  
for all makes of tires.*

For 3 inch Envelopes.....	Each \$0.30
For 3 1/2 inch Envelopes.....	.40
For 4 inch Envelopes.....	.50
For 4 1/2 or 5 inch Envelopes....	.60

**MICHELIN TIRE CO. - Milltown, N. J.**

AUTOMOBILE TOPICS April 13, 1912

**MICHELIN UNIVERSAL  
REPAIR KIT**



CODE WORD—FAINE

A Complete repair kit. Includes every requisite for making  
quick and permanent repairs to envelopes and  
inner tubes. Every article of standard Michelin quality.

*Each kit includes a full size can of Michelin Mastic; a  
2-oz. can of Michelin Cement; an assortment of Michelin  
Pure Para Red Inner Tube Patches; a Michelin Inside  
Envelope Blow-Out Patch, and other useful accessories.*

A Comprehensive 32-page instruction book with every kit.  
All articles contained in a substantial metal box.

MICHELIN—MILLTOWN, N. J.

AUTOMOBILE TOPICS April 20, 1912

**MICHELIN  
Cement**

Pure Dissolved Para Gum—Unequalled  
for Repairing Inner Tubes and Envelopes.



**For the Dealer and Repair-Man**  
*Put up in quart-pints, half-pints  
and in pint, quart and gallon cans.*

**For the  
Consumer Trade**  
*Put up in one and two oz. collaps-  
ible tubes packed in attractive blow-  
out—blow tubes in each box.*



**Used by Motorists Everywhere**

MICHELIN TIRE CO., Milltown, N. J.

AUTOMOBILE TOPICS June 22, 1912

**MICHELIN  
Red Para Patches**



*Of the same superior Quality  
as Michelin Red Inner Tubes*

These patches are made of pure para rubber.  
Containing neither fabric nor adulterants they are  
very elastic and durable. The edges are beveled  
to prevent curling when cementing. These  
patches are the easiest to use and they do stick.

*Put up in handy envelope packages containing six as-  
sorted patches. Very popular with the consumer trade.*

Michelin—Milltown, N. J.

100-101. Quarter-page advertising modules published in the magazine *Motor*, May and August 1911.  
102. Full-page advertisement for Michelin Accessories published in the *Horseless Age* magazine, May 21, 1913.  
103-105. Full-page advertisements published in the *Automobile Topics* magazine, April 13 and 20 and June 22, 1912.

June 4, 1913.

THE HORSELESS AGE.

21

# MICHELIN

## A Story Without Words



1



*Look for this Sign  
on Leading Garages*



2



3

**MICHELIN TIRE CO.**  
Milltown, N. J.

**A STORY WITHOUT WORDS.** This advertisement, presented as a figurative narration broken down into three acts / three vignettes, originally appeared in Michelin's European advertising in 1913. Although it was an adaptation of a foreign cliché, it already shows the American public the character and attitude of the Michelin mascot. Bibendum comes to life and becomes dynamic, expressing himself in a given situation through interaction with other characters, in this case a motorist in distress.

**106.** Full-page advertisement published in the specialized magazine *The Horseless Age*, June 4, 1913.

# MICHELIN TIRES



Motorist: Say, that last "—" Tire I got has blown out already.

Dealer: Well, I told you it wouldn't pay to buy tires just because they're "cheap."



Motorist: I know—but a real good tire costs a lot of money.

Dealer: No it doesn't, not if you buy a Michelin. Michelin is the best tire you can get at any price, yet it costs 25 or 30% less than other good makes.



Motorist: Sounds good, I must admit.

Dealer: Look here—you use Michelin Red Tubes, don't you?

Motorist: Sure. Everybody does, I guess.



Dealer: And it pays, doesn't it, to use Michelin Tubes?

Motorist: Sure.

Dealer: Well, Michelin Universal casings are just as good as Michelin tubes—and you'll find it pays to use them, too.



Motorist: All right. Let's have one. I'll give it a fair trial.

Dealer: Good! In the Michelin you're getting the best tire in the market—Highest Quality at a Moderate Price. You'll like them, I know you will!

Note to Dealers: There are thousands of loyal Michelin dealers in all parts of the country, yet in your territory we may not be adequately represented. Michelin Casings and Michelin Red Tubes—both of the highest quality—offer you a real sales-opportunity. Write for full information.



MICHELIN TIRE CO.

MICHELIN UNIVERSAL TREADS AND RED INNER TUBES			
Inch Sizes	Q. D. Straight Side	Q. D. Clincher	Red Inner Tubes
32 x 3 1/2	\$18.30		\$3.55
31 x 4		\$22.25	3.35
32	24.90	24.90	4.65
33	25.65	25.65	4.25
34	25.95	25.95	5.00
36	27.95	27.95	5.30
34 x 4 1/2	33.00	33.00	6.55
35	34.75	34.75	5.90
36	35.70	35.70	6.90
37		36.60	6.30
35 x 5	40.50	40.50	6.55
37	41.90	41.90	8.35

\* Soft Bead Clincher—overline for 30 x 3 1/2  
Prices subject to change without notice.



MILLTOWN, N. J.

1916-1919 THIRD PERIOD

**TRANSITION.** The above image constitutes the first advertisement with the explicit signature of Arthur N. Edrop—the 'ANE' monogram that he used at that time to identify his illustrations—, although it is probable that he had already collaborated with the Wales agency in previous Michelin publicity. Surely Edrop knew about the 1913 advertisement shown on the previous page. These vignettes with illustrations in the form of Chinese shadow theatre silhouettes mark what would be a period of transition, gradually abandoning European referents used until then and seeking to establish a style of American advertising for Michelin.

107. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, October 14, 1916.

# MICHELIN



**MICHELIN  
Red Inner Tubes**

have a world-wide reputation for durability for the following reasons:

**1st:** Michelin Red-Rubber Tubes are compounded of certain quality-giving ingredients which prevent them from becoming brittle or porous and which preserve their velvety softness indefinitely.

*These ingredients make Michelin Tubes red; but red in itself is no sign of superiority, for there is a "Dyed-Red" as well as the "Michelin Quality-Red."*

**2nd:** Michelin Tubes are not simply pieces of straight tubing with their ends cemented, but are formed on a ring mandrel to exactly the circular shape of the inside of the casing and hence fit perfectly.

*Michelin Tubes when in service are neither stretched on their outer side nor compressed into wrinkles next to the rim. Thus tube-destroying creases are avoided, and pinching, due to careless fitting, is practically eliminated.*

**3rd:** The world's first inner tube was made by Michelin in 1891, coincident with his invention of the detachable bicycle tire. This original inner tube was red, and Michelin Tubes have been red ever since. Backed by twenty-five years' experience and sincere effort for improvement, it is not surprising that Michelin Inner Tubes hold their present preëminent position.

Note to Dealers:—There are thousands of loyal Michelin dealers in all parts of the country, yet in your territory we may not be adequately represented. Michelin casings and Michelin red tubes—both of the highest quality—offer you a real sales-opportunity. Write for full information.

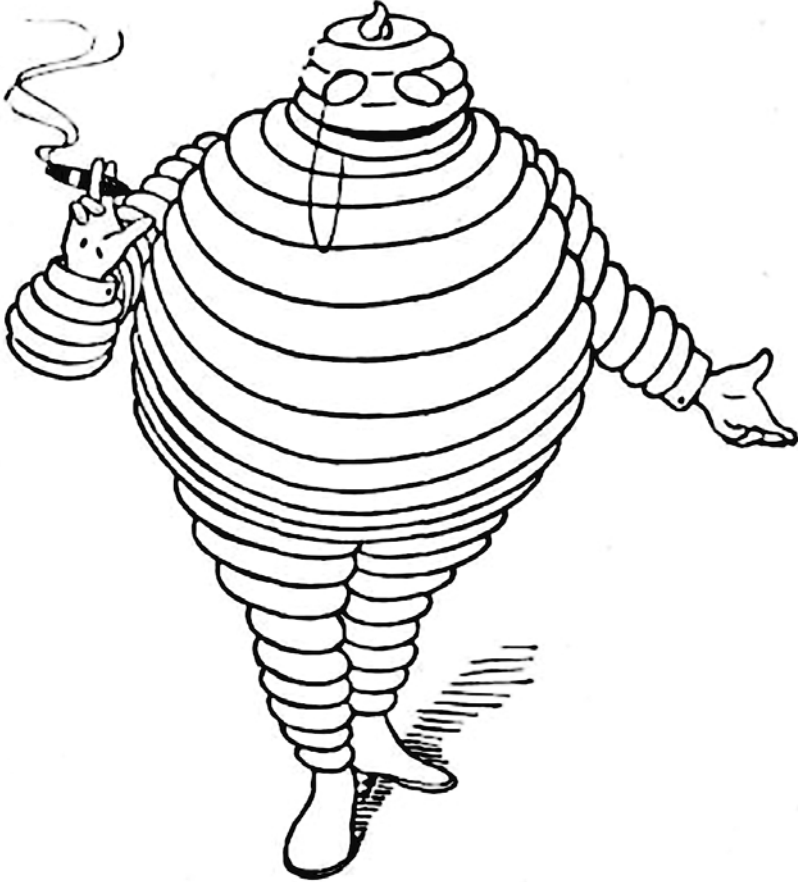
**MICHELIN TIRE CO.**  
Milltown - New Jersey

Canadian Headquarters:  
Michelin Tire Co. of Canada, Ltd.  
782 St. Catherine St. West, Montreal

**MICHELIN RED INNER TUBES cost so little more than the average and last so much longer that in the end they are by far the most economical and satisfactory**

**BRITISH REFERENCES ...** The above image presents an example of Bibendum derived from British inspiration that had been utilized in the previous period and whose influence still impregnated Michelin's advertising in 1916 and part of 1917, a period of changes and redefinition for the new advertising agency. In this case, the order and symmetry of the composition stand out, as well as the intelligent use of color in two inks, emphasizing the characteristic reddish hue of Michelin's Red Inner Tubes.

**108.** Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, October 14, 1916.



**3**

**YOU KNOW ME!**

**I'm the Michelin Tire man, one of the most widely known figures in advertising.**

**Low price coupled with High Quality gives the Michelin dealer a big advantage over competitors — Michelin's educational advertising is a vital factor too.**

**MICHELIN TIRE CO., Milltown, N.J.**

1916-1919 | THIRD PERIOD

... **AND FRENCH REFERENCES.** Above, the illustration of Bibendum with an unprecedented tuft of hair crowning his head—drawn by O'Galop—was profusely utilized in various French advertisements and particularly, in corporate stationery for the parent company in Clermont-Ferrand. It was also adopted as one of the established corporate poses employed, since 1907, in advertising and stationery for the Michelin Tire Company in Milltown and remained, residually, until the early twenties.

**109.** Advertising module published in the specialized magazine *The Horseless Age*, April 15, 1917.

THIRD PERIOD 1916-1919

ONE QUALITY ONLY—THE BEST



Note the exceptional thickness of tread—ensuring maximum durability.

MICHELIN UNIVERSAL TREAD—  
The new tire everyone is talking about.

# MICHELIN

*Just as Far Ahead Today!*

**THE New Michelin Universal Tread** casing combines the advantages of rubber non-skids of both the raised-tread and suction-tread types, and in addition, possesses the long life and economy that have always distinguished both Michelin road-treads and the world-famous Michelin racing-type flat-treads. The New Michelin Universal Tread has

behind it Michelin's 84 years' experience in manufacturing rubber, and Michelin's 21 years' experience in making and selling pneumatic tires—both exclusive advantages that see at once the envy and the admiration of the tire world.

*Just give this tire a trial—that is all we ask.*

**NOTE TO DEALERS:** While we have thousands of loyal dealers throughout the country, we may not be adequately represented in your territory. Write for full information.



MICHELIN TIRE COMPANY, MILLTOWN, NEW JERSEY  
Canadian Headquarters—Michelin Tire Company of Canada, Limited, 782 St. Catherine Street West, Montreal

MICHELIN—FOUNDED—1832

ONE QUALITY ONLY—THE BEST



Demonstrating the first pneumatic tire—  
Michelin in the Paris-Bordeaux Race, 1855.

# MICHELIN

*The Pioneer 21 Years Ago*

**THE** world's first pneumatic automobile tire was made by Michelin 21 years ago. At that time Levaux (Parisian), Benz, De Dion—in fact all of the famous automobile pioneers—said that an air-filled tire made of cloth and rubber was a madman's fantasy.

None of these great men would give Michelin's revolutionary ideas a trial, so he

built the crude car illustrated above, and on it triumphantly demonstrated the utility of his great conception.

*This was in the historic Paris-Bordeaux Race of 1855.*

The results of this far-reaching conquest assured the future of the automobile, and laid the foundation for the world's tire industry.

*This was the first step in tire-making—for the last step, see next page:*

MICHELIN—FOUNDED—1832

ONE QUALITY ONLY—THE BEST

# MICHELIN

## 12 to 15% Extra Weight

When you buy your next tire make this simple test. Have your dealer weigh a Michelin Universal Tread in comparison with all other non-skids of the same size. You will find the Michelin 12 to 15% heavier than the average, the exact percentage depending on the size of the tires used in this test.

This extra weight represents extra rubber and fabric, which means extra service.



**Normal Tread**  
(like Michelin Racing Type Flat Tread)

**Extra-Added Non-Skid Tread**

**5 to 8 Piles of Fabric Here**

**2 Breaker-Steps Here**

MICHELIN UNIVERSAL TREAD  
The new tire everyone is talking about

Examine the above cross-section of the Michelin Universal Tread—or better still ask your dealer to show you a cross-section of the tire itself. Notice the remarkable thickness of rubber, the numerous piles of fabric, and the double breaker-steps—all evidences of superior durability.

As a conclusive test, and in justice to yourself and to us, try just one Michelin Universal Tread Casing in comparison with other makes, keeping record of the extra mileage that it gives you. Once you make this test we feel sure that you will use Michelin exclusively.

NOTE TO DEALERS: There are thousands of loyal Michelin dealers throughout the country, but in your territory Michelin may not be adequately represented. Write for full information.

MICHELIN TIRE COMPANY—MILLTOWN, NEW JERSEY  
Canadian Headquarters—Michelin Tire Company of Canada, Limited, 782 St. Catherine Street West, Montreal

MICHELIN—FOUNDED—1832

ONE QUALITY ONLY—THE BEST

# MICHELIN

## The Most Satisfactory Tire Equipment: Michelin Universal Treads and Red Tubes

The Michelin Universal Tread Casing, the latest product of the house that made the first pneumatic tire, combines all the advantages of non-skids of both the raised-tread and suction-tread types.

*This casing weighs from 12 to 15% more than the average because of its Extra Rubber and Fabric, and this means extra mileage.*

**A Word About Tubes**

Michelin Red Inner Tubes are compounded of certain quality-giving ingredients which prevent them from becoming brittle or porous and preserve their wavy softness indefinitely. They are shaped to fit the inside of the casing without stretching on the outer circumference or crowing next to the rim. This practically eliminates pinching when fitting.

*Michelin Casings and Red Tubes Are Not High-Priced!*  
Just Compare Their Prices With What You Have Been Paying:

Size	Michelin	Others	Save
20x20	\$1.00	\$1.25	\$0.25
20x22	1.10	1.40	0.30
20x24	1.20	1.50	0.30
20x26	1.30	1.60	0.30
20x28	1.40	1.70	0.30
20x30	1.50	1.80	0.30
20x32	1.60	1.90	0.30
20x34	1.70	2.00	0.30
20x36	1.80	2.10	0.30
20x38	1.90	2.20	0.30
20x40	2.00	2.30	0.30
20x42	2.10	2.40	0.30
20x44	2.20	2.50	0.30
20x46	2.30	2.60	0.30
20x48	2.40	2.70	0.30
20x50	2.50	2.80	0.30
20x52	2.60	2.90	0.30
20x54	2.70	3.00	0.30
20x56	2.80	3.10	0.30
20x58	2.90	3.20	0.30
20x60	3.00	3.30	0.30
20x62	3.10	3.40	0.30
20x64	3.20	3.50	0.30
20x66	3.30	3.60	0.30
20x68	3.40	3.70	0.30
20x70	3.50	3.80	0.30
20x72	3.60	3.90	0.30
20x74	3.70	4.00	0.30
20x76	3.80	4.10	0.30
20x78	3.90	4.20	0.30
20x80	4.00	4.30	0.30
20x82	4.10	4.40	0.30
20x84	4.20	4.50	0.30
20x86	4.30	4.60	0.30
20x88	4.40	4.70	0.30
20x90	4.50	4.80	0.30
20x92	4.60	4.90	0.30
20x94	4.70	5.00	0.30
20x96	4.80	5.10	0.30
20x98	4.90	5.20	0.30
20x100	5.00	5.30	0.30

Price shown for 1 1/2 ply tires. 1 1/2 ply tubes in shape of 1 1/2 ply tires.

Notice the curve in which the Michelin Tubes naturally hang—

Instead of being simply a piece of flat rubber, compressed in the center, the Michelin casing is curved in the shape of the curve of the road. This curve is maintained in the center and the outer edge of the casing. This curve is maintained in the center and the outer edge of the casing. This curve is maintained in the center and the outer edge of the casing.

Look for This Sign on Leading Garages Everywhere—  
THE HALL-MARK OF QUALITY



MICHELIN TIRE COMPANY—MILLTOWN, NEW JERSEY  
Canadian Headquarters—Michelin Tire Company of Canada, Limited, 782 St. Catherine Street, West, Montreal

NOTE: SEND FOR YOUR FREE COPY OF MICHELIN'S TIRE-AS-IS HANDBOOK—56 PAGES OF USEFUL INFORMATION SENT FREE

MICHELIN—FOUNDED—1832

**ONE QUALITY, ONLY THE BEST.** This double page presents a sample of several advertisements for the first Michelin campaign conducted under the supervision of the new Wales advertising agency, and the first to be placed in the expensive advertising pages of *The Saturday Evening Post*. As can be observed, the graphic design applied to the campaign denotes consistency in composition and coherence in the use of elements such as typography, illustration style and reading levels. This is reinforced by a unifying frame with two legends: the motto "One quality only, the best" and "Michelin, founded 1832."

**110-113.** Full-page advertisements published in the general magazine *The Saturday Evening Post*, on the dates: April 8 (the two in the upper section) and May 13 and 27, 1916.



ONE QUALITY ONLY—THE BEST

# MICHELIN TIRES

## not High-Priced!

*Just compare Michelin's Moderate Prices  
with what you have been paying:*

MICHELIN UNIVERSAL TREAD CASINGS AND RED TUBES			
<small>Prices effective Feb. 1, 1916, subject to change without notice</small>			
Inch Sizes	Q. D. Straight Side	Q. D. Clincher	Red Inner Tubes
32 x 3½	\$18.30		\$3.55
32 x 4	24.90	\$24.90	4.65
33	25.65	25.65	4.25
34	25.95	25.95	5.00
36	27.95	27.95	5.30
34 x 4½	33.00	33.00	6.55
35	34.75	34.75	5.90
36	35.70	35.70	6.90
37		36.60	6.30
35 x 5	40.50	40.50	6.55
37	41.90	41.90	8.35

Also made in soft bead clincher size 31 x 4, price \$22.25



**You will find that Michelin Universals cost only a little more than the  
cheapest tires, and from 26 to 30% less than other quality makes.**

*In addition to this advantage of moderate price, Michelin Universals have  
an extra, added, long-wearing tread, and extra rubber and fabric,  
each casing weighing from 12 to 15% more than the average.*

**THE EXTRA QUALITY MATERIALS IN MICHELINS MAKE THEM WEAR LONGEST**

**MICHELIN TIRE COMPANY—MILLTOWN, NEW JERSEY**

*Canadian Headquarters—Michelin Tire Company of Canada, Limited, 782 St. Catherine Street West, Montreal*

MICHELIN—FOUNDED—1832

1916-1919 | THIRD PERIOD

**BRITISH PASSPORT.** The illustration of this Bibendum was the direct application of one of the British clichés supplied by the French parent company to the American subsidiary. The precise line drawing and details in the hands, boots and shadows, as well as the inclination of the ellipsoidal spectacles, were evidence of the unmistakable reference to the archetypal British Bibendum. This same illustration had already been previously published in an advertisement for the British Michelin Tyre Co. Ltd. in *The Illustrated London News*, on September 21, 1912. There were only two variations: the tire model presented then, —the Square Tread that later gave way to Universal Tread—and, in the American advertisement, a Michelin Red Inner Tube appeared rolled around Bibendum's neck, serving as a scarf.

114. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, July 15, 1916.

THIRD PERIOD 1916-1919

September 13, 1916 MOTOR WORLD 45

# MICHELIN TIRES

**Success Assured!**

*"First give more for the money than any one else and then let people know about it." That was a great merchant's formula for success.*

And it's the Michelin Proposition to a "T"—for

Michelin dealers offer *unequaled values*—tires of the highest quality at prices way below the market—and the Michelin Tire Company, through its advertising in magazines and in the dealers' newspapers, sees to it that the public *knows about these values.*

You know Michelin Quality. Study Michelin's prices; look at these Michelin advertisements; notice also the cut-outs and other free selling helps—emblems of Michelin's Dealer Co-operation. Then write or wire for details of Michelin's proposition.

UNIVERSAL TREAD CASINGS AND RED TUBES			
Each Size	O. D. Straight Side	O. D. Curved Side	Rad. Inner Tubes
32x3 1/2	\$18.00	.....	\$3.65
32x4	24.00	224.00	4.65
34	25.00	22.00	5.00
36	27.00	21.00	5.30
36x4 1/2	32.00	32.00	6.55
38	34.75	24.75	5.90
37	35.75	25.75	6.30
38x4	40.00	30.00	6.55
37x4	41.00	31.00	6.35

Also made in soft head all-weather size 31x4, price \$21.25.

MICHELIN, Milltown, N. J.

**MICHELIN Universal Tread—BUY ONE HERE!**

Have you tried the *NEW* MICHELIN UNIVERSAL TREAD? IF NOT—BUY ONE HERE.

34 AMERICAN MOTORIST January, 1917

# THE MICHELIN

Universal Tread

The New Tire Everyone is Talking About.

# MICHELIN UNIVERSAL TREADS.

**QUALITY UNSURPASSED AT ANY PRICE**

# PRICE

25% to 30% lower than other good tires

The Michelin Universal Tread is the best tire in the world. It is made in France and is the only tire in the world that is made in France.

October 11, 1917 MOTOR WORLD 77

# MICHELIN

Michelin will introduce you to the kind of customers you want—satisfied customers who will come back again and again for more Michelins because they find it is to their interest to use these high-quality, moderate-price tires.

The Michelin proposition not only means easier sales, but it means a steadily growing business and reputation for you.

**DROP US A LINE FOR THE DETAILS**

Michelin Tire Co.  
Milltown, New Jersey

# MICHELIN

**A MONUMENT**

to never-fading effort to make the very best tire that money can produce. Just try a Michelin Universal and you will agree with other Michelin users that never before has there been so desirable a tire as the Michelin Universal. Yet it costs no more than ordinary makes.

MICHELIN TIRE CO., Milltown, N. J.

# MICHELIN Means Dollars for Dealers

Sales come easy to the dealer who offers Michelin tires—for not only are Michelin prices moderate, but on Michelin tires is a sense that everywhere stands for unequalled durability.

The important thing, however, is not so much that sales come easy to the Michelin dealer, but that Michelin sales mean results.

The moderate price and unequalled durability of Michelin Tires result in the economy and satisfaction such as cannot readily be secured from any other make. This means a steadily growing clientele for the Michelin dealer.

The Michelin proposition is the best one proposition for the best tire dealer everywhere.

Drop us a line for particulars.

Michelin Tire Company  
Milltown, N. J.

**STABILITY.** Between 1916 and 1917, Michelin's press advertising significantly increased, reflected in the form of full-page advertisements in leading specialized magazines of the automotive sector and discontinuing the previously used modular formats. Under the control of the Wales agency and Arthur Edrop's direction of art and graphic design, the presence of the mascot Bibendum multiplied as part of their basic advertising composition. This established the hierarchy of Michelin's logotype—increasingly more stable graphically—occupying the width of the format as a title and as a termination positioned at the base of the composition.

**115-120.** (shown above) Full-page advertisements published in specialized automotive sector magazines during 1916: *Motor World*, September 13; *American Motorist*, January; and during 1917: *Motor Travel*, January; *Motor World*, January 17; *Motor Age*, January 25; *Motor World*, January 31.

**121-132.** (opposite page) Full-page advertisements published in specialized automotive sector magazines during 1917: *Motor Age*, February 1; *Motor World*, February 14; *Motor Age*, February 15 and 22; *Motor World*, February 28; *Motor Age*, March 1 and 22; *Motor World*, March 28; *Motor Age*, March 29 and April 12; *Motor Travel*, September and October.

# MICHELIN TUBES

**"C" the curve in MICHELIN TUBES**



Only Michelin Road Inner Tubes hang in a curve.  
All other inner tubes hang straight.

That is because only Michelin Tubes are actually made round—being moulded on a ring-shaped core so that they are naturally curved instead of being straight pieces of tubing that are forced by inflation into the round shape of the casing.

Michelin Tubes fit better and wear better.

There are the acknowledged standard of tube excellence.

Yet they cost no more than ordinary Tubes.

Give them a trial—that is all we ask.

From our Report "The Road" (Michelin) July, December and January issues. This ad page is for information only. It does not constitute an offer.

MICHELIN TIRE CO.      Milltown, N. J.

MOTOR WORLD

# -Rolling Stock-

## The MICHELIN co-operative Dealer Plan will keep your stock moving



A new standard of dealer co-operation—that is what the Michelin Tire Company offers you.

Please bear this in mind, because it is important:

The high quality and moderate price of Michelin Tires would of themselves make sales for you. But backed up on these features are by selling back from the Michelin factory such as no other tire makes has yet offered, they mean success on a new scale for you.

This is a sweeping statement, but we can prove that it is true.

You must agree that if it is true, it's a big thing for you.

So don't you think you owe it to yourself to drop in a list, and give us a chance to present the proof?

When will we hear from you?


From our Report "The Road" (Michelin) July, December and January issues. This ad page is for information only. It does not constitute an offer.

Michelin Tire Co.      Milltown, N. J.

MOTOR AGE

# Quality ALL THE WAY THROUGH!

## MICHELIN TIRES



To make the best use of your money, brains and experience can produce— that has been Michelin's chief concern since the early days when Michelin so-called the pneumatic automobile tire was born.

The new MICHELIN UNIVERSAL is the most perfect embodiment of Michelin's quest of the best.

Just ask your dealer to show you a Michelin Universal cross-section.

Note the extra thick tread, the extra beads, and the extra edge of fabric on the body of the tire.

Note the super-steady construction in every particular.

And then you will agree with us that there is indeed in "Quality all the way through."

From our Report "The Road" (Michelin) July, December and January issues. This ad page is for information only. It does not constitute an offer.

MICHELIN TIRE CO., Milltown, N. J.

MOTOR AGE

# MICHELIN

## A Dependable Combination



The Best deserves to go with the Best.

That's why you ought to use Michelin Universal Casings with Michelin Road Inner Tubes.

Either of these two when used alone will prove that they are the best in their class, but when you use the two together you get the greatest possible tire economy.

Michelin Tires embody quality assurance, yet they sell at prices actually below the average.

MICHELIN TIRE COMPANY  
MILLTOWN, N. J.

From "Quality in Automobile Tires" (Michelin) July, December and January issues. This ad page is for information only. It does not constitute an offer.

MOTOR WORLD

# MICHELIN

## LET MICHELIN DEALER CO-OPERATION SAVE MONEY FOR YOU



The entire business of the Michelin Tire Company is conducted with the idea in mind that the best way to help Michelin is to help the Michelin Dealer.

All departments of the Michelin Corporation cooperate to put this idea into effect.

The Michelin Production Department helps the Michelin Dealer by producing the best tire that money can make, at the lowest possible price.

The Michelin Sales Department helps the Michelin Dealer by giving him selling co-operation such as no other tire company has yet undertaken.

Dealer Cooperation in the case of Michelin is the case of no other tire company in the world.

Write for particulars of the Michelin program to the Michelin Tire Company.

Michelin Tire Company      Milltown, N. J.

From "Quality in Automobile Tires" (Michelin) July, December and January issues. This ad page is for information only. It does not constitute an offer.

# MICHELIN

## The Rear Guard



For your peace of mind, it is mighty reassuring to have a Michelin Universal on the rear of your car.

For then you know that no matter what happens to your tires your car is in the best that you can get. You know at all times that you have a tire to reserve that will see you through the roughest going.

And if you have Michelin Casings and Tubes on all four wheels as well, then indeed you have the best tire equipment, and you will have the minimum of tire trouble and expense.

MICHELIN TIRE CO., Milltown, N. J.

# MICHELIN TIRES

## GOOD RIGHT DOWN TO THE CORE!



Some of the superb quality of Michelin Tires appears on the surface.

Just look at the "M" tread and you will agree that this is so.

But Michelin quality does not stop at the surface.

Inside Michelin Tires you will find the same super-steady construction that the "M" tread embodies. For instance there are two breaker strips instead of one, and extra plies of fabric, in the body of every Michelin Tire.

That's why Micheline give greater mileage.

MICHELIN TIRE CO.      Milltown, N. J.

MOTOR WORLD

# MICHELIN

## There's profit in the tire business (and reputation, too, if you sell a good Tire)



If you put your attention on the wheel you can sell almost any make of tire, or even tires for a time.

Your local reputation will enable you to do that.

But what you want is a tire that uses up your garage but that will automatically make your profit grow.

That is why the Michelin proposition is the best for the dealer who is looking ahead for permanent success.

Michelin Tires are the best that can be made, yet they sell at prices considerably below the average. Consequently every Michelin user gets the best for the dealer who sells him his tires.

Let us tell you about the Michelin proposition.

Michelin Tire Company      Milltown, N. J.

From "Quality in Automobile Tires" (Michelin) July, December and January issues. This ad page is for information only. It does not constitute an offer.

# MICHELIN

## The Masterpiece



The Michelin Universal is the masterpiece among tires.

Not only did Michelin invent the pneumatic automobile tire, but for 22 years has been continuously producing better tires.

The best scientific knowledge and every facility that money can employ have helped to make this work successful.

Today there is no tire so durable as the Michelin Universal. Yet its price is below the average.

Michelin Tire Co., Milltown, N. J.

# The Broad Flat Tread

## Not only holds the road—but lasts as long as the tire lasts

# MICHELIN



The big, broad Michelin Universal Tread not only grips the road but lasts practically as long as the tire lasts.

There are no sharp knobs or points to wear off in the Michelin Universal. The tread surface is broad and flat, so that a big surface of rubber is constantly bearing on the ground.

And the non-skid tread is extra-thick as well.

This means that the non-skid quality of the Michelin Universal does not disappear after a few hundred miles but lasts practically throughout the life of the tire.

MICHELIN TIRE CO.      MILLTOWN, N. J.

# MICHELIN

## HIGHEST quality



EVER since Michelin invented the pneumatic automobile tire 22 years ago, the House of Michelin has made the best tires that money, skill and experience could produce.

You cannot buy a better tire than the Michelin Universal, no matter what you pay.

Yet so perfected are Michelin's methods and organization—so great are Michelin's skill and resources—that Michelin Tires are actually priced below the average.

You can afford to use no other.

MICHELIN TIRE COMPANY  
MILLTOWN, N. J.

Michelin Tires are for sale by the Retail Dealer only.

**Price**  
almost as low as the cheapest

# MICHELIN

## UNIVERSAL TREAD



Examine a cross-section of the Michelin Universal and note its sturdy reinforcing construction.

This is the tire with the "Added Tread", the top of a plied tread in an extra, added non-skid tread.

The tire will give you durability 2 to 3 times of fabric are used in the body of the tire.

(The exact number depending on the tire size.)

Use these tires well at prices below the average.

Considering these facts, can you manage the conclusion that you, too, should use Michelin?

Michelin Tire Company, Milltown, New Jersey

Michelin Tires are for sale by the Retail Dealer only.

1916-1919 THIRD PERIOD

**MICHELIN**  
**UNIVERSAL**

This wonderfully successful tire  
— same high quality in all sizes —  
now ready for small cars —

**30x3½**  
And "OVERSIZE" 31x4

**Two New Sizes**  
30x3½ and 31x4  
*Highest Quality—Moderate Price*

Michelin believes that most owners of Fords and other small cars are good business men, and as such are willing to pay for an article what it is intrinsically worth.

That is why Michelin has kept out of the mad competition to produce the cheapest tire, and has devoted all his energies to producing the best tire.

***The Best Is Always Cheapest  
In the End***

Michelin Universals in these smaller sizes are made of the same high quality rubber and fabric as the larger sizes and possess the same unsurpassed resiliency and durability.

***Sold by good tire  
dealers everywhere***

MICHELIN TIRE CO., Milltown, N. J.  
*Canadian Headquarters—Michelin Tire Co. of Canada, Ltd.  
782 St. Catherine Street, W., Montreal*

**Briscoe 7/4, Buick 7435, Chevrolet 490, Dort, Ford, Maxwell, Overland 90, Regal J, Scripps-Booth 4 and other cars are now using 30 x 3½ or 31 x 4 (oversize) tires. In these, as in all sizes, Michelines give greatest economy**

**THE ESSENCE OF EDROP.** The above image presents an advertisement containing the majority of graphic elements comprising Arthur N. Edrop's style that would characterize Michelin advertising after 1916: the bold lettering of headers—with outline versions—, slogans and certain paragraphs standing out from the typographical composition of the general text; the hierarchy of the Michelin logotype in the composition and the presence of Bibendum portrayed in a manner that was distinct from previous models adapting French and British clichés. Moreover, in this particular case, the illustration is signed "Arthur Edrop" in the lower right corner. The opposite page presents a compilation of Michelin full-page advertisements published in the important magazine *The Saturday Evening Post*. They demonstrate the coexistence of different logotype styles and the gradual introduction of Edrop's trademark lettering, a graphic element that would prevail in the following years.

**133.** Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, April 7, 1917.

**134-144.** (opposite page) Full-page advertisements published in *The Saturday Evening Post* magazine during 1916: August 5, September 2; and 1917: January 6, March 3, April 21, May 12 and 26, June 6, July 21, August 18, and November 24.

# MICHELIN

THE SATURDAY EVENING POST

## How to Reduce One Item of Motoring-Expense:

The "high-cost-of-motoring" makes it imperative to consider every means of reducing motoring-expenses. You can save money on your tubes by using

### MICHELIN Red Inner Tubes

which cost but little more than the "cheapest" makes and much less than the average you wear for better and longer.

It is the only tube that is made of a special rubber compound which is not only more resistant to wear, but also more resistant to heat, and which is not affected by the action of the sun's rays.

Red Inner Tubes are obtained by using Michelin Tubes, which last longer because:

- 1. They are composed of some rubbering material which prevents the action of the sun's rays and other harmful and poisonous fumes from the burning of the engine.
- 2. They are made of a special rubber compound which is not only more resistant to wear, but also more resistant to heat, and which is not affected by the action of the sun's rays.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

*Michelin Tires Not High Priced - Yet Unsurpassed for Durability*

Just compare these prices with what you have been paying and then give MICHELIN a try. You'll find it all well worth it all we say!

Note the extra **ADDED TREAD**

MICHELIN UNIVERSAL TREAD	ALL	SAVINGS
10" x 14" x 1/2"	\$1.25	10%
10" x 15" x 1/2"	\$1.50	10%
10" x 16" x 1/2"	\$1.75	10%
10" x 17" x 1/2"	\$2.00	10%
10" x 18" x 1/2"	\$2.25	10%
10" x 19" x 1/2"	\$2.50	10%
10" x 20" x 1/2"	\$2.75	10%
10" x 21" x 1/2"	\$3.00	10%
10" x 22" x 1/2"	\$3.25	10%
10" x 23" x 1/2"	\$3.50	10%
10" x 24" x 1/2"	\$3.75	10%
10" x 25" x 1/2"	\$4.00	10%
10" x 26" x 1/2"	\$4.25	10%
10" x 27" x 1/2"	\$4.50	10%
10" x 28" x 1/2"	\$4.75	10%
10" x 29" x 1/2"	\$5.00	10%
10" x 30" x 1/2"	\$5.25	10%
10" x 31" x 1/2"	\$5.50	10%
10" x 32" x 1/2"	\$5.75	10%
10" x 33" x 1/2"	\$6.00	10%
10" x 34" x 1/2"	\$6.25	10%
10" x 35" x 1/2"	\$6.50	10%
10" x 36" x 1/2"	\$6.75	10%
10" x 37" x 1/2"	\$7.00	10%
10" x 38" x 1/2"	\$7.25	10%
10" x 39" x 1/2"	\$7.50	10%
10" x 40" x 1/2"	\$7.75	10%
10" x 41" x 1/2"	\$8.00	10%
10" x 42" x 1/2"	\$8.25	10%
10" x 43" x 1/2"	\$8.50	10%
10" x 44" x 1/2"	\$8.75	10%
10" x 45" x 1/2"	\$9.00	10%
10" x 46" x 1/2"	\$9.25	10%
10" x 47" x 1/2"	\$9.50	10%
10" x 48" x 1/2"	\$9.75	10%
10" x 49" x 1/2"	\$10.00	10%
10" x 50" x 1/2"	\$10.25	10%
10" x 51" x 1/2"	\$10.50	10%
10" x 52" x 1/2"	\$10.75	10%
10" x 53" x 1/2"	\$11.00	10%
10" x 54" x 1/2"	\$11.25	10%
10" x 55" x 1/2"	\$11.50	10%
10" x 56" x 1/2"	\$11.75	10%
10" x 57" x 1/2"	\$12.00	10%
10" x 58" x 1/2"	\$12.25	10%
10" x 59" x 1/2"	\$12.50	10%
10" x 60" x 1/2"	\$12.75	10%
10" x 61" x 1/2"	\$13.00	10%
10" x 62" x 1/2"	\$13.25	10%
10" x 63" x 1/2"	\$13.50	10%
10" x 64" x 1/2"	\$13.75	10%
10" x 65" x 1/2"	\$14.00	10%
10" x 66" x 1/2"	\$14.25	10%
10" x 67" x 1/2"	\$14.50	10%
10" x 68" x 1/2"	\$14.75	10%
10" x 69" x 1/2"	\$15.00	10%
10" x 70" x 1/2"	\$15.25	10%
10" x 71" x 1/2"	\$15.50	10%
10" x 72" x 1/2"	\$15.75	10%
10" x 73" x 1/2"	\$16.00	10%
10" x 74" x 1/2"	\$16.25	10%
10" x 75" x 1/2"	\$16.50	10%
10" x 76" x 1/2"	\$16.75	10%
10" x 77" x 1/2"	\$17.00	10%
10" x 78" x 1/2"	\$17.25	10%
10" x 79" x 1/2"	\$17.50	10%
10" x 80" x 1/2"	\$17.75	10%
10" x 81" x 1/2"	\$18.00	10%
10" x 82" x 1/2"	\$18.25	10%
10" x 83" x 1/2"	\$18.50	10%
10" x 84" x 1/2"	\$18.75	10%
10" x 85" x 1/2"	\$19.00	10%
10" x 86" x 1/2"	\$19.25	10%
10" x 87" x 1/2"	\$19.50	10%
10" x 88" x 1/2"	\$19.75	10%
10" x 89" x 1/2"	\$20.00	10%
10" x 90" x 1/2"	\$20.25	10%
10" x 91" x 1/2"	\$20.50	10%
10" x 92" x 1/2"	\$20.75	10%
10" x 93" x 1/2"	\$21.00	10%
10" x 94" x 1/2"	\$21.25	10%
10" x 95" x 1/2"	\$21.50	10%
10" x 96" x 1/2"	\$21.75	10%
10" x 97" x 1/2"	\$22.00	10%
10" x 98" x 1/2"	\$22.25	10%
10" x 99" x 1/2"	\$22.50	10%
10" x 100" x 1/2"	\$22.75	10%

MICHELIN TIRE CO., MILLTOWN, N. J.

# MICHELIN

## The Combination that Means Tire Satisfaction

The Michelin Universal Tread

The Michelin Universal Tread is the most durable tread ever made. It is made of a special rubber compound which is not only more resistant to wear, but also more resistant to heat, and which is not affected by the action of the sun's rays.

The Michelin Red Inner Tubes

The Michelin Red Inner Tubes are made of a special rubber compound which is not only more resistant to wear, but also more resistant to heat, and which is not affected by the action of the sun's rays.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# DURABILITY

# MICHELIN

Since the very beginning of the automobile industry, when Michelin invented the pneumatic automobile tire, Michelin Tires have been famous for their durability.

Yes, today, you can buy Michelin for less than most other makes.

That means that whenever you buy a Michelin, you get a bargain — as judged by market values. Michelin are made much more than they cost.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# MICHELIN

## 12 to 15% Extra Weight

Any user will substantiate the statement that Michelin Universals give remarkable mileage. Why? You ask. Simply because these unequalled tires contain more quality rubber and fabric than other makes.

It is the extra weight of the rubber which gives a Michelin Universal Tread its superiority. It is 12 to 15% heavier than the average.

Remember, also, that Michelin cost less than other quality tires. They will give you the most mileage for your money.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# MICHELIN TIRES

## "Your Change, Sir!"

If you buy a Michelin Universal and find your dealer the same man, that's just what you want. If you find another man, that's just what you need. Michelin Tires are the most durable, most money, most and expensive gas product, yet they are almost as low in price as the cheapest makes.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# MICHELIN

## Extra Mileage You Can See and Measure

Just ask your dealer to let you measure the thickness of a Michelin Universal in cross-section with any other tire.

The extra thickness of the Michelin Tread — due to extra rubber and fabric — means more mileage.

Remember that every ounce of extra rubber and fabric means more mileage.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# MICHELIN

## The Michelin Universal Tread is not only Thick but it is Broad and Flat as well!

It is easy to file off a point, but not so easy to file away a broad, flat surface.

Just so with tires.

One reason why the Michelin Universal gives more mileage is because it always presents a broad, flat surface to the road. The rounded tread does not consist of a few sharp points or small knobs that are easily worn away.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# MICHELIN

## Red Inner Tubes

### Are You Using Inner Tubes That Fit Naturally or That Are Forced To Fit?

In a minute or two you can make a simple experiment which will demonstrate whether or not you are using inner tubes that give you all the mileage that is in them.

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# MICHELIN

## Red Inner Tubes

### The Right and the Wrong in Inner Tubes

The pictures at the left illustrate an important distinction in the tubes which you should know!

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

# MICHELIN

## From 1895 to 1917-Supreme!

From the very start of the tire business, practically all dealers have endorsed and most motorists have used the famous Michelin Red Inner Tube.

### Why Michelin Red Inner Tubes Are Best

See Michelin Tubes in your dealer's stock or write to:

**MICHELIN TIRE CO., MILLTOWN, N. J.**  
 700 So. Columbia Street W., Milwaukee, Wis.

1916-1919 THIRD PERIOD

# MICHELIN



**The Michelin Universal Tread is not only Thick but it is Broad and Flat as well :**

It is easy to file off a *point*, but not so easy to file away a broad, flat surface.

Just so with tires.

One reason why the Michelin Universal gives such excellent mileage is because it always presents a *broad, flat* surface to the road. Its non-skid tread does *not* consist of a few raised points or small knobs that are easily worn away.

*To show this graphically we have ruled off one unit of the Michelin Universal Tread in the accompanying illustration.*

*Count the number of squares on the raised part of the tread. They total over 54 whole squares or more than three-fourths of the entire surface that is ruled off.*

The large, flat wearing-surface of the Michelin Universal is one of many reasons which lead the thoughtful motorist to the belief that Michelins deserve a trial. Once you try them, you will use no other. They give the utmost tire economy.

**Michelin Tire Co., Milltown, N. J.**  
 Canada: Michelin Tire Co. of Canada, Ltd.  
 782 St. Catherine St., W., Montreal




### 'M' AS IN MICHELIN.

The rubber studs of the new Michelin non-skid tire Universal Tread became the emblem of the product. Its appearance, a capital letter 'M' indicating the initial of the manufacturer's name, corresponded to a capricious design despite the technical justifications attributed to the product. The graphic and typographic play on words that this letter offered was an element used in several of the advertisements launching the new rubber tread and led to the popularization of its characteristic pattern.

**145.** Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, June 16, 1917.

**146-149.** Full-page advertisements published during 1917 in specialized automotive sector magazines: *Motor Age*, February 8; *Motor*, February; *Motor World*, March 14; and *Motor Travel*, August.



# MICHELIN Mileage makers


There has never yet been a tire to equal the Michelin Universal for real honest mileage-giving qualities. The reason is in the Michelin "M" tread, as much as in anything else.

Just look at its broad traction surface! No sharp knobs or points to wear off quickly—but a whole lot of the toughest rubber to wear away before you get down to the real body of the tire.

There's a reason for Michelin superiority!


Remember, that Michelins cost less than most other makes. Give them a trial.

Free on Request: Tire Users' Handbook, fully illustrated and printed in color. Fifty-six pages on tire economy, written in an easy, non-technical style.



Michelin Tire Co., Milltown, N. J.


- Tire-prints on  
the sands  
of time -



Wherever you see the imprint of the M-Tread of the Michelin Universal, you know there has been a motorist there who is enjoying real tire economy and satisfaction.

The Michelin Universal is the most durable tire that can be made, yet it is lower in price than most other tires.

MICHELIN TIRE CO.  
MILLTOWN NEW JERSEY



# MICHELIN

March 14, 1917

MOTOR WORLD 49

# MORE MONEY and Permanent Success for Dealers

The fact that Michelin Tires sell at moderate prices, although Michelins are recognized in every corner of the World as tires of the highest quality, means that sales come easily to the dealer who is lined up with

# MICHELIN

But if you are looking ahead for permanent success the Michelin proposition means more than just easy sales. It means reputation. It means not only success today but greater success tomorrow, because every Michelin user is a business ally to the Michelin Dealer. That is why the Michelin proposition is the best proposition for the tire dealer who has real ideals and ambitions. Write us for particulars.

Michelin Tire Co.  
MILLTOWN, N. J.



When writing advertisers please mention Motor World—It identifies you

# MICHELIN



Look for the "M" Tread - It Means

**1 MICHELIN  
2 More Mileage  
3 Moderate Price**

Michelin Tire Co - Milltown, N. J.  
Michelin Tires are  
For Sale by the Supply Department of the Club

There once was a man named Caesar  
Whose face wore a very long beezor;  
And he poked that old nose  
Into all kinds of woes,  
Till Caesar was some wise old geezer.

Now in his garage, it's been stated,  
Hung two inner tubes all deflated;  
When Caesar espied  
These tubes he just cried:—  
"Now here is the chance I've awaited."

For one was as straight as a bee-line,  
And t'other was curved like a C-line;  
Said Caesar: "I'll try  
To discover just why  
The two don't pursue the same key-line."

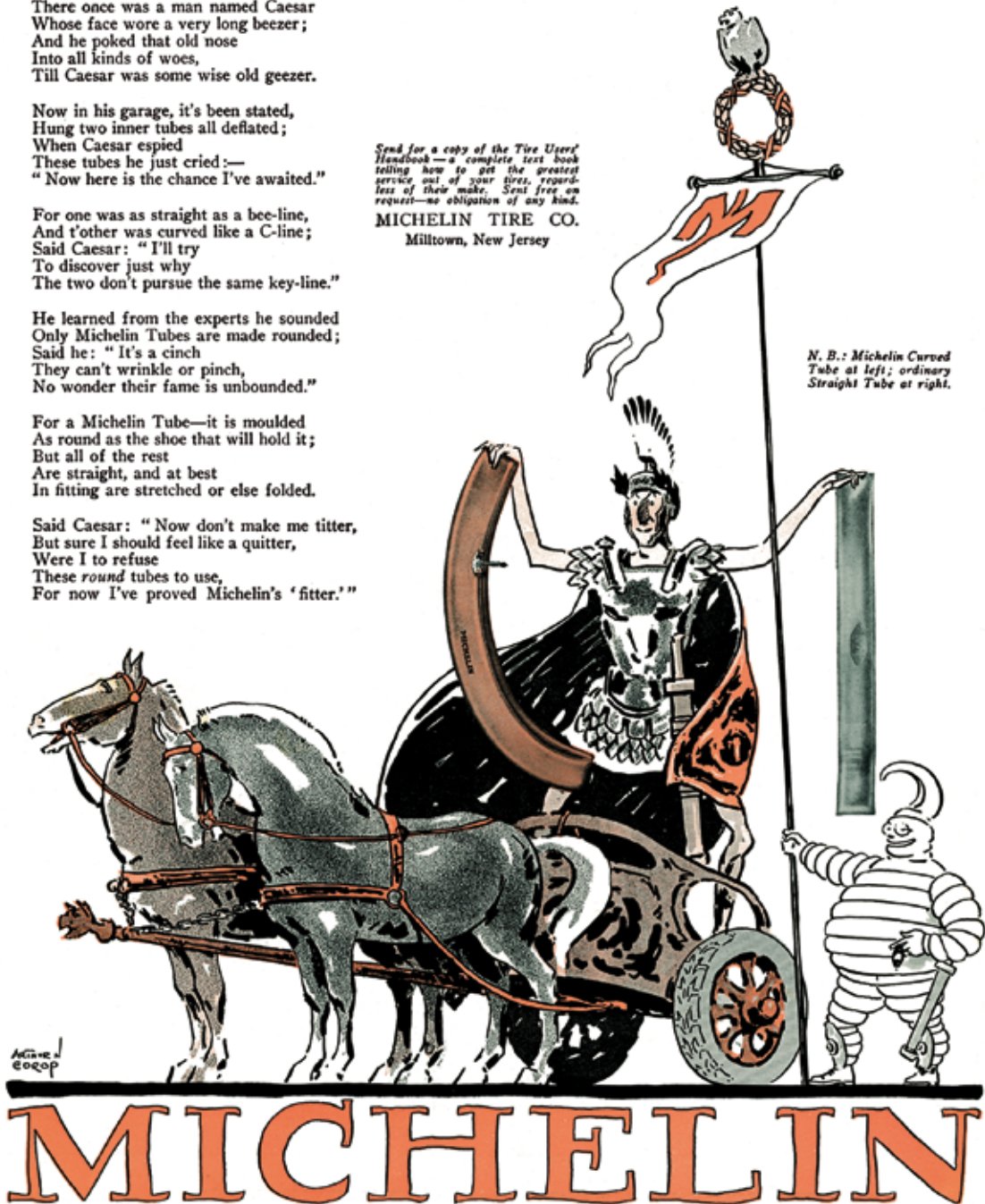
He learned from the experts he sounded  
Only Michelin Tubes are made rounded;  
Said he: "It's a cinch  
They can't wrinkle or pinch,  
No wonder their fame is unbounded."

For a Michelin Tube—it is moulded  
As round as the shoe that will hold it;  
But all of the rest  
Are straight, and at best  
In fitting are stretched or else folded.

Said Caesar: "Now don't make me titter,  
But sure I should feel like a quitter,  
Were I to refuse  
These round tubes to use,  
For now I've proved Michelin's 'fitter.'"

Send for a copy of the *Tire Users' Handbook*—a complete text book telling how to get the greatest service out of your tires, regardless of their make. Sent free on request—no obligation of any kind.  
MICHELIN TIRE CO.  
Milttown, New Jersey

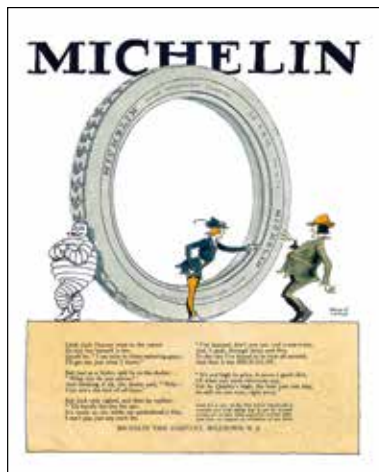
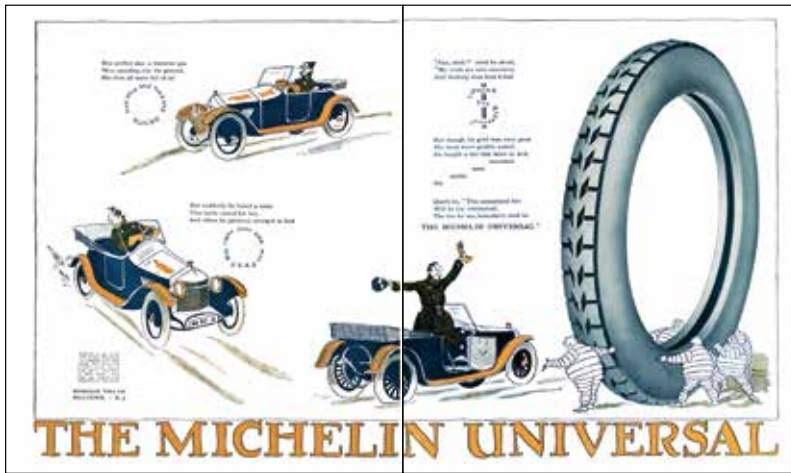
N. B.: Michelin Curved Tube at left; ordinary Straight Tube at right.



**A NEW BIBENDUM.** The fortnightly *Life* magazine, in which Michelin had previously placed advertisements, hosted a peculiar campaign launched by the American subsidiary during 1916. It was a series of ten advertisements with a design that was quite different from any of the Michelin Tire Co.'s previous proposals, and featured illustrations by Arthur Norman Edrop. The designer enjoyed the freedom necessary to use his own style of humorous and caricature drawings, together with advertising texts constructed in rhymes and poetic structures, which more than likely were also written by him. This first series of advertisements set the tone for what Edrop would propose for the advertising of Michelin's American subsidiary: an intensive and constant use of their mascot apart from the British and French references. The campaign occupied the privileged space of the inside cover page, which meant high visibility for the advertisements that was reinforced by the possibility of the use of color—limited to two inks—and the correct reproduction of images on high quality paper.

150. Full-page advertisement published in the humorous magazine *Life*, July 19, 1917.





1916-1919 THIRD PERIOD

The campaign debuted on April 5, 1916 with a double-page advertisement, which was the only one in the series. The remainder of the advertisements, published in an irregular sequence of appearances that ended with a final insertion on September 20, were limited to a full-page format. Michelin was one more of the many tire companies that regularly advertised in *Life* magazine. However, they were one of the few that bid to occupy the expensive pages in color, contending with their main competitor Fisk Tire & Rubber Co. for these positions. During 1916, for example, full-page and modular advertisements could be found for rival firms such as Goodrich, Goodyear, Republic, Pennsylvania, Ajax, Batavia or Hardman.

151. Color advertisement published on a double page in the humorous magazine *Life*, April 5, 1917.

152-158. Full-page advertisements published in the humorous magazine *Life*, on the following consecutive dates: April 26, May 10, (in the series shown, the one published on May 24 is missing), June 7 and 21, July 5, August 16, and September 20, 1917.

# MICHELIN

## 9 Ways to Judge Tires - No. 1

*This series of nine talks on how to judge tires is designed to take the uncertainty out of tire-buying by helping the motorist to determine before-hand what mileage he may expect from the various tires he is considering. The next advertisement in this series will appear on May 26, 1917.*

### The Weight Test



**L**T stands to reason that the mileage which you get out of a tire depends very largely on the amount of quality rubber and fabric which it contains.

About the best method of determining the quantity of these mileage giving materials is to weigh the tire.

Extra weight almost always means more rubber and fabric.

At first glance this may appear strange, for it would seem that extra weight might be due to many things. For instance, the beads of the tire might contain exceptionally heavy wires; or the rubber might be compounded with weighty adulterants; or the side walls might be thick and heavy, instead of comparatively thin as proper construction demands.

Tests, however, show that these factors play but a small part in the weight of a tire.

In selecting tires, therefore, have your dealer weigh for you all the different makes you are considering. And, everything else being equal, give your preference to the heaviest.

### MICHELINS

#### 12 TO 15 PER CENT HEAVIER

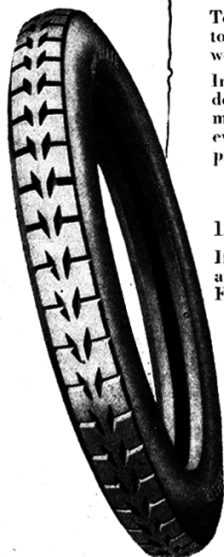
If you make this test you will find an astonishing difference in tires. For instance, nine popular non-skids

(34 x 4 size) weigh as follows:

Michelin	-	-	-	-	26	lbs.
Second Tire	-	-	-	-	25	lbs.
Third Tire	-	-	-	-	22½	lbs.
Fourth Tire	-	-	-	-	22	lbs.
Fifth Tire	-	-	-	-	21½	lbs.
Sixth Tire	-	-	-	-	21	lbs.
Seventh Tire	-	-	-	-	21	lbs.
Eighth Tire	-	-	-	-	20	lbs.
Ninth Tire	-	-	-	-	18½	lbs.

Considering all the non-skids made, the Michelin Universal weighs 12 to 15 per cent more than the average, the percentage varying slightly with the size of tire.

This extra weight, due to extra quality rubber and fabric, means that you have a right to expect extra mileage from a Michelin. Yet Michelines cost no more than average tires.



Inch Sizes	Straight Side	Q. D. Clincher	Red Tubes
30 x 3½		\$20.70*	\$3.95
32	\$23.10	.....	4.10
34	24.60	.....	4.50
31 x 4	.....	29.15*	4.80
32	31.25	31.25	5.40
33	32.20	32.20	4.95
34	32.75	32.75	5.80
35	.....	33.55	5.30
36	35.50	35.50	6.15
34 x 4	43.30	43.30	7.60
35	45.55	45.55	6.80
36	45.50	46.50	8.00
37	.....	48.10	7.25
35 x 5	53.10	53.10	9.35
36	.....	54.35	9.45
37	55.00	55.00	9.60

\*Michelin Soft Brad Clincher



**FREE:**— Michelin's 56-page illustrated "Tire Users' Hand-Book" will help you reduce tire bills. Not an advertisement only. Write for free copy today.

MICHELIN TIRE CO.

Milltown, N. J.

**"9 WAYS TO JUDGE TIRES."** This double page shows the first numeral campaign—a series of consecutively numbered advertisements—by Michelin composed of nine advertisements published in the magazine *The Literary Digest* between April and October of 1917. In it, the qualities of their tires were described in detail. The continuity of content provided by the inserts benefited from a highly structured and repetitive design and the use of variable graphic elements embedded in an established basic composition. The format chosen was the full-page advertisement, which was printed in black and white except for those destined to be published on the cover, which had color: a solid yellow background—one of Michelin's corporate colors—in advertisement number 6, and certain details in red—illustrations for the Red Inner Tube—in numbers 5 and 8.

159. Full-page advertisement published in the generalist magazine *The Literary Digest*, April 28, 1917.

# MICHELIN

## 9 Ways to Judge Tires - No 2

**The "Ruler" Test**

It is easy to fill a pail, but not so easy to wear away a tread. It is easy to fill a pail, but not so easy to wear away a tread. It is easy to fill a pail, but not so easy to wear away a tread.

**MICHELIN SUPER-STURDY CONSTRUCTION**

If you apply this test, you will be satisfied at the remarkably heavy construction of the Michelin Universal Sash.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 9 Ways to Judge Tires - No 3

**The "Screen" Test**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN UNIVERSAL HAS LARGE TRACTION SURFACE**

In the Michelin Universal, for every square inch of tread, there is a square inch of traction surface. In the Michelin Universal, for every square inch of tread, there is a square inch of traction surface.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 9 Ways to Judge Tires - No 4

**The "Experience" Test**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN INVENTED THE PNEUMATIC AUTOMOBILE TIRE**

Back to the day of the automobile, Michelin has been the leader in the pneumatic tire industry. Back to the day of the automobile, Michelin has been the leader in the pneumatic tire industry.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 9 Ways to Judge Tires - No 5

**The "Curve" Test**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN STEEL RING MONITOR**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 9 Ways to Judge Tires - No 6

**The "Pier" Test**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN STEEL MONITOR**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 9 Ways to Judge Tires - No 7

**The "Organization" Test**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**ECONOMICAL EFFICIENCY IN MICHELIN WATCHDOG**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 9 Ways to Judge Tires - No 8

**The "Checker" Test**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 9 Ways to Judge Tires - No 9

**The "Ultimate" Test**

It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire. It is in the tread that you determine the value of a tire.

**MICHELIN UNIVERSAL TREAD AND RED LINE TIRE**

Size	Weight	Speed	Endurance
12 x 1 1/2	10.5	25	1000
14 x 1 1/2	12.5	30	1200
16 x 1 1/2	15.0	35	1500
18 x 1 1/2	18.0	40	2000
20 x 1 1/2	22.0	45	2500
22 x 1 1/2	26.0	50	3000
24 x 1 1/2	30.0	55	3500
26 x 1 1/2	34.0	60	4000
28 x 1 1/2	38.0	65	4500
30 x 1 1/2	42.0	70	5000

MICHELIN TIRE CO., MILWAUKEE, WIS.

# MICHELIN

## 8 Ways to Judge Tires

- How much does the tire weigh? (Michelin weighs 12 to 15% more)
- How thick is the tread? (The Michelin Universal has a double-thick tread.)
- How large is the traction-surface? (In the Michelin Universal, three-quarters of the tread bears on the ground.)
- Does the inner tube fit naturally? (Michelin tubes fit, though outer tubes are stretched to fit.)
- Is the price right? (Michelin tires, though the best you can buy at any price, are moderate in price.)
- Organization behind the tire? (Economic Efficiency is the Michelin watchword.)
- Experience of the tire-maker? (Michelin invented the pneumatic automobile tire.)
- What do users say? (Ask them and you will be convinced.)

**Churchill Drug Co. Tire Dept.**

1916-1919 THIRD PERIOD

The advertisement with the slogan "8 Ways to Judge Tires"—above, in the lower right quadrant—is the adapted and summarized version of the numeral campaign having a full page format in the magazine *The Literary Digest*. This advertisement was inserted in the form of an advertising module in different local press, contracted by the businesses comprising Michelin's commercial network.

**160-167.** Full-page advertisements published during 1917 in the general magazine *The Literary Digest*, on consecutive dates: May 26, June 23, July 7 and 21, August 11 and 25, September 8, and 13 October.

**168.** Modular advertisement published in *The Burlington-Hawk-Eye* newspaper (Burlington, Iowa), July 20, 1917.

THIRD PERIOD 1916-1919

# MICHELIN

## Twelve Tire Tests No. 1

*This series of twelve tire tests is designed to take the uncertainty out of tire-buying by helping the motorist to determine beforehand what mileage he may expect from the various tires he is considering. The next advertisement in this series will appear in next month's issue of MoToR.*

### WEIGHT

One of the best ways to judge a tire is to weigh it, for mileage depends in a large measure on the quantity of quality materials. Of course, weight might be due to many factors that do not improve quality, such as unnecessary wire in the beads, or weight-giving compounds. But once assured that only quality-giving materials are used, then weight is an excellent guide to durability.

*In selecting tires, therefore, have your dealer weigh the different makes you are considering.*

#### MICHELINS

#### 12 to 15 Per Cent Heavier

When you make this test you will find an astonishing difference in tires. For instance, nine popular non-skids (34 x 4 size) weigh as follows:

Michelin	.....26	lbs.
Second Tire	.....25	lbs.
Third Tire	.....22 3/4	lbs.
Fourth Tire	.....22	lbs.
Fifth Tire	.....21 1/2	lbs.
Sixth Tire	.....21 1/2	lbs.
Seventh Tire	.....21	lbs.
Eighth Tire	.....20	lbs.
Ninth Tire	.....18 1/2	lbs.

Considering all non-skids made, Michelin Universals weigh 12 to 15 per cent more than the average, the percentage varying with the size of tire.

This extra weight, due to extra quality rubber and fabric (and no one questions Michelin Quality) means that you have a right to expect extra mileage from Michelins. Yet Michelins cost no more than average tires.

#### MICHELIN TIRE CO.

Milltown, New Jersey




Look for this sign on leading garages

### Michelin Tires Weigh 12 to 15% More

"MICHELIN TWELVE TIRE TEST." This numeral campaign, made up of twelve advertisements and a final closing publication, appeared as full-page advertisements between January and November 1918 in the magazines *The Saturday Evening Post*, *Maclean's Magazine*, *The Country Gentleman*, *Motor* and *Motor Life*, as well as in published modular adaptations—generally with a regular and weekly frequency—in dozens of newspapers. The style of Edrop is evident in the lettering of the logotype and slogans as well as in the use of the mascot.

169. Full-page advertisement published in the specialized automotive sector magazine *Motor*, January 1917.

170-181. Advertisements published during 1918 in the magazines: *The Country Gentleman*, February; *The Saturday Evening Post*, March 2; *Motor*, April; *The Saturday Evening Post*, May 4 and June 1; *The Country Gentleman*, July and August; *The Saturday Evening Post*, September 7; *Motor Life*, October; *Motor*, November; *The Country Gentleman*, September 7 and October 5.

## MICHELIN Twelve Tire Tests No. 2

### Thickness

The previous Michelin advertisement that appeared in "The Country Gentleman" on January 25 showed you how the quantity of mileage getting rubber and fabric can be gauged by weighing the tire.

It is a matter of actual thickness of tread.

Almost any dealer can easily tell you that the tread must mean something more than the thickness of the tread. The quantity of material in the tread is the real test of the quality of materials in the tread. The quantity of material in the tread is the real test of the quality of materials in the tread. Through the use of the Michelin tread you get the most mileage from a given quantity of material.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 3

### Traction-Surface

It will have been noted that the tread pattern of the Michelin tire is not a plain tread, but is a tread pattern that is designed to give the tire a grip that is superior to that of any other tire.

The tread pattern of the Michelin tire is designed to give the tire a grip that is superior to that of any other tire.

In the Michelin tread, the tread pattern is designed to give the tire a grip that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests - No. 4

### Tube-Life

You have seen the Michelin tire in its normal position. You have seen it in its normal position. You have seen it in its normal position.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 5

### Price

You may be tempted to decide to switch from one brand of tires to another because of the price of rubber-tired tires. You may be tempted to decide to switch from one brand of tires to another because of the price of rubber-tired tires.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 6

### Tube-Shape

Perhaps you have noticed that some tires when inflated or run on a road surface seem to vibrate or shimmy. This is due to the shape of the tire tube.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 7

### Cross-Sections

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 8

### Organization

Figure yourself in a position where you are required to make a choice between two different organizations. You are required to make a choice between two different organizations.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 9

### Tube-Fit

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 10

### Experience

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 11

### Universal Usefulness

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



## MICHELIN Twelve Tire Tests No. 12

### Your Experience

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.

The Michelin tire is designed to give the tire a life that is superior to that of any other tire.


**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



During the past months we have published in "The Country Gentleman" a series of 12 practical tests which have convinced the thousands of readers of the fact that the Michelin tire is the most reliable and most economical tire.

**try just one Michelin Tire and be convinced**

**MICHELIN TIRE COMPANY**  
Milltown, New Jersey  
Branches in all leading cities.



THIRD PERIOD 1916-1919

# MICHELIN

## 12 TIRE TESTS - No 1

*This series of twelve tire tests is designed to take the uncertainty out of tire-buying by helping the motorist to determine beforehand what mileage he may expect from the various tires he is considering. The next advertisement in this series will appear in next month's issue of Motor Travel. :: :: ::*

### Weight

One of the best ways to judge a tire is to weigh it, for mileage depends in a large measure on the quantity of quality materials. Of course, weight might be due to many factors that do not improve quality, such as unnecessary wire in the beads, or weight-giving compounds. But once assured that only quality-giving materials are used, then weight is an excellent guide to durability.

*In selecting tires, therefore, have your dealer weigh the different makes you are considering.*

#### MICHELINS 12 to 15 Per Cent Heavier

When you make this test you will find an astonishing difference in tires. For instance, nine popular non-skids (34 x 4 size) weigh as follows:

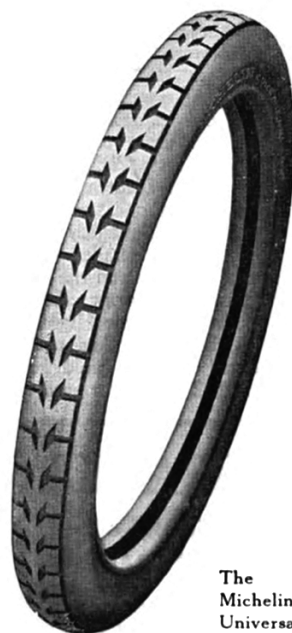
Michelin . . . . .	26 lbs.
Second Tire . . . . .	25 lbs.
Third Tire . . . . .	22 ¼ lbs.
Fourth Tire . . . . .	22 lbs.
Fifth Tire . . . . .	21 ½ lbs.
Sixth Tire . . . . .	21 ½ lbs.
Seventh Tire . . . . .	21 lbs.
Eighth Tire . . . . .	20 lbs.
Ninth Tire . . . . .	18 ¼ lbs.

Considering all non-skids made, Michelin Universals weigh 12 to 15 per cent more than the average, the percentage varying with the size of tire.

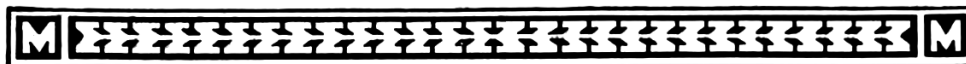
This extra weight, due to extra quality rubber and fabric (and no one questions Michelin Quality), means that you have a right to expect extra mileage from Michelins. Yet Michelins cost no more than average tires.

**MICHELIN TIRE CO., MILLTOWN, NEW JERSEY**

*Michelin Tires are for sale by the Supply Department of the Club*



The  
Michelin  
Universal



"MICHELIN 12 TIRE TESTS." This campaign, aimed at informing consumers who purchased tires, consisted of twelve different advertisements published exclusively in the magazine *Motor Travel*. The first five advertisements of the series have a different design from the rest, as the latter incorporated logotype changes and Arthur Edrop-style illustrations.

**182-193.** Full-page advertisements published in the specialized automotive sector magazine *Motor Travel*, in consecutive months from January to December 1918, inclusive.

# MICHELIN

## 12 TIRE TESTS—No. 2

### Thickness

The previous Michelin advertisement that appeared in the January issue of Motor Travel, showed you how the quantity of vulcanizing rubber and fabric can be gauged by weighing the tire.

Now a simpler, equally effective way is shown—by measuring the actual thickness of tread.

Almost any dealer can supply you with cross sections of the tire to section in such a way that a ruler can measure the thickness of their tread.

You will find that here again the Michelin tread has the advantage in the U.S.A. over the tread of other tires. The tread of the Michelin is of uniform thickness and is shown in cross-section. Some tread designs show the tread wearing out over a large portion of the tread.

The quantity of materials in Michelin tires is greater, just as the quality of materials is better.

Though moderate in price, Michelin are unequalled in durability when by the most expensive tires.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## 12 TIRE TESTS—No. 3

### Traction-Surface

WE all know how quickly the small corner on a general wear away, as compared with an inner tube that is broad and flat.

For the same reason a non-skid tread, made up of comparatively small projections, cannot wear so well as a tire having a broad, flat traction-surface.

It is therefore important in considering the merits of various non-skid, that you determine how large a surface comes in actual contact with the road.

An excellent way is to lay a piece of wire across over one end of the tread, measuring the number of spaces that touch the road surface with the number that cover the portion not tread.

In the Michelin Universal, for example, three-quarters of the entire non-skid tread comes in contact with the road, thus forming a broad, flat traction surface that wears even service.

Make the "wire test" for yourself. It will confirm Michelin's superior construction.

Better quality and greater quantity of materials and recognized successful attempts are Michelin's remarkable distinction. Michelin Tires are not high priced.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## 12 Tire Tests No. 4

### Tube-Life

You have often noticed that ordinary grey rubber bands grow brittle with age—especially if exposed to heat and the sun's rays. So with inner tubes. The best developed in tires, while driving, and the disintegrating effects of these render many inner tubes brittle and porous, thus destroying their usefulness.

The test herein described was made by Michelin engineers to help you determine the durability of various makes of inner tubes.

Each of the tubes shown was made by connecting half a Michelin Tube to half of another make—the latter make being different in each case.

The tubes were then subjected to vibration on the road under normal conditions for 1000 miles. The Michelin Tube was found to be the most durable.

Although this test was repeated many times the results were always the same—confirming that most materials would have long general experience, that the rubber in Michelin tubes grows stronger with age.

The longevity of Michelin Tubes is due to a better quality of rubber materials, and to the fact that Michelin Tubes have been tested under conditions that are more severe than those to which they are subjected in actual use.

MICHELIN TIRE CO., MILLTOWN, N. J.  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## 12 Tire Tests No. 5

### Price

You owe it to yourself before deciding on which tire to buy to compare the prices of various standard makes. You should, of course, also remember quality.

For there are two distinct classes of tires—first, those that are made to sell at low prices, and second, those that are made with the ideal of high quality in mind. It stands to reason that it is better to buy a tire of the lower class if you can get it at the right price. Most motorists have a mistaken notion that all "quality" tires are high priced. But fortunately this idea is not founded on fact.

### MICHELIN TIRES Moderately Priced

To prove this, ask your dealer for comparative prices of Michelin and of an equal tire of any other make. You will find that Michelin are moderate in price, though they are recognized the world over as unsurpassed for durability.

MICHELIN TIRE CO., MILLTOWN, N. J.  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## Twelve Tire Tests No. 6

### Tube-Shape

Perhaps you have noticed. Look at the photographs that show inner tubes laid out. The corners rounded or cut or tube on the right is a Michelin-tube. The tube on the left is a standard tube. The Michelin tube is of uniform thickness and is shown in cross-section. Some tread designs show the tread wearing out over a large portion of the tread.

The quantity of materials in Michelin tires is greater, just as the quality of materials is better.

Though moderate in price, Michelin are unequalled in durability when by the most expensive tires.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## Twelve Tire Tests No. 7

### Cross-Sections

The illustration is an enlarged view of the cross-sections of a Michelin Tube and of a standard make. The Michelin Tube is of uniform thickness and is shown in cross-section. Some tread designs show the tread wearing out over a large portion of the tread.

The quantity of materials in Michelin tires is greater, just as the quality of materials is better.

Though moderate in price, Michelin are unequalled in durability when by the most expensive tires.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## Twelve Tire Tests No. 8

### Organization

MICHELIN users have studied means of production and selling tires more efficiently. Every expenditure that will result in better tires or service has been cheerfully made, but every expense that would not stand the test of economy is avoided.

Even since Michelin invented the pneumatic automobile tire 23 years ago, Michelin engineers and "better tires for less money" experts have worked.

Michelin's organization is such that it is possible to produce tires of such high quality at such low prices. Michelin's organization is such that it is possible to produce tires of such high quality at such low prices.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## Twelve Tire Tests No. 9

### Tube-Fit

The photograph shows a Michelin Tube and a standard tube. The Michelin tube is of uniform thickness and is shown in cross-section. Some tread designs show the tread wearing out over a large portion of the tread.

The quantity of materials in Michelin tires is greater, just as the quality of materials is better.

Though moderate in price, Michelin are unequalled in durability when by the most expensive tires.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## Twelve Tire Tests No. 10

### Experience

In previous tests we have shown you how the durability of a tire depends on the quality and quantity of the materials used and on the way in which they are put together. You have seen that the quality of rubber and fabric is of prime importance. You have seen that the way in which the tire is put together is of prime importance. You have seen that the way in which the tire is put together is of prime importance.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## Twelve Tire Tests No. 11

### Universal Usefulness

NOWADAYS many tire makers are trying motorists to use pneumatic tires on their vehicles and motorcycles or "driving" tires on front wheels.

The Michelin tire is of uniform thickness and is shown in cross-section. Some tread designs show the tread wearing out over a large portion of the tread.

The quantity of materials in Michelin tires is greater, just as the quality of materials is better.

Though moderate in price, Michelin are unequalled in durability when by the most expensive tires.

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



# MICHELIN

## Twelve Tire Tests No. 12

### Your Experience

THE tests which preceded this described many tests by which to determine the value of tires before you buy them. The subjects discussed in these tests were:

- Weight
- Thickness
- Traction
- Tube-Life
- Price
- Tube-Shape
- Cross-Sections
- Organization
- Tube-Fit
- Experience

The Ultimate Test is to Try Michelin. Nothing Proves Michelin Superiority Like Actual Use.

Every Test Proves Michelin Best

MICHELIN TIRE COMPANY  
MILLTOWN, NEW JERSEY  
Michelin Tires are for sale by the Supply Department of the Club



THIRD PERIOD 1916-1919

# Why You Should Be A Michelin Dealer

No. **1**

## Michelin Is the World's Oldest Tire Maker

No other tire is backed by experience as long as that behind the Michelin—for it was Michelin who invented the pneumatic automobile tire back in 1895.

*Nor is any other tire backed by an equal record of achievement—for Michelin introduced the inner-tube-type of tire, the demountable rim, the valve spreader, the dual or twin wheel, besides many minor improvements.*

Michelin factories are located in the United States, England, France and Italy—with branches in every part of the globe.

Michelin's world-wide experience and organization, together with Michelin's determination to build the best and only

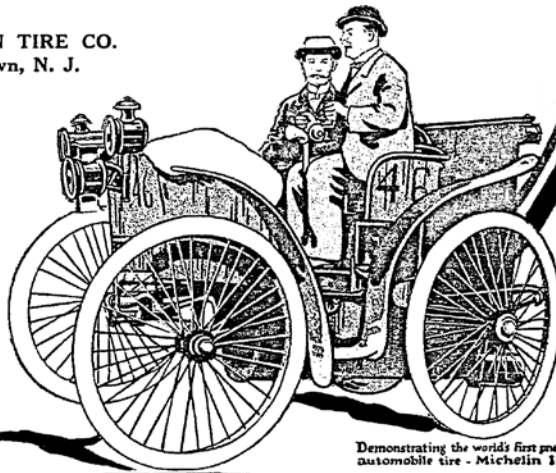
the best—are responsible for the unequalled durability of Michelin Tires and the soundness of the Michelin business. Michelin is a good house to tie up to—as proved by the fact that Michelin dealers stick to Michelin year after year.

Write for Michelin's proposition today.

MICHELIN TIRE CO.  
Milltown, N. J.



The latest achievement in tire making — the Michelin Universal - Introduced 1914



Demonstrating the world's first pneumatic automobile tire - Michelin 1895 -

# MICHELIN

**"WHY YOU SHOULD BE A MICHELIN DEALER" (13 advertisements).** This numbered campaign, designed to attract establishments and thus expand Michelin's commercial network—as evidenced by the slogan—consisted of thirteen different inserts that were published exclusively in the specialized automotive magazine *Automobile Topics*, between January and December 1918. These advertisements were placed on the cover page. As such, and despite the fact that most of them reproduced here are in black and white, they had an intense yellow orange background, as shown in three of the advertisements.

**194-206.** Full-page advertisements published in in the specialized magazine *Automobile Topics*, on the following consecutive dates: February 23, March 23, April 20, May 18, June 15, July 13, August 10, September 7, October 5, November 2, and December 18.



**Why You Should Be A Michelin Dealer**  
No. 2

**Michelin Tires Wear Longer Because They Contain More Rubber and Fabric!**

The quantity of rubber and fabric in a tire is the most important factor in determining its life. The greater the quantity of rubber and fabric, the longer the tire will wear. Michelin tires contain more rubber and fabric than any other tires on the market. This is why they wear longer and last longer.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 3

**Michelin Advertising Reaches Practically Every Motorist**

Michelin advertising is read by practically every motorist in the United States. It is the most widely distributed and the most popular advertising in the world.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 4

**You Can Show Your Customers Why Michelin Tires Wear Longer**

Michelin tires are made of the finest materials and are built to last. They are the most durable tires on the market. This is why they wear longer and last longer.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 5

**Michelin Tubes Outlast All Others**

Michelin tubes are made of the finest materials and are built to last. They are the most durable tubes on the market. This is why they outlast all other tubes.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 6

**Michelin Durability Is Further Proved By Large Traction-Surface**

Michelin tires have a large traction surface, which makes them more durable and safer. This is why they are the most popular tires on the market.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 7

**Michelin Advertising is Different and Better**

Michelin advertising is different and better than any other advertising. It is the most effective and the most popular advertising in the world.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 8

**MICHELINS Are Moderate in Price Though Unsurpassed in Durability**

Michelin tires are moderate in price and unsurpassed in durability. This is why they are the most popular tires on the market.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 9

**Only Michelin Tubes Fit Properly**

Only Michelin tubes fit properly. This is why they are the most popular tubes on the market.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 10

**Better Winter Business - Prepare for it Now**

Michelin tires are the best for winter driving. This is why they are the most popular tires on the market.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 11

**Michelin Advertising Produces Unusual Results**

Michelin advertising produces unusual results. This is why it is the most effective and the most popular advertising in the world.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 12

**Michelin Dealers Stick to the House of Michelin**

Michelin dealers stick to the House of Michelin. This is why they are the most popular dealers on the market.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

**Why You Should Be A Michelin Dealer**  
No. 13

**A Combination of High Quality, Moderate Price and Extensive Advertising**

Michelin tires are a combination of high quality, moderate price, and extensive advertising. This is why they are the most popular tires on the market.

Michelin Tires Company  
MILTOWN, N. J.

**MICHELIN**

1916-1919 THIRD PERIOD

# Why You Should Be A Michelin Dealer

No.  
**1**

## Michelin Is The World's Oldest Tire Maker

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for the unequalled durability of Michelin Tires and the soundness of the Michelin business.

Michelin's world-wide experience and organization, together with Michelin's determination to build the best and only the best—are responsible

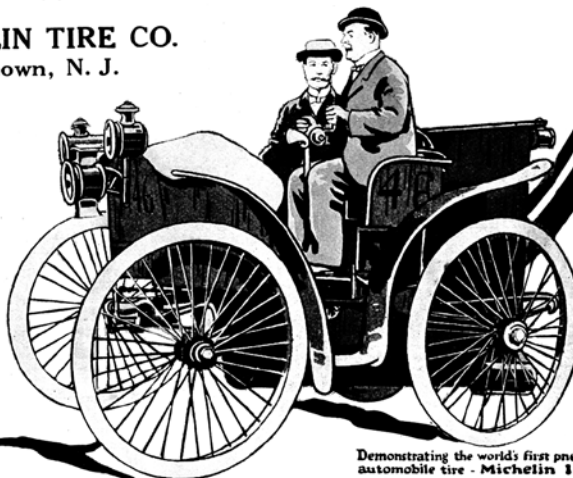
Michelin is a good house to tie up to—as proved by the fact that Michelin dealers stick to Michelin year after year.

*Write to-day for Michelin's 1918 proposition.*

**MICHELIN TIRE CO.**  
Milltown, N. J.



The latest achievement in tire making —  
The Michelin Universal - Introduced 1917



Demonstrating the world's first pneumatic  
automobile tire - Michelin 1895 -

# MICHELIN

### "WHY YOU SHOULD BE A MICHELIN DEALER" (25 advertisements).

This campaign, aimed at attracting businesses, consisted of twenty-five different inserts published exclusively in the magazine *The Motor World*, between January 1818 and January 1919. Certain illustrations were repetitions of those that had already appeared in similar shorter campaigns, which were always the work of Arthur N. Edrop.

**207-231.** Full-page black and white advertisements published in in the specialized automotive sector magazine *The Motor World*, during 1918-1919 on the following consecutive dates: January 30; February 13 and 27; March 13 and 27; April 10 and 24; May 8 and 22; June 5 and 19; July 3, 17 and 31, August 14 and 28; September 11 and 25; October 9 and 23; November 6 and 20; December 4 and 18; and, finally, January 1, 1919.