



UNIVERSITAT DE
BARCELONA

Pau Medrano-Bigas

*The Forgotten
Years of Bibendum*

**MICHELIN'S AMERICAN
PERIOD IN MILLTOWN:**

Design, Illustration and Advertising
by Pioneer Tire Companies
(1900-1930)



VOLUME I

Doctoral dissertation submitted by Pau Medrano-Bigas

Supervisor: Dr. Anna Calvera Sagué

Department of Image and Design

Sant Jordi Faculty of Fine Arts

University of Barcelona

Barcelona, 2015

[Translated English Edition, 2018]

« Ce brave *Bibendum* a été depuis reproduit dans bien des postures et des circonstances diverses. On lui a prêté bien des paroles. Bref, il a une personnalité bien nette, bien accusée. Tel une création littéraire, il vit dans l'esprit des masses... Et j'avoue que son succès qui a beaucoup contribué à celui de notre maison, me remplit d'une paternelle fierté ! »

“This brave Bibendum has since been reproduced in many different postures and circumstances. We have granted him the gift of speech. In short, he has a very clear personality, well defined. Like a literary creation, he lives in the spirit of the masses ... And I admit that his success, which has contributed much to that of our company, fills me with paternal pride!”

Fragment of an interview with André Michelin.
Arren, Jules. *La Publicité Lucrative et Raisonnée*.
Paris: Bibliothèque des Ouvrages Pratiques, 1910.



UNIVERSITAT DE
BARCELONA

Pau Medrano-Bigas
.....

*The Forgotten
Years of Bibendum*
.....

**MICHELIN'S AMERICAN
PERIOD IN MILLTOWN:**

Design, Illustration and Advertising

by Pioneer Tire Companies

(1900 - 1930)

.....
VOLUME I
.....

Doctoral dissertation submitted by Pau Medrano-Bigas

Supervisor: Dr. Anna Calvera Sagué

Tutor: Dr. Carles Ameller Ferretjans
.....

Doctoral Programme: Advanced Studies in Artistic Production

Line of Research: Research into Image and Design

Biennium 1990-1992
.....

Department of Image and Design

Sant Jordi Faculty of Fine Arts

University of Barcelona
.....

Barcelona, 2015
.....

English translation by Joy Ngo, 2018

To my wife, Victoria;
to our daughters, Paula and Irene;
to my parents, Jesús and Paulina.

IMAGES AND REPRODUCTION RIGHTS

© 2015-2018 Pau Medrano-Bigas (Text).

© for the images rest with their owners.

The images shown in the present investigative work belong to different institutions, organizations and private collectors. They have been utilized in an academic context to illustrate a non-profit and non-commercial research purpose. For any use outside of this context, interested parties should contact the owners of the images.

Barcelona, November 2018.

SUGGESTED CITATION:

MEDRANO-BIGAS, Pau.

*The Forgotten Years of Bibendum. Michelin's American Period in Milltown:
Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930).*

Doctoral dissertation. University of Barcelona, 2015 [English translation, 2018].

AUTHOR'S PREFACE (2018)

The present edition of this Thesis dissertation in the translated English version (2018) has been made possible thanks to the unconditional support of the prominent philanthropist Bruce T. Halle, successful businessman and founder and owner of Discount Tire Co., the largest independent tire dealer in North America. Mr. Halle also stands out as an art collector, highlighting The Collection of Discount Tire which comprises the most important collection of Art Nouveau lithographic posters dedicated to tire advertising. Most of these impressive posters hang on the walls of the Discount Tire headquarters in Scottsdale, Arizona. Unfortunately, Mr. Halle passed away earlier this year. I truly regret not having been able to present this project to him in person which was made possible by his generosity.

The translation process has been directly established and coordinated from Scottsdale by Susan Driver, Art Historian and curator of the Collection of Discount Tire and author of the book *Posters from the Collection of Discount Tire* (2007). It has been a pleasure to work with her, and her vast knowledge on the subject, her professionalism and enthusiasm have allowed the entire project to flow smoothly from its inception to its realization. Thank you, Susan!

Of course, I must highlight the professional work and enthusiasm invested in the project by the translator Joy Ngo, who resides between Barcelona and the United States, academic researcher and teacher of nutrition and dietetics and author of various scientific publications in the field of public health nutrition. Her comments and contributions during the translation and adaptation process has helped to enhance the comprehension of the original text. *Moltes gràcies Joy!*

FOREWORD

By Susan Driver. Curator, The Collection of Discount Tire.

I first had the pleasure of meeting Pau in 2007 when he contacted me while researching his thesis on American tire companies. What became was not only a friendship, but also a wealth of knowledge from a wonderful colleague. Pau's interest in Michelin advertising became a passion for discovery. His thesis quickly ensued the forgotten stories of American Tire companies, including the story of a big company and its employees living in the little town of Milltown, New Jersey. What also developed was a need to share these important stories with the American people. Pau entrusted my help with making his dream of translating his thesis to English a reality. Our hope is that in translating Pau's work, the American people can rediscover part of their story.

The translation of Pau's thesis also comes at a relevant time as Bibendum (aka the Michelin Man), the company's famous mascot, turns 120 years of age this year! Talk about brand recognition! One, if not the most successful trademarks of all time, Bibendum is the quintessential representation of effective advertising. With a doctorate in graphic design, Pau understands the importance of a recognizable character to the consumer masses, as did the Michelin brothers. You can see Pau's attention to detail in the design of his thesis.

When Pau asked me to write his foreword, I was flattered and honored. He said, "you're my angel," but in actuality the angel is Mr. Bruce T. Halle, founder of Discount Tire. It is because of his generosity that we are able to read Pau's translated thesis in English. A leading retailer in the tire industry, Halle's involvement in the business encouraged his passion for collecting vintage lithographs advertising tires, amassing one of the largest collections in the world. His passion for art expanded even further when he and his wife, Diane, began collecting contemporary artwork from Latin America. An avid supporter of giving back to the community in which he lived, Halle was also a strong proponent of education. When I proposed Pau's work to Mr. Halle he was amazed at the level of research Pau had completed. As we flipped through all four volumes we spoke about the history of not only the United States tire industry, but the Collection of Discount Tire and earmarked the posters we would like to acquire. Mr. Halle then stopped, looked at me, and asked, "Susan, why is this important to you?"

While my passion originally stemmed from art itself, my appreciation for the industry evolved while documenting the posters of Discount Tire. When I began researching the vibrant posters of iconic characters and beautiful women who provoked motorists to purchase products, I discovered the rapidly changing lifestyle that ensued with the advent of the automobile. Modern technical advances demanded



The late Bruce T. Halle (1930-2018) pictured in the Discount Tire Headquarters surrounded by his beloved poster collection. Photo by Paul Markow.

the dissemination of information to the masses, challenging artists to creatively depict tires as objects of desire rather than necessary accessories. This rapid industrialization along with the innovative printing process of color lithography fueled the marketing of modern commodities. The advertisements illustrate the important relationship between art and commerce, simultaneously charting the evolution of the rubber and advertising industries from their inception. I quickly discovered not only an art form, but also the importance of its impact on culture, commerce, and technology.

Pau's thesis solidifies all of these imperative characteristics in an astonishing compilation. Additionally, his specific focus on Michelin examines the corporate history of a company that we work closely with. Discount Tire is also the exclusive distributor of the Fisk brand, which Pau dedicates an entire chapter. Furthermore, Pau's investigation of advertising produced by less well-known American companies introduces their cultural impact on the industry. It is truly amazing that so many advertisements exist for the rudimentary rubber circle known as a tire.

I want to personally thank Pau for his research, academic professionalism, and passion for graphic design. Congratulations on your success and for expanding the knowledge of all those interested in the field. Last, but not least, this project would not have been possible without Joy Ngo's excellent translation skills. She acquired a monumental task and completed it seamlessly. Thank you for joining in our campaign to elevate the poster to fine art and re-discover a part of history for the American public.



Susan Driver
Scottsdale, Arizona, November 2018.

.....
Susan Driver is Curator of the Collection of Discount Tire. She holds a Bachelor of Arts in Art History from the University of Arizona and is author of *Posters from the Collection of Discount Tire* (2007). Her areas of interest include early twentieth century design and museum studies. With more than a decade of experience in collection management, Susan also serves as Registrar of the Diane and Bruce Halle Collection of Contemporary Latin American Art.

HOW SHOULD THIS THESIS BE READ?

The investigative work of this Thesis is divided into four volumes that comprise a total of 31 chapters. All the chapters follow the same structure, they present a specific theme that is developed throughout four sections:

1. **GENERAL TEXT**, where the facts resulting from the investigation are collected.
2. **NOTES TO THE TEXT**, with references and comments and additional information.
3. **BIBLIOGRAPHY**, where the sources consulted in that specific chapter are listed.
4. **ICONOGRAPHIC DISCOURSE**, where a selection of graphic elements is shown addressing information (tables, graphs, diagrams, illustrations and photographs) that complements and expands the contents expressed in the general text. The images are accompanied by comments and are duly identified.

The importance of double-page conceptual units.

This doctoral thesis is a graphic design project in and of itself and I have employed my own resources for the editorial layout. The textual and visual contents are exposed in double-page conceptual units. As such—especially if it is to be printed and bound—the order must be kept so that even (left) and odd (right) page numbering provides the correct flow of reading. Examples of illustrated double pages which are conceived as thematic units are presented below.



TABLE OF CONTENTS

VOLUME I. The Forgotten Years of Bibendum. Michelin’s American Period in Milltown: Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930)

Foreword

Aknowledgements

Introduction 1

Conclusions and main findings:

The reasons for commercial failure 11

Bibliography: General guide and sources 35

Image credits 45

1. The conception of corporate and advertising mascots 49

2. The Birth and Baptism of Bibendum 179

3. Deconstructing Bibendum 313

VOLUME II. The Corporate History of the Michelin Tire Company

4. The rubber industry in New Jersey 361

5. The Trojan horse: imported automobiles 391

6. Official U.S. import agencies for Michelin tires 405

7. The launch of the factory 435

8. Jules Hauvette-Michelin, Vice President 483

9. Social cohesion in the factory 515

10. The deployment of the commercial network 553

11. The technological and commercial battles (1910-1915)..... 603

12. Michelin, the Great War and tire companies 693

13. The Michelin Steel Disc Wheel, a business opportunity 865

14. The crazy (and difficult) Roaring Twenties 965

15. The end of the American venture 1039

VOLUME III. The Promotional and Advertising Strategy of Michelin

16. Racing events as a tool for tire promotion	1095
17. The Michelin Twins: kings of carnivals, festivals and parades	1209
18. The Michelin Tire Company's advertising management team	1297
19. Media, promotional supports and advertising expenditures	1311
20. The Michelin Tire Company's press advertising <i>Advertisements for campaigns in magazines and newspapers, arranged chronologically and annotated (1903-1930)</i>	1415
21. Art directors, designers and illustrators	1601
21.1. Arthur Norman Edrop (1884-1973)	1603
21.2. Gluyas Williams (1888-1982)	1699
21.3. J. N. "Ding" Darling (1876-1962)	1783

VOLUME IV. Michelin's U.S. Competitors and Their Advertising

22. Cupples Tires, the power of the rhinoceros	1847
23. Fisk Tires and the sleepy boy	1897
24. Gillette Tires and the mighty polar bear	2139
25. Hood Rubber and the Red Man	2179
26. India Tire & Rubber, the wise gaze of the owl	2233
27. Kelly-Springfield and Miss Carlotta Miles	2287
28. Lee Tire & Rubber and the smiling pneumatic	2381
29. Miller Rubber and the exemplary tire builder	2445
30. Republic Tires, the voice of experience	2485
31. Savage, Standard Four and Mohawk: Tires of the legendary Far West	2517

Index of names	2635-2642
-----------------------------	-----------

SUGGESTED CITATION:

MEDRANO-BIGAS, Pau.

*The Forgotten Years of Bibendum. Michelin's American Period in Milltown:
Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930).*

Doctoral dissertation. University of Barcelona, 2015 [English translation, 2018].

ACKNOWLEDGEMENTS

First of all, I would like to thank my thesis director Dr. Anna Calvera, for providing active guidance throughout the entire research process, as well as the members of the doctoral group she directs and the participants who were invited to our productive periodic meetings. I appreciate their constant support; with their knowledge and critical vision they have contributed to improve the ideas and development of this investigative work. I would also like to acknowledge my fellow professors from the Department of Design and Imagery at the Sant Jordi Faculty of Fine Arts, and to my colleagues in the GRACMON-Grup de Recerca en Història de l'Art i del Disseny Contemporanis [History of Art and Contemporary Design Research Group] at the University of Barcelona, of which I am a member.

My most sincere thanks to Juan de San Román Gómez, former Director of Internal Communication and Heritage of Michelin Spain Portugal, for sharing his profound knowledge of the company's history, for his time and all the valuable help provided in the complicated task of accessing and interpreting certain documentary sources, for which he provided decisive suggestions. Thanks to his initiative I was able to visit the headquarters of Michelin Patrimoine in Clermont-Ferrand and also access the Heritage offices and the Michelin production facilities in Valladolid.

I am extremely grateful to Éric Panthou, historian and librarian—who was responsible for the Michelin collections of the Bibliothèque du Patrimoine de Clermont Communauté in Clermont-Ferrand, France between 2003 and 2013—, for sharing his knowledge about the social history of Michelin and enriching research by providing essential documentary sources. I am also indebted to my friend Steve Antin from Irwin, Pennsylvania for his invaluable availability for consultations and continued assistance throughout the entire project, and to Craig Harmon director of the Lincoln Highway National Museum and Archives, colleague and research expert who is well-versed in how the Library of Congress functions, for his extreme kindness and contribution in obtaining elusive documents.

Susan Driver deserves a special mention, who is the curator in charge of The Collection of Discount Tire, the world-renowned thematic collection of tire advertising posters assembled by the magnate Bruce T. Halle, based in Scottsdale, Arizona. She has generously shared her knowledge and facilitated the reproduction of several posters that have enriched my research.

I am grateful to family descendants of the designers, illustrators, graphic artists; and admen/adwomen that worked or were connected in one way or another with Michelin and other companies in the tire sector, as well as their founders, managers and workers. They have contributed valuable testimonies and shared their family files: Catherine Leroy-Jay Fredet/family of Jules Huvette-Michelin • Marie-Hélène Kerneur/family of Henri Bordier (Michelin employee in Milltown) • Courtney Fisk/family of the founders of Fisk Rubber • Penny Braender O'Hara/founding family of Braender Tires • Elizabeth Hood Weekes Pigford/family of Frederic Hood, co-founder of Hood Rubber Company • Marc Faye/family of illustrator Marius Rossillon "O'Galop" • Michel Cousyn/family of illustrator Édouard Louis Cousyn • Georgie Morris Garbisch/family of designer and illustrator Arthur Norman Edrop • Joyce and Edward Williams/family of illustrator Gluyas Williams • Timothy Helck/family of illustrator Peter Helck • Nancy Fink Giacci/family of illustrator Denman Fink • Daniel Aument/family of illustrator Raymond Perry.

My gratitude also goes to the passionate collectors who have enthusiastically participated in this research, sharing their knowledge, facilitating access to their documentary collections and allowing me to reproduce their valuable material: Delphine and Gérard Sagne (www.bibendumclub.com) • Martin Burguer • Serge Henriot (www.norman-rockwell-france.com) • Rudy Le Coadic • Marc Faye • Angel Ludovic/Bibimage (www.bibimage.com) • Kazuyoshi Morimoto • Clémens Saame • Philippe Galka • Mick Brown/Michelin Research & Development Center, Greenville, South Carolina • Matt Barkee • Stanislaw Kiriletz • Ronny Verjans • Pascal Courault • Larry Miller • Raphaël Cerdan • Jacqueline Taillefer • Paul Eric Ostlie • Keith McDonald (www.best-norman-rockwell-art.com) • Thomas Maimone • Don Sherwood (www.vintagegas.com) • Henning Stage (www.123hjemmeside.dk) • Anita Monsebroten • Jim Langley (www.jimlangley.net) • Thierry Fonde • Jerry Amaral • Giovanni Magini/Fotoantiqua • Keith Elza • Pascal Petit • Milan Vujovic • Sam Weller • David Polewka • Leonard Briggs • Reg Richardson (www.studying-with-bonzo.co.uk) • Bryan Hartig • Sylvie Clement • Felix C. Jacoby • Rick Ralston (www.zuzugingersnaps.wordpress.com) • John Buescher "Captain Geoffrey Spaulding" • Pierre Mayneris • Luciano Riccio/Melinda Graphic & Advertising (www.melindagraphic.com) • Harold Larsen • David Bradley • Frank Nowack • Pierre Metayer • Keith Davidson • Dominique Wallois • Mel Birnkrant (www.melbirnkrant.com) • Jean-Claude Dumolin.

I appreciate the personal attention, assistance and effectiveness provided by the heads of different institutions, organizations and associations in the United States, France, Italy, Great Britain and Spain, highlighting in particular the work of administrators, librarians and managers for the reproductions of documents from the different libraries consulted. The contribution of each of them and the institutions that they represent and honor has greatly enriched my research. I want to highlight, in a special way, the assistance provided by Diane Barton from Akron; Gina Tecos from Detroit; and Éric Panthou from Clermont-Ferrand.

Diane Barton and Dana Beezley-Kwasnicka/Business & Government Division, Akron Summit County Public Library • Judy James/Special Collections, Akron-Summit County Public Library • Diane MacPherson and D. A. "Mac" MacPherson/Automotive Research Library, HCFI-Horseless Carriage Foundation, Inc., La Mesa, California (www.hcfi.org) • David Kuzma/Special Collections and University Archives, Rutgers University, New Brunswick • Michael Siegel/Geography Department, Rutgers University • Brian Harto/Milltown Historical Society • Barbara Wright/Milltown Historical Society and Milltown History (www.milltownhs.ning.com) • Dennis McNew, Hong D. Ta/Collections Access, Loan and Management, Library of Congress • Arlene Balkansky/Newspaper & Current Periodical Reading Room, Library of Congress • Gary Johnson/Library of Congress • Patrick Collins/National Motor Museum Trust, Beaulieu (www.nationalmotormuseum.org.uk) • Biblioteca de Catalunya, Barcelona • Stéphane

Nicolas/Michelin Patrimoine, Clermont-Ferrand • Christine Reynolds/Corporate Communications, Michelin Tyre Public Limited Company, Stoke-on-Trent, UK • Paul Niblet, for years he was in charge of Michelin UK's Department of Historical Heritage, and author of the historical and commemorative book *Michelin Centenary, 1905-2005. A celebration of Michelin's first hundred years in the British Isles* • Lisa Marine/Wisconsin Historical Society • Doug Misner/Research Center of the Utah State Archives & Utah State History • Chris Travers/Booth Historical Photograph Archives, San Diego Historical Society (www.sandiegohistory.org) • Louisiana State Museum • The Library of Virginia • The Connecticut Historical Society, Hartford • Jane K. Newell/Anaheim History Room, Anaheim Public Library • Rosalyn Damico/The Buffalo & Erie County Public Library, Buffalo, New York • Jeannie Sherman/Connecticut State Library, History and Genealogy Unit • Greg W. Prichard/Carnegie Mellon University • Andrea Maier-Sall and Marco Becker/Bayerische Staatsbibliothek, München • Felice Whittum/Business History Review, Harvard Business School • Joann Nichols/Brattleboro Historical Society • Florida Trust for Historic Preservation • Ted Pollard/Radnor Historical Society • Billy Neumann/Rutherford's Historic Preservation Commission • Ute Schütz/Pirelli Deutschland GmbH, Metzeler & Pirelli Motorradreifen • Rory James Brinkman and Ginger Wilber/Barrett-Jackson Auction Company • Thomas Grabe/Corporate Communications Dept. Continental Group, Germany • Ohio Historical Society • Sandy Turner/MonDak Heritage Center (www.mondakheritagecenter.org) • Susan Rajagopalan/Microform & Multimedia, University of Toledo Libraries • Jeff Snowden/Scoutmaster Troop 97 BSA, Fort Collins, Colorado (www.troop97.net) • Sheila Chaudoin/Musser Public Library, Muscatine, IA • Joyce Bruce/Plymouth State University, Plymouth, NH • David Parsons/John F. Germany Library, History & Genealogy Department, Tampa, Florida • Amy L. Trout/NHMHS-New Haven Museum and Historical Society • Kelly VanSickle/Pennsylvania Heritage Society • Tonya Boltz/Keokuk Public Library & Keokuk Historical Society • Linda Hein/Nebraska State Historical Society Library Archives • Spencer Howard and Jim Detlefsen/Herbert Hoover Presidential Library • Alex Colwell/Canadian Service Station Memorabilia Association (www.britishamericanoil.ca) • Christopher Laursen/Science & Technology Rubber Division, ACS University of Akron • Manuel Auad/Auad Publishing (www.auadpublishing.com) • Robert Schuler/Tacoma Public Library • Lupita Lopez/Washington State Archives (www.digitalarchives.wa.gov) • Robert Athol/The National Archives (www.nationalarchives.gov.uk) • Phyll Melling/Printed Books, Guildhall Library, Aldermanbury, London • Thomas Barnes/The Reference Services Department at The Carnegie Library of Pittsburgh • Mrs. Judy/Interlibrary Loan Dept. Baron-Forness Library, Edinboro University of Pennsylvania • Rhonda Green/Cleveland Public Library, Cleveland Research Center • Cherri Nadolny and Lisa Brandenburg/Cudahy Historical Society • Susan McElrath/American University Library • Matthew Hocker/Antique Automobile Club of America-AACA Library & Research Center • Kathleen Correia/California History Room, California State Library • Christa Bader-Reim/Research Department, Austrian National Library (www.onb.ac.at) • Joy Paulson/Mann Library-Digital Collections, Cornell University • Donatella Biffignandi/Centro di Documentazione Museo Nazionale dell'Automobile, Torino (www.museoauto.it) • Michael Hamm/Frame 30 Productions Ltd., Edmonton, Alberta (www.frame30.com) • Marilyn Scott/The Ohio State University, Billy Ireland Cartoon Library & Museum • Tamara Tinti and Eleonora Gargiulo/Biblioteca Comunale di L'Empoli • Ron Davidson/Sandusky Library, Sandusky, Ohio • Christine Radomski/Cleveland Artists Foundation, Cleveland, Ohio (www.artneo.org) • Mark Cedeno/Pasadena Public Library, Pasadena, California • Anne Woodrum/Robert D. Farber University Archives & Special Collections, Brandeis University • Elizabeth Lang/Information and Reference Department, Public Library of Cincinnati and Hamilton County • Leah Glickman and Mia Wells/Lippincott Library, University of Pennsylvania Library • Leona White-Hannant/Head of Steam-Darlington Railway Centre and Museum • Keith Harcourt/HMRS-Historical Model Railway Society (www.hmrs.org.uk) • Christine Riggall/Baker Library Historical Collections, Special Collections, Knowledge and Library Services, Harvard Business School, Boston (www.library.hbs.edu/hc)

• Richard J. Berenson/Permanent Collection, Library and Archives, Museum of American Illustration at The Society of Illustrators, New York (www.societyillustrators.org) • Keith Newlin/Department of English, University of North Carolina Wilmington • Kearney Kuhlthau/Elmwood Cemetery Association, North Brunswick, New Jersey • Deborah Mercer/New Jersey Collections Librarian, New Jersey State Library, Trenton • Jackie Oshman/New Brunswick Public Library, New Brunswick, New Jersey • Yacht Club Argentino/Biblioteca Celesto Fernandez Blanco, Buenos Aires, Argentina • Carol Myers and Natalie Fiocre/Photograph Collection, San Diego History Center, San Diego, California • Marcel Coursimault/Association Théophile Hingre (www.hingre-lt.fr) • Staff and members of Primarily Petroliana. Old Gas Station Memorabilia (www.oldgas.com) • Etienne Houdoy/Association des Collectionneurs de Guides et Cartes Michelin (www.acgcm.com) • Pascal Pannetier/Cartes Routieres Anciennes (www.oldmaps.free.fr) • Denis Riviere/ACGCM-Association des Collectionneurs de Guides, Cartes et Objets Michelin (www.collectionneurs-michelin.com) • Marianne Hansen/Bryn Mawr College Library Special Collections, Bryn Mawr, Pennsylvania • Mick Field (www.myweb.tiscali.co.uk/mickssrsource) • Edward Vanderpump/HAT-History of Advertising Trust (www.hatads.org.uk) • David Air/Engineering Division Dunlop Tyre Co. between 1970-1984 (www.nbrinklies.com) • Stephanie Lucas/Benson Ford Research Center, The Henry Ford, Dearborn, Michigan (www.thehenryford.org/research) • Jacques Dreux, General Manager for Continental in France during the period 1994-2008—linked to the company for more than 30 years in different positions, previously as sales director (1982) and commercial director (1984)—, advertising enthusiast and source of information about the activity of the French subsidiary and in particular, about the life and work of the illustrator Ernest Montaut who worked intensively for Continental's French advertising during the first decade of the 20th century.

My thanks to the specialist researchers, historians, biographers, academics, doctors and professors who have enriched the text with their pertinent suggestions and contributions: Éric Panthou • Craig Harmon, Director of The Lincoln Highway, National Museum & Archives (www.lincoln-highway-museum.org) • Claude Delpuech • Roger Hagopian • Bill Hecht • Howard Kroplick (www.vanderbiltcupraces.com) • Walter Reed/Illustration House • John Juhler Hansen/Historisk Samfund for Sydøstjylland • Emmanuel Pollaud-Dulian • Monique Blachère/Ferté-Alais-Association pour la Recherche et la Conservation de l'Histoire Locale • Wojciech Siemaszkiewicz/Slavic and Baltic Division. The New York Public Library • Bas Schuddeboom/Lambiek Studio (www.lambiek.net) • Stanislaw Kiriletz (expert in the history of Russian tire companies) • Marcus Osterwalder/ (www.dictionnaire-des-illustrateurs.com) • Charles Test/ (www.chuckstoy-land.com) • Rutger Booy/ (<http://rutgerbooy.nl/steerwood-introduction>) • Michael Shakarjian • Andrea Goldstein • François Denis Fievez/L'Indochine Française (<http://belleindochine.free.fr/Caoutchouc.htm>) • Aldo Zana/AISA-Association of Italian Motor Historians • Guillaume Doizy/Caricadoc (www.caricadoc.com) • Alain Rabussier/Collection de Jeux Anciennes (www.jeuxanciensdecollection.com) • Zavier Leslie Cabarga/ (www.lesliecabarga.com) • Donald Hagerly/biographer for Maynard Dixon • Dr. Eckart Sackmann/comicplus+ (www.comicplus.de) • Dr. Paul Erker/Professor of Modern and Contemporary History at the Ludwig-Maximilians-Universität München • Emmanuel Pollaud-Dulian (www.gusbofa.com) • Leif Peng/ (www.todayinspiration.blogspot.com) • Dr. Stephen L. Harp/Author of *Marketing Michelin: Advertising and Cultural Identity in Twentieth-Century France* • Helen Arthur (researcher and writer about the history of Whisky) • Tony Clark/The Art of UK Motoring Artists (www.motoringart.info) for providing me with images from the British magazine *Motor Owner*.

My appreciation and gratitude for their collaborative spirit and generosity to the owners of shop signs, postcards, magazines and antiques from different countries, many of them with a virtual presence on the Internet. Although some of the addresses of the following websites may have changed or disap-

peared, they are included as a reference: Steve Antin/Vintage Paper Classics • Luc Buisson/La Joubantique • Bill Bunch • Édouard and Alexander Cealac/HPrints (www.hprints.com) • Carla Coles • Rachel E. DeFrest • Pierre Métayer • Nancy Dowler • Mark L. Donselar • Leo Fischer • Joanne M. Flynn/Ads of the Past • James Glavine/The Woods Elf Store • Daniel Griffin • Ron Harris • Nyra Heuser • Dar and Cori Hoag • Harold Huddleston • Jim Jacobs • Robert Johnson/Johnson's Auto Literature • Kimberly Hasselman/Kim's Vintage Ads • Wolfgang Kunze/Wolfgang Kunze Posters-tamps (www.reklame-marken-vignetten.de) • Frits Jobse • Peter and Cathy Leeftang/The Leeftang Archives • Barbara Levine/project_b • Cindy Logan • Frank Miller & Barbara Clifford/Mill-Cliff Books • Walter E. Miller/Walter Miller Antique Auto Literature • Steven Morawiec • Gary Munkhoff • Regina Regan • Irene and Michelle Murray/Thebarkingdog and Muffy's Dog Store • David J. Polewka • Bill & Sue Retskin • René Rigaux • Philippe Rouillard • John D. Barbier • Karine Sauvourel • John E. Schiller • John H. Sim/Petroliana Collectibles • Bonnie K. Singer • Darrin Stouffer • Beth Upton/Vintageads4u • Vivian Weaver • Wolfgang Weselmann • Dave & Jill Wigg • Troy L. Ylitalo/Periodpaper • Jeff Young • Barb/River Street Antiques Chippewa Falls • Mr. Jason/Special J. Antiques and Coins • Claire Bouchoms • Mr. Scott/Wolfe & Wood Rare Books • Jean-François and Anne Monsarrat/Atelier Affiches Anciennes • Frank Ashton • Gary Dowell/www.thevintagegarage.com) • Karine Sauvourel • Giuseppe Livotto/Globoils Grafica Publicitaria • Alan Gottlieb/Oldpostcards.com (www.oldpostcards.com) • Joachim A. Fahl/Fotoantiquariat Fahl • Peter Leeftang/Leeftang Magazines • Susana Piñero/Soler y Llach, S.A (www.soleryllach.com) • Carlo Pintarelli • Roger Pena Muino/Locomobilia.com (www.locomobilia.com) • Tony Price/The Lordprice Collection (www.lordprice.co.uk) • Erin O'Neal/"Stephanie, Erin, & George" • Philippe Rigal • Noel Barrett/Noel Barrett Antiques & Auctions Ltd, Carversville, Pennsylvania • Everett Anton "Tony" Singer/VintageAutoPosters.com • Bob and Jody Wilson • Michael Umansky • Sue Frantz • Daniele Fabbri • Charles Berry • Jean Paul Gondellon • Tom Ostrowsky/www.237.com) • Steven J. and Margie Morawiec/Steven&Margie's Vintage ads • Cindy Ailes • Cindy Logan/The Framed Place, Louisiana, Missouri • Susanne Kossebau/Stade Auktionen • Lena Puebla/Vintageflares Collectibles • George/QuickSELLit, Glassboro, NJ • Guy Harrison/ToyFREAKS Collectibles • Scott Benjamin/Oil Company Collectibles, Inc., LaGrange, Ohio (www.gasglobes.com).

I would also like to acknowledge Eric Panthou, Steve Antin, Delphine Sagne and Júlia Font (Julia von Fraunberg) who assisted me with the translation of certain complex texts.

My thanks to the photographers who have allowed me to reproduce their images portraying characters and objects related to the subject of study: Lou Michaels/www.louthephotoguy.com (Identification sign photograph for the Savage Tire Company) • Konrad Fiedler/The New York Sun (restored panel of Old King Cole by Maxfield Parrish) • Maggie J McBride (Milltown photographs) • Martin Muirhead (Inchinnan photographs) • Marilyn Whiteley from Ontario, Canada (www.michelintirefactory.shutterstock.com) • Michael Chan/www.rivermillart.com (photograph of the Michelin Field in Milltown) • Wade Schultz (abandoned Michelin factory in Milltown) • Patrick Cullinan (Fisk Station on Myrtle Ave. in Brooklyn). Finally, I would like to include my apologies and extend my gratitude to all those individuals and institutions that, in one way or another, have assisted me and offered their help throughout the entire process and whom I have inadvertently not mentioned here. To all of them, my sincerest thanks and appreciation.

