

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].

BIBLIOGRAPHY: GENERAL GUIDE AND SOURCES

The following bibliographic listing includes works having a general character as well as specific publications used in the development of all research conducted. It serves to constitute a compilation of useful tools on one hand and, on another, as a guide of indispensable references for future researchers that approach the subject of the design, illustration and advertising of pioneer tire companies. The final part of the text for each of the chapters includes the bibliography that is relevant to the specific subject dealt with.

Corporate histories of tire companies

ALLEN, Hugh. *The House of Goodyear. Fifty Years of Men and Industry.*
Cleveland, Ohio: The Corday & Gross Co., 1949.

BABCOCK, Glenn D. *History of the United States Rubber Company.
A Case Study in Corporation Management.*
Bloomington, Indiana: Indiana University/Bureau of Business Research, 1966.

BLACKFORD, Mansel G.; KERR, Kathel Austin.
BFGoodrich. Tradition and Transformation, 1870-1995.
Columbus: Ohio State University Press, 1996.

BORDET, Daniel; DECODUN, Frédérique; Dreux, Jacques.
Pneu Continental. Le temps des Pionniers 1890-1920.
Paris: Somogy Éditions d'Art, 1996.

COUDERC, Pierre. *Dunlop-Montluçon. 75 Ans d'Histoire Partagée.*
Aurillac, France: Self-edited, 1996.

DICKSON, Paul; HICKMAN, William D. *Firestone: a Legend, a Century, a Celebration. 1900-2000.*
New York: Forbes Custom Publishing, 2000.

- ERKER, Paul. *Competition and Growth: a Contemporary History of the Continental AG*. Dusseldorf: Econ, 1996.
- *Vom Nationalen zum Globalen Wettbewerb. Die Deutsche und die Amerikanische Reifenindustrie im 19. und 20. Jahrhundert*. München: Schöningh, 2005.
- HARP, Stephen L. *Marketing Michelin. Advertising and Cultural Identity in Twentieth-Century France*. Baltimore, Maryland: Johns Hopkins University Press, 2001.
- HOOD Weekes Pigford, Elizabeth. *Front & Center: Frederic Clark Hood & The Hood Rubber Company*. Oakland, California: Author's edition, 2008.
- JACKSON, Kenneth A. *The Kelly-Springfield Story*. Cumberland, Maryland: The Kelly-Springfield Tire Company, 1988.
- JENNINGS, Paul. *Dunlopera. The Works and Workings of the Dunlop Rubber Company*. London: Dunlop publishing, 1961.
- LIEF, Alfred. *The Firestone Story. A History of the Firestone Tire & Rubber Company*. New York: McGraw Hill, 1951.
- METZELER GUMMI-WERKE. *Metzeler. Tradition und Fortschritt. Hrsg. aus Anlaß des 100jährigen Bestehens der Metzeler Aktiengesellschaft*. Munich: Metzeler Aktiengesellschaft, 1965.
- MCMILLAN, James. *The Dunlop Story*. London: Weidenfeld & Nicolson, 1989.
- O'NEILL, Dennis J. *A Whale of a Territory. The Story of Bill O'Neil*. New York: McGraw-Hill, 1966. Biography of the General Tire Company founder.
- O'REILLY, Maurice. *The Goodyear Story*. New York: The Benjamin Company, 1983.
- RODENGEN, Jeffrey L. *The Legend of Goodyear: The First 100 Years*. Florida: Write Stuff Syndicate/Quality Books Inc., 1997.
- WAKS, Fabienne. *Hutchinson, the Album, 1853-2003: 150 Years of Memories*. Paris: Les Éditions Textuel, 2003.
- WARSCHNITZER, Jacques. *À la Rencontre d'Hutchinson*. Paris: Chotard et Associés, 1980.
- WEIGAND, Karl Wigo (text); LIPPERT, Friedrich Karl; ROERTS, Willi (photography). *50 Jahre Continental 1871-1921. Gedenkbuch zum 50jährigen Bestehen der Continental Caouchouc und Gutta Percha Companie*. Hannover: Continental Caouchouc und Gutta Percha Companie, 1921.

The industry and commercialization of rubber and tires

- BUSBY, Ralph C. "Rubber," *A Centennial History of Akron, 1825-1925*. Akron, Ohio: Summit County Historical Society, 1925, pp. 313-345.
- CARLSMITH, Leonard E. *The Economic Characteristics of Rubber Tire Production*. (Doctoral dissertation). New York: Columbia University, 1934.
- DUMOND, Lionel. *L'Industrie Française du Caoutchouc, 1828-1938: Analyse d'un Secteur de Production*. (Doctoral dissertation). Université Paris 7-Denis-Diderot, 1996.

- ERKER, Paul. "Continental contre Michelin: les industries pneumatiques allemande et française pendant la guerre et la résistance des structures oligopolistiques traditionnelles." *Histoire, Économie et Société*, volume 24, number 4, 2005.
- FRENCH, Michael J. *The U.S. Tire Industry. A History*. Boston: Twayne Publishers, 1991.
- GETTELL, Richard Glenn. *Pluralistic Competition: with an Illustrative Case Study of the Rubber Tire Industry*. (Doctoral dissertation). Berkeley: University of California, 1940.
- LEIGH, Warren W. *Some Marketing Problems of the United States Automobile Tire Industry and Some of Their Effects Upon That Industry Since 1922*. (Doctoral dissertation). Evanston, Illinois: School of Commerce, 1936.
- MEDRANO-BIGAS, Pau. "La huella del neumático como soporte publicitario. El caso de Michelin y las batallas comerciales entre las compañías pioneras del sector (1904-1916)." *Pensar la Publicidad*, 2011, volume 5, number 2, pp. 139-158. Valladolid: Universidad de Valladolid/Universidad Complutense de Madrid, 2011.
- REID, James H. *The Marketing of Automobile Tires and Tubes*. (Doctoral dissertation). Washington, DC: American University, 1933.
- SPRIEGEL, William Robert. *Replacement Demand for Automobile Tires*. (Doctoral dissertation). Michigan: University of Michigan, 1934.
- The Tire Rate Book*. New York: Class Journal Company.
Quarterly publication printed between 1915 and 1930, with directories, prices and publicity for the tire sector's main industries, with their corresponding brands for each year.

The corporate history of Michelin

- PANTHOU, Éric. *Bibliographie Servant à l'Histoire de l'Entreprise Michelin en France et Dans le Monde*. Chamalières, France: self-published, 2014.
Soon to be available at <https://hal-clermont-univ.archives-ouvertes.fr/>
Éric Panthou, librarian and historian, was responsible for the Michelin collections of the Bibliothèque du Patrimoine de Clermont Communauté in Clermont-Ferrand, France, between 2003 and 2013. He undertook an initiative to acquire books and publications for these collections, in addition to carrying out a bibliographic compilation on Michelin, which is especially noteworthy in terms of its contributions addressing employee working conditions and union demands. As part of the results, there is a bibliographic listing of 520 references (as of 20/10/2014) including works, publications and articles on Michelin. The bibliography is updated regularly, incorporating new references. Throughout the investigation of this study I have been in contact with Éric Panthou, exchanging information and providing references for little-known material that I have been locating and collecting, especially American publications from the period between 1900-1930.
- DARMON, Olivier. *Le Grand Siècle de Bibendum*. Paris: Hoëbecke, 1997.
- HARP, Stephen L. *Marketing Michelin. Advertising and Cultural Identity in Twentieth-Century France*. Baltimore, Maryland: Johns Hopkins University Press, 2001.
- JEMAIN, Alain. *Michelin, un Siècle de Secrets*. Paris: Calmann-Lévy, 1982.

- DUMOND, Lionel; LAMY, Christian; GUESLIN, André; MAZATAUD, Pierre.
Michelin, les Hommes du Pneu. Les Ouvriers Michelin, à Clermont-Ferrand, de 1889 à 1940.
Paris: Éditions de l'Atelier-éditions Ouvrières, 1993.
- MIQUEL, René. *Dynastie Michelin.* Paris: La Table Ronde, 1962.
- NIBLETT, Paul; REYNOLDS, John. *Michelin Centenary 1905-2005.*
Warford, Hertfordshire: Michelin Travel Publications, 2005.
- NORBYE, Jan P. *The Michelin Magic.*
Blue Ridge Summit, Pennsylvania: TAB Books, 1982.
- CHAMPEAUX, Antoine. "Bibendum et les débuts de l'aviation (1908-1914)," *Guerres Mondiales et Conflits Contemporains*, number 209, January 2003, pp. 25-43.
- Michelin in Deutschland, 100 Jahre in Bewegung.*
Karlsruhe: Michelin Reifenwerke AG&Co., 2006.
- LAMY, Christian; FORNARO, Jean-Pierre.
Michelin Ville. Le Logement Ouvrier de l'Enterprise Michelin, 1911-1987.
Nonette: Éditions Creer, 1990.
- LOTTMAN, Herbert R. *The Michelin Men. Driving an Empire.* London: IB Tauris & Co. Ltd, 2003.
- PÉREZ, Carlos; PELTA, Raquel; DEVYNCK, Thierry; MOLINS, Patricia; MEDRANO-BIGAS, Pau.
Nunc Est Bibendum!!.. un Mito Gráfico desde 1898.
Valladolid: Michelin España Portugal S. A., 2005.
Book catalog of the homonymous exhibition inaugurated at the IVAM-Institut Valencià d'Art Modern of Valencia (Spain) in 2005, with itinerancy in different Spanish museums and the last showing at the Musée d'Art Roger-Quilliot in Clermont-Ferrand (France) in 2008.
It contains five unpublished articles by specialists in design and art.

The history of Michelin in Milltown

- JOUAS, Josette. *Ces Bretons d'Amérique du Nord.*
Rennes: Éditions Ouest-France, 2005.
- LUERY, H. Rodney. *The Story of Milltown.*
Crandbury, South Brunswick: A. S. Barnes & Co. for The Borough of Milltown, 1971.
- MEDRANO-BIGAS, Pau. "Los años olvidados. La etapa americana de Michelin en Milltown, 1907-1929," in the book catalog *Nunc est bibendum !!.. Un Mito Gráfico desde 1898.*
Valladolid: Michelin España Portugal, 2005.
- MOULIN-BOURRET, Annie. *Guerre et Industrie. Clermont-Ferrand 1912-1922: la Victoire du Pneu. Volume I.* Clermont-Ferrand: Publications de l'Institut d'Etudes du Massif Central, 1997.
- TESI, Francesca. "The Michelin Tire Company: the American adventure (1907-1931)."
Article that includes the author's presentation on the subject at the EBHA-European Business History Association, 11th Annual Conference, Geneva, Switzerland, September 13-15, 2007.
Curiously, the author presented—in her lecture and in the article—a large part of the text as her own, without any citation or reference and, in fact, literally copying the article written by me two years before: "Los años olvidados. La etapa americana de Michelin en Milltown, 1907-1929," *Nunc est bibendum !!.. Un Mito Gráfico desde 1898.* Valladolid: Michelin España Portugal, 2005.

- WILKINS, Mira. *The History of Foreign Investment in the United States, 1914-1945*.
Cambridge: Harvard University Press, 2004.
- Works Progress Administration. *History of Milltown*.
Washington D.C.: U. S. Government Printing Office, 1936.
Document edited from the original, produced on a typewriter
and presented to the Milltown Historical Society by Linda Matlack Butch.
- Milltown Centennial Committee. *Milltown. Images of America*.
Charleston, South Carolina: Arcadia Publishing/Milltown Historical Society, 1995.

Advertising, design and illustration

- AGNEW, Hugh Elmer. *Advertising Media. How to Weigh and Measure*.
New York: D. Van Nostrand Company, 1932.
- ARREN, Jules. *La Publicité Lucrative et Raisonnée. Son Rôle Dans les Affaires*.
Paris, Bibliothèque des Ouvrages Pratiques, 1909.
- *Sa Majesté la Publicité*. Tours: Maison Alfred Mame et Fils, 1914.
- *Comment il Faut Faire de la Publicité*. Paris: Pierre Lafitte & Cie, 1912.
- BLANCHARD, Frank Leroy. *The Essentials of Advertising*.
New York: McGraw Hill, 1921.
- BORDET, Daniel; DREUX, Jacques. *Les Cent Plus Belles Images du Pneu*.
Paris: Dabecom, 2003.
- CALKINS, Earnest Elmo; HOLDEN, Ralph. *Modern Advertising*.
New York: D. Appleton & Co., 1905.
- DALRYMPLE, Helen; GOODRUM, Charles. *Advertising in America. The first 200 years*.
New York: Harry N. Abrams Inc., 1990.
- DRIVER, Susan. *Posters from the Collection of Discount Tire*.
Scottsdale, Arizona: The Reinalt-Thomas Corp., 2007.
- GONZALEZ, Pierre-Gabriel. *Bibendum à l’Affiche*. Paris: Michelin et Cie, 1998.
- HALL, S. Roland. *The Advertising Handbook*. New York: McGraw-Hill, 1921.
- HAWKINS, George Henry Edward. *Newspaper Advertising*.
Chicago: Advertisers Publishing Co., 1914.
- HOTCHKISS, George Burton; HOLLINGWORTH, Harry L.; PARSONS, Frank Albah; TIPPER, Harry.
Advertising: Its Principles and Practice. New York: The Roland Press Co., 1917.
- *The Principles of Advertising: A Text Book*. New York: The Roland Press, 1920.
- LEWI, Georges. *Mythologie des Marques. Quand les Marques Font Leur Storytelling*.
Paris: Pearson-Village Mondial, 2009.
- MARTIN, Mac. *Advertising Campaigns*. New York: Alexander Hamilton Institute, 1922.
- PRESBREY, Frank. *The History and Development of Advertising*.
New York: Doubleday, Doran & Co. Inc., 1929.

SHELDON, George H. *Advertising Elements and Principles*.
New York: Harcourt, Brace & Co., 1925.

In addition to the American magazines *Advertising & Selling*, *Printers' Ink*, *Printers' Ink Monthly*, *The Poster*, *The Advertising Age* and *Mail Order Journal* and the French *La Publicité Moderne*.

Illustrators and their biographies

FALK, Peter H. *Who was Who in American Art: Compiled from the Original Thirty-four Volumes of American Art Annual—Who's Who in Art, Biographies of American Artists Active from 1898-1947*. Madison, Connecticut: Sound View Press, 1985.

OSTERWALDER, Marcus. *Dictionnaire des Illustrateurs 1800-1914. XIXe Siècle. (Illustrateurs, Caricaturistes et Affichistes)*. Neuchâtel, Switzerland: Ides et Calendes, 1989.

— *Dictionnaire des Illustrateurs 1890-1945. XXe Siècle. Première Génération. Illustrateurs du Monde Entier nés Avant 1885 (Artistes du Livre, Dessinateurs de la Presse et de la Mode, Caricaturistes, Bédéistes et Affichistes)*. Neuchâtel, Switzerland: Ides et Calendes, 1992.

— *Dictionnaire des Illustrateurs 1905-1965. XXe Siècle. Deuxième Génération. Illustrateurs, Caricaturistes et Affichistes du Monde Entier*. Neuchâtel, Switzerland: Ides et Calendes, 2005.

REED, Walt. *The Illustrator in America, 1860-2000*.
New York: The Society of Illustrators / Watson-Guption, 2001.

SOLO, Dico. *Plus de 5000 Dessinateurs de Presse & 600 Supports: en France de Daumier à l'an 2000*.
Vichy: Éditions Aedis, 2004.

AskART-The artists' bluebook. www.askart.com

Database managed by the company having the same name and with online access free of charge. Essentially, when it began, it comprised a dictionary of illustrators and graphic artists focusing on American professionals that were active between the sixteenth century up to the present moment. Since 2007 it has expanded its coverage to the field of international artists, with a current total of about 270,000 names. It contains biographies—constantly being updated—, with images of artists works and signatures, as well as different related references. It constitutes an interesting source for data collation and comparison.

Corporate and advertising mascots

BORDET, Daniel; LELIEUR, Anne-Claude (Eds.).

De Bébé Cadum à Mamie Nova: Un Siècle de Personnages Publicitaires.

Paris: Bibliothèque Forney, 1999. Book catalog of the exhibition having the same name that was held at the Bibliothèque Forney between December 14, 1999 and April 1, 2000.

BROWN, Stephen; PONSONBY-MCCABE, Sharon (Eds.).

Brand Mascots and Other Marketing Animals. London: Routledge, 2014.

COHEN, Ronald Jay (Ed.). *Psychology and Marketing. Special Issue: Brand Personification*, volume 31, number 1, January 2014.

Monographic consisting of a compilation of eight articles by different authors on the subject of brand personification, from a marketing and advertising perspective.

- DELANOË, Bertrand (Foreword); AMALVI, Christian; CHEVREL, Claudine; CORNET, Béatrice. *L'histoire de France Racontée par la Publicité*. Paris: Paris bibliothèques, 2013.
- DOTZ, Warren. *Advertising Character Collectibles. An Identification and Value Guide*. Paducah, Kentucky: Collector Books/Schroeder Publishing Co., 1993.
- DOTZ, Warren; MORTON, Jim. *What a Character. 20th Century American Advertising Icons*. San Francisco, California: Chronicle Books, 1996.
- DOTZ, Warren; HUSAIN, Masud. *Meet Mr. Product. The Art of the Advertising Character*. San Francisco, California: Chronicle Books, 2003.
- *Ad Boy. Vintage Advertising with Character*. Berkeley, California: Ten Speed Press, 2009.
- FERRER ROSELLÓ, Clemente. *Los Famosos en la Publicidad*. Madrid: Edimarco, 1993.
- KERN-FOXWORTH, Marilyn. *Aunt Jemima, Uncle Ben, and Rastus: Blacks in Advertising, Yesterday, Today, and Tomorrow*. Westport, Connecticut: Praeger, 1994.
- KITCH, Carolyn. *The Girl on the Magazine Cover: The Origins of Visual Stereotypes in American Mass Media*. Chapel Hill, North Carolina: The University of North Carolina Press, 2001.
- LELIEUR, Anne-Claude; BACHOLLET, Raymond. *Célébrités a l’Affiche*. Lausanne, Switzerland: Edita S.A., 1989.
- MARSCHALL, Rick; BERNARD, Warren. *Drawing Power: A Compendium of Cartoon Advertising, 1870-1940*. Seattle, Washington: Fantagraphics Books, 2011.
- MENDENHALL, John. *Character Trademarks*. San Francisco, California: Chronicle Books, 1990.
- NEWTON, David. *Trademarked: A History of Well-Known Brands From Aertex to Wright’s Coal Tar*. Gloucestershire: Sutton Publishing, 2008.
- SACHAROW, Stanley. *Symbols of Trade. Your Favorite Trademarks and the Companies They Represent*. New York: Art Direction Book Co., 1982.
- TAYLOR, James. *Your Country Needs You: The Secret History of the Propaganda Poster*. Glasgow, Scotland: Saraband, 2013.

Technology of automobiles and pneumatic tires

- GOODELL, Frank Rufus. *Tire Making and Merchandising*. New York: UPC Book Co., 1918.
- NORBYE, Jan P. *The Michelin Magic*. Blue Ridge Summit, Pennsylvania: TAB Books, 1982.
- PEARSON, Henry Clemens. *Rubber Tires and All About Them; Pneumatic, Solid, Cushion, Combination, for Automobiles, Omnibuses, Cycles, and Vehicles of Every Description*. New York: The India Rubber Publishing Company, 1906.
- *Pneumatic Tires. Automobile, Truck, Airplane, Motorcycle, Bicycle. An Encyclopedia of Tire Manufacture, History, Process, Machinery, Modern Repair and Rebuilding, Patents, etc.* New York: The India Rubber Publishing Company, 1922.
- RAIMONDI, Giuseppe. *Pneus*. Milán, Italy: Fabbri Editori, 1994.
- SOUVESTRE, Pierre. *Histoire de l’Automobile*. Paris: H. Dunod et E. Pinat Éditeurs, 1907.

Specialized magazines in the rubber and tire industry and in the automotive and bicycle sector

During the research and the process of conducting this study, numerous publications circulated between 1900 and the mid-1930s were consulted, many of them exhaustively, employing both digital databases and original paper copies if the latter option was available. Following the trails of the corporate history and the communication, promotion and advertising actions of Michelin and the American subsidiary, the Michelin Tire Company, the main journals consulted were as follows:

Magazines from the rubber and tire industry sector: *The India Rubber World*, *India Rubber Review* & *Tire Review*, *The Rubber Age* & *Tire News*, and *Le Caoutchouc* & *La Gutta-Percha* (France).

American magazines from the automotive and bicycle industrial sector: *Referee and Cycle Trade Journal*, *Automobile Topics*, *Automotive Industries*, *Cycle and Automobile Trade Journal*, *Automobile Journal*, *Horseless Age*, *Motor*, *Motor World Wholesale*, *Motor Record*, *Motor West*, *The Automobile*, *The Motor Age*, *The Motor World*.

British magazines from the automotive industrial sector:
The Autocar and *The Auto* / *The Motorist's Pictorial*.

French sports magazines, covering cycling and the automotive sector:
L'Auto-Vélo, *Le Chauffeur*, *La Vie Automobile*, *La Vie Au Grand Air*.

Websites and databases to access publications, books and magazines

Currently (2015), it is possible to consult publications, books and journals originally published in the timeframe under study, thanks to the services of different institutions that allow for accessing digitalized material through the Internet. Moreover, to a great degree, millions of pages have been subjected to processes of OCR, which opens up the possibility of searching for concepts and keywords in a fast and efficient way. There are, however, some limitations which are discussed below.

1. Occasionally, part of the original material, especially the collections of period magazines, is incomplete, missing single issues or entire years of publications.
2. Magazine collections were, at that time, bound in volumes. Occasionally, in the binding process the cover forms were eliminated—the weight of the covers and their rigidity was an inconvenience—and they only conserved the thickness of the interior pages for each copy. In other cases, all the pages with advertising content had been eliminated, thus limiting the compilation to the bulk of pages with editorial content.
3. During the digitalization processes at that given time, it was decided to reduce the chromatic range of the paper originals to black and white or to the gray scale, probably due to issues related to the budget allocations for those tasks, the technological capacity of the hardware and software used and the difference in time required and the final size of the files depending on the type of scanning applied. This means that, in the first case, the subtleties of the images and of the page's background design disappear; and, in the second case, the colored images and the color ornaments or graphic elements are reduced to different intensities of gray. This constitutes a serious limitation as this research deals with an investigation that responds to parameters of graphic design. However, it can be dealt with by checking original physical paper copies in other accessible sources, such as certain collections belonging to institutions and the willingness of private collectors to make their documents available for consultation.

4. Most of the digitalization was carried out at a time when the date of 1923 marked the limit from which international laws—with certain variants in each country—of intellectual property protection came into force. This means that the material digitalized having a date prior to 1923 is accessible in these databases as it forms part of the public domain. On the other hand, the material published subsequently was protected at the time by copyright legislation. Therefore, in most cases and as of today (2015), only material published before 1923 is available for consultation.

After the digitalization activities carried out by the Google company through different agreements with certain important libraries—having a commercial purpose and sometimes, without the necessary permits and infringing copyright rules—, public and private institutions began initiatives for carrying out the digitalization of written, graphic and audiovisual heritage. This was undertaken in the name of public service, to protect against the creation of information monopolies and their for-profit control and access in the hands of private interests.

Among the digital sources—web sites and databases—consulted and utilized in depth during the present investigation, the following stand out:

Internet Archives (www.archive.org). Website that has digitalized content from numerous contributing institutions. Especially useful is the “American Libraries” collection, composed of more than two million titles of books and magazines that can be consulted and downloaded free of charge. This includes publications and magazines about illustration, design and advertising and about the automotive and rubber industry, published in the United States as well as in Europe.

HathiTrust Digital Library (www.hathitrust.org). It deals with a society made up of ninety academic and research institutions, having nearly 15 million titles digitalized from library collections around the world. Content is accessible online, with those published prior to 1923 free of charge. In this indispensable database, most of the American journals of the period in which this study focuses, both generalist and those specializing in advertising and in the automotive sector, are represented.

Gallica (www.gallica.bnf.fr). Digital library of the Bibliothèque Nationale de France’s historical collections, online since 1997 and, since then, increasing its database regularly and continuously. You can consult open-source images and publications and download them free of charge. An essential resource.

Horseless Carriage Foundation (www.hcfi.org).

The Automotive Research Library of the HCFI-Horseless Carriage Foundation, Inc. based in La Mesa, California, has an important collection of paper publications resulting from numerous donations. Its digital version includes, page by page, eight of the most emblematic American magazines dedicated to the industrial and commercial sector of the automobile, published between 1895 and the 60s. It is accessible online through an annual subscription.

Library of Congress. Chronicling America (<http://chroniclingamerica.loc.gov/>). The National Digital Newspaper Program (NDNP) initiative, developed between 1980 and 2007, was based on the interests of the Library of Congress and the National Endowment for the Humanities (NEH) for offering a database on American historical newspapers published between 1836 and 1922 that would be accessible through the Internet and free of charge. Contents can be consulted by titles, dates and keywords, in addition to downloading scanned pages from more than 1,500 different publications.

NewspaperARCHIVE.com (www.newspaperarchive.com). A commercial database for digital newspapers published between 1607 and the present time, basically North American but also including certain British and European publications. It is pay for access, by temporary subscription, and allows for searches by keywords, titles, dates and territories and cities of publication, in addition to the possibility of downloading digital files of selected pages of interest.

