MEMBERS OF THE TRIBE.

Three more examples of Savage Tire Company campaigns between 1916 and 1917 are shown here. The above image on the left presents an advertisement with the slogan “Feathers in our bonnet” which is a play on words with respect to the meaning of this expression. Indian tribes had the tradition of adding a feather to their headdress as a sign of having overcome a certain challenge, defeating an enemy or obtaining a good catch when hunting. In this case, each feather added to the “Savage” headdress symbolized a new satisfied customer becoming loyal to the brand. Their positive testimonies are included in the advertisement’s text. The image on the left introduces the reader to certain “Members of the Savage tribe”: the tire covers, the Grafinite inner tubes and the vulcanizing materials to repair blowouts.

113. Advertisement published in the magazine Motor West, October 1, 1917.
31. SAVAGE, STANDARD FOUR AND MOHAWK: TIRES OF THE LEGENDARY FAR WEST

Chief Red Indian was featured in many of the campaign advertisements between 1916 and 1918. At that time, the advertising account of Savage Tire Co. was managed by the agency H. K. McCann although the author who was responsible for the advertisements’ illustrations is unknown as they were unsigned. It is likely that a large part of these—for example, those shown on this page—were the work of the artist Harold von Schmidt, who was later associated with Foster & Kleiser, the agency that succeeded H. K. McCann. On the opposite page, the May 1919 cover is the work of Harold von Schmidt, and the character portrayed holds a strong resemblance to the mascot for the Savage tire advertisements. Sunset magazine constituted a common ground and platform for the best graphic artists from the Pacific Coast. Harold Von Schmidt and Maynard Dixon habitually published with them, being two of the illustrators in charge of the advertising campaigns for the Savage Tire Co.

115. Full-page advertisement published in the magazine Touring Topics, June 1917.
THE FEATHERED DRIVER.
One of the most utilized images in these campaigns was the mascot of the Indian Chief at the wheel of an automobile, thus merging the values linked to Native Americans with the symbol of progress represented by motor vehicles ... equipped with Savage tires.

119. Corporate and promotional envelope for the Kennedy Tire & Vulc. Shop in Santa Ana, California. They were one of the establishments associated to the Savage Tire Co.'s commercial network, postmarked August 1919.
POINING OUT THE RIGHT TRACK.

Although the usual protagonist of Savage tire advertisements was the American Indian Chief, other members of his tribe, including both adults and youth, were also represented. One of those that was constantly repeated consisted of a Native American with a single feather in his headdress, as shown in the examples on this page. He is portrayed pointing to the Savage brand, recommending it and acting as referee in a comparative test from which the manufacturer's tires come out victorious.

122. Full-page advertisement published in the magazine Touring Topics, April 1916.
31. SAVAGE, STANDARD FOUR AND MOHAWK: TIRES OF THE LEGENDARY FAR WEST
SAVAGE PROMOTION.

In the photograph, a float adorned with patriotic content participates in the parades of the national Fourth of July holiday in San Diego. It depicts the promotional vehicle of The Savage Tire Co. carrying a stack of tires accompanied by a group of American Indians, a common association in their advertisements. Interestingly, an enlargement of the photograph shows us that the pickup truck is fitted with tires made by... Firestone! Two large billboards can be seen on the roof of the manufacturer’s branch office.

Everywhere in the West

Almost any tire will give satisfactory service under ideal conditions. Some makes will even render satisfactory service under certain adverse conditions. Certain makes of tires will perform best on the long drives over pavements, other makes will show to better advantage on dirt highways—and so it goes.

Our object has been to build Savage Tires to perform equally well under every condition—on the short haul of the heavily laden commercial car, on the long grind of the cross-country stage, on the heated roads of the sandy desert, over mud and stones of the land of forests or the broad dirt highways of the plains.

That we have accomplished our purpose is evident from the results users of Savage Tires are getting—everywhere in the West.

The success of our product can not be attributed to any one method employed, or compound used, or to the selection of raw materials, but, rather, to the combination of the whole—admitting that the Seventeen Constructional Features employed in the actual building of the Savage Cord account to a great extent for the wonderful performance of that tire.

MADE IN THE WEST

THE SPRECKELS “SAVAGE” TIRE COMPANY
SAN DIEGO, CALIFORNIA

EVERYWHERE IN THE WEST. On this page two samples of Maynard Dixon’s work for The Savage Tire Co.’s advertisements are presented. Above, a press advertisement portrays the encounter between American Indians on horseback and a couple traveling by car. The illustration below, applied in the form of a billboard, shows that the conclave of Indian chiefs includes a Savage tire.

Little wonder it is that the new Savage Cord tire has started mo- roclen by its remarkable performance on stage lines and other hard runs.

It has been built to be the world's foremost cord tire—built up to a standard of quality and not down to a price.

There is nothing freakish about its construction, nor is it built by any so-called secret process—it does, however, embody the best known practices and latest-day attainments in cord tire construction.

Motors and tire men familiar with tire construction will find in the implicitly correct illustration above, aside from pleasing appearance and design, seventeen outstanding constructional features that make the Savage Cord the remarkable tire it is.

Dealers almost everywhere can show you our detailed description and explanation of this latest product of the house of Spreckels.

Other good makes of tires, to be sure, use one or more of the features that can be enumerated for the Savage Cord, but Savage is the only tire we know of that embodies them all.

MADE IN THE WEST

BY

THE SPRECKELS "SAVAGE" TIRE COMPANY
SAN DIEGO, CALIFORNIA

128. The same automobile shown on the opposite page presented in a full-page advertisement published in Sunset, June 1922.
THE GREAT LITTLE CHIEF. This double page includes several examples of how the Little Heap character was utilized for advertising Savage tires. The illustrators responsible for graphically defining his appearance were Harold von Schmidt and Maynard Dixon. However, in the photographic picture of the advertisement shown on the right, we can see that the mascot was also incarnated by a real boy, dressed in a loincloth, moccasins and an enormous feathered headdress.

129. Advertisement published in the quarterly publication The Tire Rate Book, April 1921.
130. Full-page, color advertisement published in the monthly magazine Sunset, July 1922.
131. Two illustrated details from an advertisement published in Sunset, June 1923.
A VERY REAL MASCOT.
The images on the left and above present two examples of the Savage tire mascot in photographic portraits. Below, Little Heap comes to life, emerging from a billboard to help a motorist who offers him a peace pipe. This image was used as the basis for displays to advertise the tires in shop windows.

132. Advertisement published in Motor West, May 1, 1921.
133. The figure of Little Heap in an advertisement inserted in the publication The Tire Rate Book, April 1923.
135. Advertising support base to hold tires, 1920.
QUALITY CONTROL. This double page includes a long-running daily series of advertisements from the 1920 newspaper campaign for The Savage Tire Company, which shows the operators and the manufacturing processes of pneumatic tires. The corporate mascot Little Heap is always present, collaborating in the development and ensuring the quality of the products.

31. SAVAGE, STANDARD FOUR AND MOHAWK: TIRES OF THE LEGENDARY FAR WEST

THE NEW SAVAGE

COMPILED BY HARRY ARMBRUST THE FAST PAINTED TIRE IN THE AMERICAN NATION

OFFICE

ORDER AND PREMIUM PAY TO WOODY

2503 - 2603

THE NEW SAVAGE

COMPILED BY HARRY ARMBRUST THE FAST PAINTED TIRE IN THE AMERICAN NATION

HARD BUILT

THE NEW SAVAGE

COMPILED BY HARRY ARMBRUST THE FAST PAINTED TIRE IN THE AMERICAN NATION

WRAPPED THREAD, SINGLE CURVE

In this case, the thread used is the same as the one used for the "Savage" tires. Here we see the old method of threading, but which is now unnecessary. The "Savage" tires are made with a single thread in its ordinary method to be used in any other tire. The tread is made of fine thread for maximum traction. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride.

THE NEW SAVAGE

COMPILED BY HARRY ARMBRUST THE FAST PAINTED TIRE IN THE AMERICAN NATION

EXTRA BREAKER COVER

This tire has an extra breaker cover to prevent the tread from being damaged. The tread is made of a tough, durable thread designed to last longer and provide a better ride.

THE NEW SAVAGE

COMPILED BY HARRY ARMBRUST THE FAST PAINTED TIRE IN THE AMERICAN NATION

TOUGH THREAD

This tire has a tough thread that is designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride.

THE NEW SAVAGE

COMPILED BY HARRY ARMBRUST THE FAST PAINTED TIRE IN THE AMERICAN NATION

INFORMATION

The "Savage" tires are made with a single thread in its ordinary method to be used in any other tire. The tread is made of fine thread for maximum traction. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride. The tread is made of a tough, durable thread designed to last longer and provide a better ride.
143. Illustration from an advertising module published in the newspaper Reno Evening Gazette (Reno, Nevada), May 23, 1923.

31. SAVAGE, STANDARD FOUR AND MOHAWK: TIRES OF THE LEGENDARY FAR WEST

NOMADIC INDIANS. The above images present three examples of advertisements from the 1922 advertising campaign in daily press for the Savage Tire Co. which featured the mascot Little Heap. During the series, the young Chief visited different cities and strategic regions throughout the southern states.

146. Advertising module published in the newspaper Oakland Tribune, August 9, 1922.
148. Illustration from an advertising module published in the newspaper Oakland Tribune, July 5, 1922.
54 TIRES & TUBES.

On this page, two advertisements show the covers and inner tubes manufactured by the Standard Four Tire Co. from Keokuk. The tire tread pattern forms the initials of the company ‘S4’ [Standard Four].

150. Detail of the advertisement published in the newspaper Mount Pleasant Daily News (Mount Pleasant, Iowa), May 26, 1917.

151. Full-page advertisement published in the magazine India Rubber Review, 1925.
A FACTORY THAT HAS A HISTORY.

An elongated, single-story production plant, a smoky chimney and a tower supporting a large water tank forms the characteristic profile of a tire factory. Both images show us the same installations but twenty years apart. In the above image, the sign on the water tank reads “Home of Standard Tire Co.” and in the double-page image, it states “Rubber Industries Division, Dryden Rubber Co., Chicago.”

152. Photograph of the original factory belonging to the tire manufacturer the Standard Four Tire Company in a snow-covered landscape. Keokuk, c. 1920.

153. Photograph of the Standard Four Tire Co. factory converted into the production plant belonging to the Dryden Rubber Co., c. 1940.
PORTraits OF KEOKUK.
Standard Four chose Chief Keokuk of the Sauk and Fox tribes as a corporate symbol, since the factory was installed in the town of Keokuk which was named in his honor. The ethnographer and painter Georges Catlin, during his 1834 visit to American Indian villages, had already immortalized the Native American chief portraying him standing as well as on horseback in an equestrian print that followed European heroic pictorial tradition. In 1837, the painter and portraitist Charles Bird King (1785-1862) recreated his figure in the illustration shown on the right in which Chief Keokuk appears—along with his son Moses—dressed in traditional clothes, holding his chieftain’s staff and wearing a bear claw necklace from which hangs a large medal with the image of James Monroe, fifth president of the United States. These medals were awarded by the U.S. government to their allies in recognition of promoting and defending peace. Photographer Thomas Martin Easterly (1809-1882) immortalized the image of Chief Keokuk in the 1847 portrait shown below. Next to this, we see its graphic translation used as a corporate symbol for the Standard Tire Co.

155. Keokuk, or the Watchful Fox, colored daguerreotype, 1847. Photographed by Thomas M. Easterly.
DENOMINATION OF ORIGIN.

Chief Keokuk’s name was not the only element utilized by the town bearing his name. His image—based on reinterpretations of Thomas Easterly’s photographic portrait—became an iconic reference that was intimately associated with that locality, acting as an authentic denomination of origin brand. Manufacturers and marketers of products and services as diverse as bags for storage and transport, tires, canned goods or train tickets allowed for their traceability, indicating their origin thanks to the printed portrait. His image was also employed by prints for collectible cards representing characters from the Far West as well as American Indian tribes, in illustrations inspired by the model established by Easterly.

157. Cover of a brochure with the route, stations and schedules of trains for the railway company Keokuk & Western in 1897-1898. The American Indian chief was printed on the passenger tickets.

158. Print of the Celebrated American Indian Chiefs collection by Allen & Ginter, 1888.

159. Detail of a paper label for canned tomatoes manufactured by Keokuk Canning, a division of the Glaser, Crandell Co., 1931.

160. Symbol of the Keokuk Bag Co., printed on a corporate envelope postmarked in 1897.
BRONCHO BUSTING. In the advertisement shown above, a group of Indians ride horses who are nervous and rearing up due to the proximity of a moving automobile. Once again, a reference is made to the confrontation between two worlds. The text of the advertisement contends: “Rarin’ hosses” [Anxious or wild horses] have no place on the civilized automobile highways of today. Broncho bustin’ at best is a difficult and dangerous sport. A tire business which is not really your own—over which you do not have absolute territorial control—is equally risky. It is the policy of Standard Four to give distributors and dealers definite guarantees of exclusive territorial rights. Every bit of effort put into the sale of Standard Four Tires in that territory benefits only the man who does the work.

And the business is permanently yours without factory domination. Write for details of sales and advertising help offered.

STANDARD FOUR TIRE COMPANY
KEOKUK, IOWA

INDIANAPOLIS, IND.
85 N. PENN ST.

ATLANTA, GA.
2 COURTLAND ST.

LOS ANGELES, CAL.
32 W. FIGUEROA ST.

Broncho Busting

Rarin’ hosses” have no place on the civilized automobile highways of today. “Broncho bustin’” at best is a difficult and dangerous sport.

A tire business which is not really your own—over which you do not have absolute territorial control—is equally risky.

It is the policy of Standard Four to give distributors and dealers definite guarantees of exclusive territorial rights. Every bit of effort put into the sale of Standard Four Tires in that territory benefits only the man who does the work.

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31. SAVAGE, STANDARD FOUR AND MOHAWK: TIRES OF THE LEGENDARY FAR WEST

163. Full-page advertisement published in the specialized magazine Motor West, April 1, 1920.
166. Full-page advertisement published in the specialized magazine Motor West, July 1, 1920.
167. Full-page advertisement published in the specialized magazine Hardware Age, August 26, 1920.
DAILY LIFE. The Standard Four Tire Co.’s 1920-1921 campaign portrayed scenes of the indigenous tribal communities’ social life and activities. The advertisements included topics such as the elaboration of crafts, traditional rites and ceremonies, exploration and hunting trips or the result of their constant confrontation with the white man, always presented in a respectful way.

171. Full-page advertisement published in the specialized magazine Motor West, December 1, 1920.
173. Full-page advertisement published in the specialized magazine Hardware Age, December 9, 1920.
175. (large image) Full-page advertisement published in the specialized magazine Hardware Age, January 13, 1921.
177. Full-page advertisement published in the specialized magazine Motor West, February 1, 1921.
178-180. Full-page advertisements published in the specialized magazine *Hardware Age*, February 3 and 24, and March 24, 1921.

181. Full-page advertisement inserted in the quarterly publication *The Tire Rate Book*, April 1921.
TURF WARS. The campaign that the Standard Four Tire Co. developed during 1920-1921 proposed a new type of commercial relationship with their distributors and recommended them to get in touch to “detail the conditions of sale and the necessary advertising support.” The Standard Four Tire & Rubber Co. from Omaha, Nebraska, competing in the same territory as the Standard Four, published a series of advertising insertions that coincided in time—the year 1920—and in space—in magazines such as Motor Life, whose September issue included advertisements from both companies—which showed curious and suspicious parallels. The text of the Overland advertisements seemed to directly attack the Keokuk manufacturer’s proposals: “The Overland Tire & Rubber Co. is convinced that aggressive distributors and dealers do not care to pioneer with an unusual tire or an unusual sales and advertising policy. Both Overland tires and Overland policy are standard. There is no experimentation made at the expense of its distributors or dealers.”

The graphic design of the Overland advertisements was similar, as can be seen from the examples shown on this page. The subject matter was also analogous, although Standard Four utilized scenes portraying Native American traditions and ways of life whereas Overland depicted frontier characters clashing with the American Indians.

182-183. Advertisements inserted in the quarterly publication The Tire Rate Book, October 1920 and April 1921.

NO TRACE OF INDIANS. In spite of their name, the Mohawk Tire & Rubber Co. from Akron, Ohio did not initially employ the figure of the North American Indian in a systematic way as an advertising appeal. The first campaigns were more focused on justifying the long life of their tires, providing arguments based on the quality of raw materials and the methods used in the manufacturing processes. Thus, since 1915 Mohawk tires were known with the commercial name of "Quality." The illustrations of these advertisements featured a large tire in the foreground that was superimposed over landscapes and portrayed diminutive scenes of driving and social encounters. In the example shown above, the patented Mohawk tire tread leaves a unique track that is utilized as an ornamental and identifying graphic element.

31. SAVAGE, STANDARD FOUR AND MOHAWK: TIRES OF THE LEGENDARY FAR WEST

CORPORATE SYMBOLS.

In addition to the slogan “Quality Tires” composed with unique lettering, the Mohawk Rubber Company advertisements repeated —albeit in an unregulated manner—other elements typical of what is known today as corporate graphic identity. The figure of the American Indian, which began to be exploited towards the middle and end of the twenties, had timidly made an appearance beforehand. The image on the right presents an illustration that was utilized between 1916-1917 for advertisements published in local newspapers by establishments associated with the tire manufacturer’s commercial network.

Below, two examples of the use of the initial ‘M’ for Mohawk, which, represented typographically and by labeling in different styles, was used as a corporate symbol by the company.

190. Advertising in the newspaper Storm Lake Pilot-Tribune (Storm Lake, Iowa), 1916.
MOHAWK MAGAZINE. The above image shows the cover of the Mohawk Rubber company’s corporate magazine. At the bottom of the page a space was left to stamp the name of the local establishment or distributor who was responsible for sending it by mail to their customers. The contents were printed in a single ink and very carefully designed considering the type of publication that it consisted of. It offered articles, short fiction stories, a comic page and advertising tips, all accompanied by a large number of photographs and illustrations by different authors. In the issue shown here, the cover illustration is the work of the artist Dick Spencer, the illustrator in charge of defining and animating Honest Injun. He was the magazine’s mascot who, carrying a huge peace pipe and shown in different poses and attitudes, was present in the interior of the magazine accompanying articles and advertising messages.

Savage, Standard Four and Mohawk: Tires of the Legendary Far West
In this double page, scenes are presented featuring Honest Injun together with other characters. In the examples shown here: Honest Injun—the medal with the initial ‘M’ for Mohawk identifies him—addresses the reader, between puffs on his peace pipe; writes his advice on a modern typewriter and draws them on a canvas of stretched hide—“the power of one car equals that of several horses”—or says them aloud as he reads them, while resting on the pallet that his temperamental horse drags along.

The Things that COUNT

No dealer ever built a permanent, profitable business selling his customers gyp tires.

No motorist ever saved ANY money by purchasing gyp tires.

The things which count most in stabilizing a tire business are the quality of the tire line and the reliability of the institution back of it.

These are the things which are making and holding customers for me.

At this season of the year I am doubly thankful that I can offer you quality tires backed by an institution with a thirteen-year old reputation for never having manufactured anything but products of the highest quality.

The Mohawk Tire Dealer

TOURING HEADQUARTERS
(Name and Address on front cover)
THE COLD WINTER. Snowy and icy roads demand that a car and its tires be adequately inspected and tuned up, as shown in the above scene. Winter also brings Thanksgiving—the advertisement on the opposite page portrays Honest Injun hunting the essential turkey—and brings us closer to Christmas. The image on the left depicts Honest Injun as though he were a Christmas tree and at the bottom of the page on the left, with a sack full of tires to give away, just like Santa Claus. All illustrations are signed by Dick Spencer.

195. Mohawk advertisements and different illustrations that were included throughout the pages of the corporate magazine in 1926 and 1927. *The Mohawk Magazine*, volume 1, numbers 8 and 9.
DRIVING IS CHILD’S PLAY. Mohawk Magazine opted on many occasions for a graphic style reminiscent of illustrations for children, perhaps as a way for the company’s advertising gazette to be accepted as a promotional gift. Children—being a symbol of innocence free of malice and who awaken protective instincts—as well as dogs—noted for being protective and faithful companions—were employed profusely for all kinds of products, including tires. At the beginning of the century, three prominent names in American children’s illustration contributed through their work to establishing the characteristic graphic image of plump, chubby-cheeked babies and children in popular culture: Rose Cecil O’Neill (1874–1944) with her Kewpies cherubs inspired by the mythological figure of Cupid; Grace Gebbie Wiederseim Drayton (1877–1936) creator of the Campbell Kids for Campbell’s soups advertisements; and Charles Henry Twelvetrees (1872–1948) and his infants who populated countless prints, greeting cards, and magazine covers, such as the Mohawk publication shown here.

BIG FAMILY.
Most of Twelvetrees’ production focused on greeting cards which were especially in demand for certain dates such as Valentine’s Day. The day of love was a fertile field for images of cherubs, cupids and all kinds of children. In most of these images, the protagonists appear in childhood scenes that evoke tenderness, or disguised as adults and pretending to be older. He applied the same graphic style to the numerous covers that he illustrated during the 1920s and 1930s for magazines as diverse as the Herald Tribune Magazine, American Magazine, Pictorial Review, Maclean’s, Country Home, Collier’s and Home Magazine, among others.

The character on the left, the child in diapers disguised as a traffic policeman—with his cap, whistle, gloves and blue shoes—featured in the 1927 Pictorial Review is the same one he used for the cover of Mohawk Magazine one year later, in 1928.

202. National Cupid, the complete series of 12 pictures presenting Cupid disguised in typical costumes of different countries. Printed by the Ullman Manufacturing Co. in New York.
WOMEN'S MAGAZINE?
The above image portrays one of the feminine figures that characterized the production of the much sought-after illustrator Bradshaw Crandell (1896-1966). He was a regular cover artist for publications such as Cosmopolitan, The American Magazine, The Saturday Evening Post, Modern Priscilla and Physical Culture, among others. Crandell also collaborated in other Mohawk advertisements, as seen in the example on the opposite page—below, on the left—in which he portrays a female driver.

204. Cover of Mohawk Magazine, volume 3, number 1, March 1929. Signed by another illustrator.
GOT YOU COVERED.

The advertising press campaign for “Mohawk” tires developed between 1929 and 1930 used an allegorical image to explain the resistance and shock-absorption capacity of their pneumatic tires against the jolting and irregularities of the roads’ surfaces. It consisted of a row of strong characters, cut from the same pattern, which were arranged radially inside the tire’s sidewalls, under the tire tread pattern. It was as though the figure of Atlas was replicated and multiplied, so that this battalion could bear on their titanic backs all the shock-absorbing exertion. Several of the advertisements for this campaign, which featured women drivers, were aimed at the female consumer.

MOHAWK DEALERS. On this page, two examples of signage elements for establishments associated with the Mohawk Rubber Co.’s commercial network are presented. The above image depicts a promotional double-engine automobile, with two steering wheels and drivers facing each other and capable of moving in both directions. They promoted the Mueller Auto Repair shop located in Louisville, Kentucky. On the facade of the business you can see an identification sign, the same one that is reproduced in the image next to the photograph. Below, Bernard and Edward Stoffel, owners of the B. A. Stoffel business in Anaheim, California, offer gasoline, Mohawk tires and Goodyear, motor oils and automobile accessories.

208. Vertical wall plate for outdoor signage made of embossed painted metal. Dimensions: 46 x 183 cm; c. 1930.
209. Photograph of the Mueller Auto Repair in Louisville, Kentucky, c. 1930.
210. Photograph of the service station and repair shop run by B. A. Stoffel in Anaheim, California, c. 1917.
BOWLING TEAM. On this page, an example of a promotional cardboard cut-out display for Mohawk tires, designed to be used at the point of sale and in the shop windows of establishments associated with the manufacturer’s commercial network. The above photograph portrays players of the bowling team sponsored by the Ford Pitt Tire Co. in Pennsylvania. The team poses in this promotional portrait accompanied by different advertising elements that were typical for this type of business. These include the support to display the pneumatic tires and the circular cartons that were placed in the tire’s hollow interior, both with the Mohawk Rubber Co.’s emblem; and the cardboard cut-out reproducing the image of an American Indian Chief.

212. Cardboard cut-out display with a platform to support tires. Dimensions: 64 x 89 cm, c. 1960.
EN ROUTE WITH MOHAWK.

In the mid-1920s, Mohawk Rubber partnered with the publisher Howard F. Hobbs to sponsor an extensive collection of road guides known as the Mohawk-Hobbs Grade and Surface Guides. Mohawk travel guides and maps were advertised using the image of the Indian, as can be seen in the examples presented on this double page. The advertising text shown on the right states:

“Away to the West—To the North—To the East—myriads of motor cars will soon be coursing the nation’s highways—luxuriously repeating those great migrations of the ancients that implanted an eternal wanderlust in the hearts of men! That a large percentage of these happy wanderers will take the trail more carefree because of their Mohawk Tires under wheel.”

The first of these guides was published in 1922, and the collection continued to increase until its cancellation, around 1933. In the early thirties, Mohawk dissociated themselves from the project and the guides were then sponsored by the rival company BF Goodrich.

213. Detail of an advertisement published in Mohawk Magazine, volume 2, number 6, 1928.
GUIDES AND MAPS. The guides included detailed road maps, with sections showing representations of the land and lists of recommended places, hotels and restaurants. Advertising was not accepted, except for that of Mohawk. In the text and indications of the maps, reference was made to the repair shops and service stations associated with the tire manufacturer’s commercial network.

215. Advertisement published in Mohawk Magazine, number 6, 1928. 216-218. Cover and maps for the Yellowstone Trail guide from the 1926 Mohawk-Hobbs collection, where the route between Seattle and Chicago is described.
GRAPHIC EVOLUTION.
This double page shows several significant examples of the graphic evolution of identifying elements that were applied to the Mohawk Rubber Co.‘s identification supports. In the mid-twenties, the singular lettering of the logotype and the image of the Indian with a shield were adopted. The latter had the shape of an inverted arrowhead, an image that graphically evolved towards a formal synthesis.

219. Identification sign made of lithographed metal. Dimensions: 40 x 60 cm, c. 1920.
220. Detail of the heading for Mohawk’s promotional and corporate stationary, 1923.
221. Detail of the heading for Mohawk’s promotional and corporate stationary, 1929.
222. Horizontal identification sign, lithographed metal. Dimensions: 150 x 46 cm, c. 1929.
224. (opposite page) Detail of the Mohawk emblem in an identification sign, c. 1940.
31. LOS NEUMÁTICOS DEL LEGENDARIO FAR WEST