

SAVAGE TIRES

Feathers in Our Bonnet

Excerpts from a few of the hundreds of letters that we are continually receiving from satisfied users of Savage Tires and Tubes

16,000 miles over bad roads
I have, to this date, gotten almost 16,000 miles, and taking into consideration the bad roads I travel, and using chains, I do not think that I will ever be able to better myself.
RUSSELL KEENE.

20,000 miles—will use no others
Having used two Savage Tires on my car, each of which tires have given me a mileage of better than 20,000 miles, I have decided to use nothing else.
W. B. MARTIN.

No weak spots in Savages
During the last twelve years, the writer has tried out many different kinds of tires, but has yet to experience a "blow-out" in a Savage Tire. It appears that the wear is divided equally and there is never a manifestation of a "weak spot."
NATIONAL PERCOLATOR CO. INC., By G. J. WIGGENHORN.

Savage Tires and Grafinite Tubes will undoubtedly give you the same or better service.
Ask for Tire Book No. 157

THE SAVAGE TIRE COMPANY
SAN DIEGO, CAL.
BRANCH STORES:
San Francisco: 1125-27-29 Van Ness Av.
Los Angeles: 700 W. 7th St. San Diego: 926 2d St.

Preparedness

SAVAGE TIRES

SAVAGE
a complete line

A full line of coast-made products that are well-liked by dealers who sell them, as well as by motorists who use them everywhere.

Members of the Savage "tribe."

Savage Tires
"Heap Big Mileage!" Real rubber, more miles, reasonable prices, fresh stock.

Savage Grafinite Tubes
The only tubes having grafinite vulcanized into the surface. Prevents deterioration, skidding, skidding and heating. Lengthens life of tube.

Thurston Motor Fuel Gasifier
Absolutely guaranteed to increase efficiency of any motor 2 1/2% to 4 1/2%. Enables you to burn low-priced substitutes for gasoline at a saving of 30% to 60%. Can be installed on any type of motor.

Savage Repair Materials
Fresh, high quality goods, and low prices—repair guns, cements, and tapers; valves, valve parts and gauges. Everything the repair man and the vulcanizer wants. The sort that motorists who know like to have used in making their repairs.

From tires right down the line, you are always sure of maximum service if you insist on products from the Savage "tribe."

THE SAVAGE TIRE CORPORATION
San Diego California
Western Branch Stores

LOS ANGELES	700 WEST 7TH STREET
SAN FRANCISCO	815-817-29 VAN NESS AVENUE
SAN DIEGO	918 SEVENTH STREET
DALLAS	5100 MAIN STREET

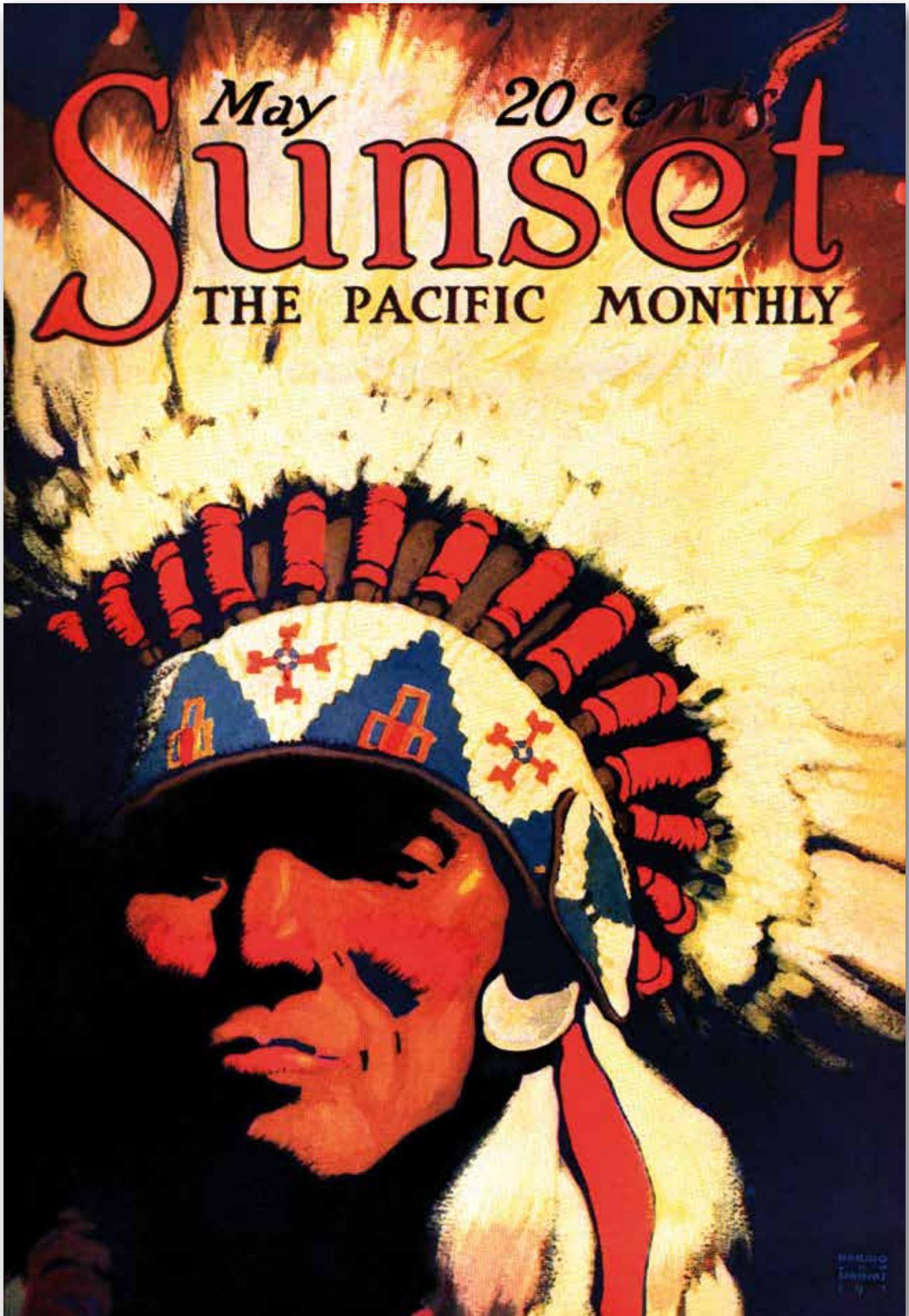
MEMBERS OF THE TRIBE.

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.

111. Full-page advertisement published in *Sunset* magazine, May 1916.

112. Advertisement published in the newspaper *Oakland Tribune*, March 12, 1916.

113. Advertisement published in the magazine *Motor West*, October 1, 1917.



Heap big mileage! Rubber!



Real rubber—none of that puttyfied, near-rubber look to Savage Tires.

The tough, grips-the-road tread—the resilient, shock-absorbing cushion—the strong, yet flexible, never-crack sidewall—

Every rubber part of Savage Tires is made of live rubber, the finest for the purpose that money can buy.

Stock always fresh. Sold from factory to you through our own distributors—the middleman's profit put into higher quality.

SAVAGE TIRES

Heap big mileage!

Branch Stores:

San Francisco	- - -	1125-29 Van Ness Avenue
Los Angeles	- - -	700 W. 7th Street
San Diego	- - -	936 Second Street

SAVAGE GRAPHITE TUBES

The only tubes that have graphite vulcanized into the surface. Prevents deterioration, sticking, friction and heating. Makes suspension unnecessary, lengthens life of tube.

Heap big mileage! Built-In!



If you could dissect a SAVAGE you'd realize that "Heap big mileage" is built into it during every minute of its manufacture.

Highest grade rubber and fabric, perfectly balanced design, most careful workmanship, full size.

A tough road-gripping tread—neither so heavy as to produce stiffness, nor so light as to give insufficient protection to the carcass.

Cushion of high-grade resilient rubber—absorbs the road shocks. Sidewall specially shaped to distribute flexing—will not crack.

And the carcass—finest Sea Island cotton, long fibre, tough, triple twisted, built up layer by layer into the strongest carcass that can be made.

High mileage, low cost per mile. Sold from factory to you through our own distributors. Watch for the red Savage sign.

SAVAGE TIRES

Heap big mileage!

THE SAVAGE TIRE CORPORATION
SAN DIEGO, CALIFORNIA

Branch Stores:

San Francisco	1125-29 Van Ness Ave.
Los Angeles	700 W. 7th Street
San Diego	936 Second Street

SAVAGE GRAPHITE TUBES

The only tubes that have graphite vulcanized into the surface. Prevents deterioration, sticking, friction and heating. Makes suspension unnecessary. Lengthens the life of the tubes.



More feathers in our bonnet

"Heap Big Mileage" results in much praise from the members of the Savage "Tribe." We are proud of having received hundreds of letters like the following:

12,400 miles and going strong.
"Have driven to date 12,401 miles, and by the looks of the casing it should go 2,000 miles yet. It is a Savage."—A. J. Kelllogg, Los Angeles.

Over 10,000 miles.
"Have used a Savage Tire for 2 1/2 years—have made 10,000 miles. It is still good for 2,500 more."—D. G. Durbin, El Cajon, California.

15,000 miles, still in use.
"July 12, 1915, purchased Savage Non-Skid tire. February 4, 1917, was still in use, while on opposite wheel we had worn out two other standard makes of tires—Savage has given 15,000 miles."—George & Co., Lincoln, Nebraska.

11,000 miles, Savages all round.
"Have four Savages on my car. One has gone 10,814 miles, one 7,424, one 7,419, and one 2,900. All in good condition and will get several thousand miles more from each."—D. J. Miller, Contractor, San Diego.

SAVAGE TIRES

Heap big mileage!

SAVAGE TIRE CORPORATION
San Diego, Cal.

We have a distributor near you

AUTO SERVICE STATION
B. E. SCHOLS, Prop. SAFFORD, ARIZONA

SAVAGE GRAPHITE TUBES

Last longer and give greater service because they are the only tubes that have Graphite vulcanized into the surface. Prevents deterioration, sticking, friction and heating. Renders suspension unnecessary. Lengthens life of tube.

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Look for the Red Savage Sign

HAROLD VON SCHMIDT.

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.

114. (opposite page) Cover of *Sunset* magazine, May 1919. Illustrated by Harold von Schmidt.

115. Full-page advertisement published in the magazine *Touring Topics*, June 1917.

116. Full-page advertisement published in *Sunset* magazine, August 1917.

117. Advertisement published in the newspaper *Graham Guardian* (Safford, Arizona), December 21, 1917.

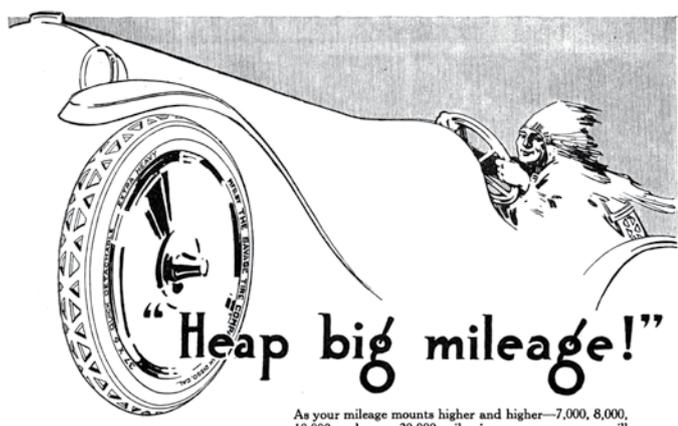
THE FEATHERED DRIVER.

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.

118. Advertisement in *Sunset*, March 1916.

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.

120-121. Advertisements published in *Touring Topics*, July 1916 and April 1917.



“Heap big mileage!”

As your mileage mounts higher and higher—7,000, 8,000, 10,000 and even 20,000 miles in many cases—you will more fully appreciate our slogan, “No road too Savage for Savage Tires.”

And Savage Tires cost less than most of the so-called standard makes. You buy them direct from factory through employed distributors. The middleman's usual profit is saved and we give it to you in higher quality—extra miles. Adjustments are made on the basis of 4,500 miles.

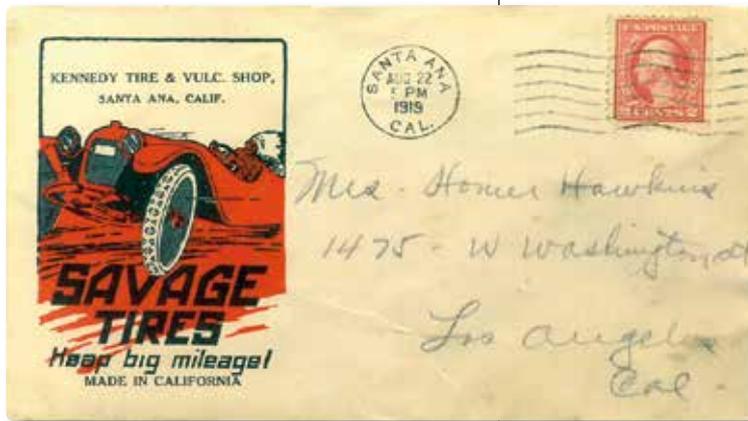
It is easy to obtain Savage Tires. You can buy them of Distributors near you or mail your order to our nearest sales branch. Either way, the price is the same.

Ask for the address of a Distributor near you and for our interesting Tire Book No. 137. It describes Savage Tires and Grafinites Tubes and explains our money-saving sales plan.

SAVAGE TIRES

THE SAVAGE TIRE COMPANY
SAN DIEGO, CALIFORNIA

BRANCH STORES
San Francisco 1125-27-29 Van Ness Ave. Los Angeles 700 W. 7th Street San Diego 936 2nd Street




Going some!

10,000, 15,000, 20,000—not at all uncommon performances for Savages. Do you get mileages like these from your tires?

Comparison of one Savage on your car with three of other makes is a sure way to become a Savage booster. Try it.

Have you used a new Grafinites Tube? Users like the new Savage Tube as well as they do Savage Casings—more cannot be said of it.

SAVAGE TIRES

Employed Distributors Everywhere

BRANCH STORES:
SAN FRANCISCO 1125-27-29 Van Ness Ave. LOS ANGELES 700 West 7th St. SAN DIEGO 936 2nd St.

Heap big mileage!



In every layer of fabric, in every bit of rubber—permeating the entire casing! No wonder Savage Tires average so much greater mileage.

Savage Tires are built to give mileage first, then road comfort and complete satisfaction—they are *not* made to sell at a price. And yet Savages cost no more than ordinary casings.

Sold through our own distributors. We put the middleman's profit into extra quality—“Heap big mileage!” Watch for the red Savage sign.

SAVAGE TIRES
Heap big mileage!

Branch Stores:
San Francisco - - - 1125-29 Van Ness Avenue
Los Angeles - - - - 700 W. 7th Street
San Diego - - - - - 936 Second Street

Ride on SAVAGES

SAVAGE TIRES

Ride on Savage Tires and you will secure:

ROAD COMFORT—Every Savage Tire is proportioned exactly right, and is shock absorbing in the highest degree. Easy on you, easy on the car.

EXTRA MILEAGE—1,000 extra miles in the guarantee—adjustments on the basis of 4,500 miles instead of 3,500. And anywhere up to 15,000 extra miles in actual mileage. Many Savages run over 20,000 miles.

FACTORY PRICES—Savage Tires are sold direct through branch stores and employed distributors. Quality considered, our prices are very, very low.

Let us give you the name of a distributor near you. Ask for free Tire Book No. 1314.

THE SAVAGE TIRE COMPANY
San Diego, California

BRANCH STORES

SAN FRANCISCO 1125-27-29 Van Ness Ave.	LOS ANGELES 700 W. 7th St.	SAN DIEGO 936 2nd Street
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POINTING 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.

123. Advertisement published in the newspaper *The San Francisco Examiner*, February 13, 1916.

124. Full-page advertisement published in the magazine *Touring Topics*, June 1916.

1000 extra miles

SAVAGE TIRES

Savage quality insures more miles for your money. All our adjustments are based on 4500 miles—1000 more than the regulation guarantee. And you pay no more for Savages than for common tires.

The Savage Tire Co.
Branch Store
1125-29 Van Ness Ave.

Compare!

Keep tab on every tire you use. Put just one Savage on your car and compare its performance with the other three tires, and you will convert yourself into a confirmed Savage user.

Many Savage Tires run over 20,000 miles. Thousands of them reach 10,000. Adjustments are on the basis of 4,500 miles which is 1,000 miles higher than the guarantee of most other tires.

Costs you no more—often less—than other standard makes.

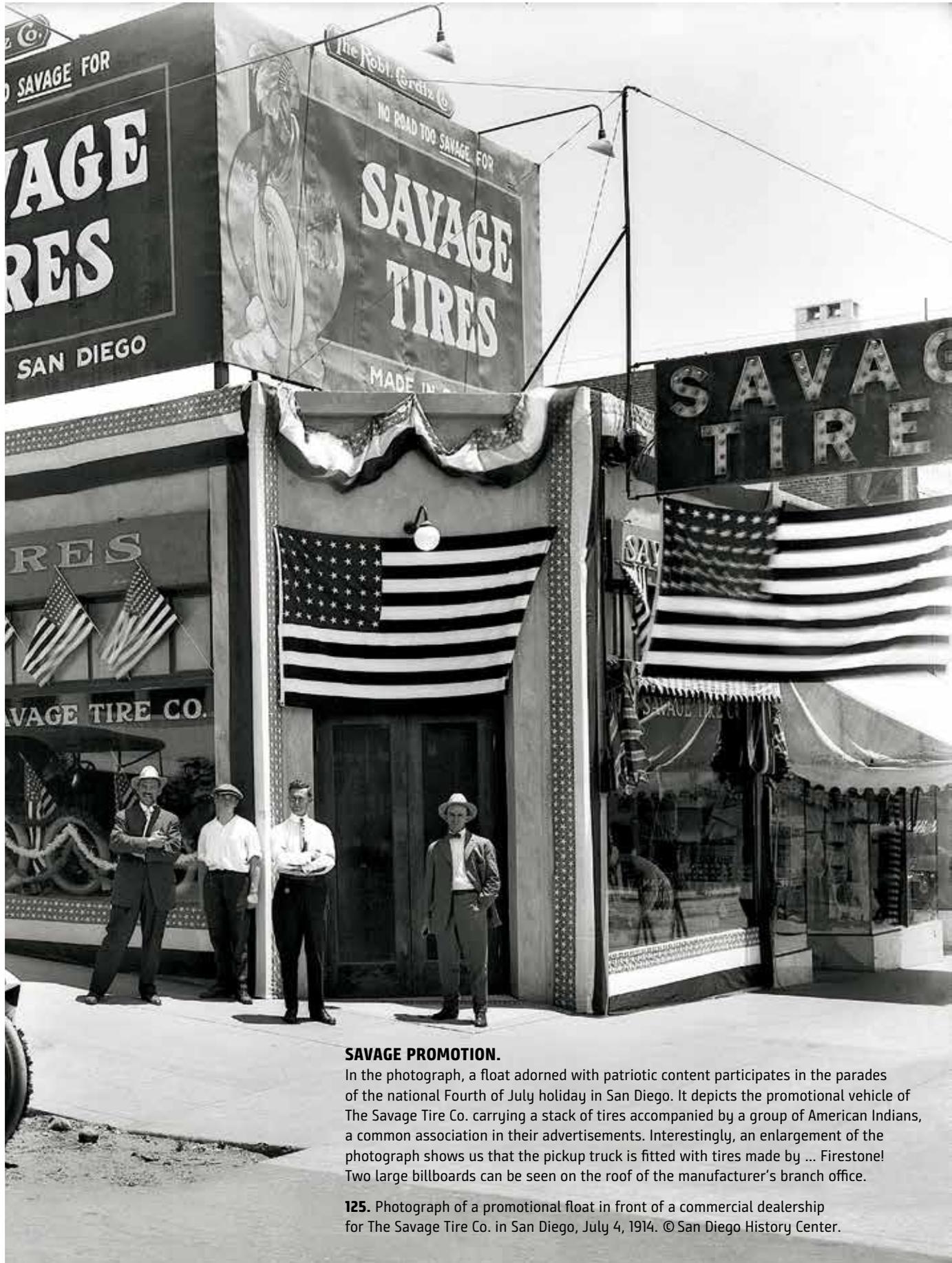
SAVAGE TIRES

Order by mail from our Branch Store, or write for the address of a Savage distributor near you.

BRANCH STORES

SAN FRANCISCO 1125-27-29 Van Ness Ave.	LOS ANGELES 700 W. 7th St.	SAN DIEGO 936 2nd Street
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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.

125. Photograph of a promotional float in front of a commercial dealership for The Savage Tire Co. in San Diego, July 4, 1914. © San Diego History Center.

Performance Proves
SAVAGE TIRES
Are Built to Excel



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.

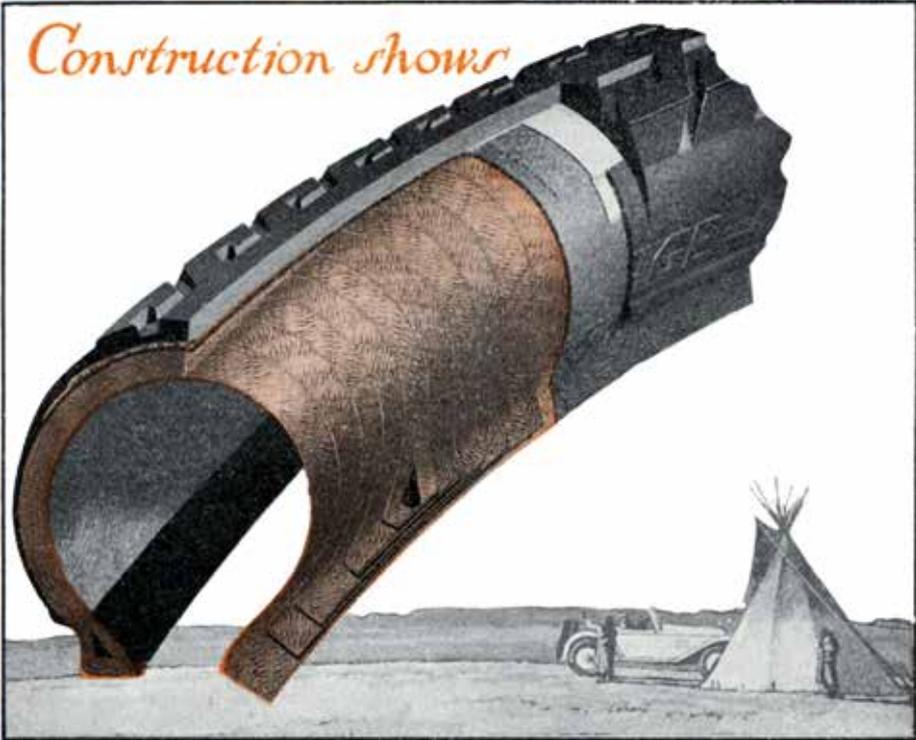
MADE IN THE WEST
BY
THE SPRECKELS "SAVAGE" TIRE COMPANY
SAN DIEGO, CALIFORNIA

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.

126. Full-page advertisement published in *Sunset* magazine, August 1922. **127.** Outdoor advertising billboard, 1916.



Construction shows



the **SAVAGE CORD**
IS BUILT TO EXCEL

Little wonder it is that the new Savage Cord tire has startled motordom 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 latter-day attainments in cord tire construction.

Motorists 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.

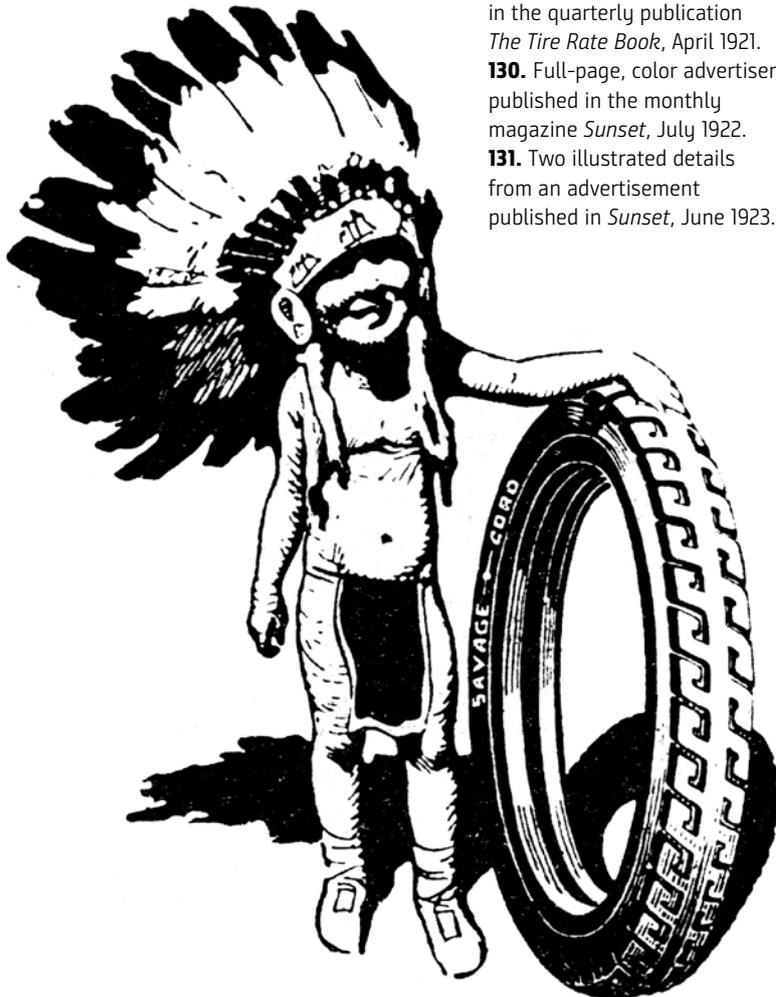


THE GREAT LITTLE CHIEF. This double page includes several examples of how the Little Heap character was utilized for advertising Savage tires. The illustrators responsible for graphically defining his appearance were Harold von Schmidt and Maynard Dixon. However, in the photographic picture of the advertisement 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 Savage Tire ad wouldn't be complete without an Indian figure in it. Here our trade character, Little Heap, is showing you an "Aristocrat"—the tire we have been talking about in this ad.



A VERY REAL MASCOT.

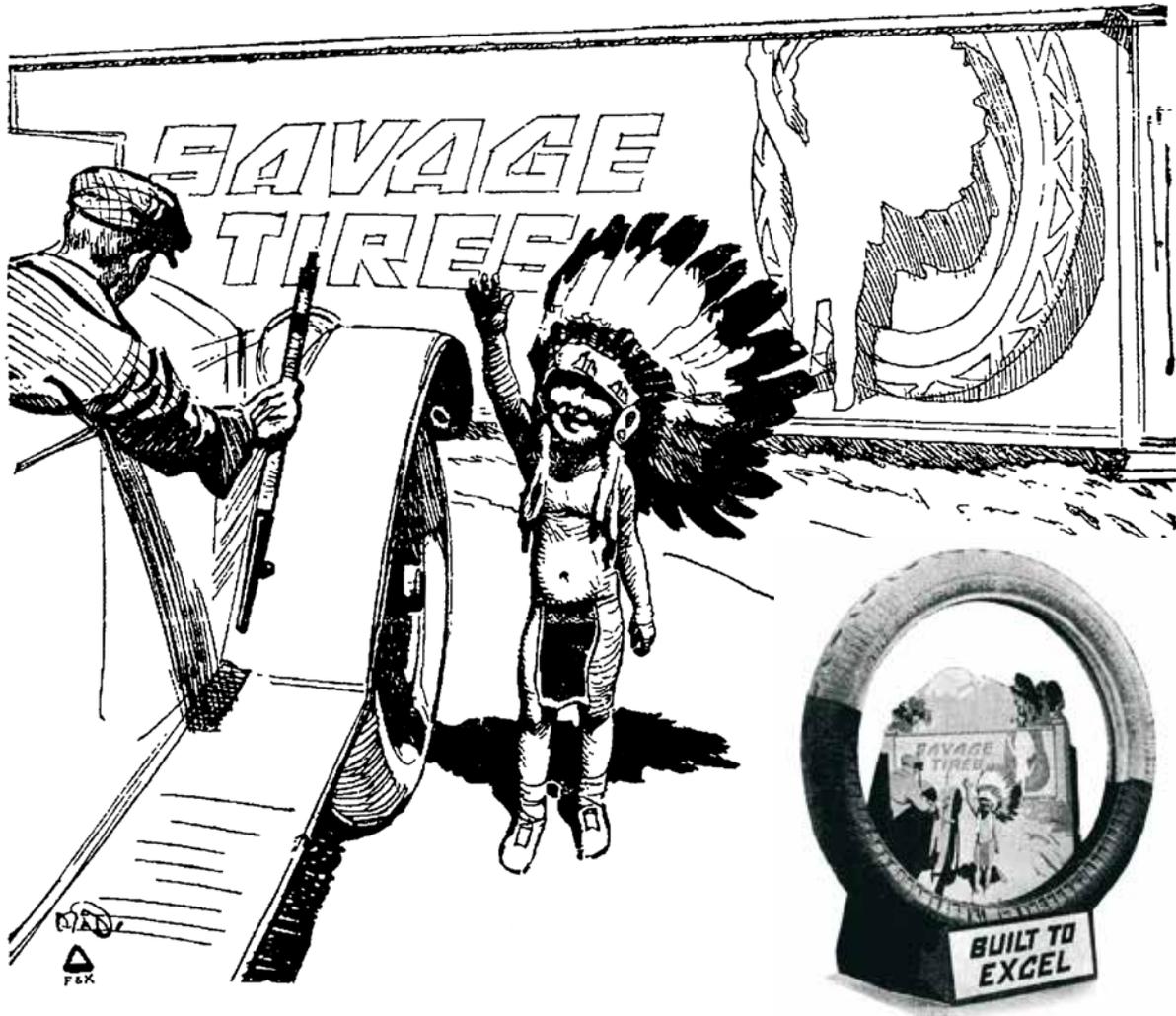
The images on the left and above present two examples of the Savage tire mascot in photographic portraits. Below, Little Heap comes to life, emerging from a billboard to help a motorist who offers him a peace pipe. This image was used as the basis for displays to advertise the tires in shop windows.

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.

134. Advertising illustration published in the newspaper *Oakland Tribune*, June 24, 1920. Art by Maynard Dixon.

135. Advertising support base to hold tires, 1920.



THE NEW SAVAGE TYPE D

CONSIDERED BY MANY MOTORISTS THE BEST FABRIC TIRE ON THE AMERICAN MARKET



A NEW DEPARTURE IN TIRE CONSTRUCTION

My pride in our "D" Type Tire is as boundless as the waters of the Great Salt Sea, for in it my people have expressed the ideals of our House. Into it my people have put, as nearly as the wisdom granted them by the Great Spirit will permit, the utmost reach in quality of materials, perfection in methods and the highest point in workmanship. Know then, O Motorists, that in our "D" Type we believe the last word in quality fabric tire construction has been spoken.

It is the Great Chief of all our tires. Built in the Savage way to fulfill the needs of the present day motorists, it is big—as the lordly elk to the antelope, so is our "D" Type to any other fabric tire I know of in a corresponding size. In fact, it is over-size, even as a cord tire.

And because it is big, and has an extra ply of fabric, with pure gum friction between the plies, and all the way through is made of the finest raw materials that the bottomless purse of our chiefs can buy; and because it is built by hand, and has an especially woven breaker strip to absorb the road shock, and a breaker cover to help make it flexible; and because it has a tread more tough than the skin of the buffalo; and because the sight of it gladdens the eyes of all men with its grey tread, cream side-wall, and blood-red trade mark; and for other reasons as numerous as the quills on the porcupine, I believe it is the best tire on the American market. Your hearts would be filled with wonder if you knew how many are the motorists who agree with me.

I SALUTE YOU, O MOTORISTS! LITTLE HEAP HAS SPOKEN.

"Little Heap" as a character is symbolic of The Spreckels "Savage" Tire Company. By birth he is a "Savage"; by adoption, a member of The House of Spreckels. ¶ Wise for his years, educated in modern ways and imbued with the spirit of the organization he represents, the little "chief" is an authority on the construction of "Savage" tires and tubes. ¶ It is fitting that the sterling qualities and the sturdiness of his race are characteristic, too, of the products with which he is associated.

THE FOLLOWING MESSAGES OF "LITTLE HEAP" APPEAR IN THIS SERIES

A New Departure in Tire Construction.
Finest Selected Raw Materials.
Bonus and Premium Pay to Workmen.
Hand Built.

Wrapped Tread, Single Curve.
Over-size and Extra Ply.
Special Breaker.
Extra Breaker Cover.
Tough Tread.
Inspection.
Built to Excel.
A Product of the House of Spreckels.

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.

136-142. Modular advertisements inserted in the newspaper *El Paso Herald* (El Paso, Texas) during 1920, published successively: (above images) June 12-13; (on the opposite page) June 26-27; July 3-4, 10-11 and 31; August 7-8 and 28.



143. Illustration from an advertising module published in the newspaper *Reno Evening Gazette* (Reno, Nevada), May 23, 1923.
144-145. Advertising modules published in the newspaper *El Paso Herald*, May 29-30 and June 5-6, 1920.

SAVAGE in the *Yosemite*



The Only Tire Used Exclusively for Two Consecutive Years

Savage Tires have stood the test—they hold to-day the record of being the only pneumatic tire used exclusively for two consecutive years in Yosemite National Park.

Their performance on the rough, tire-consuming roads of Yosemite, on the forty-four stages of the Park Company in 1919, proved their worth, and now in 1920 the exclusive tire concession in the Park has again been awarded, against the competition of all other tire companies, to the Spreckels "Savage" Tire Company of San Diego, California.

SAVAGE in the *Yosemite*

AGAIN

The Rugged Splendors and Beauty of the Yosemite are Better Seen and Enjoyed Because of Savage Tires

The only tire concession in the Park has been awarded for the second time in two consecutive years to the makers of "Savage" tires —The Spreckels "Savage" Tire Company of San Diego, California.

In 1919 the forty-four stages of the Park Company were "Savage" equipped, and the performance given by those tires on the rough, tire-consuming roads of Yosemite, then proved their worth.

Today, in 1920, these same tires are giving all-around performance day in and day out, the like of which has not been equalled by any other fabric tire covering the same roads and given the same tests.



PERFORMANCE PROVES SAVAGE TIRES Are BUILT TO EXCEL



IN LOS ANGELES, CALIF.

Little Heap, young chief of the "Savage" Tire Co. is the mascot of the tire.

Southern California is noted for its good roads and wonderful highways. A tire will surely give satisfaction under normal conditions here—anywhere. To realize every instance of performance and mileage in this territory would be to point an unusually glowing review, for the ordinary run is not especially taxing on good makes of tires.

Another local corporation operating a fleet of 225 cars throughout Southern California has standardized on Savage tires after an exhaustive test in which our tires were compared with other makes under every existing road condition. Many of these cars are heavily loaded as a usual thing.

Savage Coeds on one-ton Ford trucks loaded daily to 800 and 900 pounds are giving far greater service than any other tire equipment used in a similar manner by a local feed and fuel company.

A jobber sending salesmen into an outlying territory, where roads are particularly rocky, claims Savage Coeds are the only tire that is capable of giving them satisfactory service.

Tire men and motorists familiar with the construction have found in the Savage Coed seventeen outstanding constructional features that make it the wonderful tire it is.

General Service
A fleet of trucks operating throughout the city, making 200 to 400 stops a day, has been entered with Savage Coeds—without the tire problem of this company by increasing their tire mileage 100%.

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 long drives over pavements, other makes will show a 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 loaded commercial car, 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.

THE SPRECKELS "SAVAGE" TIRE CO. SAN DIEGO, CALIFORNIA. OUR BEST ASSET IS THE SATISFIED CUSTOMER

PERFORMANCE PROVES SAVAGE TIRES Are BUILT TO EXCEL



NEAR EL PASO, TEXAS

Little Heap, young chief of the "Savage" Tire Co. is the mascot of the tire.

It is generally admitted that the roads in Southern Texas and New Mexico give the rubber equipment on an automobile unusually severe wear. Where roads are unpaved, the crushed rock and gravel surface of the territory makes a road difficult to cope with. The tread of a tire, to give most nearly perfect service, must be soft enough to prevent "cutting" and "chipping." Yet so tough that it prevents undue wear—a rare condition.

How successfully we have overcome these local road conditions may be judged from the following performance data taken from our general office files showing the remarkably consistent service Savage tires are giving in this territory.

City Commercial Service
A local concern, operating a fleet of cars and trucks in general hauling service, finds Savage tires are giving greater mileage under all conditions than any other make they have used. In this service Savage tires have been in continuous operation for the past twelve months, delivering 12,000 miles to date, and the tread is only half worn. According to the operator, other makes of tires are completely worn out if they last to deliver this mileage.

Unusual Service
To guard work on a heavily loaded truck, off the beaten track and hitting across long, Savage Tires are standing up under real abuse—rendering far better service for their operator than any other tire previously used.

Seventeen constructional features used in the building of the Savage Coed account to a great extent for the remarkable performance of this tire in this and other territories.

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 long drives over pavements, other makes will show a 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 loaded commercial car, 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.

THE SPRECKELS "SAVAGE" TIRE CO. SAN DIEGO, CALIFORNIA. OUR BEST ASSET IS THE SATISFIED CUSTOMER

PERFORMANCE PROVES SAVAGE TIRES Are BUILT TO EXCEL



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.

147. Advertising module published in the *Reno Evening Gazette*, July 26, 1922.

148. Illustration from an advertising module published in the newspaper *Oakland Tribune*, July 5, 1922.

149. Illustration from an advertising module published in the newspaper *El Paso Herald*, June 19-20, 1920.



More Than a Good Tube

Standard Four Triple-Test Red and Grey Tubes represent the greatest values in the field.

A pure gum product, bigger and better than most Tubes—yet at prices which offer more to the Distributor than merely a Tube proposition.

Write or wire for samples and prices.

STANDARD FOUR TIRE CO.
Factory and General Office
KEOKUK, IOWA
Capacity Tube Department Six Thousand Daily

STANDARD FOUR

S4 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.



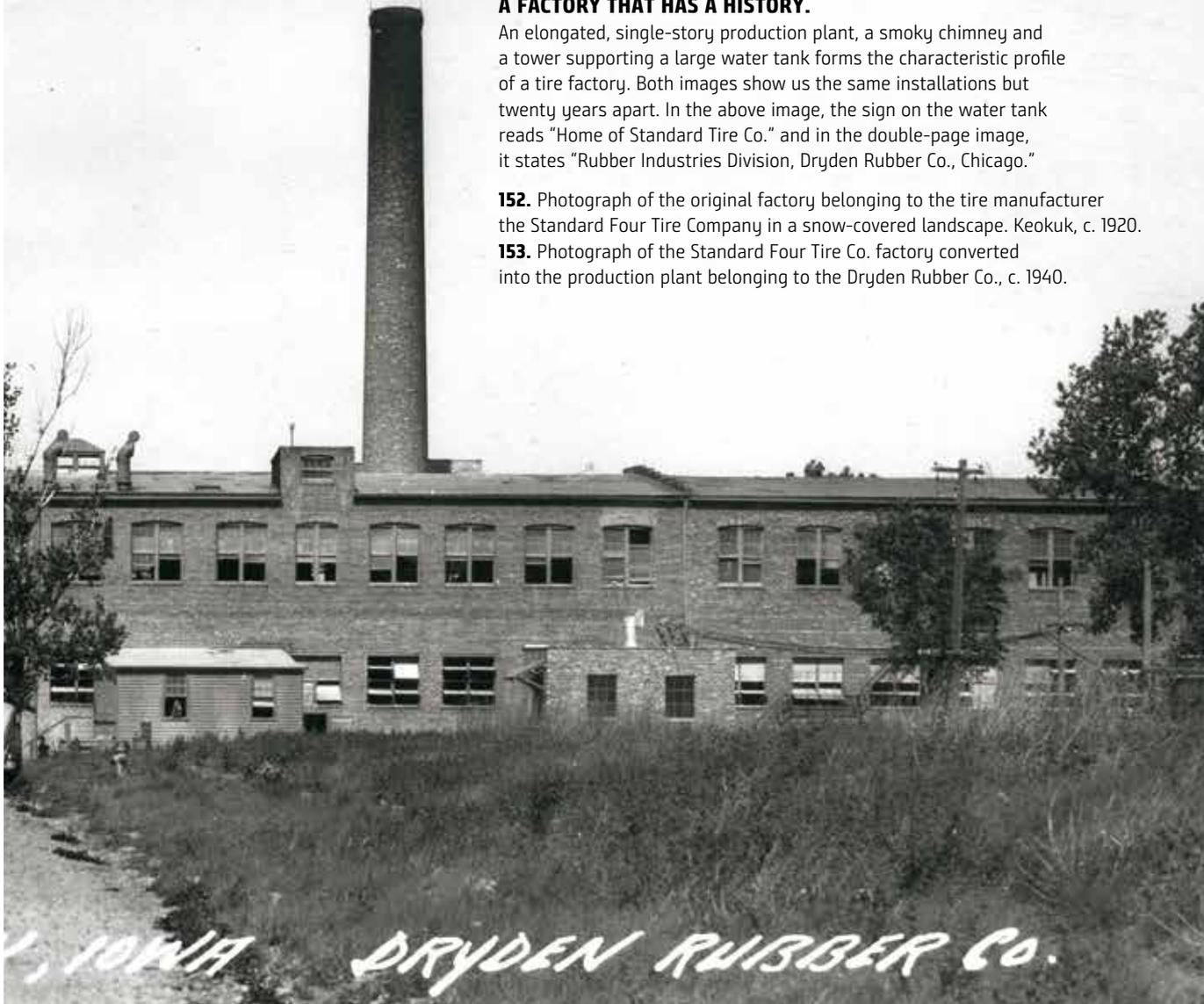


A FACTORY THAT HAS A HISTORY.

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.

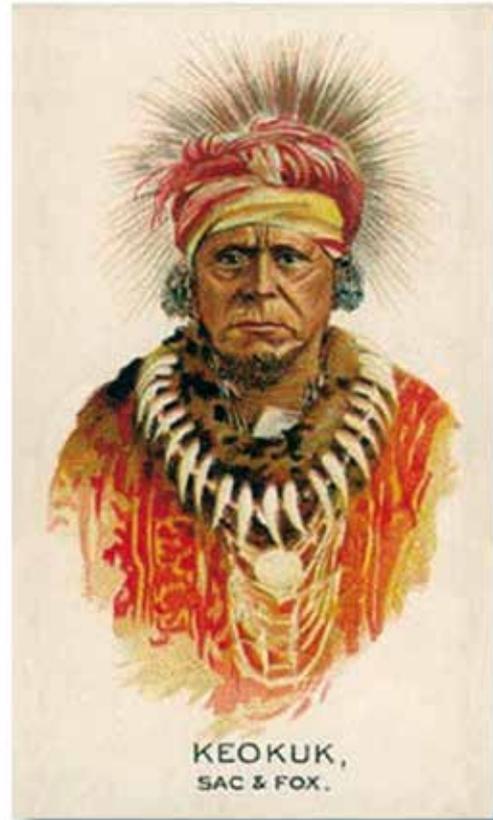
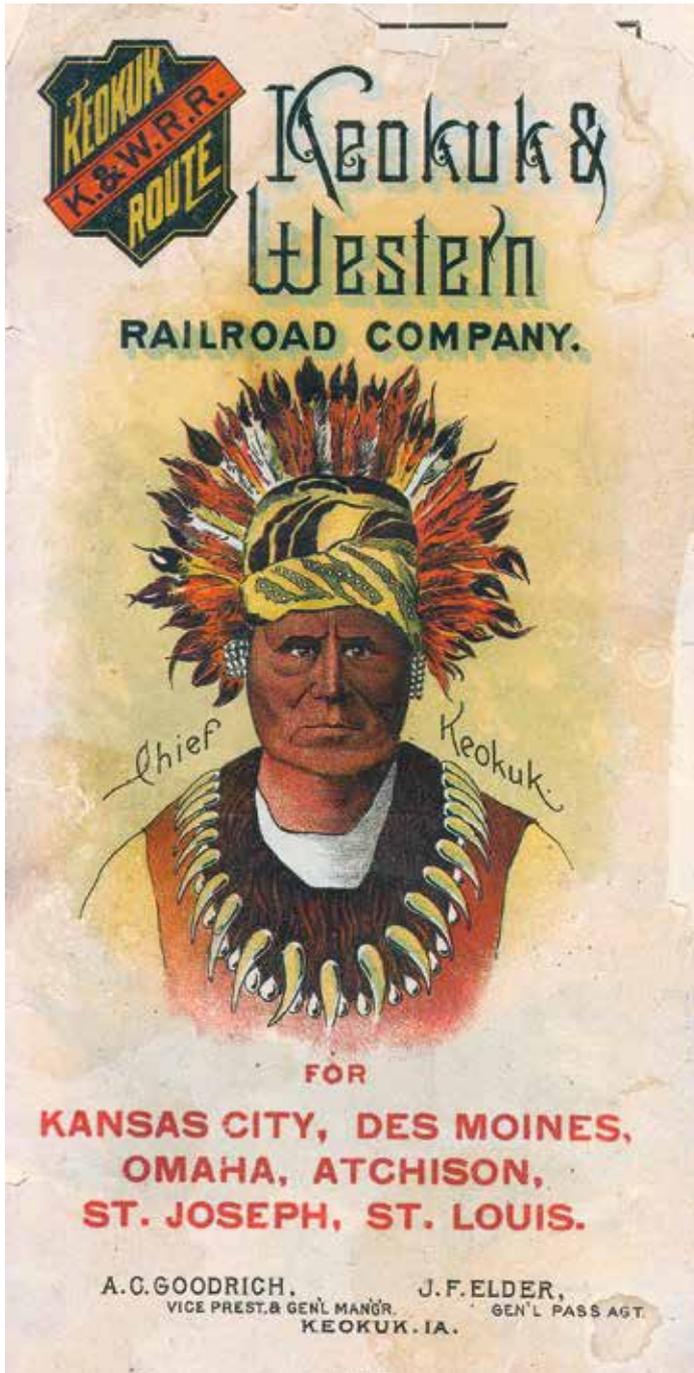
154. Portrait of *Keokuk, Chief of the Sacs & Foxes*, illustrated by Charles Bird King in 1837.

155. *Keokuk, or the Watchful Fox*, colored daguerreotype, 1847.

Photographed by Thomas M. Easterly.

156. Vignette utilized in advertisements for the Standard Four Tire Company, 1921-1921.





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.



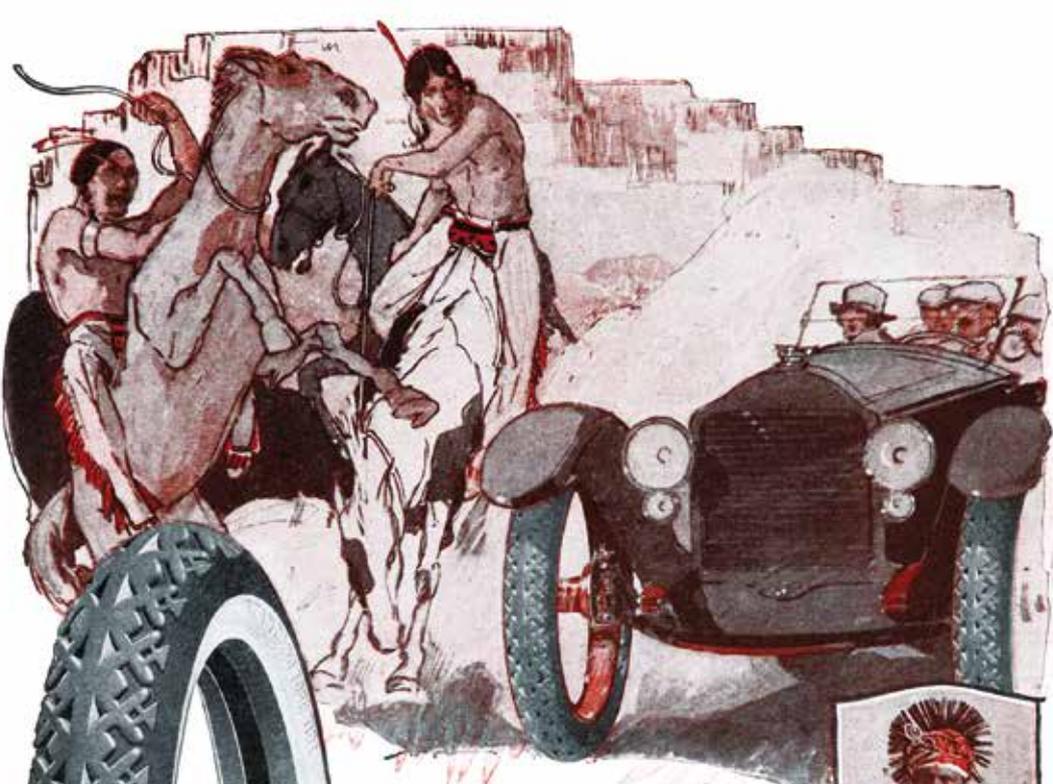
KEOKUK BAG CO.

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

R'ARIN' 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.

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

STANDARD FOUR TIRE COMPANY
Dept. J KEOKUK, IOWA

INDIANAPOLIS, IND. 245 N. PENN ST.	<i>Branches at</i> ATLANTA, GA. 2 COURTLAND ST.	LOS ANGELES, CAL. 342 W. PICO ST.
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Standard Four Tires

"Chief of the Tire Tribe"

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."

161. Full-page advertisement published in the magazine *Motor World*, June 2, 1920.

As Glides the Indian Canoe

SMOOTHLY, silently, without jolt or jar, glides the well-appointed car on Standard Four Tires. As the Indian canoe moves swiftly through the rock-spotted rapids, Standard Four Tires will negotiate the roughest roads without mishap. And the gasoline bill is waste-tax exempt.

On the banks of the great Mississippi, at the home of old Chief Kookuk, a new ideal in tire building has been realized. By standardization of processes and marketing policies, a quality tire has been attained at ordinary prices.

The Kookuk Plus calls for special exclusive territory guarantees to distributors and dealers and field sales and advertising co-operation. Standard Four Distributors are protected against factory domination. Your business remains permanently your own. Write today for details of the plan.

STANDARD FOUR TIRE COMPANY
 KNOX, IOWA

INDIANAPOLIS, IND. ATLANTA, GA. LOS ANGELES, CAL. DENVER, COLO.
 241 N. First St. 212 W. Pine Street 212 W. Pine Street 1700 15th St.

Standard Four Tires
 "Chief of the Tire Tribe"

The Oath of Fidelity

IN the days of Chief Kookuk's heaven, loyalty to the cause of fellow warriors was perpetuated by a sacred Oath of Fidelity. The brotherhood of hostile tribes bound inseparably together the interests of our first Americans. In this day of fervent competition, it is particularly advantageous to be accurately to a tire proposition worthy of your most sincere efforts.

In this proposition for distributors and dealers, Standard Four pledges its fidelity—Exclusive territory. Permanent control of your own business without factory domination. Actual field sales help for distributors. Abundant advertising co-operation. A Quality Tire on a good-profit basis. Write for details of our plan.

STANDARD FOUR TIRE COMPANY
 KNOX, IOWA

INDIANAPOLIS, IND. LOS ANGELES, CAL. DENVER, COLO. LOS ANGELES, CAL.
 241 N. First St. 212 W. Pine Street 1700 15th St. 212 W. Pine Street

Standard Four Tires
 "Chief of the Tire Tribe"

The Snow Shoe

The Indians did not have no blizzards in winter time. They learned on snow shoes and skinned deer feet. Now do Standard Four's distributors and dealers. Standard Four's advertising and marketing policies, in addition to a tire which stands the punishment of snow, ice, mud, enables them to make sales every month of the winter.

For news and territory on this all-weather good tire, write or wire today.

STANDARD FOUR TIRE COMPANY
 KNOX, IOWA

INDIANAPOLIS, IND. LOS ANGELES, CAL. DENVER, COLO.
 241 N. First St. 212 W. Pine Street 1700 15th St.

Standard Four Tires
 "Chief of the Tire Tribe"

The Great Spirit

The foundation of an Indian's belief in the Great Spirit was confidence. He believed the Great Spirit made the crops abundant, the hunting good, victory in battle assured. Ever since the STANDARD FOUR TIRE COMPANY began producing tires, it has been building up confidence on the part of its distributors, dealers and the motoring public. This confidence has been built up through producing honest tires that have always done better than the claims made for them.

Write or wire today for our exclusive territory proposition.

STANDARD FOUR TIRE COMPANY
 KNOX, IOWA

INDIANAPOLIS, IND. ATLANTA, GA. LOS ANGELES, CAL. DENVER, COLO.
 241 N. First St. 212 W. Pine Street 1700 15th St.

Standard Four Tires
 "Chief of the Tire Tribe"

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.

168. Full-page advertisement published in the specialized magazine *Motor Life*, September 1920.

169-170. Full-page advertisements published in the specialized magazine *Automobile Trade Journal*, October and December, 1920.

171. Full-page advertisement published in the specialized magazine *Motor West*, December 1, 1920.



Stalking Big Game

AMERICAN Indians were ingenious in their methods of stalking big game. Beneath the skins of kindred animals, they only approached their game because they appeared to be one of the herd.

Most tires today look very much alike. But under the skin is the business part of a tire. It is the hidden quality in Standard Four Tires that daily gets new users and keeps them. For Standard Four Quality means Standard Four Tires—not merely one of the herd—but "Chief of the Tire Tribe."

In the same way our Standard Four distributors and dealers distinguished from the rest—inclusive in their territory and permanently owning their business without factory interference.

For details of advertising and actual territory development help offered, wire or write at once.

STANDARD FOUR TIRE COMPANY
Dept. 41
KEOKUK, IOWA

Branches at:
Indianapolis, Ind. 243 N. Park St.
Los Angeles, Cal. 342 W. First St.
Atlanta, Ga. 2 Courtland St.
Denver, Colo. 1200 15th St.

Standard Four Tires
"Chief of the Tire Tribe"



CLAIMING THE BRIDE

ACCORDING to Indian tradition, the choice of a bride is final and irreversible. Both lives are united for all time. Frequently, hand in hand with the warrior's weapons, the square points on which he leaves to the Happy Hunting Ground.

Every successful business enterprise must be likewise well-secured. The tire you choose to handle must be worthy of your faith. And it must be yours to keep.

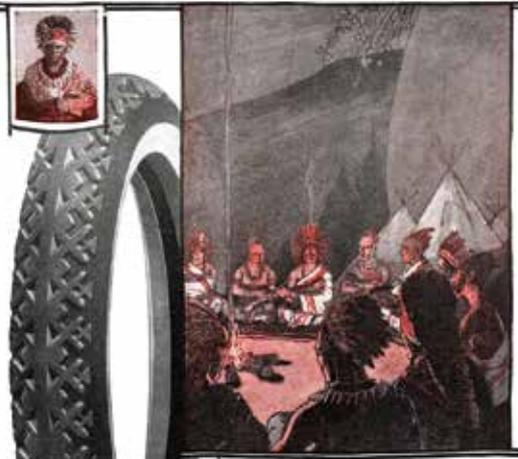
Particularly significant is the Standard Four guarantee of exclusive and permanent distributor and dealer territorial rights, free from factory domination. Your business is permanently yours. And Standard Four field sales and advertising cooperation is exceptionally thoroughgoing.

Write for Details

Standard Four Tire Co.
Dept. M
KEOKUK, IOWA

BRANCHED AT:
Indianapolis, Ind. 243 N. Park St.
Los Angeles, Cal. 342 W. First St.
Atlanta, Ga. 2 Courtland St.
Denver, Colo. 1200 15th St.

Standard Four Tires
"Chief of the Tire Tribe"



Peace Pipes—And the Keokuk Treaty

In the days when America was young Old Chief Keokuk's misadventures have tended to keep their memory but have unimpaired skills by which when a meeting arrives. For his leadership in battle and his kindness to his people, the old Chief became famous. "I was kind, always kind," said he.

The spirit of Chief Keokuk has permeated in this organization whose integrity is spotless. Today our Standard distributors and dealers who were the good field for business are inspired upon Standard Four Quality and Standard Four Agreements. Once the treaty is signed, the territory is yours permanently and exclusively. Further competition gains nothing nor factory interference will hinder good activities.

And you can rely upon Standard Four for its own sales and advertising cooperation as you need and want.

Wire or write at once for details of distributor or dealer's proposition.

STANDARD FOUR TIRE COMPANY
DEPT. B
KEOKUK, IOWA

Branches at:
Indianapolis, Ind. 243 N. Park St.
Los Angeles, Cal. 342 W. First St.
Atlanta, Ga. 2 Courtland St.
Denver, Colo. 1200 15th St.

Standard Four Tires
"Chief of the Tire Tribe"



Choosing the Camp

IN choosing the location to pitch their encampment the Indians selected a place where existence could be easily maintained.

In choosing the Standard Four line, distributors and dealers are influenced by the fact that it offers the least resistance to maintaining a successful business.

The tire is carefully made of best materials. Shippers are prompt. Adequate advertising and merchandising assistance is given.

Profits are exceptionally liberal. Territory is exclusive.

Write or wire today for full particulars.

STANDARD FOUR TIRE COMPANY
Dept. A
Keokuk, Iowa

Branches at:
Indianapolis, Ind. 243 N. Park St.
Los Angeles, Cal. 342 W. First St.
Atlanta, Ga. 2 Courtland St.
Denver, Colo. 1200 15th St.

Standard Four Tires
"Chief of the Tire Tribe"

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.



**Old Experience
Young Enthusiasm**

The route overland in pioneer days was successfully made because old Experience had as his "partner" young Enthusiasm.

Overland tires and tubes are built according to the standards set by the rubber industry's most experienced engineers. Overland tires and tubes have built into them experience, not experiments.

The policies of the Company are of the same time-tested quality, policies free from experiments and whims of the moment. Behind Overland tires and tubes is an organization with the young enthusiasm and "pep" that characterize the West.

If you are interested in handling a line where old Experience and young Enthusiasm will be partners with you, write or wire today—perhaps another man in your locality wants these partners too!

The Overland Tire & Rubber Company
OMAHA, NEB.

Dept. D

OVERLAND TIRES
"PIONEERS OF ENDURANCE"



**The Guard
Against Surprise**

The route overland was safely made by the Pioneers only when they were constantly on guard against surprise.

Both Overland tires and Overland policy are standard. There is no experimentation made at the expense of its distributors or dealers. The result is that Overland distributors and dealers do not run against the surprises that meet those who rely on peculiar construction or unusual sales and advertising policies to help them make sales.

If you see a distributor or jobber who is looking for a standard line, it would be well to wire or write immediately—your competitor, too, may not believe in selling experiments.

The Overland Tire & Rubber Company
OMAHA, NEB.

Dept. D

OVERLAND TIRES
"PIONEERS OF ENDURANCE"



The Courage of Conviction

The conviction of the pioneer that he was a match for at least five Indians resulted in a courage that swept all before it on the route overland.

There is not one "unique" construction method or deceiving special process used in the making of Overland tires. There are no radically different "features" for tire buyers to argue about with distributors and dealers.

The Overland Tire & Rubber Company 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.

If you are interested in tires and tubes that follow the line of least sales resistance, today is none too soon to write or wire for further particulars.

THE OVERLAND TIRE & RUBBER CO.
Dept. E
OMAHA NEBRASKA

OVERLAND TIRES
"PIONEERS OF ENDURANCE"

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 Overland 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.

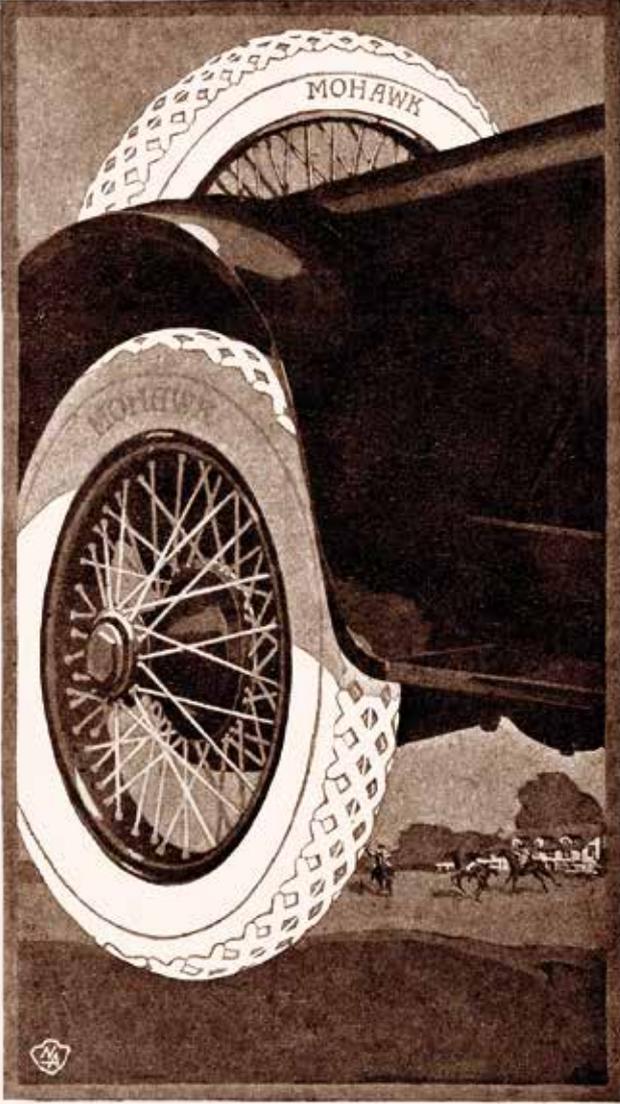
182-183. Advertisements inserted in the quarterly publication *The Tire Rate Book*, October 1920 and April 1921.

184. Full-page advertisement published in the specialized magazine *Motor Life*, September 1920.



MOHAWK ^{Quality} TIRES

HAND MADE
CORD AND FABRIC



A Heaping Measure of Miles

A tire is a package of service miles. It contains no standard number. Not even an expert can tell by examining the outside how many miles there are inside. Secrets, strange sounding materials and methods actually play small part in determining the number. It's a question of materials, workmanship and sincerity of purpose on the part of the manufacturer.

So it pays to know the principles your tire manufacturer stands for.

The policy of the Mohawk Rubber Company, since its inception seven years ago, has been to invariably give its customers a *heaping measure of miles*.

Mohawk Quality Tires have won the remarkable reputation for high mileage that they today have throughout the country, not because they give guaranteed mileage — most tires do that — but because of the surprising excess mileage.

This excess mileage has been the result of the sincere effort which we have held to from the outset to not alone give our customers mileage that will satisfy them, but to give them a mileage that will surprise them. In short, to give them the greatest possible value that a combination of the finest materials in the world, the most expert workmanship and our unusual knowledge and experience in the tire business can produce.

Buyers have found that it is true economy to buy Mohawk Quality Tires, not alone on account of the extra miles they receive after the average tire is in a scrap heap, but also on account of the freedom from tire worries and from troubles and adjustments due to defects in material and workmanship.

How universal this feeling is among Mohawk users is best proven by our dealers' records, which show that over 85% of all trial customers become permanent Mohawk users.

Mohawk Quality Tires are Made in Cord and Fabric Types and in a Full Line of Truck Size

MOHAWK RUBBER COMPANY, AKRON, OHIO

KANSAS CITY DALLAS SAN FRANCISCO LOS ANGELES NEW YORK BOSTON CHICAGO ATLANTA



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.

185. Full-page advertisement published in the magazine *The Country Gentleman*, August 14, 1920.



A Tire You Can Trust

In buying Mohawk Tires, you are buying tires which for seven years have been manufactured according to the highest standard of quality known in the tire industry today. Not for a day or an hour has this quality deviated during the entire period—a fact to which any Mohawk dealer or user can attest.

This consistent quality has been achieved by the simple, sensible method of using the choicest rubber and fabric to be found in the world, and by employing the country's most careful and experienced hand tire builders.

In addition to the superior quality materials in Mohawk Tires you will also find an extra ply of fabric giving proportionately greater strength in most sizes.

Mohawks are sold by the better class of dealers every where throughout the country.

MOHAWK RUBBER CO., AKRON, OHIO

New York Chicago Boston Atlanta
 Kansas City Dallas San Francisco Los Angeles

MOHAWK "Quality" TIRES



Simple Reasons for Better Mileage

Though thousands upon thousands of Mohawk Tires are in use throughout the country today—not in one of them has even an ounce of the many cost-cutting (but quality reducing) rubber substitutes been used.

Every one of these tires has been made by hand—for the sake of perfect uniformity and maximum wearing qualities. Experts only have been employed to build them—upon not one will you find the handiwork of an inexperienced craftsman.

For seven years this standard of quality has been maintained without one single season's, day's or even hour's deviation.

Good dealers everywhere handle them

MOHAWK RUBBER CO., AKRON, OHIO

New York Chicago Boston Atlanta
 Kansas City Dallas San Francisco Los Angeles

MOHAWK "Quality" TIRES



You Know What Goes Into Them
 —so you know what you will get out of them

You have been urged to buy many kinds of tires—to try them out, and determine their merits. But trying them all would be expensive—and would take a lifetime!

A better way is to find out what goes into a tire. For you get out of a tire exactly the service built into it.

Mohawk Tires are simply "Quality" Tires, made of the purest rubber—no substitutes—and the toughest fabric—on extra ply in most sizes. Skilled workmen build them by hand.

Mohawk Cords, in the larger sizes, contain more material and weigh more than any tire of equal size.

If You are Looking for a Quality Tire—Look Up a Mohawk Dealer

MOHAWK "Quality" TIRES

Mohawk Rubber Company, Akron, Ohio
 Kansas City Dallas San Francisco Los Angeles
 New York Boston Chicago Atlanta



Cords Carefully Built

Careful work was the solid foundation on which the Mohawk Rubber Company was organized seven years ago and on which it has grown to a position among the leading tire companies of the country.

In the building of all Mohawk tires—both Cord and Fabric—we have used pure rubber only and the best fabric obtainable, in spite of the alluring cost-cutting possibilities of the thousands of substitutes which are today common in the tire industry.

Mohawk Tires are built by hand because that is the more careful way.

Moreover, you will find that Mohawk Cords weigh more than the average cord tire—as much as 8 to 10 pounds in the larger sizes.

Mohawk Quality Tires are made in both Cord and Fabric Types, and in their styles of Treads

MOHAWK "Quality" TIRES

Mohawk Rubber Company, Akron, Ohio
 Kansas City Dallas San Francisco Los Angeles
 New York Boston Chicago Atlanta

- 186. Full-page advertisement published in the magazine *The Cosmopolitan*, March 1920.
- 187. Full-page advertisement published in the magazine *Vanity Fair*, April 1920.
- 188. Full-page advertisement published in the magazine *The American Magazine*, June 1920.
- 189. Full-page advertisement published in the magazine *Country Life*, July 1920.

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.

191. Full-page advertisement published in the magazine *Automobile Trade Journal*, June 1917.

192. Full-page advertisement published in the magazine *The World's Work*, June 1924.

MOHAWK Hand Made
Quality Tires
 ARE
PAIN-TAKINGLY
MADE
 of Highest Grade Material built to give maximum service at minimum price.

No Shoddy or Junk
 But the Best Tire that Money Can Buy

COME and SEE

5000 Miles Guarantee on Plain
 6000 Miles on Non-Skid
 Will Average Double the Guarantee



Sold Exclusively in Storm Lake, Iowa by
Cleaveland & Rosenbrook

The MOHAWK
 Keaton Non Skid



NO CHAINS NEEDED

"How would it seem not to have to worry about skidding or bother with chains?" Could you get a stronger appeal to your trade?

Ask your prospective tire buyer this: "Wouldn't it be a comfort to you to feel absolutely secure and do away with rattling chains and their bother, and at the same time cut out those tire repair bills for damage done by chains?"

Show him the new Mohawk-Keaton, Non-Skid Tire (patented). It is a wonderfully effective and economical tire. It is the only tire that will practically eliminate the use of chains and keep its non-skid qualities for practically its full life in service. We investigated two years before deciding to manufacture it.

Mohawk "Quality" is not merely a claim. Four years' service has provided the proof.

Why not handle a high-grade hand-made tire that will give you a good margin of profit? Our policy of protecting you in your sales will be of interest to you.

Write

The Mohawk Rubber Company
 5517 Second Ave., Akron, Ohio
 NEW YORK CHICAGO KANSAS CITY ATLANTA BOSTON



Treaded for Life

The tread on Mohawk Flat Tread Cords is made to last the entire life of the tire. And no longer-lived tire has ever been built.

Instead of the hard, unyielding tread commonly used on fabric tires for years and still found on most cords, we use the purest and finest of rubber, without adulterants of any kind, producing a tread pliable yet wonderfully tough, yielding to the greater flexing of the cord tire—proof against separations, stone bruises, chipping, and cracking—a tread so thick and tough that punctures are practically unknown.

The first cost is the only cost of a Mohawk Tire, because it is treaded for life.

Mohawk Hobbs' Guides

We publish a series of unique guide and surface guides of the national highways, covering every detail of road conditions, gauges and hotel accommodations and camp sites. Details in free circular.

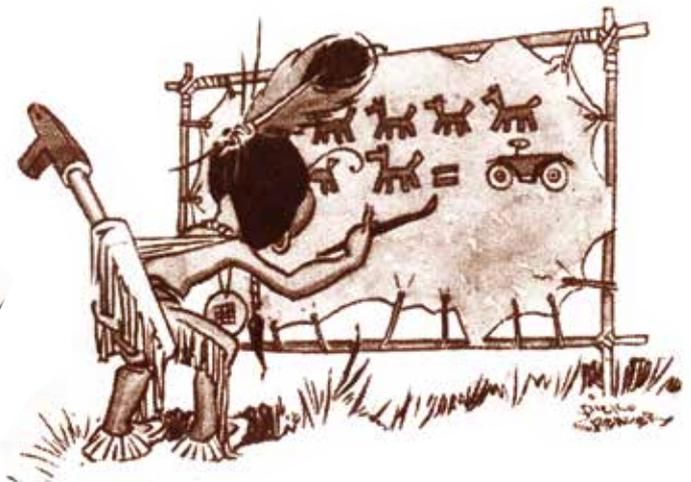
THE MOHAWK RUBBER CO.
 1710 2nd Avenue, Akron, O. Export Dept. 134, W. 45th St., New York. Cable Address: "Mohawk," New York

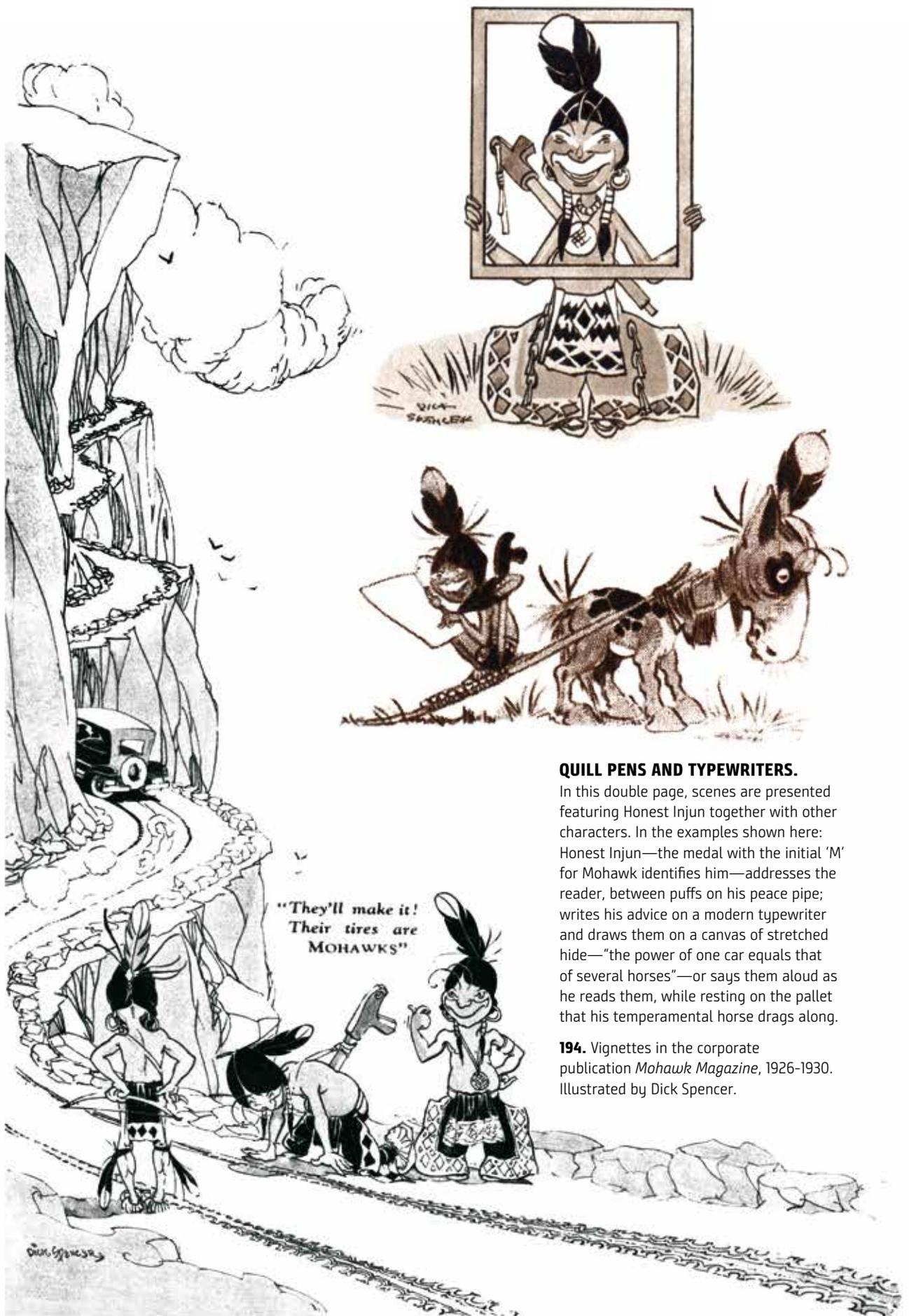
MOHAWKS
 Go Farther!



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.

193. Cover page of *Mohawk Magazine*, volume 2, number 6, September 1928. Illustrated by Dick Spencer.





QUILL PENS AND TYPEWRITERS.

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.

194. Vignettes in the corporate publication *Mohawk Magazine*, 1926–1930. Illustrated by Dick Spencer.

MOHAWKS
go farther



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.

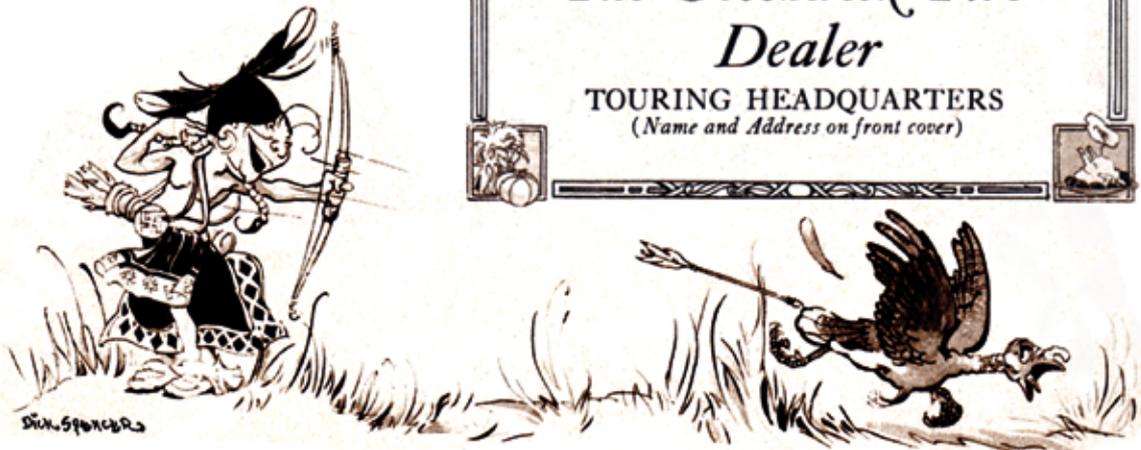
The things which count most in stabilizing a tire business are the quality of the tire line and the reliability of the institution back of it.

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)

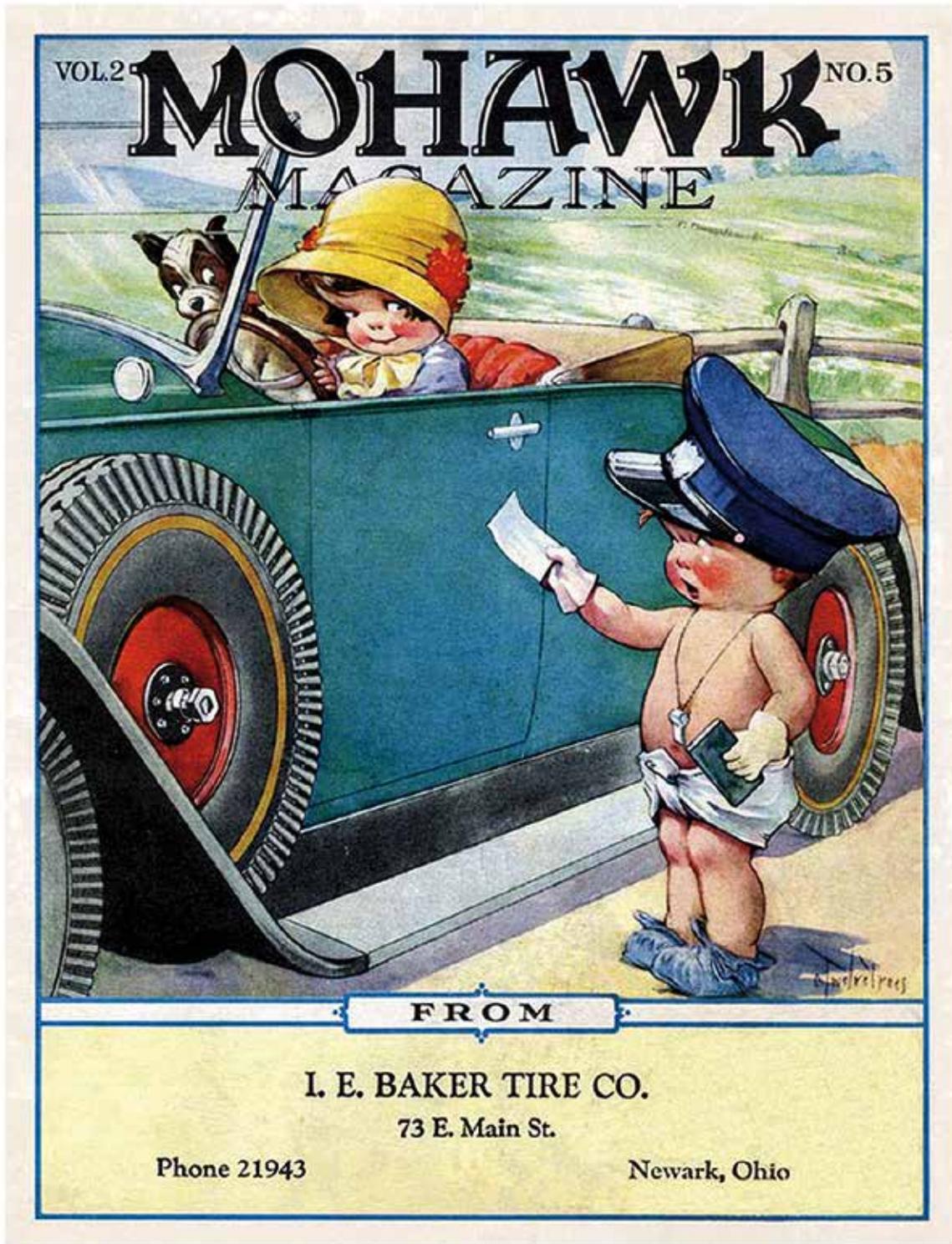




THE COLD WINTER. Snowy and icy roads demand that a car and its tires be adequately inspected and tuned up, as shown in the above scene. Winter also brings Thanksgiving—the advertisement on the opposite page portrays Honest Injun hunting the essential turkey—and brings us closer to Christmas. The image 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.

196. Cover of *Mohawk Magazine*, volume 2, number 5, August 1928. Illustrated by C. H. Twelvetrees.



BIG FAMILY.

Most of Twelvetees' 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.



197-199. Three characters from postcards published by the Edward Gross Co. in New York, c. 1910.

200-201. Covers of *Pictorial Review*, April 1926 and January 1927.

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.



VOL. 3 **MOHAWK** NO. 5
MAGAZINE

Bradshaw
Crandell

FROM

MASTERS TIRE & REPAIR CO.
78 Allen Street
Phone Tupper 6690

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.

203. Cover of *Mohawk Magazine*, volume 3, number 5, July-August 1929. Illustrated by Bradshaw Crandell.

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

VOL. 3 **MOHAWK** NO. 1
MAGAZINE

FROM

THE SCHNEIDER TIRE CO.
Dial 5-5555
136th and Broadway
Cant 0572-0121



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.

205-207. Detail of an advertisement and a pair of full-page advertisements published in *The National Geographic*, 1929-1930.

AMAZING NEW RIDING AND STEERING EASE



HERE is a balloon tire that will add new zest and joy to your motoring... A career of miles that can never tire... a tread that defies the trials of time and of miles... a super-resiliency that leads wisely to your car... that smoothes road shock... that will actually extend the life of your entire mobile.



IN cradle-like riding-comfort and effortless steering ease the Mohawk Flat Tread Special Balloon is a revolution. These covered advantages come from two exclusive Mohawk features:

1. 15% LESS AIR PRESSURE is required because of the unique buttressed tread construction—giving immensely greater cushioning capacity.
2. THE HIGH-SHEDDED, FLAT CONIC TREAD fits the road perfectly without distortion under any weight, and at all air pressures and speeds.

Look for the buttressed shoulders and the harmonious encircling stripe of gleaming gold, the distinguishing mark of a distinguished tire.

Featured by Quality Tire Dealers Everywhere.

MOHAWKS
GO Farther!
THE MOHAWK RUBBER COMPANY... AKRON, OHIO
For Sixteen Years Makers of Fine Tires



A Thousand Shock Absorbers Under Each MOHAWK-Equipped Car

THE GIANT in the TREAD

There is magic in the tread of the Mohawk Special Balloon comparable to beneficent geni working always for better car performance... Cushioning road shock... Improving traction... Promoting steering and riding ease... Making entirely practical and safe all the flashing acceleration and higher speeds of your modern automobile.

This revolutionary tread design and construction, by increasing tire mileage and decreasing the cost of car operation, is directly responsible for the creation of the true super-tire, the Mohawk Flat Tread Special Balloon.

Featured by Quality Tire Dealers Everywhere

MOHAWKS
GO Farther!
THE MOHAWK RUBBER COMPANY... AKRON, OHIO
For Seventeen Years Makers of Fine Tires



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.

211. Promotional photograph. Pennsylvania, 1965.

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

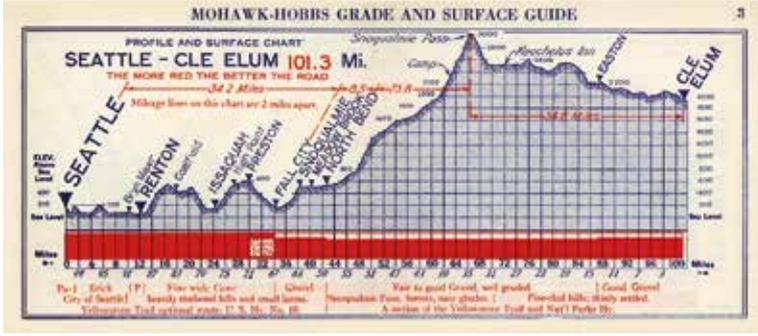
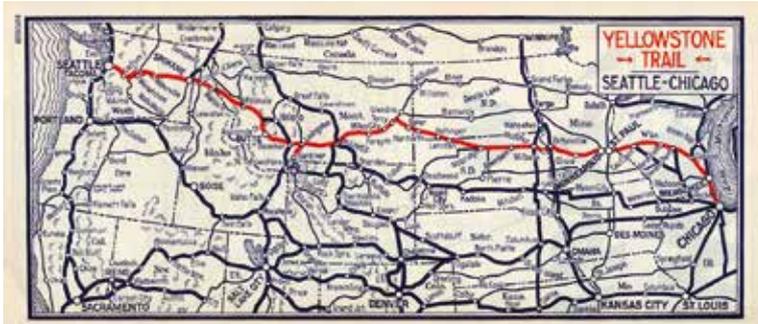
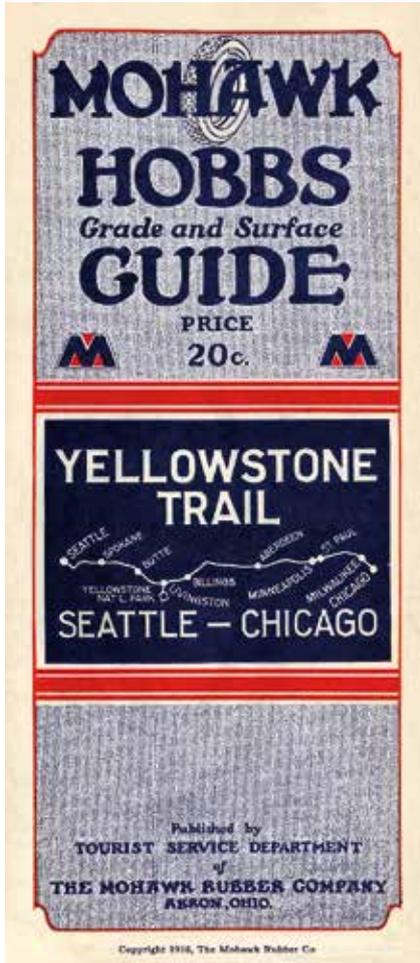
WHERE DO YOU WANT TO TOUR?

THE concise, authentic information concentrated in Mohawk-Hobbs Guides, enables you to plan every mile of your proposed journey *in advance*.

OUR invaluable Mohawk-Hobbs Guide Service is maintained as a part of our constant and constructive effort to serve you in a way that will gain your good will for our tire service, and your favorable consideration for the Mohawk Quality Tires which we sell.



Come in and look them over
Mohawk-Hobbs Guides
 20 cents each



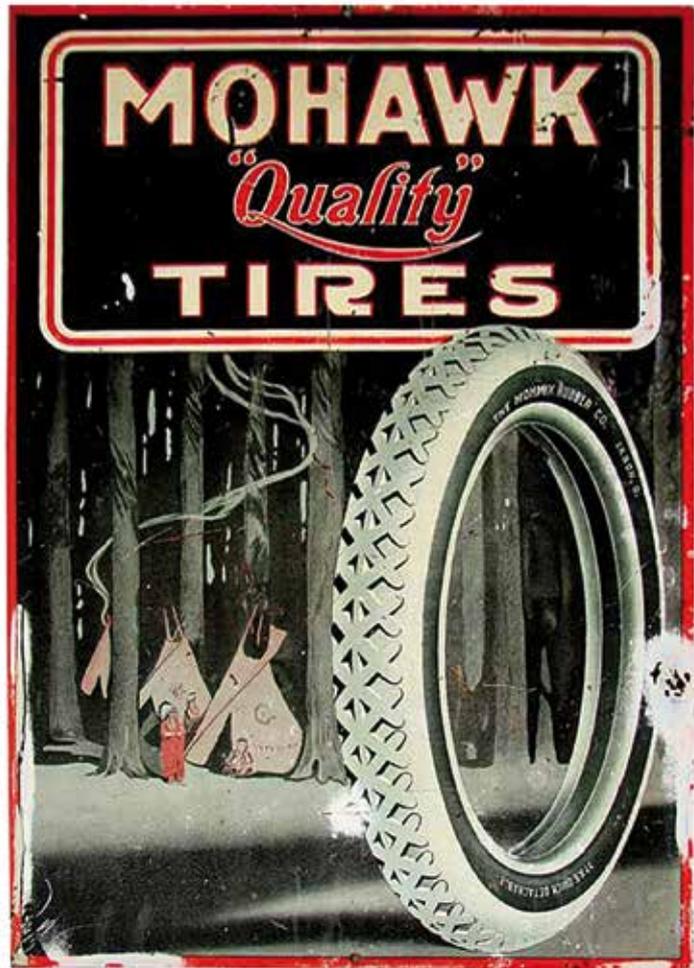
GUIDES AND MAPS. The guides included detailed road maps, with sections showing representations of the land and lists of recommended places, hotels and restaurants. Advertising was not accepted, except for that of Mohawk. In the text and indications of the maps, reference was made to the repair shops 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.
- 223. (opposite page) Metal identification sign. Dimensions: 77 x 90 cm, c. 1950. Manufactured by the Donaldson Art & Sign Co., Covington, Kentucky.
- 224. (opposite page) Detail of the Mohawk emblem in an identification sign, c. 1940.
- 225. (opposite page) Emblem in the form of a shield applied to an identification sign, c. 1960.
- 226. (opposite page) Square metal identification sign, c. 1980. Dimensions: 90 x 90 cm.
- 227. (opposite page) Horizontal metal identification sign, c. 1980. Dimensions: 127 x 36 cm.



MOHAWK
"Quality"
HAND MADE
TIRES



MOHAWK
TIRES





