

SUGGESTED CITATION:

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

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

In 1893 the Wisconsin historian Frederick Jackson Turner presented the essay *The Significance of the Frontier in American History*, which exposed his famous “Frontier Thesis,” at the World’s Columbian Exposition. It paid tribute to the expansion of lands to the West, a process that in his reasoning helped to develop a genuine American society that was open, free and just. This rationale won great acceptance and was assimilated as valid, although perhaps some facts were whitewashed and passed over in the process. The actual layout of this frontier was never defined, indeed, it constantly changed as settlements of populations originating from Europe continued spreading. From the snowy mountains to the desert, from California, Kansas and Nebraska to the Mexican-bordered Texas, the inaccessibility of unspoiled terrain and the culture clash with natives—often resolved in a violent way—characterized this diffuse area.

1. Railroads forging the way

A fundamental fact in this expansion—once the Civil War ended—was the development of the national railroad network, an authentic force that blazed its way through previously virgin places. The transatlantic union between the two oceanic coasts of the continent was completed in 1869 through the railways of the Union Pacific and the Central Pacific, which were joined in 1883 by the Northern Pacific and the Southern Pacific. The Atchison Topeka & Santa Fe Railway, popularly known as Santa Fe, was created in 1859. Its route was extended in the following years, crossing the Rocky Mountains and entering the territory of the Navajo and Apache Indians.

The large infrastructures of railway transport mobilized an enormous amount of immigrant manual labor. During the construction of train lines, wild herds of buffaloes provided meat and food to the workers. Subsequently, these animals were likewise persecuted and hunted for being a nuisance, an uncontrollable obstacle that forced trains to stop or caused accidents. Drastically reducing the number

of bison also meant divesting Native American Indian tribes of a basic source of food and products such as hides, dismantling a symbol that was intimately embedded in the core of their cultural traditions, rites and beliefs.

The demand for vital space and food was linked to increasing demographic expansion due to the constant influx of immigration, augmenting the requirement for more land to cultivate as well as to accommodate large cattle ranches. The discovery of and accessibility to new natural resources—the gold rush initiated in California in 1848, and the rich deposits of iron, copper and coal, which were basic to industrialization—also contributed to increasing tension and strain in the region. These and other factors, together with the decimated populations of bison, shaped the context of the clashes in the last decades with the original inhabitants of the territory—the Native American Indians.

The “Indian wars,” which had already started in the sixteenth century during the defense of European settlements against indigenous tribes originating from different regions, were particularly virulent between 1869 and 1890. In 1876 General Custer and his troops were annihilated by Sitting Bull and Crazy Horse at the Battle of the Little Big Horn; in 1887 the Congress supported the creation of “Indian reserves”; and, in 1890, the army massacred 300 Indians while escorting them to a Sioux camp. The assimilation or confinement in well-defined reserves and the loss of the American Indians’ ancestral domains at the hands of the new conquerors allowed for establishing the boundaries of the once diffuse “frontier.” The conquest of the American West was finalized in the year 1890.

Around the stations and stops of the extensive railroad network, crucial points of development were generated and the growth of cities was facilitated, interconnected by their own communication routes, laying the groundwork for future roads to be populated with cars and trucks. In 1893 the first automobile was manufactured in the United States and, in 1910, there were already sixty companies industrially producing vehicles. That same year nearly 10,000 units of the popular Ford model T were already circulating. As such, a second conquest had begun, achieved this time not by riding on horseback nor from the seat of a wagon train, but rather by manning the steering wheel of a motorized vehicle equipped with pneumatic tires (figs. 1-4).

2. Reality and recreation

“(…) Americans were divided by race as descendants of Europeans imposed their rule on Native Americans and Africans. Given these divisions, compounded by emerging class divisions among European Americans within urban centers and regional and economic differences between the North, South, and West, an immediate question presented itself to the architects of the American Republic: what would unite Americans? (…) Constructing and, over time, reconstructing a national identity would become a central characteristic of American life. Religion, politics, economics—all of these played a part in building the American nation prior to the Civil War. So did popular culture.”¹

This invention and reinvention of tradition, cultural dynamics in and of itself, was distinguished by a novelty: it had at its service a previously unimagined means of diffusion. The railroad allowed for the displacement of circuses, fairs and theatrical shows from one end of the country to the other; long-running and inexpensive circulation of newspapers, magazines and paperback books benefited from modern printing and distribution methods; the new possibilities of reproducing illustrations and the subsequent advances of photography facilitated the proliferation of postcards and prints. Entrepreneurs

and promoters, illustrators and photographers, writers and journalists all found the appropriate channels to disseminate border clashes, the battles against the Indians, the rough life of the cowboy and the far-flung landscapes of the Far West that formed the elements of a new epic.

3. The first representations

Painters, illustrators and photographers were the artists in charge of forging the graphic representation of the American West and its protagonists. This ranged from works with ambition and ethnographic rigor to those that were more imaginary and lighthearted. The list of characters, settings and situations portrayed is extensive: the haciendas of landowners, the pastures, ranches, rodeos and territory of horses, cattle and cowboys; prairies and buffalo, Indians, warriors, tomahawks, arrows and peace pipes, reserves, trackers and cavalymen; sheriffs and bounty hunters, punishing gamblers, rustlers, gunmen and outlaws; trappers, miners and gold prospectors crossing gorges and following the course of the rivers; the town and its inhabitants, salons, holdups and duels in broad daylight; Mexicans, ancient missions, cactus and deserts that separated borders; the Colt revolver and the Winchester rifle, stagecoaches, the Pony Express and the railroad; distant horizons, virgin landscapes waiting to be conquered, boundaries to delineate and promises of adventures and a new life.

The first graphic chroniclers of the Native American way of life were the illustrators who accompanied diplomatic and scientific expeditions; along with ethnographers, topographers and naturalists—generally protected by soldiers—they constituted those who led the way to advancing colonization.² Photography also became an effective tool to satisfy the hunger for information about Native Americans. The fascination and interest for the American Indians increased after the Civil War—a genuine detonation of photojournalism’s development—which at that time had monopolized the attention of the press. The publications commissioned photographers to take snapshots which were later translated into reproducible drawings and prints that maintained the documentary qualities and credibility attributed to the original image.³

The fear and admiration held towards the new region’s original inhabitants were reflected in a dual vision as friends and as enemies: ranging from a race discriminated against and repudiated to the mythologized and respected image of the “Indian Princess;”⁴ from calm and friendly neighbors to hostile and ferocious warriors; from a culture based on ancestral rites and customs to bellicose enemies of change, civilization and progress; from protectors of nature to a barrier against the industrial exploitation of natural resources; from possessing wisdom based on communion with the environment to running against the principles of science and medicine. And last but not least, the Native Americans comprised a people who were targeted for evangelizing and conversion to the respective religions followed by the different communities of settlers. The evolution of American Indians from a real person to a character, as a concept and a graphic construction, resulted from a gradual distillation of different interpretations of their communities. These were provided by social chroniclers—writers, journalists, illustrators, artists—and their contributions of reality as it was or simply recreated. Evolving from original types and models—the real Native Americans—they went on to become archetypal representations that often led to reductionist images and stereotypes.

“In essence, many different peoples speaking hundreds of distinct languages and living according to a vast variety of cultural patterns in environments ranging from sunken deserts to tropical swamps, from wooded mountains to bone bare plains, were remade into one complex but composite image: *the Indian*.”⁵

Publicity and commercial illustrators cemented the process of synthesis and simplification. Advertisements were aimed at a very broad audience, who had to be persuaded by messages that were usually embedded in a reduced physical space limited to a half or full page of a magazine—if not in smaller modules—and employing brief lines of text as well as understandable images. There was no place for nuances, grand disquisitions or historical justifications; this simplification made concepts and their representations more understandable and assimilable. Among the articles that first utilized them systematically were those related to “Indian medicines,” mineral waters, corn and cereals as well as tobacco and its derivatives. The American automobile industry also employed the image of Native Americans, in most cases to emphasize the contrast between primitive communities and an advanced society based on technological progress. An example can be found in how General Motors utilized the real figure of the Indian chief Pontiac—bellicose and hostile—to advertise their new car model “Pontiac,” launched in 1926:

“The point is that the company [General Motors] appropriated an actual historical character and turned him into a commercial icon of the industrial age. A figure who once led an unprecedented resistance against White civilization is now a symbol of that civilization. An important part of Native history is at once trivialized and domesticated. Pontiac is not an isolated example. He represents, in fact, a final stage in the creation of the Imaginary Indian. Not only are Indian images used to represent what non-Natives think about Indians, they are appropriated by non-Natives as meaningful symbols of their own culture.”⁶

Delving deeper into stereotyping, expressions such as “big heap” [a large pile, a grand accumulation of]—which contains an unnecessary reiteration in vocabulary—, are seen in advertising texts and slogans that refer in some way to the figure of the Indian. This term and others were utilized when trying to imitate the way that the North American natives first expressed themselves in English, using short and primary constructions that were economic and direct, without conjugating verbs and devoid of pronouns. This peculiar diction was added to the stereotyped construction of the American Indian in popular culture, disseminated in press and publicity (figs. 94, 102-105, 153), dime-store novels, comics and subsequently, through radio, cinema and television.

4. Illustrators of Indians and cowboys

American newspapers in the mid-nineteenth century had reporter-illustrators who covered the news and provided images to accompany them. This was the case of James E. Taylor (1839-1901), whose chronicles and drawings abounded in stereotypes, in the heroic vision of Westward expansion and the military struggles and battles against the “uncivilized” Indian. Other types of publications such as magazines and books, less connected to current news, required the creation of images to illustrate articles and new fiction stories. Publications such as *Harper’s Weekly*, *St. Nicholas Magazine*, *Collier’s*, *Scribner’s Monthly*, *Leslie’s*, *Century Magazine*, *McClure’s* and *Sunset Magazine* provided work for a long list of painters and illustrators. A large part of them took on the commissions based on their own experiences in the field; others documented themselves thoroughly, with rigor and dedication, as an integral part of their vital attitude towards the West. Many of them made trips and sojourns to become familiar with the landscapes and their inhabitants. They dwelt with the Indians and some were authentic collectors of native clothing and utensils.⁷

A long list of these painters also received commercial commissions. One of the most resolute came from the Santa Fe railway, determined to make passengers aware of the sights and places accessible through

their railroad's route. The competition to attract the attention of new travelers, tourists, clients and users had increased with the launch of the new transcontinental trains at the end of the 1880s and 1890s. The landscapes, natural parks, wild fauna and the Indians had become true tourist attractions. The railroad indirectly turned into a promoter of artists, purchasing paintings, exchanging them for train tickets and sojourns, financing expeditions and travel or making commissions tailored to the advertising needs of the company and their services. The paintings were exhibited in the halls of the stations and stops that dotted the route of the line and were reproduced in calendars, train tickets, advertisements and all kinds of promotional material.

Other companies from different sectors also resorted to the theme of the Wild West and the artists who best knew how to reflect it. The automobile—with its accessories and spare parts—was a valid means of transportation for excursions and tourism, and was depicted as such by the artists Newell Convers Wyeth (1882-1945) in his advertisements for Overland cars, and Frederick Kimball Mizen (1888-1964) in his illustrations for Cadillac, Chevrolet, Gardner, Marmon and General tires. Maynard Dixon (1875-1946) was also an outstanding painter, muralist and illustrator of Western landscapes and the life of American Indians with whom he lived, especially the Navajos, Hopi and Blackfoot. He worked for different newspapers and magazines applying his art and knowledge of the frontier to the service of Santa Fe train advertising and products such as Pierce-Arrow automobiles—for which his friend, the artist Edward Borein, also made several advertisements in 1910—, Coca-Cola soft drinks and Savage tires.

The imagery of the mythical Far West was widely used over the years in the rubber and tire industry to advertise different brands (figs. 5-84). It's worth highlighting the three companies that stood out for their continued, systematic and intensive utilization of the original Native American Indian figure as a corporate and promotional symbol and mascot: Savage, Standard Four and Mohawk, which are described and analyzed below.

5. The Savage Company of San Diego

The life of Arthur William Savage (1857-1938), founder of the Savage tire manufacturing company, seems like something out of a novel.⁸ Savage was born in Kingston, Jamaica, the son of a Welsh diplomat stationed there and commissioned by the British government to organize and implement an educational system for freed West Indian slaves. Arthur W. Savage was sent to England to complete his studies, residing in Leeds, Glasgow and London, where he attended the South Kensington Art Academy. Having reached the age of eighteen, in 1875 he set off for Australia as an adventurer, working as a prospector of gold and precious stones, a kangaroo hunter and sheep shearer, among other occupations, until establishing himself as the owner of a large ranch.

By 1884, after selling his possessions, Savage returned with his wife and eight children to his native land, Jamaica, where he ran a farming business. Just two years later, the family moved to New York. There, Savage was employed by the publishing agency Munn & Company, which specialized in scientific publications—they owned the respected *Scientific American* magazine—and in the legal management of patents. The experience gained in this professional environment allowed him to formalize a succession of inventions that aimed to provide solutions to industrial processes and mechanical components, much of them related to military technology. From the big city they moved to nearby Utica, where Savage would work in different positions for the town's Belt Line Railroad and for a similar one in the neighboring town of Saratoga Springs.

In 1893, Savage patented a type of rifle with an innovative mechanism and a year later founded the Savage Repeating Arms Co., which commissioned production to a manufacturer in the sector. In 1897, the Savage Arms Company was established, replacing the previous business and possessing their own factory. In 1905 at the age of 47, Arthur W. Savage sold his flourishing business to a group of Utica investors and moved with his family to the other end of the country, settling in the town of Duarte, next to Monrovia, California. After a short time dedicated to the business of growing citrus, Savage turned his attention and inventiveness to trying to solve a technological problem that affected the daily use of automobiles: the vulnerability of their tires and their continuous punctures.

In the spring of 1911, Arthur W. Savage presented his new invention to the press, a pneumatic rubber tire with an armored tread. This consisted of a tread covered with a band formed by one hundred steel plates joined together that could be individually replaced without dismantling the assembly. A tire was thus obtained which, while maintaining its elastic capacity, protected the inner tube from external puncturing elements by means of an impenetrable layer of metallic “scales”; according to Savage, “It is absolutely puncture proof and can safely be run over nail, horseshoes, broken glass and any other article that would immediately puncture a rubber tire.”⁹ The patents were requested in February 1911 and granted on October 14, 1913, with registration numbers 1,075,992 and 1,075,993.¹⁰

Once the procedures were initiated to legally secure the invention, in June 1911 Arthur W. Savage founded The Savage Tire Company of Monrovia, with a capital stock of \$1,000,000. He led the management team which included two of his children, Arthur John and Basil H. Savage, as well as J. H. La Rue, W. P. and W. M. Book, C. Anderson, F. N. Haines and W. C. Batcheller.¹¹ Initially, it was planned to build the facilities in the town of Monrovia. However, after realizing a variety of contacts in search of partners to finance the necessary investments, it was agreed to build the factory in the relatively nearby town of San Diego.¹²

This decision was endorsed by the Spreckels brothers, the new capitalist partners of The Savage Tire Company who were heirs of an immense fortune based on the sugar empire built by their father Claus Spreckels (1823-1908), a German immigrant from Hanover who had settled in California. After the earthquake that struck San Francisco in 1906, three of the brothers moved to the San Diego area, investing in numerous and diversified businesses and actively participating in the economic and social development of the town.¹³ Thus, at the end of 1911, The Savage Tire Co. whose President was Arthur W. Savage and Treasurer was Arthur J. Savage, incorporated John Diedrich Spreckels (1853-1926)—the eldest brother of five—, in the position of Vice President, and his younger brother, Claus Augustus Spreckels (1858-1946), in the position of Secretary, apart from having Harry L. Titus as Second Vice President (fig. 92).¹⁴

After completing the facility’s construction and installation of machinery, in October 1912 the factory of The Savage Tire Co.—located next to the tracks of the San Diego & Arizona Railway—was launched (fig. 91). On February 3 of the following year, the first tire manufactured in San Diego,¹⁵ a new model with a non-skid tread made entirely of rubber, would replace the discarded original technology that employed steel plates. A few months later at the beginning of summer, according to the company the daily production consisted of 400 pneumatic tires and 400 inner tubes.¹⁶ Although initially production was aimed at satisfying the demand of markets located in the West Coast through distributors and retailers, the opening of their own branch office in Chicago at the beginning of 1915, and another in New York one year later, formalized the firm’s intentions to commercially expand throughout the country.

However, the financial reality of the company did not match the expectations generated. During 1915, production had dropped disturbingly to 75 tires a day. In need of a financial boost, on March 8, 1916 the company was refounded as the Savage Tire Corporation of California, with a management team that substantiated the growing influence of the Spreckels brothers on controlling the business: John D. Spreckels as President; Arthur W. Savage as First Vice President; H. L. Titus as Second Vice President; Claus Spreckels as Secretary and Arthur J. Savage as Treasurer.¹⁷

In the spring of 1916 the San Diego factory's production figures consisted of 250 tires per day, a notable increase over the previous year. At the end of the year, John D. Spreckels acquired large plantations of rubber trees in Java with the intention of controlling the supply of raw material. In the spring of 1917, Savage's facilities—functioning at full capacity, operating 16 hours a day divided between two shifts of workers—daily produced between 600 and 700 pneumatic tires and a similar number of inner tubes marked "Savage Grafinite."¹⁸

On December 23, 1919 John D. Spreckels acquired the Savage Tire Corporation and their infrastructure. Arthur W. Savage and his son disassociated themselves from the business, which was renamed The Spreckels Savage Tire Company. In the month of February 1920 the new company was legally constituted, whose management team consisted of John D. Spreckels as President; Raymund V. Morris as Vice President and General Manager; Claus Spreckels as Secretary and Treasurer; and Read G. Dilworth as General Counsel.¹⁹ Between 1920 and 1921 under the new management, productive capacity was increased and production plants were added to the original structure of the factory. In addition, a large adjoining warehouse was built with the capacity to store 70,000 tires. At that time, factory staff counted on approximately 700 workers.²⁰

The crisis of 1920-1921 did not bolster the expectations that the renewed business had generated. Over the next few years the activity of The Spreckels Savage Tire Company declined and generated losses. The breaking point of this situation occurred on June 7, 1926, with the death of John D. Spreckels, the company's President and actual financial support. In 1927 the company ceased production and the entire industrial plant, warehouses and administrative buildings were put up for sale.²¹

The Savage Tire Company in San Diego was a patronymic company. The surname of their founder served to designate the firm, but it was also consciously utilized to associate them with the figure of original Native Americans for advertising purposes. The term "savage" was the way of designating the 'uncivilized'—both American Indians and African natives were included in this category—those peoples far from the rules and docility of western culture, to which they presented a hostile attitude. Arthur W. Savage had already resorted to indigenous imagery to advertise the rifles of his enterprise, the Savage Arms Company and to corporately identify himself, images that continued to accompany the brand for years. The emblem for the arms company consisted of the profile of an Indian Chief—filled in with black, as if it were a shadow—circumscribed in a border that contained the words "Savage Quality." In the 1904-1905 press advertising campaign, an Indian child mascot appeared, portrayed in different attitudes and poses, to present the models of the "Little Savage" repeating rifle and a single shot "Savage Junior" (figs. 85-89).

Thus, the start of the new business adventure of running the tire manufacturing company was also supported by the figure of the American Indian. The company emblem was similar to the one the Savage Arms Co. had previously utilized. On this occasion the profile of the Indian's head—with details of facial features and the feather headdress—was positioned looking in the opposite direction, placed next

to the word “Savage” and surrounded by a circular border having the appearance of a pneumatic tire. The trademark was legally registered on November 3, 1914 (figs. **90** and **93**).

The New York advertising agency H. K. McCann Company, founded in 1902 and with branch offices in the main capitals throughout the country, was in charge of managing the advertising account for The Savage Tire Co.²² As such, the San Francisco office located at 461 Market Street was responsible for the first press advertisements inserted in 1915 and 1916 in leading West Coast publications such as the generalist magazine *Sunset*, with its epigraph “The Pacific Monthly”—published monthly from San Francisco—; in specialized motor sector magazines such as *Motor West*, with its heading “The Motor- ing Authority of the Pacific Coast”—published every two weeks by the Motor West Publishing Com- pany in Los Angeles—; and *Touring Topics*—published monthly by the Automobile Association of Southern California. In addition, advertisements were published in various newspapers such as *The San Francisco Examiner* and *Los Angeles Herald*, among the most prominent. The illustrations of the adver- tisements portrayed different figures of Native Americans, highlighting that of the character “Red Indi- an,” a tribal chief with his spectacular feathered headdress which symbolized his high ranking position (figs. **94-116**).

From January 1918, the internal department of advertising for The Savage Tire Co. counted on Ray- mund V. Morris (1889-1943),²³ who worked together with Royal B. Lee (1896-1972). The two joined forces in the fall of 1919 to establish the independent advertising agency Morris & Lee, whose main account would be that of the tire manufacturer.²⁴ However, events quickly changed the course of action. At the end of the year, John D. Spreckels acquired control of the company, consolidating it as The Spreckels Savage Tire Company. Morris became Vice President and General Manager and Royal B. Lee went on to hold the position of Director of Advertising. In May 1922, maintaining his position, Lee was appointed Secretary and Treasurer of the company after Claus Spreckels resigned,²⁵ and the advertising account passed into the hands of the agency Foster and Kleiser. Under the leadership of the Spreckels family, the advertising for the Spreckels Savage Co. continued to utilize Native American Indian char- acters as well as references to their culture.

F & K or Foster and Kleiser, was founded in 1901 by Walter Foster and George William Kleiser and was one of the West Coast’s leading outdoor advertising companies. In addition to managing advertising panels and billboards, they also handled campaigns in print media. In both cases they counted on a list of illustrious collaborators such as graphic designers Joseph Claude Sinel (1889-1975), Kem Weber (1889-1963), the illustrator and photographer Roi George Partridge (1888-1984) and the illustrators Maurice Auguste Del Mue (1875-1955), Maurice Logan (1886-1977), Adolph Treidler (1886-1981), Maynard Dixon (1875-1946) and Harold von Schmidt (1893-1982) (fig. **109**).²⁶ These last two artists worked directly on the advertisements for Savage tires.²⁷

The contribution of Maynard Dixon, in particular, stands out as he was an illustrator specialized in portraying Western life. By 1900, Dixon had established a good reputation as a painter and illustrator, working for San Francisco’s best-known newspapers, such as *The Examiner*, *The Chronicle*, *The Morning Call* and subsequently for publications such as *Overland Monthly*—where, in 1893 being eighteen years old, he had published his first professional assignment—, *Land of Sunshine*, *Harper’s Monthly* and *Sun- set*, a magazine for which he collaborated intensively. In 1907, after his studio had burned down as a result of the earthquake that devastated the city, Dixon decided to move to New York in search of new opportunities. There he contributed to recreate the epic of conquering the West with his work as an illustrator for books and magazines. In 1912 he returned to San Francisco, weary of perpetuating a dra-

matized and archetypal type of fiction instead of honestly portraying an extinct way of life. In 1916 he started working as a commercial illustrator for the Foster & Kleiser agency, where he applied his art and knowledge to advertising products such as Savage tires (figs. 121-122). A great admirer and acquaintance of the master artist Frederick Remington, Dixon lived with different communities of distinct tribes, collecting all kinds of utensils from the American Indian natives. After five intense years of alternating commercial commissions, press covers and illustrations, Dixon left F & K and the advertising environment to concentrate on his pictorial work.²⁸

Harold von Schmidt and Maynard Dixon were in charge of graphically defining the character Little Heap, the advertising mascot of The Spreckels Savage Tire Co. presented in the early 1920s. It dealt with an American Indian boy dressed in loincloths, moccasins and wearing an enormous feather headdress—which indicated the status of chief for certain tribes—, accompanied by a tire and occasionally holding a peace pipe. Little Heap was featured in the 1920 campaigns portrayed both in detailed illustrations (figs. 124, 126, 130-140 and 144) and in photographs—between 1921-1923 (figs. 125 and 127-128)—, and applied to different media such as press advertisements and billboards (figs. 129-130). The company presented and defined the mascot themselves in a press release that was published in different newspapers and whose text was repeated and summarized in each of the advertisements the following appeared:

“Little Heap, by birth a ‘Savage’ and by adoption a member of the house of Spreckels, will soon be a familiar figure to every motorist. Beloved in his own wigwam, he is the mascot of the big factory and all its extensive works. He will rapidly win his way also into the affections of the great motoring public (...) Today his smile is reflected from the pages of most of the prominent newspapers throughout the west (...) He is qualified to speak on his favorite topic [the tire] since he is wise for his years, a veritable Indian infant prodigy. He is educated in modern ways and imbued with the spirit of the company he represents. The sterling and sturdy qualities of his race, inherited from his famous ancestor, Heap Big Injun Chief, it is claimed he shares with the products of the pioneer industry he characterizes.”²⁹

The 1920 campaign, published in newspapers by the different establishments belonging to the manufacturer’s commercial network, presented the character as the endorser and spokesperson for the company in a long series—more than a dozen—of illustrated advertisements (figs. 131-137). In them, the mascot was portrayed endorsing the quality of the Savage Type D tires and their fabric technology construction. This consisted of intertwined and overlapped textile nappa, already popular since the irruption in 1915 of pneumatic cord tires with layers of cords arranged in parallel. The advertisements contained a long persuasive text that was signed with an authoritative “Little Heap says.”

A news item from 1920 reports the appearance of the company’s new house organ/corporate publication, *The Wigwam* [typical Indian dwelling], a four-page light brown newsletter printed in Indian red [a red ink denominated with this suggestive name]. Some of the sections emphasized the indigenous theme, with headings such as “In Counsel with the Big Chief,” “Factory Pow-Pow,” “Squaw Squaws,” “Savage Sports,” “Many-Ha-Ha-Heap-Big Smileage Section” and others along similar lines.³⁰

The press also reported on the incorporation of Harry Edgar “Indian” Miller (1879-1951) into the Advertising Department of The Spreckels Savage Tire Company. Miller, artist and historian of the Southwest as well as veteran of the Spanish-American War, was proud to be a pure-blooded Apache—in fact it seems that he was really half Mohawk—and called himself Chief Crazy Thunder. A brief news item, commenting on the appearance of the company’s illustrated catalog, stated:

“An unusual and interesting catalog is that of the Spreckels ‘Savage’ Tire Co., San Diego, California. The author and illustrator of this circular is a full-blooded Indian, brought up among his own people, the Apaches, but later trained in the white man’s universities. The catalog sets forth not only some of the curious Indian customs but describes also the important features of the new ‘Savage’ cord tires, the latest product of the Spreckels company.”³¹

Dixon left the F & K agency in 1921. In January of that year, the account of The Spreckels Savage Tire Co. passed into the hands of the local agency The Western Advertising Co., Inc. Their offices were in the Union Building, a large construction located in the financial center of San Diego where the administrative headquarters of the Spreckels brothers’ business was also set up, so it is likely that this agency also belonged to the group of businesses that the company controlled. The advertising agency, founded in October 1919 by three partners—Stanley Hale, Nat Rogan and Mary M. Rockey—was successively directed by Stanley Hale (1920), Paul D. Hugon (1921), Geo V. Rockey (1922-1923) and Royal B. Lee (1924-1925), former advertising director of The Spreckels Savage Tire Co.³²

Harry Edgar “Indian” Miller took charge of the illustrations and texts for the campaign published in newspapers approximately between June and October 1921, unveiling different stories based on Indian legends and customs accompanied by simple and synthetic line drawings. As with the advertisements made by Schmidt and Dixon—which had superior graphic quality—this series of advertisements was reused during the following two years, being published in different newspapers.

The mascot Little Heap remained active during 1922 and 1923 in a new series of advertisements created by another illustrator—in one of these the signature by the name of “Alexandre” can be read—where the character traveled to different cities and territories in which Savage tires had demonstrated their virtues (figs. 141-143). The progressive decline of the business, liquidated in 1927, led to diminished publicity featuring the mascot until he was definitively withdrawn around 1924-1925.

6. The Standard Four Tire Company of Keokuk

Keokuk is a small city in the southeastern part of the state of Iowa, located on the west bank of the Mississippi. This fluvial capacity was taken advantage of during the city’s early development. In 1913, a large electric plant had already been constructed that was considered, for its time, as one of the largest in the world. The area possessed good motorway infrastructures and since 1871, was linked to the state railway network. The town was founded in 1847 and its name is a tribute to the Indian Chief Keokuk, who belonged to the Sauk tribe—*Sac* in French—, the original inhabitants of the area.

Since the mid-seventeenth century, the Sauk and Fox sister tribes had been moving southward from their traditional settlements along Lake Michigan and Lake Huron—bordering Canada—due to pressures of territorial expansion by Europeans and other rival tribes, often instigated by the white man. In 1804, a treaty was negotiated with the U.S. government in which the Sauk and Fox gave up possession of their lands on the banks of the Mississippi. The signing of this treaty caused a split among the affected tribes. On the one hand, Chief Keokuk (1767-1848) considered the loss of their lands an inevitable fact in the face of the unstoppable advance of colonizers, and he was of the opinion that acceptance of the situation and submission was the most effective survival tool. On the other hand, the warrior chief Black Hawk (1767-1838) and other tribal leaders did not recognize the pact as they felt that the signatories were not authorized to represent the Indian people in such a transcendent decision on which, to

add insult to injury, they had not been consulted. The opposition to the division of their natural territory resulted, after several incidents, in the so-called “Black Hawk War” of 1832, which ended with the defeat of the Indian warriors.

The peaceful and cooperative attitude of Chief Keokuk—or the passivity and betraying the pride of his people, according to his detractors—gave him, after the war of 1832, the distinction of being considered the appropriate interlocutor to resume negotiations. His diplomatic methods and oratory capacity in defending the rights of his people in Washington strengthened his political and social prestige. Because of this, Keokuk was honored with a bust in the Capitol building and on his grave—located at Rand park in the city that bears his name—, in 1913 a large statue of his figure was constructed.

On April 9, 1915, a group of promoters from Marion, Indiana came together to establish the Standard Four Tire Company under the laws of South Dakota. The company would be dedicated to manufacturing pneumatic tires and inner tubes in the four standard measures—hence the name of the company—commonly used to equip automobiles: 30 x 3, 30 x 3 ½, 32 x 3 ½ and 34 x 4 inches. The management team consisted of J. R. Beaver, President; Fred M. Sweetster, Treasurer; I. V. Maclean from Toledo, Ohio, General Manager; and A. L. Higbee, Secretary.³³

In their search to locate the best site for the factory, they negotiated with the Keokuk Industrial Association to access land near the river and their power plant—managed by the Keokuk Electrical Co.—and started activities aimed at attracting investors. On June 30 of that same year, the company was refounded under the laws of the state of Iowa, retaining their name, having \$240,000 in capital and with J.R. Beaver, William J. Richards, A. L. Higbee and H. S. Charles as founding partners.³⁴ The first executive team consisted of: J. R. Beaver, President; C. F. McFarland, Vice President; A. L. Higbee, Secretary; E. A. French, Treasurer; W. J. Richards, General Manager; C. M. Rich and H. S. Charles. In September, the new company had more than six hundred shareholders.³⁵

The foundations of the installations were entrusted to C. F. Sandberg, and the construction of the factory buildings to G. E. Lindstrand, both industrialists from Keokuk.³⁶ Part of the productive machinery installed initially came from the Amazon Rubber Co. industrial plant in Saint Louis, a company in the rubber sector that had gone bankrupt and was in the process of liquidation since the beginning of June 1915.³⁷ The first tires were produced at the new facilities (fig. 147) in April 1916,³⁸ reaching 80-90 units per day in the following months, with a workforce of about 75 workers, most of them residing in Keokuk.³⁸ By the end of 1917, under the presidency of C. J. Kirch and after several phases of factory expansion, the Standard Four Tire Co. in Keokuk employed 140 workers who produced approximately 165 tires per day.⁴⁰ In January 1919 the entire management board of the company was overhauled and established as follows: Jacob B. Gabeline, President; T. Thompson, Vice President; Charles J. Kirch, General Manager; A. L. Higbee, Secretary; Edward A. French, Treasurer; and E. S. Phillips, Sales Director.⁴¹ In the middle of the year, Gabeline would assume the positions of President and General Manager, incorporating C. O. Frazier as Secretary; W. E. Vance, auditor and Treasurer; and F. R. Eyer, General Sales Manager.⁴² At that time, production reached 425 pneumatic tires and 150 inner tubes per day.⁴³

The team led by Gabeline had to make important decisions regarding the company’s commercial policy, especially conditioned by the 1920 and 1921 economic crisis which destabilized the automobile and tire industrial sector. In December 1920, to mitigate the impact, Gabeline applied severe measures on several fronts: closing the manufacturer’s branch offices in different cities, reducing the commercial work-

force by 75%, canceling the practice of sales by credit and establishing cash payments for delivered orders. By restricting these costs, the Standard Four Tire Co.'s tires were sold at competitive prices, which increased the company's financial solvency.⁴⁴

After a period of restructuring, in 1922 production recovered and doubled the figures from the previous year. During the following months, the average was increased from 1,000 to 1,500 tires produced with a similar number for inner tubes, in addition to continuing the manufacture of rubber parts and items for various uses.⁴⁵ During 1924, 1,400 pneumatic tires and 2,400 inner tubes were produced daily; this last figure went up to 5,000 pneumatic inner tubes per day by the end of the year after the expansion and remodeling of facilities.⁴⁶ The 1927 management team consisted of J. B. Gabeline, President and General Manager; C. O. Frazier, Secretary; W. E. Vance, Treasurer; and C. A. Gabeline, Advertising Director. Business prospects seemed favorable; however, along with a large part of the medium and small companies in the tire industry, Keokuk's Standard Four Tire Company was the victim of intensified competition, a pressure that continually increased during the second half of the twenties.

The business continued to decline until activity ceased around 1930, when the company declared bankruptcy. After remaining closed for several years, the factory was reinstated in 1936 under new management led by C. O. Frazier and with the name of Rubber Industries, Inc. They were dedicated to the production of hoses, rubber gloves and other items, without resuming the manufacture of tires. In 1937, the Dryden Rubber Co., owned by George B. Dryden, an industrialist from Chicago, acquired the land and facilities of the Standard Four Tire Co., equipping it for the manufacture of a variety of goods derived from rubber (fig. 148).⁴⁷

During the first years of productive and commercial activity, the advertising policy of the Standard Four Tire Co. was conditioned by their limited production, which confined sales to the nearest natural markets, the Central and Midwestern states in the U.S. By the summer of 1917, the company had already established direct branch offices in the cities of Chicago, Saint Louis, Kansas City, Indianapolis, and Pittsburgh, which supplied local distributors and retailers. The advertising presence of the Standard Four tires in the press within these territories was limited, consisting of a few modular advertisements. These mentioned the availability of their tires, their measurements and prices in the corresponding city's establishment.⁴⁸

The situation changed at the beginning of 1920 after completing the factory's expansion and acquiring modern machinery to equip it. This would double the existing productive capacity at that moment. A strategic agreement was reached with Currie-Akers Tire Company, a major Atlanta distributor who would exclusively control distribution in five southern states: Georgia, Florida, Alabama, South Carolina and North Carolina. This expansion into commercial territories of the Southeast was accompanied by the establishment of two large warehouses in Indianapolis and Los Angeles to accommodate the increase in production.⁴⁹

This commercial deployment also involved the need to provide promotional coverage for a little-known product in those territories. Thus, under the presidency of Gabeline, an ambitious advertising press campaign started in April 1920 and lasted exactly one year. It consisted of a long series of full-page advertisements that were published in specialized automotive sector magazines such as *Motor Record*, *Motor West*, *Automobile Trade Journal*, *Motor World*, *Motor Life* and *The Accessory & Garage Journal*; and in specialized magazines aimed at the mechanical components and hardware retail businesses such as *Hardware Age*, *Hardware Dealer's Magazine* and *Hardware World*. The advertisements reproduced

twenty-six different illustrations, usually in two-inked colors—red and black—, commissioned to “some of the most outstanding commercial artists in the country” [unspecified], portraying everyday scenes of the life of American Indian communities in their villages, performing ceremonial rites, engaged at war or carrying out subsistence activities such as hunting (figs. 156-176).⁵⁰

This multiplied advertising presence demanded that certain elements of graphic identity be established, which until then had been neglected. This would allow for the correct identification of the manufacturer’s tires. As the company explained in a press release:

“Standard Four Tires are manufactured in the same locality where once lived one of the most unique characters among Indian chieftains. His name was Keokuk and Keokuk was noted not so much for his warrior qualities as for his fidelity to a promise. Among all of those with whom he had dealings, the word of Chief Keokuk was indeed as good as a bond. He never broke a promise. Thus, it occurred to officials of The Standard Four Tire Co. that the spirit and character of the old and respected Chief might well represent the policy and aims of the country.”⁵¹

Thus, in the design of the advertisements, a small vignette showing Chief Keokuk of the Sauk tribe, along with the slogan “Chief of the Tire Tribe,” was included and highlighted. This small portrait was used as a corporate symbol, a way to reinforce the identification of the company with the history of the territory and to pay tribute to this individual, his associated virtues and to the city bearing his name where the tires were manufactured (fig. 149-155). This campaign, developed in an environment that was strained by coinciding with the 1920-1921 economic recession, had no continuity. After April 1921, the advertising for Standard Four Tire Co. and their rich imagery based on the life of Native American Indians disappeared from nationally distributed press.

7. The Mohawk Rubber Company of Akron

Mohawk is the name with which the first settlers baptized the American Indians who lived in the vicinity of the area that today occupies the city of Schenectady, New York near Lake Ontario. In their language, the name of their tribe is *kahniakehake* or *kaniienkehaka* [the people of the stone]. They were a community whose life cycle revolved around the cultivation of corn—the exclusive task of women—and hunting and fishing—the responsibility of men—, which made them a semi-sedentary people. The Mohawk Indians were members of the Iroquois Confederation, founded in 1570 and in the eighteenth century, brought together six of the most powerful Indian nations: Mohawks, Cayugas, Senecas, Oneidas, Tuscaroras and Onondagas. This coalition acted as a strategic ally of the English in the fight against France for supremacy in North American lands. Later, during the American Revolution, their unity was broken as their members aligned with different sides of the battle.

In February 1913, a group of investors composed of Samuel S. Miller, F. Seiberling, J. K. Williams, C. W. MacLaughlin, R. M. Pilmore and F. J. Mishler founded the Mohawk Rubber Company in the city of Akron. Miller had previously worked for the Goodyear company and had been the director of the local branch of Kelly-Springfield, another major tire manufacturer. Francis Seiberling—who was politically active as a Republican congressman—, had family connections to the rubber industry. He was a cousin of John Frederick Seiberling, Democratic party congressman and an executive of the Seiberling Rubber Co. that would be created in 1921 by his father Franklin August Seiberling, who also founded in 1887 the powerful Goodyear company.⁵²

The factory, machinery, patents and the entire business of the defunct Stein Double Cushion Tire of Akron were acquired by Mohawk Rubber. It had been founded in 1902 and dedicated to the manufacture of solid rubber tires for carriages. After remodeling, adapting and setting-up the facilities, in March-April 1913 activities began with a production of 20 daily tires.⁵³ By mid-June, the figure had increased to 150 pneumatic tires and 500 inner tubes, with a workforce of 75 workers.⁵⁴ In 1917 when the factory employed around 300 people, the Mohawk Big Chief model was introduced, which had cord technology and was designed for automobiles and light trucks.⁵⁵

During 1924, 1,500 pneumatic tires and 2,200 inner tubes were produced daily at the Mohawk plant, and increased to approximately 2,000 tires in 1926. This same year the industry leader Goodyear manufactured around 46,000 tires per day at their Akron factory.⁵⁶ The beginnings of the thirties were unfavorable for Mohawk, which was also applicable to other medium-sized companies in the sector. This was due to the financial crisis, government control over the prices of raw materials such as rubber and the fierce competition unleashed by the emergence of tire catalog companies—mainly Sears and Montgomery Ward. Additional competitors consisted of tire brands controlled by the oil companies, which also profoundly affected the sector. Mohawk took years to recover from losses and to achieve some degree of stability. During the 1950s and 1960s, Mohawk managed to position themselves, achieve growth and to expand their operations in the replacement market (RE). By the end of 1968 they had tripled their sales and profits when compared with the results obtained in 1957.⁵⁷

In 1968, Mohawk built a large factory in Salem, Virginia which employed approximately 300 workers. The former factory in Akron, Ohio closed on November 22, 1978, leaving around 318 workers jobless.⁵⁸ One year later, concretely on July 9, Mohawk permanently closed the premises in West Helena—a production center that had been active for twenty years with a workforce of 675 workers at its peak. They were in a state of deficit at the time activities were ceased due to a decline in demand, high production costs and continuous union disputes. In 1984 the Mohawk Rubber company became part of the Danaher investment corporation. Under the management of the Rales brothers—Steven M. and Mitchell P. Rales—the Danaher Corp. specialized in the purchase and management of companies, with the aim of reselling them after their reorganization. In the case of Mohawk, it was acquired for 92 million dollars—2 million of the firm's own capital and the remaining 90 million contributed by the General Electric Credit Corp.—and resold in 1988 to the investment group Heffernan & Co.⁵⁹

In October 1989, the Japanese company Yokohama Rubber Corp. acquired the Mohawk Rubber Co. and their industrial equipment. The operation thus added to the global reorganization of the tire sector that took place in the 1980s, characterized by the sale of other historic American firms to foreign companies—Armstrong to Pirelli; Uniroyal-BF Goodrich to Michelin; General to Continental; and Firestone to Bridgestone. The absorption of Mohawk became effective in 1992, allowing the Japanese firm to consolidate, with their own factory, in the U.S. tire market. The factory in Salem was reconverted and amplified in successive phases until it quadrupled its space. Here, tires were produced for original factory equipment (OE) as well as for replacement markets targeting trucks and automobiles (RE), either under the name of “Yokohama,” “Mohawk” or on commission, as other private brands.⁶⁰

Currently (2015), the Mohawk tire brand continues to exist, although it plays a secondary role in the business as a whole. It is targeted to specific markets and distributed through the subsidiary Friends Tire Co. [www.friendtire.com], which was acquired by Yokohama in 1988. The Friends Tire Co.'s corporate emblem includes a synthetic portrait of an Indian Mohawk face, a reminder of the identifying symbol of the original company founded in Akron.⁶¹

From its inception in 1913 until the 1920s, Mohawk Rubber had timidly used the image of the American Indian as a symbol of the company. In the second decade of the 20th century, references to Native Americans began to appear in the texts of their advertisements and in certain images used in the identification elements—such as in corporate and promotional stationery or in identification signs—which they supplied to establishments comprising their commercial network (figs. **180, 185-187**).

The publication of the corporate magazine *The Mohawk Magazine*, began in April 1926 and continued with a monthly pace that was maintained until April 1930.⁶² It allowed for the exploration of all imagery associated with the figure of Native Americans and to strengthen the evident link between the company, their name and the reference to Mohawk Indians. The magazine, published in New York and distributed by associated establishments to their clients by mail, presented a carefully elaborated design, with twenty-four pages covering articles, news and advertisements accompanied by numerous photographs and illustrations. Part of these illustrations consisted of comic strips and caricatured drawings (figs. **188, 191, 198-199**). Honest Injun [the Honest Indian], the character created by illustrator and cartoonist Clifford Raymond “Dick” Spencer, already appeared in the first published issues. This figure peppered different sections of the magazine with a humorous and casual tone (figs. **188-190**).

In parallel with the mascot, the company began to systematically and continuously utilize the figure of an American Indian as an emblem. He was portrayed leaning on his shield, engraved with an initial ‘M’ and accompanied by the slogan “Mohawks go farther” (figs. **208** and **210**). In the forties, the image seems to merge, becoming institutionalized as an emblem composed of a shield in the shape of an inverted arrowhead with the word ‘Mohawk’ on the top and an American Indian head bearing a single feather on the bottom. This was applied to all types of signage and identification elements (figs. **218-220**). In the seventies, the graphics would be simplified, and the head of the Indian, wedged between two thick vertical green stripes, underwent a process of synthesis and geometrization. This configuration is still valid today, being utilized by the distributor Friends Tire Co. as a corporate emblem (figs. **221-222**).

Notes

1. Rydell and Kroes (2005), p. 16.
2. Of these pioneers, the prominent ones include Karl Bodmer (1809-1893), Paul Kane (1810-1871), Alfred Jacob Miller (1810-1874) and Albert Bierstadt (1830-1902). The legacy left by the traveler, writer and illustrator George Catlin (1796-1872) is the most outstanding example of this fieldwork. Around 1830, Catlin made several expeditions to study more than 140 American Indian tribes from the Central Plains of the United States, painting more than 325 portraits and 200 scenes of their daily life. In addition, at the beginning of 1840, he toured extensively through Europe with his exhibitions of objects, paintings and drawings at the Louvre in Paris, in London and in Brussels. Filtered through his “civilized” understanding, his was a respectful and admiring vision of a culture that was in communion with nature, possessing a convulsed and changing way of life—in process of extinction—due to the advance of the white man.
3. Analogous to Catlin and his work in illustration, a name stands out in the field of photography: Edward Sheriff Curtis (1868-1952). Commissioned by John Pierpont Morgan, a financier who loved collecting and art, Curtis began an extensive study of American Indians. He visited more than 80 tribes, took approximately 40,000 photographs and collected recordings that documented songs and tribal languages. He wrote an illustrated history of personages, tribes, customs and mores of indigenous culture, which was published in twenty volumes between 1907 and 1930. The publication, titled *The North American Indian*, contains more than 700 large-size photo-etchings. Although it is a unique document, it is worth bearing in mind that the way of presenting portraits was subject to the cultural conventions—as applied to pictorial heritage—of the time. The disposition of the individuals, their clothing and attitudes constructed the recreated scenes portraying Native Americans that were not contaminated by Western society.
4. Long before Americans personified their national essence in figures such as the popular Uncle Sam, Lady Liberty or the more canonical and institutionalized Columbia, the vision of America as a deity had already been utilized by the first European discoverers and invaders. According to McClung Fleming (1965) in the article listed in the bibliography, this primitive goddess or “Indian Queen,” wild and voluptuous, was used to embody America in the iconography of European art between 1575 and 1765. She was yet another of the female allegorical representations assigned to each of the four continents, being accompanied by a series of attributes inspired by Caribbean cultures such as the armadillo, an animal whose territorial habitat spanned from South America to the United States. Between 1765 and 1783 the power of British colonial development evolved this figure towards a more domesticated image, that of the noble “Indian Princess.” The creation of her identity was enhanced by the mythification of a true story about Pocahontas, the youngest daughter of chief Wahunsunacock from the Powhatan tribe. Between 1783 and 1815 this “Indian Princess” acquired a vindicating tone after the independence of the United States, assuming sovereign attributes such as the eagle and the new flag. From that moment on, her figure gradually metamorphosed, acquiring features of a classical Greek deity, merging with the incipient allegorical construction embodied by Columbia and competing in the pantheon with patriotic characters of a more humble origin and great popularity, such as Lady Liberty, Brother Jonathan and Uncle Sam.
5. Gidley (2001).
6. Francis (1992), pp. 171-172.
7. Among them, Frederic Remington (1861-1909) and Charles Russell (1864-1926) stood out. Russell, born in Saint Louis, Missouri and raised in Montana, where he worked as a cowboy on several ranches, was interested in portraying the lives of the natives with whom he established a deep relationship of friendship and respect. Remington, born in Canton, New York and residing all his life

on the East Coast, was noted for his dramatic portraits of the white man faced with adventure and often hostile Indians. Although both did not dedicate much time as advertising artists, they created advertisements for several companies: Remington worked for Smith & Wesson revolvers (1903) and Kodak cameras (1904), while Russell's illustrations of taming wild horses were used to promote given products, for example, the laxatives Heptol Splits (1904).

Apart from the work of both artists in defining the Frontier myth and establishing an image of romantic evocation, there were also other authors who would contribute to this. The American culture, an authentic melting pot of immigrants, provided painters and illustrators from two consecutive generations, born between 1830 and 1880, as chroniclers of the authentic American West, many of them artistically trained abroad. In the first generation, names such as Bierstadt, Thomas Moran (1837-1926) and Henry François Farny (1847-1916) stood out.

These artists were followed by a second generation, with protagonists such as Joseph Henry Sharp (1859-1953), Bert G. Phillips (1868-1956), Ernest T. Blumenshien (1874-1960), Eanger Irving Couse (1866-1936), Carl Schreyvogel (1861-1912), William Robinson Leigh (1866-1955), Frank Tenney Johnson (1874-1939), Edward Borein (1872-1945) and Carl Oskar Borg (1879-1947), among many others.

8. The biographical details of William A. Savage are compiled from different sources of information. Kimel's book (1997) quoted in the bibliography includes a compilation of articles from different magazines and books about the history of the Savage weapons company, in which biographical data are detailed. In addition, Brower Bailey Jr.'s book, *Savage Pistols*, Mechanicsburg, Pennsylvania: Stackpole Books, 2008 is cited as the source of several articles. Other sources that provide additional information are the press news "The New State Rifle," *New York Tribune*, July 14, 1896, p. 13; "Interesting," *Sunset*, September 1917, p. 44; and the article "Savage Arms" published in 2014 on the website of Oneida County Historical Society, available (2015) at: <http://www.oneidacountyhistory.org/momentsintime/exploringhistory.asp>. Savage died on September 22, 1938, shooting himself in the temples with a revolver to end the suffering caused by a long illness that afflicted him. The news of his death was widely covered by the press of the time, in chronicles that also provided interesting biographical information: "A. W. Savage dies by his own pistol," *The Montreal Gazette*, September 23, 1938, p. 9; "Arthur W. Savage," *American Rifleman*, November 1938.
9. "Steel to compete with rubber tires," *The San Francisco Call*, April 9, 1911, p. 45; "The rubber trade in San Francisco," *The India Rubber World*, August 1, 1911, p. 446; "New tire with metal tread," *The Automobile*, April 9, 1914.
10. A later variant of the same invention was registered under the name of Arthur John Savage—the son of the company's founder—on May 15, 1912 and granted on March 17, 1914, with the registration number 1,090,169. United States Patent Office.
11. "Incorporations," *Southwest Contractor & Manufacturer*, June 24, 1911, p. 27.
12. According to news published during 1911 in the section "Mills and factories" of the magazine *Southwest Contractor & Manufacturer*: June 24, p. 27; and July 29, p. 13.
13. Amero, Richard. "The Spreckels Organ Pavilion in Balboa Park," San Diego History Center, October 2002. Available at: www.sandiegohistory.org/bpbuildings/organ.htm y www.balboaparkhistory.net/
14. "The factory on Pacific Coast," *The Motor World*, April 11, 1912. As explained in "New incorporations, with authorized capital, etc. 1915," *The India rubber World*, January 1, 1916. November 10, 1915 The Savage Tire Company was formally legalized with the new partners.
15. The sources consulted do not establish a clear chronology. In the press release "Savage tire man here playing agency," *Bakersfield Californian*, August 26, 1913, p. 16, it is explained that "The new

- factory was opened in San Diego last October [1912]” without further details. In the book by McGrew (1922), p. 314-315, it is explained that “The first rubber automobile tire made west of the City of Chicago was finished February 3, 1914, at the factory of the Savage Tire Company.” I think this date is incorrect and refers to one year earlier. On the other hand, in the news “San Diego notes,” *The India Rubber World*, June 1, 1920, it is explained that “Credit for making the first pneumatic tire west of Chicago is claimed by the Savage Tire Co., which produced a perfect casing in 1912 at his factory in San Diego.”
16. As recorded in the news items “Home talent for San Diego plant,” *Automobile Topics*, July 12, 1913, and “The Savage Tire Co.,” *The India Rubber World*, September 1, 1913; although it is probable that the figures were not so elevated.
 17. “Savage Tire Corporation,” *The India Rubber World*, June 1, 1916.
 18. “Savage Tire Co. expansion,” *The India Rubber World*, June 1, 1916; “The Spreckels rubber plantation,” *The India Rubber World*, December 1, 1916; “Savage output increases nearly 100% in two years,” *Touring Topics*, April 1917, pp. 20-21.
 19. As stated in the news published during 1920 in the magazine *The India Rubber World*: “Southwestern notes,” March 1, and “San Diego notes,” June 1; and in the book by McGrew (1922), pp. 314-315.
 20. “San Diego notes,” *The India Rubber World*, June 1, 1920; “Spreckels ‘Savage’ still expands,” *Motor West*, September 1, 1921, p. 28.
 21. As explained in the report by Wheatley (1987). It is also explained in case number 16,859, United States Court of Appeals for the Ninth Circuit, October 1, 1960: “The Spreckels Company and the Spreckels Securities Company were owned by the same members of the Spreckels family in the same proportions. The Securities Company owned all the stock of the Savage Tire Company. Prior to 1927 the Tire Company sustained operating losses and in that year their manufacturing operations were discontinued, and until 1930 or 1931 they rented their plant to others.” Available (2015) at: <http://archive.org/stream/govuscourtsca9briefs3246#page/n1104/mode/1up>
 22. As explained in news published in the magazine *The Editor & Publisher*, “H. K. McCann,” November 6, 1915; and “Tips for the ad manager,” May 13, 1916; and in the listings of *Bulletin number 3463*, New York: American Newspaper Publishers Association, May 6, 1916.
 23. As explained in the report by Wheatley (1987).
 24. “Two Savage Tire men form agency,” *Western Advertising*, October 1919, p. 39
 25. “With the ad folks,” *The Editor & Publisher*, May 20, 1922; “Royal B. Lee,” *Motor West*, April 1, 1922.
 26. As explained by Hagerty (2010) and as can be seen in the archive *Collection of Advertising Art Done for Foster and Kleiser*. Online Archive of California/California Digital Library, The University of California and U.C. Berkeley/Bancroft Library. Fourteen designs and advertising illustrations created by Maynard Dixon, Maurice Del Mue, Maurice Logan, Joseph Sinel, Adolph Treidler and Harold von Schmidt. Available at: <http://www.oac.cdlib.org/>
 27. Lee, Royal B. “Capitalizing the Indian in posters,” *Western Advertising*, September 1921, p. 18.
 28. As Hagerty (2010) explains in his book, particularly in pages 122-123.
 29. “Little Heap. A new figure in the advertising world,” *Greeley Daily Tribune* (Greeley, Colorado), May 22, 1920, p. 9.
 30. “The Wigwam,” *The India Rubber World*, July 1, 1920.
 31. “New trade publications,” *The India Rubber World*, August 1, 1921.
 32. “Incorporations. Western Advertising Agency,” *Southwest Builder & Contractor*, October 10, 1919, p. 29; “The Savage Tire Co.,” *Western Advertising*, January 1921, p. 67; “Rockey appointed manager,” *Western Advertising*, January 1922, p. 69. That link is also indicated in “A directory of advertisers. A geographical segregated list of advertisers of Western origin, with agency connection in-

- licated,” a section in the magazine *Western Advertising*, January 1922, pp. 110-114. Information about directors of the agency in their different stages are included in the 1920-1925 editions of the annual publication *San Diego City and County Directory*; San Diego: San Diego Directory Co. Inc.
33. “Auto tire factory locates here,” *The Daily Gate City* (Keokuk, Iowa), May 12, 1915, pp. 1 and 3.
 34. “New incorporations,” *The India Rubber World*, October 1, 1915.
 35. “The Standard Four Tire Company,” *The Daily Gate City*, September 8, 1915, p. 5.
 36. *Ibid.*
 37. The Amazon Rubber Company in Saint Louis was legally incorporated on July 22, 1913 under the laws of the state of Missouri and dedicated to the manufacture of rubber articles for sanitary use, footwear, rubber boots, waterproof clothing and automotive mechanical parts. “New incorporations,” *The India Rubber World*, September 1, 1913; “Failures, embarrassments, etc.,” *Shoe & Leather Reporter*, June 3, 1915, p. 60.
 38. “Standard Four Tire Company will build bigger plant here; indorsement given,” *The Daily Gate City & Constitution-Democrat* (Keokuk, Iowa), November 27, 1917, p. 5.
 39. “Keokuk new industries are visited by directors,” *The Daily Gate City & Constitution-Democrat*, July 1, 1916.
 40. “Standard Four Tire Company will build bigger plant here; endorsement given,” *The Daily Gate City & Constitution-Democrat* (Keokuk, Iowa), November 27, 1917, p. 5; “Farmers and merchants saving banks,” *Burlington Gazette* (Burlington, Iowa), January 19, 1918, p. 5.
 41. “Gabeline heads firm,” *Burlington Gazette*, January 25, 1919, p. 8.
 42. “Mid-western notes,” *The India Rubber World*, October 1, 1919, p. 41.
 43. “Trade notes,” *The India Rubber World*, April 1, 1919, p. 380; “Standard Four,” *India Rubber Review*, March 15, 1920.
 44. “A dirt farmer plows the tire field,” *India Rubber Review*, June 1924, p. 54.
 45. “The Midwest,” *The India Rubber World*, March 1, 1923, p. 384.
 46. “Midwest notes,” *The India Rubber World*, November 1, 1924, p. 111.
 47. “Keokuk industry on pre-depression basis,” *The Mason City Globe-Gazette* (Mason City, Iowa), July 18, 1936, p. 9; “Dryden Co. buys plant,” *Automotive Industries*, January 1, 1938, p. 3; “Dryden Rubber plant is Keokuk’s largest industry,” *The Daily Gate City & Constitution-Democrat* (Keokuk, Iowa), July 3, 1952, p. 8; “Henniges Automotive is back,” *The Gazette*, March 30, 2014; Available at: <http://thegazette.com/>
 48. “The Standard Four Tire Co. must increase its capacity,” *Burlington Hawk-Eye*, August 30, 1917.
 49. “Standard Four in south,” *The Rubber Age & Tire News*, April 25, 1920, p. 71.
 50. “Paintings feature tire campaign,” *India Rubber Review*, July 15, 1920, p. 572; “Miscellaneous Mid-Western notes,” *The India Rubber World*, August 1, 1920, p. 752.
 51. *Ibid.*
 52. “The rubber trade in Akron,” *The India Rubber World*, February 1, 1913, p. 253.
 53. “To organize new tire company,” *The Automobile*, January 23, 1913, p. 274.
 54. “Akron. Where 20.000 tires are made daily,” *The Automobile*, June 26, 1913, p. 1288.
 55. “Special feature oversize cord,” *The India Rubber World*, July 1, 1917, p. 580.
 56. Busbey (1925), pp. 313-345; “The rubber trade in Ohio,” *The India Rubber World*, September 1, 1926, p. 348.
 57. “Mohawk firm acquires Beebe Rubber Company,” *The Nashua Telegraph* (Nashua, New Hampshire), December 17, 1968, p. 7.
 58. Love and Giffels (1999), pp. 193-198.
 59. “Danaher to Sell Mohawk Rubber For \$70 Million,” *The Washington Post*, November 25, 1987.

60. “Company briefs,” *The New York Times*, October 10, 1898; “Mohawk Rubber to boost tire output,” *Los Angeles Times*, August 9, 1990.
61. “Name game: Mohawk line is back again,” *Tire Business*, March 15, 1999.
62. The different volumes and numbers published are registered in the section “Periodicals” of the issues between 1926-1930 for the publication *Catalogue of Copyright Entries*, Washington: Government Printing Office/Library of Congress Copyright Office.

Note: This chapter shows an image from the 1920s of the Standard Four Tire Co. factory in Keokuk. This photograph is part of a framed series of original photo prints that hang on the walls of a private home in the town of Keokuk, Iowa, and have remained unpublished until now. My sincere thanks to Tonya Bolz, librarian at the Keokuk Public Library and member of the Keokuk Historical Society, who located and digitalized them specifically with the aim of contributing to this research on the Standard Four Tire Co.

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THE SATURDAY EVENING POST

Four

kly
Franklin

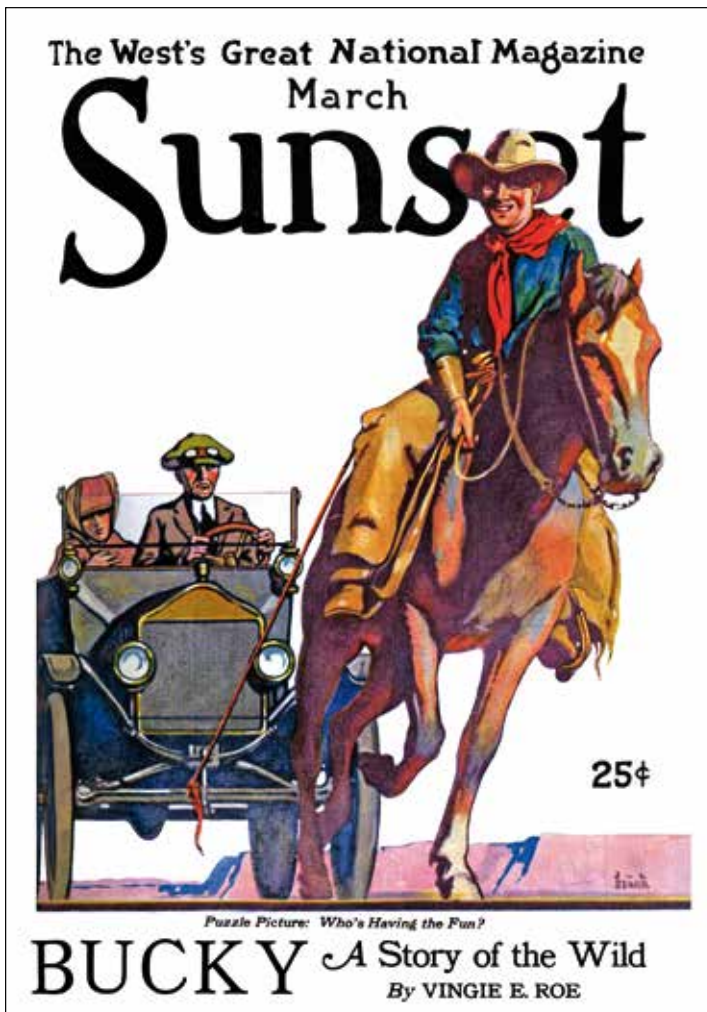
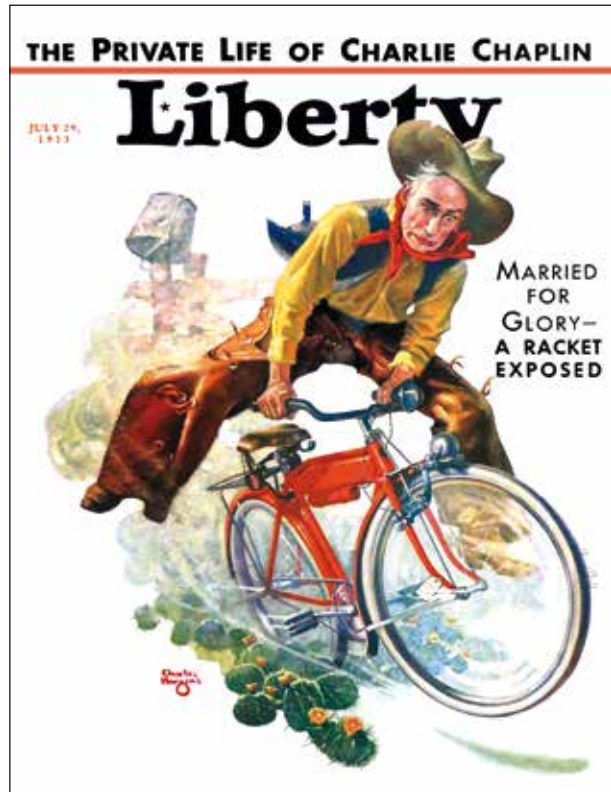
Volume 106, Number 43

MAY 8, 1926

5cts. THE COPY



Ben Ames Williams—William Hazlett Upson—John P. Marquand
Richard Connell—Graham McNamee—Thomas Beer—Fannie Kilbourne



**HORSESHOES FOR TIRES:
THE END OF AN ERA.**

Cover illustrations of different publications are shown on this double page, published between 1922 and 1924 and portraying the end of an era. Having conquered the Western frontiers—Indians being confined in reserves—along with the full development of railroads and automobiles, it seems that the era of horses and their riders, wagons and carts vanishes while the romantic myth of the Far West is strengthened. The cowboy who traveled the plains galloping on his horse towards horizons of adventure would give way to the modern driver who drives his vehicle along the roads that traverse the landscape. On the opposite page, the magazine cover of *The Saturday Evening Post* summarizes these concepts with a certain ironic tone—as it attributes the horse with human attitudes. The quadruped anxiously looks towards the tire carried by the rider, serving as an omen of the horseshoe and horse being replaced by the tire and automobile.

1. Cover of the generalist magazine *The Saturday Evening Post*, May 8, 1926. Illustrated by Edgar Franklin Wittmack (1894-1956).
2. Cover of the collection of popular novels in *Complete Story Magazine*, for the issue published on December 25, 1924. Illustration by Harry Thomas Fisk (1887-1974)
3. Cover of *Liberty* magazine, July 29, 1933. Illustrated by Charles Hargens, Jr. (1893-1997).
4. Cover of the monthly magazine *Sunset*, March 1922. Illustrated by the Californian artist Judson Lewis Starr (1890-1960).



INDIAN LANDSCAPES.

The natural landscapes of the reserves constituted a tourist destination that was accessible through roads. The Native Americans were seen as an exotic element of the panorama, together with the spectacular orography, wild fauna and flora. The advertisements for cars and tires were often confronted with contrasting images, a reflection of a coexisting reality: the inexorable advance of modernity with its corresponding changes and the ancestral way of life, where time stood still; the supremacy of the “civilized” over the “savage”; the wild and inaccessible landscapes and the new roadways that traversed them; the horse and the car. The two examples shown on this page are advertisements for G & J tires, a company that formed part of the powerful US Rubber Co., thus making it understandable that they reproduced almost identical illustrations. The opposite page shows publicity from The Brunswick-Balke-Collender Co., which utilized the same background image to compose their advertisement.

- 5. Promotional ink blotter for G&J, 1916.
- 6. Full-page advertisement published in *Hardware Age*, April 17, 1919.
- 7. (opposite page) Advertisement in *Motor Age*, November 6, 1919. Signed by the French illustrator residing in California Marcel Olis (1899-1953).

The Name Behind the Tire

Show the days of the Indian G & J has been solving the problems of the tire world.

IN 1890 the capture of great “Sitting Bull” and his followers terminated the Indian Wars.

Defeated, and feeling the scorn of their war-god, the balance of the tribe’s braves wended their way back to the foot-hills where in solitude they accepted the ways of civilization.

Soon after this time, G & J introduced a shining light into the tire world—the G & J pneumatic tire—received and approved by the public as a distinctive innovation in rubber tires.

Backed by 25 years of scientific growth, G & J AUTO TIRES hold an important place in the tire industry.

G & J Tire Company
1790 Broadway New York

"There's a Brunswick Tire for Every Car"

Sturdy Brunswicks For Comfortable Touring

For the long run in the mountains, where tires are put to every test, the owner of Brunswicks is confident of dependable service.

For Brunswick Tires—cord or fabric—are built as well as money and experience can make them. Each has satisfied our experts that it deserves the reputable guarantee of Brunswick excellence, before it leaves the factory.

Tire building is wholly a matter of principles. There are no secrets. But only the maker whose ideal is to give all that it is possible to give, to produce nothing that does not comply with the highest standards, can build a superlative tire.

The policy of The House of Brunswick has won an enviable record for Brunswick products through 74 years. In materials, in workmanship and formulas which determine strength and endurance, Brunswicks are unsurpassed.

A staff of technical experts of long experience is constantly striving to build a still-better tire. Every suggestion for improvement is seriously considered, every idea of proved worth unanimously adopted.

Thus a cherished ideal of Brunswick quality has produced this great tire. Men expect more from Brunswick Tires. Let us assure you that you get more.

An extra Brunswick on your next motor trip will give you a feeling of security that will make every mile of the way more enjoyable.

BRUNSWICK TIRES

and Tubes—Plain, Skid-Not and Ribbed Treads

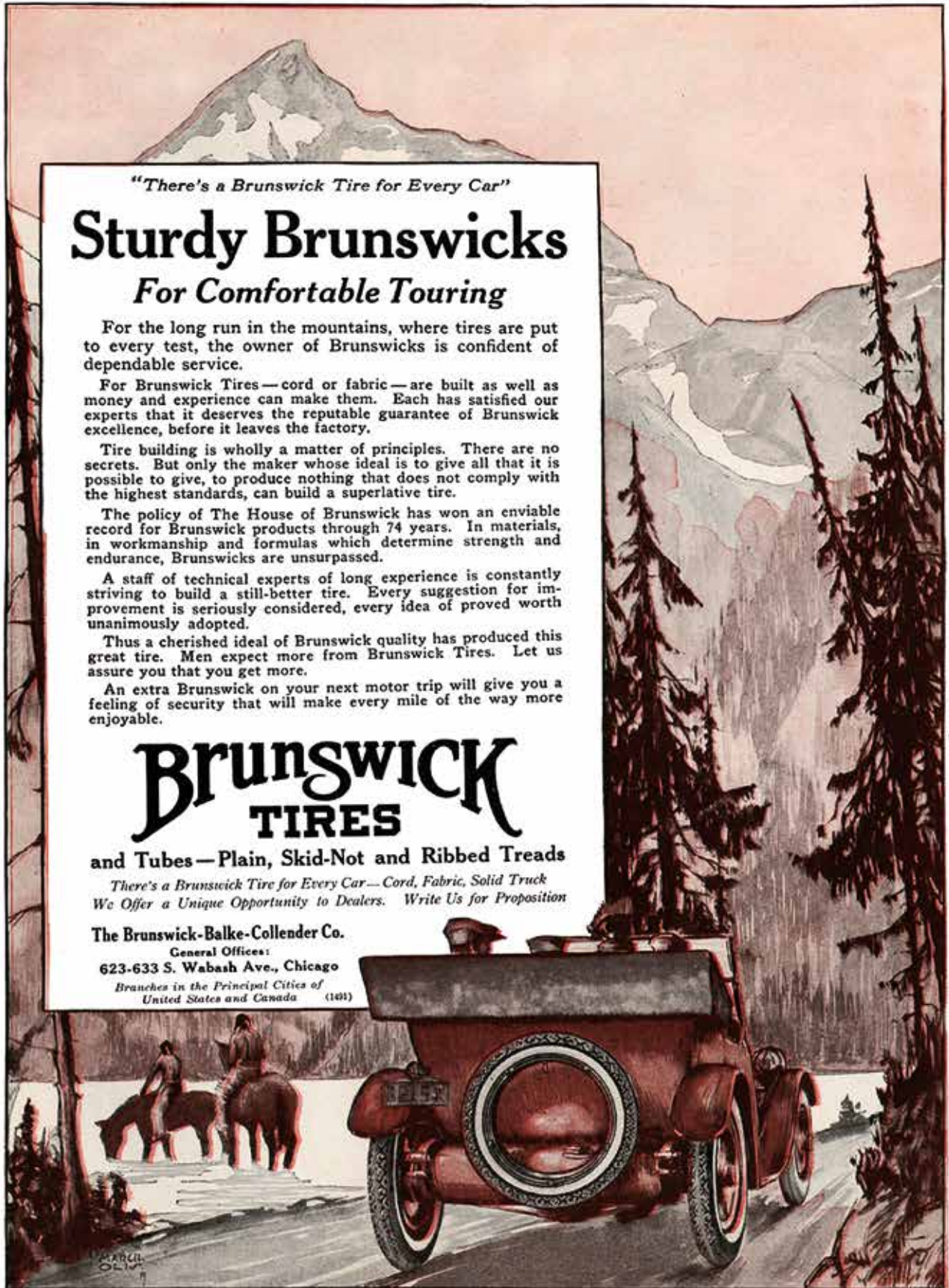
*There's a Brunswick Tire for Every Car—Cord, Fabric, Solid Truck
We Offer a Unique Opportunity to Dealers. Write Us for Proposition*

The Brunswick-Balke-Collender Co.

General Offices:

623-633 S. Wabash Ave., Chicago

Branches in the Principal Cities of
United States and Canada (1931)





ORIGINAL EQUIPMENT. In the promotional card shown above, an Indian Chief holds a tire as though it were a circular frame. On one side a Native American Indian rides on a horse and on the other, a driver and his passengers aboard a modern vehicle drive away on the road. The message vindicates the pioneering character of BF Goodrich: just as Indians are the original inhabitants of America, BF Goodrich's clincher tires are also pioneers ... and genuinely American.

8. BF Goodrich promotional ink blotter, 1905.



The newest advance in inner tubes—a brown tube

Every tire dealer, garage man, chauffeur and motorist in the country should fix this standard in his mind—a *brown* tube.

Goodrich Tires give the motorist everything science and skill can produce in quality of construction and quality of service.

Now Goodrich, as usual, takes the next step in advance, and improves the *whole* tire service with what every judge of rubber and every judge of construction will say is the last word in inner tubes. We call it the

Goodrich Indian Tube

We give it this name because it is made of the cream of the finest rubber gathered by the native Indians in the richest rubber country.

It is hardy, enduring, full of vitality—like an Indian.

It is built for speed—like an Indian.

because of the price. Like all Goodrich products it will stand on its perfect quality and its dependable delivery of full service.

The man who buys it will take the Goodrich word for it that his money never before bought such an inner tube as this *brown* tube, the "Indian."

For the dealer it will make that greatest of all business friends—the more-than-satisfied customer.

Indian.
opper-
ver be
solely

Goodrich Company
g That's Best in Rubber
Branches in All Principal Cities
h Advertising that isn't in Goodrich Goods



A Brown Tube

Here is the newest improvement in tire service for motorists.

Forty-four years of rubber manufacturing—seventeen of them in tire-making—naturally give the motorist in Goodrich Tires everything science and skill can produce.

So we have taken the step ahead.

And now we give him the inner tube he has dreamed about.



Goodrich Indian — a Brown Tube

We call it the Goodrich Indian of the cream of the finest rubber in the richest rubber country. Tube because it is made gathered by the Indians

These Indians are a hardy, tough fibred, enduring race—
They run lightly, swiftly and silently—
They are "best in the long run"—just like Goodrich Tires.
So it is appropriate that this remarkable new inner tube should be called "Indian."
You'll know it by its color—*brown*. It's Indian-brown.
You'll know it by its running qualities, its endurance, its strength.

It is distinctive; it is natural; it is "clean strain"—it is Indian.
No motorist will judge it by its price. He will neither wonder nor worry what it costs when he sees it. He will take the Goodrich word for it that his money never before bought such an inner tube as this *Brown* Tube—the "Indian."
It will make *more* friends for every dealer who sells it.

The B. F. Goodrich Company
Factories: Akron, O. Branches in All Principal Cities
There is nothing in Goodrich Advertising that isn't in Goodrich Goods

BROWN LEATHER INNER TUBES.

In the examples on this page the Goodrich "Indian Tube," brown-colored pneumatic inner tubes, are presented. They were designed for automobiles and, as specified in the text, were named as such in homage to the [brown-skinned] natives who gathered the raw rubber. The curiosity is that these advertisements portrayed the North American Indians, not the natives of South American countries, such as Brazil, where these rubber plantations were located.

9. Full-page advertisement published in the magazine *Automobile Trade Journal*, December 1913.

10. Full-page advertisement published in the magazine *Motor World*, February 19, 1914.

CATTLE AND BUFFALO.

While herds of American buffalo were decimated in prairies in parallel with the advance of railroads, the ranchers' great herds of cattle extended throughout the Western territory. The image on the right depicts a cowboy's horse being replaced by a bicycle equipped with BF Goodrich tires. Below, the powerful wild buffalo is used as a symbol of strength for the automobile tires manufactured by the Star Rubber Company utilizing the best "wild rubber" [as opposed to the emerging use of synthetic rubber].

11. Lithograph poster.
Dimensions: 55 x 72 cm, c. 1895.

12. Promotional card
for Star tires, c. 1928.





This sign brought WAR

“He speaks with the forked tongue”—with two fingers the messenger of the Delawares interpreted to his chief the answer of the chief of the Mohawks. And that night the war whoop of the Delawares rang through the Mohawk Valley.

Boys, wouldn't you like to know the sign language of the Indians? How they greeted each other, etc.? You can—just get the new Goodrich “BOY'S BOOK OF INDIANS,” published by the makers of those famous Goodrich Bicycle Tires.

This Great Book is FREE

This book is absolutely FREE. It is handsomely illustrated—attractively, interestingly written—a thrill on every page. It shows you how the Indians lived, how they hunted, how they fought—scores of things you never knew before. All this in addition to the Indian sign language.

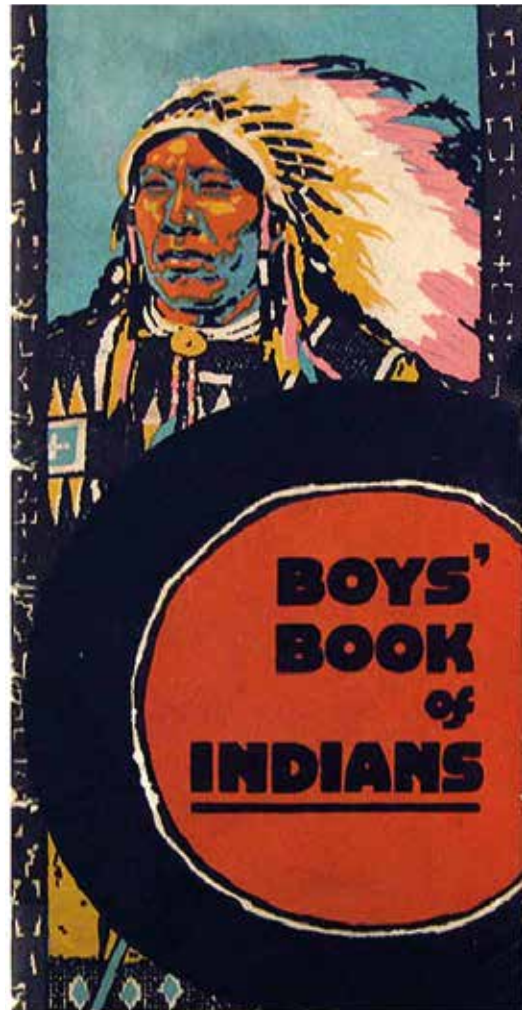


Get It From Your Goodrich Bicycle Tire Dealer

Your nearest Goodrich Bicycle Tire dealer has a good sized supply—get your copy from him. You know, the man that sells you those good looking bicycle tires, the ones where you can pick out one of three different treads and pay the same price for any of the three. See him AT ONCE for your copy of this book, or write us.

THE B. F. GOODRICH RUBBER COMPANY
Akron, OHIO

Goodrich Bicycle TIRES



USER MANUALS.

The organization Boy Scouts of America (BSA) was founded in 1910 and based on the ideological premises and military structure of the original British institution created two years earlier. One of the BSA's own contributions was the incorporation of American Indians' wisdom, their techniques of tracking, hunting and survival applied to the daily coexistence with nature. In addition, the knowledge of Native American sign language—written and corporal—comprised part of their training, as stated in the first BSA manual *The Boy Scout Handbook* published in 1910-11.

The major magazines for youth such as *American Boy* (founded in 1889 and published until 1941), *The Youth's Companion* (absorbed by the previous one in 1929), and *Boy's Life* (founded in 1911 and acquired by BSA a year later), shared the principles of scouting and were favorable places for advertisers who were targeting the young male audience. The firm BF Goodrich utilized this connection to promote—employing the image of the American Indian—bicycle tires and sports shoes.

13-14. Advertisements for Goodrich bicycle tires published in the magazine *The American Boy*, c. 1915 and detail of a promotional brochure cover.



Lithe, Sinewy, Enduring United States 'Royal Cord' Tires

Reputation comes from performance,
 —it has to be first *won*, and then *held*.
United States 'Royal Cord' Tires have *won* the repu-
 tation as the most elastic, resilient, enduring, of all cord tires,
 —won it by performance—by doing the work a tire should
 do a little better, a little surer, a little longer, than any
 other make of tire;
 —not only *won* that reputation, but *held* it continuously,
 unremittingly, valiantly, in the face of every test.

* * * * *

To know the construction of '*Royal Cord*' Tires is to
 know why they have held their supremacy.
 The many layers of many powerful little cords in these
 tires,
 —like the lithe, sinewy, enduring muscles of a physically
 perfect man,
 —give them the elasticity, the resiliency, the endurance
 which is so exclusively theirs.
 Their vast, and still growing vaster, sales increases are
 the proof of what wise motorists think of '*Royal Cord*' Tires.

United States Tires Are Good Tires

'Royal Cord' 'Nobby' 'Chain' 'Usco' 'Plain'
 Also tires for Motor Trucks, Motorcycles, Bicycles and Airplanes
 United States Tubes and Tire Accessories Have All the Sterling
 Worth and Wear that Make United States Tires supreme.

EXPLORING THE PATH. The advertisement shown above compares the physical and athletic qualities of an American Indian shod with moccasins and moving freely in his natural environment with the strength, resistance and vigor of United States tires. The opposite page presents advertisements of different companies using the same image of the inexhaustible Indian runner.

15. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, December 22, 1917.

SIoux TIRES

"STAMINA of THE SIOUX"



TIRE FABRIC



TIRE SINEW

The native Indian runner or message bearer was able to travel hour upon hour thru virgin wilderness without stops for rest. His sinews and muscle embodied almost limitless strength and endurance.

The Indian long has been a symbol of these two characteristics so necessary also in automobile tires.


More than ever **STRENGTH** and **ENDURANCE** are needed in the fabric that is the sinew of millions of bus and truck tires.

The enduring strength of nature is woven into Indian Tire fabrics for our mills are near the fields where the cotton grows.

MARLBORO COTTON MILLS
McCOLL, S. C.

— SIOUX —

LOOK FOR THE SIGN
"SIOUX"



"Stamina of the Sioux"

Sioux Tires and Tubes are all that "Stamina of the Sioux" implies

TRY THEM You'll Be Convinced

BLACK HAWK TIRES-TUBES




The Country Road Tire

An extra ply fabric tire with extra thick, extra wide tread and extra heavy side wall. Designed especially to resist the grinding wear of country roads.

Its remarkable wearing qualities, due to superior construction, have caused many users to compare it with the best cord tires.

Black Hawk is a quality tire, sold on that basis alone. It will be to your advantage to ask for our proposition to dealers.

Black Hawk Tire & Rubber Company
Des Moines, Iowa

- 16-17. Emblem for Sioux Tires containing the symbol of the American Indian and the corporate slogan "Stamina of the Sioux," and detail of a page for a promotional brochure of the tire and inner tube manufacturer Sioux City Tire & Mfg. Co., 1922.
18. Advertisement for Marlboro Cotton Mills in McColl, South Carolina, manufacturer of cotton textile nappa for the production of automobile tires, published as a full-page advertisement in the magazine *India Rubber Review*, 1925.
19. Advertisement for the Black Hawk Tire & Rubber Co. from Des Moines, Iowa, published in *The Tire Rate Book*, January 1921.

220 AUTOMOBILE TRADE JOURNAL

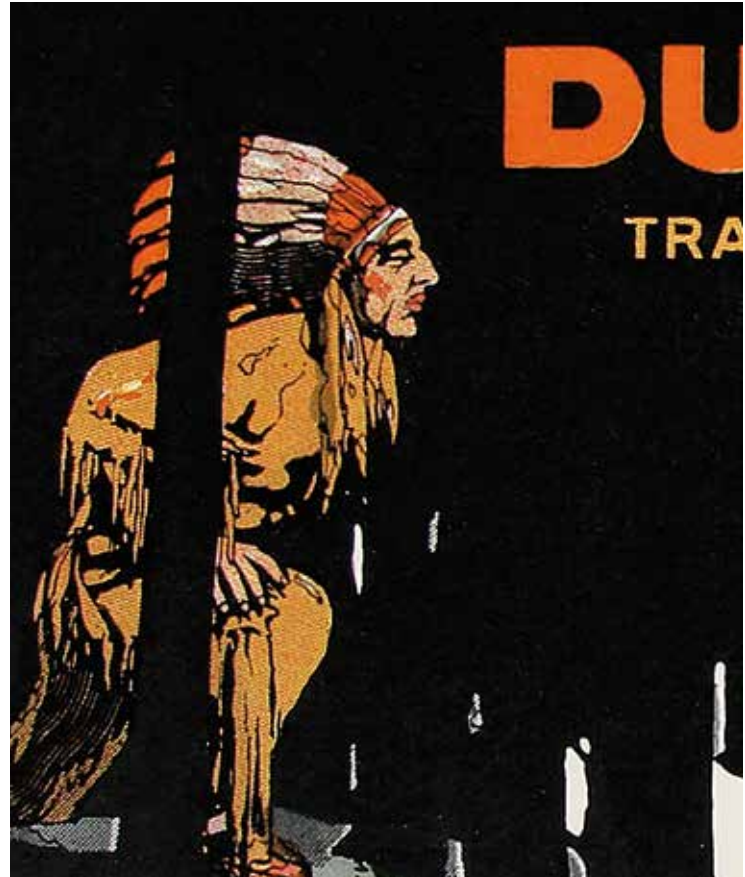


**AMERICAN
TIRES
AKRON**

A POOR SALESMAN is one who can't get the price. But if you are selling a quality line to customers who rely on your judgment, you CAN not only get the price but earn real profits for yourself as well.

The American-Akron line of quality tires, accessories and tubes offers a dealer receptive to the call of opportunity a big chance to place himself in the front ranks of live retailers. Not only does the American-Akron line give you splendid tire value to offer, but you can sell everything the repairman needs—Fabrics, Treads, Cement, Sheet and Combination Stocks, Air Bags, Packings, Plasters, Patches, etc. Think of the annual turnover involved in the sale of the entire American-Akron line. Write us.

The American Rubber & Tire Co.
AKRON, OHIO




*They get you there
-and back.*

Portage
ALL OVERSIZE
Tires

Built up of many layers of the stoutest cord and fabric—fortified and armoured by a thick, tough and pliant rubber Skidlock tread. Portage tires have been for ten years the first choice of motorists who appreciate rugged merit.

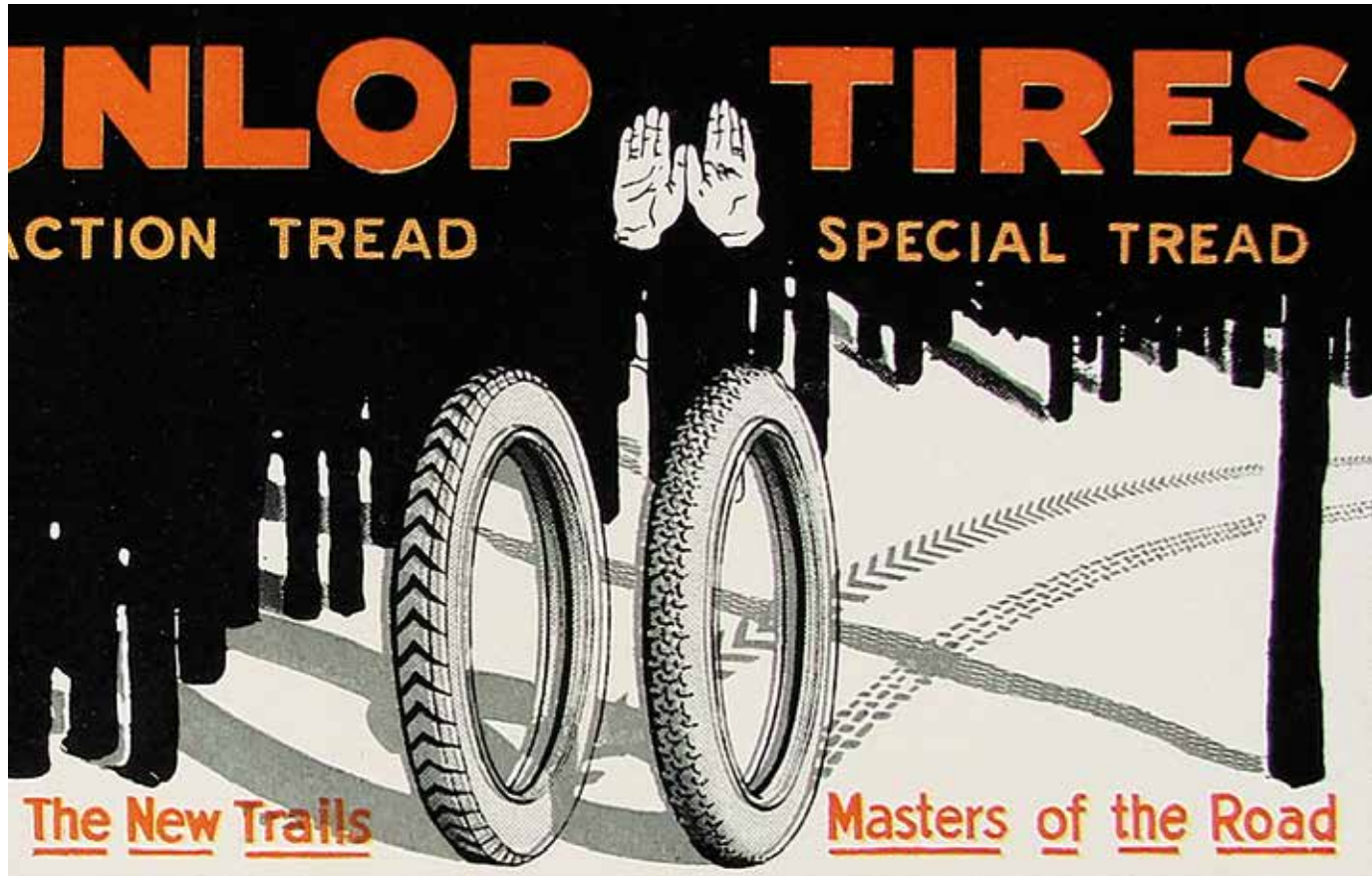
PORTAGE TIRE & RUBBER COMPANY AKRON



Registered
Portage
SKIDLOCK
Tires

To dependable and hardy woodmen our ancestors entrusted their very lives while journeying over the difficult "portages" or trails—of the frontier. Now-a-days the comfort and safety of the traveler depend upon the strength and vigor of the tires on his motor car. Registered Portage Skidlock Tires have proved their rugged reliability and mileage merit on every motor highway in this country.

PORTAGE TIRE & RUBBER CO.
AKRON



FOLLOWING THE TRACK. This double page presents various advertisements that utilized images of explorers and trackers. The image on the left shows the Portage tire campaign which portrayed the first settlers who traveled through inhospitable lands in search of the best settlements. They were guided by explorers and trappers and accompanied by experienced Indian porters familiarized with the terrain. The name of the firm Portage, means "transport by land, transport route" or "to transport, carry," and the advertising text praised the work of these men's support: "To dependable and hardy woodmen our ancestors entrusted their very lives while journeying over the difficult 'portages' or trails—of the frontier. Now-a-days the comfort and safety of the traveler depend upon the strength and vigor of the tires on his motor car."

20. (opposite page) Full-page advertisement for tires manufactured by The American Rubber & Tire Co. from Akron, Ohio, published in the magazine *Automobile Trade Journal*, January 1920.

21. Reproduction of the Dunlop tire poster adapted to billboards. Published in 1918-19 in the Edwards & Deutsch Lithographing Co.'s promotional catalog for lithograph printing, with offices in Chicago and Milwaukee.

22-24. A series of full-page advertisements for the same tire campaign by the Portage Tire & Rubber Co. in Akron, published respectively in *Mundsey's Magazine*, 1920; *The Tire Rate Book*, April 1921; and *India Rubber Review*, August 15, 1920.

*The National Confidence
In A Name*

FROM earliest times the men who made America have respected the name as a pledge of personal responsibility. The written word of the pioneer or the crude "mark" of the Indian were necessary as signs of personal honor and good faith.

It is the same today and this is why the founder and present head of the Firestone Company puts his own name on every tire that leaves the factory. It is a pledge of quality to the motoring public, a guarantee which inspires confidence to such a degree that the sales of Firestone Tires now average 18,000 a day.

This widespread adoption of Firestone equipment has come largely because the demands of motoring are growing faster. You who drive a car demand more and more efficiency in your drive, better and better service.

You should have that confidence which comes with Firestone Tires and grows as you use them. You will appreciate that character of materials and building which Firestone Tires represent. And your confidence comes because really convince you that only the best rubber and fabric in correct proportions could deliver such easy, reliable riding under all conditions. The massive, splayed ladders, built up high in the center, take the rub of the road and stand the grinding friction of twist and turn and rapid work.

The same Firestone stands for service on the part of a great and far-reaching organization. It means comfort, safety, average first cost, and the final economy of Most Miles per Dollar. There is a Firestone dealer near who co-operates with a Firestone Branch to give you prompt, economical service.

FIRESTONE TIRE & RUBBER COMPANY
Akron, Ohio Branches and Dealers Everywhere

Firestone Tires

THE FIRESTONE SIGNATURE.

In the advertisement shown above, the trust placed in a name [Firestone] is equated with the trust and confidence that the signature of North American settlers, sealed in different treaties, transmitted to the original inhabitants of those lands in fulfillment of the agreed commitments (sic).

The image on the right depicts a group of tourists comfortably seated in an automobile driving along a difficult road while following the instructions of a cowboy, accustomed to traveling by riding on horseback. These rough roads do not stop the motorized adventurers. As stated in the text: "Wherever you travel, you're on the right track when your car carries Firestone equipment. Wise tourists are strong for Firestones, because they are dependable—built for wear and tear of all kinds. Built to stand rough roads and trying climates. Built to save wear and tear of hard going—both for you and the car."

25. Double-page advertisement published in *The Country Gentleman*, July 14, 1917. Illustrated by Jeff Grant.

26. Full-page advertisement published in *The National Geographic* magazine, September 1916.

**Firestone
TIRES**

Headed Right

Wherever you travel, you're on the right track when your car carries Firestone equipment. Wise tourists are strong for Firestones, because they are dependable—built for wear and tear of all kinds.

Built to stand rough roads and trying climates. Built to save wear and tear of hard going—both for you and the car.

**Firestone Accessories
Are Touring Necessaries**

Firestone service is everywhere. Use it for Most Miles per Dollar.

Firestone Tire and Rubber Co.
"America's Largest Footwear
Tire and Rim Makers"

Akron, Ohio—Branches
and Dealers
Everywhere

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER . . . *McIntire*




The Universal Quality In Leadership

As every age has its problems so it must have its leaders, and the essential quality of the leader is his ability to meet the needs of his generation—and to supply them.

This is the promise of all industrial ages. In demands are along industrial lines but in all materials they call for the same qualities of leadership—the spirit of the pioneer who was ahead of his time and has courage to lead the way.

Such is the spirit which, from the beginning, entered and still controls, the Firestone organization. Looking always to the future, Firestone has consistently anticipated the trend of transportation problems, and has led in their solution.

This is the high ideal and the aggressive action which now identifies the Firestone name with so many of the real developments of the tire industry.

The more tangible proof could be found than the production of the first balloon tire—Firestone Full-Roller Balloon Gum-Dipped Cord. Not only did Firestone pioneer the low-pressure principle, but, carrying on with exhaustive experiments and test, developed the complete balloon equipment, since approved as standard by the highest automotive authorities.

In giving the balloon tire to the world, and in discovering the means of making it long-wearing and economical through gum-dipping, Firestone is truly living up to the program of pioneering effort which has won leadership for the name and the product.

MOST MILES PER DOLLAR
AKRON, OHIO
HAMILTON, ONT.



Firestone

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER . . . *McIntire*




Pioneering for Progress

The spirit of American leadership which has made our country a world of progress, has been the spirit of the pioneer who was ahead of his time and has courage to lead the way.

Typically American was the spirit of the early pioneers who saw the promise of the new land and dauntlessly set forth into the unknown—breaking a path for progress. In our present age the adventurous spirit finds expression in new discoveries and conquests in science, in art, in industry.

In the Firestone organization it has been consistently fostered and encouraged by the Company's head and founder with benefits to all concerned. An example of this is the unique Training School maintained by the company, which affords younger men of promise an opportunity to acquire a thorough groundwork in the rubber industry, and so fit themselves for real achievement. The tangible results of such broad-minded policies are the many major contributions of this organization to the building of better tires.

The past year has witnessed a very definite example of Firestone pioneering effort in the successful development of the true and original low-pressure tire—the Firestone Full-Roller Balloon Gum-Dipped Cord. Endorsed by leading car manufacturers and acclaimed by the public, this remarkable new tire has revolutionized tire building, setting a new standard for the entire industry.

Naturally, other manufacturers, recognizing the value of this contribution to motorizing progress, have followed this latest example of Firestone leadership. Meanwhile, the successful initiative, expressed in the Firestone Balloon Gum-Dipped Cord, is adding new honors to the name which has been so continuously associated with the advancement of highway transportation.

MOST MILES PER DOLLAR
FACTORIES: AKRON, OHIO - HAMILTON, ONT.



Firestone

AMERICA SHOULD PRODUCE ITS OWN RUBBER . . . *McIntire*




Into New Channels

Only those with faith to venture into new channels know the thrill of victory over the world. The Firestone Full-Roller Balloon Gum-Dipped Cord, which has effected so revolutionary a change in motorizing, is a source of immense gratification to the organization responsible for its idea and its development.

The exhaustive research, the effort and money, devoted to the perfecting of this new type of equipment is more than repaid by the far-reaching success of these low-pressure tires. Today, every important tire manufacturer is following Firestone's lead in building balloons.

But, from the first, Firestone had a fundamental advantage in the exclusive Gum-Dipping process. This special method of interpenetrating each fiber, strand and cord by impregnating them with rubber gives Firestone Balloon construction extra stamina, protection and flexibility. Gum-dipping has solved the problem of building long mileage low tire equipment tires.

It is only natural, therefore, that Firestone continues to lead and that those big low-pressure Firestone Dipped Cord should be the outstanding performance among motor car manufacturers and with the public.

MOST MILES PER DOLLAR
FACTORIES: AKRON, OHIO - HAMILTON, ONT.



Firestone

PIONEERS OF THE (NORTH) AMERICAN WEST. In 1919 the Canadian division of Firestone Tire & Rubber Co. was created in Hamilton, Ontario and a factory was built that would produce its first tire in 1922. In 1925 Firestone launched an advertising campaign honoring historical personalities by name, discoverers of virgin territories that delved deep into the American West and into Northern regions of the country, adjacent to Canada. The advertisements specified the existence of Firestone factories in Akron and Ontario. On top of the page, the trapper Daniel Boone with his characteristic raccoon fur hat. Above this text, the advertisement on the left portrays a reconstruction of the epic Meriwether Lewis and William Clark. They led a government-funded expedition that would cross the country for the first time, reach the Pacific Coast and return with valuable information of all kinds, particularly for cartographic purposes. The advertisement on the right depicts a group of American Indians watching out for the ship of English navigator Henry Hudson who, in his 1909 and 1910 expeditions, traversed the bay that today bears his name.

27. Double-page advertisement published in the generalist magazine *The Saturday Evening Post*, July 2, 1925.

28. Full-page advertisement published in the magazine *Country Life*, February 1925.

29. Full-page advertisement published in *The American Magazine*, 1925.

**A sales argument
with only one answer**

Every Hood tire you see on the road replaced a tire of another make—or a Hood. It was bought because the car owner is interested in the cost per mile. This preference is earned by the service Hood Tires give. This is equally true of Hood Balloons, High Pressures or Heavy Duty Truck Tires.

Made by: Hood Rubber Co., Watertown, Mass.
Distributed by: Hood Rubber Products Co., Inc.
Branches in All Principal Cities

Look for the Hood Arrow

HOOD

RUBBER FOOTWEAR | CANVAS SHOES | PNEUMATIC TIRES | SOLID TIRES | HEELS - SOLES - TILING

THE SYMBOL OF WORLD WIDE SERVICE IN QUALITY RUBBER PRODUCTS

COWBOYS IN ACTION.

The above advertisement for Hood Rubber portrays two rough cowboys leaning against a ranch fence and admiring the virtues of a gigantic tire; its mileage performance serves as a guarantee of quality. The image on the right is an advertisement for Ajax Rubber Co., manufacturer of Ajax tires where they expose the advantages of belonging to their commercial network. Just as an expert cowboy handles the lasso to capture cattle, the owners of independent businesses have an opportunity in their hands that should not be missed.

30. Full-page advertisement published in *The Saturday Evening Post*, August 13, 1927. Illustrated by Samuel Joseph Brown (1907-1994).

31. Full-page advertisement published in the specialized magazine *Motor World*, January 2, 1918.

106 MOTOR WORLD

**"ROPED" OPPORTUNITY
AJAX
DEALER'S FRANCHISE**

—and BRANDED—AJAX

The profit "round-up" in your territory is on. Ajax dealers by the thousands are all set for the big profit opportunity in 1918. There are still a few choice spots open—perhaps your very locality may be one of them on the

Ajax Dealer's Franchise

The Ajax Dealer's Franchise carries among "ropeing" privileges for the dealer—just as Ajax Tires carry a strong Guarantee of Wearing 3000 Miles to 10,000 Miles. It will make your store the dominating one store in your locality. Get the benefit of our auto-wide advertising campaign that will place us among the biggest advertisers in the country. Sign up with us today.

97% Owners' Choice

Just think what that means. Of all Ajax dealers that big proportion—97%—is engaged not by contract to take the job, if other tires that cause us their work. Consider an overwhelming endorsement of Ajax quality—the highest in the world.

Ajax Road King

A month in quality's longest service. On the road, it is an equal with other tires. **AJAX ROAD KING** gives covering good all its weight—275. Built for city streets and farm highways. **Cyclists** AJAX maintains for safety and endurance under maximum road stress.

Your Territory May Still Be Open

WRITE, WIRE, COLLECT, or visit. Complete and learn if this money-making opportunity is still open in your territory.

AJAX RUBBER CO., Inc.
1792 Broadway New York

AJAX RUBBER CO., Inc.
1792 Broadway, New York

I am interested in the Ajax Dealer's Franchise. Without obligation to me, send complete details.

Name _____
Address _____
City _____ State _____

"Do You Others Are Claiming Quality, We Are Guaranteed!"

The Cost of Distribution is Lower ~ The Standard of Quality is Higher

MANSFIELD

Built ~ Not to Undersell, but ~ to Overserve



The Rough-Country Test

THE American people now buy something like a billion dollars worth of tires a year.

Naturally the competition for such a large market is tremendously keen.

Tire Manufacturers vie with each other to deliver the lowest cost tire service in order to win the largest possible share of that billion dollar a year tire investment.

Thousands of people keep no record of the mileage they get from tires and therefore do not know which tire actually delivers the lowest cost per mile of service.

But in the rougher parts of the country car owners know tires on the cost per mile basis,—and there Mansfield Tire sales grow fastest.

That Mansfields do regularly deliver thousands of extra miles of trouble-free service at no extra cost, is becoming better and better known everywhere.

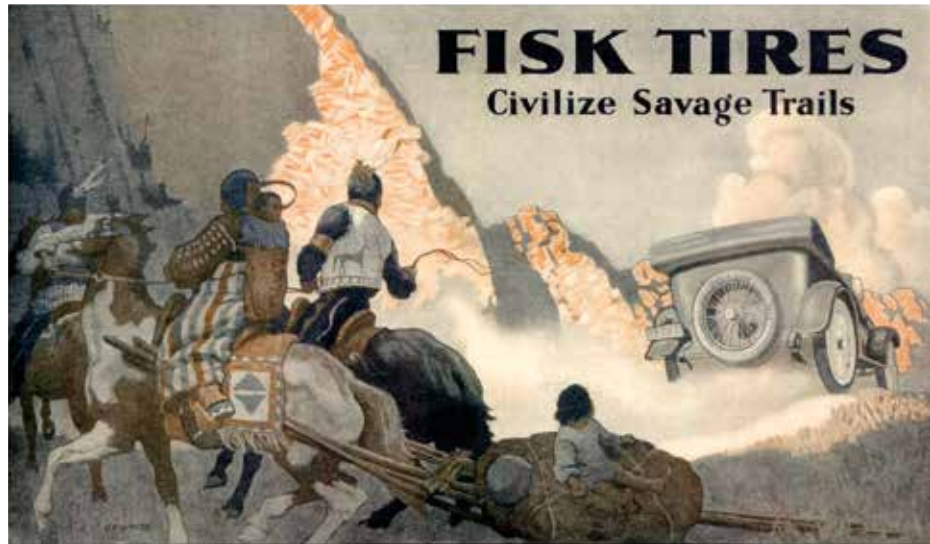
Mansfields are distributed at record low cost by the great Hardware Wholesalers, and the saving on distribution is put into the tire to make it deliver record low cost mileage.

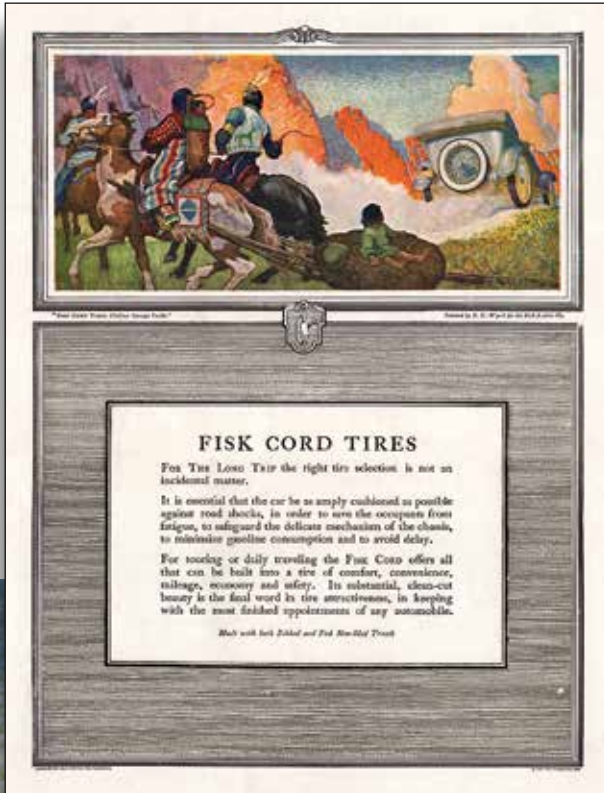
THE MANSFIELD TIRE & RUBBER COMPANY, MANSFIELD, OHIO
Ballon Cords Truck Cords Heavy Duty Cords Regular Cords Fabric Tires

Where the wear is hardest, they know which tire lasts longest.

BREAKING IN AN AUTOMOBILE. The advertisement shown here once again reproduces the metaphor that equates the rider and his horse with the automobile and its driver. As in a rodeo, the bronc rider makes every effort to break in a wild horse, a true test of resistance that demonstrates their chances of adapting to the harsh rural life in the Far West. This constitutes a test that must also be overcome by tires manufactured by the Mansfield Tire & Rubber from Mansfield, Ohio, founded in 1912.

32. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, May 29, 26.



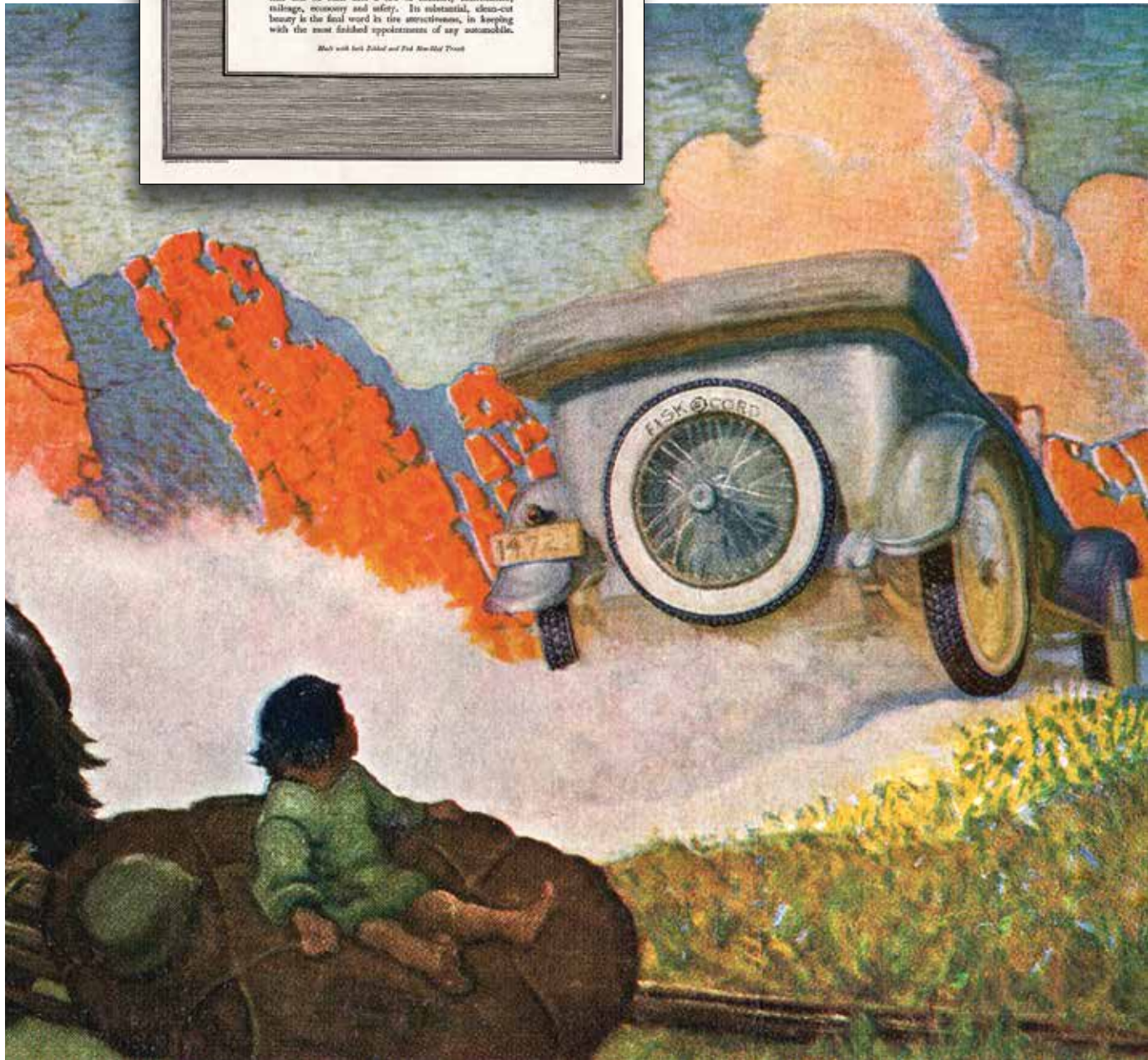


GIVING WAY TO PROGRESS.

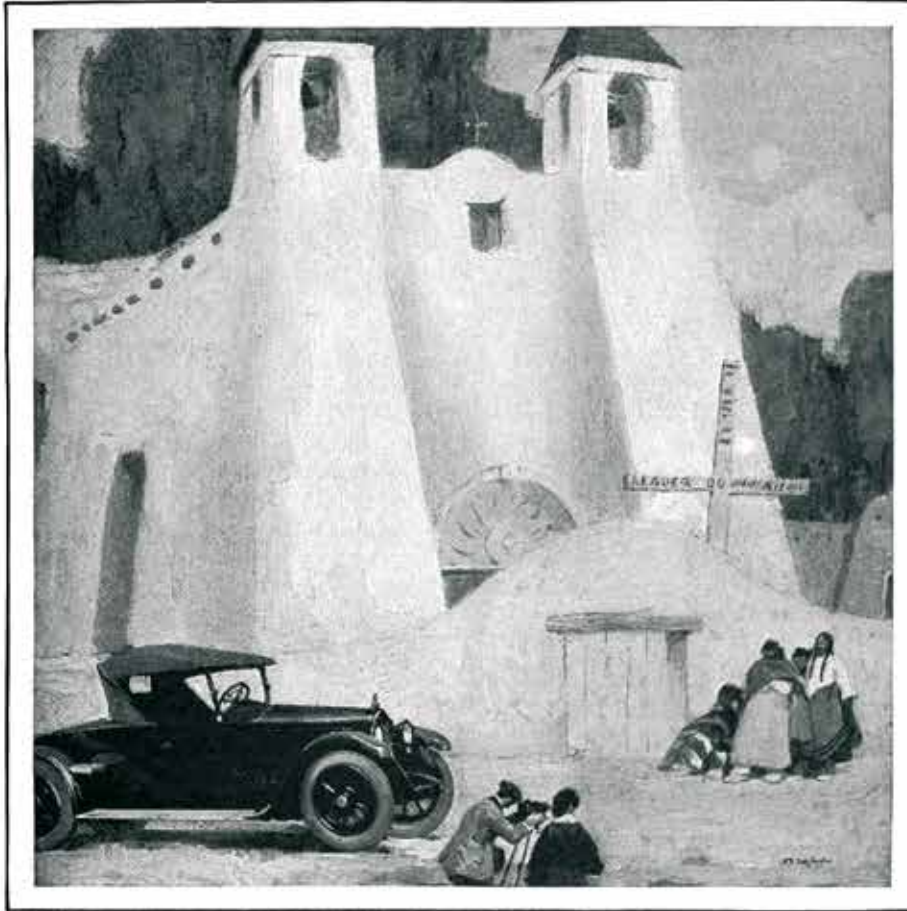
Newell Convers Wyeth (1882-1945) collaborated in two advertisements for the tires of the Fisk Rubber Co. from Chicopee Falls, Massachusetts. The first illustration portrayed Indian natives from an indeterminate territory acting as porters of the rubber collected and cured for shipments destined to industries in the sector. The second one, shown on this double page, depicted several American Indians traveling on horseback coming across the path of an automobile, in another representation of the contrast between cultures. Wyeth's original oil painting, with approximate dimensions of 180 x 80 cm, forms part of the Joslyn Art Museum collection in Omaha, Nebraska.

33. (opposite page) Double-page, two-ink (black and red) advertisement published in the *The Saturday Evening Post*, May 24, 1919.

34-35. Full-page advertisement in *Country Life*, May 1919; and an enlarged detail of the double-page illustration.



PACKARD



THE PACKARD CARRIES YOU QUIETLY, AGREEABLY AND SAFELY


THE PACKARD CAR is everywhere at home. Whether it carry you from your doorway, or through regions remote from civilization, it carries you quietly, agreeably and safely. We have been working on the Packard for more than twenty years, always to make it a better mechanism and a finer vehicle. Both the Twin-Six and the Single-Six Packard faithfully reflect this long endeavor, in the fine kind of service they give. ❧ ❧

PACKARD MOTOR CAR COMPANY · DETROIT
The Packard Twin-Six The Packard Single-Six

Ask the man who owns one

Unseen Sources of Long Life

An open book to the Expert -
And revealed to the Owner
in terms of Service - - -

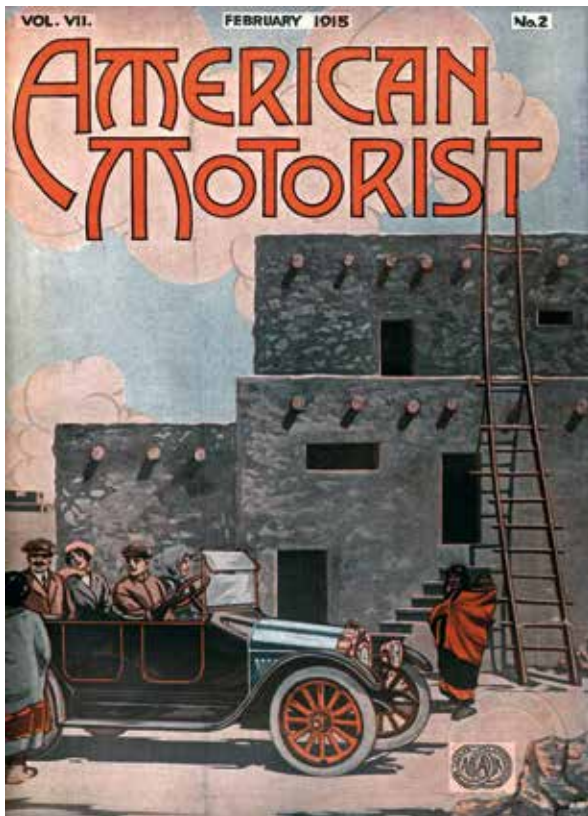


The basic sources of motor car value are not always apparent to the eye. A motor car, like a house, may look more substantial than it really is. But experts know. And Dodge Brothers Motor Car, subjected to their sharp scrutiny, has received the unqualified endorsement it so richly deserves. Electrical Engineers, for instance, will tell you that Dodge Brothers starter and electrical equipment throughout are exceptionally efficient and dependable. Metallurgists will confirm the fact that in no other car built is so high a percentage of costly chrome vanadium steel employed. Tanners will tell you that Dodge Brothers, for their leather upholstery, will accept only a distinctly superior grade of stock.

Upholsterers concede that you will rarely find mohair velvet of equal quality and taste. Automotive Engineers point to Dodge Brothers one-piece chrome vanadium front axle—a valuable and exclusive feature; to the bearings—bigger and better than strict necessity requires; to the spring leaves and spring clips—chrome vanadium, every one; to the motor, connecting rods, crankshaft, transmission, universal joint, drive shaft, differential, rear axle shaft—all made chiefly of chrome vanadium; and to numberless other examples of high engineering standards long ago established and strictly maintained today. Sources of long life and dependability that reveal themselves to the owner in terms of upkeep dollars saved and faithful service over a period of years.

DODGE BROTHERS INC. DETROIT
Sales Representatives Everywhere

DODGE BROTHERS MOTOR CARS

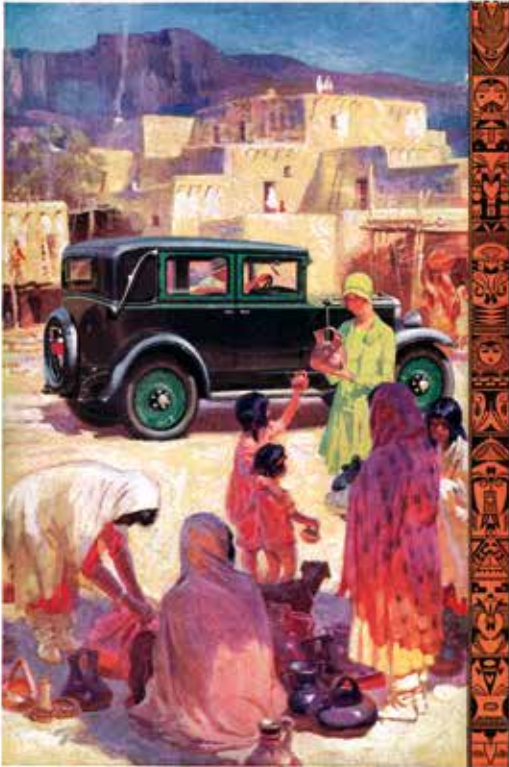


VISITING THE VILLAGES. Within the paintings and illustrations of the western genre, one of the most frequently employed subjects was that of tourists visiting "picturesque" places such as missions or the indigenous villages in Southern border states. The automobile they traveled in and the cameras they carried depicted a sharp contrast between two very different worlds.

36. (opposite page) Full-page advertisement published in *Life* magazine, August 11, 1921.

37. Double-page advertisement in *The Saturday Evening Post*, August 28, 1926. Illustrated by Harold von Schmidt (1893-1982).

38. Cover of the magazine *American Motorist*, February 1915. 39. Cover of the magazine *American Automobile Digest*, August 1918.



for Economical Transportation
CHEVROLET

Chevrolet offers Six-Cylinder power, speed and smoothness in the price range of the four!

When you get behind the wheel of a Chevrolet Six it is easy to understand why this remarkable new car is scoring such a sensational success. For here, in a price class where only four-cylinder performance was previously available, are offered all the velocity, smoothness, increased power and additional flexibility of a great six-cylinder engine.

At every point in the speed range, the power is delivered easily, freely and without annoying vibrations. Acceleration is remarkably swift. The steepest hills are taken with power to spare. And there is never any annoying "bogging"—not even when you accelerate swiftly in high gear.

Equally impressive are the beauty and comfort of the

new enclosed bodies by Fisher. Styled by world-famous Fisher designers, available in a variety of smart colors and built of selected hardwood and steel, which is the strongest, safest and quietest combination of materials known to the body builders' craft—they represent, in every detail, an order of coachwork unapproached in any other low-priced car!

Chevrolet is the only car which combines all these advantages in the price range of the four. And the Chevrolet Six is just as economical to operate as it is to buy—for it delivers better than twenty miles to the gallon of gasoline! Before you buy any low-priced car—check it against the Chevrolet Six—value for value and price for price.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation.

The Standard	The Coach	The Superior
\$525	\$595	\$695
\$525	\$595	\$695
\$595	\$665	\$765
\$665	\$735	\$835
\$735	\$805	\$905
\$805	\$875	\$975

COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered price includes only reasonable charges for delivery and financing.

A SIX IN THE PRICE RANGE OF THE FOUR

CARS AND TIRES. The above advertisement portrays a woman buying indigenous pottery in a village, while companions wait for her in a Chevrolet. Below, the scene portrays a couple walking through the streets of a New Mexican town after a long trip—"from Maine to New Mexico" explains the text—in their car equipped with Seiberling tires.

40. Advertisement in *The Literary Digest*, September 28, 1929. Illustrated by Frederick Kimball Mizen (1888-1964).

41. Advertisement in *The Saturday Evening Post*, June 30, 1928. Illustrated by Haddon Hubbard Sundblom (1899-1976).



NORTH, SOUTH, EAST, WEST

Wherever you may be, wherever you may drive, you will find any one of five thousand dealers ready to sell you Seiberling All-Treads with a full year's protection against further expense due to accident or road hazard—ready also to fulfill the protection pledge given you by any other Seiberling dealer, anywhere.

THE SEIBERLING TIRE COMPANY
ANNON, OHIO

SEIBERLING ALL-TREADS

The night before the Gervinus Fourth
Next morning, coming out of weather conditions, and Seiberling Stagers will see you only the usual conditions of a genuine American-made tire.

AMERICAN MADE from **SEIBERLING** tires. **SEIBERLING** tires are made through strictly honest and thorough inspection of the Best of them. You'll find them in the light blue. You'll see them in their own advertisement.

SEIBERLING tires are made through strictly honest and thorough inspection of the Best of them. You'll find them in the light blue. You'll see them in their own advertisement.

SEIBERLING

“—there are no better tires made than Mason Hylastic Balloons”

Now you hear it everywhere



“I am sending you a Mason Balloon which came as original equipment on my Ford and which to date has run 34,000 miles. It never was off the rim until it finally wore out.”
—Peninsula, Ohio.

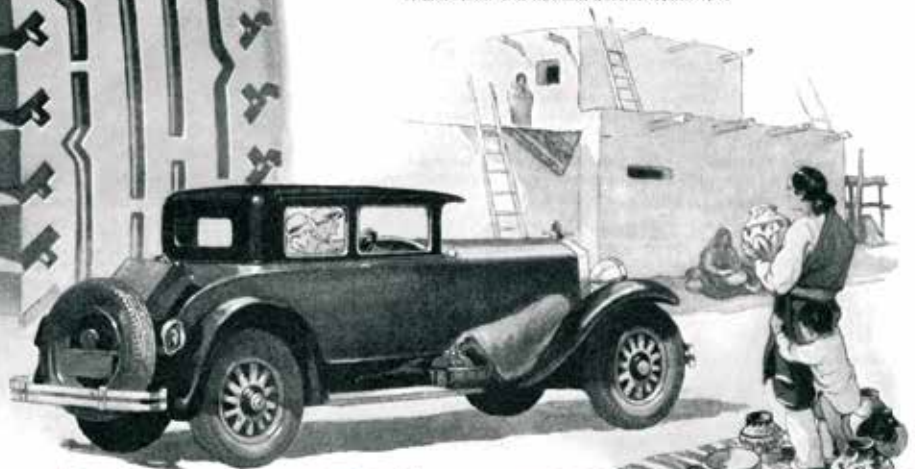
“Two Mason Balloons on my Buick have run over 23,000 miles and there is still quite some mileage left. I have had less tire trouble generally with Masons than with those of any other make.”
—Boston, Mass.

“I drove five Masons 24,000 miles and as they still looked good I drove an additional 3,700 miles from Los Angeles to Miami, Fla. I want nothing but Masons on my car.”
—Los Angeles, Cal.

“After having driven a set of Mason Hylastic Balloons on my sedan for over 27,000 miles I am convinced that you make the best tires on the market today.”—Dallas, Tex.

“The last Masons I purchased gave me 21,825 miles on my Packard, 7,000 miles of which were over hazardous roads, rough and punishing to tires.”
—Miami, Florida.

Hylastic cord (an exclusive Mason feature) is made from a special, carefully selected, tough and sinewy cotton. It is spun in Mason's own cotton mills, to Mason specifications and exacting standards. It is this Hylastic cord which makes every Mason Balloon so resilient that it gives maximum riding comfort—and so tough and sinewy that it endures constant flexing for many extra thousands of miles.
MASON TIRE AND RUBBER COMPANY, KENT, O.



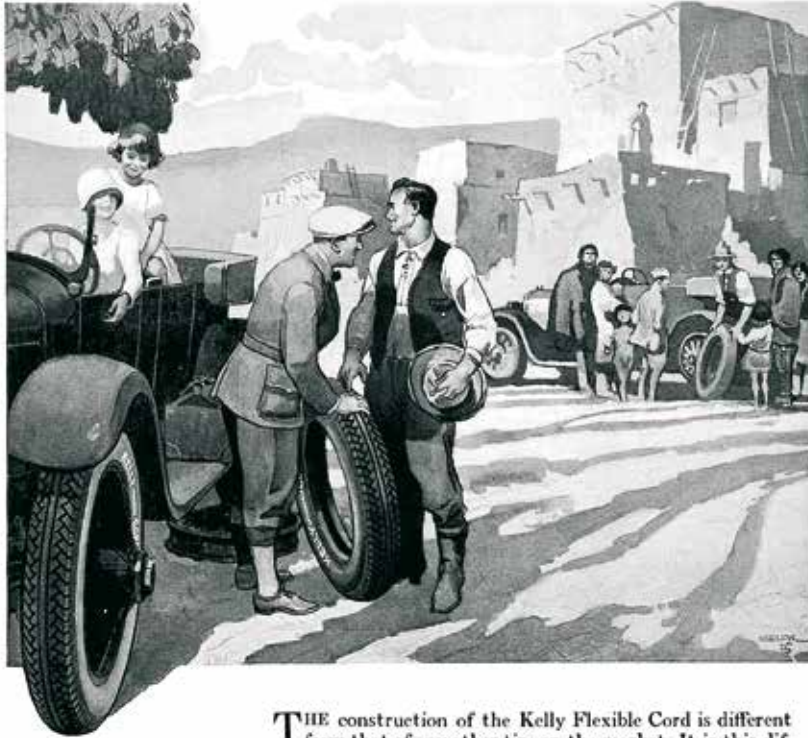
MASON

Hylastic TIRES

LONG DISTANCE. The above image shows one of the advertisements for the 1926 press advertising campaign for Mason Hylastic tires, manufactured by the Mansfield Tire & Rubber Company. In the scene a couple is portrayed driving an automobile on the roads of the southwestern part of the country, passing through an Indian village whose streets are lined with stalls and locals selling their crafts. The meaning of this illustration is given in the advertisement's text. It includes user testimonies explaining the fine performance that the tires provided during their long trips, lasting as long as the distances that separated the distinct territories within the country.

42. Full-page advertisement published in the generalist magazine *The Saturday Evening Post*, August 20, 1927.

The KELLY FLEXIBLE CORD



The Peregrinations of the Pecks

At one of the New Mexican pueblos Jim finds an opportunity to play good Samaritan. With the common sense characteristic of a man who carries fire, life and accident insurance, he started out on the trip with two spares. As these run out, however, he is small chance that he will need either, he gladly lends one to a fellow motorist who has spent an hour in the leading Southwestern town trying to repair a blown-out shoe, and who has just discovered that, fortunately, his rims are the same size as the Pecks'. It looks as though Jim were making another Kelly customer.

THE construction of the Kelly Flexible Cord is different from that of any other tire on the market. It is this difference—the building of the bead as an integral part of the tire instead of as a separate unit fastened in—that for the first time makes possible a tire that is *both rugged and flexible*. The ruggedness means mileage. The flexibility means easy riding. That is why the Flexible Cord is by far the best tire Kelly has ever built.

KELLY-SPRINGFIELD

MAKING FRIENDS.

Above, one of the advertisements from the series "The Peregrination of the Pecks" illustrated by Peter Helck, which relates the long journey by car to San Francisco of New Yorker Jim Pecks and his family. On this occasion, they stop in a town in New Mexico, where they help another driver by offering their Kelly-Springfield spare tire. They have not used it until now ... and they won't need it for the rest of the trip! The image on the right shows an advertisement for Mansfield Tire & Rubber tires from Mansfield, Ohio. In the scene, accompanied by the slogan "Making friends" a couple visits an American Indian village; while the adults converse with a Native American family, their respective children become friends.

43. Full-page advertisement published in *House & Garden*, 1925. Illustrated by Peter Helck.

44. Full-page advertisement published in *The Saturday Evening Post*, October 2, 1926. Signed by the illustrator from Detroit, Harry W. Slater.

Doubling, re-doubling and making good.

Making Friends

THIS is an old saying that says: "A few friends and a right reasoning make long friends." Mansfield are bound to make long friends—of value as long as they last to prove their full worth. But finally, the right reasoning shows them to have been a few friends.

The single ideal we have in building what we mean to be—distinctly superior quality, so sure that will go further—and that means a lower cost per mile of tire service. Last year, twice as many people bought Mansfield as had ever bought them before in any single year.

Five of these 1925 Mansfield will have to be replaced before 1927, yet again this year, twice as many people are buying Mansfield as bought them last year.

When the sales of any tire double and re-double before their originality will have had time to wear out, that tire is making long friends of those who are making long drives for it.

We build with the purpose of making good these long drives.

THE MANSFIELD TIRE & RUBBER COMPANY, MANSFIELD, OHIO
Baker, Ohio, Ford, Ohio, Buick, Ohio, Buick, Ohio, Buick, Ohio

The Cost of Distribution is Lower—The Standard of Quality is Higher

MANSFIELD

Built ~ Not to Undersell, but ~ to Overserve



*Playing no Favorites
with Big Mileage*

Big claims won't produce big mileage, but after rolling along on a set of Generals month after month you can look to your speedometer for the real big mileage story.

Users records all over the country prove that General plays no favorites in rolling up big mileage. ✓✓✓ Easy riding comfort, safety and distinctive good looks all contribute to General's outstanding preference among car owners, but in the final analysis

mileage is a tire's strongest goodwill builder. Those who are seeking the satisfaction of big mileage and the ultimate economy that goes with it will find that the General dealer has an interesting proposition.

He has a plan that enables you to change to Generals without sacrificing the unused mileage in your present tires, no matter what make or how much or how little they have been used.

It's the second 10,000 miles that makes the big hit



The GENERAL TIRE

BUILT IN AKRON, OHIO, BY THE GENERAL TIRE AND RUBBER COMPANY

PANORAMIC VIEWS. A family and their driver, armed with binoculars and aboard an automobile equipped with General tires, converse with cowboys on horseback, who indicate the best views of the landscape and the route to follow. The illustration of the advertisement is by artist Frederic K. Mizen, who worked intensively in the campaigns for The General Tire & Rubber Co. from Akron.

45. Full-page advertisement published in the travel magazine *The National Geographic*, 1926. Illustrated by Frederic K. Mizen.

Signs of Friendship
The Indian

~ goes a long way to make friends

As true in its friendship as the Indian—the General Tire earns and keeps your friendship forever. The real distinction of the General Tire is in its extension of service that goes beyond the ordinary tests of tires to outmatch the hardest usage. The General Tire marks the top of progress

in tire making. It embodies the *proved plus the improved* principles of construction. It achieves vital stamina and staying powers that make it stand out among tires, while its distinguished appearance, design and finish proclaim the standing of a superior product. Built in Akron, Ohio, by The General Tire and Rubber Company.

© 1920 The General Tire and Rubber Co.

THE GENERAL CORD TIRE

GENERAL SATISFACTION. In the advertisement shown above, an Indian Chief mounted on his horse greets a pair of tourists who, traveling in their car, heads towards a reserve. The advertising text begins with the following sentence: “As true in its friendship as the Indian—the General Tire earns and keeps your friendship forever.” The illustration is the work of the New Zealand artist based in New York, Kenneth Morrin Ballantyne (1885-1961) who created the rest of the advertisements for this campaign. It consisted of a long series which portrayed an automobile fitted with General tires in distant places such as the Swiss Alps, in front of the Roman Colosseum, in the French capital, next to a windmill in the Netherlands and at the North Pole, greeting Eskimos.

46. Full-page advertisement published in a magazine, May 1920. Illustrated by Kenneth Morrin Ballantyne.



Copyright, 1924, The Fisk Tire Co., Inc.

PICK, SHOVEL ... AND RIFLE. In the advertisement shown here, a gold digger armed with a rifle hesitates to venture into a dangerous and desert terrain. In the sky we see the silhouette of a circling vulture and lying on the arid stony ground, a cattle skull and a nearby prickly cactus. While his donkey drops his head in a sign of fatigue, he looks askance at the Fisk tire advertising poster with the famous slogan "It's Time to Re-Tire" [time to retire]. The discovery of precious metal in California during 1848 mobilized more than 300,000 men, women and children, including some 40,000 miners. In those years California was Mexican territory that was militarily occupied by the United States, thus civilian laws were lax or non-existent outside of the big cities. Gold was owned by the first to find it, and disputes over properties and sites often had a violent end. Clashes between the native Americans and prospectors, miners and speculators also proliferated. American Indians were not only expelled from their natural hunting and fishing territories; in the face of resistance, entire villages were massacred.

50. Advertisement published in *Theatre Magazine*, June 1924. Illustrated by Walter Beach Humphrey (1892-1966).

The KELLY FLEXIBLE CORD



UNTIL the perfecting of the integral bead construction made the Kelly Flexible Cord possible, many riding qualities in a high-pressure tire could be achieved only by the sacrifice of some of the wearing qualities. This revolutionary new construction, used only by Kelly, has solved the problem of making a tire both rugged and easy riding.


The long cords looped back and forth from head to head permit a give and play that makes the Flexible Cord almost as easy riding as a balloon tire, while the thick, tough, bonded tread insures long mileage. The Flexible Cord is, indeed, the best tire Kelly has ever built.

The Peregrinations of the Pecks

KELLY-SPRINGFIELD TIRES

KELLY SPRINGFIELD TIRES

Where the country's rough
And the going's tough
And the only road is a streak;
Where you'd sink in sand
To your hub-caps and
Your springs would protest-
ingly squeak:
Where you'd pitch and sway
As you picked your way
Cautiously over the dunes,
You may drive your bus
Without trouble or fuss
On a set of Kelly Balloons.



"Ever see a finer pair of thoroughbreds?"

"If you mean these two tough KELLYS, you can say that again!"



OPEN UP TO KELLY BENEFITS! If you're eligible for more than 100 million dollars in savings, KELLY'S Tyres are getting the best in craftsmanship and the secret to quality. Kelly's 100-year experience in the best of the world's rubber plants, and the finest and most expert methods, make the most of nature's materials.

Results are apparent in the outstanding, long-lasting performance of Kelly's tires.

KELLY Springfield TIRES

MADE AND IMPROVED FOR OVER HALF A CENTURY

OPEN ROAD Go Farther...Go Worry-free on Kellys



Know-how makes them Better!

The Kelly know-how—that's what you really appreciate in the solid comfort that's built in the new Kellys!

That's what you'll really appreciate when these Kellys roll up road dust—then your going's tough. That's what you'll really appreciate when you're going on long trips—when you're going home.

For 100 years, the name Kelly-Springfield has stood for the best in the business. With

that's why Kelly's got the most of thousands of your miles of worry-free driving!

That's what you'll really appreciate when these Kellys roll up road dust—then your going's tough. That's what you'll really appreciate when you're going on long trips—when you're going home.

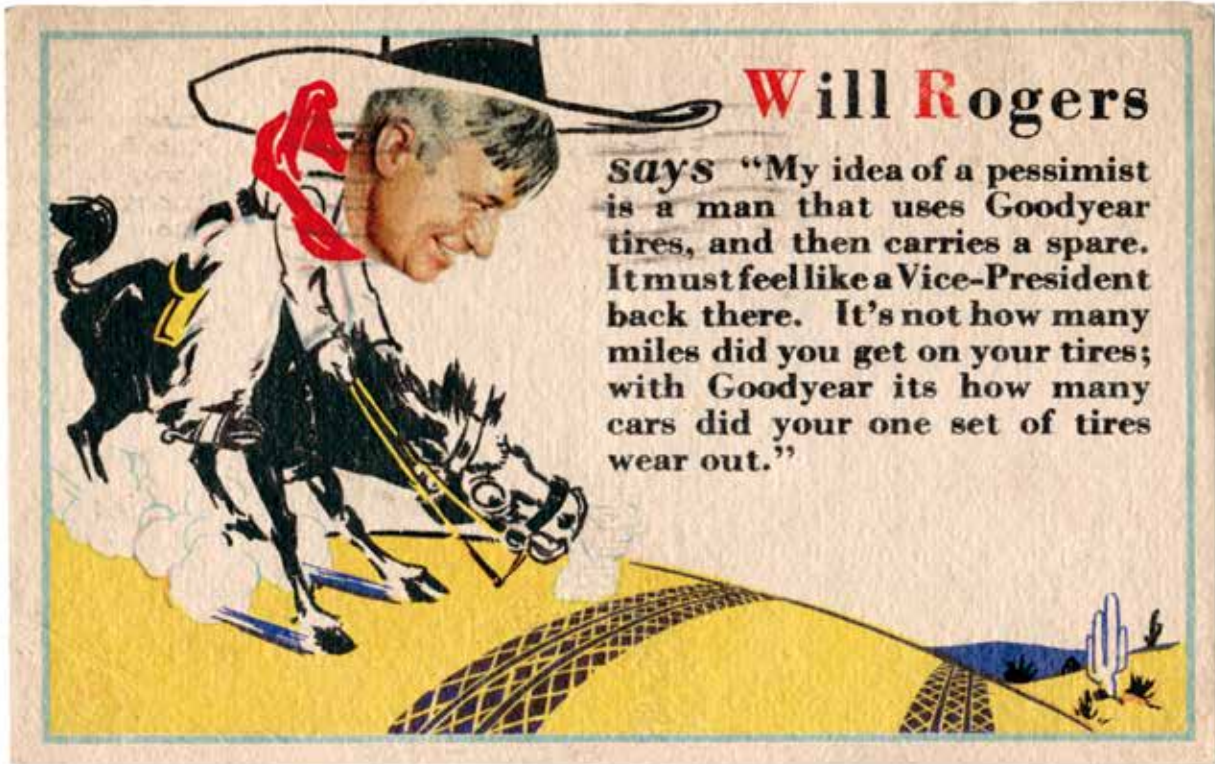
For 100 years, the name Kelly-Springfield has stood for the best in the business. With

KELLY Springfield TIRES

MADE AND IMPROVED FOR OVER HALF A CENTURY

IN THE FAMILY CAR. Different families were featured in these advertisements for the Kelly-Springfield tire company. In the first (top left)—from *The Peregrination of the Pecks* series illustrated by Peter Helck—young Jim practices the art of the lasso instructed by an expert cowboy; they are passing through the Grand Canyon of Colorado. In the second (top right), with an advertising text in the form of a poem and an illustration by Justin C. Gruelle (1889–1978), a little girl waves goodbye from the car to a cowboy and his horse who have crossed their path. In the third (bottom left), illustrated by Slayton Underhill (1913–2002)—who worked for Kelly's advertisements between 1944–1948—, a rancher couple hold a conversation with their son looking on. The mother, holding two foals, exclaims: —“Ever see a finer pair of thoroughbreds?” The husband replies: —“If you mean these two tough KELLYS, you can say that again!” In last advertisement, a cowboy gives indications to the driver with her family in a station wagon. The scene is illustrated by Robert “Bob” Childress (1915–1983) who collaborated in a Kelly-Springfield campaign in the early fifties.

51. Advertisement in *The Saturday Evening Post*, May 30, 1925. Illustrated by Helck. **52.** Advertisement in a theater booklet, 1924. **53-54.** Advertisements in *The Saturday Evening Post*, February 24, 1945 and September 16, 1950.

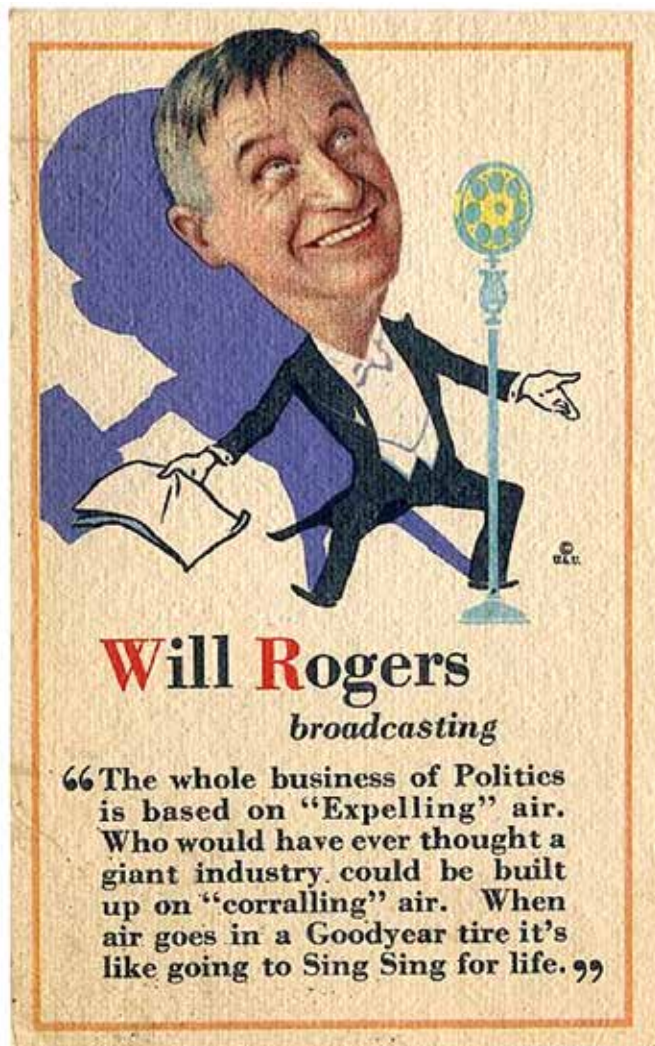


CHEROKEE KID.

This double page presents four examples of the series of promotional postcard mailings featuring Will Rogers (1897-1935) that was published by Goodyear to advertise their tires. The life of Rogers embodies the metamorphosis of the rugged cowboy from the Far West into a mythical modern icon. Born in Oklahoma to a family with Cherokee blood, Rogers was an authentic cowboy and worked in numerous ranches where he developed his skills as a rider and acquired mastery in using the lasso. These qualities led him to work in circus shows and vaudeville, where his performances were interspersed with humorous monologues that soon made him famous. In 1918 he began a career as an actor—participating in 71 films—, combining this with his role as a press commentator for a weekly column—between 1922 and 1935—and his successful venture in radio. As a result of his famous media presence, Will Rogers and his characteristic unruly bangs were featured in campaigns for products such as Bull Durham tobacco and Goodyear tires.


55-58. Examples of postcards from the series published to promote Goodyear tires, 1929.

59. Promotional portrait of Will Rogers, c. 1905.



Will Rogers

says "All I know is just what I read in the papers. I see where Goodyear got the Government contract to make our home-made Zeppelins. They must have some mighty good rubber to keep all that air from getting out and mixing with just this old ordinary air."



A caricature of Will Rogers is shown riding a Goodyear Zeppelin blimp. He is wearing a white shirt, a red neckerchief, and a cowboy hat. The blimp is blue and white with "GOODYEAR ZEPPELIN" written on its side. A yellow streamer is attached to the blimp. In the background, a small illustration of a blimp is visible on the left, and a small "U.S." logo is on the right.

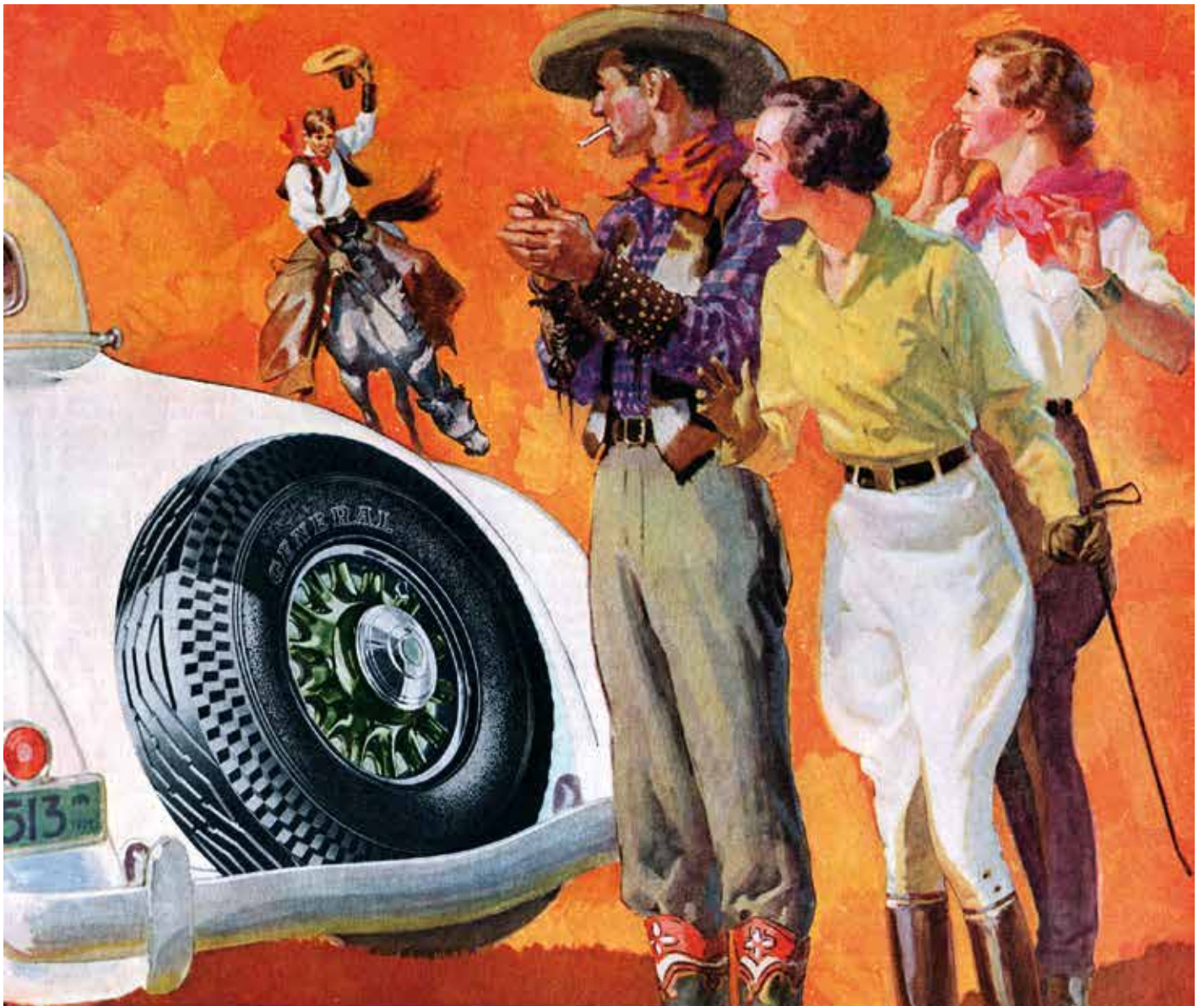


A caricature of Will Rogers is shown blindfolded, holding a Goodyear tire. He is wearing a white shirt, a red neckerchief, and a cowboy hat. The tire is blue and white with "GOODYEAR SAFETY TIRE" written on it. In the background, there are stacks of tires. A small "U.S." logo is visible on the left.

Will Rogers

says "I was blindfolded and led into a room with dozens of different tires and I picked Goodyear right away. I felt of all of them and it was the only one that wasn't flat."





Hitting the Trails OVER HIGH SPEED
HIGHWAYS DEMANDS THE GREATER SAFETY
OF "The Blowout-Proof Tire" *

Even at normal speeds a blowout is a dangerous thing. It can cause serious and often fatal accidents. When a tire blows out it tells its own story. The loud report is nothing more than the explosion of high pressure bursting through a weak spot in the tire. General's patented low pressure construction removes the explosive strain inside the tire that causes blowouts. The new "Blowout-Proof" General has an added

feature of safety—the new Silent Safety tread. This revolutionary tread eliminates all smooth parallel ribs. It provides constant, quick contact which means far greater non-skid action and much longer wearing tread. You can purchase "Blowout-Proof" Generals on convenient terms through the General Tire dealer. The General Tire & Rubber Co., Akron, Ohio
In Canada
General Tire and Rubber Co. of Canada, Limited, Toronto, Ont.

TUNE IN . . . Jack Benny
every Friday night, 10:30
E. O. S. T. coast-to-coast NBC

© REG. U. S. PAT. OFF. T. M. 290,299



The New **GENERAL** *Dual-BALLOON*
WITH THE NEW SILENT SAFETY TREAD



GENERAL FOLKLORE. This double page presents advertisements from 1930-1950 for the tires manufactured by The General Tire & Rubber Company in Akron, Ohio. The conquest of the indomitable and distant—in time—West, already constituting a myth incorporated into the collective memory of popular culture, gave way to the continued recreation of its protagonists. On the opposite page, two elegant riders observe the taming of wild horses with a cowboy. The first example on this page shows an American Indian woman carrying her son on her back, a mode of transport that was as safe as circulating on General tires. In the second, a cowboy plays the guitar accompanied by his partner, probably playing a country—or country-western as it was originally called—ballad. This was a type of music that had emerged in the 1920s in rural areas of the south, a fusion of blues and black spiritual music with the folkloric heritage of European immigrants. The third image portrays an impeccably and fashionably dressed couple in an illustrated advertisement with photography. The text in the lower right corner reads: "Hat by John Frederics. Shoes by J. & J. Slater."

- 60. (opposite page) Advertisement published in *The Saturday Evening Post*, August 11, 1934. Unsigned illustration.
- 61. Advertising billboard, 1951. Illustrated by Charles Winfield Miller (1922-1995) for the Sundblom, Johnston & White agency.
- 62. Full-page advertisement published in the magazine *The Saturday Evening Post*, May 11, 1946.
- 63. Full-page advertisement published in *Newsweek* magazine, September 3, 1951.

*“What’s wrong, Cowboy
... car go lame?”*

COWBOY: *This thing’s worse’n a half-broke bronc.*

GIRL: *Too bad you don’t know rubber like you know saddle leather.*

COWBOY: *Meanin’ what?*

GIRL: *When you buy tires, put your brand on the best in the corral—switch to B. F. Goodrich.*

THE BEST WAY to keep your car sure-footed is to put Silvertowns all around. They’ll stand between you and the danger of skids and blowouts. And extra mileage is built right into every Silvertown tire. It’s put there by Duramin, the B. F. Goodrich discovery that keeps rubber young; keeps tires tough, durable. Because of Duramin, Silvertowns stay safer longer.

Trade-in allowances are high today, and prices are the lowest in years. If you prefer the Budget Plan, many B. F. Goodrich Dealers and all Goodrich Silvertown Stores offer it.

See the new SILVERTOWNS

(Left) SAFETY SILVERTOWN. Top-quality Hi-Flex cords make it stronger than ever. Duramin gives it thousands of extra miles.

(Center) DELUXE SILVERTOWN. Best possible combination of mileage, safety, comfort. New safety tread smothers road noise to a whisper.

(Right) LIFE-SAVER SILVERTOWN. Extra miles—20% more than the original Life-Saver tread tire. No tire can stop you quicker, keep you safer from skids.

HORSES AND TIRES. In the mid-1930s, the hegemony of illustration in American publicity prevailed; henceforth the photographic image would, to a large extent, take over this role. Photography being more realistic—as in film and television—offered a representation of truth and credibility, which were qualities that agencies and advertisers for technological products such as tires sought out. The two images in the advertisement for the Silvertown tire range are a reflection of this trend. A photograph of a woman is shown talking to a cowboy with a flat tire making a reference to selecting the best tires just as he does when choosing his horses: “When you buy tires, put your brand on the best in the corral—switch to B.F. Goodrich.”

64. Full-page advertisement published in *Life* magazine, August 4, 1941.

Best tire value starts **INSIDE...with**

B.F. Goodrich

"RYTHM RIDE" GIVES YOU MORE SAFETY, COMFORT, MILES



GENE AUTRY
America's Number One Cowboy says:

**"LOOK INSIDE FOR
INSIDE PROOF"**

"In stunt riding, top performance depends upon horses and riders working together in perfect rhythm", says Gene. "And right inside this BFG tire, I saw proof that top tire performance depends on rhythm, too."

Go to any B. F. Goodrich dealer's and see for yourself on the inside surface of a BFG Silvertown how the cords are precision spaced with no cross-threads. Free to work together in rhythm to give you "Rythm Ride" —today's big tire value that means extra safety, comfort, mileage, at no extra cost!

You get all this, plus convenient terms and top trade-in allowance at B. F. Goodrich.

IF YOU CAN TELL WHICH STUNT RIDERS ARE BEST, YOU CAN TELL WHICH TIRE IS BEST



1 In every tire thousands of cords flex as you ride. But the cords in most tires are as out of rhythm as amateur stunt riders. Cord action is hampered by non-working cross-threads.



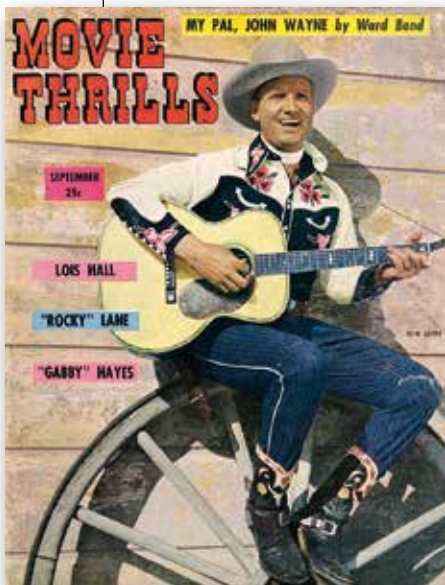
2 With no cross-threads to hinder their action, BFG tire cords work in rhythm—like the riders above. Carry impact from one to another, smother road shock, reduce wear, cushion bumps.



3 In most tires, slanted cross-threads make cords bunch and gap, causing weak spots, "slacker" cords, overworked cords. But BFG cords are sealed in live rubber—spring and tension are uniform.



4 Look inside—then decide. "Rythm-flexing cords" in every tire for every need is a B. F. Goodrich exclusive. See your BFG dealer and buy today. The B. F. Goodrich Company, Akron, Ohio.



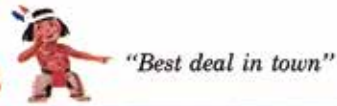
TO THE RHYTHM OF WHEELS.

"In stunt riding, top performance depends upon horses and riders working together in perfect rhythm. And right inside this BFG tire, I saw proof that top tire performance depends on rhythm, too." This rationale was provided by Gene Autry in the BF Goodrich advertisement shown above. This was part of a campaign where other famous people lent their image and testimony, such as the golfer Sam Snead, the clown Emmet Kelly, the singer Fred Waring or the baseball coach Joe McCarthy. Gene Autry (1907-1998), known as "The Singing Cowboy," was a famous celebrity musician, as well as a presenter and producer of radio and television shows. He was also a well-known actor in Western films, in which he always had the opportunity to show off his singing.

65. Advertisement published in *The Saturday Evening Post*, July 15, 1950.

66. Gene Autry sitting on a wagon wheel, featured on the cover of the magazine *Movie Thrills*, September 1950. The theme of the magazine included adventure and action films, with a special emphasis on the B-grade series of westerns that were very popular at this time.

TRADE NOW for safe
long-lasting **ATLAS TIRES**



Enjoy summer driving on new, safe, long-wearing Atlas Tires. Many Atlas Dealers are now offering special allowances on trade-ins of any make tires for new Atlas Grip-Safe® and low-pressure Cushionaire® Tires. For the "Best Deal in Town" visit an Atlas "Trading Post" . . . TODAY.



The wide, flat tread of Atlas Tires gives long mileage and anti-skid safety. See your local Atlas Dealer . . . now.

The broad warranty on Atlas Tires is honored by 38,000 Atlas Dealers in 48 states and Canada. No delay . . . no quibbling.



A VISIT TO THE RESERVATION.

On this page, two examples of the Atlas tire campaigns from the early and mid-fifties are presented. Above, in the scenes illustrated by Robert Moore, a family of tourists enjoy their visit to an American Indian reservation. The father, camera in hand, prepares to take some pictures of the place. Moments earlier they stopped at a service station in front of an Atlas product showcase, where a small Native American touts tires under the slogan "Best deal in town." It is the mascot used by the Atlas Supply Co., specializing in automobile accessories, a type of business known by the acronym TBA (Tires Batteries & Accessories). The advertisement on the right contains the testimony of a traveler who does business with the Navajo, Apache and Hopi tribes. He travels on the rough roads and paths crossing through the states of Arizona and New Mexico, in which Atlas tires provide excellent performance. The illustrations are signed by Stan Ekman (1913-1998).

67-68. Advertisements published in *The Saturday Evening Post*, May 10, 1952 and August 28, 1954.

"I trade in the Navajo Country"

says George T. Bush, of Albuquerque, N. Mex. and Denver, Colo.



"I represent a fine outfit in Navajo, Hopi and Apache trading posts in New Mexico and Arizona. My territory is bigger than all New England and many customers can only be reached over rocky, rutted Indian trails. It is for homework or backhaul, but mighty tough on conventional auto tires. That's why I trade in Atlas tires."



"My main trade is through some of the world's most spectacular scenery. I have to drive safe, substantial tires."

"When you're far from the highway getting your way along an eroded, rock-hard trail is dangerous. The fellow may cross back of your car."



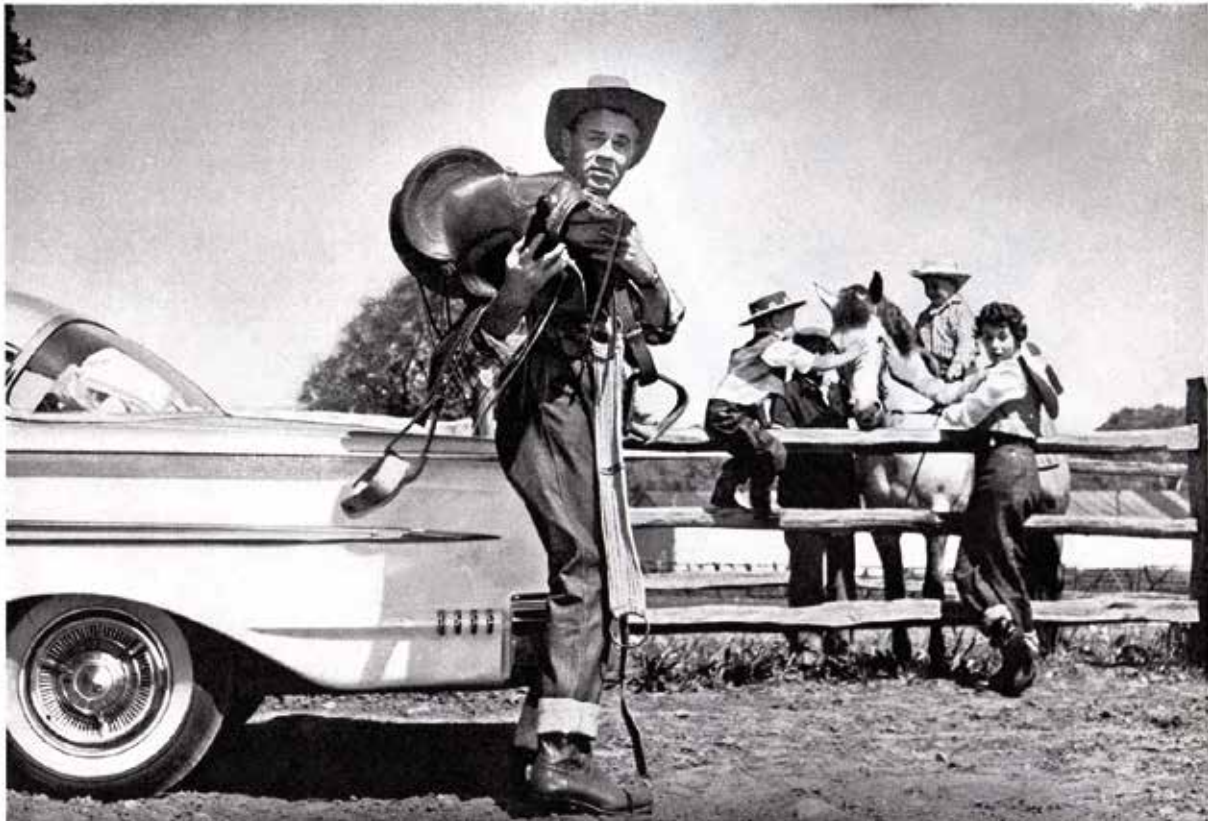
"For this to, I want the tough tread country going or being, hard driving in general requires. I find you can't beat Atlas tires."

"There are far reasons, my Atlas dealer tells me, why Atlas tires give me such safe, satisfactory, economical service."



38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

Why don't driving into trouble on your tires? Trade now for new, dependable Atlas tires with Atlas Grip-Safe, or your Atlas dealer.



Which safety do you put first?

<p>BLOWOUT SAFETY? Of all nylon tires, only U. S. Royals are Pressure-Tempered for untized strength!</p>	<p>PUNCTURE SAFETY? U. S. Royals, with nails through treads, survived 5,000 miles—with no flat!</p>	<p>THRUWAY SAFETY? U. S. Royals give you up to 8 times the cruising endurance of ordinary tires!</p>	<p>SKID SAFETY? Thousands of traction edges in new U. S. Royals stop you up to 57.3 feet quicker!</p>

you're first on all four with all-new

U.S. Royal Tires

In 241-million test miles, the all-new U. S. Royal Tires have proved themselves *first* on all four safety counts . . . safety from blowouts, from punctures, from skids and in thruway driving. Engineered with your safety as the first consideration, they are—dollar for dollar, mile for mile—the finest tires you can buy. See your U. S. Royal Dealer or car dealer now!



New U. S. ROYAL MASTER
The Safety First Tire that delivers the utmost in premium performance

New U. S. ROYAL SAFETY 8
The Safety First Tire that's first choice on the finest of new cars



United States Rubber

Rockefeller Center, New York 20, N. Y. In Canada: Dominion Rubber Company, Ltd.
See things you never saw before. Visit U. S. Rubber's new Exhibit Hall, Rockefeller Center, N. Y.

RIDER AND DRIVER. The above image presents the advertisement for U.S. Royal tires manufactured by the United States Rubber Company, where a father is questioned about his safety priorities. Just as he cares about his children's safety and ensures sound equipment for riding, he must also do so with tires that equip the automobile he drives his family in.

69. Full-page advertisement published in *Life* magazine, July 21, 1958.



THE CARLISLE INDIAN.

In 1917, Charles S. Moomy founded the Carlisle Tire & Rubber company in Carlisle, Pennsylvania to manufacture pneumatic inner tubes —first for bicycles and later for automobiles— for the Montgomery Ward & Co. chain. After going through the 1930 stock market crash and several restructurings, they were refounded as the Carlisle Corp. Between 1950-1960, in addition to rubber products, the company manufactured tires for bicycles, motorcycles and tractors. The division of bicycle tires employed the figure of the American Indian as a corporate symbol and as an advertising mascot until the mid-seventies.

70. Advertisement in a youth magazine, 1971.

71. Corporate emblem, 1951.

72-74. Press advertisements, c. 1960.



CHIEF A-PACHE
SELF VULCANIZING PATCH
OF ALL PATCHES

We have done our best to make this patch one that could not be excelled. The A-Pache is not "just a patch." It is a high grade, scientifically made product designed to perform efficiently under every condition to which a patch is subject.

In the first place, the A-Pache is made from pure rubber gum. Quality is the starting point in its manufacture. The vulcanized elastic back stretches with the tube, thus eliminating all possibility of loosening. An unusually smooth surface prevents heat from friction.

Satisfactory Under All Conditions

At home or on the road a puncture or blowout is repaired quickly and permanently with the A-Pache self vulcanizing Patch. Why vulcanize when the simple, easy, permanent way is the A-Pache way? Under every condition of motoring the A-Pache Self Vulcanizing Patch performs in a way that lessens the worries of motoring.

Repairs Any Puncture or Blowout in Five Minutes

A-Pache is a Cold Patch—no heat or tools required to make repairs—pressure and heat in casting does the business. High speed can be made immediately. Positively guaranteed to hold. Simple—permanent— inexpensive. The logical way to repair a tube with all the trouble left out.

DEALERS
 Stock the patch that sells readily and gives you a nice margin of profit. Don't be satisfied with "just patches." Get lined up with the A-Pache.

Write for complete details
PHOENIX LABORATORIES
 702-704 Polk Street San Francisco, Cal.

SENT PREPAID ANYWHERE IN U. S. OR CANADA UPON RECEIPT OF PRICE

PHOENIX LABORATORIES
 702-704 Polk St., San Francisco, Cal.
 I find nothing better for which I will use the whole lot of the _____ of A-Pache.
 I had one full particulate of dealer's preparation.
 Name _____
 P. O. Address _____
 City _____ State _____

THE APACHE PATCH.

Although most tire manufacturers had their own range of repair products in case of blowouts, there were a large number of small companies dedicated to commercializing patches, such as the Phoenix Laboratories in San Francisco and their A-Pache brand. It was an ingenious play on words that associated the word patch to the Apache tribe. They utilized the bust of an American Indian Chief next to the slogan "Chief of all patches." The illustration below shows a Native American shaman fixing a puncture. It portrays the painting *Good Medicine for a Sick Horse* made by Charles Dye (1906-1972), who created it to promote the patches of the Bowes Sealfast company, founded in 1919.

75. Full-page advertisement published in the specialized automotive sector magazine *Motor Age*, April 3, 1919.

76. Advertisement for Bowes patches, c. 1930. Illustrated by Charles Dye.



O'Sullivan's
Heels
of New Rubber

O'SULLIVAN'S
SAFETY-
CUSHION HEEL
D. PAT. JAN. 24, 1899. S

O'Sullivan's Heels of New Rubber bridge the chasm between the barefooted savage and civilized man. The savage walked gracefully because he used his foot muscles and his toes and had the earth for a cushion. The disuse of the foot muscles and the impact of hard leather heels cause improper attitude in walking, which in turn causes flat foot and kindred deformities. Walking is man's natural means of locomotion and is universally conceded to be the healthiest and best exercise.

Heels of New Rubber fitted to your walking shoes enable you to walk naturally, gracefully, and faster, with the same effort. The new rubber absorbs the impact at each step, saves nervous and physical strain, and restores the natural cushion to the human foot. Price, 50c. All dealers. Specify "O'Sullivan's" for new rubber. By mail send 35c. and diagram of heel to the makers.

Valuable Booklet on Walking, Walking Shoes, and Foot-fitting for a postal.

O'Sullivan Rubber Co., Lowell, Mass.

THE BAREFOOT SAVAGE. Many of the pioneering companies in the tire sector had their foundational origins linked to the manufacture of waterproof boots and rubber soled footwear. In the advertisement shown above for rubber heels manufactured by the O'Sullivan Rubber Company in Lowell, Massachusetts, ideological concepts typical of the era are clearly represented. These included the supremacy of the civilized over the savage and of technology as a tool of progress, as well as land and demographic pressure exerted on the natural territory of the Native Americans. As shown, the rubber-soled footwear is a "bridge" between two worlds, a symbol of progress and supremacy of the white man—upright and holding a rod—in contrast to the barbarism represented by the barefoot Indian—submissively crouching on four legs like an animal with an ax in his hand. According to the advertisement's text: "O'Sullivan's Heels of New Rubber bridge the chasm between the barefooted savage and civilized man. The savage walked gracefully because he used his foot muscles and his toes and had the earth for a cushion (...) Heels of New Rubber fitted to your walking shoes enable you to walk naturally, gracefully, and faster, with the same effort."

77. Full-page advertisement published in *Pearson's Magazine*, April 1908.

*Another reason why over
60,000 Dealers carry
Hood Rubber Products*



**In summer youth demands
the freedom that Hoods give . . .**



HOOD Canvas Shoes are made in a wide variety of styles—White—Black and Brown—plain or trimmed.
All HOOD Yellow and Purple Label shoes are soled with **MOKREPE** soles of smoke-and-heat-toughened creped rubber.

Millions of 20th century Wild Indians soon hit the long trail of summer play!
You, too, if you feel a thrill when Spring comes, will want then to quit the stiff, formal shoe for canvas play shoes.
Know the freedom of flexible canvas—strengthen your muscles—get your feet back to Nature's shape!
HOOD is foremost in designing sturdy

canvas shoes with tough rubber soles—that give comfort—with longer service!
There are three grades—Yellow label—for hard wear—Black label—for low price—Purple label shoes in between.
The HOOD simplified stock plan makes it easy for your dealer to serve you.
Mfd. by Hood Rubber Company, Watertown, Mass.
Distributed by Hood Rubber Products Company, Inc. Watertown, Mass.

Look for the Hood Arrow



RUBBER FOOTWEAR



CANVAS SHOES



SOLID TIRES



RUBBER SPECIALTIES



PNEUMATIC TIRES



QUALITY • ALWAYS • MAINTAINED

FOLLOW THE ARROW. The above image presents the corporate emblem for the Hood Rubber Company from Watertown, Mass., which showed the word 'Hood' pierced by and circumscribed in a double-headed arrow shaped border. They occasionally utilized the image of the American Indian to advertise their sports shoes targeting children. The long distances traveled by the Native Americans during their seasonal migrations in search of natural resources such as hunting—with bows and arrows—helped to represent the resistant qualities of the Hood brand footwear subjected to the wear and tear of children's intense activity. Hood Rubber, also a leading tire manufacturer, employed the figure of a traffic agent wearing a red uniform as a corporate mascot. He is visible at the top right corner of the advertisement and was used to promote the products of their tire and shoe divisions.

78. Full-page advertisement published in an unidentified magazine, 1926.

SWIFT
as an Indian,
Silent and
Sure

For the swift race with its fast sport at the end... or for the long hike and steady plugging over the trails and roads, the boys have learned that they may expect real foot comfort and enjoy their many sports if they wear a pair of Firestone "Conquerors".

Here is a shoe which the boys may wear with comfort and security, for it has been scientifically designed to give the necessary support to the foot and ankle and still leave plenty of freedom for those active feet.

The jet black, molded type outside, not only adds to the appearance of this shoe, but its non-skid feature insures safety to the wearer by minimizing the chances of slipping and falling.

Boys... enjoy your outdoor activities this Summer by wearing a pair of Firestone "Conquerors". They are Cool, Comfortable and Serviceable. Your nearest dealer will be pleased to fit you to a pair. Made in all sizes for Men, Boys, Youths and Little Boys.

Firestone
FIRESTONE FOOTWEAR COMPANY
Factory: Hudson, Mass. General Office: Boston, Mass.
Branches:
Boston, Mass., 141 Brookline Ave. New York, N. Y., 197 Duane St.
Philadelphia, Pa., 23rd & Wood Sts. Minneapolis, Minn., 444 Stinson Blvd.
Chicago, Ill., 901 So. Franklin St.

SPORTS MANUAL FREE—At 10¢ your dealer for 2 copies free or mail to any below, with a 10¢ stamp and receive your copy of this new book on 30 days.

FIRESTONE FOOTWEAR COMPANY
Gentlemen: Enclosed find 2-cent stamp. Please send me my free copy of your Sports Manual.

Name: _____
Address: _____
City: _____ State: _____

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER *Harvey Firestone*

"Why we Indians ran our races barefoot"

Told by Buffalo Child Long Lance
Blackfoot Indian Chief,
Trick rider for Buffalo Bill, Tackle, Currier
Football Team Captain,
World War (wounded),
Decorated for
bravery, Author
of "Long Lance."

IN those carefree days before I came in contact with white civilization, we Indian boys used to harden our bodies for the severe lives we expected to lead as hunters and warriors. Our fathers would whip us with fir branches when we arose in the morning; in the winter we would take a snow bath. We would often set fire to fir needles on our hands and back and let them burn to an ash.

"We ran many foot races and we always ran barefoot to toughen our feet and allow free play to muscular development."

"It was considered effeminate to bend our elbows—therefore we ran stiff-armed."
"Except in racing we usually wore moccasins, because we needed a certain amount of foot protection in carrying heavy loads and in stalking game. But our moccasins never strangled our feet. Modern canvas rubber-soled shoes are most like them in allowing free muscular action and in protecting the foot against injury without weakening it. I believe they should be worn in childhood and wherever possible in later life. I still use them on the longest and stiffest hikes and the steepest climbs."

NOT only are Goodrich Sport Shoes designed to develop the foot and leg muscles so necessary to an athlete—but they are the style classics of canvas rubber-soled shoes. Demand them by name—say "Goodrich Sport Shoes!"

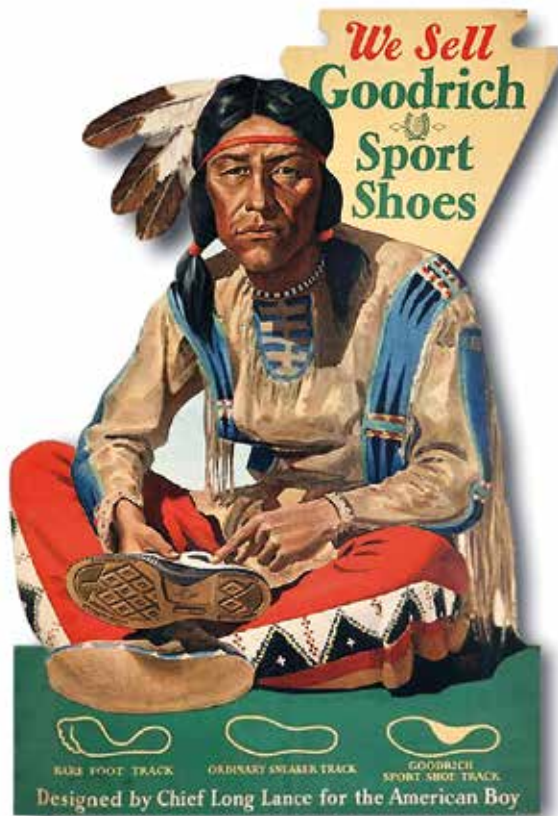
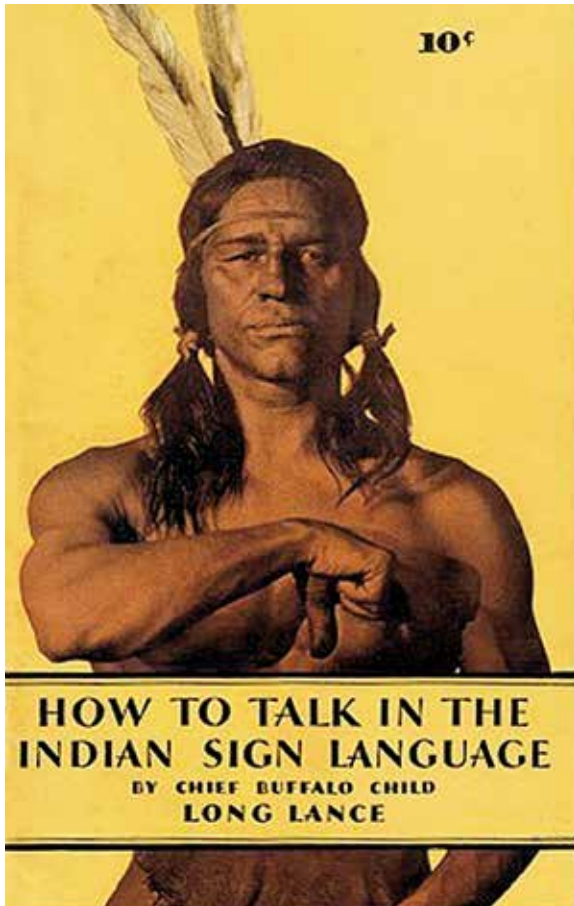
The B. F. Goodrich Rubber Company, established 1870, Akron, Ohio, Pacific Goodrich Rubber Company, Los Angeles, Calif. In Canada: Canadian Goodrich Co., Kitchener, Ontario.

Goodrich **Sport Shoes**

EVOLVED MOCCASINS. This page presents two examples of advertisements for the sports footwear line manufactured by Firestone and BF Goodrich, two leading companies in the tire sector. Both publications were aimed at the same target: young readers of magazines such as *The American Boy* and *Youth's Companion*, closely linked to the scout movement. In the first example, a boy runs wearing the Conquerors model boots by the Firestone Footwear Co. The background shows the image of an American Indian in a reduced gray tone wearing moccasins and swiftly running, which served to establish the positive comparison: "Swift as an Indian, Silent and Sure." In the second example, the image shows a Native American running barefoot. The text explains: "In those carefree days before I came in contact with white civilization, we Indian boys used to harden our bodies for the severe lives we expected to lead as hunters and warriors (...) We ran many foot races and we always ran barefoot to toughen our feet and allow free play to muscular development. Modern canvas rubber-soled shoes are most like them in allowing free muscular action and in protecting the foot against injury without weakening it." This dealt with a testimonial text signed by Buffalo Child Long Lance, who as specified in the advertisement, was Chief of the Blackfoot Indians. He was also an acrobatic rider with Buffalo Bill, football player, army captain during the First World War, wounded in combat and decorated with honors. He also authored his autobiographical book *Long Lance*.

79. Half-page vertical advertising module published in the monthly magazine *The American Boy*, July 1928.

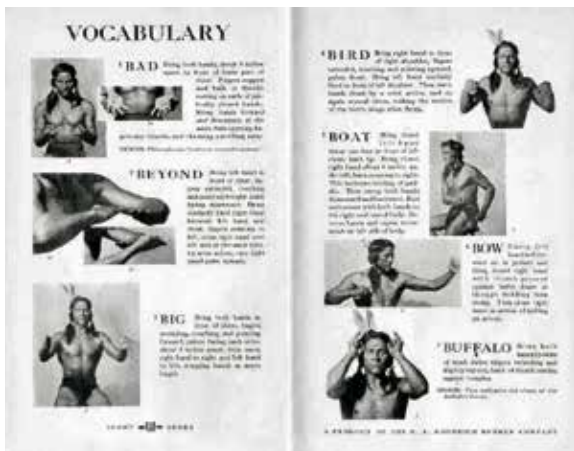
80. Half-page vertical advertising module published in the magazine *Youth's Companion*, 1929.



THE HERO AND THE IMPOSTER. In 1930, BF Goodrich published a small dictionary on the sign language of North American Indians, which included advertisements for their sport shoes. The cover portrait and the photographs of the interior showed the Indian Chief Long Lance (1890-1932). The text was endorsed by the admired sportsman of Native American origin—a mixture of Sauk, Fox, Potawatomi and Kickapoo with European blood—Jim Thorpe (1887-1953). He was a professional player of American football, baseball and basketball and Olympic pentathlon champion in the 1912 Stockholm games. Both studied at the Carlisle Indian Industrial School but, although they coincided in Goodrich's promotions, their careers followed very different paths. Jim Thorpe went from being a hero to a victim, as he was stripped of his Olympic medal—considered an authentic national offense—when it was discovered that he had been a paid athlete. The honors were subsequently restored to him in 1982. On the other hand, in 1931, Long Lance was exposed for having falsified his identity; although his father's ancestors were Cherokee, he was in fact a mestizo with African heritage. Likewise, many of the stories and achievements attributed to him in his autobiography (1928) were a fraud. He had deceived his own people and outsiders by creating a personality whose fame he had lived off of, turning into an actor, journalist and writer. The scandal led him to take his own life in 1932.



80-82. Cover and interior pages from the dictionary *How to Talk in the Indian Sign Language*, published by BF Goodrich, 1930.
83. Cardboard cut-out with the portrait of Long Lance, for BF Goodrich sport shoes. Dimensions: 90 cm in height, c. 1930.
84. Portrait of Jim Thorpe dressed in the uniform for the Canton Bulldogs American football team, whom he played for between 1915 and 1920.





AMERICAN INSPIRATION.

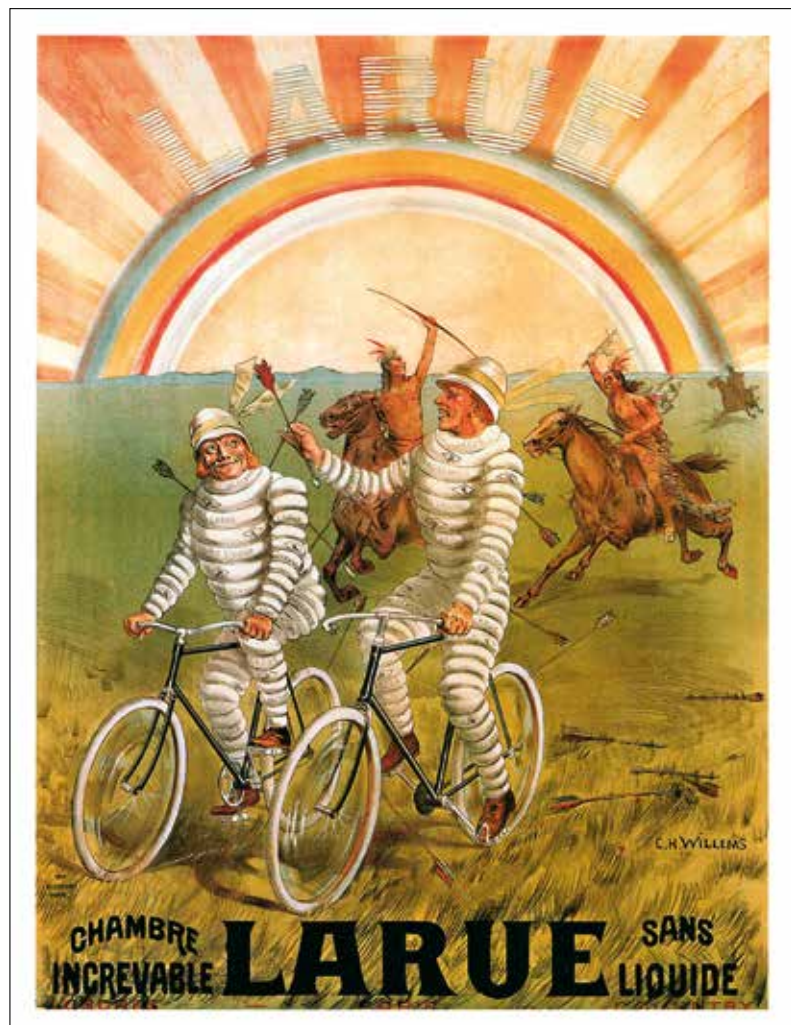
This page shows two examples of the utilization of Far West imagery to advertise European bicycle tires. Above, a group of cowboys capture horses with a lasso ... riding on bicycles! It was a promotional postcard for tires manufactured in Hannover by the Hannoversche Gummi-Kamm-Comp. which would later become the Hannoversche Gummiwerke Excelsior AG. On the right, a pair of cyclists suffers the attack of Indian warriors without flinching, as they are well protected being covered by the impervious Larue inner tubes. Larue pneumatic tires and inner tubes, patented by the Frenchman Pierre Mercier in 1893, were manufactured in Coventry, England by The Larue Air-Tight Inner Tube Ltd. and were commercialized in France through the Parisian branch office run by Mercier.

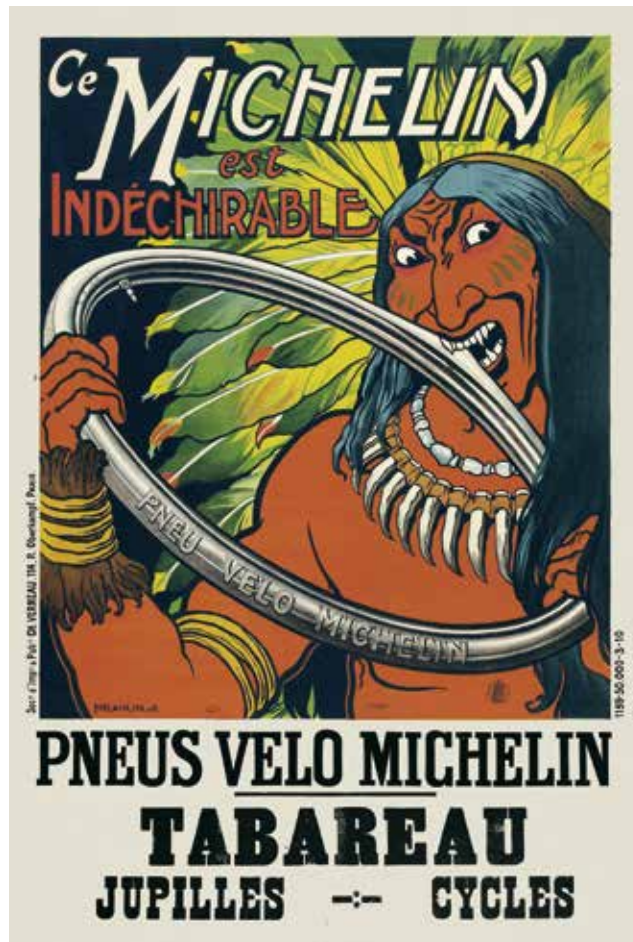
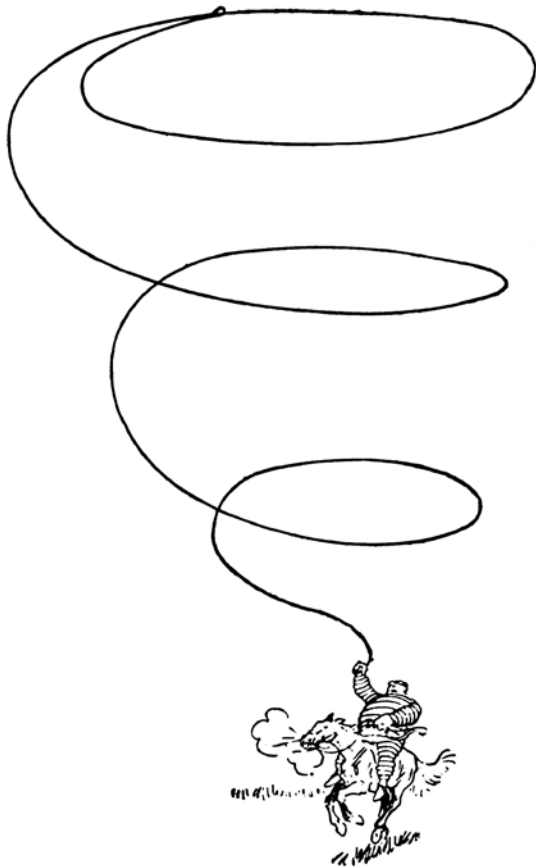
85. *Excelsior Pneumatic in Amerika.*

Postcard number 3 from the series dedicated to the five continents published by the German tire manufacturer, c. 1902.

86. *Chambre Increvable Larue.*

Lithograph poster, between 1896-1898. Printer: P. Dupont, Paris. Illustrated by Henri-Charles Willems (1871-1955).





WHITE SKIN, RED SKIN? Above, three examples of reference images for the Far West and their protagonists. At the top of the page, the cowboy Bibendum, mounted on horseback wearing his hat and throwing a lasso, tries to capture a few fleeing glasses of champagne. The two-legged champagne glasses are omnipresent clichés to the first signs and advertisements for Michelin. They represent the invulnerability of their tires—Bibendum can toast and drink goblets full of nails and broken glass—and also from the award trophies—used as recipients—obtained in automotive competitions. In this case, perhaps there may also be an allusion to the imbibing and *bon vivant* Bibendum, as in the United States it was very difficult to obtain alcoholic beverages due to Prohibition laws. In the allegorical image of the color poster shown here, Michelin utilized the racist and stereotyped image of early Native Americans—a “red-skin” “savage” Indian, gruff and defiant—to extol the quality of Michelin’s bicycle tires, able to withstand his bite without being punctured. Perhaps it was also an allegory of the quality of French tires in the face of the growing presence of American tires that imported bicycles were fitted with, which had flooded the French market between 1890 and 1910. As shown in the poster, the Michelin tire resists the aggression of foreign tires thanks to its higher quality.

87. Accompanying illustration for a contest on stories about Bibendum’s trips, published in the French magazine *Je Sais Tout*, June 1907. Illustrated by O’Galop.

88. “Seizième Tableau.” Advertisement for the series *Le Théâtre Illustré du Pneu* published on the back cover of the magazine *L’Illustration Théâtrale*, 1911. Signed by O’Galop.

89. *Ce Michelin Est Indéchirable*. Lithograph poster advertising Michelin bicycle tires, 1908. Dimensions: 77 x 92 cm. Printer: Charles Verneau, Paris. Illustrated by M. Fraikin (Belgian?).



A SURNAME THAT MAKES ITS MARK.

The term "savage" was applied to American Indians as opposed to the word "civilized," and the advertising slogan for the 1899 advertisement shown on the opposite page—"Savage rifles make bad Indians good"—reminds us of the proximity in time of the bloody confrontations against the Native Americans who were by then already suppressed and confined in reserves. A few years later, the firm founded by Arthur W. Savage would turn the message around using the character of Little Savage as a mascot accompanied by the slogan "No savage beast would dare to trifle with a man with a Savage rifle." After all, American Indian tribes needed weapons for hunting and constituted one of their regular customers.

90. Detail of heading and illustration from a half-page advertising module published in the magazine *Recreation*, May 1905.

91. Advertising module published in *Success Magazine*, May 1905.

92. Half-page horizontal advertising module published in *Recreation*, October 1905.

93. (opposite page) Half-page advertising module published in a magazine, 1899.

94. (opposite page) Half-page horizontal advertising module published in *Success Magazine*, September 1905.

THE 22-CALIBER LITTLE SAVAGE HAMMERLESS REPEATING RIFLE

is always loaded. The Military Box Magazine System is the secret—holds seven shots. That's only one feature of Savage superiority. There are several others.

When it comes to rifles, the Savage is different.

"No savage beast would dare to trifle with a man with a Savage Rifle."

Little Savage Repeater, \$14.00
Savage "Junior" Single-Shot, \$5.00
 (Only Single-shot Rifle of its kind that ejects shell.)

If your dealer won't accommodate you, we will. Either rifle delivered, all charges paid, upon receipt of price. Try your dealer first, but send to-day for catalogue.

SAVAGE ARMS CO.,
 35 Turner St., UTICA, N. Y., U.S.A.

SAVAGE

Hammerless Sporting Rifle

Beauty of outline is not everything. Yet this Rifle has it—in so marked a degree that it catches the eye of every sportsman. But there is also a very practical reason why the experienced sportsman naturally turns to the Savage Sporting Repeater. The fact that it is *hammerless*; has a *safety device* that locks the mechanism and prevents accidental discharge; has an *automatic indicator* to tell when hammer is cocked; has a *magazine holding 6 cartridges*; and an *indicator* to show how many unfired shells remain; has a *solid wall of steel* between the barrel and the operator in case of defective shells or primers. Those are a few of the reasons. There are still others.

Ask your dealer. Also ask him about the Savage 22-caliber Hammerless Repeater, and, besides, send today for our handsomely illustrated catalogue, free.

SAVAGE ARMS CO.
 59 Turner Street, UTICA, N. Y.

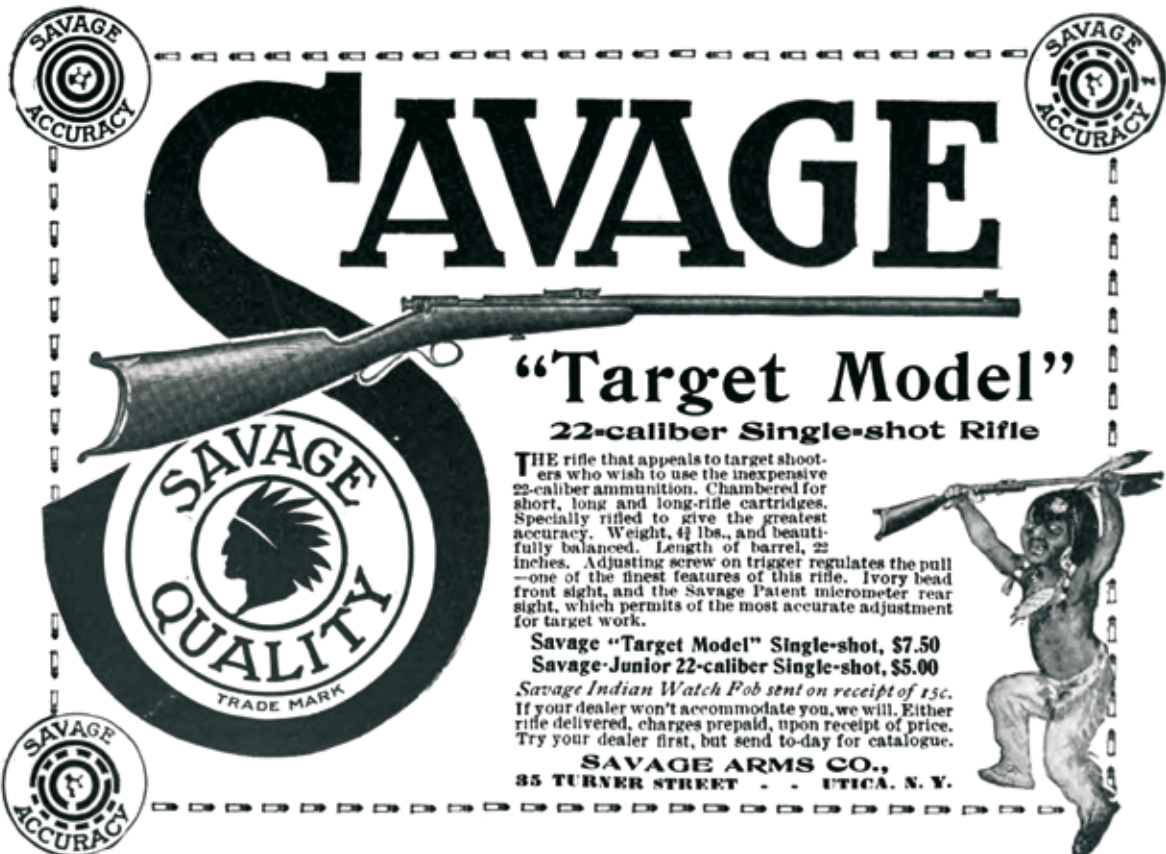


SAVAGE RIFLES **MAKE BAD INDIANS GOOD**

THE 1899
SAVAGE
.303 Caliber,
Hammerless, Smokeless, Six Shooter.
Safest and Finest Rifle Ever Put on the Market.
One rifle shoots six different cartridges.
Adapted for grizzly bears or rabbits.

Write for New 1899 Catalogue L.

SAVAGE ARMS CO.,
UTICA, N. Y., U. S. A.
Baker & Hamilton, San Francisco, Cal.,
Pacific Coast Agents.



SAVAGE

"Target Model"
22-caliber Single-shot Rifle

THE rifle that appeals to target shooters who wish to use the inexpensive 22-caliber ammunition. Chambered for short, long and long-rifle cartridges. Specially rifled to give the greatest accuracy. Weight, 4 1/2 lbs., and beautifully balanced. Length of barrel, 22 inches. Adjusting screw on trigger regulates the pull—one of the finest features of this rifle. Ivory bead front sight, and the Savage Patent micrometer rear sight, which permits of the most accurate adjustment for target work.

Savage "Target Model" Single-shot, \$7.50
Savage Junior 22-caliber Single-shot, \$5.00
Savage Indian Watch Pob sent on receipt of 15c.
If your dealer won't accommodate you, we will. Either rifle delivered, charges prepaid, upon receipt of price. Try your dealer first, but send to-day for catalogue.

SAVAGE ARMS CO.,
35 TURNER STREET . . . UTICA, N. Y.

SAVAGE QUALITY TRADE MARK

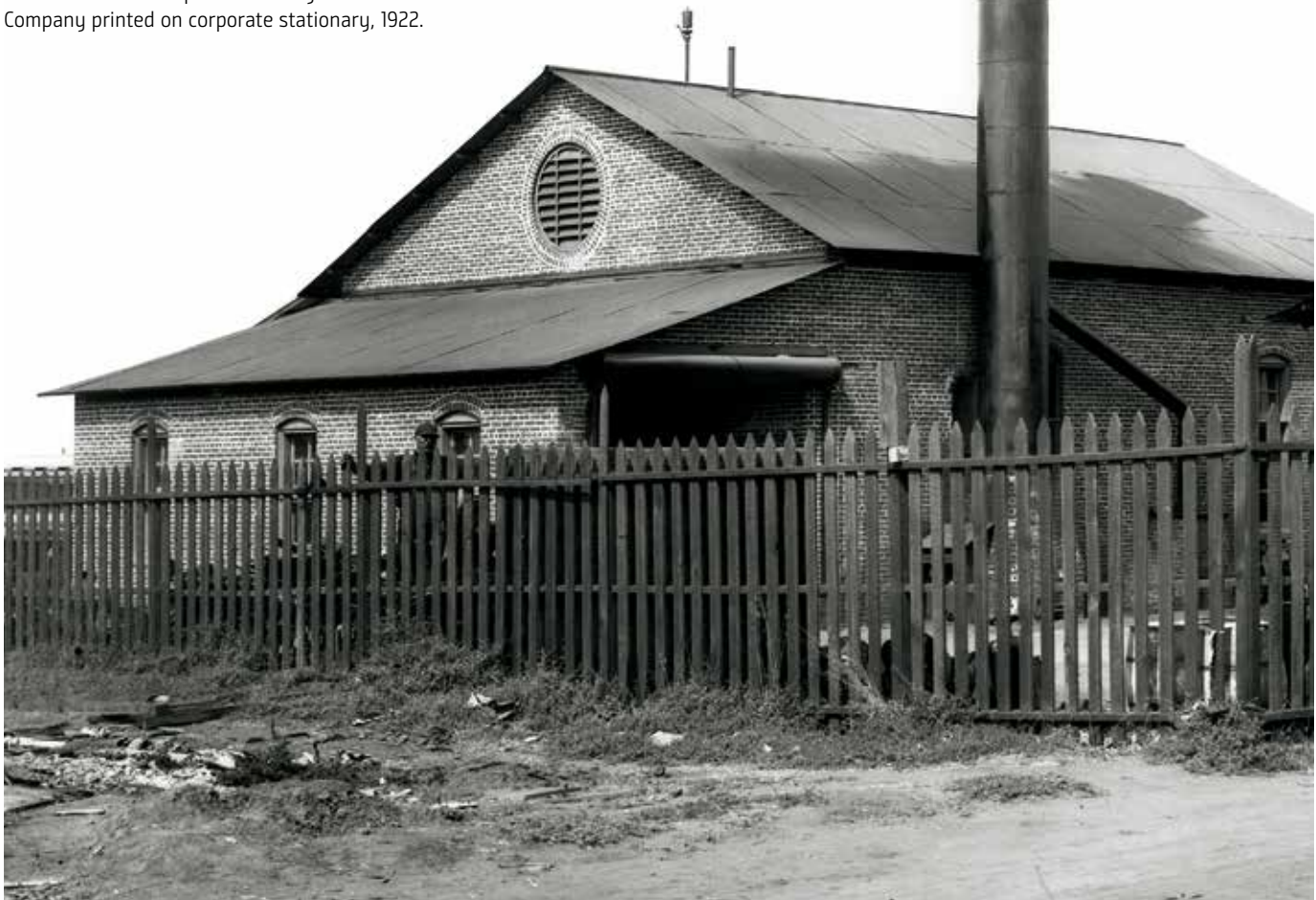
SAVAGE ACCURACY

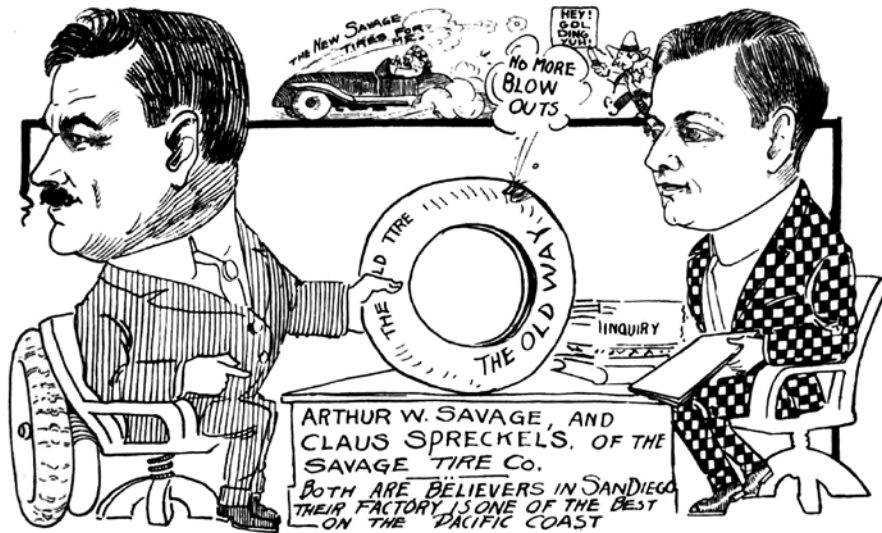


FOUNDATIONAL SYMBOLS.

This double page shows the original factory in San Diego, California, where the first Savage tires were produced, as well as their corporate symbols and a caricatured portrait of the founding partners.

- 95.** Emblem of the Savage Tire Company in their promotional tire catalogue., c. 1914.
- 96.** View of the San Diego Factory installations, c. 1915. San Diego History Center/Ticor Collection.
- 97.** Caricature of Arthur W. Savage and Claus Spreckels published in the magazine *Out West*, August 1912.
- 98.** Emblem of the Spreckels Savage Tire Company printed on corporate stationery, 1922.





THE SPRECKELS "SAVAGE" TIRE COMPANY
OF SAN DIEGO CALIFORNIA







SAVAGE ESTABLISHMENTS.

The photograph on the left shows a portrait of employees from an establishment associated with The Savage Tire Co.'s commercial network.

The business is properly identified with exterior signs, and we can see the image of the Savage Indian Chief on the poster taped inside the window of the business.

Next to this hangs the well-known WWI poster with the slogan "Hold up your end!" that the illustrator William B. King (1880-1927) made in 1917. It was used in the propaganda campaign to raise funds for the American Red Cross, which contributed to confirming the precise date of the photograph.

The above image represents one of the signs used to indicate and identify the tire manufacturer's contracted establishments, showing the profile of an Indian Chief and his majestic feathered headdress.

This double-sided sign was designed to be hung laterally on the facade of these businesses.

99. Double-sided metal identification sign. Dimensions: 56 x 90 cm, c. 1917.

100. Photograph of a Savage dealer from an unidentified location, c. 1918.

**Come into the
SAVAGE
Camp**



Join the huge and rapidly growing tribe of Savage Tire users — owners of big cars and small, individuals and the biggest corporations.

You are "eligible" if you want more mileage, more safety and satisfaction, more quality for your money.

Just say "Savage" at our Branch Store or to an employed distributor.

SAVAGE TIRES
Employed Distributors Everywhere

BRANCH STORE
700 W. Seventh St., Los Angeles

FACTORY DISTRIBUTORS:

VINCENT LOOS RUBBER CO.	624 S. Flower St.
BROOKWELL & COMPANY	115 E. 9th St.
NORTH BROADWAY GARAGE	2113 N. Broadway
O. S. VULCANIZING WORKS	408 W. 8th St.
FIGUEROA SUPPLY STATION	4401 Figueroa St.
HIGHLAND PARK GARAGE	9025 Pasadena Ave.

THE SAVAGE TRIBE. The advertisements for the Savage Tire Company played with the meanings of words and the way of life and customs of the American Indians, reinterpreting them for advertising purposes. Above, the head of the Indian Chief passes through a tire-framed arch—functioning as a portal—that leads to a camp of teepees: "Come into the Savage camp, join the huge and rapidly growing tribe of Savage tire users." On the right, a Tracker follows the tire tracks on the ground: "The Savage trail leads direct to a satisfied Savage Tire user."

101-104. Advertisements published during 1916 in the following newspapers: *Los Angeles Examiner*, June 23; *Los Angeles Herald*, April 29 and June 10; *The San Francisco Examiner*, December 31.

**The
Savage Trail**



**Leads direct to
a satisfied Savage
Tire user**

A Savage user is a Savage booster 99 times out of 100. More mileage for your money—that is the reason.

Save the middleman's profit and pay less for better quality. Savage Tires are sold direct. Buy them at the Savage Branch Store or from an employed distributor and get "Heap big mileage" every time.

Ask for Tire Book

SAVAGE TIRES

BRANCH STORE,
700 West Seventh St.




Quick relief

Quick relief from excessive tire troubles by equipping with Savage Tires and Grafinite Tubes.

Extra plies of fabric—additional assurances against blow-outs. A special cushion of high-grade, resilient rubber to absorb road shocks. Every tire well made of good materials throughout.

The new Grafinite Tube is distinctively good, too. Each Savage Tube is guaranteed for life. Savage Tubes in Savage Casings certainly do relieve users from tire annoyances and dangers.

**SAVAGE
TIRES**



JANUARY
1
1917

With the new year aim to cut your tire troubles and your tire costs down to the "irreducible minimum." The one sure way to do it is to use Savage Grafinite Tubes and

**SAVAGE
TIRES**

BRANCH STORE
1125-27-29 Van Ness Ave., S. F.

FACTORY DISTRIBUTORS

REED & DE YONGE	1219 Van Ness Avenue
REED'S VEILS & TIRE CO.	3429 Market St.
LEX AUTO SUPPLY CO.	214 Golden Gate Avenue
SERVICE SUPPLY CO.	471 Market Street
TIE WHITE HOUSE GARAGE	221 Third Avenue
LUETT VULCANIZING WORKS	412 Valencia St.
J. HARLEY SMITH	37 Stewart St.
W. A. SMITH	220 Broadway, Oakland

The Indian Sign

"Savage" on a tire stands for high quality and a low price—an easy-riding car of maximum mileage.

No road too savage for—

SAVAGE TIRES

Direct from factory to you

You save the middleman's profit when you buy Savage Tires and Grafinite Tubes. Call at our Branch Store or on an employed distributor and get the tire you ask for. Mail or phone your order if more convenient.

Ask for Tire Book

THE SAVAGE TIRE CO.
San Diego, Cal.

BRANCH STORE

1125-27-29 Van Ness Avenue,
San Francisco, Cal.

FACTORY DISTRIBUTORS

Divisadero Garage ----- 717 Divisadero St.
Point Lobos Garage ----- 4808 Geary St. and 441 1st Ave.
Mission Vulcanizing Co., 15th and Valencia Sts.
Reed & De Yonge ----- 1219 Van Ness Ave.
W. L. Laughland ----- 2132 Broadway, Oakland



FIRST IN THE LAND



First in quality, service and satisfaction. Superior materials, added plies of fabric and excellence of manufacture mean maximum mileage and satisfaction.

INDIAN SIGN LANGUAGE.

This page presents two more examples of the intensive 1915-1916 press campaign that the Savage Tire Co. from San Diego launched in leading California newspapers such as *The San Francisco Examiner*, *Los Angeles Herald*, *San Francisco Chronicle* and *Los Angeles Examiner*. Above, the Indian Chief portrayed in the illustration communicates in sign language, just as "the Savage Indian sign [the brand] stands for high quality and a low price—an easy-riding car of maximum mileage." As the accompanying slogan affirms: "No road is too savage for Savage tires." The advertisement on the left relates to the primal culture of the original Native Americans. The Indians—who had no knowledge about the wheel—were the first inhabitants of these lands, just as "Savage is the first in quality, service and satisfaction."

105-106. Advertisements published in the newspaper *The San Francisco Examiner*, December 26 and 12, 1915.

Save on the cost



—and get the sort of repair materials that good vulcanizers enjoy using—the kind that discriminating customers like to have you use in making their repairs.

Savage repair materials, like Savage Tires and Grafinite Tubes, are all fresh new stock. That is one reason why customers, who know their merit, insist that they be used. They are manufactured right here on the Coast for Coast repair work.

SAVAGE REPAIR MATERIALS

Tread Gum.	Fabrics frictioned two sides, skim coated on one.
Tube, Cushion and Cement Gum.	Fabrics frictioned one side only.
Side-wall Gum.	Vulcanizing Cement, quick-curing.
Fabric frictioned two sides.	Pure Gum Cement for acid cure or air dry.

You can get anything you need for vulcanizing and repairing from the Savage Repair line. Our line is complete—and our prices are lower. We sell 5-gallon can Vulcanizing Cement for \$7.00. Other prices correspondingly low.

Ask for Savage Repair Material Price List, and see for yourself.

The Savage Tire Corporation

WESTERN BRANCH STORES:

San Diego, California, 936 Second Street. San Francisco, Cal., 1125-27-29 Van Ness Ave.
Los Angeles, California, 700 W. 7th Street. Dallas, Texas, 3200 Main Street

Heap big mileage!

Mileage Makers

Every Savage mileage maker gets full credit for good work because all work is "keyed" to the serial numbers on the tires. We know in every case just who is responsible for "Heap big mileage!"

This plan creates a strong sense of personal responsibility and pride among our workmen, and there is keenest rivalry to see who can produce most mileage per tire.

You can help us to produce even greater mileage for you if you will send us full details of all Savages that run over 7000 miles.

Please be sure to give Serial Number, size of tire, date of purchase, name of dealer, and actual number of miles run.

To help show our appreciation for this co-operation, we will send an inner tube patch free of charge to all who report, "Heap Big Mileage!"

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 Avenue
Los Angeles - 700 W. 7th Street
San Diego - 936 Second Street



SAVAGE GRAFINITE TUBES

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



Above all!

Solid merit places Savage Tires and Grafinite Tubes far above all others in the estimation of hundreds of thousands of car owners.

Savage Tires—full sizes, extra plies of fabric, great resiliency and a tough, road-gripping tread combined, mean low first cost and big mileage.

Grafinite Tubes—pure Para rubber built up layer by layer. The only tubes that have graphite vulcanized into the surface. Friction, heating and sticking eliminated—longer life.

Above all, for the sake of your comfort and pocket-book, say "Savage" when you next buy tires or tubes.

Ask for the name of a Distributer near you

SAVAGE TIRES

Heap big mileage!

Value

"Heap big mileage" at no greater cost than for ordinary, low-mileage tires—that's the Savage idea of value.

And there's no guesswork about the price—you always know that you will pay the same for Savages anywhere. Every Savage dealer has the same Standard Price List.

High mileage, low cost per mile—tire satisfaction. Sold from factory to you through our own distributors.

SAVAGE TIRES

Heap big mileage!

THE SAVAGE TIRE CORPORATION
SAN DIEGO, CALIFORNIA


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

SIZE	PLAIN TREAD		SAVAGE GRAPFINITE TUBES	
	PRICE	PRICE	PRICE	PRICE
30 x 3	\$11.50	\$13.80	\$2.55	
30 x 3 1/2	14.60	17.55	3.60	
32 x 3 1/2	15.70	20.90	3.85	
33 x 4	22.55	25.90	4.90	
34 x 4	23.15	26.50	4.95	
36 x 4	25.00	29.80	5.15	
35 x 4 1/2	34.20	39.20	6.30	
36 x 4 1/2	34.70	39.95	6.50	
37 x 4 1/2	35.80	42.10	6.60	
37 x 5	40.70	46.30	7.65	

Adjustments on basis of 4500 miles

SAVAGE GRAFINITE TUBES

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



A HEAP OF MILES. The slogan "Heap big mileage!" was used in the 1916-1917 press campaigns. It dealt with an expression that imitated the synthetic, unsophisticated and reduced language that American Indians used when expressing themselves in English.

- 107. Advertisement published in *Motor West*, August 1917
- 108. Advertisement published in *Sunset*, July 1917.
- 109. Advertisement published in *Motor West*, August 1916.
- 110. Advertisement published in *Sunset*, May 1917.