

We'll Help You To Be A Fisk Bicycle Club Member

THE Bicycle Club is to be the summer's big sport. They're loads of fun and every real boy belongs. We have helped more than ten thousand boys to be members of Fisk Clubs and we'll be glad to help you. We show you how to form your club—how to elect your officers—tell you about flag signaling—and all about the fun you can have. Write at once for complete information—learn about offer of 100 sets of Fisk Visible Value Tires FREE to the 100 best Fisk Clubs, and about the many other ways we help Fisk Club members.

Do You Want A Free Subscription?
FISK CLUB NEWS

This entertaining magazine tells of Fisk Clubs and Fisk boys. We'll add a few more names to the subscription charge upon request. Write at once, too late to have your name put on the list. When writing tell us if the Bicycle Club in your town would like to be a Fisk Club.

Address The Fisk Club Chief
THE FISK RUBBER CO.
 of N. Y.
 Chippewa Falls, Wis.
 Fisk VISIBLE VALUE Bicycles
 Sold by Dealers Everywhere

Norman Rockwell

THE SATURDAY EVENING POST
 An Illustrated Weekly
 Founded August 18, 1855 by Benj. Franklin
 MAY 20, 1916 5c. THE COPY

THE EMPIRE BUILDERS—By Mary Roberts Rinehart

SHOWING FISK OFF. In 1917 Fisk began a campaign illustrated by a then twenty-year-old Norman Rockwell, promoting the formation of the Fisk Bicycle Club, associations of young cyclists inspired by scouts, to which the company lent support. In the advertisement shown above, a boy arrogantly holds his bicycle and shows off in front of his companions, wearing the cap and pennant that accredits him as a member of the cycling club. The other two boys, one dressed smartly—or ridiculously, for them—in Sunday clothing and another in his Boy Scout uniform, watch him with admiration. This advertisement can be interpreted as the artist's specific allusion to a prior illustration; the scene is the inverted reflection of the one he portrayed in his first cover for *The Saturday Evening Post* published just a year before. In that cover, the embarrassed and dressed-up boy angrily pushes a baby stroller while the other two boys, who are off to play baseball, pass by and make fun of him.

- 119. Full-page advertisement published in the magazine *The Youth's Companion*, May 31, 1917. Illustrated by Norman Rockwell.
- 120. First cover illustrated by Norman Rockwell for *The Saturday Evening Post* magazine, May 20, 1916.



Start your Bicycle Club NOW

DON'T wait till summer is too far gone—get ready for vacation time before school is out.

There's more good fun in a bicycle club than you ever dreamed of. (Ask your father about his old club.)

Good pals. Companionship.

Always some place to go—and good chums to go with.

Three years ago there were not more than a score of well organized boys' clubs in the country—today there are three thousand wide-awake clubs with over thirty thousand full-of-fun members.

Any help you need in forming a club of your own, in your own crowd, will be given gladly by Fisk Club Chief, care of Fisk Rubber Company, Chicopee Falls, Mass. Mention this magazine when writing.

*Send for both of these books.
One tells you how to form your club, elect officers, hold meetings, arrange field days, races, and so on.
The other is the official organ of Fisk Bicycle Clubs and tells of the many enjoyable activities of club members.
Both sent free on request.*



A Typical Fisk Club



Buying Moving Picture Machine
Russell Baldwin's club in New York City is saving up its money to buy a moving picture machine for the club room.

Live Wires
The Fisk Wolverine Cycle Club of Albion, Mich., is certainly a live bunch. They are going to have a Club Paper, entitled the "Cycle Fan," which will be sold to the members for one cent per copy. Harry Parteen has been elected Editor of the paper. Also Ralph W. Cessna, President of the club, is making some hand books for each boy, which will contain the laws, rules, colors, codes, etc.

Eagle Club Starts Paper
The Eagle Fisk Club of Weehawken, N. J., has started a newspaper of its own, very generously supplied them with enough paper to last them for a year. All the members of this club are Boy Scouts and they have the regular Boy Scout uniforms with the exception of the hat, which is the regulation Fisk Bicycle Club Hat.

Season's Schedule
Several of the clubs have a schedule all arranged for trips and different events for the coming season. This is a splendid idea and the boys can look ahead and plan for the coming events accordingly.

Entertained Parents
The Belvidere Fisk Club of Lowell, Mass., held a very enjoyable social recently. They had for their guests their fathers and mothers. The program consisted of an address by the Secretary on the history of the club. Suggestions presented by one of the members and, best of all, the "ent."

A Day's Outing
The Kenosha, Wis., club had a nice trip recently. The boys rode to Horlick's Dam, a distance of 15 miles, and had their lunch, which they cooked over camp fires in some large stone caves. This club was formed March 19th and they have had two interesting trips already.

Clippings taken at random from recent issues of the Fisk Club News—the official organ of the Fisk Bicycle Clubs. Sent free of charge to all members.

He Sure Has Lots To Do

NEVER any worry about good fun with good pals when you belong to a Bicycle Club.

You're busy all the time!

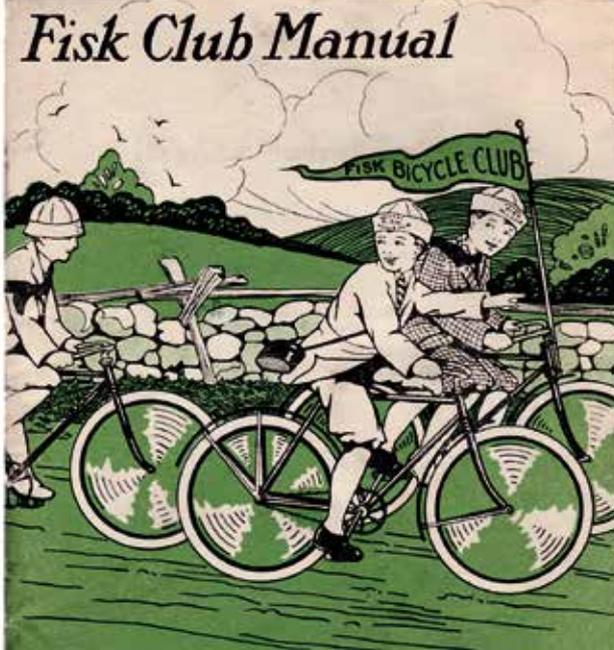
The clippings above are taken from recent issues of the Fisk Club News.

See what fun and sport you miss when you are not a member of a Fisk Club.

Let us help you organize a club of your own—we'll be glad to.

Write for free book, "How to form a Fisk Bicycle Club"—it explains everything. We will also send you the latest issue of Fisk Club News—it tells of all the many activities of club members and is the official organ of all the Fisk Clubs in America. Write to Fisk Club Chief, Department A, Fisk Rubber Company, Chicopee Falls, Mass.

Join
a Fisk Bicycle Club



Fisk Club Manual

HOW TO FORM A FISK BICYCLE CLUB

JOIN A FISK BICYCLE CLUB! This double page shows two advertisements—both illustrated by Norman Rockwell—published in youth magazines to promote the formation of Fisk bicycle clubs, an initiative developed since 1917 that continued until 1929. The image above shows one of the different illustrated manuals—this time Rockwell did not intervene—that the Fisk Rubber Co. published which contained instructions, rules and advice to follow for the constitution of a Fisk Bicycle Club. Each participant of the group received by mail free of charge a member's hat and pennant with the figure of the Fisk tire boy imprinted on it, as well as a subscription to the official magazine *Fisk Club News*.



- 121. (opposite page) Full-page color advertisement published in the youth magazine *St. Nicholas*, July 1919.
- 122. Modular half-page vertical advertisement in the magazine *The Youth's Companion*, 1919.
- 123. Training manual for the Fisk Bicycle Club, 1917. Published by the Fisk Rubber Co.
- 124. Training manual for the Fisk Bicycle Club, 1919. Published by the Fisk Rubber Co. and illustrated by Norman Rockwell.

Always something doing in a Fisk Bicycle Club!



THE boys of the Fisk Bicycle Club are always busy—they always have some fun at hand. Vacation doesn't drag along. There aren't any wasted days. Always something to do—some place to go—with your own friends. Do you belong to a bicycle club? Would you like to? Let us help you start one of your own. Write for free booklet, "How to form a Fisk Bicycle Club." It tells you how to organize and conduct your meetings—shows you how to arrange race meets, club runs and all that sort of thing. The club magazine, "Fisk Club News," is sent free to members. Ask for a sample copy and see how more than thirty thousand bicycle club boys are enjoying the summer.

Address **FIK CLUB CHIEF**
FIK RUBBER COMPANY, Chicopee Falls, Mass.

Mention this magazine when writing

FIK Visible Value BICYCLE TIRES

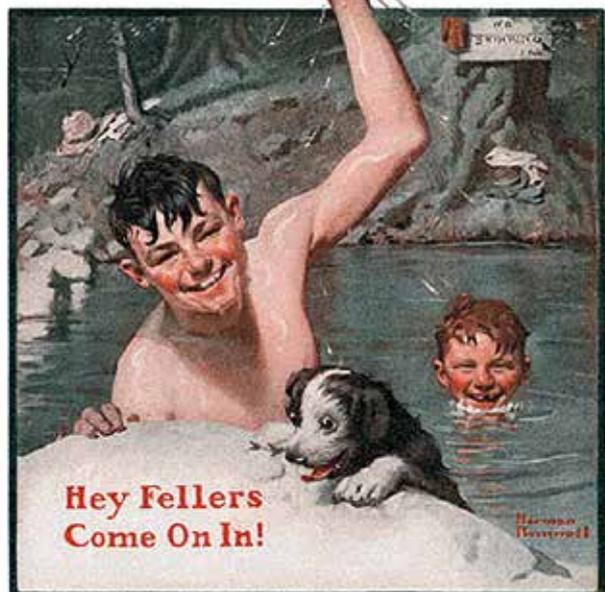
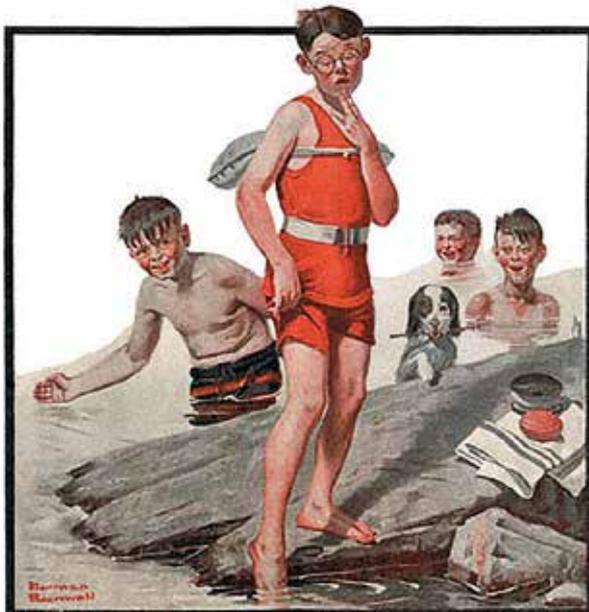
THE WILLIAMS PUBLISHING COMPANY, NEW YORK

SERIALIZED ADVENTURE.

Norman Rockwell's illustrations for the Fisk campaign did not differ from the rest of his creations for other advertisers or for the covers and articles of given magazines. The artist dedicated part of his commercial production to portraying the universe of youthful comradeship typical of the boy scouts, showing scenes of mischief and group adventures. In this page we can compare the theme and characters—dog included—of an advertisement for the tire manufacturer and two illustrations from *The Country Gentleman* magazine, for which Rockwell made thirty covers.

129. Full-page advertisement for Fisk published in the magazine *Boys' Life*, July 1919.

130-131. Two cover illustrations published in *The Country Gentleman*, September 8, 1917 and June 19, 1920.



Are you ready, boys?



Is your bicycle club ready for the Summer's fun?

THERE'S no war now—nothing to interfere with the biggest Summer we have ever had.

And when there's any fun around, the bicycle club boys are the ones who start it—you know that.

How about your club—

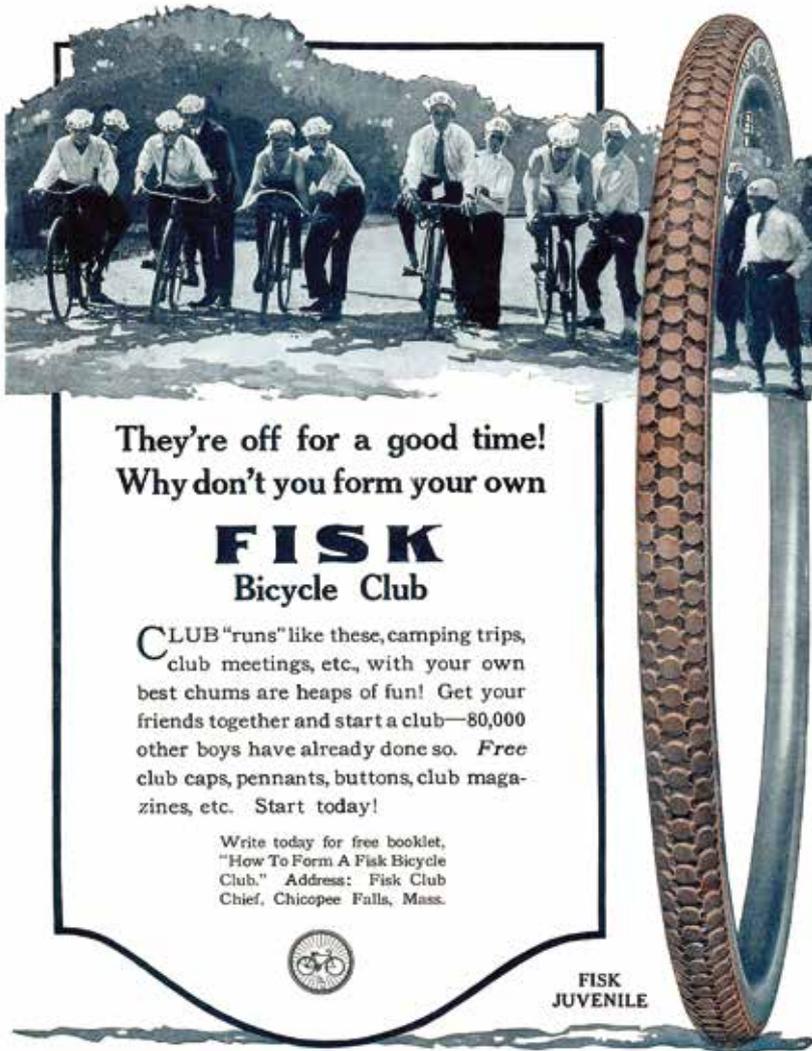
Don't you belong to a Fisk Club?

We'll help you form one, among your own friends—tell you how to organize—how to conduct your meetings—how to elect officers—how and when to conduct club runs and races—how to signal with flags—how to arrange field days.

Let us send you a sample copy of the *Fisk Club News*, official magazine of the boys' bicycle clubs.

Ask for free booklet "How to form a Fisk Bicycle Club." Write now. Don't lose a minute in preparing for a great Summer. Mention this magazine when writing Fisk Club Chief, c/o The Fisk Rubber Co., Chicopee Falls, Mass.

FISK Visible Value **BICYCLE TIRES**
Used by more than 25,000 members of boys' bicycle clubs



**They're off for a good time!
Why don't you form your own**

FISK
Bicycle Club

CLUB "runs" like these, camping trips, club meetings, etc., with your own best chums are heaps of fun! Get your friends together and start a club—80,000 other boys have already done so. *Free* club caps, pennants, buttons, club magazines, etc. Start today!

Write today for free booklet, "How To Form A Fisk Bicycle Club." Address: Fisk Club Chief, Chicopee Falls, Mass.

FISK
JUVENILE

CYCLIST PORTRAITS.

During 1920, certain advertising campaigns for Fisk's bicycle tires used photography as a resource, giving prominence to real people. The aim was to strengthen the links between the brand and young consumers, an important part of which were grouped together forming different Fisk Bicycle Clubs distributed throughout the country. Thus, in the advertisements shown on this page—three examples of a long series—the members of these youth cycling groups are featured.

132. (opposite page) Full-page advertisement published in the magazine *Boys' Life*, March 1919.

133-135. Full-page advertisements published in the magazine *Boys' Life*: July, August and September 1920.



Other boys have done it, and you can do it, too

Form your own
FISK
Bicycle Club

YOU don't know what fun is, until you do! Eighty thousand other boys have found out—why not join them? Club caps, pennants, buttons, and the club magazine—all free. Get up your own club and have camping trips, aster-gown races, all day runs, picnics, etc. All sorts of fun!

Write for free booklet "How to Form a Fisk Bicycle Club"—address Fisk Club Chief, Chicopee Falls, Mass.

FISK
VICTOR THORNSHOOT



For "the time of your life"

Form your own
FISK
Bicycle Club

YOU'LL be surprised at the fun the club adds to that "good ole bike"! No expense—club caps, pennants, buttons, and club magazines all sent free. Eighty thousand boys now belong—better find out about the good times they have!

Write today for free booklet, "How To Form a Fisk Bicycle Club." Address: Fisk Club Chief, Chicopee Falls, Mass.

FISK
VICTOR

FISK
NEW DEPARTURE



FUTURE CONSUMERS.

The Fisk Rubber Co. encouraged local distributors to display promotional material of the "Fisk Bicycle Club" campaign in their shop windows. The strategy was clear: the initiative not only attracted the attention of adults, it also promoted the adhesion of young cyclists to the brand, whose loyalty would sow a future and thriving legion of automobile customers. According to information from the company—in their corporate magazine *The Fiskers*—as early as December 1916 more than 6,000 boys were signed up for the proposition.

136-137. Photographs of the Hartford, Connecticut distributor's shop window and a portrait of members from one of the seven clubs founded in that town. Photographs published in *The Fiskers*, June 1917.

138. Portrait of the members from the local club in Elmira, NY. Photograph published in *The Fiskers*, December 1916.





PENNANT KIDS.

Each member of a Fisk Bicycle Club—eminently male, as can be seen in the photographs—received a subscription to the monthly newsletter *Fisk Club News* and identification pins, caps and pennants, as shown here. These youth cycling groups were based on an ideology which established that their activities should be aimed at serving the community and institutions, such as the Red Cross. As Fisk affirmed in their advertisements, the number of clubs amounted to 1,200; most were from the United States but some were established in countries such as Canada, Cuba and Puerto Rico. Both the bicycle club's newsletter *Fisk Club News* as well as the corporate magazine *The Fiskers* regularly published photographic portraits of the cycling clubs, helping to strengthen bonds and the sense of belonging.

139. Photographic portrait of a group of boys affiliated with the Fisk Bicycle Club from the town of Brattleboro, Vermont. c. 1917. Image © Brattleboro Historical Society.

140. Printed cloth pennant given to Fisk Bicycle Club members, c. 1917

141. Promotional card by Fisk, showing the corporate mascot waving a pennant next to his bicycle. c. 1917.





WINNING AND SELLING.

Fisk Rubber devoted part of their promotional strategy to the young consumer, although they did not forget the adult bicycle tire market. In this sense, the company used to sponsor cycling teams and individual racers, as can be seen in the photographic postcard shown above. On the opposite page, the phrase that heads the advertisement's text explains: "The winner belongs to a Fisk Bicycle Club, and uses Fisk Visible Value bicycle tires." He served as an example for all young cyclists to follow. Thus, it's as though Fisk Bicycle Clubs members were sponsored racers. They would wear and exhibit the name and brand—printed on flags and pennants, hats and pamphlets— wherever they went, becoming a true advertising squad on wheels.

142. Promotional postcard of the professional track cycling team sponsored by Fisk Rubber, at an international competition held in 1909 at the Fiesta Park Stadium in Los Angeles, California.

143. Full-page advertisement published in *Boys' Life* magazine, July 1918. Signed by Norman Rockwell.

144. (opposite page) Full-page advertisement published on the inside cover of *Boys' Life* magazine, May 1918. Illustrated by Norman Rockwell.

Start Right Now!

GET UP a Bicycle Club among your own friends. Plenty of time to start a club this summer and get in on the fun that Fisk Club members enjoy.

We'll Be Glad to Help You

Write at once to Fisk Club Chief, Dept. B, The Fisk Rubber Co., Chicopee Falls, Mass., for Fisk Club Manual. Tells you how to organize your club; how to elect officers; how to arrange race meets, field days, club runs; how to help the soldiers and the Red Cross; how to signal with flags.

When your club is formed your members will be entitled to receive the Fisk Club News, a publication devoted exclusively to the activities of more than three thousand bicycle clubs, and over thirty thousand regular fellows, all users of the famous

FISK *Visible Value* BICYCLE TIRES

Norman Rockwell
 The GALEY BROTHERS CO., Inc.
 New York

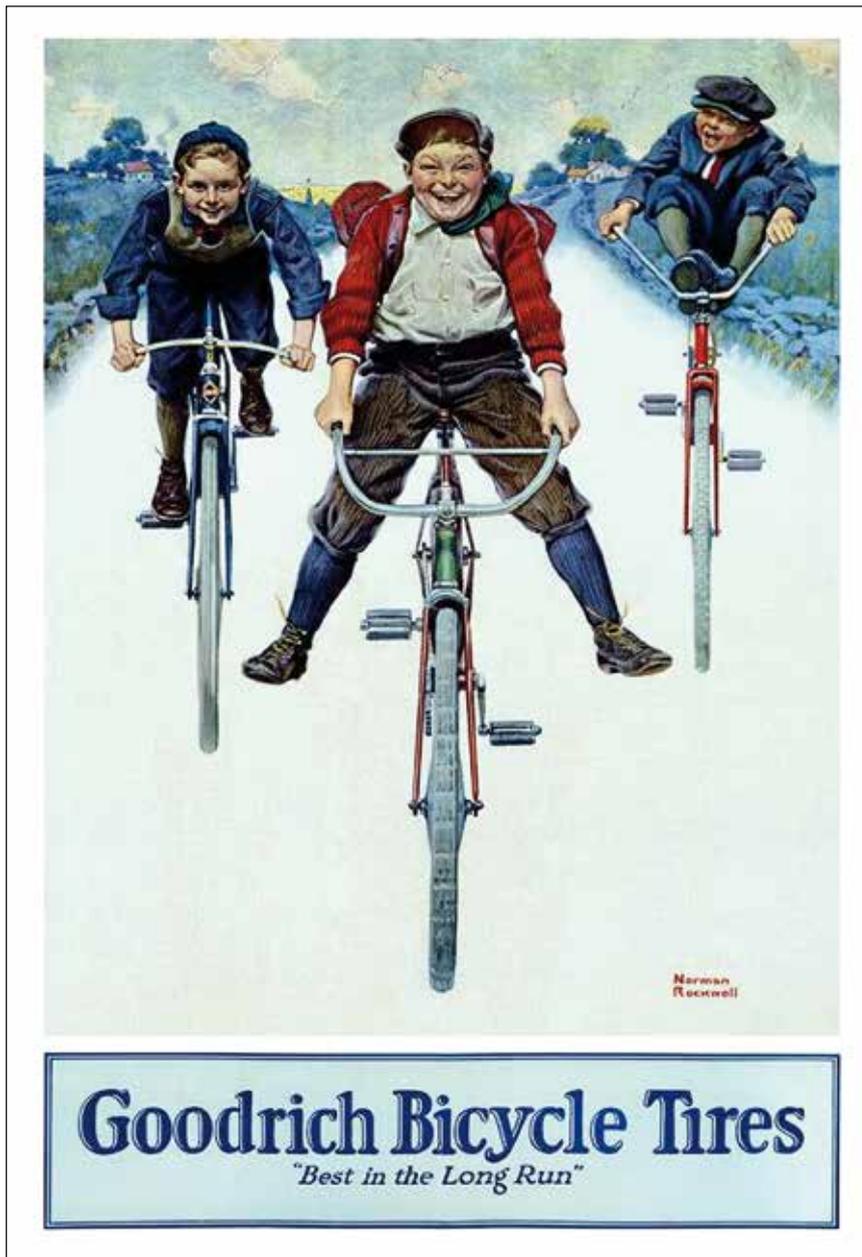


THE WINNER belongs to a Fisk Bicycle Club and
uses Fisk **VISIBLE VALUE** Bicycle Tires.

We will be glad to help you form a Fisk Club of your own. Send for *free* booklet, "HOW TO FORM A FISK BICYCLE CLUB," which shows you how to organize your club, elect officers, arrange race meets, field days and club runs, has fine article on flag signalling (illustrated), shows you how Fisk Club members can help Uncle Sam, opens the way to more real fun and sport than you have ever had. *You want this book*, and it will be mailed free if you ask for it.



THE FISK RUBBER COMPANY
Department B, Chicopee Falls, Mass.



YOUTH ON A ROLL.

Childhood was a recurring field in Norman Rockwell's work, and the theme of young cyclists seems to have enjoyed special attention. But Fisk was not the only company to benefit from his collaborations. The tire firm BF Goodrich hired him in 1920 to make an original illustration for a poster, which was adapted and utilized in different formats for press advertisements. In the image reproduced on the right, we can see the artist posing in front of the original painting, in a promotional photograph by BF Goodrich.

145. Poster for Goodrich bicycle tires, c. 1920. Signed by Norman Rockwell.

146. Promotional portrait, in a brochure for Goodrich tires, 1920.





Hey fellers! \$100 in Gold first prize
for best title for this picture

Goodrich Bicycle Tires

LOOK over choice of four tires made in United States, second prize; \$25 third prize for Goodrich Bicycle Tires for each of next five prizes. Reproduction of this picture in beautiful colors, suitable for hanging in your room, in every issue following a certain date. Contest closes May 15. Make title brief. Send your suggestions to Cycle Tire Department, The B. F. Goodrich Rubber Co., Akron, Ohio. Write plainly in ink. Contest judge—Editor, The American Boy, Editor, Motor Cycling and Bicycling, Editor, St. Nicholas—all American press agencies. Announcement of prize winners will be made in The American Boy.



Lloyd Ryall
of Crary, N. Dak.

with the title
**"Down Hill with a Grin
on Tires That Win"**

**Wins the First Prize
of \$100 in Gold**
in the

Goodrich
Boys' Guessing Contest

2nd Prize \$50.00—Cliff Cook, Greenville, Ohio, "Out for Money and Smokey"
3rd Prize \$25.00—C. J. Bauer, Beaver Crossing, Neb., and Jan. Woodward, Milwaukee, Wis., "Real Joy for Real Boys"
4th Prize One pair Bicycle Tires—H. Schindler, Chicago, "A Mile of Smiles—On a Ten Worth While"
5th Prize One pair Bicycle Tires—Thelma Seiler, Ft. Wayne, Ind., "They Eat Friends"
6th Prize One pair Bicycle Tires—W. Scuttsford, Potosi, Wash., "Oh Boy! What Joy!"
7th Prize One pair Bicycle Tires—R. Hain, Arkadelphia, Ark., "No Lie Talking the Boys Willing"
8th Prize One pair Bicycle Tires—M. Crews, Columbia, Tenn., "Smiles and Fun all in One."

Dealers:—Note Carefully

The Goodrich Guessing Contest, extending over a period of nearly five months, has caused tremendous interest. Over 41,000 boys and girls suggested over 90,000 titles—they came from not only every State in the Union but as far away as Syria, in Asia Minor. Everywhere they are thinking Goodrich Tires. NOW is the time for you to capitalize on this wonderful advertising—it was all done to create new business for you. Display Goodrich Bicycle Tires—and sell them. It is the best line on the market, and the best known. The business is here—follow up this great lead.

THE B. F. GOODRICH RUBBER COMPANY, Akron, Ohio



"My idea of shoes!"

"Nix on leather for summer. When a fellow gets too old to go barefoot, he wants to do the next best thing.

"The folks call them sneakers—sneakers are what Dad wore when he was a kid—they didn't make canvas shoes then as they do now.

"The advertisements call them cool and comfortable. I suppose that means free and easy on the feet.

"Watch my smoke when I get into these Hood Shoes. They don't cramp a fellow's style when he's in action.

"Let the lads on the other team cry, 'Slips don't count!' Slips don't count against our score for our fellows all wear Hood Shoes.

"I don't get called down any more for being noisy and scratching the floors. And Dad says that Hood Shoes are easy on the pocketbook, too!"

Write for the free Hood Canvas Footwear Buying Guide.

Hood Rubber Products Company, Inc.
Watertown, Massachusetts

CANVAS HOOD FOOTWEAR

"Made for every member of the family"

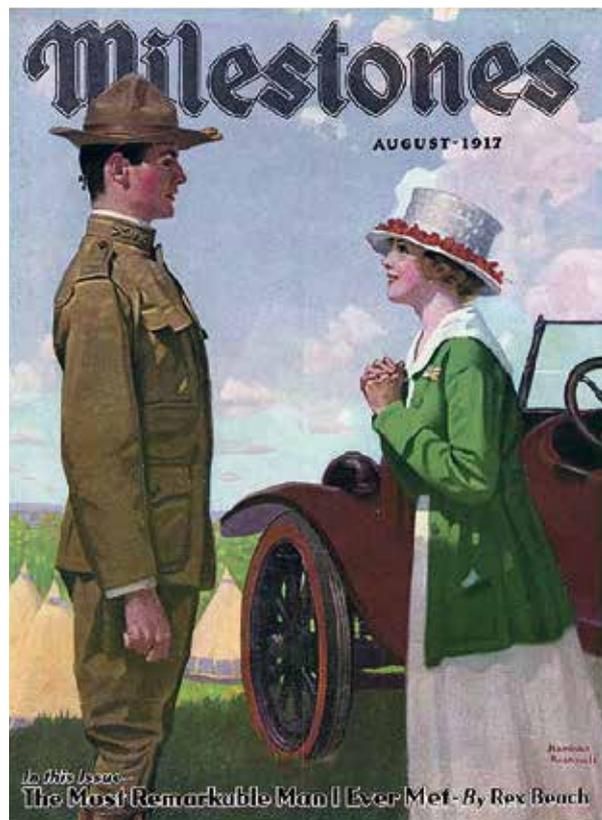
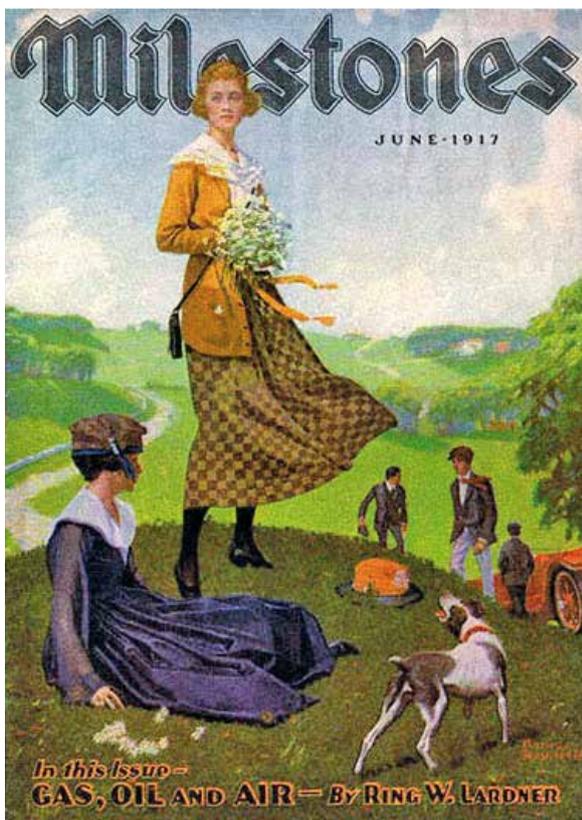
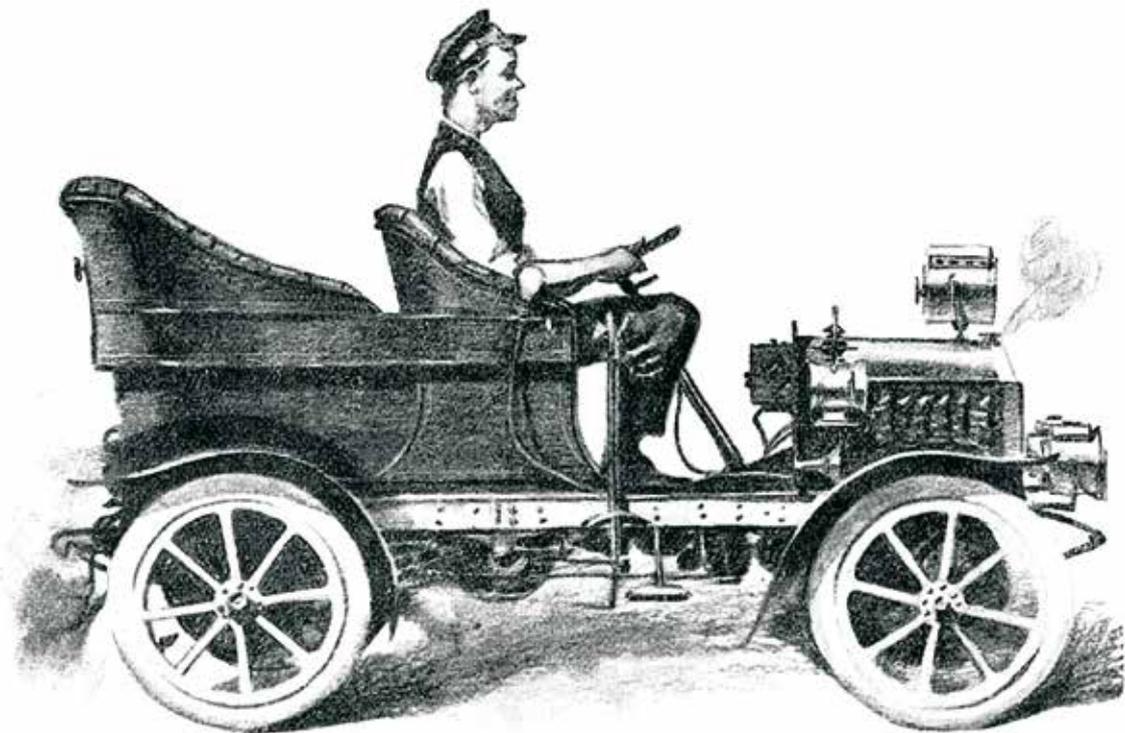
THE BEST SLOGAN AND THE BEST TREAD.

The Rockwell poster for BF Goodrich was used in a promotional initiative. A contest was held to choose the best slogan that accompanied the poster illustration and the decision was published in a press advertisement with the names of the winner and the finalists. In addition to Fisk and BF Goodrich, Rockwell also illustrated an advertisement for the footwear division of their competitor Hood Rubber.

147. Advertisement announcing the contest, 1920.

148. Advertisement with the results of the contest, published in the magazine *Motorcycle Illustrated*, September 23, 1920.

149. Modular advertisement for Hood rubber soles, published in the magazine *The Youth's Companion*, May 22, 1924.



FROM FISK TO FIRESTONE. In 1916 and 1917 the first advertisements for Fisk bicycle tires illustrated by Rockwell were published. It is precisely in the latter year when he receives the proposal to collaborate in the publication *Milestones*. This was the corporate magazine of Firestone Rubber Co. published monthly by the Milestones Publishing Co. in Akron, Ohio and directed by Walter Kellogg Towers. Rockwell was commissioned two color illustrations for the covers of the 1917 summer issues, and the interior illustrations in ink for the stories of the writer Ellis Parker Butler and his character Casey, published between 1917 and 1918. The theme of the stories, like the illustrations, revolved around the world of automobiles and tires—Firestone, of course!

150. Illustration of the article "Casey Puts One Over," written by Ellis Parker Butler and published in *Milestones*, May 1918.

151-152. Covers of the magazine *Milestones*, in issues from June and August of 1917. Illustrated by Norman Rockwell.



FISK

RED TOPS

Distinctiveness—Mileage—Safety

**A practical combination that
appeals to every car owner.**

Fisk Free Service in 125 Direct Branches

CHILDREN'S CURIOSITY. Although illustrator Norman Rockwell's relationship with the Fisk Rubber company focused on the promotion of bicycle tires for young cyclists, in 1917 he also made a single advertisement for the Red Top model car tires. This collaboration would be inactive until 1924 and in 1925, Rockwell would produce a new series of advertisements under the eternal slogan of the company: "Time to Re-tire." In the image we see a snowy winter landscape in which a group of children—the artist does not stop portraying childhood, despite addressing a product aimed at the adult consumer—are going sledding. They stop playing and observe with curiosity the red tire treads of the car that leave a mark and do not skid. It seems that the tires are not affected by the ice and snow that cover the road.

153. Promotional poster provided by the magazine *Motor Life*, 1917. Printed by American Lithographic Co. and illustrated by Rockwell.



CONFIDENCE

Confidence is born of satisfactory experience.

Should you employ some medium of transportation—day after day, year after year—with comfort, safety and dispatch, you would have deeply seated in your mind utmost confidence in that medium.

Thousands of users of

FISK TIRES

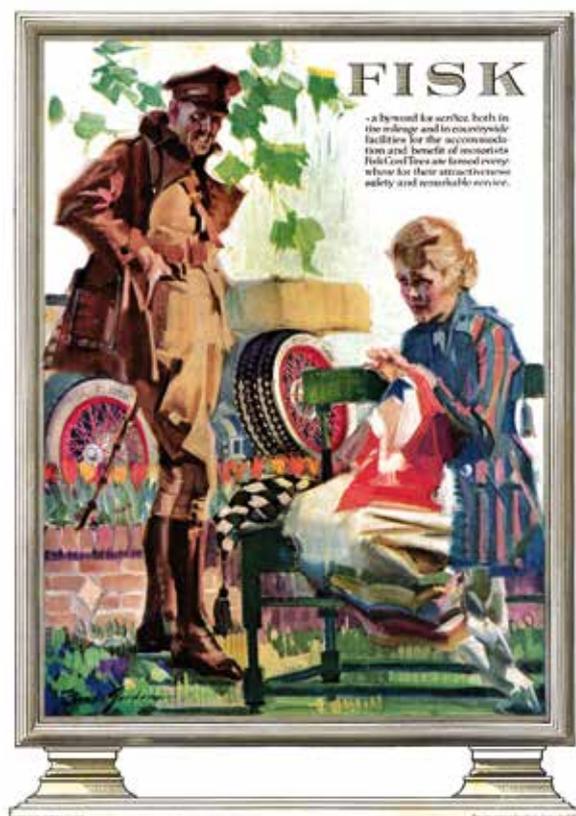
have gained from repeated experience the utmost confidence in Fisk Quality and the aim of the manufacturer to maintain that high quality always—and the deep seated knowledge that they are buying the greatest possible dollar-for-dollar tire value.

The use of Fisk Tires means genuine motor satisfaction and a substantial saving in the costs.

“When you pay more than Fisk prices, you pay for something that does not exist.”

THE TRENDY TIRE. The 1917 and 1918 press campaigns advertising the Fisk Red Top tire model brought together a large group of artists. The illustrations presented a theme centered on social relations, portraying scenes of leisure embodied in spectacular advertisements that were published full-page and full-color in leading publications that were widely circulated. In this series, aimed at the adult consumer of automobile tires, the figure of Fisk's tire boy was not utilized.

154. Full-page magazine advertisement, July 18, 1917. Illustrated by Charles Frank Arcieri (1885-1945).



155-156. Full-page advertisements published in the magazine *Harper's Bazaar*, April 1917, and in an unidentified magazine, 1917. Illustrated by the Boston artist Cushman Parker (1881-1940).

157-158. Full-page advertisements published in *Life* magazine, July 26, 1917, and *Country Life*, April 1918. Illustrations by the Russian-born artist Leon Gordon (1889-1943).



© The Fisk Rubber Company, 1915

Painting by Walter Biggs. Engraved by Beck

FISK CORD TIRES

with both ribbed and the famous Fisk non-skid treads, make possible the advantages of Fisk Quality and Fisk cord construction on all wheels.

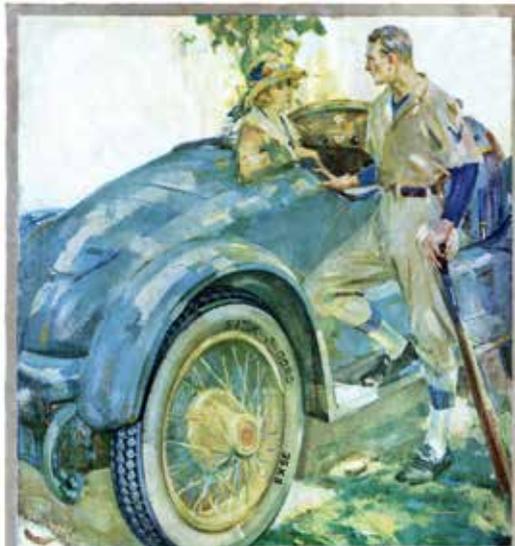


The Great Revival in Sports

this year finds representative American men and women more definitely than ever before depending on FISK TIRES. The fine, clean lines of FISK CORD TIRES; their thoughtful appearance; their visible quality; the lasting service they deliver—these features make FISK CORDS the quality tires among people who make it a point to know where real tire value is to be found. Next time—BUY FISK.

FISK CORD TIRES

© The Fisk Rubber Company, 1918



Winners—

FISK CORDS ask no favors of any road or car. Their big size, their fine, clean, good looks, the wonderful mileage they deliver, appeal as naturally to motorists as do the qualities of good sportsmanship in men and women. Note the FISK CORDS on the cars with their large, sharply-defined, black tread. They are dressy tires and grace any car.

Next Time—BUY FISK.

FISK CORD TIRES

© The Fisk Rubber Company, 1919



Stamina and Endurance Win

FISK CORD TIRES have a built-in strength and an extraordinarily tough tread that makes them winners in contests against road wear.

Motorists want big mileage from tires—and the demand for FISK CORDS grows and grows because long uninterrupted mileage is the distinguishing characteristic of these big, sturdy, gas-saving tires.

As to looks, see for yourself their finished appearance. Built by an institution sharing with you its twenty years of tire-making experience, FISK CORDS stand up and deliver the miles in excess of what you buy. *Next Time—BUY FISK.*

FISK CORD TIRES

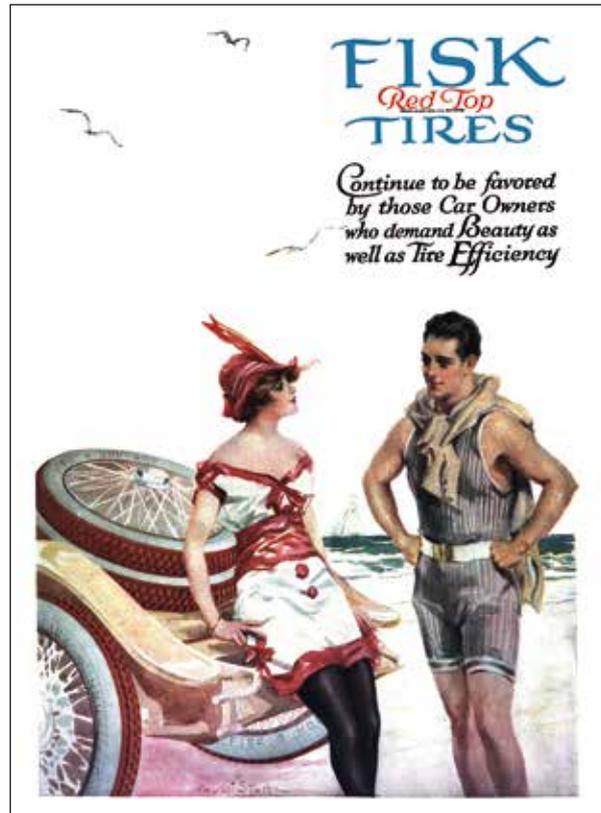
© The Fisk Rubber Company, 1919

SPORTS AND TIRES.

This double page presents four samples of Walter Joseph Biggs (1886-1968) artwork for Fisk tire advertisements. On the opposite page the scene seems to feature an absent character, the family's father, who was probably sent to the European war front. In the three advertisements on this page, scenes depict social interaction which repeat the same structure: a man stops his sports activity—polo, baseball and football—to talk with the driver sitting behind the wheel of his/her automobile.

159. (opposite page) Full-page advertisement published in *Vanity Fair*, August 1918.

160-162. Advertisements published in the magazine *Country Life*; June, undated, and September, 1919. Illustrated by Walter J. Biggs



LUXURY COVERS.

The illustrator Paul C. Stahr (1883-1953) brought his sophisticated and elegant style to the 1917 advertisements. The aim was to position the red-treaded pneumatic tire model, Fisk Red Top, as a suitable and reliable tire for high-end passenger automobiles. The strategy of recreating scenes in which automobiles [and their tires] were always an instrument for social interaction was once again employed. Stahr worked as a cover illustrator in the editorial sector for leading publications such as *The Saturday Evening Post*, *Leslie's Weekly*, *Harper's Bazaar*, *Life*, *Collier's Weekly*, *The American Magazine*, *Woman's Home Companion*, *Judge* and *The Elks Magazine*. He also illustrated covers of numerous adventure books and pulp magazines such as *Argosy* and *Munsey*. The artist was less active in the advertising sector, although he did create advertisements for brands such as Hinds Cream cosmetics, Ivory Soap as well as for Fisk tires.

163-164. Full-page advertisements in *Harper's Bazaar* magazine, May 1916 and August 1917. Illustrated by Paul Stahr.

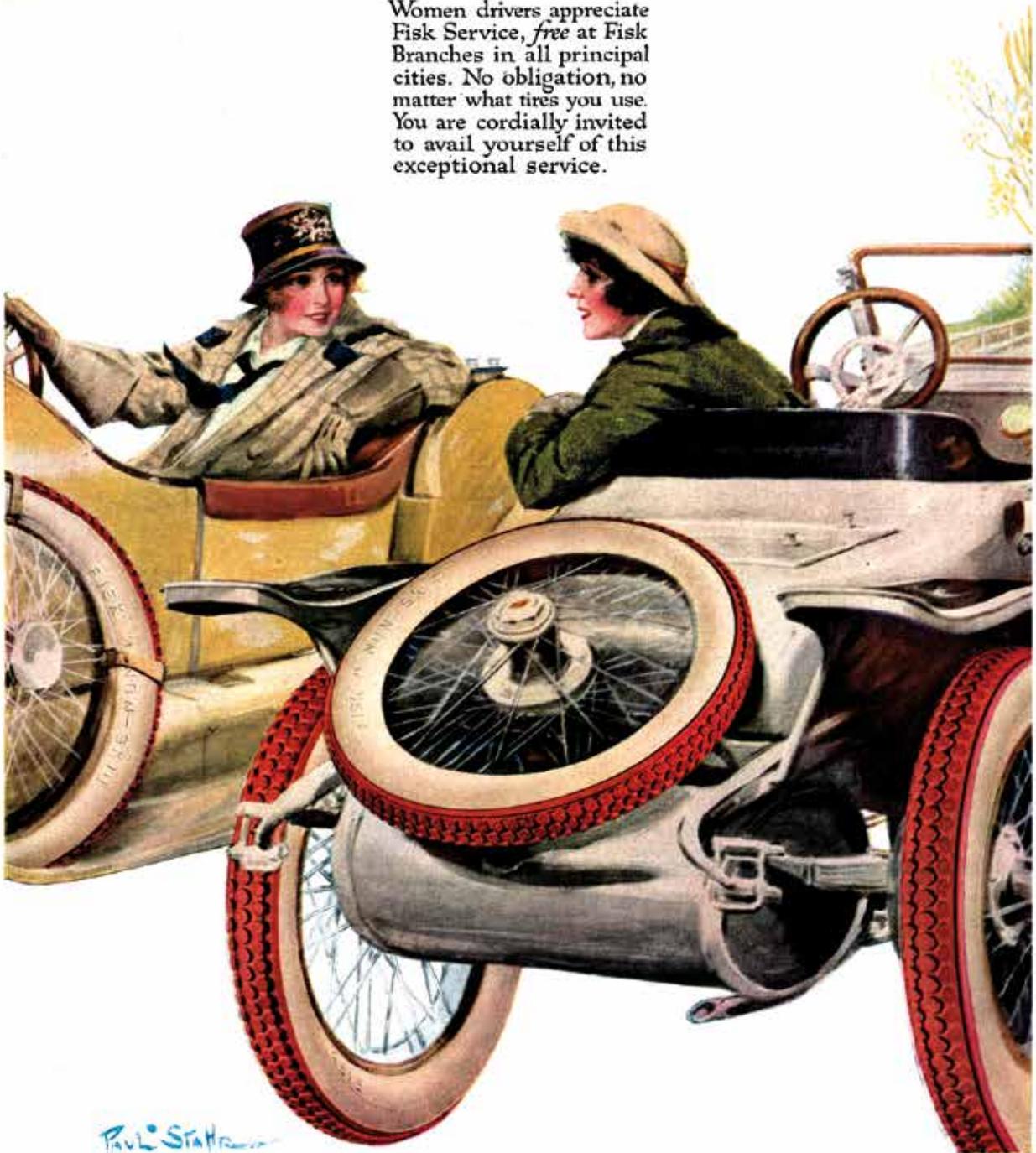
165-166. Advertisements published in the magazine *Country Life*, March and May (opposite page) 1917. Illustrated by Paul Stahr.



Naturally, you expect to see
FISK
RED TOPS
TRADE MARK REG. U.S. PAT. OFF.

wherever you see the finest motor cars

Women drivers appreciate Fisk Service, *free* at Fisk Branches in all principal cities. No obligation, no matter what tires you use. You are cordially invited to avail yourself of this exceptional service.





JESSIE WILCOX SMITH

Time to Re-tire? BUY
FISK

—the sum total of tire comfort and mileage. Strong, Resilient, Good looking. All that tires can give in satisfaction and attractiveness.

MADE IN ALL TREADS, INCLUDING
THE FAMOUS FISK NON-SKID

AN IDEAL DECORATION FOR NURSERY OR PLAYROOM—a reproduction in fourteen colors of the upper section of this advertisement, from the original painting by Jessie Wilcox Smith, will be sent without charge upon request. Address Dept. O, The Fisk Rubber Co., Chicopee Falls, Mass.





A Christmas Morning
KODAK

Where there's a child, there should the Kodak be. As a means of keeping green the Christmas memories, or as a gift, it's a holiday delight.

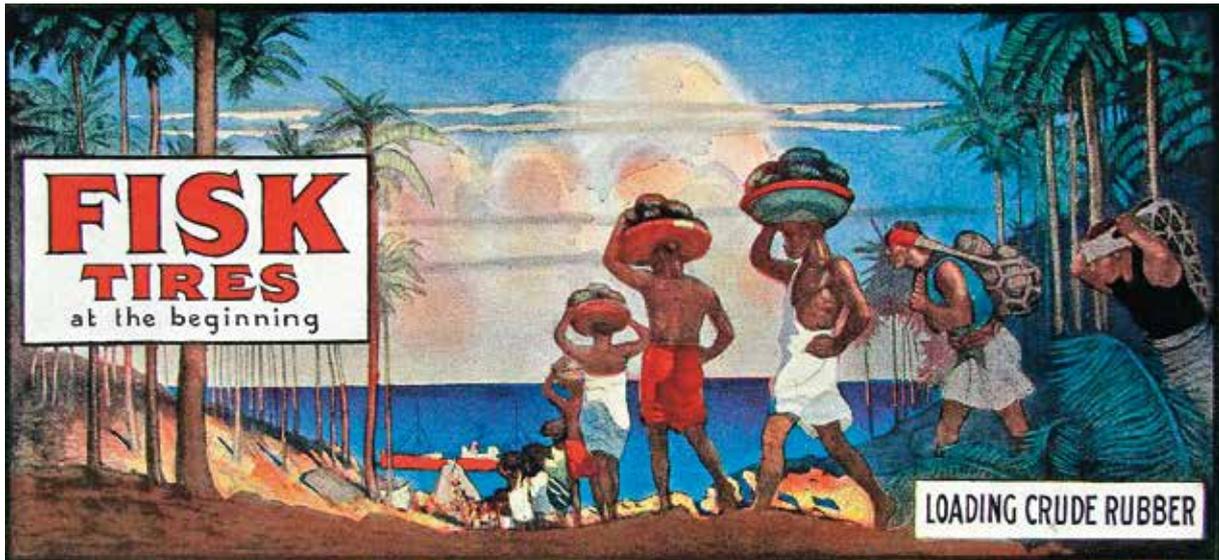
Kodaks from \$5.00 to \$97.00. Brownie Cameras (they work like Kodaks) \$1, \$2, \$5. Kodak Developing Machines, \$2.00 to \$10.00.

EASTMAN KODAK CO.
 Rochester, N. Y.

Catalogue free at the Dealers or by mail

COUNTING SHEEP. A procession of pajama-clad children head towards dreamland's magical gateway, consisting of an enormous tire. The image is the work of renowned illustrator Jessie Wilcox Smith (1863-1935). Her graphic production is distributed in numerous children's books, calendars, posters and magazines such as *Saint Nicholas*, *Scribners*, *Century*, *Collier's Weekly*, *The Ladies Home Journal*, *Harper's*, *McClure's*, *Leslie's* and *Good Housekeeping*. Her continued collaboration with the latter magazine, for which she was their cover illustrator for fifteen years (between December 1917 and March 1933) with themes portraying mothers and their children contributed to establishing the idealized image of the American home, family and children of the time. Who could be better qualified than she was to portray Fisk's child mascot?

- 167.** (opposite page) Advertisement published in *Life*, July 25, 1918. Work of Jessie Wilcox Smith.
- 168.** Offices of the Fisk Rubber Co. in New Orleans, Louisiana. On the counter there is a display illustrated by Wilcox Smith. Photograph by Covert, 1918.
- 169.** Wallpaper border, 1918. Fisk offered as a promotional gift a continuous wallpaper border containing the row of children from the advertisement illustrated by Smith as a repetitive motif. It was meant to be used as a decorative baseboard for children's rooms.
- 170.** Full-page advertisement for Kodak published in the magazine *Country Life in America*, December 1904. Illustrated by Jessie Wilcox Smith.



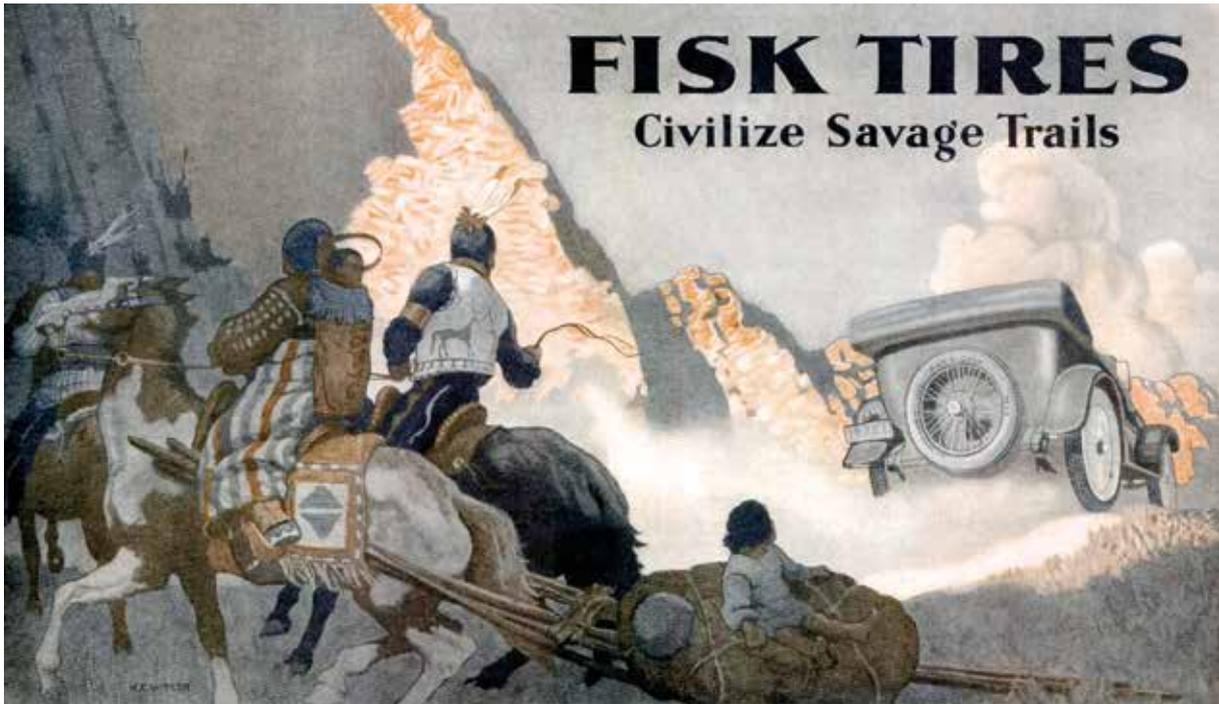
CULTURE CLASH. The painter and muralist Newell Convers Wyeth (1882-1945) achieved fame with his medieval recreations, pirate adventures and visions of the American West, illustrating more than twenty literary classics such as *Treasure Island*, *Robin Hood*, *Robinson Crusoe* and *The Last of the Mohicans*. Fisk Rubber commissioned him with two illustrations, in 1918 and 1919. In both advertisements the artist portrayed the clash between the old world and the new mechanized era of the modern world. Regarding the first case, a group of natives transport biscuits—packets formed by layers of coagulated natural rubber—to a ship that will take them to “civilization.”

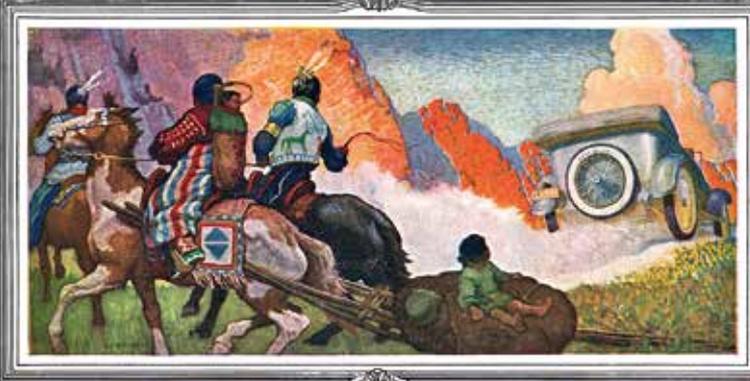
171. Reproduction of the oil painting *Rubber From the Jungle to the World*, originally created to be reproduced on billboards. Image taken from the 1918-1919 Catalog of the lithograph printer Edwards & Deutsch Lithographing Company with offices in Chicago and Milwaukee.

172. Full-page advertisement published in the magazine *The New Country Life*, March 1918, which used a reframed version of the original poster signed by N. C. Wyeth.

FISK TIRES

From their crude state in the forests of Brazil and Ceylon to their last mile under a car, the satisfaction of the user is made the paramount consideration. All that experience and skill can offer goes into the making of Fisk tires. A unique service plan accommodates the car owner and eliminates waste mileage.





"Fisk Cord Tires Civilize Savage Trails" Printed by E. C. Wain for the Fisk Rubber Co.



FISK CORD TIRES

FOR THE LONG TRIP the right tire selection is not an incidental matter.

It is essential that the car be as amply cushioned as possible against road shocks, in order to save the occupants from fatigue, to safeguard the delicate mechanism of the chassis, to minimize gasoline consumption and to avoid delay.

For touring or daily traveling the FISK CORD offers all that can be built into a tire of comfort, convenience, mileage, economy and safety. Its substantial, clean-cut beauty is the final word in tire attractiveness, in keeping with the most finished appointments of any automobile.

Made with Jack Ribbed and Fish Non-Skid Treads

THE HORSE AND THE CAR.

In the second commission for Fisk Rubber, N. C. Wyeth again portrayed the contrast between two epochs. The metaphor of the confrontation between horses and cars as an emblematic means of transport during distinct eras and a symbol of progress was widely employed by several manufacturing companies for automobile and tire advertising. The scene depicts a family of American Indians on horseback. Along the way they come across an automobile, which is driving off into the landscape. The animals are startled by the presence of the car, by the noise it emits and by the bothersome cloud of dust it leaves behind. N. C. Wyeth passed away in 1945, when his car was hit by a train at a railway crossing.

173. Double-page, two-ink advertisement published in the magazine *The Saturday Evening Post*, May 24, 1919.

174. Full-page advertisement published in *Country Life*, May 1919. Illustrated by N. C. Wyeth.



Time to Re-tire?

FISK

for every motor vehicle

for MOTOR CARS, MOTOR TRUCKS
and also for

AN INCOMPARABLE LINE,
and backed by a trademark
as representing the highest
price and value—there is no
motor vehicle that rolls.

For sale throughout the

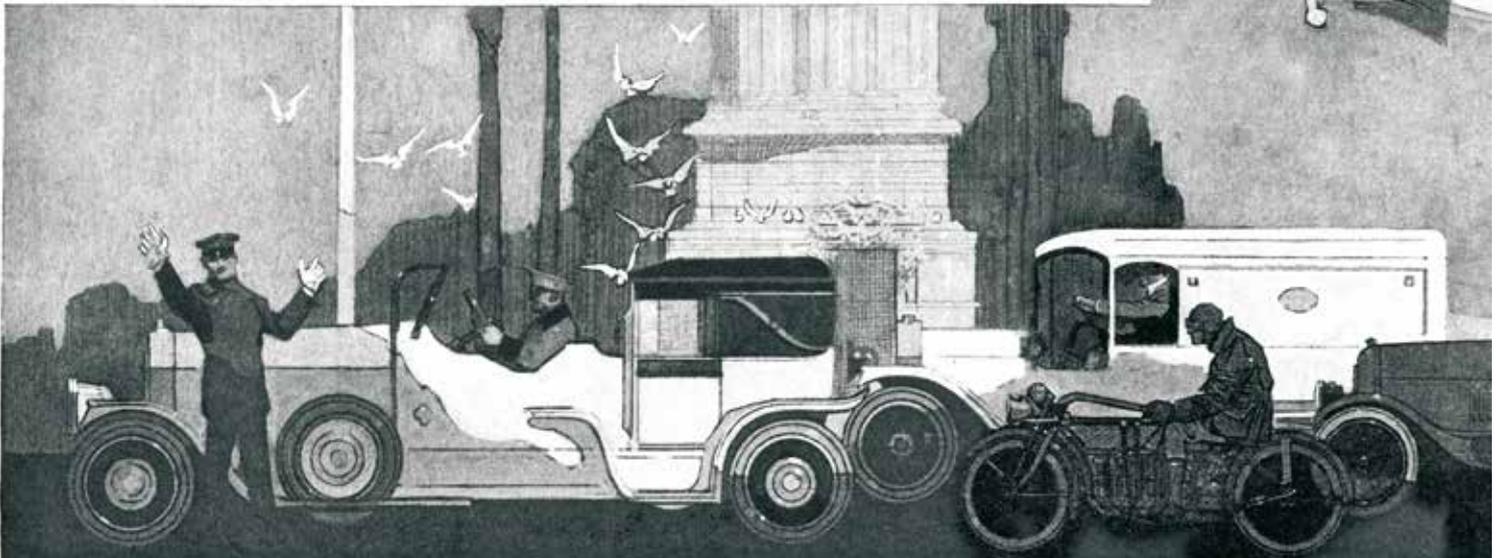
THE PHILIPPINES
PORTO RICO
CANADA
CUBA

AIRPLANE

PLAIN TREAD

NON-SKID

SOLID TRUCK



GRAPHIC PRESENTATION. This double-page advertisement positioned in the center of *The Saturday Evening Post* reflects the beginning of the collaboration between Peter Helck and Fisk's advertising department. The advertisement presents the brand—represented by the drowsy child accompanied by the corporate slogan—and the manufacturer's range of products, the different models of solid and pneumatic tires suitable for each type of vehicle: bicycles, motorcycles, automobiles, trucks and airplanes.

175. Advertisement published in *The Saturday Evening Post*, May 25, 1918. Illustrated by Peter Helck.

(Buy Fisk)

TIRES

otor vehicle

ES, MOTORCYCLES, AEROPLANES
BICYCLES

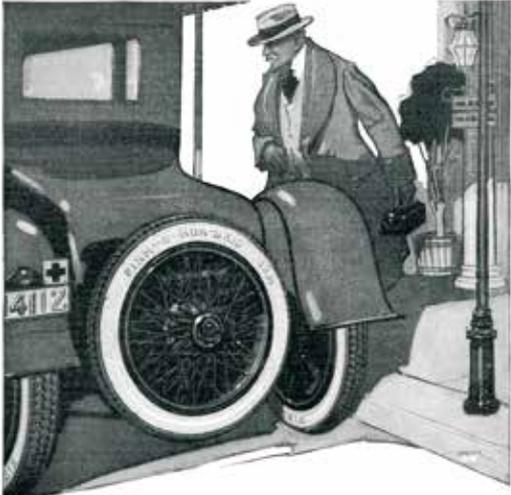
omplete in every respect,
k known the world over
t standard of quality, ser-
ow a Fisk Tire for every

UNITED STATES and in

SOUTH AMERICA
THE FAR EAST
AUSTRALIA
HAWAII

TRUCK-DUAL STYLE CORD, NON-SKID CORD, RIBBED TREAD AIRPLANE

H
ELCK



Performance, size and load-carrying capacity must work in every condition. Such tires today more than ever are dependent on their grip. Without good grip no car is dependable.

TIRES of long endurance without interrupted running—

TIRES that ensure safety in slippery going and make sure the quick, sudden stop in congested traffic—

TIRES that lend an appearance of quality and of substantial stability in keeping with the car they carry—

Such essentials as these, and a fundamental manufacturing, selling and service policy exceptional in plan and scope, make Fisk Non-skid Tires a satisfaction in use and an attractive investment value.



FISK NON-SKID TIRES



Business and social appointments must be kept, no matter how late the car will arrive. Care in the selection of tires, with an eye to greater dependability will mean an extra mile of the possible means of assurance and delay. Fisk Tires are dependable.

FISK CORD TIRES add the final touch of distinction to the smart motor car.

FINISHING CARE in the detail of manufacture gives them the clean-cut quality of appearance as desired by the particular owner.

RECORDS OF PERFORMANCE prove their economy and riding comfort; non-skid tread insures safety in all road conditions.

Next time—BUY FISK.



FISK CORD TIRES

TIRES IN PERSPECTIVE.

This double page shows several examples of advertisements illustrated by Peter Helck for Fisk "Cord" automobile tires with rubber-studded non-skid treads. The artist would make an extensive series for the manufacturer's other product lines: solid rubber and pneumatic tires for cargo vehicles. Helck portrayed scenes of social interaction and professional activity where automobiles were utilized. The pronounced use of perspective applied to the image emphasized the tires with which the car was equipped. Clarence Peter Helck (1893-1988) loved the automotive and racing world. He was an amateur pilot and participated as a spectator and graphic chronicler of the greatest feats and competitions, where he became friends with a myriad of famous racing drivers. Much of his advertising work dealt with brands related to that sector, such as campaigns for Packard, Ford, Caterpillar Tractor, Chevrolet, Mack Trucks as well as for tire companies such as Goodrich, Fisk and Kelly-Springfield.

176-177. Full-page advertisements published in the magazine *The Literary Digest*, March 8 and April 26, 1919.

178-179. Full-page advertisements published in *Life* magazine, August 28 and October 2 (opposite page), 1919.



Fisk Cord tires with Rubber and Fisk Non-Skid Treads

Take road in mind and that—leads to give them the motor car, a willing stream that adds grip to each foot and enlarges our horizons in all directions. Big is the road that service dependability only as excess mileage is built into its tires.

FISK CORD TIRES are built to endure, to roll off the miles, thousand after thousand, without interruption and without inconvenience to the user.

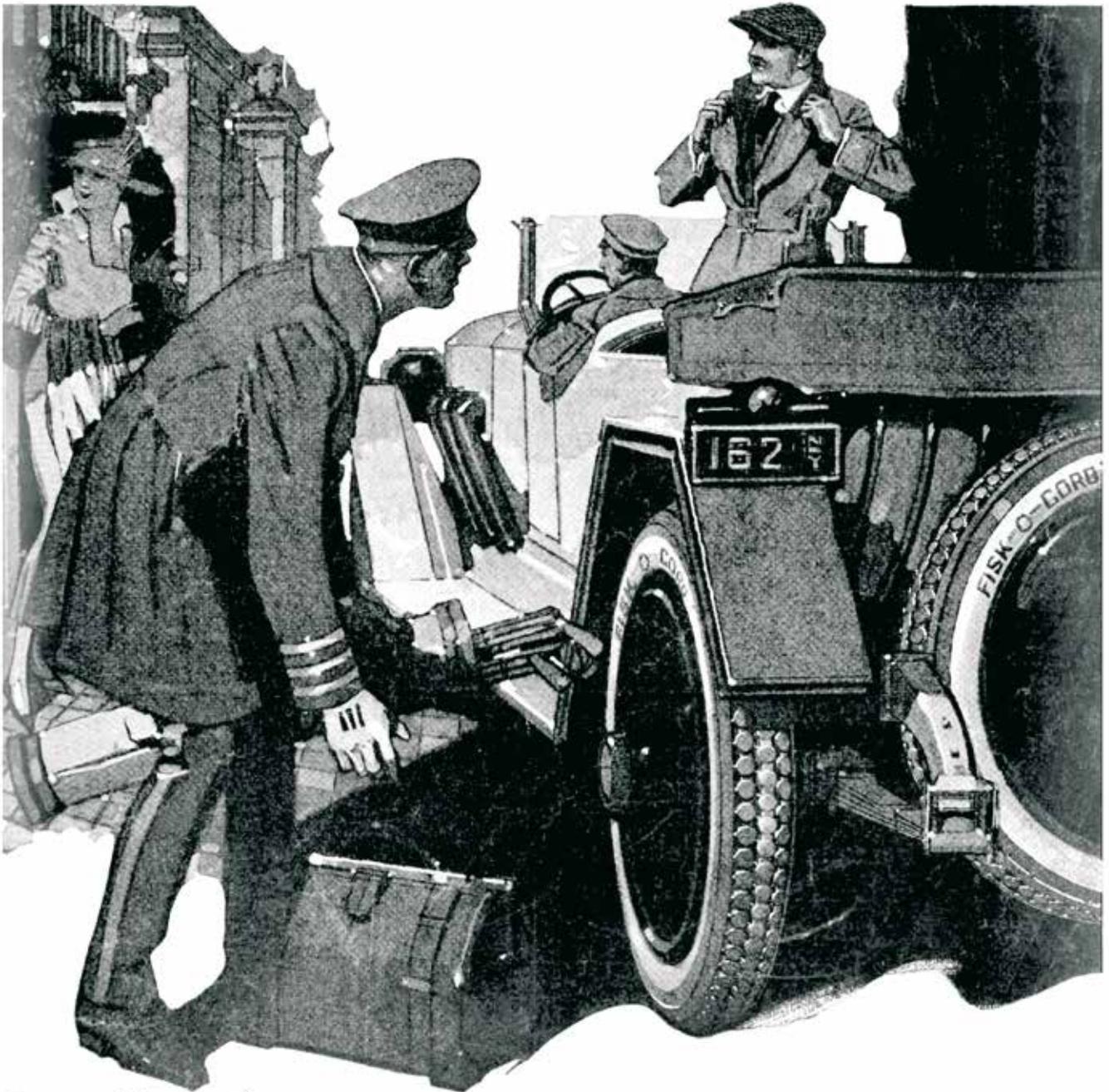
Buy as an institution sharing with you its experience of twenty years, they save your cash and add to your comfort, and they do endure and endure, giving you mileage in excess of what you buy.

And they are big, handsome, good looking—you have the satisfaction of thorough-lined appearance plus excess mileage.

Tires—your things, mileage and appearance, which you demand in a cord tire, Fisk Cords give you in large degree. Next time—BUY FISK.



FISK CORD TIRES



APPEARANCE COUNTS—is being sought more than
fit before—not superficial appearance but the ap-
pearance that reveals the soundness of things below
in surface. This is Fisk Cord Year.



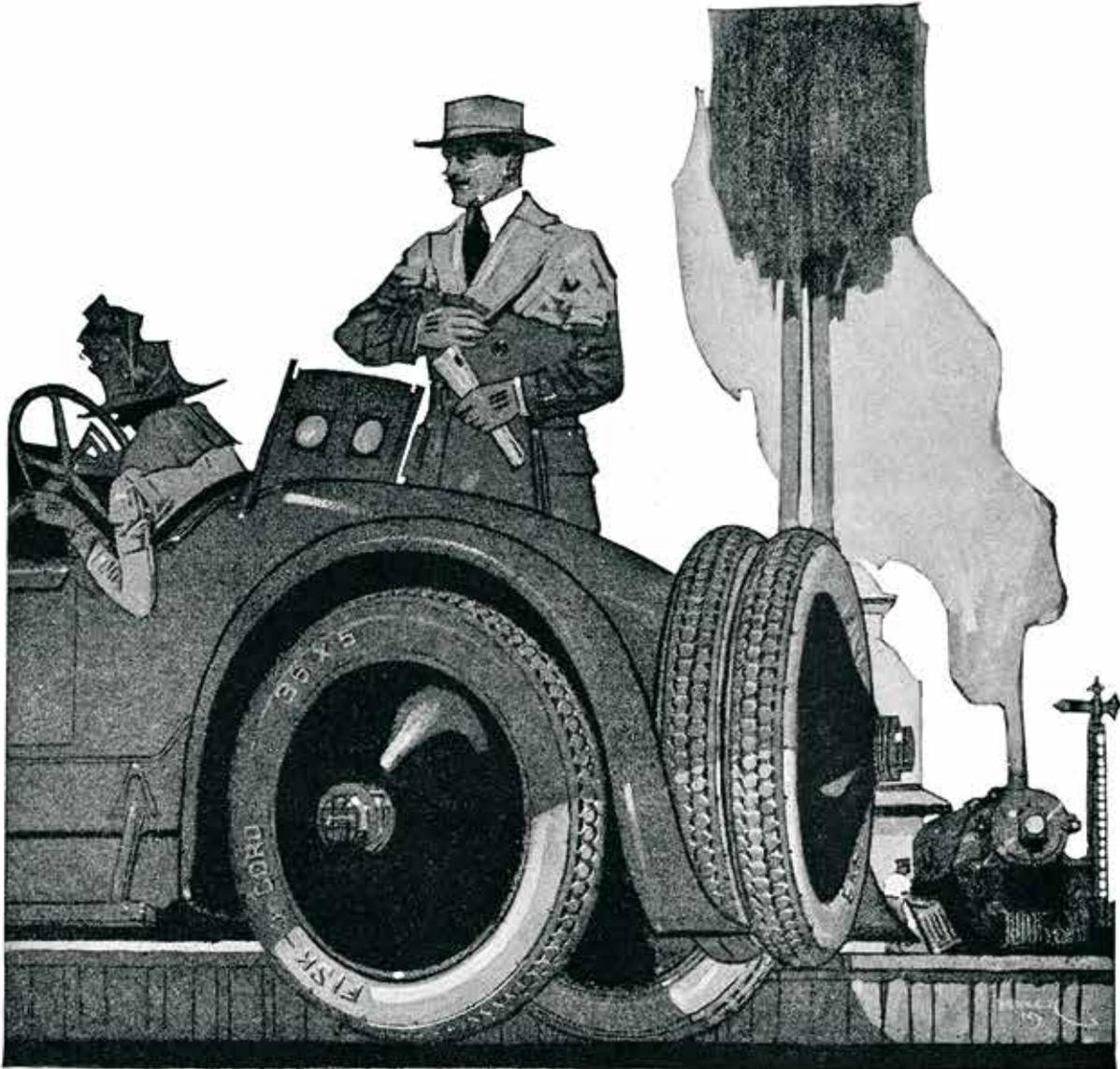
FISK CORDS ARE BIG HANDSOME TIRES—and they keep their good looks. Watch the safety buttons on the Fisk Casings after they have already run seven or eight thousand miles or better.

HERE ARE TIRES as notable for mileage and extended protection against skidding as they are for their good appearance.

FISK CORDS are just the kind of sound dependable tires that you would expect from a company whose ideal for over twenty years has been "the best concern in the world to work for and the squarest concern in existence to do business with."

Next time—BUY FISK.

FISK CORD TIRES



© THE FISK RUBBER CO. 1919

MEETING THE TRAIN MORNING AND NIGHT *on time* calls for a regular schedule and *no delays*. Here's where tire troubles would be real trouble. Thoroughly dependable tires are a factor that makes motoring more reliable and far pleasanter.

NOWADAYS many motor cars run on *schedule*—and Fisk Cord Tires keep them running *on time*.

THICK, TOUGH TREADS of black rubber—sure traction and no slipping or skidding.

CLEAN WHITE SIDE-WALLS—they look like the finished product that they are.

THEY GIVE YOU *continuous* mileage; they look good all the time; they give you finer riding ease and driving comfort and they save gas.

THIS IS THE BIG FISK YEAR—for motorists are more and more critical of tires. Next time—BUY FISK.



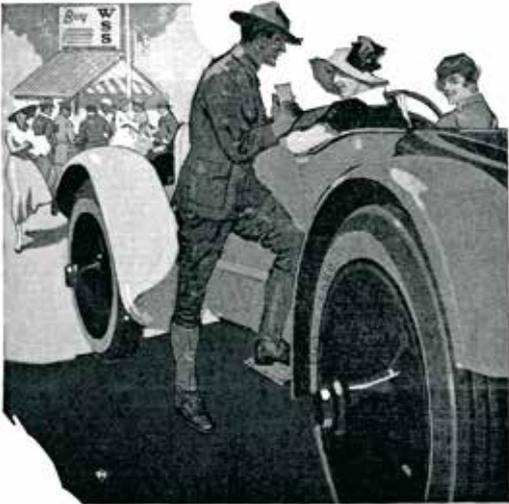
Time to Re-tire? Buy Fisk!

Fisk cords made with Ribbed and Fisk Non-Skid Treads

FISK CORD TIRES

Engraved by Beck

Painted by C. P. Helck for the Fisk Rubber Co.



Was Service Station not a good investment, in which Fisk tires were consumed in time. Buy Fisk Cord Tires!

THE FISK CORD TIRE IS A GOOD INVESTMENT.
With it you buy freedom from inconvenience, a resiliency which insures an increased comfort in riding, a saving in gasoline and protection for the mechanism of your car.

You get an assurance of long and uninterrupted usage and mileage which runs into high figures. These, with safety, are assurances which are distributed thru the life of the tire.

The fair value of the investment is obviously good. A handsome, sturdier tire with evident stamina to offer resistance to wear and to road obstacles is a worthwhile addition to any car.

Tires in one of the few instances where the essentials of luxury and of endurance combine to make a product permanently desirable.

When you buy Cord Tires—Buy Fisk.



FISK CORD TIRES
Patented by Fisk



THE CORD TIRE is the tire for men driven by women. It saves them from tire trouble and makes their drive more economical. It gives them the same pleasure in driving. And women drive their cars in. They are among the most successful users of Fisk Cord Tires—the tire of choice today.

CONSISTENT QUALITY IN A TIRE IS NEVER ACCIDENTAL.
It calls for something more than a factory and good intentions. Experience for one thing. Purpose for another.

Any tire will give its mileage, its wear, its economy, its road ability only what is put into it by the maker. Never more.

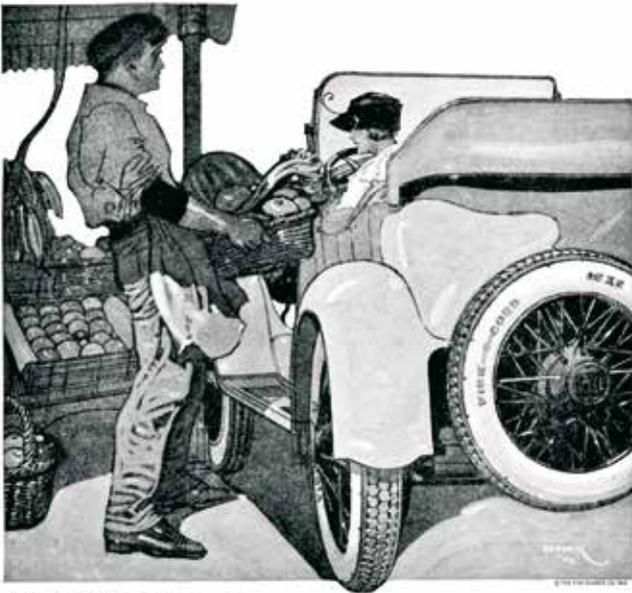
THE VISIBLE VALUE OF Fisk Cord Tires is the result of twenty years continuous tire manufacturing experience.

FISK CORD TIRES ARE big, sturdy tires that deliver wonderful mileage. The scientific Fisk Non-Skid Tread gives great tractive power and driving safety even under bad driving conditions. The thoroughbred appearance of Fisk Cords enhances the looks of any car. Next time—BUY FISK.



Fisk Cords made with Ribbed and Fisk Non-Skid Treads

FISK CORD TIRES
Patented by Fisk



THERE IS A NEW CLASS OF MOTORISTS today—men, alert, practical men and women who put their motor cars to very practical use in securing for them the good things of life—in securing better values in the things they own.

PRACTICAL MEN AND WOMEN all over America are buying automobile tires with the same good sense and sound judgment that they use in the selection of any other article of practical use.

THE TREMENDOUS GROWTH in Fisk business is in direct proportion to the increasing number of discriminating motorists and the growing tendency to buy tires on a more critical basis.

FISK CORD TIRES are big, sturdy tires that retain their thorbred appearance. They are remarkably resilient, smooth-riding and economical of gasoline.

AS AN ENLIGHTENED MOTORIST you want to get tires that you can feel sure of—that give you surplus mileage, riding ease and real tire economy. Next time—BUY FISK.



Fisk Cords made with Ribbed and Fisk Non-Skid Treads

FISK CORD TIRES
Patented by Fisk

THE FISK TIRE BOY AND THE FEMALE DRIVER.

The campaign developed by Peter Helck for the Fisk Rubber Co. between 1918 and 1919 did not address the vigorous world of careers, but rather the daily tasks related to family, social and professional commuting. They are illustrations where the automobile is static and not set in motion. The artist is more concerned with describing the characters, context and their elements than recreating the illusion of movement. In the examples shown on this double page we observe different women carrying out their daily activities, always at the wheel of their car. In the image above, one of the first advertisements for the campaign, two women are portrayed conversing with a soldier and their willingness to acquire "saving stamps" whose sales were intended to finance the U.S. Army intervention in World War I. In the advertisement presented on the opposite page, a woman accompanies her husband to the railway station, reminding us that taking the train every day requires not having any delays ... and that Fisk tires are totally dependable to reach one's destination on time.

- 180. (opposite page) Full-page advertisement published in the magazine *The World's Work*, October 1919.
- 181. Full-page advertisement published in *The Literary Digest*, December 21, 1918.
- 182-183. Full-page advertisements published in the magazine *Sunset*, July and August 1919.

APRIL, 1918 THE NATION'S BUSINESS 13

Now, A FISK TIRE
for every motor vehicle that rolls

TRANSPORTATION, the nation's vital present day need, looks to the motor truck to help solve its problems. Tires of great strength are demanded to carry without delay merchandise that must be delivered on time. The Fisk Solid Truck Tire is built to meet this demand. It is a tire built to perform the hardest and heaviest work.

that solid tires are called on to withstand. Here is a tire that must be matched with, and made of motor trucks must look at it squarely. Made by a Company with a nationwide branch distribution and an established reputation for quality and fairness.

To be the best concern in the world to work for, and the greatest concern in the world to do business with—Fisk Tires.

FISK SOLID TIRES

A secure transport, half a million soldiers and horses for them to live in—this ship! These are the big figures of our eight ship-production program to help the Allies.

MATERIALS must reach the yards of ships and houses for the workmen are to be built. **MOTOR TRUCKS**, by relieving freight congestion, are doing wonders in the transportation of materials. **TO KEEP GOING**, trucks must have dependable tires. **FISK TRUCK TIRES** are dependable, sturdy and strong. They readily meet any service demand put upon them. **When you need dependable solid tires—buy Fisk.**

"There is now a Fisk Tire for every motor vehicle that rolls."

FISK SOLID TIRES

THREE TWO HUNDRED THIRTY SEVEN... 1918... 30 days! This record of construction in sixteen U.S. Army cantonments has never been equaled!

MOTOR TRUCKS have brought isolated camp sites, munition cities and ship-building plants to within easy distance of vital supply bases. They have overcome almost insurmountable difficulties of transportation and prevented disastrous delays. **No TRUCK can be more dependable than its tires!** **FISK SOLID TRUCK TIRES** are rugged, dependable and built to wear—ready to go over the top in any service, at any time. **When you need dependable solid tires—buy Fisk.**

"There is now a Fisk Tire for every motor vehicle that rolls."

FISK SOLID TIRES

The Allies have captured more trucks in solitary armies, the millions of America depend on this government to meet their needs. Little else of trucks—the Allies have New York in Europe!

MOTOR TRUCKS SAVE TIME and time has been made precious by the war. **THREE QUARTERS** of the world is saying to America "Hurry up!" America is hurrying up—by motor truck! **Tires** are so necessary to trucks as shoes are to soldiers. If they give major periods time is lost. **Tires, therefore, must be dependable.** **Fisk Solid Truck Tires** are dependable, sturdy, strong, efficient under all conditions. **When you need truck tires—buy Fisk.**

"There is now a Fisk Tire for every motor vehicle that rolls."

FISK SOLID TIRES

HEAVY WEIGHTS. This series designed by Helck, with the slogan "Fisk Solid Tires," advertised solid rubber tires targeting the industrial sector where vehicles carrying heavy loads were utilized. The scenes shown in the examples of this double page portray civilian activity at loading and unloading docks in ports and factories as well as military truck convoys.

184-187. Full-page advertisements published in the magazine *The Nation's Business*, April, June, July and August, 1918.

188. (opposite page) Full-page advertisement published in the magazine *The American City*, November 1918.



SIX MILLION LETTERS from men in the American Expeditionary Forces were brought to this country recently by a French Steamship!

"There is now a Fisk Tire for every motor vehicle that rolls."

MOTOR TRUCKS are more essential in the handling of Uncle Sam's mail than ever before.

"SPEED UP" has been the business slogan to win the war.

THE DELIVERY of mail with the greatest despatch has been accomplished only with the assistance of the motor truck.

DELAYS are disastrous! Dependable tires prevent delays and give uninterrupted service.

FISK SOLID TIRES are dependable—full of brute strength. When you need Solid Tires—buy Fisk.

FISK SOLID TIRES



Five, a hundred thousand ships, should cross and leave our ports this year, to carry men, food and munitions for the Allies.

FROM the manufacturer to the trenches the motor truck is constantly playing its part in speeding overseas transportation.

Sales depend on Trucks—Trucks depend on Tires. Never has quality meant so much!

BRUTALLY strong—built to withstand the greatest demands made upon them—Fisk Solid Tires faithfully meet every possible requirement of truck service.

When you need Solid Tires—buy Fisk.

"There is now a Fisk Tire for every motor vehicle that rolls."

FISK SOLID TIRES

SEPTEMBER 15, 1918 THE COMMERCIAL CAR JOURNAL 81



To prevent a coal famine 750,000,000 tons must be mined and delivered to consumers before winter—50,000,000 tons a month.

MOTOR TRUCKS can do their part to prevent a coal famine by making quick deliveries from the yards to householders.

Trucks cannot afford to lose time. Every minute and every mile counts.

Good Tires prevent delays—

DEPENDABLE TIRES are built to wear, and meet the rugged conditions encountered in actual use.

Fisk Solid Tires are dependable. When you need truck tires—buy Fisk.

"There is now a Fisk Tire for every motor vehicle that rolls."

FISK SOLID TIRES



55,000,000 Acres of Food—Wheat, Corn, Larders, and other staples. Wheat, Larders, and other staples. Wheat, Larders, and other staples. Wheat, Larders, and other staples. This is the very minimum of Food for the Allies.

CROPS, crops for the Allies, crops to feed our millions! They must be fed—our must be fed!

Crops must be harvested on time. Crops must be moved on time. Railroads are carrying their maximum load.

Motor Trucks, like a mighty giant, today take up this tremendous burden.

Time is a big factor.

DEPENDABLE TIRES for trucks are a vital necessity. Fisk Tires are dependable—security against interrupted service.

When you need Solid Tires—buy Fisk.

"There is now a Fisk Tire for every motor vehicle that rolls."

FISK SOLID TIRES



"Call Anyone, Anytime, Anywhere"

This is the location of the greatest telephone system, with its extensive network of communication lines from coast to coast.

IN maintaining this marvelous system, great responsibility devolves upon the linemen.

His service car must go speedily and surely; it cannot, therefore, wait for a spare.

It is under such strains of service that dependable tires are most thoroughly tested, in every respect. They cannot fail.

Fisk Solid Tires are the kind that can endure the hardships of the telephone service car. They are equal to every emergency—weather, bad roads, severe punishment.

That's because Fisk Tires are designed correctly and built faithfully to do their job—

FISK TIRE

"To be the best answer in the world to work for and the equal in minimum to its business with."

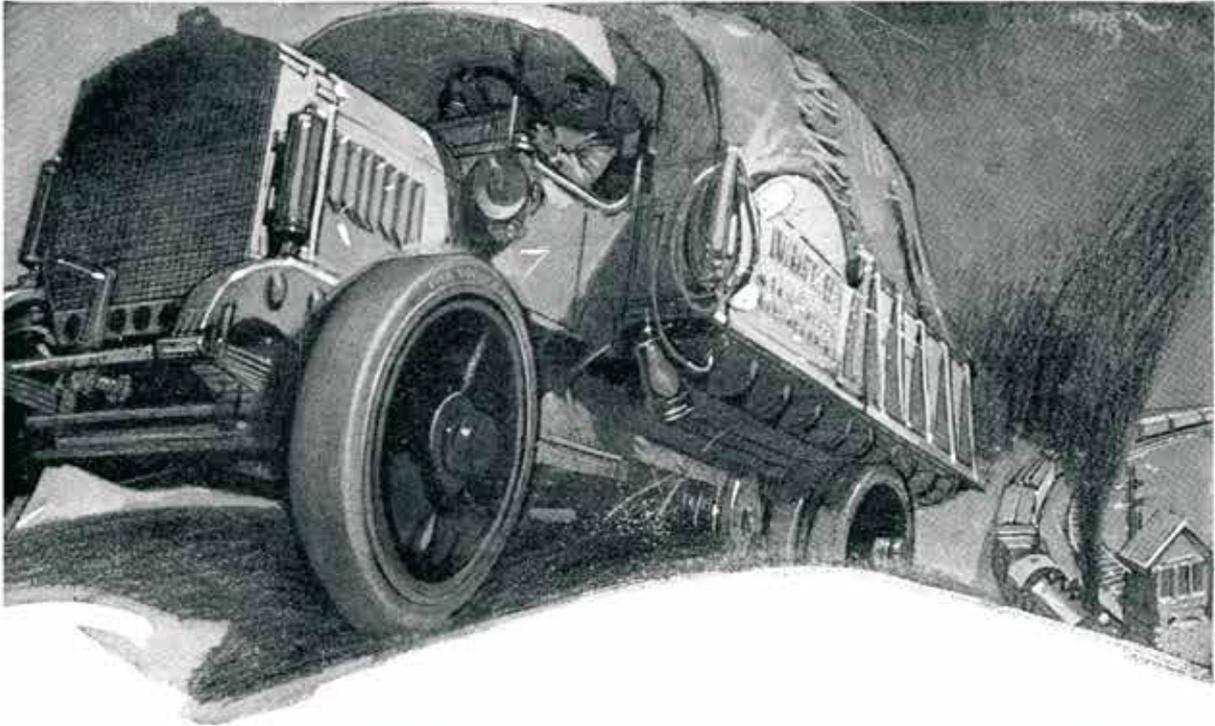
FISK TRUCK TIRES

SOLID and PNEUMATIC

SOLID AND PNEUMATIC TIRES. The slogan "Fisk Solid Tires"—solid rubber tires for heavy transport vehicles—gave way to a new campaign illustrated by Peter Helck. On this occasion, under the slogan "Fisk Truck Tires" tire models designed for trucks were presented: the already known solid rubber tires and the new pneumatic tires with rubber-studded non-skid treads.

189-192. Advertisements in *The Commercial Car Journal*: May 25, September 15 and October 15, 1918; February 15, 1920.

193. (opposite page) Full-page advertisement in the magazine *The Commercial Car Journal*, December 15, 1919.



“Time Is Money”

AN old saying, but, since the dealer is constantly in contact with truck owners who insist that their trucks shall run exactly on schedule, this old saying now has a specific meaning.

The time (and money) saved by Fisk Truck Tires is a constant source of sales. The truck owner who uses Fisk Solid Tires or Fisk Pneumatic Truck Tires gets a mileage and a shock-protection from them which make him “boost” Fisk Truck Tires for you everywhere. Investigate the Fisk line—you will find that Fisk holds old friends and constantly makes new customers.



Next time—BUY FISK

The Fisk Ideal is: “To be the best concern in the world to work for, and the squarest concern in existence to do business with”.

FISK TRUCK TIRES



© THE FISK RUBBER CO. 1919

THE UNINTERRUPTED DISTRIBUTION of perishable goods is vitally important to all classes. The motor truck is the dependable link in the transportation chain

MOTOR TRUCKS must operate continuously in all weathers.

FISK PNEUMATIC CORD TIRES grip the road and do their share in holding the truck to its schedule in snow or rain.

THEY PERMIT speed, absorb road shocks, reduce fuel and repair bills.

THE TOUGH Fisk non-skid tread insures traction, will not skid and wears long.

BUY FISK Pneumatic Cord Truck Tires for efficiency and economy.



FISK TRUCK TIRES



To most delivery quick and sure the Post Office Department is able only the general use of motor trucks on road mail routes.

UNINTERRUPTED MOTOR SERVICE speeds up action in Stations and has also an important and direct relation to individual and community interest.

Fisk Cord Tires Their quick service and economy run when a truck is needed for long hauls and quick runs.

Fisk Reserve Slices for rugged and fast-growth mechanical parts from and check and make for much greater speed. These are tires which save time to profit.

A **HEAVY LOADING TRUCK**, as a delivery highway, without real traction tires, is a nuisance to the public, to itself and to its cargo. More than any other vehicle it should be used for safety. The **Fisk Cord Reserve** is one of the few tires which meet the safety requirements.



FISK TRUCK TIRES

May, 1919 THE NATION'S BUSINESS



INTERRUPTION AND DELAY of delivery schedules are serious matters.

Heavy Duty Tires can hold to their schedules only when their tires are dependable.

Fisk Super Tires are built to wear—to meet the ever-changing road conditions.

They Are Dependable. They do their part to keep the truck running on schedule. Next time—buy Fisk.



FISK TRUCK TIRES



The **Fisk Reserve or Masters** assure better performance through an extra mile in economy. They give more mileage, are more sure and reduce depreciation.

FISK CORD TRUCK TIRES keep your trucks working more steadily and keep them in service longer.

They resist constant tearing at speed without damage to the truck body, or damage to profitable freight freight.

Keep accounts out clean.

With Fisk Tires your operating costs per ton (or ton) you lose per pound of freight per mile handled. Fisk Tires last longer. Save time and money on working parts of the truck.

Next time—BUY FISK.



FISK TRUCK TIRES

September, 1919 THE NATION'S BUSINESS 23



More than nine-tenths of the fleet of most trucks of 1919—springing tires causes the most of expense of any business industry. It is a fact—no more and better than in any other truck and gasoline in the same time.

PUT FISK CORD TIRES upon your truck with this assurance:—

You realize a quarter of a century the makers have specialized upon pneumatic tires and have made nothing else. **Business the standard and the workman is the policy of The Fisk Rubber Company**—to be known as "the best concern in the World to work for and the apparent concern in business to do business with."

A concern with this ideal cannot make anything but the best—truck tires, automobile tires, bicycle tires.



FISK TRUCK TIRES

HOME DELIVERIES. This double page shows a sample of advertisements illustrated by Peter Helck for the series of Fisk Cord tires designed to equip freight cargo vehicles such as light trucks and vans. The artist illustrated scenes portraying daily professional activity, especially of home deliveries such as postal and fresh milk services.

194-195. Advertisements published in the magazine *The Literary Digest*, February 15 (opposite page) and March 29, 1919.

196-198. Full-page advertisements published in the magazine *The Nation's Business*, May, June and September 1919.

FISK



As good as it looks: You'll take pride in the appearance of the big handsome Fisk Cord on your car.

As strong as it looks: Genuine cord construction and a heavier than usual, tougher than usual tread—the famous Fisk Non-Skid tread.

As serviceable as it looks: Delivers an uninterrupted mileage with a satisfaction that is unexcelled.

And backed by the Fisk Ideal:

"To be the best concern in the world to work for—and the squarest concern in existence to do business with."

***Next time—BUY FISK
from your dealer***



FISK TIRE COMPANY
NEW YORK, N. Y.



COLORFUL BACKGROUNDS. At the end of 1919 and during 1920 Fisk decided to focus attention on their products. They did so by depicting them in large sizes over backgrounds of changing patterns and colors; more than thirty variations of the same basic pattern were created. In the composition, the giant tire is accompanied by the company logotype as a header; a persuasive text, generally framed and with a white background to facilitate readability; and the corporate mascot as an emblematic signature.

199. (opposite page) Full-page advertisement in the magazine *The Saturday Evening Post*, August 21, 1920.

200-208. Full-page advertisements in the magazines *The Saturday Evening Post* and *The Literary Digest*, between 1919 and 1920.

FISK TIRES

SIZE, Strength, Resiliency, Price—these four things decide your mileage cost. Because Fisk Cord Tires measure up to each of these requirements to a degree that surpasses competition, they give low cost mileage and unbroken service.

*Time to Re-tire?
(Buy Fisk)
FISHER BROS. CO. 12, 15, 1922*

There is a face-value to Fisk Tires that is a sure index to their built-in value. Look them over!

There's a Fisk Tire of extra value in every size for car, truck or speed wagon

*Time to Re-tire?
(Buy Fisk)
FISHER BROS. CO. 12, 15, 1922*

FISK TIRES

AT present prices, Fisk Tires are indisputably the finest value a fine tire ever presented. Bigger, stronger, more resilient, they make the miles cost less, with an assurance of uninterrupted service which is really beyond price.

There's a Fisk Tire of extra value in every size for car, truck or speed wagon

FISK TIRES

*Time to Re-tire?
(Buy Fisk)
FISHER BROS. CO. 12, 15, 1922*

THE outstanding margin of extra quality possessed by Fisk Tires is the one conspicuous fact held in the minds of the best-informed buyers in America today. Compare before you buy.

There's a Fisk Tire of extra value. In every size, for car, truck or speed wagon.

*Time to Re-tire?
(Buy Fisk)
FISHER BROS. CO. 12, 15, 1922*

FISK TIRES

FISK TIRES have brought complete satisfaction this year to those careful buyers who make sure that they buy enough service every time they make a tire purchase. To these buyers Fisk Tires have shown a surprising and welcome economy in the extraordinary mileage they have yielded, free from the troubles often incident to a year's driving.

The quality which is the basis of this consistent excellence can be easily seen if you will compare any other tire with a Fisk for highway, strength, resiliency, good looks and safety.

There's a Fisk Tire of extra value in every size, for car, truck or speed wagon

REVIVING THE CHILD. The 1922 campaign brought about a change with respect to previous ones. The mascot ceased to be employed as a fixed corporate symbol and became a featured and dynamic element. The graphic configuration of the logotype was established, comprising the words "Fisk Tires" composed of negative space and framed in a black background border.

209. Advertisement published in *House & Garden*, July 1922. **210.** Advertisement published in *The Literary Digest*, May 20, 1922.

211. Advertisement published in *Motor*, September 1922. **212.** Advertisement in *The Saturday Evening Post*, October 7, 1922.

213. (opposite page) Full-page color advertisement in an unidentified magazine, 1922.

No tire like it for country use

Made with an extra ply of fabric and with an extra heavy, tough red tread.

Designed for rough roads and heavy loads, it never fails under the most exacting demands.

*Hanser Bros. of
Whitten, Ia.,
Tire Dealers, say:*

"You are building the best tire in existence today. We have put out 200 Red-Tops, some have been in constant use for three years and we never had one go wrong—never had a single complaint."

There is not space to tell the story of the uniformly wonderful success of this tire. It will pay you to write us for a book giving the history of the most marvelous development of a tire the trade has ever known.

**ASK YOUR DEALER FOR
FISK RED-TOPS**

*There's a Fisk Tire of extra value for every
car, truck or speed wagon*



**Time to Re-tire?
(Buy Fisk)**

TRADE MARK REG. U. S. PAT. OFF.

Time to Re-tire?
(Boy Fisk)
TRADE MARK REG. U. S. PAT. OFF.

THERE are more dealers selling Fisk Tires exclusively this year than ever before—dealers who had previously sold other tires along with Fisk. Their experience and that of their customers convinced them that it was better business to put their entire effort behind

the Fisk line of tires, which gives universal satisfaction. The Fisk dealer carries a complete Fisk line to meet every individual need—each tire in that line a genuine Fisk product, offering extra value in its class. Ask your dealer to show you why.

There's a Fisk Tire of extra value for every car, truck or speed wagon

FISK
CORD TIRES

CORPORATE TEMPLATE. If the previous campaign had freedom in positioning and the layout of the advertisement's graphic elements, in 1923 a model advertisement was established. It consisted of a set design where only the text and the image of the scene on which the Fisk mascot was superimposed were variable. In this case, the illustration shows the façade and windows of an official tire distributor, where signs with the firm's logotype hang and where, through the windows, we see two Fisk character die-cut cardboard displays.



Time to Retire!
(The Fisk)
© 1923 Fisk Rubber & Tire Co.

OVER 600,000 Fisk Cord Tires 31 x 4 straight side (a new size and style in 1921) were sold in the first 18 months of production, with a return of less than 50 tires, or under 1-100 of 1% for any claim or evidence of imperfection. This is a remarkable record and the nearest approach to perfection in the history of tire building.

There's a Fisk Tire of extra value for every car, truck or speed wagon




Time to Retire!
(The Fisk)
© 1923 Fisk Rubber & Tire Co.

THE Fisk Flat-Tread Cord is less subject to trouble than any cord of usual construction made to standard dimensions. The broad flat tread gives 35 percent greater road contact — which means quicker, surer traction and a longer life for the tread. The super-strong internal construction

and the heavier sidewall absorb easily the flexing strains which ruin ordinary tires when they carry heavy loads. The far thicker tread is surprisingly resilient, yielding much longer service and easier riding. The deeper-cut buttons give a skid protection previously unknown.

Ask your dealer to show you this amazing tire.

There's a Fisk Tire of extra value for every car, truck or speed wagon




Time to Retire!
(The Fisk)
© 1923 Fisk Rubber & Tire Co.

THE performance of the good-looking, luxuriously easy Fisk Flat-Tread Cord simply cancels all previous ideas of long tire mileage. Unequalled in strength, dimensions and thickness of tread, it is almost incredibly free from trouble, even on the heaviest closed cars.

There's a Fisk Tire of extra value for every car, truck or speed wagon




Time to Retire!
(The Fisk)
© 1923 Fisk Rubber & Tire Co.

PERHAPS the greatest inducement the FISK FLAT-TREAD CORD offers is a sense of security. Weather conditions for the next few months are at best uncertain. Undoubtedly we have to face snowy, icy, wet roads — roads meaning an extra demand on car and tires.

These are tires to add comfort and protection to your car and to increase your safety on winter roads. They will take you to Florida or California and back with security and comfort. Look them over and you will easily see why they do all this.

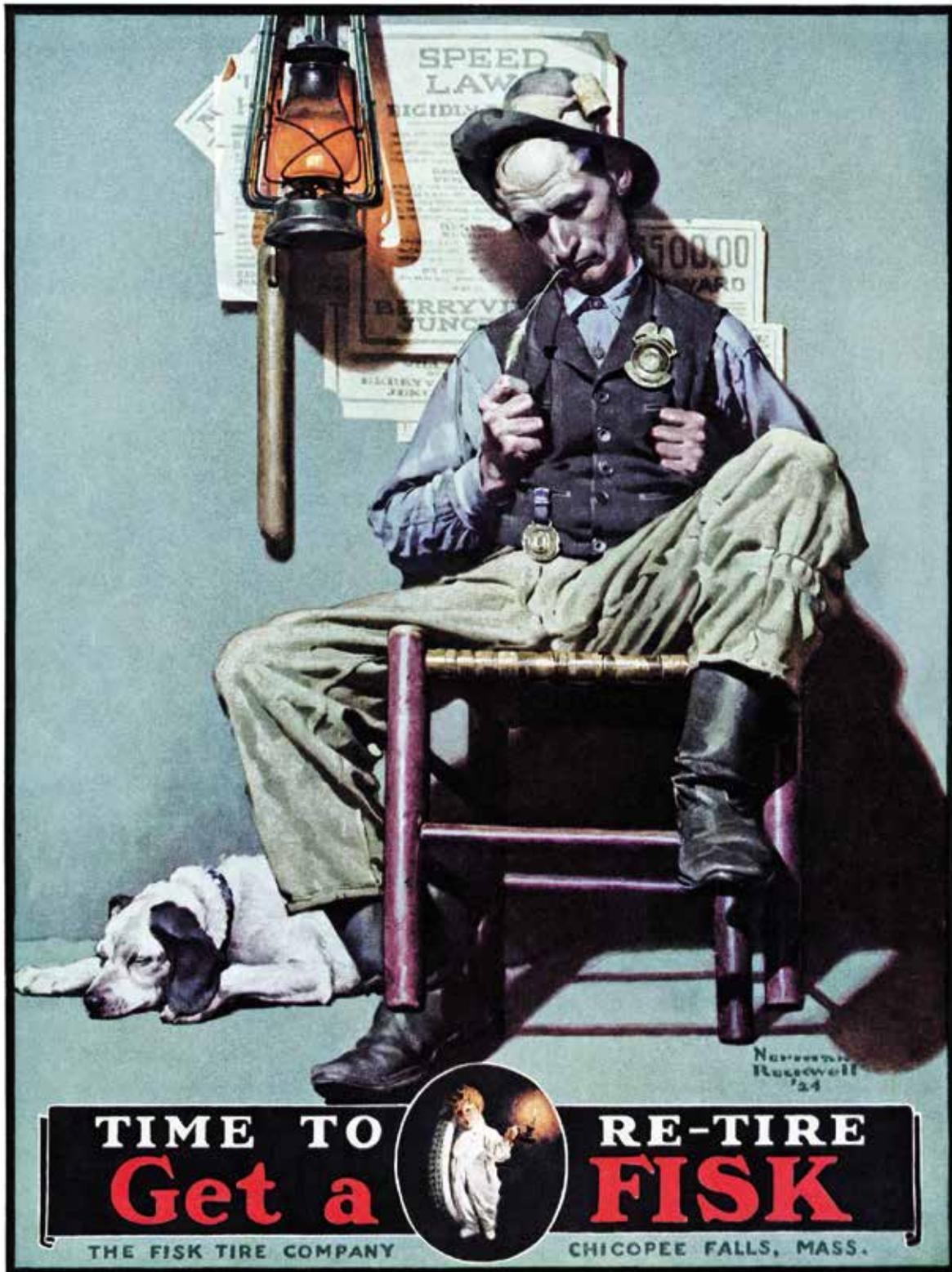
There's a Fisk Tire of extra value for every car, truck or speed wagon



FRAMED LANDSCAPES. Throughout 1923 the Fisk tire boy would travel through different places, framed by an arc-shaped border, to promote the safety and comfort offered by the Fisk Flat tread tire model for road transport. Although the campaign had a more established design, it continued with the model implemented in the previous year. The advertisements were designed with illustrations free of color, thus emphasizing the product, advertising text, the company's logotype and their mascot.

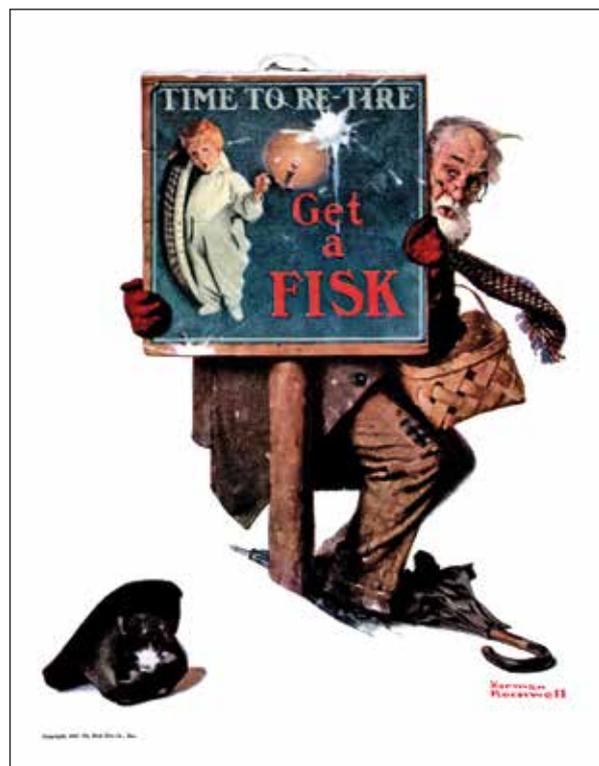
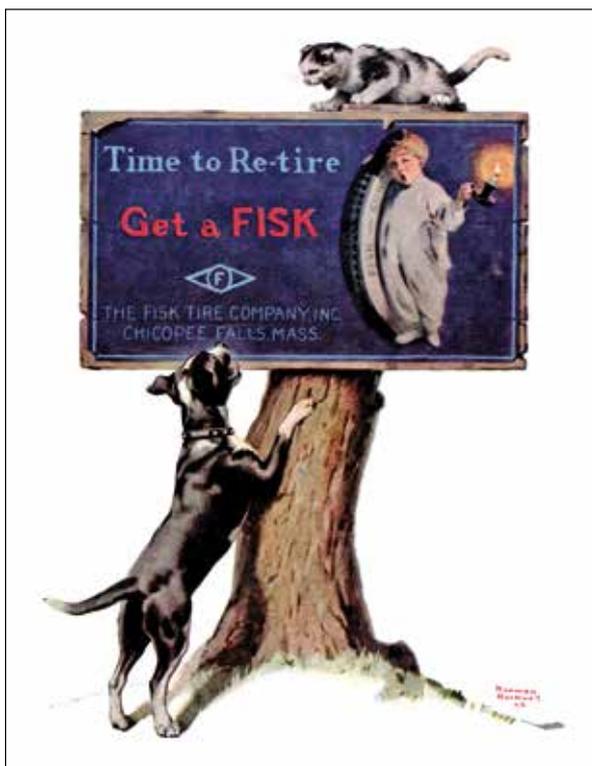
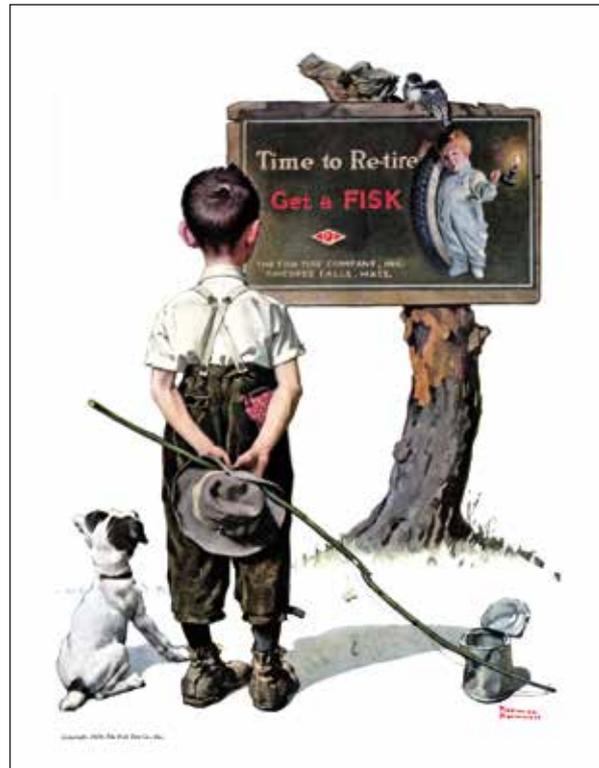
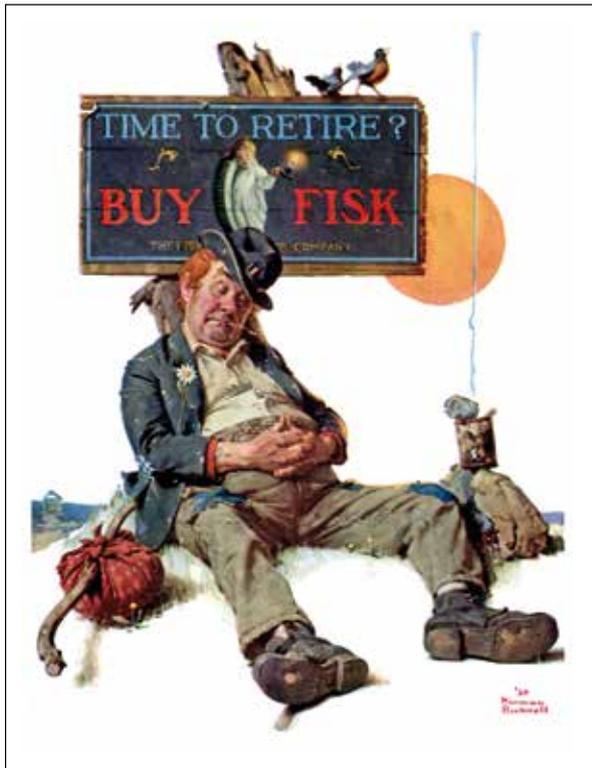
214-215. Advertisements published in *The Saturday Evening Post*, June 3 (opposite page) and August 4, 1923.

216-218. Full-page advertisements published in *Theatre Magazine*, July, September and November, 1923.



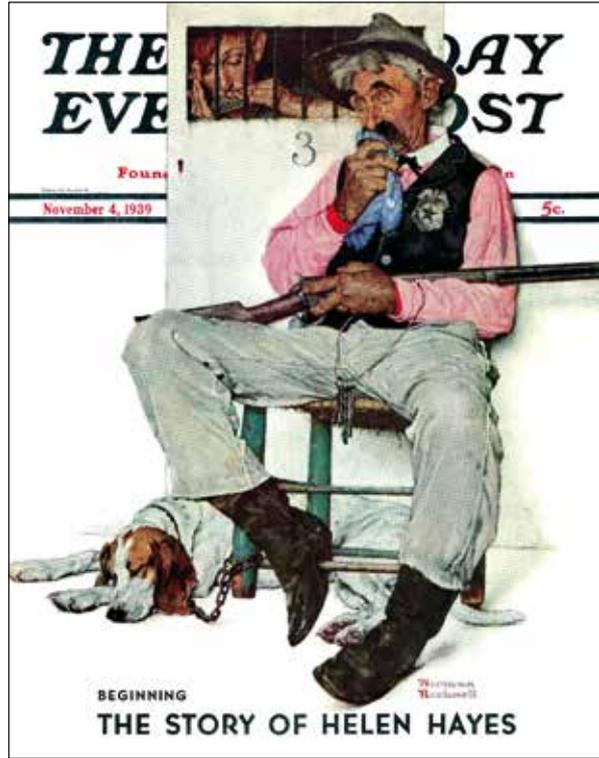
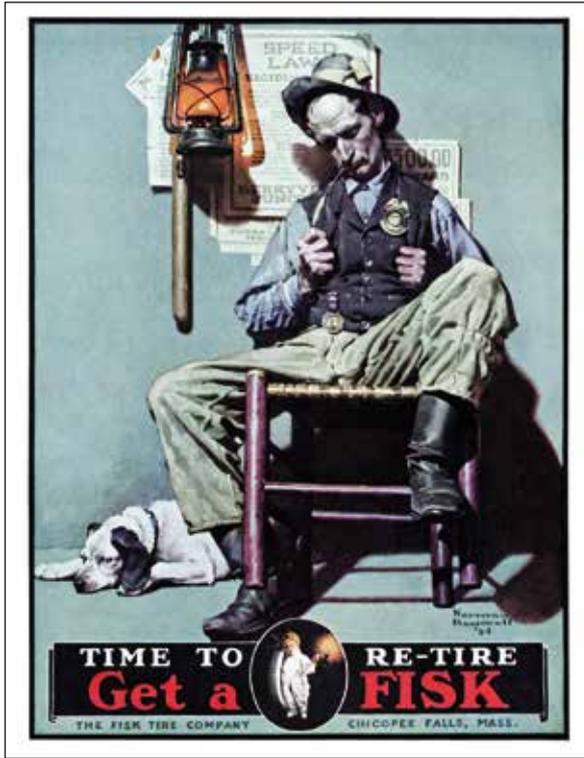
IT TAKES TWO. In 1924, Fisk Tires and Norman Rockwell resumed their advertising relationship. The artist, already a recognized figure for commercial illustrations, launched an extensive campaign with five advertisements in which other famous illustrators of the time would participate. The above image, which seems frozen in time, portrays a sleepy law enforcement officer, nodding off and chewing a stalk of wheat with his chair leaning against the wall; at his feet a watchdog follows his example. One of the posters hanging on the wall provides an important clue to interpret the composition's ironic tone: one of the headlines is titled "Speed Law." Perhaps life speeds along at a fast pace, but as the reigning slogan in the scene suggests, now is the "Time to Re-Tire." It is likely that the portrait of the sheriff is based on slim Dave Campion, one of Rockwell's favorite and most utilized models.

219. Full-page advertisement published in *Theater Magazine*, October 1924. Illustrated by Norman Rockwell.



HIDE AND RETREAT. Unlike the advertisement shown on the opposite page—with a closed composition and recreating a night scene—the rest of the advertisements in the series illustrated by Rockwell employ cut out images over a white background. They incorporate a Fisk billboard featuring the mascot as a scenographic element with which the characters interact. The illustrations serve as true protagonists in and of themselves, and do not contain any accompanying persuasive text. The portraits depict a sleeping hobo or vagabond; some fearful chicks unwilling to leave their nest in the presence of a boy and his dog; the eternal fight between dogs and cats; and an old man protecting himself from a snowball fight. All play with the meaning of the tire brand's well-known slogan "Time to Re-tire": they reflect moments where one has to know when to retire in time.

220-223. Full-page advertisements published in *Country Life* magazine, May, June and September 1924, and March 1925.



THE USUAL SUSPECTS. Throughout Rockwell's career certain themes and human characters are repeated, being featured on different magazine covers and in commercial illustrations. The images shown above provide a comparison of the advertisement he made for Fisk tires and the subsequent cover for *The Saturday Evening Post*. Below, the same vagabond is repeated in Fisk's advertisement and in posterior publicity for Interwoven socks. This déjà vu responds to the fact that the artist frequently resorted to the same human models. As Marling (2005, p. 14) notes in the book on Rockwell included in the bibliography, sometimes his clients complained about always seeing the same group of characters disguised as settlers or as Santa Claus.

224-225. Advertisement in *Theater Magazine*, October 1924, and cover of *The Saturday Evening Post*, November 4, 1939.

226-227. Fisk advertisement in 1924, and advertisement for Interwoven socks in *The Saturday Evening Post*, July 2, 1927.





December, 1930 THE COUNTRY GENTLEMAN

Think a Moment!
Can you stop?

Your brakes may grip, but will your tires?
On these few square inches of rubber that touch the road often depend your own and your family's safety! Better be sure that rubber is designed with the lightning grip action of the Goodyear All-Weather Tread.

It's known safety is not big reason why "More people ride on Goodyear Tires than on any other kind!"

GOODYEAR

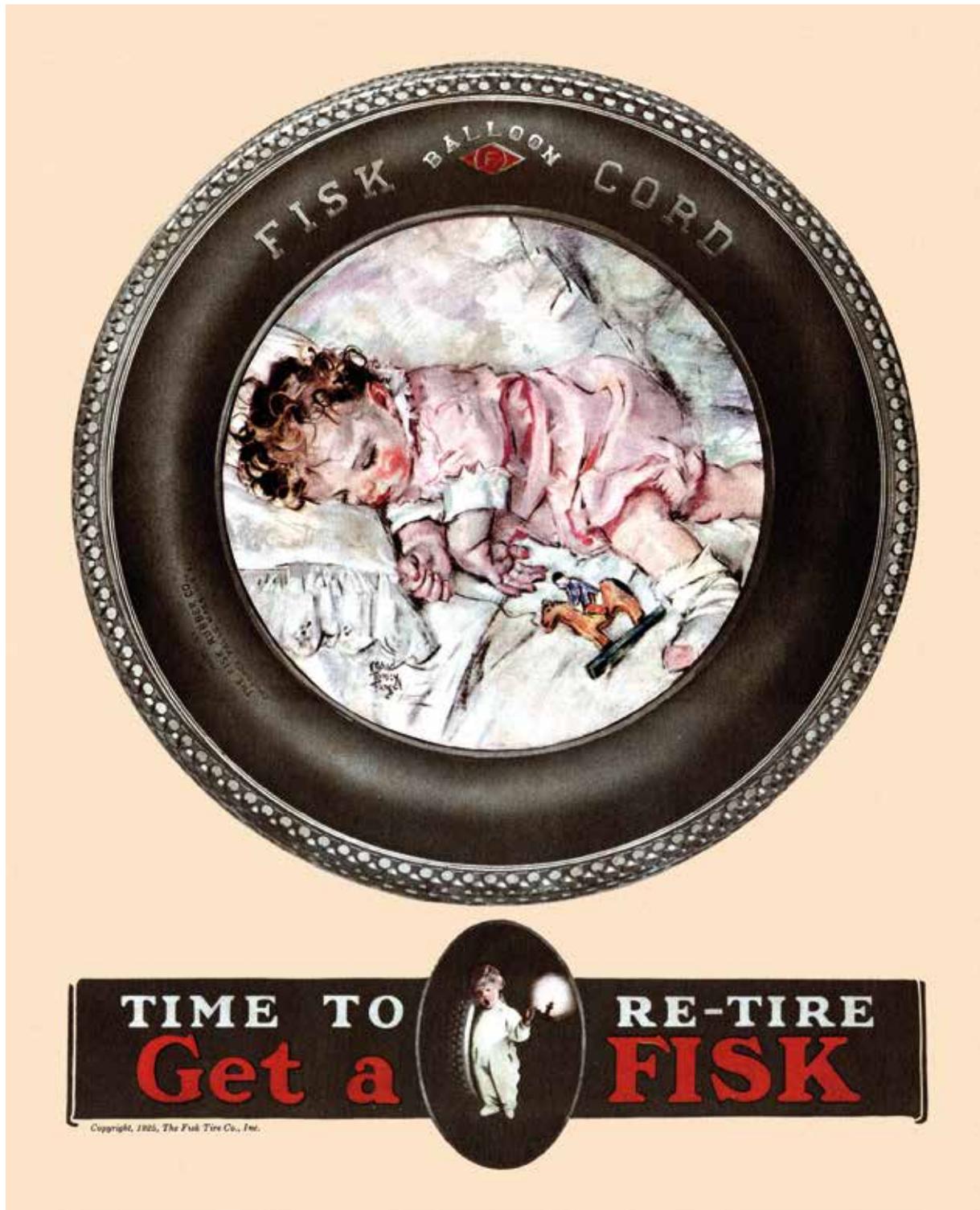
Tread and rubber: these are the two main parts of a tire. There is greater safety in the Goodyear All-Weather Tread. There is greater safety in the Goodyear Tires for various reasons. **Goodyear's** big Goodyear dealer will demonstrate. **Play!** "More people ride on Goodyear Tires than on any other kind!"

A STOP ALONG THE WAY.

In 1930, reflecting the gloomy times that the Great Depression instilled, Rockwell realized this dark illustration for Goodyear Tire & Rubber Co. It aimed to promote their line of All Weather-Tread tires designed for use under any weather conditions, including rain and wet, slippery roads. The persuasive text is headed by a question addressed directly to the reader: "Think a moment, can you stop?" Rockwell uses our perspective as drivers to recreate a stormy night scene in which we are at the wheel of our car. Suddenly, a man emerges from the darkness, illuminated by headlights and tells us to stop brandishing a traffic signal ... can we stop in time?

228. Illustration of a double-page advertisement published in *The Saturday Evening Post* magazine, November 15, 1930.

229. Full-page advertisement published in the magazine *The Country Gentleman*, December 1930.



THE PROTECTIVE CIRCLE. The illustrator Maud Tousey Fangel (1881-1968) made this advertisement for Fisk in 1925. A tire frames the setting in which a baby peacefully sleeps next to one of his toys. The link that is established between the helplessness of the infant and the protection offered by a tire is the same that connects the drowsy child in pajamas with the tire that he wears on his shoulder. Maud Tausey added the surname of her husband Guy Fangel to her name. They met when he was art director of the women's magazine *Good Housekeeping*, for which she was a collaborating artist. The couple had a son named Lloyd, who aroused Maud Tausey's interest in the subject of children and babies. This developed into her specialty for which she gained fame and recognition. She usually employed pastel drawings to create natural portraits of child models who were featured in her work. These were well-suited for achieving soft tones and smooth textures that this technique could provide. The commission for Fisk serves as a good example.

230. Full-page advertisement published in *Theatre Magazine*, May 1925. Illustrated by Maud Tousey Fangel.

**Don't hurt him, mother—
with pins and buttons**
How to Dress Your Baby in a *Human* Way

FREE OFFER

Vanta Baby Garments

These 25 good ideas will save your baby thousands of dollars in unnecessary expenses. They are the result of years of experience. It's the only book of its kind. It's the only book that tells you how to dress your baby in a way that is safe, comfortable, and beautiful. It's the only book that tells you how to dress your baby in a way that is *human*. It's the only book that tells you how to dress your baby in a way that is *right*. It's the only book that tells you how to dress your baby in a way that is *smart*. It's the only book that tells you how to dress your baby in a way that is *kind*. It's the only book that tells you how to dress your baby in a way that is *loving*. It's the only book that tells you how to dress your baby in a way that is *right*. It's the only book that tells you how to dress your baby in a way that is *smart*. It's the only book that tells you how to dress your baby in a way that is *kind*. It's the only book that tells you how to dress your baby in a way that is *loving*.

THE LADIES' HOME JOURNAL

What Christian Liberals are Driving At
By HARRY EMERSON FOSDICK

JANUARY 1925

THE LADIES' PUBLISHING COMPANY, PHILADELPHIA

10 CENTS

Advertisement for Welch's Grape Juice featuring a painting of a baby drinking from a glass and a bottle of Welch's Grape Juice.

Welch's
"THE NATIONAL DRINK"

KEEP HIM HAPPY! MAKE HIM SAFE AND HEALTHY. FOOD, ENJOY HIS FIRST SOUP FOOD WITH CARE.

The Welch Grape Juice Company, Westfield, NY

**Ten toes to wiggle—a doll to cuddle—
HE'S HAPPY!**

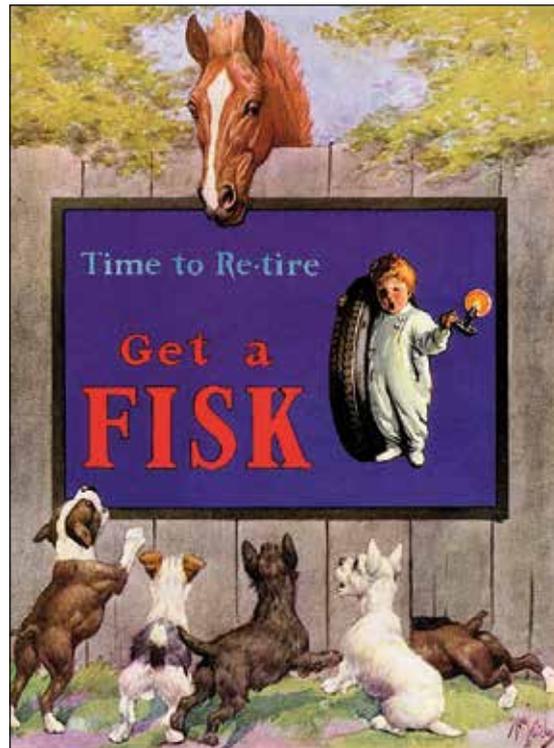
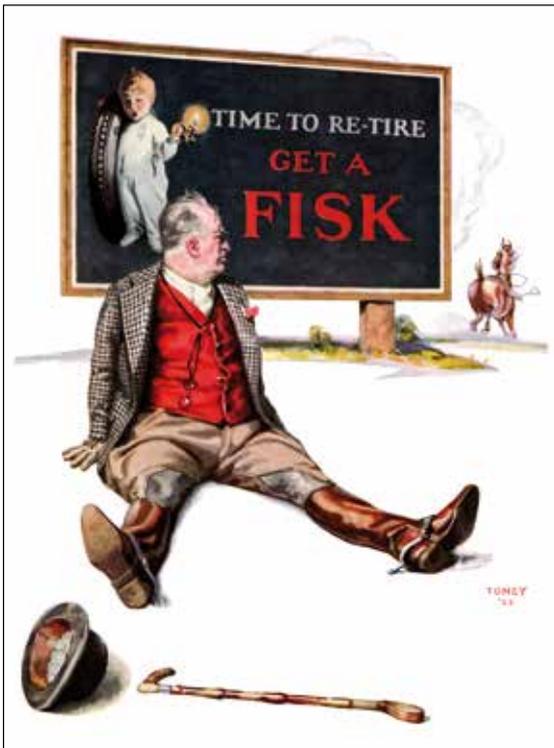
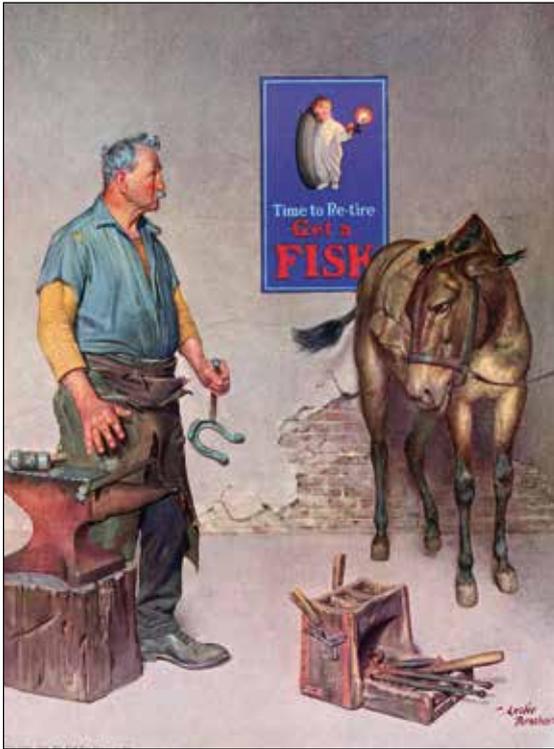
KEEP HIM HAPPY! MAKE HIM SAFE AND HEALTHY. FOOD, ENJOY HIS FIRST SOUP FOOD WITH CARE.

CREAM OF WHEAT

ENDEARING SCENES. Maud Tausey Fangel's tender portraits captured the advertising of children's products and magazine covers intended for female audiences during this period, gracing the covers of *Woman's Home Companion*, *Ladies' Home Journal*, *Home Arts Needlecraft Magazine*, *McCall's* and the *New York Herald Tribune Magazine*. Among her advertising clients, usually linked to health and food products intended for child care, the following stand out: Ivory Soap and the sanitized Play Sand; Pet Milk Co.'s milk powder; Welch's grape juice ; Kellogg's cereals; Cream of Wheat porridge; Grape Nuts cereal ; Colgate talcum powder; Vanta baby clothes; Squibb's cod liver oil; Lysol disinfectant; and Frigidaire refrigerators that kept food fresh.

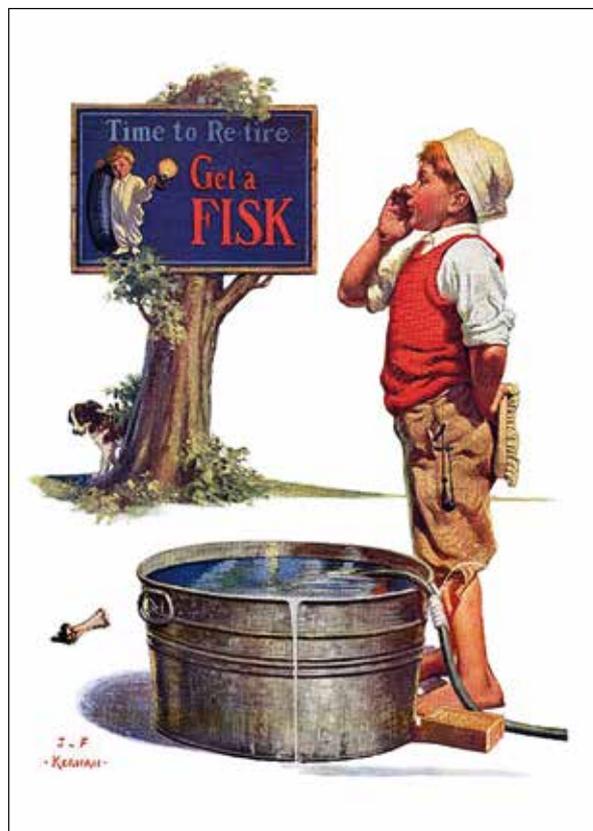
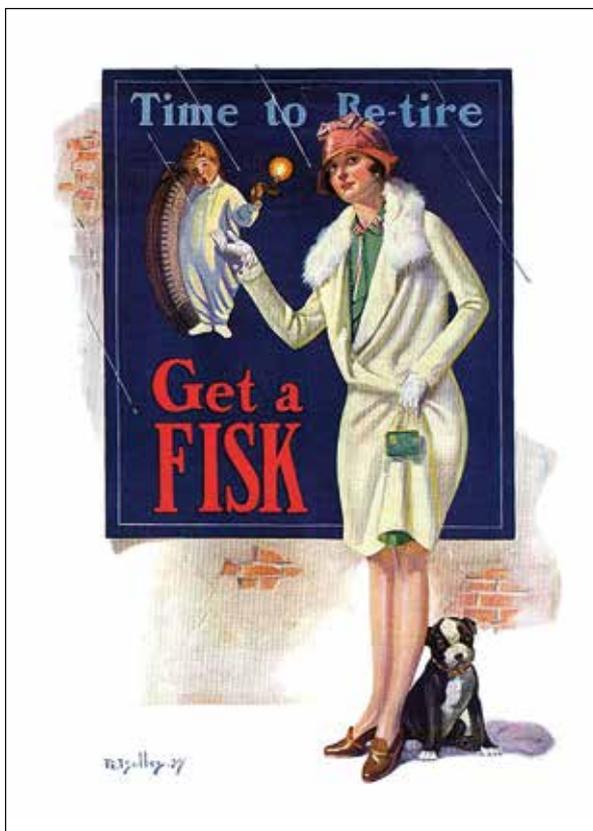
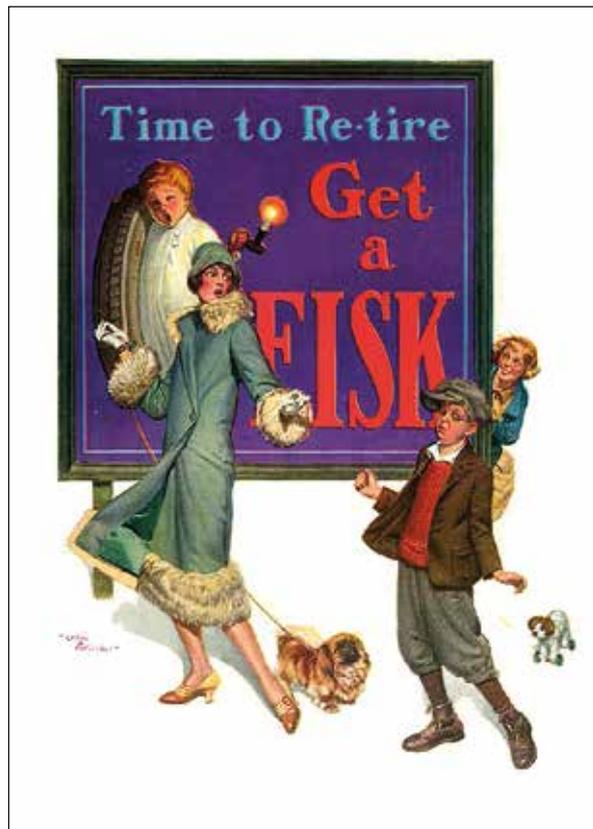
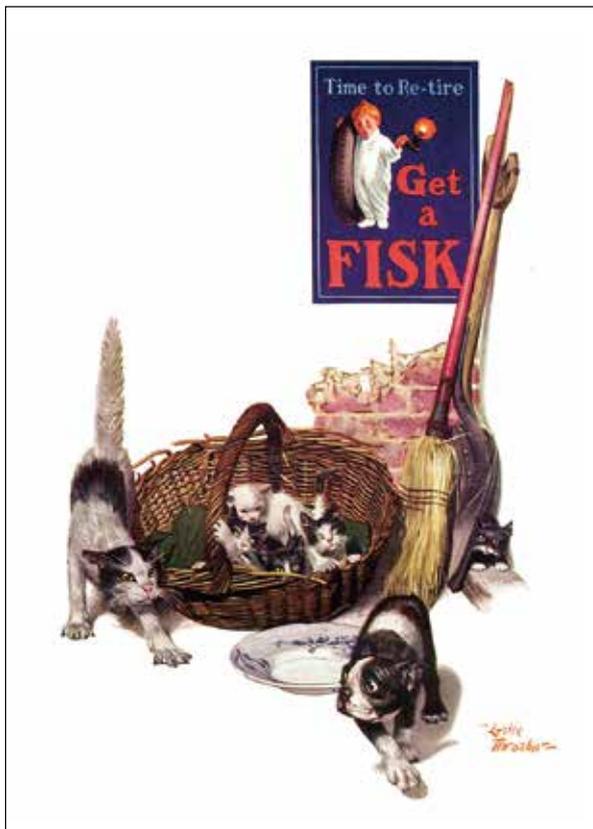
- 231. Advertisement for Vanta infant clothing, 1925.
- 232. Cover of the magazine *The Ladies' Home Journal*, January 1925.
- 233. Advertisement for Welch's juice, in *The Ladies' Home Journal*, September 1921.
- 234. Advertisement for Cream of Wheat, 1937.



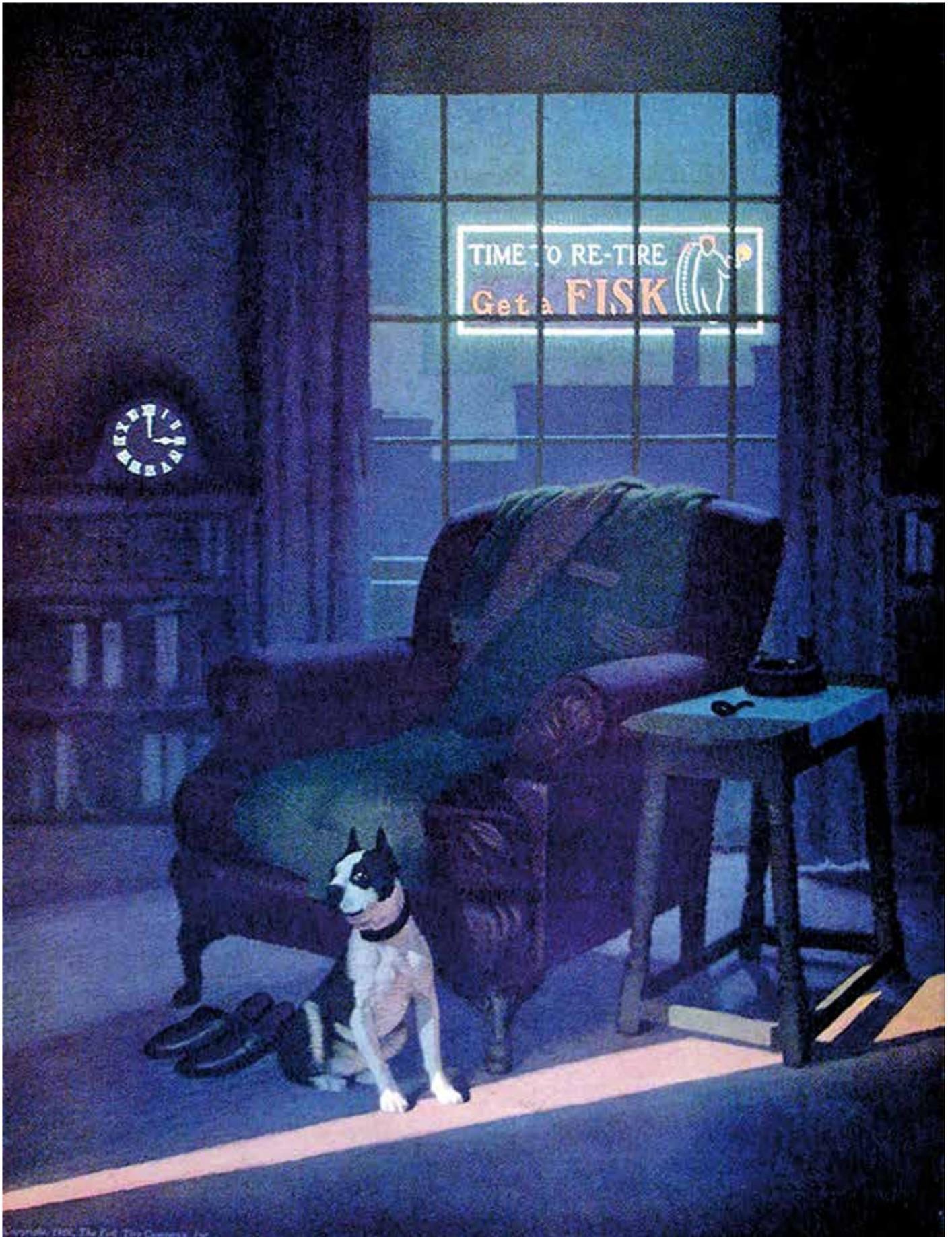


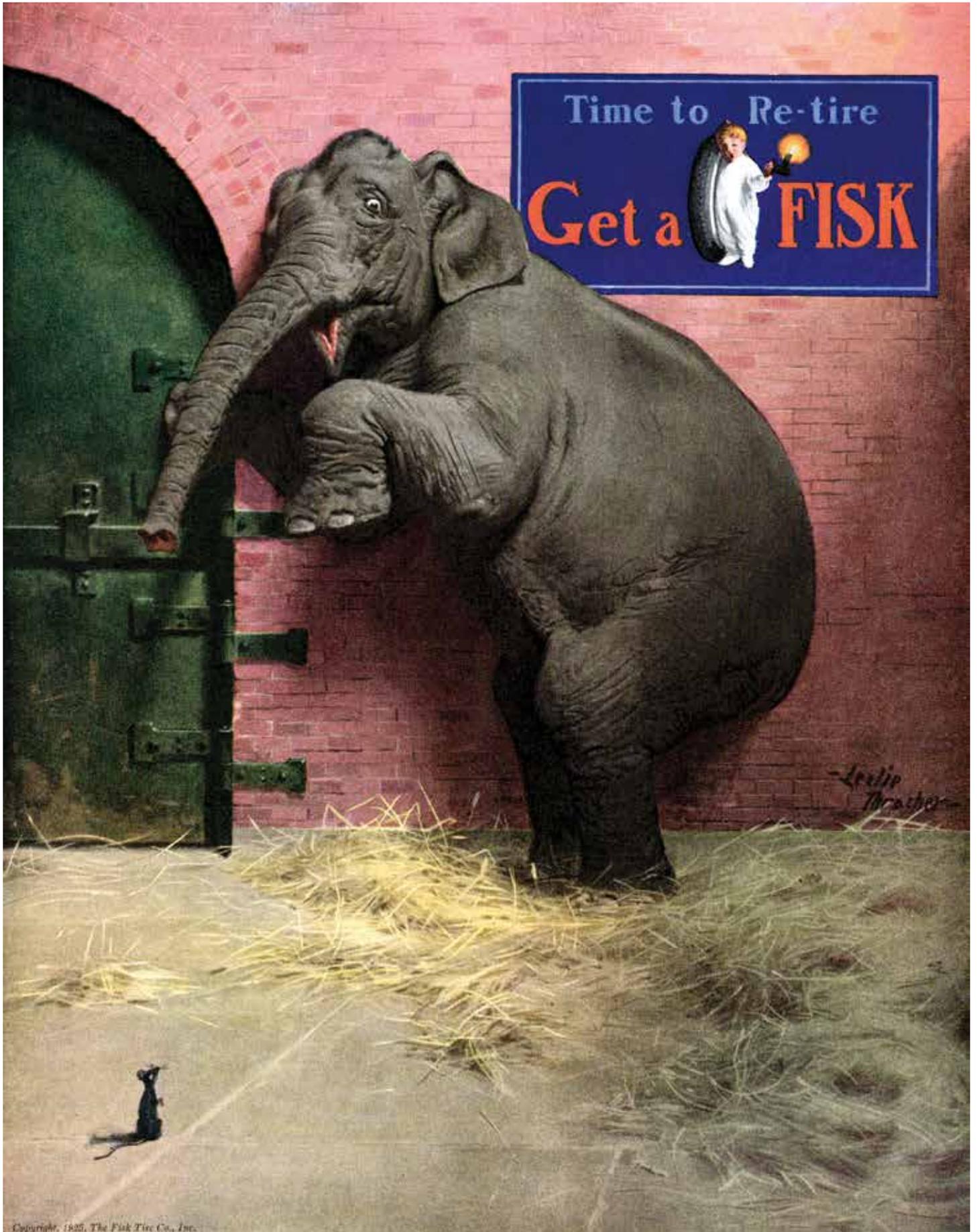
EQUESTRIAN EXPERIENCES. Draft horses, saddles and donkeys are featured in these advertisements. The blacksmith prepares new horseshoes for a horse; a miner stops on the road before venturing into the hostile desert; the steed flees at a gallop after dismounting his aristocratic rider; and small dogs bother an enraged horse behind a closed-off fence. Of course, in all the scenes Fisk's billboard or poster appears in the background with their slogan: "Time to Re-Tire, Get a Fisk."

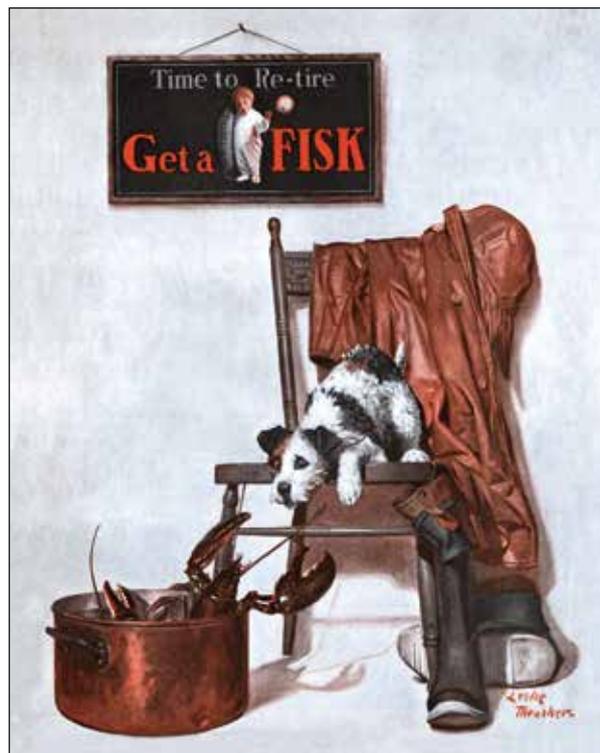
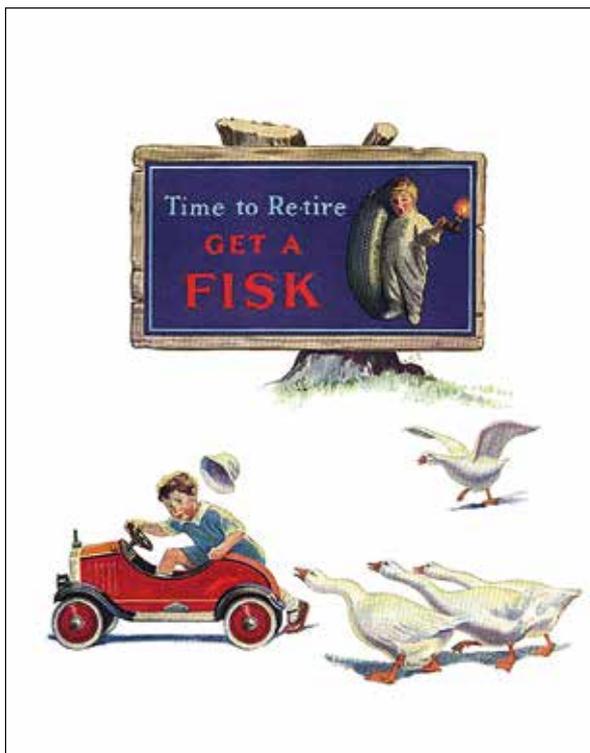
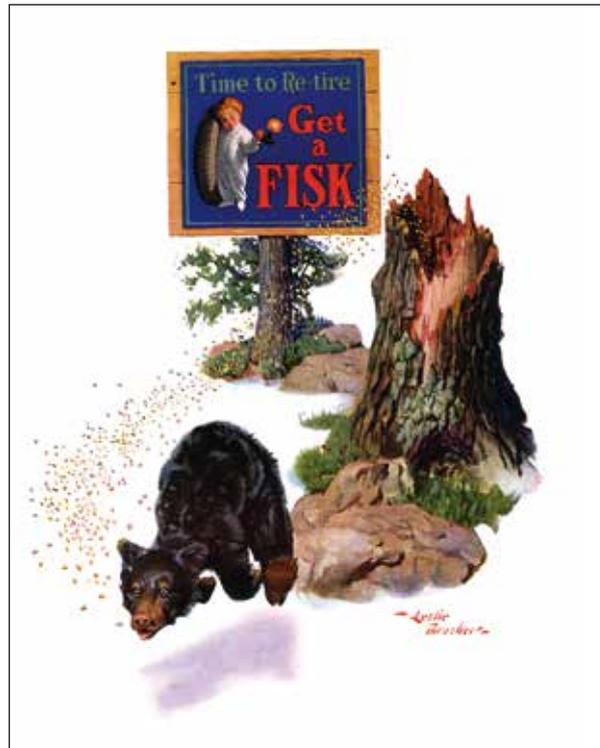
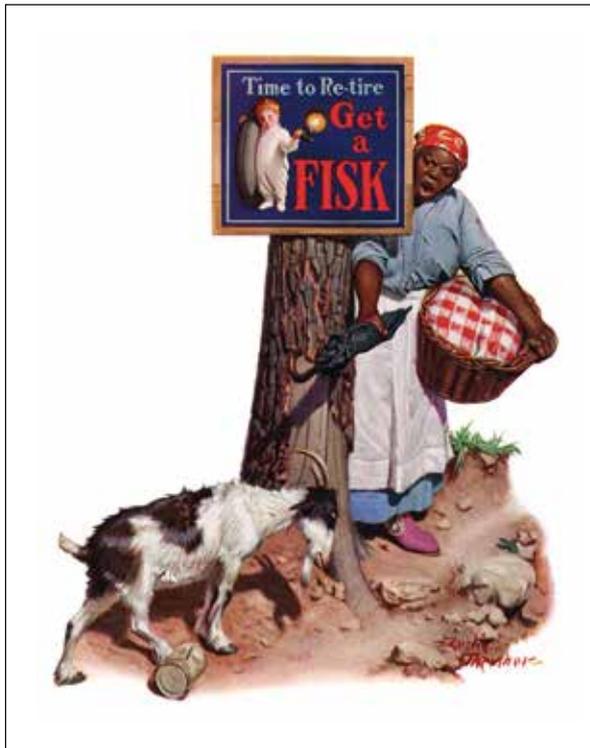
- 235. (opposite page) Full-page advertisement published in *Liberty* magazine, July 26, 1924. Illustrated by Leslie Thrasher.
- 236. Full-page advertisement published in the magazine *Country Life*, March 1926. Illustrated by Leslie Thrasher.
- 237. Advertisement published in *Theatre Magazine*, June 1924. Illustrated by Walter Beach Humphrey (1892-1966).
- 238. Full-page advertisement published in an unidentified magazine, 1925. Illustrated by Lawrence Toney.
- 239. Full-page advertisement published in *Country Life*, July 1926. Illustrated by Robert Livingston Dickey (1861-1944).



240-241. Full-page advertisements published in an unidentified magazine, 1926. Illustrated by Leslie Thrasher.
242. Full-page advertisement published in an unidentified magazine, 1925-1926. Illustrated by Reginald F. Bolles (1877-1967).
243. Full-page advertisement published in an unidentified magazine, 1925-1926. Illustrated by Joseph Francis Kernan (1878-1958).
244. (opposite page) Advertisement published in an unidentified magazine, 1926. Illustrated by Robert Knight Ryland (1873-1951).







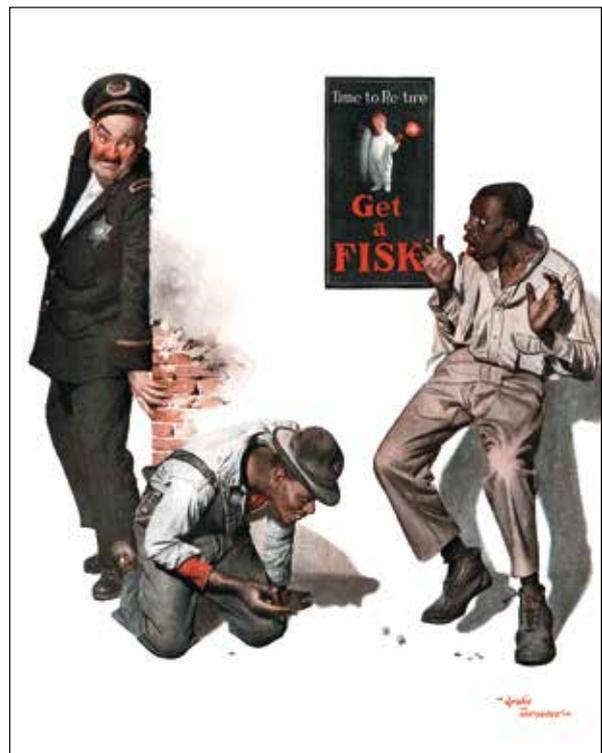
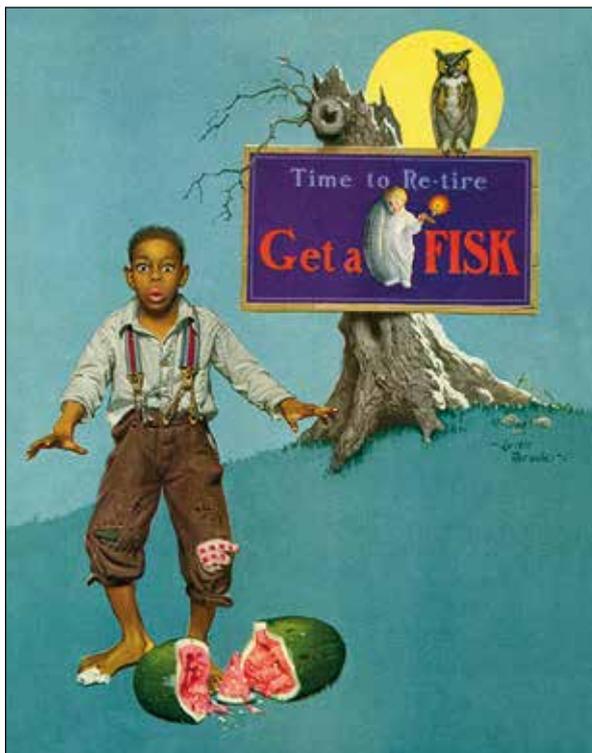
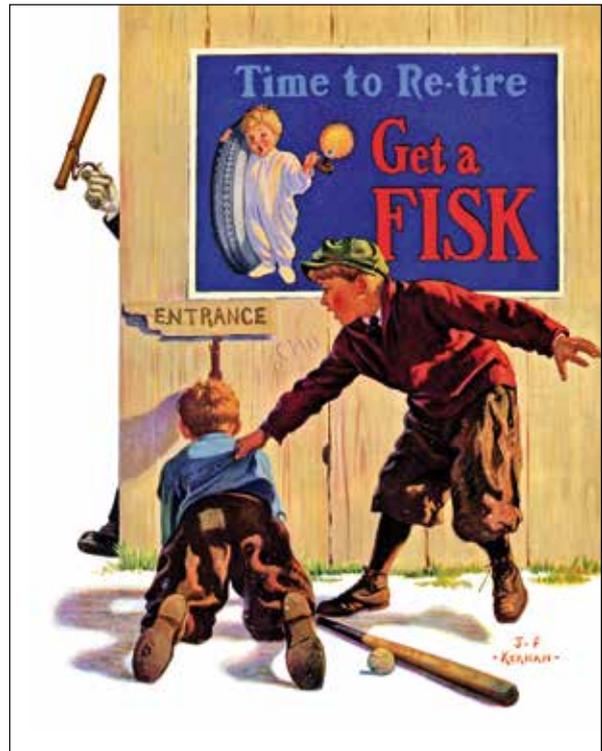
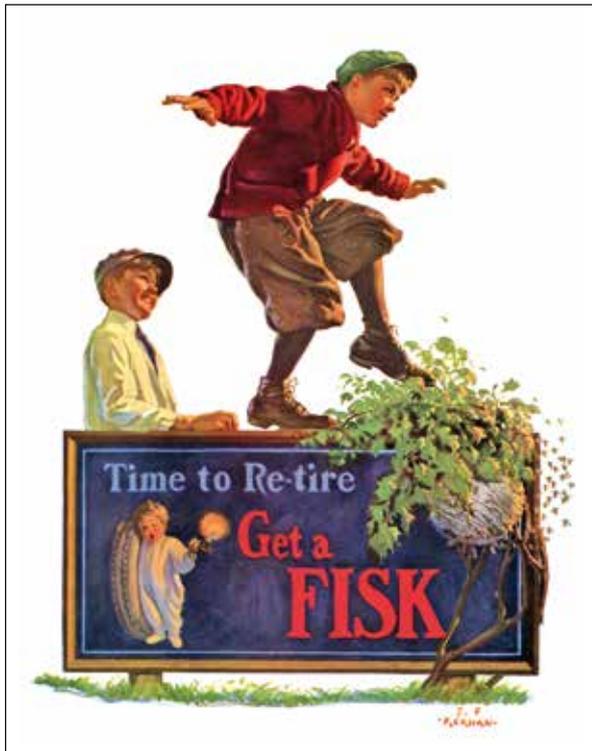
WILD LIFE. Many of these illustrated Fisk campaign advertisements employing their slogan "Time to Re-Tire" were based on comical situations involving animals. In the examples shown here, a huge elephant is frightened by the presence of a tiny mouse (opposite page); a bad-tempered goat chases a woman; a bear cub, greedy and reckless, flees besieged by the swarm of bees when looting their hive; a flock of geese keep a child away from their territory; and a dog observes a boiling pot that holds a pair of freshly caught squirming lobsters, threatening him with their powerful pincers.

245. (opposite page) Full-page advertisement published in the magazine *Liberty*, August 22, 1925. Illustrated by Leslie Thrasher.

246. Full-page advertisement published in *Country Life* magazine, December 1926. Illustrated by Leslie Thrasher.

247. Full-page advertisement published in the magazine *The Saturday Evening Post*, May 29, 1926. Unsigned illustration.

248. Full-page advertisement published in *The Saturday Evening Post*, October 15, 1927. Illustrated by Leslie Thrasher.



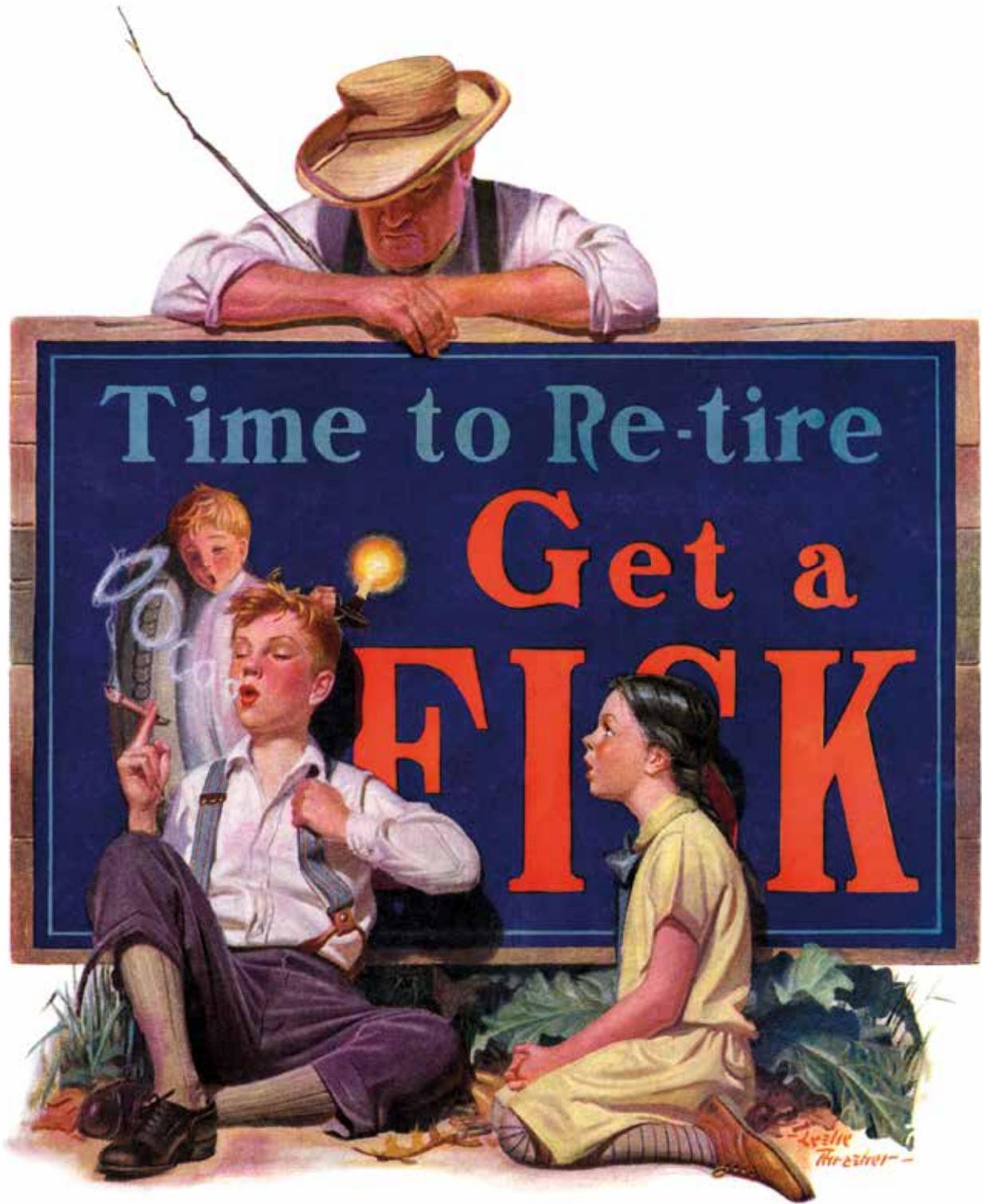
LAW AND ORDER. This double page includes examples of another one of Fisk's advertising campaign themes: childish antics and the presence of law enforcement agents. The scenes reflect all the gender and racial stereotypes typical of that time. A child walks on the border of a sign which at one end contains a beehive; two boys hide behind a fence, fleeing the presence of a policeman; a boy is caught stealing a melon from a garden; a pair of gambling players are caught red-handed; and a boy in hiding shows off his smoking, without knowing he is under observation ... it's time to re-tire/retreat!

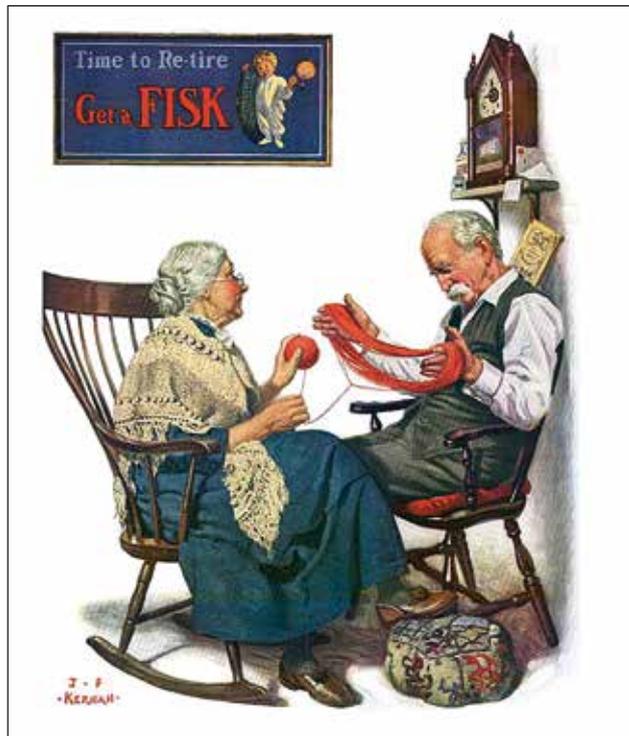
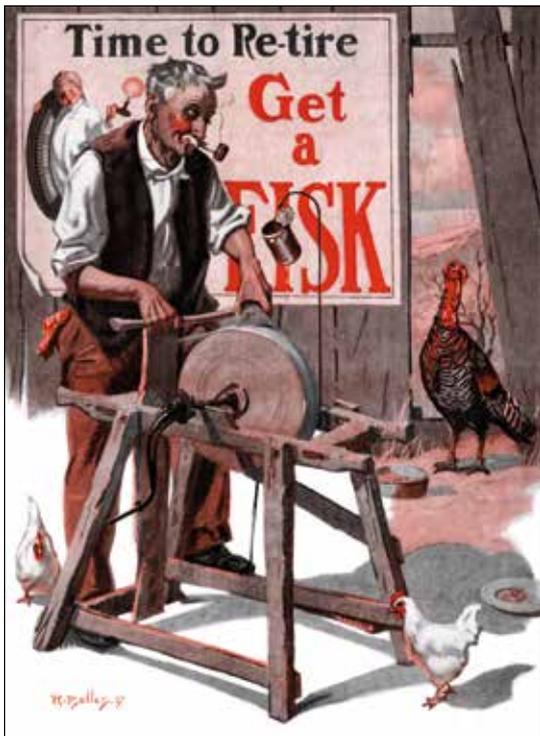
249-250. Full-page advertisements published in an unidentified magazine, 1926. Illustrated by Joseph Francis Kernan.

251. Full-page advertisement published in an unidentified magazine, 1925. Illustrated by Leslie Thrasher.

252. Full-page advertisement published in *The Saturday Evening Post*, January 8, 1927. Illustrated by Leslie Thrasher.

253. (opposite page) Full-page advertisement published in an unidentified magazine, 1927. Illustrated by Leslie Thrasher.





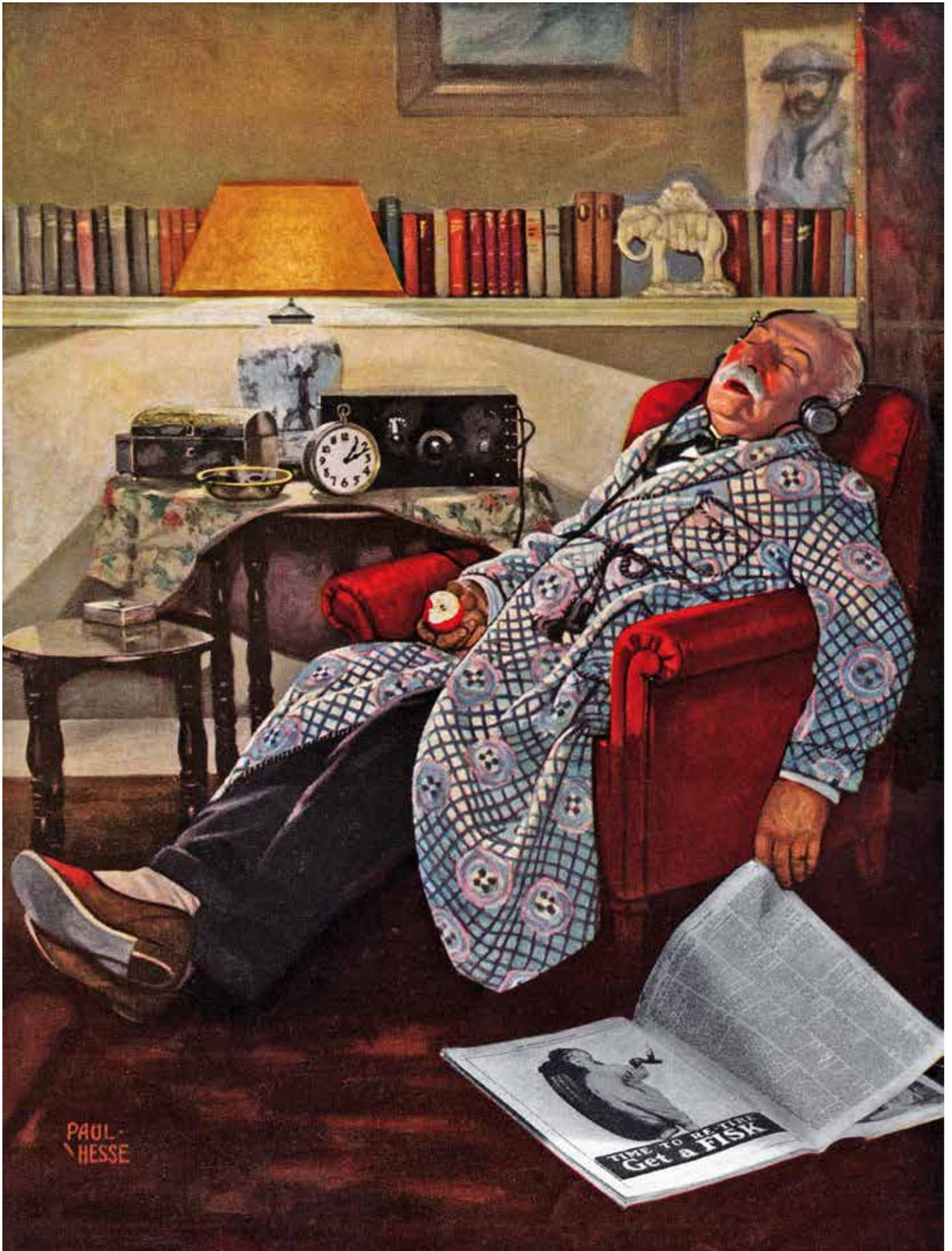
ODD COUPLES. In this double page: the interminable game of checkers between two old men comes to an end, the dog had given in at a much earlier time; a young girl withdraws from the dance as a result of being stepped on by her inexperienced partner's enormous feet; in preparation for Thanksgiving, a man sharpens his ax before the innocent gaze of an ingenuous turkey; a drowsy husband nods off while helping his wife redo a skein of wool; and an old man wearing headphones sleeps soundly while listening to the radio, still holding the newspaper he was reading which reveals the Fisk tire boy advertisement in an open page. All the images convey the message ... it's time to retire.

254-255. Full-page advertisements published in an unidentified magazine, 1925-1926. Illustrated by Leslie Thrasher.

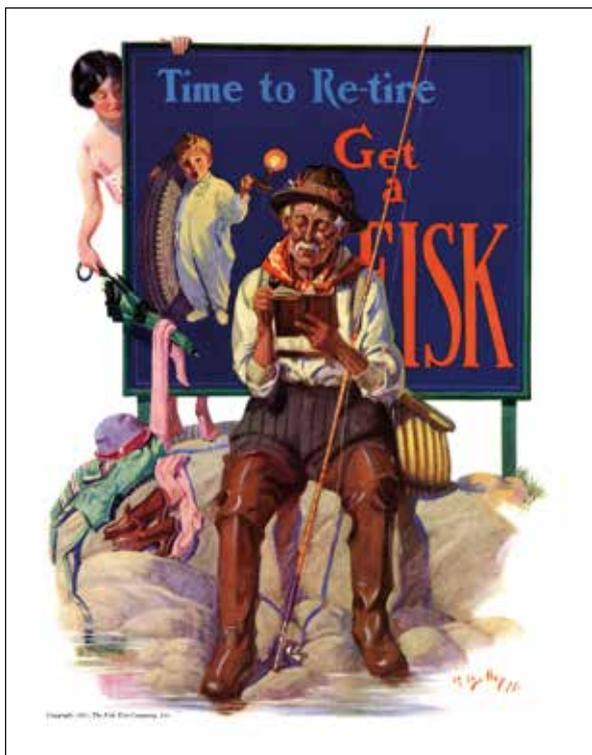
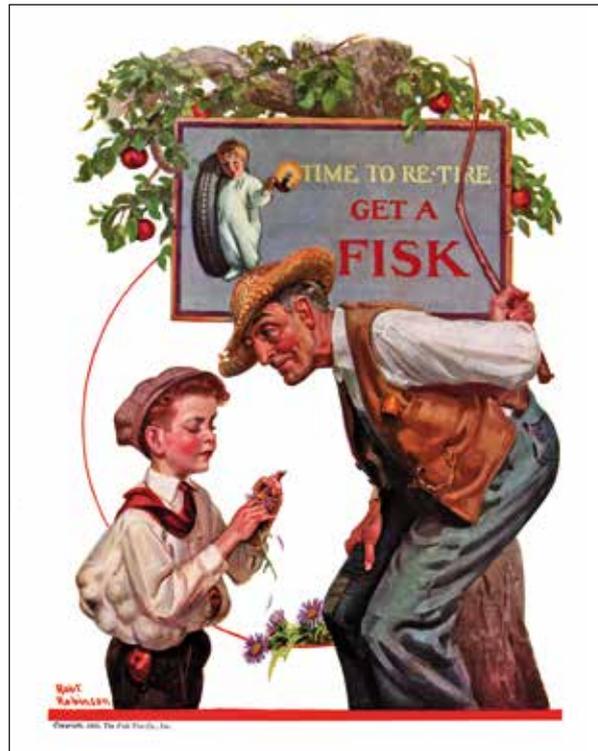
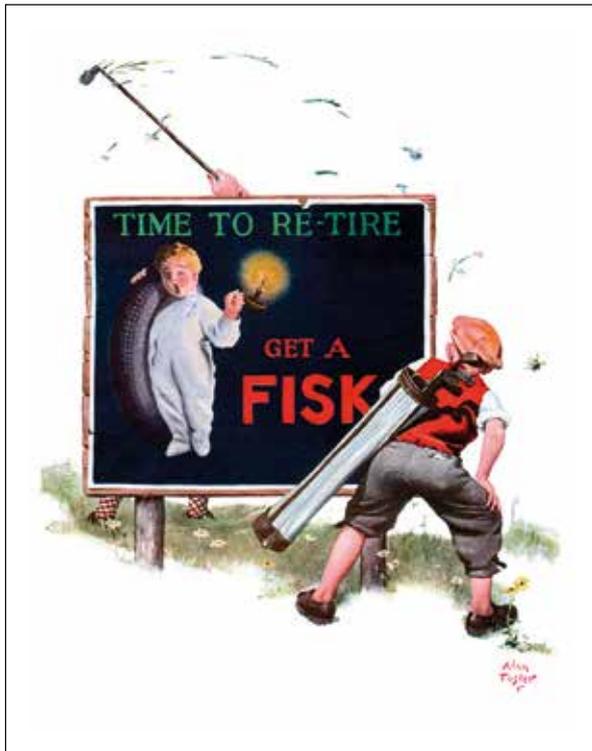
256. Advertisement published in *The Saturday Evening Post* magazine, November 12, 1927. Illustrated by Reginald F. Bolles.

257. Full-page advertisement published in an unidentified magazine, 1926. Illustrated by Joseph Francis Kernan.

258. (opposite page) Full-page advertisement published in an unidentified magazine, 1925. Illustrated by Paul Hesse (1896-1973).



PAUL
HESSE



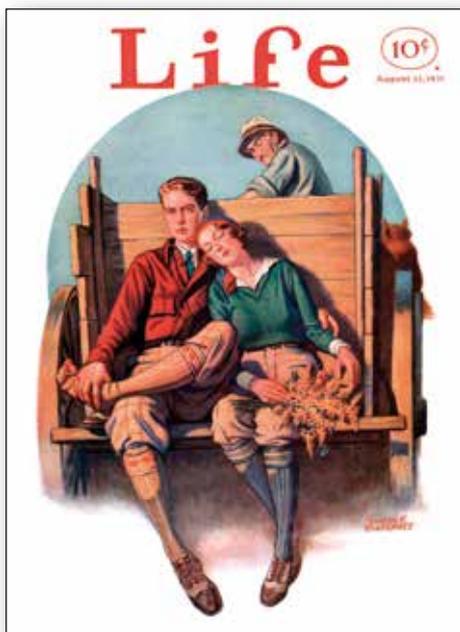
MOMENTS BEFORE ... In the scenes of advertisements shown above: an inexperienced golfer unsuccessfully tries to return the ball to the green while his caddy watches him from a prudent distance; a child, hiding what he has just stolen, pretends to pluck leaves from a flower under the gaze of the apple tree owner; after a swim in the river, a woman attempts to retrieve her clothing next to which a fisherman has seated himself; and a woman covers up her weight shown on the scale she weighs herself on, a coquettish gesture that provokes a boy's laughter. Once again, as Fisk's slogan states, it's time to retire.

259. Full-page advertisement published in *Liberty* magazine, July 25, 1925. Illustrated by Alan Steven Foster (1892-1969).

260. Full-page advertisement published in *Home & Garden*, October 1925. Illustrated by Robert Robinson (1886-1952).

261. Full-page advertisement published in an unidentified magazine, 1927. Illustrated by Reginald F. Bolles.

262. Full-page advertisement published in an unidentified magazine, 1926-1927, Illustrated by Joseph Francis Kernan.

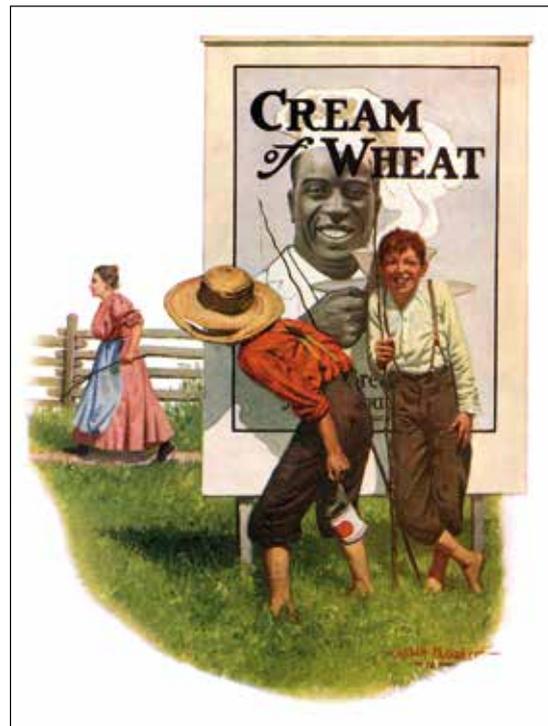
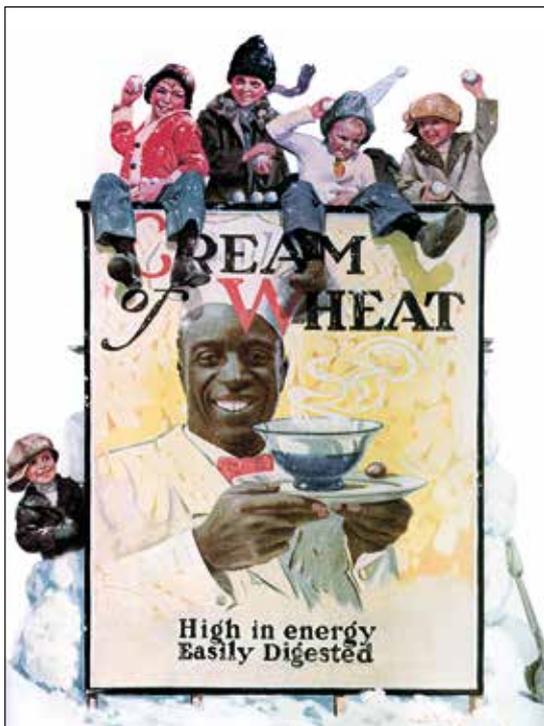
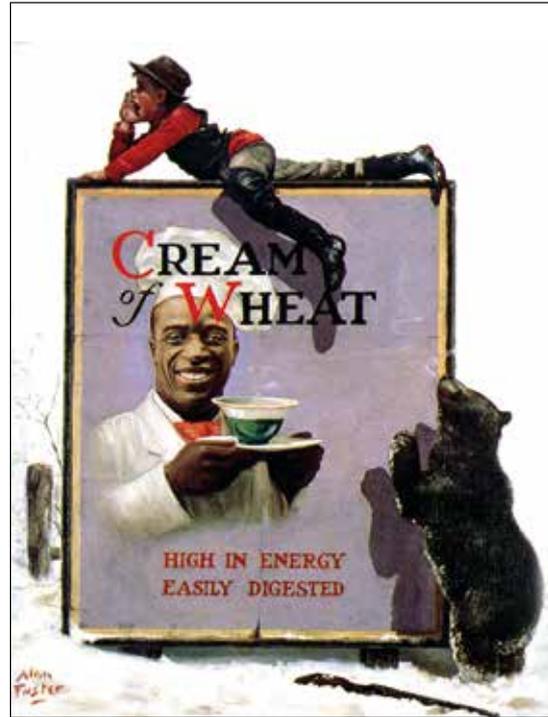
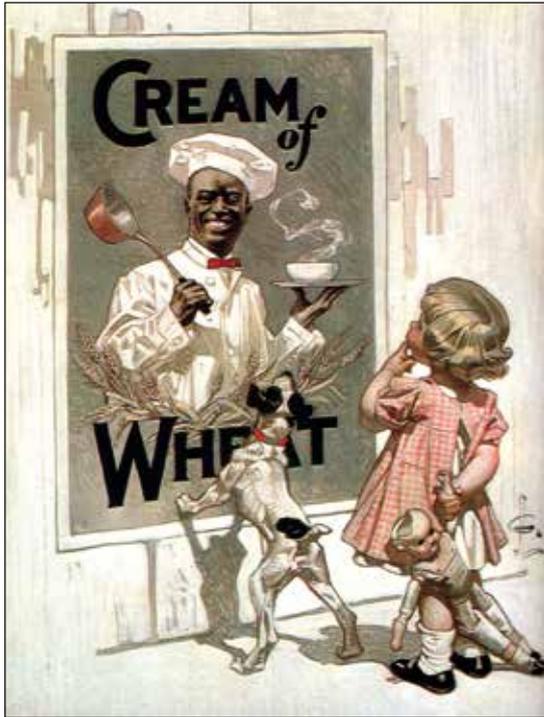


TRIBUTE.

In the summer of 1931, *Life* magazine published a cover illustration by Revere F. Wistehuff portraying a young couple sitting in the back of a cart. As can be seen in the images shown on this page, it was a tribute to the illustration made five years earlier by the artist George William Gage for a Fisk campaign advertisement—published in the same magazine—in which the protagonists were still children.

263. Full-page advertisement published in *Life* magazine, 1926. Illustrated by George William Gage (1887-1957).

264. Cover of *Life* magazine, August 21, 1931. Illustrated by Revere F. Wistehuff (1900-1971).



PRIOR REFERENCES. Part of the merit in the focus of Fisk's 1925-1927 illustrated campaigns was the direct inheritance from advertising activity developed by the cereal firm Cream of Wheat, founded at the end of 1890. Since the beginning of the century, the posters and billboards showing the name of this company and the portrait of their mascot, the famous chef Rastus, were included in advertisement illustrations as part of the scene. Various artists were commissioned for the graphics, some of which are already known to us—N. C. Wyeth, Jessie Wilcox Smith, Maud Tosey Fangel, Denman Fink, Alan Foster and Leslie Thrasher—, as they subsequently did similar work for Fisk. In the images reproduced here: a dog is attracted to the bowl of cereal ... in the poster; a bear corners a boy, who calls for help; some children throw snowballs at the viewer; and Tom Sawyer and Huck Finn hide from an aggravated Aunt Polly. If we carry out the exercise of changing the Cream of Wheat billboards to those of Fisk, we can see that the "Time to Re-Tire" slogan can also be adequately applied to the images.

265. Advertisement from 1909, illustrated by J. C. Leyendecker (1874-1951). **266.** Advertisement c. 1912, illustrated by Alan S. Foster. **267.** 1923 advertisement, illustrated by Edward V. Brewer (1883-1971). **268.** Advertisement from 1913, illustrated by Leslie Thrasher.



TIME TO LAUGH.

An old man, who has just cleaned out his gambling rivals at poker, looks at his watch: it is the ideal moment to retire from the game. This scene is not one of the advertisements for a Fisk campaign, it deals with a parody published in the humorous magazine *Judge*. This publication, founded in 1881 and lasting until 1939, was regularly edited on a weekly basis. However, they published special monothematic numbers such as the one shown on the left which parodied *The Saturday Evening Post*. The cover was illustrated by Elbert McGran Jackson (1896-1962), a regular contributor to *The Saturday Evening Post*. The contents included humorous versions of the most popular advertisements published in the original magazine, as was the case of Fisk's advertising.

269. Humorous illustration published in the interior pages of the magazine *Judge, The Saturday Evening Post Number*, May 8, 1926.

270. Cover of the magazine *Judge, The Saturday Evening Post Number*, May 8, 1926. Illustrated by Elbert McGran Jackson (1896-1962).



Finally—

You realize how much your pleasure in riding, your comfort and safety depend upon your tires. You will find extra pleasure in the extra comfort, extra safety and, in addition, the extra mileage that have been built into

**FISK
BALLOON CORDS**

Copy of picture only, design No. W-30, in full color, enlarged for framing, sent free on request. The Fisk Tire Co., Inc., Chicopee Falls, Mass.

“FISK SAYS IT WITH MILEAGE”

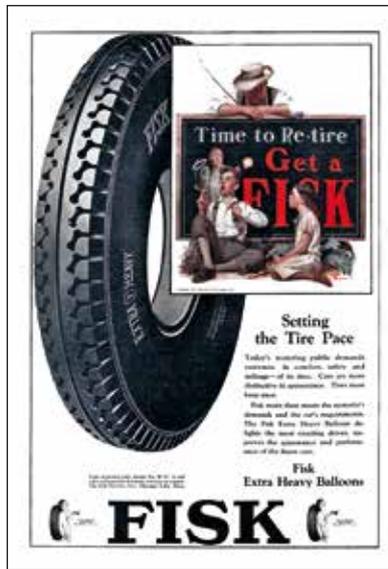
FISK



Time to Re-tire
Get a FISK
PLEASE MARK REG. U. S. PAT. OFF.



Time to Re-tire
Get a FISK
PLEASE MARK REG. U. S. PAT. OFF.



END OF CAMPAIGN. This double page presents a sample of the 1927 Fisk campaign. The humorous illustrations from previous years were still used in the series. However, they were now applied as accompaniments to the main image which featured an enormous tire of Fisk's "Balloon" model. Three years later, with a page layout similar to the one used by Fisk, the competing firm Kelly-Springfield Tire Company also opted to show large tires in their advertisements. This was to the detriment of the full-page illustrations that Laurence Fellows had been producing for the company from 1918 to 1931. In both cases, the reduction in the size of illustrations was the prelude to ending a long collaboration between tire manufacturers and respective artists responsible for illustrating their advertisements.

271. (opposite page) Full-page advertisement published in the magazine *The Literary Digest*, August 6, 1927.

272-277. Full-page advertisements published in the magazine *The Literary Digest*, March 19, April 16, May 14, June 11, September 3 and October 1, 1927.

278. Full-page advertisement for Kelly-Springfield tires published in the magazine *The Saturday Evening Post*, May 10, 1930. Illustrated by Laurence Fellows.



H. B. WARNER



DORIS KENYON



BILLIE DOVE

In favor — with your favorites

Hundreds of Stars of the Stage and Screen use and recommend Fisk Tires

YOUR favorite actors and actresses, whose cars must be kept at their smartest in appearance and performance, use Fisks all around.

Hundreds of thousands of experienced motorists find in Fisk Tires the acme of safe, comfortable, economical tire service. When it is "Time To Re-Tire", go to the nearest dealer who features FISK.

A few of the reigning favorites among the galaxy of Stars who enjoy extra miles of trouble-free service with Fisk Tires.



BEBÉ DANIELS



CONRAD NAGEL



LEATRICE JOY

Copyright, 1928, The Fisk Tire Company, Inc., Chicopee Falls, Mass.

FISK TIRES



COLLEEN MOORE Says:

"Carrying a spare Fisk seems ridiculous when you have Fisks all around—but Fisks are so good-looking that a spare adds to the beauty of a car."

THE charming First National Star of Stars uses two high powered cars to keep her many engagements on scheduled time. She uses Fisk Tires all around with spares in the fender wells.

Many of the most prominent figures in the stage and screen world use Fisk Tires. In their busy lives there is no room for delay or inconvenience. They get carefree service from.....

Copyright, 1928, The Fisk Tire Company, Inc., Chicago, Ill., U.S.A.

FISK TIRES



The SERIOUS BUSINESS of Being Funny

THESSE rollicking gentlemen, whose antic humor keeps theatre and movie audiences in gales of laughter, face the same serious problems that you do, even when it comes to selecting tires. So they have solved the problem once for all by equipping their cars with Fisk.

Copyright, 1928, The Fisk Tire Company, Inc., Chicago, Ill., U.S.A.

FISK TIRES

Learn the Lesson the Stars Have Learned—

When you get to Hollywood, where stars twinkle by in gorgeous cars—watch the tires on the cars of the stars. Hundreds of the brightest stars of the silver screen have learned that Fisks—in addition to providing amazing mileage, utmost riding comfort, safety and steering ease—make hand-somer their handsome cars.

Learn the lesson these stars have learned—re-tire with Fisks when it is "Time to Re-tire"—for snappy appearance as well as performance.



Building more miles from one tire than any other tire—Fisk's "Ballboon" is largely a matter of Fisk's exclusive and original features, "Airchamber" and "Water-tight Seal," and "Rugged Tread."

FISK TIRES

in the service of the stars...

These prominent screen favorites, who are accustomed to and always demand the best, are registering satisfaction with the Fisk Tires they use on their cars.

When you want the best value that your tire money can buy, you can get the most suitable tire for your car from the dealer who features Fisk.



A few of the Stars of the Screen and Stage who use and enthusiastically recommend Fisk Tires.

Copyright, 1928, The Fisk Tire Company, Inc., Chicago, Ill., U.S.A.

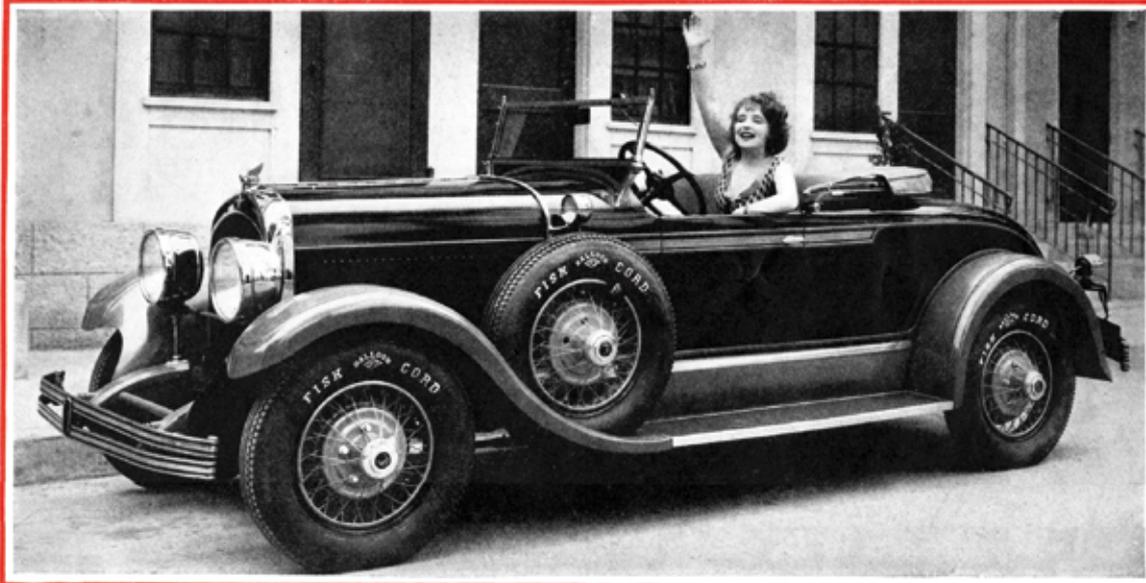
FISK TIRES

STAR-STUDED. After the intense campaigns from 1924-1927 that were carried out by great illustrators of the time, in 1928 it was decided to feature famous stage and screen actors and actresses. Due to the need to give credibility to the testimonies they contributed, photographic portraits were preferred for the advertisements' graphic composition. These were accompanied by long explanatory texts and the small figure of the mascot in his established pose as a corporate symbol.

279. (opposite page) Full-page advertisement in *Collier's* magazine, August 18, 1928.

280-282. Full-page advertisements published in *Collier's* magazine, June 23, September 15 and October 13, 1928.

283. Full-page advertisement published in *The Saturday Evening Post*, September 1, 1928.



CLARA BOW, *the Paramount Star*, says: "I have forgotten all about tire trouble since I have been using Fisk Tires, but I always remember how much better looking the car is with Fisks."

Stage and Screen Stars

ANNA Q. NILSSON
SALLY O'NEIL
DORIS KENYON
RENEE ADOREE
AILEEN PRINGLE
LEATRICE JOY
MAE M'AVOY
BETTY COMPSON
MILTON SILLS
CHESTER CONKLIN
CLIVE BROOK
LAWRENCE GRAY
BEN LYON
FRED ASTAIRE
JULIAN ELTINGE
WILLIAM COURTLEIGH
JOHNNIE WALKER

COLLEEN MOORE
MAE MURRAY
MARIE PREVOST
LILA LEE
EMIL JANNINGS
WILLIAM HAINES
HOOT GIBSON
WARNER BAXTER
EARL A. FOXE
DENNIS KING
JACK DONOHUE
LYNNE OVERMAN
HALE HAMILTON

CLARA BOW
MABEL NORMAND
DOROTHY MACKAILL
JOAN CRAWFORD
MARION NIXON
LEW CODY
H. B. WARNER
FORD STERLING
WILLIAM BOYD
OTTO KRUGER
HAL SKELLY
DONALD BRIAN
JAMES GLEASON

MARION DAVIES
VIVIENNE SEGAL
MARY EATON
GRACE LA RUE
WALLACE BEERY
CONRAD NAGEL
EDMUND LOWE
ANTONIO MORENO
BRYANT WASHBURN
OSCAR SHAW
CHARLES WINNINGER
ARTHUR BYRON
W. C. FIELDS

BEBE DANIELS
MADGE KENNEDY
FLORENCE REED
MARILYN MILLER
GERTRUDE OLMSTED
ADELE ASTAIRE
LINA BASQUETTE
GWEN LEE
LON CHANEY
CHARLIE MURRAY
DOUGLAS FAIRBANKS, Jr.
LOWELL SHERMAN
JAMES KIRKWOOD
FRANK MORGAN
LEON ERROL
WILLIAM COURTENAY
SAM HARDY

FRED NIBLO
MARSHALL NEILAN

JOHN FRANCIS DILLON
KING VIDOR

RALPH INCE
JACK CONWAY

ALLAN DWAN
TOD BROWNING

EDDIE SUTHERLAND
JAMES CRUZE

GEORGE H. MELFORD
LEWIS MILESTONE

Recommend and Use

Copyright, 1928, The Fisk Tire Company, Inc.

FISK TIRES

FISK'S LIST. The advertisement shown above enumerates a dozen directors and the more than seventy film actors who endorsed Fisk Rubber Co.'s tires with their name in the company's 1928 advertising campaign. Among these we can find figures such as actress Joan Crawford and director King Vidor. In the photograph that heads the composition, the silent film celebrity Clara Gordon Bow is featured—she starred in more than forty films—at the wheel of her car equipped with Fisk Cord tires.

284. Full-page advertisement published in the magazine *The Saturday Evening Post*, July 21, 1928.

OVER 450,000 NEW CARS

equipped with Fisk Ballast Cord Tires rolled out of the car manufacturing plants in 1927... Automotive engineers, car manufacturers, car dealers, tire dealers and the motoring public have set their seal of approval on

FISK

All the qualities that mean tire comfort and slow, even wear on the road are built into Fisk Ballast Cord by original and exclusive features of construction.

This well known and most widely used Fisk embodies the engineering skill, scientific design, quality materials and conscientious workmanship that have maintained the leadership of Fisk for a generation.

There is a Fisk Tire for every type of car and for every sort of service, a Fisk Tube for every tire. Back of every Fisk stands the great Fisk Institution, one of the world's largest tire manufacturers.

[Fisk Tubeless tires have been used to equip over 50 of the National Broadcasting Company and associated stations, Standard Deviations 10-15, Standard Times, N-30 Control and Pacific Coast Times.]

"FISK SAYS IT WITH MILEAGE"

FISK TIRES

What you want most in Tires

The comfort, safety and mileage that you want from tires are provided in generous measure by every tire bearing the name Fisk

FISK Ballast Cord, approved by automotive engineers and by the motoring public, are factory equipped on many popular cars and are the motorist's standard for long, trouble-free service.

To meet the demand for even service, there is the Fisk Heavy Duty, a special tire in which all the desired qualities of tire service are plus factors.

When it is time to "ty-tire" you can be sure of getting what you want from the dealer who features Fisk. He can recommend the most suitable tire for your car and its service, can give you the sort of tire satisfaction the motoring public expects from tires bearing the name Fisk.

Fisk Tires are the Best Buy because they meet in every way up to the National Broadcasting Company and associated stations, Standard Deviations, Standard Times, N-30 Control and Pacific Coast Times.

"FISK SAYS IT WITH MILEAGE"

FISK TIRES

HER CHOICE

MISS and Mrs. Motorist know that the Fisk Heavy Duty Tire improves the appearance and performance of the car... Mr. Motorist knows that and more. He knows that special construction features build super service into this super tire. The real kick he gets out of this big, good looking, full over-size balloon—with the extra plies and the "Rugged Tread"—is the number of miles it gives him for every dollar he gives for it... Built of "Fillerless Cord", the Fisk Heavy Duty is especially designed for riding comfort, steering ease, skid resistance and extreme mileage... There is a Fisk Tire of every size, every type, priced for every buyer's preference.

Listen to the Fisk "Time is My-Tire" Program every Monday evening

FISK TIRES

HER CHOICE.

The 1928 campaign included a series of advertisements exclusively targeting the female driver—"Miss and Mrs. Motorist," as can be read in the advertising text shown on the left. This character was depicted in portraits designed to be reproduced in two colors.

285. Full-page advertisement published in *Collier's* magazine, April 28, 1928.

286. Full-page advertisement published in an unidentified magazine, 1928.

287. Full-page advertisement published in the magazine *The Saturday Evening Post*, April 14, 1928.

FISK

TIME TO RE-TIRE GET A FISK!

mileage

THE SLEEPY BOY

THE FISK TIRE COMPANY INC., CHICOPPEE FALLS, MASS.

THIS eye-opening you want most from your drive—mileage—can be put into them by adding any one ingredient. During more than a generation Fisk has developed original, exclusive practices and processes in tire fabrication. From the rim to the road Fisk craftsmen—using these Fisk features

of construction—build absolute safety, complete comfort and excess mileage into Fisk Tires. The multiple sables head gives Fisk Tires their firm, safe grip on the rim,—and mileage. Flies of "non-friction" road provide a pliant strength which insures riding comfort and safety,—and mileage

The special heat-and-wear-resisting tread gives you sure traction and skid protection, safety at all speeds,—and mileage. The motor car manufacturers and the motoring millions have set Fisk performance as their standard for tire comfort, for safety, and for excess mileage

Now—the All-Cord Tire

Again Fisk sets new standards of riding comfort and tire mileage by the greatest achievement in tire building—the All-Cord process.

Internal friction, destroyer of tires, is done away with in this revolutionary design. Layer on layer of tough, pliant cords, organized by the machine, make up the Fisk carcass. There are no chafing cross strings, no other methods, to generate heat and cause extra wear—the distinctive All-Cord fabric is built of cord alone.

Tests made at the Laboratories of Yale University show that Fisk Tires, because of this All-Cord construction, will more easily, generate less friction, last longer. They yield without resistance in every road condition, cushioning the car completely on all, varying pavements, and piling up excess mileage.

The Fisk Beugel, built by the All-Cord process and perfectly balanced in every part, gives a new idea of super tire service. Based on it over any kind of going for safe, comfortable, trouble-free mileage.

THE FISK TIRE COMPANY, INC., CHICOPPEE FALLS, MASS.

Time to Re-Tire Get A Fisk!

mileage

FISK

**Now...
the All-Cord Tire**

mileage

FISK

**Time to Re-Tire
Get A Fisk!**

AGAIN Fisk sets new standards of riding comfort and tire mileage by the greatest achievement in tire building—the All-Cord process.

Internal friction, destruction of steel, is done away with by this revolutionary design. Layer on layer of tough, pliant cords, separated by fine rubber, make up the Fisk cushion. There are no shaking steel strings as in other make-ups, no groaning bent and sprung wire—the All-Cord Fisk is built of steel plates.

The Fisk Rugged, built by the All-Cord process and perfectly balanced in every part, gives a new kind of super tire working. Depend on it over any kind of going for safe, comfortable, trouble-free riding.

Fisk's All-Cord . . .

A Great Advance in Tire Design

mileage

FISK

**Time to Re-Tire
Get A Fisk!**

WHEN Fisk found the way to build an All-Cord tire, without extra strings in the fabric, greater tire mileage became an immediate fact.

Fisk's All-Cord comes in both of slayer cord sizes. There are no extra strings to rub the fabric, cause friction and generate heat every time the tire flexes. Tanned wire is done away with . . . all the strength of those sturdy tires is saved to fight the wear and tear of the road.

Because of this revolutionary All-Cord construction Fisk Tires roll easier, with less loading, and last longer. They set a new standard of tire performance . . . combining the car completely on six, saving gas, tires, and giving up extra mileage.

mileage

FISK

**Time to Re-Tire
Get A Fisk!**

Why men who buy millions of tires buy Fisk

Let's be honest and straightforward, buying tires for the car they build, will purchase more than 1,000,000 Fisk Tires during 1929. This is a remarkable endorsement of the Fisk All-Cord process—the leading proof of Fisk's excess mileage.

Fisk's All-Cord comes, made of steel cords completely reinforced in its middle, in the ideal form for Fisk mileage. No connecting links in the way being of the All-Cord fabric. The tough cords, perfectly ground, cannot roll or wear. Fisk Tires are the true Internal Structure—their

strength is used to fight the wear of the road. Then, to give extra cushioning, Fisk uses a special wear-resisting tread, carefully graduated side-wall, and a multiple-side bead. These features, with the All-Cord process, make Fisk the victor over.

Next time you buy a tire remember that Fisk All-Cord has the complete approval of motorists everywhere—that they are scientifically designed and accurately built to give the highest mileage.

mileage

FISK

**Time to Re-Tire
Get A Fisk!**

For excess mileage equip your car with Fisk All-Cords

The All-Cord process, perfected by Fisk, has made Fisk tires famous for mileage. By this better method, Fisk builds a cushion of slayer cords alone, with no extra strings to cause internal friction. The tough cords, reinforced in rubber, run across ribs not wear. Longer life is the natural result.

The Fisk tread grips securely on any kind of road. The graduated side walls insure full balloon contact. And the multiple cable head provides a firm foundation, giving solid strength at the rim. Because of this advanced design, Fisk All-Cord Tires are equal in every test. Use Fisk on your car or on your truck—for durability, safety, and for excess mileage.

FESTIVAL OF COLORS. Compared to previous campaign designs, the graphic structure of the 1929 advertisements which incorporated illustration and typography was complex. The elements are hierarchically arranged in different layers of depth. In the foreground the mascot appears with his new facial expression, changing his yawn for a smile. In a second level, text messages are positioned with a new large-sized color logotype. It is composed of a singular and thick typeface, shaded with complementary and contrasted tones. The campaign slogan, "Mileage," is placed next to it in lower case and in a variety of colors. A third level shows a tire—or part of it—superimposed on the setting and occupying a large space. Finally, in the background there is an aerial view of a colorful rural or urban landscape, marked with roads that are densely transited with vehicles.

288-289. (opposite page) Double-page advertisement in *The Saturday Evening Post*, January 12 and February 23, 1929.

290-293. Full-page advertisements published in the magazine *The Country Gentleman*, April, June, July and September 1929.



294-297. Double-page advertisements published in the generalist magazine *The Saturday Evening Post*, June 8 and July 20, 1929; and August 10 and September 28 (opposite page).



mileage

FISK

TIME TO RE-TIRE GET A FISK!

Why Fisk's ALL-CORD Process Makes Fisk the mileage tire

MOTORISTS who drive on Fisk know that Fisk Tires are famous for mileage. One Fisk feature explains this fact... Fisk's revolutionary All-Cord process. All-Cord brings increased mileage because it does away with destructive internal friction and prevents the overheating that burns out tires.

Fisk's All-Cord carcass is made of cord alone with no chafing cross strings. Each cord is held in springy rubber, giving extra protection instead of causing extra wear. Higher mileage is the natural result.

To this unique design Fisk adds other features that complete Fisk's service. The specially toughened Fisk tread grips securely on any surface. The flexible Fisk sidewalls insure maximum riding comfort. And Fisk's multiple cable lead gives increased strength at the rim.

Millions of miles of actual service have proved the soundness of these Fisk features. If you want the best service and the highest mileage your tire dollars can buy, it will pay you to equip your car with Fisk All-Cords.

FISK

mileage

FISK

Time to Re-tire GET A FISK!

New Comfort, New Safety, New Driving Ease ...combined with excess MILEAGE

By using a fundamentally different design in carcass, tread and bead, Fisk now offers a far more durable type of tire; one built to meet the extra strains of today's faster driving.

MODERN high-speed motor cars, congested traffic on streets and highways, demand a type of tire undreamed of five years ago.

Fisk was first to see the need for radical changes in tire design to meet these changing conditions, first to realize that fundamental improvements in tire construction were required for the accelerating and braking strains of today.

By a sensational advance in tire design Fisk gives you greatly increased strength and durability without sacrificing the easy flexibility of full air-cushioned comfort. Proved sound by millions of miles of actual service, this better method of building tires is known as the Fisk All-Cord process.

All-Cord brings excess mileage because it does away with destructive friction inside the tire. There are no cross strings to generate heat in Fisk's All-Cord carcass — the tough cords are held securely in fine resilient rubber. Extra strength is attained without bulky excess weight; maximum flexibility is combined with long life.

Because Fisk All-Cords are specially built to meet today's conditions, they improve the performance of any car. You can depend on these fast tires for positive traction at any speed, for safe braking when you need it most, and for luxurious riding ease that means new motoring comfort.

Your Fisk Dealer has the right Fisk All-Cord for your car. Why not start getting Fisk performance, Fisk mileage, today?

THE AIR-FLIGHT PRINCIPLE

Four FISK Air-Flight Tires

FISK

GIVE HIM YEARS of AIR-FLIGHT mileage!

Of course, Dad is going to get and like his usual quota of son, backslashes and so.

But for the gift—a set of new Fisk Air-Flight Tires. That's something he'll love about!

Everywhere, his son knows an talking about this man, whose new shoes—his a different way, the leaves have much more easily it comes—how much better it rides and how much longer it wears.

No longer is it hard to get him a gift—when such a gift is so easy to buy. Fisk has made it possible for you to buy this new and better one right in your own neighborhood.

Drive around your neighborhood. Let him show you why the Fisk Air-Flight Tires will take easier, last longer, and give more all-around satisfaction than any other tire made.

He will gladly demonstrate the larger air-chamber, all-around support, multiple-ribbed tread, greater air-volume, even-line tread, greater road contact and Air-Flight balance which enable Fisks to give Dad more pleasure, more mileage.

Then Christmas morning—a set of Fisks—a head and ribbon—a sprig of holly and a card "to Dad."

Perhaps we shouldn't limit such a gift to Dad. There is another to be considered—and more and broader. Everyone who drives will appreciate this unusual gift, for the Fisk Air-Flight Tires is as great an improvement over balloons as balloons were over the additional, high-pressure type.

Yes, this new Fisk costs no more than other good tires.

FISK

Time to Re-tire GET A FISK!

mileage

YEAR'S END AND BEGINNING. At the end of 1929, the "Mileage" campaign gave way to a new batch of advertisements for new tires with Air-Flight technology. As explained, the quality of materials and the improvement in manufacturing processes allowed for an increase in the proportion of air with respect to the rubber and fabric of the covers, providing a smooth ride that was likened to flying. The metaphor is portrayed here in the form of Santa Claus's magical sleigh crossing the sky on Christmas eve driven by his tireless reindeer, as well as in the perfect migratory formation of ducks that fly among the clouds.

298-299. Double-page advertisements in *The Saturday Evening Post*, December 14, 1929 and January 11, 1930.

THE AIR-FLIGHT PRINCIPLE

"Ride the AIR" On the

Up—down—climbing the road—does your choice best wings—straight away? That's the question, isn't it?—wouldn't you like to enjoy it in your car?

There were no, you say. For FISK, our grooves have stretched from the day the principle of AIR-FLIGHT was and have put it on more our wheels.

Here is not only a new FISK tire, but a wholly new eye of tire, built on a new tire conception—AIR-FLIGHT follows. Enabling you to ride low on rubber and more air because air. Road jolts are smoothed in flexible cushions.

Up-and-down jouncing is broken up in half speed about. Riding on the FISK, you're not, you feel our position—forward. Your car, like an airplane's skid, lightly "flies" along the road.

Remember, this great new tire is not an improved balloon. When FISK grooves make it roll over. In fact, the hollow air in the hollow air like the old high-pressure tire right into you.

Get a FISK, double-ribbed, Fisk-like, and see the results. Ask the dealer to demonstrate in your own car. You'll see a FISK, and you'll see it will do.

Then, with your car equipped on the FISK, AIR-FLIGHT Principle, a new sensation in riding comfort awaits you. New assurance of increased safety. New delight in any driving. A saving of many dollars in longer road-life and mileage.

FISK

Highways!

Seven Points of Superiority in THE FISK AIR-FLIGHT PRINCIPLE

- 1—Large air chamber—your air rides up in the car, over in the air.
- 2—All-ribbed tread—rubber covered bottom and side—enough without rigidity or weight.
- 3—Multiple-ribbed tread gives added strength in the air while remaining soft and yielding.
- 4—Increased length of air line in the hollow provides greater use of the air volume.
- 5—Rigid walls across the road distribute the entire supporting load alike and allow greater air cushioning.
- 6—Grooves and contact surface in front and larger—better road-life quality.
- 7—The AIR-FLIGHT Principle.

The world's greatest balance between air and rubber—enables the movement of Air-Cushioning and Fisks.

FISK

Time To Re-tire Get A FISK! Reg. U.S. Pat. Off.

mileage



BRAND NEW PAJAMAS. In February 1930, responding to a technological evolution applied to the Fisk Air-Flight tires, the appearance of the mascot also changed. Although the boy remained in the usual pose and maintained the newly acquired smile, he was now wearing new two-piece pajamas and slippers. He seemed somewhat older, and it is curious that he was still portrayed with the anachronistic candle. The illustration that would serve as a reference model was carried out by Paul Martin.

300. Promotional poster showing the new image of the mascot, provided as a gift by the Fisk Rubber Co. Illustrated by Paul Martin.

THE AIR-FLIGHT PRINCIPLE

Time to Re-tire GET A FISK!

Fisk Be Sure
The solution is here—the AIR-FLIGHT mileage.

Fisk Suggested
The AIR-FLIGHT Principle developed in a tire outstandingly wisely.

Fisk
The standard carries the bulk of the AIR-FLIGHT Principle.

Fisk Premium
The more service and comfort, even at low price can be.

THE MOTOR CAR TAKES WING!

SINCE our first ancestor lifted his shaggy head and gazed at a great bird flying, man has yearned for wings...finally he found the way to rise from the earth and felt the thrill of a new kind of travel—comfort—the smooth, effortless ease of "riding the air".

Today, every man and woman who drives a car can enjoy this same luxurious comfort on the road. Now you can ride on a new kind of tire, built by Fisk on the principle of AIR-FLIGHT.

With the AIR-FLIGHT Principle Tire by Fisk, you ride just on the rubber, away on the air. Made of the full rounded weight of materials, it's the correct approach to complete air-cushioning that ever supported a tire.

Read jobs!...The larger Fisk air chamber, the more flexible side-walls, greatly smooth those rough, juddering...The new Fisk, excessive tread grips slippery roads like the

...of a car. Your wheels speed you to the straightaway...Power!...The perfect AIR-FLIGHT balance between air and material gives the new Fisk Tire its better roll—eases your engine—saves gas.

Mileage?...More mileage than ever before! For the new FISK AIR-FLIGHT Principle carries more rubber where it is needed—carries more to dead weight.

When the balloon tire came in, the old high-pressure tire went out. Now think of a tire whose springs resilience carries it years ahead of the balloon! A tire that belongs as surely as four-wheel brakes on the high-power, high-speed motor car of today.

Go to a Fisk dealer and have him show you the Seven Superior Features of the FISK AIR-FLIGHT Principle. Here the Fisk Unconditional Guarantee. Ride this new tire and learn what it means to have "wings" on your car.

Seven Points of Superiority in the FISK AIR-FLIGHT Principle

1. Larger air chamber—most air rolls over on the rubber, away on the air.
2. Full round material makes round tires and rolls smoothly without rigidity or wobble.
3. Multiple cable head gives more strength in the road while increasing side-wall flexibility.
4. Increased length of the side in the side-wall provides greater ease of roll on curves.
5. Non-slip, simulated road diameter makes steering precise and gives greater acceleration.
6. Excessive tread contact results in better and longer tread life.
7. The newly patented AIR-FLIGHT balance between air and material advances the modern car-cushioning art.

FISK

mileage

BIRD'S-EYE VIEW. The 1930 press campaign continued to utilize costly color double-pages in magazines such as *The Saturday Evening Post*, of which we see examples on this double page. The flocks of birds accompanying the character in the advertisements remind and suggest to readers that using the new Fisk Air-Flight tires was like placing wings on their automobiles.

301-304. Double-page advertisements published in the generalist magazine *The Saturday Evening Post*, February 8 and March 8; and May 3 and June 28 (opposite page), 1930. Illustrated by Paul Martin.

Time to Re-tire GET A FISK!

New FISK Buy Means Royal Reception

Fisk really answered a real tire, built on the principle of AIR-FLIGHT. Fisk the dealer says for the new tire's picture.

Now you may have this really wonderful reception to AIR riding the Fisk. It's the new kind of travel—comfort—the smooth, effortless ease of "riding the air". It's the new kind of travel—comfort—the smooth, effortless ease of "riding the air".

AIR-FLIGHT PRINCIPLE

These New Fisk Tires are Years Ahead

Ike the new Fisk Buy, the new FISK AIR-FLIGHT Principle Tire is crowding fast on the heels of no-accident. Not only a new tire by Fisk but new in the whole tire field. A size as different as the balloon tire was different. Years ahead in comfort, non-slip safety and mileage.

Fisk engineers have developed a perfect balance between the resilient air and restraining materials. You ride more on the air, less on the rubber. Your car skims the road in smooth, "soft" flight—like an airplane in the sky.

Yet with this luxurious air-flight comfort, you get more non-slip safety. Even at high speed—over on pavement treacherous with rain or ice—the new Fisk tread rolls snugly forward...and grips in a sure response to the brakes.

Go to a Fisk dealer. Let him show you the revolutionary Fisk improvement: Better distribution of rubber for longer mileage. More flexible side-walls for easier riding. Greater road contact for sterner traction. The three potential Fisk features of all-wood carcass, streamlined tread, multiple cable head.

You will find an amazing number of new Fisks on the best, high-powered thoroughbreds coming from today's car builders. You will find an amazing number of car owners buying Fisk DeLans, Fisk Budget, The Fish, and Fisk Premium Tires for replacements.

Your Fisk dealer will show you why.

Seven Points of Superiority in the FISK AIR-FLIGHT Principle

1. Larger air chamber—most air rolls over on the rubber, away on the air.
2. Full round material makes round tires and rolls smoothly without rigidity or wobble.
3. Multiple cable head gives more strength in the road while increasing side-wall flexibility.
4. Increased length of the side in the side-wall provides greater ease of roll on curves.
5. Non-slip, simulated road diameter makes steering precise and gives greater acceleration.
6. Excessive tread contact results in better and longer tread life.
7. The newly patented AIR-FLIGHT balance between air and material advances the modern car-cushioning art.

FISK

mileage

You need the
AIR-FLIGHT
in the tires you

Let your Fisk Dealer explain
seven points of superiority

1. Larger air-chamber—you can ride less on the rubber, more on the air.
2. ABA and material reduces internal friction and adds strength without rigidity or weight.
3. Multiple cable bond gives more strength at the rim while increasing sidewall flexibility.
4. Increasing length of flex area at the sidewall provides greater ease of the air-chamber.
5. Run width, arcuate tread eliminates rolling oversteering tread rubber and allows greater air cushioning.
6. Lowest road contact results in better and longer-lasting wear-life qualities.
7. The newly perfected AIR-FLIGHT balance between air and materials achieves the maximum air-inflating and mileage.

FISK

PRINCIPLE
buy this Spring

YOU'LL need a new set of tires this Spring... tires that do more than just carry your car along... tires that actually help it along. Naturally, you will want tires that improve the performance of your car in every way. That's why you'll be interested in the new Air-Flight Principle Tires by Fisk.

Fisk's new Air-Flight Principle Tires are built along entirely different lines. They let you ride more on the air, less on the rubber. With these tires you glide smoothly along, even on rough roads. They grip the road and answer instantly every command of throttle or steering wheel. They are safe tires... the kind of tires you want when you step on the gas and watch the speedometer hit the high numbers. And their many features, exclusive with Fisk, mean unlocked for mileage. See these new tires today.

The Fisk Tire has long enjoyed the approval of automotive manufacturers and top motorists. It has a great record of satisfactory service with the motoring public. Many purchasers are glad to find that their new cars have been equipped at the factory with Fisk Air-Flight Principle Tires.

FISK

mileage

Time to Re-tire
GET A FISK!
Circle 10 on Reader Service Card

7
Points of
Superiority

1. Larger air chamber—you can ride less on the rubber, more on the air.
2. ABA and material reduces internal friction and adds strength without rigidity or weight.
3. Multiple cable bond gives more strength at the rim while increasing sidewall flexibility.
4. Increasing length of flex area at the sidewall provides greater ease of the air-chamber.
5. Run width, arcuate tread eliminates rolling oversteering tread rubber and allows greater air cushioning.
6. Lowest road contact results in better and longer-lasting wear-life qualities.
7. The newly perfected AIR-FLIGHT balance between air and materials achieves the maximum air-inflating and mileage.

FISK

AIR-FLIGHT
The Revolutionary New Fisk Principle
in tire building is raising the riding
comfort of America...

SUCH basic improvement in tire performance never has been accomplished by any achievement since "Balloon Tires."

The Secret of AIR-FLIGHT

AIR-FLIGHT Tires were designed from the air out—with a greatly enlarged air chamber encased in more flexible walls—no waste shoulder rubber—a perfect balance of rubber and air.

This is the simple secret of the success of the Fisk AIR-FLIGHT Principle. With internal friction reduced to nearly nothing, these entirely different tires are the most resilient wearproof tires ever known.

Thousands of Independent Merchants

With policies undictated by "interests," thousands of independent merchants, won by the overwhelming reception of Fisk AIR-FLIGHT Principle Tires, have turned exclusively to Fisk.

Go to the Fisk merchant in your city. You will find his personalized service of great advantage to you.

See the new Fisk AIR-FLIGHT Principle Tires. Ride on them. You'll never be content with ordinary tires again.

FISK

mileage

Time to Re-tire
GET A FISK!
Circle 10 on Reader Service Card



DREAM TIRES.

As explained in the advertisement shown above, "Within the last few years the world has learned a new kind of travel comfort—in swift, luxurious airplanes (...) Working along these lines, Fisk engineers found the way to build a true air-flight tire (...) The result is a tire that floats your car smoothly along on air, with the effortless ease that is typical of flying." In the advertisement on the right, a curious female character appears standing on the back of a seagull in flight—accompanying the company's mascot—an allegory that depicts the feeling that the new Fisk Air-flight tires transmit to driving.

305. Double-page advertisement published in *The Saturday Evening Post*, April 5 and August 23, 1930.

306. Full-page advertisement published in *The Saturday Evening Post*, August 23, 1930.



If scientists ever find a way to build a serviceable tire no thicker than an inner tube to run 50,000 to 75,000 miles, the ideal air-filled tire will have become a reality. It will be virtually all air—a perfect cushion. > At this time the new Fisk "AIR-FLIGHT" Tire is the nearest approach to that ideal yet attained by tire engineers. > In this new, advanced type of low-pressure tire, the air, which heretofore has been buried beneath too much heavy, bulky material, becomes the prime factor in cushioning your car. > Due to seven important improvements perfected by E. E. Dearth, Fisk's brilliant Chief Engineer, a less bulky but decidedly stronger tire has been built. > This new Fisk "AIR-FLIGHT" has a

much greater proportion of air to rubber and fabric than heretofore. You ride on a greater volume of "soft air." Yet the super-strong side-walls and tread insure even greater mileage. > No tires at any price are more nearly puncture-proof and blow-out proof than these. And no tires, under equal conditions, give so much mileage. That we guarantee. > Thus the matchless cushioning qualities of soft air are fully realized—and made available in a way that all may enjoy. > Fisk Independent Tire Merchants everywhere are exhibiting and selling the new Fisk "AIR-FLIGHT" Tire. Your local Fisk merchant will take pleasure in serving you. > The Fisk Tire Company, Inc., Chicopee Falls, Massachusetts.