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.

120. First cover illustrated by Norman Rockwell for The Saturday Evening Post magazine, May 20, 1916.
A Typical Fisk Club

FISK TIRES AND THE SLEEPY BOY

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.)

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

Companionship.

Three years ago there were not more than a score of well organized boys' clubs in the country—today there are over thirty thousand full-fledged clubs with over fifty thousand full-fledged 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.
23. **FISK TIRES AND THE SLEEPY BOY**

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*.

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**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

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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.
THE MODEL BOY SCOUT. Norman Rockwell habitually resorted to the use of the same models for characters in his compositions. The advertisements shown above present the boy Bill Paine—the one in the white cap, striped shirt and short tie—one of his favorite models, portrayed here as the main character.

126-128. Full-page advertisements published in the youth magazine Boys’ Life: February 1917; May and September 1919.
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.


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.
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.

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.

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.


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

146. Promotional portrait, in a brochure for Goodrich tires, 1920.
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.
149. Modular advertisement for Hood rubber soles, published in the magazine The Youth’s Companion, May 22, 1924.
23. FISK TIRES AND THE SLEEPY BOY

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.
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.
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.

23. FISK TIRES AND THE SLEEPY BOY


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.
23. FISK TIRES AND THE SLEEPY BOY

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 sport 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.

Naturally, you expect to see

FISK
RED TOPS

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.
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 reproduction for comfort or pleasure—a reproduction in four new colors of the upper section of this advertisement, from the original painting by Frank Wilcox Smith, will be sent without charge upon request. Address Dept. G, The Fisk Rubber Co., Chicopee Falls, Mass.
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?

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.  
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.
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.


FISK

for every motor car, motor truck
and also for

An incomparable line, and backed by a trademark as representing the highest
dvice and value—there is no
t motor vehicle that rolls.

For sale throughout the

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.

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 Cords are big handsome tires—and they keep their good looks. Watch the safety buttons on the Fisk Casters 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
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.

FISK CORD TIRES

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

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.


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 Steamer!

"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.
23. FISK TIRES AND THE SLEEPY BOY

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.

“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 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 weather.

**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**
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.

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 harked 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
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.
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.

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.

Homer Bros. of Whitten, Inc., 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 sled wagon

FISK
RED-TOP
EXTRA HEAVY - EXTRA PLY

Time to Re-tire?
Buy Fisk
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.

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.
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.

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.

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.

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.

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.

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.

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.
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.”

238. Full-page advertisement published in an unidentified magazine, 1925. Illustrated by Lawrence Toney.
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.
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!

251. Full-page advertisement published in an unidentified magazine, 1925. 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.

23. FISK TIRES AND THE SLEEPY BOY
MOMENTS BEFORE ... In the scenes of advertisements shown above: an unexperienced 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.

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.


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.

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.

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

"FISK SAYS IT WITH MILEAGE"

FISK
23. FISK TIRES AND THE SLEEPY BOY

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.

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.
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 motor-
stors find in Fisk Tires the acme of safe, comfort-
able, 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.


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

**STAR-STUDDED.**

The following list of names was chosen for the campaign, which was held for many years by Fisk Tires. The names included famous stage and screen actors and actresses. These were accompanied by long explanatory texts and the small figure of the mascot in his established pose as a corporate symbol.

**COLLEEN MOORE** says:

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

Many of the most prominent figures in the stage and screen world use Fisk Tires. In their busy lives these entertainers need every convenience. They get earlier service from Fisk Tires.

**THE SERIOUS BUSINESS of Being Funny**

These slicking gentlemen. A smart comic keeps theatre and movie audiences in gales of laughter. For the same serious problem does not always have to come to an end. So they have solved the problem once for all by equipping their cars with Fisk Tires.

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**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.”

Many of the most prominent figures in the stage and screen world use Fisk Tires. In their busy lives these entertainers need every convenience. They get earlier service from Fisk Tires.

**THE SERIOUS BUSINESS of Being Funny**

These slicking gentlemen. A smart comic keeps theatre and movie audiences in gales of laughter. For the same serious problem does not always have to come to an end. So they have solved the problem once for all by equipping their cars with 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.

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.

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

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).
23. FISK TIRES AND THE SLEEPY BOY

Why Fisk's All-Cord Process
Makes Fisk the mileage tire

Modern drivers who drive
modern Fisk cars know that Fisk
Tires are famous for mileage. One Fisk feature explains
this fact. Fisk's All-Cord process.
All-Cord brings increased mileage be-
cause it does away with dis-
structive internal friction and prevents the overheating that
burns out tires.

Fisk's All-Cord process
makes of steel alone with in-
sulating cross-strips. Each
steel cord is held in spring rubber,
giving the tire extraordinary
resilience and extra wear. Higher
mileage in the natural result.

In this modern design Fisk
adds other features that com-
plete Fisk's service. The spe-
cially constructed Fisk tread
grips securely on any sur-
face. The flexible Fisk side-
wall lessens maximum rolling
resistance, and Fisk's spring
multiple-spring tread gives
increased strength at the tire.

Millions of miles of actual
service have proved the soundness of these Fisk fea-
tures. Fisk's tires last longer
and the highest mileage
your new dollars can buy; a
vill pay you to replant
your car with Fisk All-Cords.

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

By using a fundamentally different design in carcass, tread
and lead, Fisk now offers a far more desirable type of tire;
it can built to meet the extra strains of today's later driving.

Modern high-speed motor cars, con-
defined posted traffic on streets and high
ways, demand a type of tire unexcelled
in their field. Fisk has developed a tire
which is designed to take advantage of this new field.

Fisk's All-Cord construction
combines safety and comfort
with the economy of low-cost replace-
ment. Fisk tires preserve the extra
flexibility of high-speeded comfort.
Proven sound in millions of miles of actual service, this better method
of building tire is known as the Fisk All-
Cord process. All-Cord brings increased mileage because
it does away with destructive friction
inside the tire. There are no cross-strips or
granules to burn Fisk's All-Cord tire
and it is packed with rubber, yet
lightweight, for low rolling resistance.

Because Fisk All-Cord tires are specially
built to meet varying's conditions, they in-
crease the performance of any car, both
on streets and highways. Fisk tire
construction is a guarantee that the tire is
the right size for your car. When you need it most, and for
incomes riding ease that means new
meaning comfort.

Save Fisk Tires inside tire. Fisk
cars give you more. Why not start getting
Fisk's performance, Fisk's mileage, today?
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.

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.
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.
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 case 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.