The 1937 campaign entitled “Plus Protection in the Blow-Out Zone” [greater protection in the area of flat tires] shows us a new type of tire for the Fisk Air-Flight series ... and a new change in the mascot. In an uncommon regression that occurred during the mid-thirties, the character recovered his former aspect prior to the graphic makeovers he underwent in 1929 and 1930. This is the case, for example, in the advertisement shown above, in which Fisk’s tire boy dons his previous “work attire”—one-piece pajamas—and he once again feels tired and drowsy, thus eliminating his smile.

ILLUSTRATION AND PHOTOGRAPHY. The year 1937 marked the beginning of a long period when color advertisements were eliminated from press advertising. Moreover, photography was added to the habitual use of illustrations. This was especially indicated for its associated characteristic of verisimilitude, of a “real” portrait in the series of advertisements that recreated moments of danger and risk in human activities. The person in charge of this campaign, which combined both elements, was the illustrator and photographer Gilbert B. Seehausen (1897-1978). His studio was based in Chicago and he worked for numerous advertisers using photomontage and photo retouching to compose scenes, as observed in the Fisk advertisement shown here.

DANGER ZONE. The advertisements for the extensive 1937-1939 campaign portray characters in action scenes involving maximum risk, comparable to the danger of being at the wheel of an inadequately equipped automobile. Fisk’s tire boy, with his lighted candle and the accumulated experience of a company founded in 1898, always showed the way forward to obtain the best possible protection—Fisk “Plus-protection” tires—in potentially hazardous activity such as driving on the road. The dangerous scenes depicted here: a female lion tamer confronting the animal, armed with a chair ... and experience; a glass cleaner sliding at the top of a building’s facade, kept safe by the safety harness; a circus trapeze artist who fearlessly falls into the void, knowing that a network will protect her; and the mask protects a fencing practitioner from piercing thrusts.

RISK...UNDER CONTROL?
Most of the advertisements for the 1937 campaign photographically recreated real situations.
The advertisement shown above, entitled “Perching on Death’s Shoulders” portrayed a fearless funambulist balancing face down on top of a building. It was the acrobat and comedian Stanislaus Theodosius Rubanowski (1917–2006), artistically known as “Jimmy Rae” and son of Polish immigrants. He enjoyed great popularity, performing at the best theaters, circuses and clubs in the United States and Europe.
His most celebrated performance was in 1935 when, dressed in a suit and tie, he balanced himself on one hand on top of the Parisian Eiffel Tower. Rae also worked as an airplane and helicopter pilot as well as a Hollywood specialist doubling for actors in risky scenes. The rest of the advertisements show an acrobat performing while hanging from a plane, conveniently fastened with a harness; and a female assistant exposed to a knife thrower … relying on his dexterity and expertise.
313-315. Full-page advertisements published in Life magazine, September 6, November 8 and August 9, 1937.
Towards the summer of 1937, the Fisk "Plus-protection" tire gave way to the Fisk Safi-Flight model. The advertising campaign maintained its basic graphic design, replacing the tire model and also applying the change to the graphic configuration of the corporate mascot, as observed in the examples reproduced on this double page.

316. Full-page advertisement published in *The Saturday Evening Post* magazine, July 2, 1938.

FREE FALL. The advertising campaign started in 1937 continued in 1938 and 1939, portraying the mascot holding the Fisk Saf-Ti-Flight tire model with a grid-like tread. In the advertisements presented here: a sleepwalking woman wanders along the cornice of a building; in another scene, firemen spread a canvas to cushion the fall of a woman who jumps from a burning building; an acrobat leaps from the top of a seemingly endless staircase towards a basin full of water; and a bird-man jumps in free flight ... with a safety parachute for a controlled landing.

318. Vertical advertising module published in Life magazine, April 19, 1937.
320. Vertical advertising module published in Collier’s magazine, July 1, 1939.
TIGER SKIN AND TIRES. In 1941, a new advertising campaign was launched with the Fisk Safti-Flight tire as the protagonist, containing a grid-patterned and safety striped tread. This technological solution had its graphic reflection in the advertisements. In the compositions—combining realistic drawing with photography—the stripe motif is applied in various manners. It comprises a direct reference to traffic signs such as railroad crossing barriers as well as to striped prints in fabrics and on the skin of certain animals.

323. Full-page advertisement published in *Life* magazine, July 14, 1941.
STRIPED MEN AND WOMEN. Other advertisements for the same campaign are presented here: the actress Joan Leslie wears a long striped silk dress created by the fashion designer Milo Anderson; on the beach, a little girl is protected from the sun with a striped fabric umbrella to match her bathrobe, sand bucket, bathroom changing area, a terrace awning and a zebra-shaped float. Below these images are advertisements portraying the striped sports shirts of two athletes. One deals with the photograph of New York Yankees baseball star, Joe “Flash” Gordon; the other is composed of a realistic illustration featuring a football player.

325-328. Full-page advertisements published in Life magazine, May 12, June 30, June 16 and October 20, 1941.
April 1941 dealt with a rarefied and militarized climate due to the war in Europe and the likely entry of the United States into the conflict—which would come into effect at the end of the year. It was during this period that the following advertisement for Fisk Safti-Flight tires was published. Within this context, the slogan that proclaimed a “Salute to safety” took on a patriotic dimension. The graphic above shows the illustrated adaptation of the advertisement’s photographic image in a scene where a military couple stands at attention and salutes in the presence of Fisk’s mascot.

329. Promotional postcard, 1941.
330. Full-page advertisement in Life magazine, April 28, 1941.
ENLISTED. The advertisements for the 1942 campaign featured a textured background that reproduced the pattern of the Safti-Flight tire tread. As seen in the above example, the text states: "The Fisk boy has gone to war. The Fisk boy has retired from the manufacture of the tire with the Safety Stripe Tread and other peacetime goods. Today, he has no time for anything that is not essential to the war effort. The Fisk Tire plant and cord mills are working to the fullest extent possible making truck tires, bicycle tires, bullet sealing gasoline tanks, yarn for belts and balloon nets, duck for gas mask carriers and other war goods ... However, the Fisk boy wants you to know that the light from his candle still burns in the engineering laboratories, too, so that after we've won the war, you can retire your automobile with even safer, longer wearing Fisk tires."

331. Full-page advertisement published in the magazine The Saturday Evening Post, June 27, 1942.
TIME TO RETIRE.
Within the same campaign developed in 1942, characterized by textured backgrounds imitating the tire tread, humorous vignettes were employed that portrayed scenes from the lives of soldiers. Fisk’s child mascot was present in the form of a billboard, as can be seen in the examples shown here. The illustrations in this series were carried out by the illustrator and cartoonist Aaron Halpert (1892-1973), who regularly collaborated in other advertising commissions with his artwork.

332. Advertising module in Collier’s magazine, August 29, 1942.
ON ALL FRONTS. In the middle of the First World War, Fisk launched a patriotic campaign—"In the service"—supporting different military forces while obtaining promotional benefits. The texts repeated a similar formula on each occasion:

"The Marines have landed and have the situation well in hand (...) Your Fisk Tire Dealer has the tire 'situation well in hand'."

"Watchful eyes search the sea for the first telltale trace of a 'tin fish' (...) The watchful eyes of your Fisk Dealer may save you many, many miles of tire service that might otherwise be lost."

"The slogan of the United States Marine Corps Women's Reserve is 'always faithful' (...) Always faithful, too, is your Fisk Tire Dealer—ready and able faithfully to guard the service life of your tires."

335-338. Quarter-page advertising modules published in *Life* magazine, June 14, July 12, August 9 and November 15, 1943.
23. FISK TIRES AND THE SLEEPY BOY

STARS … AND STRIPES. The series of advertisements featured references to female figures in prominent roles as they participated in different occupations within the Armed Forces and in medical services. Each vignette of these modular advertisements contains a dominant illustration with military characters and themes. They are headed by the slogan “In the service,” and the figure of the mascot is positioned in the foreground along with persuasive text. A vertically striped black and white curtain also stands out, drawn back to allow the reader to witness the scene that is being staged. This curtain refers to both the Fisk tire tread striped grooves and a patriotic symbol: the stripes on the American flag.

339-342. Quarter-page advertising modules published in Life magazine, June 23, July 26, August 23 and October 18, 1943.
EDUCATING CHILDREN. A mascot that has survived two world wars and has penetrated the popular imagination should only fear one thing: being forgotten by new generations. The 1944 campaign focused on the issue of generational transmission to foment future consumers’ loyalty to the Fisk tire boy’s brand. The above images show a youthful soldier and a young woman address the reader and confide: the Fisk tire boy has served as a guide throughout all these years. In the series of advertisements on the opposite page, a doctor has quickly arrived to care for a sick child, thanks to Fisk tires.

In the other examples, a girl and a boy ask their father and grandfather, respectively, about the friendly character in pajamas that they barely know and who has grown up in age, not in appearance, with their parents. The illustrations for the 1944 campaign were created by the artist of Russian origin Oskar Barshak (1904-1995).

343-344. Half-page vertical advertising modules published in Life magazine, March 27 and June 5, 1944.
345. (opposite page) Detail of a half-page vertical advertising module published in Life magazine, May 8, 1944.
23. FISK TIRES AND THE SLEEPY BOY

"He's my pin up boy, too!"

"That's a famous boy you've got growing up, boy. It's the Fisk boy."

"Lot of things will change in this town, son. But one thing won't change. And that's that. And that's your old Dad, too."

"That's right, Dad, when it comes to tires, it counts for the boys."

"When you're eligible for your first Fisk, you'll find them in no hurry, none too slow."

"But the boys are out, the Fisk tires to be ready to help you."

"Fisk the Fisk tire, the Fisk tire, the Fisk tire."

"When you're ready, go to Fisk."

"And he's good at it."

"Fisk tires."  "Fisk tires."  "Fisk tires."
Guarding the safety of those who ride on Fisk is the skill of many men. Their ability to build tires of superb quality has enabled Fisk to retain its record of great performance, though today’s materials are standardized because of critical shortages.

When premium quality materials are available, Fisk Safe-Flight will resume its place as favorite with those who put quality first. The shock-absorbing and road-gripping properties of its famous Safety-Stripe Tread will set the standard for luxurious riding comfort and fast, straight-in-line stops.

Just as the Fisk Boy protects war-busy car owners today, he will guard their safety on the peacetime roads of tomorrow.

FISK TIRES

MAKERS OF THE FAMOUS SAFETY-STRIPE TREAD

FISK TIRE COMPANY, DIVISION OF UNITED STATES TUBE COMPANY
23. FISK TIRES AND THE SLEEPY BOY

THE ROADSIDE BEACON. In 1945, the Fisk boy regains the autonomy he had lost for years and participates directly as a character recreated in full color for different scenes in the campaign: A driver with her guard dog; a policeman regulating traffic in a school zone; a hen with her chicks and a cat with her cubs; and a boy who, together with his faithful dog, awaits the return of his father from war. Such characters were featured in these advertisements to accompany the tire mascot in his crusade for safety. The text of the first advertisement states: “Just as the Fisk boy protects war-busy car owners today, he will guard their safety on the peacetime roads of tomorrow.” Howard Scott (1902-1983) was the artist chosen by Fisk to illustrate the campaign.

CELEBRATION. If the advertisement published on June 27, 1942 proclaimed “The Fisk boy has gone to war,” the one reproduced above declares “How to celebrate your time to re-tire” [How to celebrate the moment of retiring / changing your tires]. The mascot retired from active duty, devoting himself exclusively to battles in the advertising field. The war had ended and new hopes for recovery and growth were unfolding. The year 1946 marked the renewal of economic activity and the massive production of tires for civilian use. Both were a cause for celebration and happiness and was expressed as such by Fisk’s mascot. He was featured by himself in this campaign’s advertisements, wearing a hopeful smile.

READY SET... In the illustration on the right, dated December 1946, the Fisk tire boy impatiently awaits—chronometer in hand—to begin the launch of their new tires. The artist Harold N. Anderson (1894-1973) was in charge of these illustrations, animating the mascot in different poses and attitudes, always with a radiant smile on his face.


PROMOTIONAL POSTCARDS. Among the commissions Fisk entrusted to illustrator Harold N. Anderson for the 1946 campaign, the series of illustrations shown on this double page are highlighted. They represent a set of promotional postcards—the backside shows a postmarked stamp—made available to establishments associated with Fisk's commercial network that sold Air-Flight tires. The mascot is the protagonist, both in his static function as a symbol of the company as well as being featured in a variety of settings and situations, always accompanied by the well-known slogan: "Time to Re-Tire.

The new FISK Air-Flight DeLuxe sparkles with quality. You'll feel the difference in steering—so sure, yet effortless. You'll ride along silently, buoyantly. Time to Re-Tire? Buy quality, buy FISK.

Enjoy smooth, level flight as your car skims over the road. On New Fisk Air-Flight tires, your car handles more safely, tires last longer. You're safer, too.

Why AIR-FLIGHTS roll Safer - Smoother - Longer
1. ROLL RIGHT—the greatest built-in protection yet devised in new 1/50th size. The Air-Flight cushion—cushions your ride, lengthens tire life.
2. Bottom-up “Track” assures quick, safe stop—plus mileage.

There's four-way satisfaction with FISK Air-Flight DeLuxe on every wheel . . . safety, long wear, easy riding, class! Now that it is Time to Re-Tire again, it's good judgment to buy quality, buy FISK!
REALISM AND DYNAMISM.
The same year that the artist Harold N. Anderson animated the corporate mascot in his illustrations, another advertising campaign was developed in which photography was the chosen element for graphic representation. The aim was to convey the idea that the safety stripes on Fisk Safti-Flight tire treads allowed for an immediate response at the time of braking while driving. The image captured and immobilized the tenths of a second in which the driver’s reaction took place, which began with a gesture of surprise and fear and ended with a smile of satisfaction.
The sequence of movements by the vehicle and the driver’s response were recorded in different consecutive and separate snapshots, which were merged together as though they were one single shot. The stroboscopic effect managed to convey the sensation of dynamism in an image that was static and flat. This type of photographic experimentation abounded in advertising from that particular period of time.

when your heart cries

STOP!

You must stop. A life depends on it. How good it is to know that you're riding on Fisk Softi-Flights, America's only tire with White Safety Stripes.

The instant you press the brake pedal, hundreds of film-cutting tread blocks automatically go to work. That's the job that Fisk's Safety Stripes do for you.

With Safety Stripes you stop fast.
You stop smoothly. You stop straight!
See your Fisk dealer soon. A set of new Fisk Softi-Flights on your car might save a life...tomorrow.

...it's the STRIPES

FISK
Softi-Flight

THE SAFETY STRIPE TIRE

FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY
ILLUMINATED CARTOONS. The comic strips for Fisk bicycle tire advertisements narrated short, self-contained stories portrayed in cartoons about the adventures of two young friends Jim and Dick. Both conducted all kinds of activities in which the bicycle—and its tires—were featured. The illustrations were carried out by the artist Al Plastino, who was accustomed to creating advertisements of this nature.

23. FISK TIRES AND THE SLEEPY BOY

"I LOVE THIS OLD ROAD SINCE PAW BOUGHT FISK AIRBORNE TIRES"

The secret is soft pressure. Fisk Airborne Tires float your car over the bumps on 1200 more cubic inches of air at less pressure. A new kind of tire — bigger, stronger, floating Fisk Airborne tires! — are the standard rims on your car. If you want to find out what it’s like to ride on a breeze, ask your Fisk Dealer for a ride.

FISK Airborne TIRES

© Fisk Tires Gov., United States Rubber Co.

"MAW IS ALWAYS LIKE THAT AFTER RIDIN’ ON FISK AIRBORNE TIRES"

Nearest thing to floating is riding on Fisk Airborne Tires. Your car rides on bigger tires that fit the standard rims — cushions the ride with 1200 more cubic inches of air at less pressure. Time To Re-Tire? Ask for a true demonstration today.

FISK Airborne TIRES

© Fisk Tires Gov., United States Rubber Co.

"POP, YOU SURE KNEW WOMEN WHEN YOU GOT FISK AIRBORNE TIRES"

Women especially appreciate the riding comfort of the new kind of tire. Your car rides on 1200 more cubic inches of air at less pressure... practically floats over the bumps. No need to change rims. No matter what your car make or year you drive, you can enjoy the 1948 ride on these bigger Airborne Tires. Time to Re-Tire? Ask your Fisk Dealer for a true demonstration.

FISK Airborne TIRES

© Fisk Tires Gov., United States Rubber Co.

"PAW DON’T SLEEP IN HIS BED SINCE WE BOUGHT FISK AIRBORNE TIRES"

It’s hard to exaggerate the comfort of Fisk Airbornes. Your car rides on 1200 more cubic inches of air at less pressure — floats over the bumps — in a bigger tire that fits your standard rims. See your Fisk Dealer for a free demonstration ride on this new kind of tire today.

FISK Airborne TIRES

© Fisk Tires Gov., United States Rubber Co.
FILLED WITH AIR.
The 1948 campaign promoted the low-pressure Fisk Airborne Tires. According to the advertising texts, this innovation allowed for "easy, breezy" driving and conveyed a sensation "as if the car were floating." This idea of "weightlessness" was exploited by comic artist Charles Reamer Keller (1905-1994) in a long-running series of humorous cartoons that were published in magazines and newspapers. A variety of characters participated in the stories but the commonly featured ones were Paw and Maw. They were a farming couple who had to get around in their small, anachronistic utility vehicle on impassable roads and highways.

373. (opposite page) Quarter-page advertising module published in an unidentified magazine, 1948.
377. Promotional card from a retail establishment forming part of Fisk’s commercial network, 1948.
IT’S A FACT. This double page shows some of the advertisements for Fisk Air-borne tires in the “Fisk facts” campaign, created by the editorial illustrator and caricaturist Willard Mullin (1902-1978). His sense of rhythmic narration and dynamism was linked to the expressive plasticity of his characters and the use of kinetic graphic elements characteristic of comics. This facilitated the composition of short humorous stories, condensed into advertisements that barely occupied a half-page column in a magazine.

378-381. Half-page advertising modules and a detail of one of the illustrations published throughout 1950 in the magazine The Saturday Evening Post.
23. FISK TIRES AND THE SLEEPY BOY

23. FISK TIRES AND THE SLEEPY BOY

CHANGING TIMES. U.S. Rubber acquired Gillette Tires in 1930 and incorporated Fisk a decade later. Over the years, both divisions lost potency given the different priorities of the parent company. The appearances of Gillette’s mascot, the polar bear, and Fisk’s tire boy became restricted and they were redirected to the promotion of those residual brands designed to cover highly specific market sectors. In the middle of 1960, U.S. Rubber decided to consolidate and unify all their divisions, preserving the most profitable brands and placing them under the new umbrella denomination of Uniroyal. This was transformed in 1964 into Uniroyal-Goodrich which was ultimately acquired in 1990 by Michelin. This constant fluctuation was overwhelming for an increasingly sleepy child, whose flame was slowly extinguishing. This advertisement shows one of the last campaigns in which the mascot was featured with the corresponding tire model of that year. It was presented as a full-page advertisement and published in a widely circulated magazine.

THE INCREDIBLE SHRINKING CHILD. These advertisements which appeared between 1951 and 1953 show the new range of Safi-Flight tires by Fisk, a division—as emphasized in the logotype—of the United States Rubber Company. Buried by huge tires a tiny version of Fisk's tire boy appears in a corner, acting as a symbol and corporate signature. In this sense, he follows the footsteps of the character in Jonathan Swift's *Gulliver's Travels* (1726). As a giant of advertising, appearing for almost half a century as a featured image in press advertisements, posters, billboards and lighted signs of enormous proportions, he turned out meek and feeble. His dimensions and participation were reduced, becoming deactivated as a dynamic mascot, on a long journey from Lilliput to Brobdingnag.

THE CANADIAN CHILD. During 1944-1945, the Canadian oil company—named the British American Oil Company (BA) and founded in 1906—was appointed exclusive distributor of Fisk tires for Canada. This agreement was maintained until the early 1960s. The advertisement shown above depicts the full utilization of the Fisk child as a tire mascot. This is evidenced in his role as an animated promotional character and in the fixed canonical pose of a corporate symbol.

People exaggerate: Fisk tires don’t last forever.

We make only one kind of tire. Nylon. Inspect each one 154 times. And still make them one at a time, as we’ve been doing continuously since 1898.

A 60-YEAR CHILDHOOD.
As shown above, the 1964 campaign for Fisk tires manufactured by United States Rubber retrieved the oil portrait made by Eggleston in 1916 as a symbol of the brand’s longevity embodied in the form of an immutable child mascot. These were some of the Fisk tire boy’s last advertising appearances, being condemned to oblivion after the withdrawal of the brand from the mass consumer market.

23. FISK TIRES AND THE SLEEPY BOY

THE FISK TIRE BOY ADVERTISING ALTARPIECE.
The advertisement shown here presents the twenty retail establishments of the Fisk Rubber Co. commercial network in the city of San Antonio, Texas. The advertisement’s graphic design grouped the photographs of the different businesses’ facades around the figure of the Fisk tire boy. The mascot was placed in the center with his head highlighted by a circular border simulating a halo—as though he were the figure of a saint—resulting in a composition that resembled that of an altarpiece.

392. Full-page advertisement in the newspaper San Antonio Express (San Antonio, Texas), April 28, 1918. Dimensions: 415 x 540 mm.
THE ADOPTABLE AND ADAPTABLE CHILD. Two advertisements reproduced on this page present two components of the Fisk Rubber Company’s business—the original factory equipment (OE) and the replacement market (RE). In 1915, the percentage of tire sales revenue was distributed as follows: 20% as OE and 80% as RE. The above image portrays the sidewall of the Fisk Red Top model with pneumatic inner tubes and red treads. Twenty-four cars of different manufacturers are distributed over it, representing those models to which Fisk, embodied in their mascot, offers their replacement tires. The image below shows an advertisement for the automobile brand Overland, fabricated by The Willys-Overland Company based in the city of Toledo, Ohio. This demonstrates that these vehicles were factory equipped with Fisk tires as original equipment.

COVERING THE COUNTRY. According to the company’s own data collected in these advertisements, Fisk had an extensive commercial network that covered the entire country, with more than 100 active direct branch offices in 1916—increasing to 125 branches in 1917—that assisted more than 35,000 distributors and local businesses throughout the nation. These branch offices had their own workshop where they offered tire maintenance and repair services for their brand to private users. The advertisement directly above this text describes in detail the type of mechanical services these branch offices could provide to their clients.

IN THE PUBLIC EYE. Advertising at the point of sale, especially in facades and shop windows, took advantage of the promotional elements facilitated by the company. Accompanying the tires, volumetric figures, cut-outs and posters of the mascot provided a diverse array of options. In the advertisement we see the facade of an authorized dealer and next to it a satisfied customer carrying a tire in a position that’s very similar to that of the Fisk tire boy.

397. Full-page advertisement published in the magazine The Literary Digest, April 8, 1916.
THE CHILD IN THE SHOP WINDOW. The above image presents the facade and shop window of the Fisk Rubber Company’s New Orleans dealership. We can observe the numerous elements for window dressing that adapt the figure of the corporate mascot to different supports. These range from the volumetric plaster figure to the adhesive sticker attached to the window’s glass interior, accompanying the range of solid rubber and pneumatic tires from the company’s catalog.

398. Photograph of the facade of an authorized Fisk dealership in town of New Orleans, Louisiana, c. 1919.
THE FISK BUILDING. The “Fisk Building,” as it is still called today, constituted the center of operations for the company in New York. It was built between 1920-1921 according to the architectural design of Shreve, Lamb & Blake and continues to occupy a privileged place in the Columbus Circle District. The Fisk Building is located at 250 West 57th Street, on the south side of 57th Broadway to Eighth Avenue, New York. The gigantic building presents architectural elements inspired in the Renaissance and “Greek revival,” a late derivation of neoclassical historicism internationally adopted in monumental architecture of the time.

399. Illustration for a full-page Fisk advertisement published in the magazine *The Saturday Evening Post*, May 12, 1923.

400. Advertisement for Otis Elevator Co. elevators in the specialized magazine *The Architectural Forum*, November 1925. The illustration is the work of the renowned architect Hugh Ferriss (1889-1962), who specialized in architectural drawing.

401. Promotional postcard. Published by the Manhattan Post Card Company, 1925.
THE FISK FACADE.
The bas-relief sculpture of the Fisk tire boy shown above previously crowned the facade of the Fisk Rubber Co. branch office located at 2508-2512 South Michigan Avenue in Chicago, Illinois. In 1994, after the demolition of the building, the facade frieze was purchased by Mr. Bruce T. Halle, the owner of Discount Tire Co., an important tire distributor in the U.S. domestic market that was founded in 1960.

After a process of restoration, the piece was incorporated into the main entrance of the Discount Tire Company’s administrative facilities in Scottsdale, Arizona, where it remains today (2015).

FISK
On Broadway

The new Fisk electric sign on Broadway is a part of our policy to
give Fisk Dealers the advantage of every bit of good advertising we can.
Our trade mark slogan is peculiarly appropriate and suggestive to the
frequenters of New York's famous night-life district—"TIME TO RE-TIRE?"
This newest sensation of Broadway has the human appeal
to make it the talk of the country and the wise Fisk Dealer will dis-
play a "TIME TO RE-TIRE?" Boy prominently where his customers
returning from visits to New York will see it and associate him with the
huge sign on Times Square.

"TIME TO RE-TIRE?" signs will be sent to you upon request. The details of the
liberal Fisk plan for dealers will be sent to any dealer interested. Write Dept. W.

THE FISK RUBBER COMPANY of N. Y. Chicopee Falls, Mass.

The illustrations above show the various flashes of the new Fisk sign, the dimensions of which are as follows: The boy is 16.5" high; his head is 13.5" high; his arms are 3" wide; his hand 5.5" wide; the candle and holder are 14.6" high; the tire is 45" high and 7" wide; the boy's mouth is 2" wide; the letters in the word "Fisk" are 25.5" high and 4" wide; in the word "Tires" 10.5" high and 3" wide; in "Time to Re-Tire?" 5.5" and 4" high;
in "Buy Fisk" 4" and 3" high. The entire sign will use about 3000 electric bulbs in assorted colors.
LIGHTS ON BROADWAY.
On this double page we can see Fisk’s giant luminous sign installed in 1916 on Broadway by the New York company O. J. Gude Co. who specialized in outdoor advertising. The structure, 37.8 m wide x 19 m high, perched on the roof of the building that housed the headquarters of the Automobile Club of America, at the intersection of 54th Street between Broadway and Eighth Avenue, in a privileged location that was visible for miles. It consisted of a lighted panel called the “spectacular electric display,” in which the lighting that formed the letters and patterns changed its configuration at predetermined intervals.
The electric display, remodeled in 1919, was composed of approximately 3,000 light bulbs—combining white light with a range of colors—, which were activated to form six different messages containing the words “Fisk Tires,” “Time to Re-Tire” and “Buy Fisk,” in addition to showing the animated mascot in two different poses.

405. (opposite page) Full-page advertisement of Fisk’s electric display published in the specialized magazine Automobile Topics, December 16, 1916.
406-408. Photographs of Fisk’s electric display, published in the article “Tallest boy in the world captivates Broadwall” from the monthly corporate magazine The Fisker, April 1919.
NIGHT AND DAY. The exterior signage for establishments associated with Fisk’s commercial network had attractive, colored banners, signs, plaques and labels that showed the motorist—day and night—where to acquire the right tires. The corporate mascot was represented in most of these identification elements.

409. Painted wooden board covered with glass powder varnish, rugged and reflective in the light emitted by car headlights. Dimensions: 76 x 100 cm, c. 1922.

410. Enamelled iron name plate on a structure lit with light bulbs. Dimensions: 180 x 435 cm, 1929.

411-412. Two versions of identification elements made of enamelled iron plates from 1919. Dimensions: quadrangular plaque, 80 x 60 cm; and horizontal plaque, 157 cm x 47.5 cm.
POSITIVE IDENTIFICATION.
The above images present several examples of different identification plates utilized by the contracted establishments in Fisk’s commercial network. Metal plates made of pressed and painted tin or enameled iron, constitute the corporate identification signage that have been the most well-preserved. They had to be resistant to meteorological erosion as they were attached to and hung on walls, doors and columns, mainly on the exterior façade where continued exposure to atmospheric agents wore them down. In the case of enameled signs, hard knocks peeled off the vitrified surface layer that covered and protected painted metal, allowing rain to enter and cause rusting. Sunlight also damaged the vividness of the colors. In the case of tin metal plates, rust penetrated deeply, damaging the surface paint.

413. Large banner made of printed fabric. Dimensions: 240 x 80 cm, c. 1915.
414. Horizontal sign, pressed tin. Dimensions: 277 x 90 cm, c. 1946.
416. Shield sign, pressed tin panel. Dimensions: 100 x 80 cm, 1947.
FISK’S PROMOTIONAL CARNIVAL.

In the photograph shown on this double page, several children are dressed up as the Fisk tire boy. They ride on a decorated truck during the 1920 Labor Day memorial parade in the town of Muscatine, Iowa. The truck represents the Pitchforth Storage and Battery Co., an establishment forming part of Fisk Rubber’s commercial network. In the smaller image, the handwritten inscription on the back of the picture featuring children dressed as Fisk’s mascot seems to indicate that the float is part of the Colyton Carnival held in England. The American manufacturer had maintained a token presence in the competitive British market since the early twenties.

417. (on the right) Photograph of the truck adorned with Fisk advertising motifs in Muscatine, Iowa, September 6, 1920.

418. (above image) Photograph of Fisk’s float at the Colyton Carnival in Devon, England, c. 1925.
PRIVILEGED VIEWS. The sculptures of the mascot were often placed on the roofs and terraces of single-story tire service stations. The Fisk tire boy held a lit light bulb simulating the flame of his candle. His external location on a high level and the light radiating from his candle facilitated being seen from afar and at night. In any case, the materials and painting used to construct the sculptures were exposed to harsh conditions from being outdoors; as such, very few figures have been preserved.


TAKING THE FISK TIRE BOY FOR A WALK.
The presence of Fisk’s mascot was constant in a variety of elements for identification and advertising at the point of sale, as can be seen in the examples shown above.

422. Advertising display made of printed cut-out cardboard, c. 1945
THREE-DIMENSIONALITY.
In previous years Fisk had already made volumetric adaptations of the mascot for their authorized shops, designed to adorn shop windows. In 1947—the date the figure shown here was manufactured—they produced enormous statues almost two meters high. These were designed to decorate the entrances and exterior of the establishments in their commercial network.

424. Photograph of a restored statue that was exhibited at the Kokomo Automotive Museum in Kokoma, Indiana. Originally the figure presided over the building of the Glen Park Tire Company, Fisk’s distributor in Indiana. The statue is the property of Susanne and Dwight Fouts.
DISPLAY FIGURES.
This page presents the three-dimensional figures of the Fisk tire boy manufactured around 1950. They were designed to decorate window displays and interior installations of establishments associated with Fisk’s commercial network. These statues, made of painted fiber, were smaller—76 cm tall—than the older versions whose function was to be placed outdoors. The candle carried by these smaller figures was equipped with an electrical connection to illuminate a light bulb, simulating a candle flame. The tire they held was not permanently fixed and could be replaced by the appropriate model in each case.


426. Photograph of Fisk’s promotional mascot as a three-dimensional figure, c. 1950.
ILLUMINATED TEXTS. New marketing techniques, social events, sports outcomes, jokes, travel articles, wedding photographs, portraits of deceased or newly incorporated employees, technical articles and business guidelines … Fisk’s corporate magazines portrayed the work and social life of members from all the administrative and production branches. They constituted tools of social cohesion more than promotional elements due to the fact that Fisk was a large company where thousands of employees worked. The following presents a sampling of the publications that accompanied the life of the company in their different stages.

COMPETING ... ALSO OUT ON THE FIELD. The large companies addressed social cohesion amongst their staff, encouraging sports associations of all kinds. The different teams of tennis, baseball, track and field, golf, bowling and basketball participated in competing leagues between departments. In some cases, competitive teams were formed that played against groups from other companies in national inter-industry competitions. It was also a beneficial advertising strategy as these teams constantly championed the name of the company in their public appearances, in sports reported in newspapers and in all kinds of promotional events where they participated. The image below shows the basketball team the "Fisk Red Tops," members of the Industrial Basket Ball Champions of America championship. The Fisk players were competing with teams from rival companies such as the "Firestone Regulars," the "Goodyear Silents" and the "Goodyear Regulars."

434. Photograph of the "Red Tops," one of the six baseball teams comprising the internal league of the Fisk plant in Chicopee Falls. Published in the corporate magazine *The Fiskers*, June 1917. The figure of the corporate mascot was sewn on their shirt uniforms.

435. Photograph of the basketball team "Fisk Red Tops." Taken by the agency Underwood & Underwood on April 1, 1920.
NO RETIREMENT DATE.

This double page presents several examples of the mascot’s application in advertising initiatives, being featured over the years in promotional calendars and postcards as well as in cardboard cut-out displays to decorate shop windows at the point of sale. In all of them, the Fisk tire boy shows his characteristic yawn, except in the promotional card from the forties. Here, he reappears under the slogan “Welcome ... as the sunshine after the rain” wearing a luminous smile, which is echoed in the humanized sun that accompanies him.

436. Promotional calendar made of cut-out cardboard, with a fold down flap for desktop use, 8 x 14 cm, 1926.
437. Promotional calendar made of cut-out cardboard, 1925.
438. Promotional calendar made of embossed, printed cardboard, 1927.
439. (opposite page) Promotional cardboard calendar, 1928.
440. (opposite page) Figure made of cut-out cardboard, c. 1920.
441. (opposite page) Promotional card, c. 1945.
23. FISK TIRES Y EL NIÑO SOMNOLIENTO

Time to Re-tire - Get a FISK

welcome...

as the sunshine after the rain

FISK
The BOY EVERYONE KNOWS

The Time-To-Re-tire Boy, the best known trade mark in the tire industry, is the familiar symbol of the enduring quality of Fisk Tires.

All the qualities that mean tire comfort and slow, even wear are built into Fisk “Fillerless” Cord Tires by original and exclusive features of construction.

Whether you want the utmost that a tire can give—mileage at the lowest cost—or initial price, we have the tire that meets your need.

Keep your money in your home trading center. Buy from your dealer who represents a company you know is reliable.


“FISK SAYS IT WITH MILEAGE”

FISK TIRES

FISK’S CHILDREN. The appearance and pose of the child in pajamas holding a tire and a candle became a popular reference, imitated in celebrations and carnival costumes. For example, the two portraits shown above are children of Fisk Rubber Co. agents in Victoria, Illinois and Sacramento, California, used in the form of cards for their business’s local advertising.

443. Family portrait, c. 1920.
HEAR THE
FISK
“TIME TO RE-TIRE”
BOYS
over
WEAF
and 36 Stations
Associated
with the
National
Broadcasting
Company

EVERY
MONDAY NIGHT
10:30
Eastern Standard Time
9:30
Central and Pacific Coast Time

Immediately following General Motors
Family Facts
Now the day is done,  
night has just begun.  
And the lamps are lighted one by one,  
safe behind each door.  
Children play no more,  
for the day-times work and play-time is over.  
Tiny heads are nodding, the soft firelights dies,  
casting shadows all about the room.  
Tiny feet are quiet and tired drooping eyes  
drowsily behold the coming gloom.  
Every night the sandman comes creeping all about,  
mother’s hands hold little ones so tightly.  
Firelights is fading and then slowly dies out,  
it’s time to retire so good night.

TIME FOR MUSIC.
The repertoire of the musical group  
Fisk Time to Re-Tire Boys featured the song  
It’s Time to Re-Tire, with lyrics by Raymond  
Knight and music by Will C. Perry, composed in  
1928. Above, the lyrics of this song are shown,  
obtained from the score reproduced on the left.

446. (opposite page) Cut-out cardboard  
display for establishments belonging  
to Fisk’s commercial network, 1928.  
447. Promotional postcard of the program  
broadcast by WEAF Radio, a member  
of the NBC and associated stations  
network, sponsored by Fisk, 1928.  
Illustration by Tony Sarg (1880-1942).  
448-450. Cover and interior of a Fisk  
musical score and detail of the mascot’s  
figure on the back cover, 1928.
PACKAGED IDENTITY.
The uniqueness of Fisk’s mascot played a key role in the process of identifying the manufacturer’s range of products. These were usually placed on shelves full of bottles, packages, boxes, metal containers and cans for automobile care and their tires of varying brands. The above image shows a set of containers with cleaning fluid, anti-rust for the bodywork, polishing wax and a repair kit with glue and patches for tires. The labels display the logotype, mascot and the motif of diagonal stripes used by the company in the mid-1940s. The image on the left dates back to approximately thirty years beforehand. The Fisk mascot leaves his tire behind and dedicates himself to offering the full range of repair products available in the Fisk Rubber Company’s 1917 catalogue.

452. Illustration from a full-page advertisement published in *Life* magazine, August 23, 1917.
23. FISK TIRES AND THE SLEEPY BOY

PRODUCT RANGE.
Apart from being the mascot for Fisk’s tires, the figure of the child was stamped on different items marketed by the manufacturer. These ranged from spark plugs to batteries, battery chargers, automobile headlights and rubber-filled golf balls.

454. Fisk golf balls, c. 1937.
455. Fisk brand battery, c. 1950.
456. Fisk brand spark plugs, c. 1945.
RIVERS OF INK. Ink blotting paper consists of quality printed paper sheets glued to a base of absorbent paper. They were used to absorb excess ink on texts written with a fountain pen and were attached to a knob with a convex base that allowed a back and forth movement on inked paper. The contraption was called a blotter and constituted a common desktop object in any home or office. Blotting paper was perfected around 1830; in 1872 the invention of endowing it with a smooth surface on one side was patented and by 1880, the massive manufacture of fountain pens caused its proliferation.

Its daily use made blotting paper an ideal inexpensive channel for advertising. As they were a product designed to be used and thrown away, they tended to be in poor condition and stained. The lifecycle of blotting paper ran parallel to that of writing with a fountain pen, inkwells and replacement pens. They maintained their hegemony until the implantation in the 1960s of the perfected ball point pens with calibrated tips, which were cheap and did not need any maintenance. Gone were the days of smeared ink ... and blotting paper cards.

HOME OF THE SMOKER.

From the continually utilized and discarded single-use matches, contained in boxes or cardboard match cases, to the long-lasting lighters and custom cigarette lighters, the different consumer accessories for cigarettes, cigars and pipes constituted an ideal advertising support to promote a certain brand. Ashtrays were durable elements, as many were made of materials resistant to heat and burns such as glass, ceramics or metal. Some simply adopted a circular shape imitating a tire and others turned out to be true sculptures, as the two examples shown here demonstrate with Fisk’s mascot in three-dimensional form.

464. Matchcover with Fisk Tire Service Inc. advertising on the back. Springfield, Massachusetts, c. 1940.
FOXES AND MICE. This short film narrates the escapades of Foxy the Fox on a difficult train ride, which actually turns out to be a nightmare that he awakens from in the end. Foxy and his girlfriend Roxy starred in three adventures during 1931 and were a direct copy of the successful Mickey Mouse and Minnie, created four years earlier by Walt Disney. In one of the scenes, the billboards that border the train tracks come to life. They are actually humorous reflections of real advertisements of the time: Narrow Collars refers to Arrow shirts, the Sniff Brothers suffering from a cold are the Smith Brothers, portrayed on the boxes of their throat lozenges, the lady in profile imitates the Old Dutch Cleanser’s mascot, and the pajama-clad teddy bear with his tire and a candle in “Risk Tires”...

466. Scenes from the short cartoon film Smile, Darn Ya, Smile! Produced by the Hugh Harman & Rudolf Ising studio (1931).
23. FISK TIRES AND THE SLEEPY BOY

STREET VANDALISM. Daffy Duck is responsible for the graffiti on the commercial posters that cover the walls throughout the big city. The victims are famous advertising characters to which a mustache is added. Elsie the Cow of Borden dairy products, one of the Campbell Soup boys and Nipper, the dog of RCA Victor’s phonographs and discs, accompany the Fisk tire boy in the list of victims. Captured by the policeman Porky the pig, the delinquent duck is brought to trial. There he promises before the judge that he will never again paint mustaches ... but rather beards!

The short film was directed by Robert “Bob” McKimson (1910-1977) in his first commission as director for the Warner series Looney Tunes. He replaced Frank Tashlin, who would begin his career as a director of real-life movies.

467. Scenes from the short cartoon film Daffy Doodles (1946).
THE NEW YORK SKYLINE. The zany comedy Love Happy (1949) by the Marx Brothers - the last film where Groucho, Harpo and Chico performed together with a first-time cameo role for the budding actress Marilyn Monroe - is a reflection of the popularity of Fisk’s mascot. The movie is full of gags devised by Frank Tashlin, a gifted comedy writer, who started as director and screenwriter for Warner Bros. animated short films, such as Looney Tunes. In a fast-paced finale, Harpo races along the rooftops of the city chased by hoodlums and dodges them hiding among the characters of the advertising signs dotting the New York skyline, such as the red Pegasus of “Mobil gas” or the penguin smoking “Kool” cigarettes. In a humorous gag, when climbing up a giant figure of the Fisk tire boy, Harpo blows out the candlelight and uses the darkness to flee. In the book Groucho by Hector Arce (1979), the author provides interesting information: “There wasn’t enough money to complete the film, so the producers approached different companies for investment in return for advertising in the movie. The ones who invested got their names on billboards on the rooftops. This marked the first time ‘product placement’ was used on a film. (Note: Many of the investors wouldn’t contribute until Groucho was secured for the film.)”
GUEST OF HONOR.
In 1957, the famous humorous publication MAD magazine published a colorful illustration commemorating its fifth anniversary. At the crowded birthday party that was portrayed, the magazine’s mascot—the character of Alfred Newman—presided over the table next to the cake, surrounded by many of the most famous advertising characters in the U.S. market. Among them was the Fisk Rubber Company mascot, on the left side of composition near Santa Claus, the canned vegetables’ Green Giant and the greyhound of Greyhound buses. He was depicted lighting the scene with his candle as a sign of his popularity.

471. Unfolded front and back covers and detail of the Fisk tire boy in MAD magazine, October 1957. Art by Norman Theodore Mingo.
ADORABLE MASCOTS. In the inside pages of MAD magazine’s commemorative issue, screenwriter Gary Belkin and the brilliant cartoonist Wallace Wood proposed a humorous visit to the fictional Museum of Madison Avenue. New York City’s Madison Avenue was where the offices of the most important advertising agencies in the country were concentrated—it was the temple of advertising. The staircase steps leading to the museum entrance contained famous slogans and were flanked by statues representing a selection of the most famous mascots. On the right, from front to back, we can recognize Nipper the RCA-His Master Voice dog mascot; the Speedy child-pill of Alka-Seltzer antacid; the London guardian of Beefeater gin; a crow wearing spectacles and a top hat of Old Crow whiskey; and Mr. Peanut, Planters’ humanized peanut. Above, on a second level, the following mascots are depicted: the Green Giant of peas and canned vegetables; the cleansing genius Mr. Clean; Dewar’s White Label whiskey piper; and the Fisk tire boy carrying his tire on his shoulder and with his characteristic yawn. At the end, inside the temple, an enormous statue of Psyche is featured, the winged nymph mascot of White Rock mineral water.

TIME TO ENLIST. *PS Magazine, The Preventive Maintenance Monthly,* is a magazine created by the U.S. Army to instruct troops and resolve soldiers’ doubts in the handling of military technology. Since its first issue, published in 1951, and until 1971, its artistic director was the master of comics Will Eisner. The cartoon on the right was part of a special issue in 1954 dedicated to the maintenance and care of military vehicle tires. It makes a reference to the figure of Fisk’s mascot, with a tire slung on the military character’s shoulder and the characteristic yawn. The above image shows the magazine’s September 1975 cover. It reflects an ironic tribute to Fisk’s slogan and their child mascot, in this case replaced by a provocative young woman in a nightgown, spied on by soldiers.

473. Cover of *PS Magazine,* September 1975. Illustrated by Murphy Anderson.

BAD VIBES IN THE WHITE HOUSE. In the above image, the illustrator and caricaturist Joseph Anthony Smith (Bellefonte, Pennsylvania, 1936) portrayed President Richard Nixon in this manner at the time that the Watergate scandal was unfolding. The patched tire, losing air as it deflated, and the extinguished candle, portrayed his loss of popularity and announced the end of his administration. The original image, provided directly by the author to illustrate these pages, also appeared reproduced in a small size in his book on artistic techniques The Pen and Ink Book: Materials and Techniques for Today’s Artist, New York, Watson-Guptill Publications, 1992.

The demand for Fisk tires is world wide

THE MULTILINGUAL CHILD. Fisk products were known beyond U.S. borders, especially the tire range intended for freight and transport vehicles such as trucks and buses. In 1929 Fisk tires could be found in more than 15 countries, with commercial branch offices and in some countries, even having exclusive agreements for in-house production. These included Great Britain, Sweden, Belgium, Holland, Germany, Switzerland, Spain, South Africa, India, Singapore, the Philippines, Argentina, Cuba, Brazil and Mexico.

476. (opposite page) Advertisement published in the American specialized sector magazine Automobile Topics, February 2, 1918.
THE FISK BOY’S BEST FRIEND (APART FROM TIRES).

This page presents three examples of advertisements for different international markets—Finland, Indonesia and Singapore—managed through Fisk’s export division, The Fisk Tire Export Co. in New York. In this case the illustrations employ the figure of a dog that accompanies the mascot, with the pet symbolizing security, protection and fidelity. However, the canine also serves as a metaphor of the non-skid treads’ good road performance; it adheres to the road as firmly as the bite of an animal who subjects his prey.


480. On the right, an advertising module for tires imported by Schnitzler & Co., a Fisk agency in Jakarta, published in an Indonesian newspaper, October 12, 1927.

481. Illustration of an advertising module inserted by The Fisk Tire Export Company in the Singapore newspaper The Straits Times, June 15, 1927. This drawing had previously been published in the U.S. press.
The images on this page represent different enameled metal plates identifying Fisk commercial network establishments in their European export markets, specifically the Nordic countries. The roots of Fisk’s presence in countries such as Denmark are traced back to the situation when Nordic countries were subject to blockades during the First World War, when they could no longer be supplied by German manufacturers—such as Continental—and British—mainly Dunlop—manufacturers. As such, they initiated contacts with Italian import agencies—Pirelli—as well as with Americans. The Danish company Fisk Automobilgummi A/S was established in 1927 to distribute the tires of the American manufacturer.

484. Horizontal enamel sign (solid yellow background), 142 x 53 cm, 1930.
485. Vertical enamel sign (solid yellow background), 48 x 69 cm, 1930.
THE BRAND IN DENMARK. The above images present four examples of the type of advertisements published between 1928 and 1931 in Danish press by the Fisk Automobilgummi A/S from København, Denmark. In the 1930 and 1931 campaigns the active use of the mascot as a smiling child wearing two-piece pajamas was utilized. This version was what was employed for that moment in time, but was not maintained for long.

488-491. Full-page advertisements published in Danish press, July 1928; April 1930; April and July 1931.
¡Salud reyes de Bélgica!

FISK
el rey de los neumáticos
os dá la bienvenida!

AGENTE GENERAL EN ESPAÑA

S. VIVER
Goya, 73, Madrid.
Provenza, 290, Barcelona.
23. FISK TIRES AND THE SLEEPY BOY

Fisk tires had a noteworthy presence in the Spanish market, especially during the decade of the twenties. In 1917 they were already distributed by F. Casadellà, from Barcelona; in 1922 the general representative for Spain was J. Viver, with branch offices in Madrid, Barcelona and Melilla. In 1929, supported by important advertising dissemination in nationally distributed newspapers and magazines, the launch of the Compañía Española del Neumático Fisk, S. A. was advertised, with headquarters in Madrid and a branch in Barcelona.

The above image presents the contest organized by this subsidiary to select the Spanish child who would represent the mascot in promotional events. Eligible participants included “all blond Spanish children, between the age of five and seven, who had the most engaging smile.”


494. Cover of the tariff brochure for M. Odriozola e Hijos, an official Fisk distributor in San Sebastián, the Basque Country. July 1, 1929.