

Little man, *what's new?*



TIME TO RE-TIRE
"GET A FISK"
Trade Mark Reg. U. S. Pat. Off.

The true measure of greatness lies not in the production of much for little . . . nor in merely doing well what others have already accomplished. Fisk subscribes to the simple belief that greatness lies in *discovery* . . . in pioneering for the better service and greater safety of humanity. For 39 years Fisk Tires have consistently reflected this advance of thought . . . advance of achievement . . . and, today, under a progressive and experienced new management Fisk again assumes leadership with an important improvement that offsets one of the hazards of modern speeds . . . *Plus-Protection in the Blow-Out Zone*. The need for such protection, and the fundamental soundness of the way in which Fisk is meeting that need, are evidenced by the fact that since November 1st many hundreds of important tire dealers have signed up as members of the Fisk distributing organization.

THE FISK TIRE COMPANY, INC., CHICOPEE FALLS, MASSACHUSETTS

Fisk has developed new manufacturing processes that make it possible to reduce the blow-out hazard. Fisk Tires provide *PLUS-Protection* where you need it most . . . in the Blow-Out Zone. Not only do they contain more cord fabric than other tires, but in addition it is a special Anti-Friction Cord fabric without cross-threads to chafe and set up internal heat as in most tires. This special fabric, plus the Fisk method of tying in the bead, makes possible a larger and more limber flexing area. Heat generated by the hinging action in the sidewall of the tires is thus minimized. At 40 miles per hour a Fisk runs 15% cooler by actual tests.



FISK
PLUS - Protection
IN THE BLOW-OUT ZONE

BACK TO THE FUTURE. 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.

307. Full-page advertisement published in an unidentified magazine, 1937.

Always...
LITTLE MAN
someone must
show the way

TIME TO RE-TIRE—"GET A FISK" Trademark Reg. U.S. Pat. Off.

Always . . . there must be a pioneer; someone with the brain and brawn and means and courage to adventure ahead of the crowd. Since 1898 Fisk has surely, consistently blazed the trail toward safer, more economical motor transportation. That this assertion is no idle claim is proved by the hundreds of United States Patents granted to or owned by Fisk; each representing a distinct improvement in materials, methods or processes. The latest, and perhaps the greatest, Fisk Tire innovation is a combination of new patented manufacturing processes which definitely give today's motorists *PLUS-Protection* where they need it most . . . *in the Blow-Out Zone.*

THE FISK TIRE COMPANY, INC., CHICOPEE FALLS, MASSACHUSETTS

Fisk Tires contain more cord fabric than other tires—a special Anti-Friction Cord fabric without cross-threads to chafe and set up internal heat. This special fabric, plus the Fisk method of construction, produces a more flexible tire. Heat generated by the usual "hinging" action in tire sidewalls is reduced. Tests prove Fisk Tires run 15% cooler at 40 miles per hour. When it's Time to Re-Tire, protect yourself by demanding PLUS-Protection in the Blow-Out Zone—Get a FISK.

FISK
PLUS - Protection
IN THE BLOW-OUT ZONE

SEEHAUSEN

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.

308. Full-page advertisement published in *Life* magazine, April 26. Signed by Seehausen.

"I WOULDN'T HAVE HER JOB.. Not for a Million Dollars"



Of course you wouldn't, but it's brought to your attention... for this week this little lady has no fear with the phenomenon of these lion handlinging chair legs.

Every day, however, you will encounter thousands of other motorists who do not... 50 and 60 miles an hour... FISK TYRES plus protection when you need it most... in the blow-out zone.

The new Fisk Tire give you this in-sizable PLUS-PROTECTION at no extra cost. With a special Anti-Friction Card fabric in every ply... plus the Fisk patented method of construction, Fisk is a more flexible tire. Manufacturer's greater envelop-generated by the usual "binging" action in tire sidewalls, is greatly reduced. In actual tests three built of Fisk Anti-Friction Card run 15% cooler at 40 miles per hour than tires containing the conventional cord fabric with cross-threads.

Why worry about what you can have PLUS-PROTECTION in the Blow-Out Zone... offered exclusively by Fisk... for the same price!

THE FISK TIRE COMPANY, INC., CHICAGO, ILL., U.S.A.



PLUS-PROTECTION IN THE BLOW-OUT ZONE

41 STORIES IN THE AIR... Yet Safe!



One random step, and in a split-second this man would have plunged to destruction... but for the protective harness which keeps him safe.

Maintaining building at 40-stories over 30-miles per hour are in the greatest danger than a window washer with his safety belt... when they climb on ungodly stairs.

Fisk Tire give you PLUS-PROTECTION. The new Fisk patented manufacturing process reduces the blow-out hazard by giving you extra protection when you need it most... in the Blow-Out Zone. The only do Fisk Tire contain more cord fabric than other tires, but it is a special Anti-Friction Card fabric, without cross-threads to chafe and set up internal heat.

This special fabric, plus the Fisk method of construction, makes possible a more flexible tire. That generated by the usual "binging" action in the sidewalls is minimized. Tests prove Fisk Tire run 15% cooler at 40 miles per hour.

When it's Time to Be Tired, protect yourself by demanding PLUS-PROTECTION in the Blow-Out Zone... Get a FISK.

THE FISK TIRE COMPANY, INC., CHICAGO, ILL., U.S.A.



PLUS-PROTECTION IN THE BLOW-OUT ZONE

THE CROWD Gasps!



... But she knows THE NET WILL PROTECT HER

Thousands of thrill-seeking spectators think this talented young lady is in great peril... never realizing that when they are driving over 50 to 60 miles an hour an ordinary tire they are exposed constantly to much greater danger.

The driver enables him maintain control of a car run to heat as a result of a blow-out, or has frightened most by the consequences even at 40 miles an hour.

The new Fisk patented manufacturing process give you PLUS-PROTECTION when you need it most... in the Blow-out zone. Fisk Tire contain more cord fabric—a special Anti-Friction Card fabric, without cross-threads in chafe and set up internal heat.

This special fabric, plus the Fisk method of construction, produces a more flexible tire. That generated by the usual "binging" action in the sidewalls is minimized. Tests prove Fisk Tire run 15% cooler at 40 miles per hour.

When it's Time to Be Tired, protect yourself by demanding PLUS-PROTECTION in the Blow-Out Zone... Get a FISK.

THE FISK TIRE COMPANY, INC., CHICAGO, ILL., U.S.A.



PLUS-PROTECTION IN THE BLOW-OUT ZONE

PLUS-PROTECTION PLANNED SAFEGUARDS PREVENT DISASTER...



That's why fencers wear masks... why industrial laws require safety equipment for workers... why careful motorists demand tires that are super-safe at their greatest point of danger—in the Blow-out zone.

Fisk Tire give you this trustworthy PLUS-PROTECTION at no extra cost. With Fisk Anti-Friction Card fabric in every ply... plus the Fisk patented method of construction, Fisk is a more flexible tire.

Manufacturer's greater envelop-generated by the usual "binging" action in tire sidewalls, is greatly reduced. Actual tests prove that tires built with Fisk Anti-Friction Card run 15% cooler at 40 miles per hour than tires containing the conventional cord fabric with cross-threads.

Don't invite blow-outs when you can have PLUS-PROTECTION in the Blow-Out Zone... offered exclusively by Fisk... for the same price.

THE FISK TIRE COMPANY, INC., CHICAGO, ILL., U.S.A.



PLUS-PROTECTION IN THE BLOW-OUT ZONE

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.

309-312. Full-page advertisements published in *Life* magazine, March 1 and 29, and May 24. Signed by Seehausen.

Perching on Death's Shoulders

ON the street for below crowd gaze in excitement and amazement... "but for one cheap, making a "long chance" in all its other... Hundreds of spectators, who in a wild thrill leaning up and down their backs as they watched, knew since thoughts of the but more dangerous chances than death... like daily in driving on tires without plus protection.

No detail is spared in this car when it skids or when a tire blows. Beyond any tire you have known the Fisk SAFTEFLIGHT tire gives you protection in the Skid Zone and in the Blow-Out Zone. Its tread is composed of hundreds of individual, flexible and expanding cleats which multiply automatically locking power and traction. This revolutionary tread stops your car faster than you ever dreamed of stopping. Fisk "Anti-Friction" Cord fibers in every ply and Fisk patented methods of construction give you following "PLUS-Protection in the Blow-Out Zone."

Go to the Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer... why no more new car buyers are neglecting safety equipment save with Fisk SAFTEFLIGHT tire, when for free booklet K.

THE FISK TIRE CO., Inc.
Chicopee Falls, Mass.

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FISK SAFTE-FLIGHT
Plus Protection in the "Long Chance"

FISK

PLUS Protection IN THE SKID ZONE ** PLUS Protection IN THE BLOW-OUT ZONE

YOU may be taking even LONGER CHANCES

DEEVYUNG DEATH... taking a "long chance" in the partial timing of two planes as well as himself... this thing some other might... Taking long chances is too foolish, but thousands of motorists take much greater chances... and that's your motive... by driving on tires which do not give them the protection they need.

When you see this, see a new theory, see the complete solution. In a split second, the life of yourself and the future of your family may be altered beyond all conception. That's why the safe choice is so vitally important.

The Fisk SAFTEFLIGHT Tire... unlike any other tire ever built... gives you protection in the Skid Zone when you need it most in the Skid Zone and in the Blow-Out Zone.

Go to your Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer... why Fisk SAFTEFLIGHT is replacing factory-equipment tires on so many new cars.

THE FISK TIRE CO., Inc., Chicopee Falls, Mass.
Copyright 1937, The Fisk Tire Co., Inc.

FISK SAFTE-FLIGHT
Plus Protection in the "Long Chance"

FISK

PLUS Protection IN THE SKID ZONE ** PLUS Protection IN THE BLOW-OUT ZONE

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.

STEEL NERVES ... and Knives

FACING a barrage of steel knives takes courage... but the girl knows her danger and consciously takes the "long chance" of serious injury.

Motorists take just as long chances on deadly skids and blow-outs unconsciously... every instant they are driving.

The Fisk SAFTEFLIGHT Tire... to a greater degree than any other tire ever built... gives you protection where you need it most: in the Skid Zone and in the Blow-Out Zone. Its tread is composed of hundreds of individual, flexible and expanding cleats which stop your car faster than you ever dreamed of stopping. Its carcass is built of the famous Fisk "Anti-Friction" Cord, with all the features that give every Fisk tire "PLUS-Protection in the Blow-Out Zone."

Go to the Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer... why Fisk SAFTEFLIGHT is replacing factory-equipment tires on so many new cars. Or, write for free booklet M.

THE FISK TIRE CO., Inc., Chicopee Falls, Mass.
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FISK

PLUS Protection IN THE SKID ZONE ** PLUS Protection IN THE BLOW-OUT ZONE

TIME TO RE-TIRE
GET A FISK



MILEAGE AT YOUR PRICE

Safety at every price

The Price You Pay Measures the Service You Get

ALL FISK MILEAGE IS SAFE MILEAGE—Regardless of the Fisk Tire that you choose from this group, you have definite assurance that it will deliver mileage in accordance with the price you pay for it . . . that you will get your full money's worth in service PLUS unmatched safety factors which have made Fisk Tires the choice of thinking motorists throughout America.

Before you buy any tires . . . See Your Fisk Dealer

THE FISK TIRE COMPANY, Inc., Chicopee Falls, Mass.
Manufacturers, also, of Fisk Truck and Bus Tires

SAFTI-FLIGHT—“America’s Safest Tire”
—This is the best tire that Fisk knows how to build . . . both in its internal construction and in its incomparable safety tread. It costs more to make than ordinary tires, and is classed as a Deluxe Tire . . . but it actually sells for very little more than first line tires of conventional tread construction.

AIR-FLIGHT—This is one of the best . . . if not actually THE best . . . conventional tread tires built today. It differs from Safi-Flight only in its tread, which costs less to manufacture . . . so that Air-Flight costs you less money.

AIR-FLIGHT A-5—Sturdy, well-made, dependable . . . made to sell at a moderate price. Size for size, it contains more cord than similar grade tires made by other manufacturers. It is a little less expensive to build than Air-Flight, and costs you less for this reason.

FISK “75”—A better tire for the money than competition offers at the same price . . . but if you want very lowest possible first cost we recommend the Windsor. This tire is called the “75” because it costs you 75% as much as the Air-Flight.

WINDSOR—Built for the car owner who wants



FISK

KID ZONE * * PLUS-PROTECTION IN THE BLOW-OUT ZONE



Be sure your tires are as good as your new car!

Safti-Flight
“AMERICA’S SAFEST TIRE”

FISK

PLUS-PROTECTION IN THE SKID ZONE * * PLUS-PROTECTION IN THE BLOW-OUT ZONE

THE FISK TIRE COMPANY, Inc., Chicopee Falls, Mass.

A CHILD WITH NEW TIRES.

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.

317. Full-page advertisement published in *Time* magazine, November 14, 1938.

**Will she AWAKE
..... in time?**

The events of this sleepwalker, averaged from her family's vigilances, is no greater than that of the driver who in a sudden emergency finds his tires unable to stop his car. More and more drivers are learning the absolute dependability of Fisk Safti-Flight tires in taking curves and in making safe, sure, straight-line stops on even the wettest pavement.

The white crisscross which you see are inserts of soft but very tough rubber, which extend below the ribs. Their purpose is to make the tread flexible and thus to increase its stopping and steering efficiency. While the ribs actually are continuous, without break or cut, the effect of the gum inserts is to divide the tread into hundreds of deep, flexible blocks.

THE FISK TIRE CO., INC.
CHICAGO FALLS, MINN.
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FISK

PLUS Protection in the SKID ZONE • PLUS Protection in the BLOW-OUT ZONE

**SHE HAS
A CHANCE**

The white crisscross which you see are inserts of soft but very tough rubber, which extend below the ribs. Their purpose is to make the tread flexible and thus to increase its stopping and steering efficiency. While the ribs actually are continuous, without break or cut, the effect of the gum inserts is to divide the tread into hundreds of deep, flexible blocks.

FOR motorist below, when fireman will catch this motorist-stricken girl.... But the most careful driver has no such escape when his car goes suddenly out of control on a wet, slippery road. For the instant protection against skidding yet discovered, use Fisk Safti-Flight on all four wheels. Safti-Flight has hundreds of flexible "breaking blocks" that stop your car faster... in a straight line... than you have ever believed possible.

THE FISK TIRE CO., INC., Chicago Falls, Minn.
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FISK

PLUS Protection in the SKID ZONE • PLUS Protection in the BLOW-OUT ZONE

**Daring
FATE
.....daily**

The skill of this man enables him to dive safely from a dizzy height into a tiny, shallow pool... but the motorist, regardless of his skill, is helpless in "split-second" emergencies when his car skids or a tire blows out. Driving hazards, particularly on wet, slippery pavement, can be minimized by equipping your car with Fisk Safti-Flights—"America's Safest Tires"—all around. See the nearest Fisk dealer for proof.

THE FISK TIRE COMPANY, INC.
CHICAGO FALLS, MINN.

GET A FISK
without break or cut, the effect of the gum inserts is to divide the tread into hundreds of deep, flexible blocks.

FISK

PLUS Protection in the SKID ZONE • PLUS Protection in the BLOW-OUT ZONE

FREE FALL. The advertising campaign started in 1937 continued in 1938 and 1939, portraying the mascot holding the Fisk Safti-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.
- 319.** Vertical advertising module published in *The Saturday Evening Post*, May 13, 1939.
- 320.** Vertical advertising module published in *Collier's* magazine, July 1, 1939.
- 321.** Full-page advertisement published in *The Saturday Evening Post*, May 27, 1939.

**DIVING
INTO SPACE**

SOARING headlike through the air is a dangerous stunt, even with a parachute to ease you down. But the driver who drives on wet, slippery pavement without tires that will hold when he has no brakes suddenly is taking chances about as great. Whether the road be wet or dry, Fisk Safti-Flight tires, with their unique, flexible, gum insert tread will stop your car in an amazingly short distance—and in a safe straight line.

THE FISK TIRE CO., INC.
CHICAGO FALLS, MINN.

FISK

PLUS Protection in the SKID ZONE • PLUS Protection in the BLOW-OUT ZONE

Announcing THE NEW FISK SAFTI-FLIGHT WITH THE
Safety Stripe Tread

LEADER OF A GREAT NEW LINE OF FISK TIRES

TIME TO RE-TIRE
GET A FISK!

HERE, brief, clear, complete is the new tire story that's stopping the buyers, the sales and tire makers right in their tracks. It's the fact-by-fact account, the up-to-the-minute biography of the new Fisk Safti-Flight tire with the Safety-Stripe Tread!

In the laboratory of the world's greatest producer of rubber, this new tire was born. Here, in 1940, day after day and night after night, Fisk tires were galvanized, baked, crushed, tortured, run to death in a series of exhaustive tire tests unsurpassed in tire making history. And in this inferno of blistered rubber and broken rods, a newer, safer, longer mileage tire was wrought and finished.

We gave this tire a new blood-raising body. Man-

releasing, pre-stretched cotton cords were reinforced and self-sealed in pure latex. Ply on ply, from head to broken strip, we built a new carcass more immune to blowouts due to heat and impact.

We gave this tire a new longer-riding tread. To the tougher, more flexible body of the masterpiece taking shape under our hands we bonded a denser, longer-wearing, and quick-shedding tread of specially compounded rubber that would give us more road-kick mileage.

We made this Fisk Safti-Flight tire with the Safety-Stripe Tread the leader in quick stops, in long mileage, in greater blowout protection...setting the standard for performance, setting the style for beauty.

Time to Re-tire
GET A FISK

STOP! Treads of soft white rubber rather than the harder, blacker of most tires in the market, the Safety-Stripe Tread, as you step on the tread, will mold itself to the road surface. This means that you'll have more grip and traction, and that you'll be able to stop more quickly and safely.

LOOK! To Fisk for protection against the blowout heat, you'll control the untold risk of the untold risk of a blowout. Here's why: The Fisk Safti-Flight tire has the full air-retaining capacity of all tires. The rubber-cord structure of each tread block absorbs and holds the impact of a blowout. The blowout of other tires is a slow-motion death.

LISTEN! You'll hear no more from the blowout. In fact, you'll control the untold risk of the untold risk of a blowout. Here's why: The Fisk Safti-Flight tire has the full air-retaining capacity of all tires. The rubber-cord structure of each tread block absorbs and holds the impact of a blowout. The blowout of other tires is a slow-motion death.

FISK TIRES, CHRYSLER FLEET, BUA, & DIVISION OF UNITED STATES RUBBER COMPANY

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.

322. Double-page color advertisement published in the magazine *The Saturday Evening Post*, April 5, 1941.

323. Full-page advertisement published in *Life* magazine, July 14, 1941.

324. Full-page advertisement published in *The Saturday Evening Post*, July 19, 1941.

Striped
for Safety

Be the highway safety man. Your car is the only one that can stop on a wet road. The Safety-Stripe Tread, as you step on the tread, will mold itself to the road surface. This means that you'll have more grip and traction, and that you'll be able to stop more quickly and safely.

LOOK! To Fisk for protection against the blowout heat, you'll control the untold risk of the untold risk of a blowout. Here's why: The Fisk Safti-Flight tire has the full air-retaining capacity of all tires. The rubber-cord structure of each tread block absorbs and holds the impact of a blowout. The blowout of other tires is a slow-motion death.

LISTEN! You'll hear no more from the blowout. In fact, you'll control the untold risk of the untold risk of a blowout. Here's why: The Fisk Safti-Flight tire has the full air-retaining capacity of all tires. The rubber-cord structure of each tread block absorbs and holds the impact of a blowout. The blowout of other tires is a slow-motion death.

TIME TO RE-TIRE
"GET A FISK!"

TIME TO RE-TIRE
"GET A FISK!"

The New FISK SAFTI-FLIGHT

FISK TIRES, CHRYSLER FLEET, BUA, & DIVISION OF UNITED STATES RUBBER COMPANY

Stripes
in Action

Be the highway safety man. Your car is the only one that can stop on a wet road. The Safety-Stripe Tread, as you step on the tread, will mold itself to the road surface. This means that you'll have more grip and traction, and that you'll be able to stop more quickly and safely.

LOOK! To Fisk for protection against the blowout heat, you'll control the untold risk of the untold risk of a blowout. Here's why: The Fisk Safti-Flight tire has the full air-retaining capacity of all tires. The rubber-cord structure of each tread block absorbs and holds the impact of a blowout. The blowout of other tires is a slow-motion death.

LISTEN! You'll hear no more from the blowout. In fact, you'll control the untold risk of the untold risk of a blowout. Here's why: The Fisk Safti-Flight tire has the full air-retaining capacity of all tires. The rubber-cord structure of each tread block absorbs and holds the impact of a blowout. The blowout of other tires is a slow-motion death.

TIME TO RE-TIRE
"GET A FISK!"

TIME TO RE-TIRE
"GET A FISK!"

The New FISK SAFTI-FLIGHT

FISK TIRES, CHRYSLER FLEET, BUA, & DIVISION OF UNITED STATES RUBBER COMPANY

A New Star in Stripes

JOAN LESLIE
SERGEANT YORK
 "The most beautiful girl in the world"
 "The most beautiful girl in the world"



ACTION! These stripes of safety and performance...
SOUL TIE! It's the only tie that...
COMFORT! When on Broadway...
GRIP! Back of the main ribs...
HEAT PROTECTION! Double heat...
A SMOOTH, FLOATING SOLE! The...
LOOK FOR THE SAFETY STRIPE TREAD

The New FISK SAFTI-FLIGHT
 FISK TIRES, GROUPEX FALLS, MASS. • DIVISION OF UNITED STATES RUBBER COMPANY

Safest under the Sun

TIRES DON'T SUNBURN, THEY HEATBURN!
 It's heat that "burns up" rubber...
GRIP! Back of the main ribs...
HEAT PROTECTION! Double heat...
A SMOOTH, FLOATING SOLE! The...
LOOK FOR THE SAFETY STRIPE TREAD

The New FISK SAFTI-FLIGHT
 FISK TIRES, GROUPEX FALLS, MASS. • DIVISION OF UNITED STATES RUBBER COMPANY

Safe Hit

IN "FLASH" GORDON
 "The most beautiful player in the world"



"SAFE" FROM BLOWBOTS!
"QUICK STOPS" IN TIME!
"A LONG BOW" FOR YOUR MONEY!
LOOK FOR THE SAFETY STRIPE TREAD

The New FISK SAFTI-FLIGHT
 FISK TIRES, GROUPEX FALLS, MASS. • DIVISION OF UNITED STATES RUBBER COMPANY

Striped for Action

SUREFOOTED and lanky as a star ball-courier
LOOK FOR THE SAFETY STRIPE TREAD
TIME TO RE-TIRE

FISK SAFTI-FLIGHT
 FISK TIRES, GROUPEX FALLS, MASS. • DIVISION OF UNITED STATES RUBBER COMPANY

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.

LOOK FOR THE SAFETY-STRIPE TREAD

Salute to Safety

The NEW FISK SAFTI-FLIGHT

TIME TO RE-TIRE
"GET A FISK"
See Your Tyrol Dealer

Salute to Safety

THREE BIG GUNS! Not one or two, but three big guns in each turret! That's what the U. S. Navy's battleships rely on for safety. And for your safety's sake each Fisk Safti-Flight tire with its Safety-Stripe tread has not one, or two, but *three big safety features*: a quicker-stopping, non-skid tread; a tougher, heat-resisting carcass; a smooth-riding, cushioned ride that gives you more safe miles!

ANCHOR GRIP! While other tread patterns are shallow, the full depth of the Fisk Safti-Flight tread is 3/32 of an inch. This is the reason for its superior grip. It's the reason for its superior grip. It's the reason for its superior grip.

EXTRA PROTECTION against damage and tire wear. The Fisk Safti-Flight tread is made of a special rubber compound which is built to last longer in your tires. The Safti-Flight tread is made of a special rubber compound which is built to last longer in your tires.

QUIET FLIGHT! You'll love the way this tire, and here's why! The Fisk Safti-Flight tread has the full air-cushioning effect of a tire. The independent spring action of each tread block absorbs road bumps instead of transmitting them along the road! And it's this feature of quiet that lets you get the most out of your miles.

LOOK FOR THE SAFETY-STRIPE TREAD

The New FISK SAFTI-FLIGHT

FISK TIRES, CHICKSEE FALLS, MASS. • DIVISION OF UNITED STATES RUBBER COMPANY

SALUTE TO SAFETY.

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.

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.

Fisk tire dealers have accepted their responsibility to help keep the wheels of trucks and automobiles going on necessary work with their "Fisk Tire Saving Service Plan" to prolong the life of tires.

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.

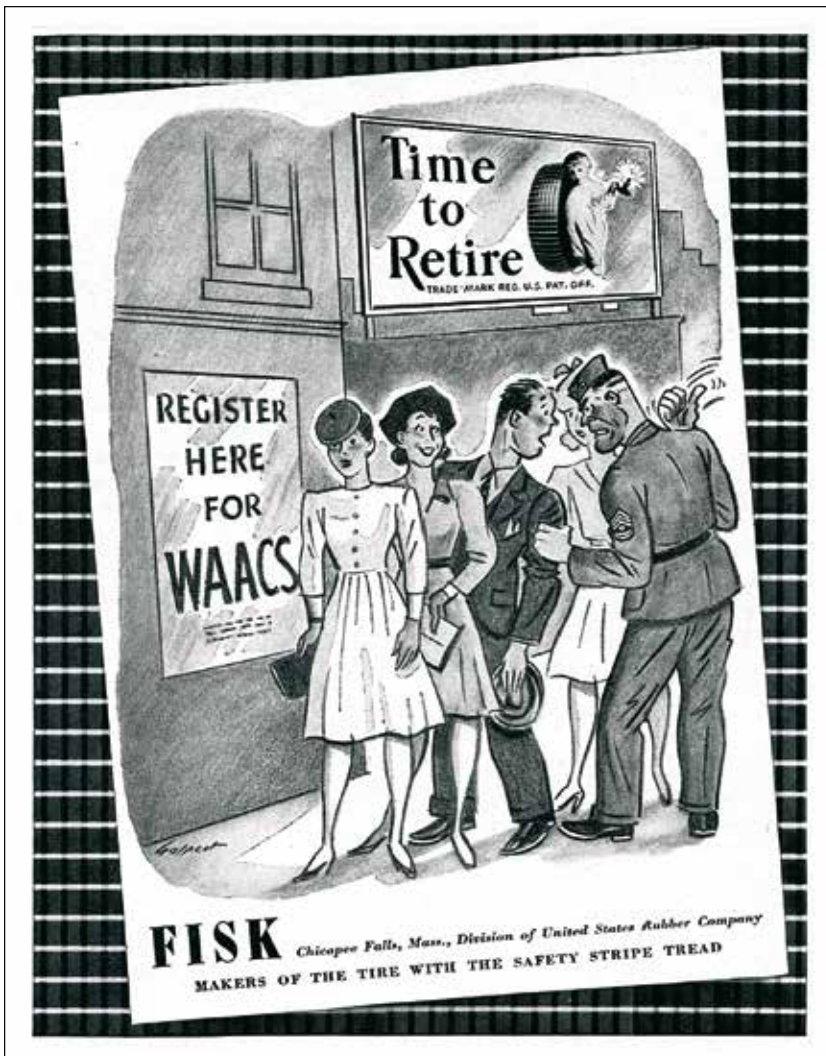
FISK

AMPLE STOCKS OF NEW FISK TIRES ARE AVAILABLE FOR CERTIFICATE HOLDERS AT ALL FISK DEALERS

FISK TIRES, CHICOPEE FALLS, MASS. • Division of UNITED STATES RUBBER COMPANY

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 everything that is not essential for 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.

333. Advertising module published in *The Saturday Evening Post*, August 29, 1942.

334. Advertising module published in an unidentified magazine, August 29, 1942.

In The Service

Up they go in their country's service—the fighting men of the Army Air Corps. Daytime or dark, fair weather or foul, they fly the battlefronts of the world.

Your Fisk Tire Dealer is "in the service" of keeping essential cars rolling. Wherever you see the sign of the Fisk Boy, America's best loved trade-mark, you will find a friendly, experienced Fisk Tire Dealer whose business it is to serve you.

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

In The Service

Watchful eyes search the sea for the first telltale trace of a "tin fish." The officers and men of the United States Navy are writing another gallant chapter in their country's history—and in the words of John Paul Jones, they "have not yet begun to fight."

The watchful eyes of your Fisk Dealer may save you many, many miles of tire service that might otherwise be lost. Wherever you see the sign of the Fisk Boy—America's best loved trade-mark, you will find a friendly, experienced Fisk Tire Dealer whose business it is to serve you.

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

In The Service

"The Marines have landed and have the situation well in hand." Whether in the scattered jungles of Guadalcanal or against Hitler's "Fortress Europa" when the Marines have landed, Americans know they will do their job. Your Fisk Tire Dealer has the tire "situation well in hand." With the skill of an expert he can help you get every last mile of service from your tires. Wherever you see the sign of the Fisk Boy, America's best loved trade-mark, you will find a friendly, experienced Fisk tire dealer whose business it is to serve you.

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

In The Service

"Man your ship!" are words that mean action to the men who fly the Navy's planes. Midway, the Coral Sea, the Aleutians prove that those gallant Navy fliers "know their stuff" when the command is given and their fighters zoom up from the flight deck.

Your Fisk Dealer "knows his stuff," too... knows how to keep your tires and battery "ship-shape." With winter ahead, they need his expert care. Wherever you see the sign of the Fisk Boy, America's best loved trade-mark, you will find a friendly, experienced Fisk Tire Dealer whose business it is to serve you.

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

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.

In The Service

In the service of their country, the WAAC's have stepped up smartly to the man-sized job they have to do. There's a thrill in every American heart when the WAAC's go marching by.

Your Fisk Tire Dealer has stepped "into the service" of American car owners—helping them get every last mile of service from their tires. Whenever you see the sign of the Fisk Boy, America's best loved trade-mark, you will find a friendly, experienced Fisk Tire Dealer whose business it is to serve you.

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

In The Service

SP4H stands not only for the alert precision-trained women of the United States Coast Guard—but for "Semper Paratus—Always Ready," the motto of the Coast Guard—men and women.

Your Fisk dealer stands "always ready" to look after your tires, to help you squeeze out more miles from your old ones, to help supply you with new tires. Whenever you see the sign of the Fisk Boy—America's best loved trade-mark, you will find a friendly, experienced Fisk Tire Dealer whose business it is to serve you.

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

In The Service

"Be a Marine—Free a Marine to Fight" is the fighting slogan of the United States Marine Corps Women's Reserve. It stands with "Semper Paratus" as a challenge and a promise that a Marine is "always faithful."

Always faithful, too, is your Fisk Tire Dealer—ready and able faithfully to guard the service life of your tires. Whenever you see the sign of the famous Fisk Boy, America's best loved trade-mark, you will find a friendly, experienced Fisk Tire Dealer whose business it is to serve you.

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

In The Service

".... and I'm so glad you're better and that things are pleasant for you at the hospital. Be sure to do what they tell you, and you'll be back with your 'cutie' that much quicker. Write again soon."

MOTHER

"P.S. Your nurse must be wonderful! Tell her how much I appreciate what she is doing for you ... and all the others."

THE ARMY NEEDS NURSES

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread

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.



**"He may be over 38
but he's I-A with me!"**

"And I'm choosy about tires. I'm 'papa to a jeep' now, but back in the days I drove my own car the Fisk Boy was my buy sign every time."

Today new tires are scarce. Only a fortunate few of the thousands who look to Fisk for the best in tires are eligible for new Fisks.

But that doesn't mean the Fisk Boy can't help you. Your tires must be kept running until the last mile of service has been used up. The sound way to do that—and do it without wasting rubber or causing you a lot of grief—is to get the help and advice of an experienced tire man. Have your tires checked regularly by the friendly tire dealer identified by the Fisk Boy. Helping get most miles from your tires—that's his business.

And he's good at it.

FISK TIRES
Division of United States Rubber Company
CHICOPEE FALLS, MASSACHUSETTS

Makers of the famous Safety Stripe tread



TIME TO RE-TIRE
Ave. E. 2,
Pvt. 507.



**"I learned about tires
from him!"**

"Yes, I've driven a car for years. But I didn't know enough about tires to give them the attention they need these days. Then this young man came into my life . . . and now they're getting the kind of care they deserve."

Today, with so many men in the service or so busy with war jobs they just don't have time to look after tires, someone has to carry on. That's one reason why the Fisk Boy is making new friends from one end of this land to the other. The independent tire dealers who display his sign are equipped and ready and anxious to help you get the most miles from your tires. In these days of tire shortage and tire conservation . . . that's their business. Whether you're eligible for new Fisks or not, see your Fisk Dealer about your tires regularly.

FISK TIRES
Division of United States Rubber Company
CHICOPEE FALLS, MASSACHUSETTS

Makers of the famous Safety Stripe tread

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.

346-348. (opposite page) Half-page vertical advertising modules published in *Life*, July 24, August 21 and September 25, 1944.



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

"That's a famous boy you're pinning up, Sally. He's the Fisk Boy."

"Lots of things will change in this topsy-turvy world as you grow up—but you can always depend on him. Take it from your Dad, when it comes to tires, he stands for the top!"

When you're eligible for new tires treat yourself to Fisks. You'll find there is no better, safer tire built today than those identified by America's best loved trademark.

But eligible or not, the Fisk Boy is ready to help you. There are days when every tire must be made to deliver the last possible mile of service. Have your tires checked regularly by the friendly, experienced dealer identified by the Fisk Boy. Helping get most miles from your tires—that's his business. And he's good at it.

FISK TIRES
 Division of United States Rubber Company
 ONEPETH FAYL, MASSACHUSETTS

Makers of the famous Safety Stripes tread

"He goes with me on every call!"

"Yesiree, Tommy. When a boy's sick, minutes count. And good tires—the kind I can depend on to get me there in a hurry—are a must on my car. That's why I stick to Fisk. They've got what it takes!"

When you're eligible for new tires treat yourself to Fisks. Besides delivering mileage at least equal to any synthetic tire built Fisk Tires are skillfully engineered to give you extra protection against dangerous blowouts and skids.

But eligible or not the Fisk Boy stands ready to help you with tire problems. Have your tires checked regularly by the friendly experienced tire dealer who displays his sign. Helping get most miles from your tires is that dealer's business. And he's good at it.

FISK TIRES
 Division of United States Rubber Company

Makers of the famous Safety Stripes tread

"Whose Picture is that, Grandpa?"

"That, Johnny, is the Fisk Boy. Well do I remember that little fellow on tires I bought years ago, back when your Dad was no bigger than you. Good tires too for those days, but nothing like the ones they're building today!"

Yes, a quarter of a century has brought vast improvements in tires, particularly in Fisks, where quality, design and construction developments have always assured the Fisk Boy a place on the finest tires money can buy.

When you're eligible for new tires treat yourself to Fisks. But eligible or not make it a habit to have the friendly, experienced Fisk dealer check your tires regularly. His business has been built by helping car owners and truck owners get most miles from their tires. Stop in where you see the sign of the Fisk Boy.

FISK TIRES
 Division of United States Rubber Company
 ONEPETH FAYL, MASSACHUSETTS

Makers of the famous Safety Stripes tread



with Fisk Tires you're always safe

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 Safti-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.



TIME TO RE-TIRE
Reg. U. S. Pat. Off.

FISK TIRES

MAKERS OF THE FAMOUS SAFETY-STRIPE TREAD

FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY



LOOK TO THE FISK BOY FOR MORE SAFE MILES

Motorists and pedestrians alike, are safer because of the Fisk Boy, who has been on safety patrol for some thirty years. ☺ And America's best loved trademark guards Fisk quality too... makes sure that the Fisk standard of top quality is maintained in every tire. ☺ Today friendly dealers who display his sign are pledged to help get every safe mile from your present tires, regardless of make. Stop in at regular intervals. Your tires will run further...and that's a patriotic "must". ☺ Look to the Fisk Boy for more safe miles.

TIME TO RE-TIRE. No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

FISK TIRES
MAKERS OF THE FAMOUS SAFETY-STRIPE TREAD
FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY

HE MAY NOT BE RIDING ON FISK!

In these days of tire shortages many a car owner is having to put off the day when he can ride on new, quick stopping, long mileage Fisk Tires. Until the words of our fighting forces are fully met every tire must be made to deliver its last safe mile. ☺ By helping car owners get more safe miles the Fisk Boy is making friends by the thousands. Fisk dealers who display his sign are equipped and ready and anxious to help you get the most from your present tires, regardless of make. ☺ See your steady Fisk Tire Dealer regularly. Then when it's your Time to Re-Tire—Buy Fisk and ride on quality.

TIME TO RE-TIRE. No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

FISK TIRES
MAKERS OF THE FAMOUS SAFETY-STRIPE TREAD
FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY

FOR EXTRA SAFETY IN TIRES, INSIST ON FISK

Mothers... and fathers too... expect extra safety from Fisk. And the Fisk Boy has always lived up to that trust. They recognize him as thousands of new friends for the Fisk Boy in Fisk dealers around their expert skill in keeping busy cars and trucks rolling safely, despite the shortage of new tires. ☺ When premium quality materials are available watch for new Fisk Safety-Flight Tires. Improved through wartime research the Safety-Flight will feature the distinctive Safety-Stripe tread, famous for its shock-absorbing and quick-stopping qualities. Over highways and byways, you will enjoy luxurious comfort and safety when you ride on the Fisk Safety-Flight of tomorrow.

TIME TO RE-TIRE. No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

FISK TIRES
MAKERS OF THE FAMOUS SAFETY-STRIPE TREAD
FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY

Service records tell the story

All over this land hearts are filled with pride, respect and thanksgiving for those who have fought unselfishly and ungenerously for a free America. The Fisk Boy, long America's best loved trademark, joins with millions in their rightful pride in the records of our men and women who served so well. May they enjoy to the full an everlasting and glorious Peace.

TIME TO RE-TIRE. No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

FISK TIRES
MAKERS OF THE FAMOUS SAFETY-STRIPE TREAD
FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY

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.

349. (opposite page) Full-page advertisement in *Life* magazine, August 13, 1945. Signed by Howard Scott.

350-353. Advertisements published in *Life*, April 9, May 21, July 9 and November 12, 1945. Illustrated by H. Scott.



How to Celebrate Your Time to Re-Tire

Time to Re-Tire calls for a celebration. So, why not indulge yourself? Don't just get tires—get the tires you'd really like to have and can feel sure about. A man really feels safe on Fisk Tires. He knows he's free from fear of trouble on the road. The new Fisk Air Flight DeLuxe gives

you a quality ride. You whisk along mile after mile, taking all roads in stride, silently, smoothly, in sunshine or rain. You steer at the slightest touch in perfect control all the while. Catch up on the fun of riding on tires you, personally, feel safe on. Buy Fisk. Celebrate with safety.



Buy Quality...Buy **FISK**

MAKERS OF THE FAMOUS SAFETY STRIPE TREAD...

FISK TIRE COMPANY, DIVISION OF
UNITED STATES RUBBER COMPANY

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.

354. Full-page advertisement published in *Life* magazine, April 29, 1946. Illustrated by Harold N. Anderson.

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.

355. Illustration from a full-page advertisement published in *Life* magazine, December 2, 1946.
356-359. Full-page advertisements published in *Life* magazine, February 25, June 24, July 29 and August 19, 1946. Illustrated by H. N. Anderson.



Time to Re-Tire means this...

HAPPY DAYS! It means that in long long years you buy the tires you really like, the tires that serve you best. There's no more extra friction with Fisk on your wheels...no more long wear...no riding flat!

Here's why on the new Fisk Air-Flight.

Deluxe business class, business coaches. You must wish a lighter touch, less ride shakiness, less driver wearability in any kind of weather, on any kind of road. There that it's Time to Re-Tire, what? There's your cue! There's your cue! There's your cue!

Buy Quality...Buy FISK

MAKERS OF THE FAMOUS SAFETY LIGHT TIRE

FOR THE COMPLETE HISTORY OF SAFETY LIGHT TIRE SEE

It's Time to Re-Tire...and enjoy life again

There's the time you stand at the curb and all the cars and every about the curb of motion that look of you. One month the complete weather, the pleasure hours of the time you have to wear them on the new you really want—Fisk.

Fisk's new is more than just a good tire. Fisk's new is the complete air control you feel in the driving wheel...the comfort you come to your back pad as you make a quick stop...the freedom with which you come along a high-speed highway. Fisk is a matter of real quality—something you can have, so that it's Time to Re-Tire.

Buy Quality...Buy FISK

MAKERS OF THE FAMOUS SAFETY LIGHT TIRE

FOR THE COMPLETE HISTORY OF SAFETY LIGHT TIRE SEE

"I Like it Here"

THE LIFE! Fisk Tire Boy, sitting in the throne of his own room, taking the Fisk, is at home in the lap of luxury.

From the moment you take the wheel you'll enjoy the freedom of new Fisk Air-Flight in that when the road is rough, level, light—the motor running...the auto's capabilities.

Fisk Air-Flight construction brings you greater freedom with four-flaming, self-cleaning air all greater freedom, better the more on the air beds. It's around the new Fisk Air-Flight construction and construction in the construction of that when driving forward and backward settings.

Buy Quality...Buy FISK

MAKERS OF THE FAMOUS SAFETY LIGHT TIRE

FOR THE COMPLETE HISTORY OF SAFETY LIGHT TIRE SEE

"Mind If I Come Along?"

Will you ever see FISK Air-Flight tires in an experience, long to be remembered from the moment you take the wheel you'll enjoy the freedom of new Fisk Air-Flight in that when the road is rough, level, light—the motor running...the auto's capabilities.

Fisk's new is more than just a good tire. Fisk's new is the complete air control you feel in the driving wheel...the comfort you come to your back pad as you make a quick stop...the freedom with which you come along a high-speed highway. Fisk is a matter of real quality—something you can have, so that it's Time to Re-Tire.

Buy Quality...Buy FISK

MAKERS OF THE FAMOUS SAFETY LIGHT TIRE

FOR THE COMPLETE HISTORY OF SAFETY LIGHT TIRE SEE

Celebrate with Safety
Re-tire with
FISK

Air-borne . . . floating over the pavement with ease and comfort that you never expected in a car—*that's* the ride you get on Fisk Air-Flight Tires. You get extra safety, too—and longer tire life.

Why AIR-FLIGHTS roll Safer - Smoother - Longer

- 1. FISK RAYON**—the greatest blow-out protection yet devised in sizes 6.50x16 and up.
- 2. Free-flexing sidewalls**—cushion your ride, lengthen tire life.
- 3. Sickle-edge Tread**—assures quick, safe stops—plus mileage.

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.”

360-364. Postcards from the tire dealership Meyer Stores, Inc. in Milwaukee, Wisconsin, 1946. Illustrated by Harold N. Anderson.

TIME TO RE-TIRE
Buy **FISK**

What a difference FISK “Air-Flight” tire construction makes in comfortable driving! Even on bumpy roads, you ride easily . . . steer with a light touch. What a difference in safety and mileage, too!

Why AIR-FLIGHTS roll Safer - Smoother - Longer

- 1. FISK RAYON**—the greatest blow-out protection yet devised in sizes 6.50x16 and up.
- 2. Free-flexing sidewalls**—cushion your ride, lengthen tire life.
- 3. Sickle-edge Tread**—assures quick, safe stops—plus mileage.

BUY QUALITY
Buy **FISK**

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.

"it's Time to Re-Tire"

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. FISK RAYON—the greatest blow-out protection yet devised in sizes 6.50x16 and up.
2. Free-flexing sidewalls—cushion your ride, lengthen tire life.
3. Sickle-edge Tread—assures quick, safe stops—plus mileage.

TIME TO RE-TIRE
Buy **FISK**

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!

ONLY ONE TIRE IN AMERICA HAS SAFETY STRIPES!

Now you can have positive stopping power —right where your car meets the road! For the new Fisk Safti-Flight Tire has stopping power built into it. Look at it! You see horizontal stripes of tough, white cushioning rubber. The instant you step on the brakes, the flexibility of these stripes permits hundreds of gripping edges on the tread to cling to the road surface, stop your car quickly, safely. Yet "stripes" also add to your mileage. When the brakes are off, the stripes relax — add to the smoothness of your ride. It's the new feature exclusive on Fisk Safti-Flight Tires.

STOP SAFELY WITH STRIPES

LOOK FOR THE STRIPES! . . . this major innovation in tire design, exclusive with Fisk, brings you more safety, easier steering and exceptionally long wear. Shortages of the materials we demand limit the production of Fisk Safti-Flights. But if you see your Fisk Dealer today you'll be among the first to enjoy the extra quality of this wonderful new tire.

FISK
Safti-Flight

FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY

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.

365-366. Full-page advertisements published in *Life* magazine, February 24, March 17 and May 5 (opposite page), 1947.

NOW you can get the only tire in America with SAFETY STRIPES!

STRIPES STOP YOU QUICKER

The new Fisk Safti-Flight... when started with the only one of its kind in America, it's the new Fisk Safti-Flight. Stop on the brakes. You see stripes in the tread... that give you an extra margin of safety. That's what happens when you're riding on the new Fisk Safti-Flight. You see safety advantages in every groove on each safety stripe. It's the stripes that stop you quicker.

The Safti-Flight is a safety innovation... exclusive with Fisk. It consists of tough, flexible, white rubber tapered strips in the tread that break stripes "cut the stop" the instant you touch the brakes. These stripes give the tread blocks full play to wedge and capture the road surface.

Shortages of the materials we demand limit the production of Fisk Safti-Flights. But if you see your Fisk Dealer today you'll be among the first to enjoy the extra quality of this wonderful new tire.

FISK
Safti-Flight
THE SAFETY STRIPE TIRE

FISK TIRE COMPANY, DIVISION OF UNITED STATES RUBBER COMPANY

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 Safti-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 Safti-Flights on your car might save a life...tomorrow.



...it's the
STRIPES



TIME TO
RE-TIRE
Buy U.S.
Pat. Off.

FISK

Safti-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.

- 367. Image from a page of advertising comics published in *Target Comics*, September 1947.
- 368. Full-page advertisement published in an unidentified youth magazine, 1948.
- 369-372. (opposite page) Full-page advertisements published in *Target Comics*, July, August, September and October, 1948.

BIKE-HIKE QUIZ
by FISK

YOUNG AMERICANS EVERYWHERE ARE "RIDING AMERICA FIRST" ON BICYCLES. COME ALONG WITH DICK AND JIM ON THEIR BIKE-HIKE! SEE HOW QUICKLY YOU CAN IDENTIFY THE FAMOUS AMERICAN PLACES THEY ARE VISITING.

SOME OF THESE WOULD NEVER BELIEVE THIS—RIDING RIGHT THROUGH A TREE—TRUNK. SAY, DICK, IS THAT THUNDER I HEAR?

HERE'S YOUR "THUNDER," JIM—ONE OF THE MOST FAMOUS FALLS IN THE WORLD. IN ONE SHEER DROP, IT FALLS AS FAR AS 9 NAGARAB!

THAT HUGE ROCK THAT LOOKS LIKE IT'S SLICED CLEAN IN HALF—DOESN'T IT PUTS ON A SWELL? THE SPLIT IS ALMOST A MILE HIGH!

NATURE REALLY PUTS ON A SWELL—SHOW HERE IN YONKERS VALLEY.

AND THERE'S EL CAPITAN, JIM—A SOLID ROCK, OVER 9,500 FEET HIGH!

LET'S SEE—THAT'S ABOUT 3 TIMES AS TALL AS THE EMPIRE STATE BUILDING!

THESE NATURAL WONDERS THE BOYS ARE SEEING HAD THEIR BEGINNING IN THE ICE AGE. CAN YOU GUESS WHERE THEY ARE?

IT'S NO WONDER NEARLY HALF A MILLION VISITORS A YEAR FLOCK TO CALIFORNIA TO SEE IT! I CAN'T TELL YOU WITHOUT TURNING OFF OUR READERS, JIM—BUT OUR FISKS WILL TAKE US THERE WITH NO TROUBLE.

IF YOU WANT FAST, COMFORTABLE TRAVELING, HISS! ON HIGH-SPENDING SAFE-TRACTION FISK BIKE TIRES, THEY GRIP THE ROAD—MAKE PEDALING EASIER. MAKE YOUR NEXT TRIP FISHY, AND RIDE ON FAMOUS FISK QUALITY.

FISK BIKE TIRES

WHEN A SLIP MEANT DEATH

HEY, SOME BIRD KNEW! AND COULD I HANDLE A DINOSAUR STEAK—HEY, JIM... HOW'D YOU DO THAT?

SOUNDS LIKE A HOT CHICKEN DICK... OVER THERE!

...LEAVE THE CASH WHERE I SAY AND DON'T CALL THE POLICE.

BOO-HOO!

JEEPERS! BIG BARS HEARD US! LET'S BIKE DOWN TO THE HIGHWAY POLICE STATION.

O.K... WE'LL TAKE THE SECRET SHORT-CUT!

TALK ABOUT "STRAIGHT-AND-A-WAY" RIDING! IF MY TIRES EVER SLIPPED...

OUR SAFETY GEAR FISK TIRES WILL SET US THROUGH!

...KIDNAPPER-- BACK IN THE WOODS-- GET AWAY!

LATER...

HOW DO YOU LIKE YOUR FIRST RIDE ON FISK BIKE TIRES?

WELL, SHALL CHARGE, THERE'S THE FISK BOY WHO HELPED US OUT!

TIME TO BE FISK!

WHEN ON THAT SHORT-CUT A SLIP MEANT DEATH!

AW! WITH OUR FISK TIRES, WE WOULDN'T EVEN WORRIED!

FISK BIKE TIRES

THEIR MAINE CHANCE

KEEP JUST AHEAD, SIR! THE HURRICANE'S HEADING US RIGHT FOR IT!

SEND UP THE ROCKETS... WE'LL TRY TO HOLD HER STEADY!

AND AT A BANG! BOOM! IN SHOCK!

THAT FLAME! WE'VE GOT TO CONTACT THE COAST GUARD BACK IN THE BAY! MAN THE BARR, TOM, AND LET'S GO!

COAST GUARD UP AHEAD! THESE FISK TIRES SURE MADE THE MILES FLY!

DON'T REALIZE WE WERE GOING SO FAST-- I'M NOT EVEN TIRED.

WOW! LOOK AT THE SPEED OF THAT GET-AWAY!

WHALES! COULD BOYS WORK FASTER WORK MAY SAVE LIVES!

LATER...

OUR FISK BOY DO A REAL JOB TONIGHT!

NOBODY HEARD, TOM, THEY SAVED THE SHIP, TOO!

WHAT HOTT! BOYS, IF THE WEATHER IS FINE TOMORROW-- HOW'D YOU LIKE TO COME OUT FISHING?

JEEPERS, WOULD WE!

WE CAN THANK OUR FISK TIRES FOR THAT INVITATION!

FISK AIR FLIGHTS WILL HELP YOU FLY-- TO MEET FASTER-- THESE NEW BARE TIRES AND EASY RAMPING AND THEY GRIP THE ROAD FOR SMOOTHER PEDALING, TRY THEM!

FISK BIKE TIRES

IN THE SHADOW OF THE THUNDERBIRD

JIM, I'VE HEARD THERE'S A LOST INDIAN BURIAL GROUND AROUND HERE! EXPLORERS HAVE BEEN TRYING TO FIND IT FOR YEARS...

BOY! THIS IS RUGGED GOING! GOOD THING WE'RE RIDING ON FISK TIRES...

SAY--LOOK AT THAT FLUNNY ROCK FORMATION... LIKE A BIG BIRD! LET'S PEDAL OVER FOR A CLOSER LOOK.

THEY SURE MAKE THE CLIMB A LOT EASIER... RACE YOU UP!

AND SOON...

LOOK, DICK! A HIDDEN CAVE-- RIGHT UNDER THE THUNDERBIRD'S HEAD!

LATER...

BOYS, IT'S THE LOST BURIAL GROUND! AND THERE'S A BIG REWARD!

LOOKS LIKE IT WAS A LUCKY SYMBOL, JIM!

GOLLY! IT'S THE INDIAN THUNDERBIRD!

MAYBE IT'S A SYMBOL OF LUCK FOR US, JIM!

WHEN THE GOING GETS ROUGH-- RIDING ON FISK BIKE TIRES, THEY GRIP THE ROAD-- GIVE YOU SAFE TRACTION-- MAKE PEDALING EASIER. TRY THEM!

WELL, GANG-- THIS PARTY'S ON THE MUSEUM!

GUESS WE OWE THIS PARTY TO OUR FISK TIRES FOR HELPING US MAKE THAT GRAB!

NO GUESS ABOUT IT! FISK'S GET YOU THERE ON ANY KIND OF TRAIL.

FISK BIKE TIRES

THE RACE AGAINST THE RIVER!

THE SUN SURE FEELS GOOD AFTER A WEEK OF RAIN!

JIM, LOOK... UP AHEAD! THE RIVER'S FLOODING THE GULCH!

NOT A SECOND TO LOSE, SIR! THE FLOOD'S SWEEPING DOWN THIS WAY!

AFRABD YOU'LL NEVER MAKE IT ON FOOT... WE'LL GIVE YOU A LIFT!

THE BOYS PEDAL HARD UP THE SLOPE, AS THE FLOOD RUSHES THROUGH THE VALLEY BELOW!

BOY! THIS IS ROUGH RIDING! GLAD WE'RE ON FISK TIRES!

THAT CABIN WE PASSED BEFORE-- GOT TO WARN THOSE FOLKS!

WELL, MARY, THERE GOES OUR LITTLE CABIN... AND IF I HADN'T BEEN FOR THOSE TWO BOYS, THE FLOOD MIGHT HAVE GOTTEN US, TOO!

IF IT HADN'T BEEN FOR OUR FISK TIRES, THE FLOOD MIGHT HAVE GOTTEN ALL OF US!

FOR SHOOTING THE HILLS, SWEEPING THE CURVES OR STRAIGHT-A-WAY RIDING, FISK BIKE TIRES ALWAYS HOLD THE ROAD, MAKE PEDALING EASY. TRY THEM.

FISK BIKE TIRES



"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, huskier; Fisk Airbornes fit 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 DIV., UNITED STATES RUBBER CO.



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 free demonstration today.



TIME TO RE-TIRE
Reg. U. S. Pat. Off.



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

Women especially appreciate the riding comfort of this 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 year or make of car you drive, you can enjoy the 1948 ride on these bigger Airborne Tires. Time to Re-Tire? Ask your Fisk Dealer for a free demonstration.



TIME TO RE-TIRE
Reg. U. S. Pat. Off.

FISK Airborne TIRES

© FISK TIRES DIV., 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 — on a bigger tire that fits your standard rims. See your Fisk Dealer for a free demonstration ride on this new kind of tire today.



TIME TO RE-TIRE
Reg. U. S. Pat. Off.

FISK Airborne TIRES

© FISK TIRES DIV., UNITED STATES RUBBER CO.



"Oh Paw... You did get Fisk Airborne Tires!"

Nothing compares with the easy, breezy ride you get on this new kind of tire! On Fisk Airborne Tires, you practically float over the bumps—steer with a feather touch. You ride on 14% more air at far less pressure—on a bigger tire that fits your standard rims. Time to Re-Tire? Ask your Fisk Dealer about a trial ride.



FISK Airborne TIRES

© FISK TIRES DIV. 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 features 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.

374. (opposite page) Advertising module published in the newspaper *Biloxi Daily Herald*, (Biloxi, Mississippi), June 28, 1948.

375. (opposite page) Quarter-page advertising modules published in *The Saturday Evening Post*, February and May 8, 1948.

376. Quarter-page advertising module in *The Saturday Evening Post* magazine, February 21, 1948.

377. Promotional card from a retail establishment forming part of Fisk's commercial network, 1948.

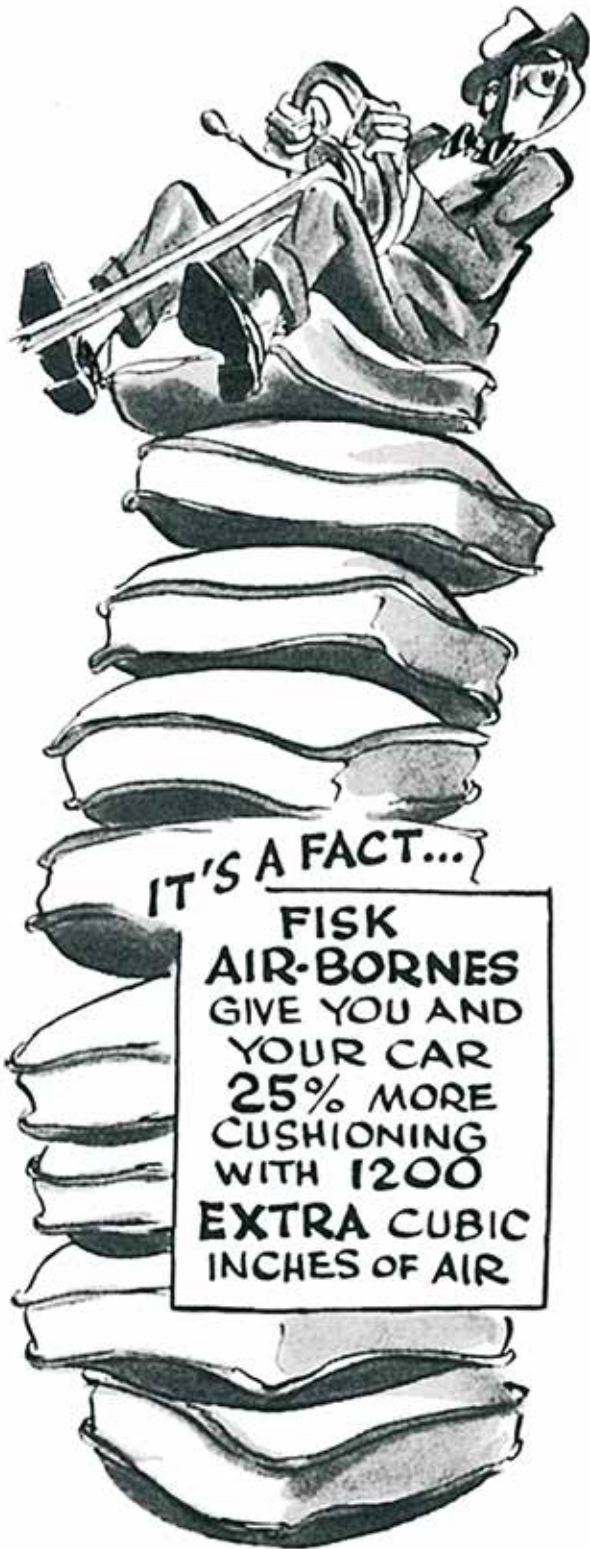



"TIME TO RE-TIRE?"
BUY FISK

F. E. JONES TIRE CO.
317 South Santa Fe
Salina, Kansas
Phone: 3767

"Oh, Paw, You DID get FISK AIR-BORNE TIRES!"

FISK 99-11



FISK FACTS *by* **MULLIN**

IT'S A FACT... FISK AIR-BORNES ARE DIFFERENT. BALANCED ENGINEERING PUTS THEM OUT FRONT ON ALL COUNTS.

IT'S A FACT.... 1200 EXTRA CUBIC INCHES OF AIR MAKE AN OLD CAR RIDE LIKE NEW. FISK AIR-BORNES ACTUALLY FLOAT YOUR CAR OVER BUMPS.....

IT'S A FACT.... FISK TREADS WITH "COLD RUBBER" OUTWEAR IRON.... A BIG REASON WHY FISK AIR-BORNES GIVE YOU UP TO 50% MORE MILEAGE

FLAT AS A PANCAKE
 YOU'D THINK THE RAIL ROAD WOULD PUT ON FISK'S ALL AROUND

IT'S A FACT... YOU CAN FEEL THE DIFFERENCE IN STEERING EASE WITH FISK AIR-BORNES ON YOUR WHEELS. THAT'S "QUICK-ACTION" CONTROL!

IT'S A FACT... FISK AIR-BORNES PUT 12% MORE RUBBER ON THE ROAD FOR QUICKER STOP

FISK'S NO DOUBT

GET THE FACTS GET FISK Air-borne

TIME TO RETIRE?

FISK TIRE COMPANY, DIVISION UNITED STATES RUBBER COMPANY

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*.

FISK FACTS *by* MULLIN

IT'S A FACT.... FISK AIR-BORNES ARE DIFFERENT. BALANCED ENGINEERING PUTS THEM OUT FRONT ON ALL COUNTS.

BY GOLLY! IT'S A FACT... FISK AIR-BORNES ACTUALLY FLOAT YOUR CAR OVER BUMPS WITH 1200 EXTRA CUBIC INCHES OF AIR!

IT'S A FACT... FISK AIR-BORNES RUN 20% COOLER FOR ADDED BLOWOUT PROTECTION.

IT'S A FACT... FISK AIR-BORNES ARE "COLD-RUBBER" COMPOUNDED FOR UP TO 30% MORE MILEAGE.

IT'S A FACT... FISK AIR-BORNES GIVE YOU "QUICK-ACTION" STEERING... EASY PARKING... YOU CAN FEEL THE DIFFERENCE!

CAN DO!

GET THE FACTS GET **FISK** Air-borne

TIME TO RETIRE? ®

FISK TIRE COMPANY, DIVISION UNITED STATES RUBBER COMPANY

FISK FACTS *by* MULLIN

IT'S A FACT.... FISK AIR-BORNES ARE DIFFERENT. BALANCED ENGINEERING PUTS THEM OUT FRONT ON ALL COUNTS.

IT'S A FACT... FISK TREADS WITH "COLD RUBBER" OUTWEAR IRON... A BIG REASON WHY FISK AIR-BORNES GIVE YOU UP TO 30% MORE MILEAGE.

IT'S A FACT... FISK AIR-BORNES PUT 12% MORE RUBBER ON THE ROAD FOR QUICKER STOPS... GREATER SKID RESISTANCE... MORE EVEN WEAR.

LUCKY FOR HIM HE HAS FISKS!

IT'S A FACT... FISK AIR-BORNES GIVE YOU AND YOUR CAR 25% MORE CUSHIONING WITH 1200 EXTRA CUBIC INCHES OF AIR.

IT'S A FACT... YOU CAN FEEL THE DIFFERENCE IN STEERING... EASE WITH FISK AIR-BORNES... THAT'S QUICK ACTION CONTROL!

THANK HEAVEN HENRY GOT FISKS!

GET THE FACTS BUY **FISK** Air-borne

TIME TO RETIRE? ®

FISK TIRE COMPANY, DIVISION UNITED STATES RUBBER COMPANY



Willard Mullin

382-383. Portrait of Willard Mullin, published in the magazine *American Artist*, summer 1957; and a close-up of his signature.



BIG BOY ! *Bigger and Better...*

GROWN bigger and stronger with the years, he also remains delightful as you've always known him.

Bigger and stronger than ever, he now gives you the only tire in the world with **TERRACED SIDEWALL BEAUTY**, protected for life from all curb scuff and smear by its own **DEFENDER SCUFF GUARD**.

Bigger and stronger than ever, he also gives you a *new high level of safety*. For the first time


in tire history, he gives you **SAFETY-SLOTTED TREAD**—keeping solid nonskid traction under you at all times, in all weather, under all road conditions.

The Big Boy remains, as ever, maker of world's leading replacement tires, for old cars and new. He gives up to 51% better nonskid stopping and holding power—58% greater Safe Mileage capacity. (Measured in every test and comparison against ordinary tires.)

FISK
Division of
 UNITED STATES RUBBER COMPANY

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.

384. Full-page advertisement published in the magazine *The Saturday Evening Post*, October 20, 1951.



Summer Safe and Winter Sure

This is the tire sure that has proved to meet conditions during every season.

It was designed by leading auto designers to deliver a new high level of mileage life and all-weather safety.

No matter what kind of road you travel, hundreds of biting and holding edges against the ribs of every treadblock meet conditions.

These extra biting edges (shown and around the tread) actually adhere up to 17% more weightless gripping grooves and sipes to secure. The greatly increased tread depth adds 100% to the safe road distance.

This is also the tire with the only *Fisk's* *Safety-Flight* tread pattern that has been proven to give you the most protection from those ever-increasing road hazards.

The New
FISK
SAFETY-FLIGHT
THE NEW HIGH LEVEL OF SAFETY

FISK TIRES DIVISION • UNITED STATES RUBBER COMPANY



NO MORE SCUFFED WHITEWALLS

Fisk *Safety-Flight* tires, with their patented *Scuff Guard*®, have been millions of miles on thousands of cars—received endorsement from all who have used them. We honestly believe that if you're concerned with the smart in driving safety, and with the smart appearance of your car, you'll want the added protection and beauty of these great new tires.

DRIVE IN TODAY...NO OBLIGATION

FISK

Division of UNITED STATES RUBBER COMPANY • *When it Comes to Tires, It's Fisk's*



Almost twice the safety!

When it comes to safety because the content of a brand-new set of the new Fisk *Safety-Flight* tires, they get an entirely new one-upmanship.


The new Fisk tread pattern (shown) is on a higher level of safety—giving almost twice the gripping power and 100% increase of tire life.

The new Fisk tread design built more heavily about the more outer rim, the ribs and ridges a greater certainty of safety in every direction of his driving—in any weather—under any driving conditions.

These practical ridges are further increased by the slight inward movement of the inner-protecting sipes that the high mileage capacity used by the special treaded and protected sidewall that put real beauty into tires—where beauty never was before.

When it Comes to Tires, It's Fisk's

FISK
Division of UNITED STATES RUBBER COMPANY



FISK
Custom Tire Leader
For Half a Century

YOU ADD BEAUTY
Now you get Permanent Whitewalls with the complete curb protection of the only *Scuff Guard*® rib.

YOU SAVE MONEY
Now you get up to 100 Miles Safe Miles with extra-deep tread, twice fully serviceable without reworking.

YOU GAIN SAFETY
Now you get up to 50% Quicker Stops with the 3,000 gripping edges of the only *Safety-Fluted Tread*.

NYLON BLOWOUT PROTECTION 35% more tire strength, 40% easier running. New shock resistance—response and blowout protection impossible before!

FISK
DIVISION OF UNITED STATES RUBBER COMPANY

THE INCREDIBLE SHRINKING CHILD. These advertisements which appeared between 1951 and 1953 show the new range of *Safety-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.

385-388. Full-page advertisements published in the magazine *The Saturday Evening Post*, between 1951 and 1953.

THE NEW FISK TIRE...
**GUARANTEED AGAINST
 ALL ROAD HAZARDS!**



This new Fisk Dual Guarantee now means that you will get immediate adjustments even on such road hazards as:

- BLOWOUTS
- CUTS
- BRUISES
- UNDER INFLATION
- WHEELS OUT OF ALIGNMENT

The new Fisk Tire Dual Guarantee now offers you protection against all normal road hazards, as well as the regular guarantee against all defects of workmanship or materials. The Guarantee also means you can get immediate adjustment at any B-A Fisk dealer—an adjustment determined from the date of the tire purchase.



FISK

SOLD AT THE SIGN OF THE BIG...



BFM-33-1

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.

389. Full-page advertisement published in *Time* magazine, May 4, 1953.

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.

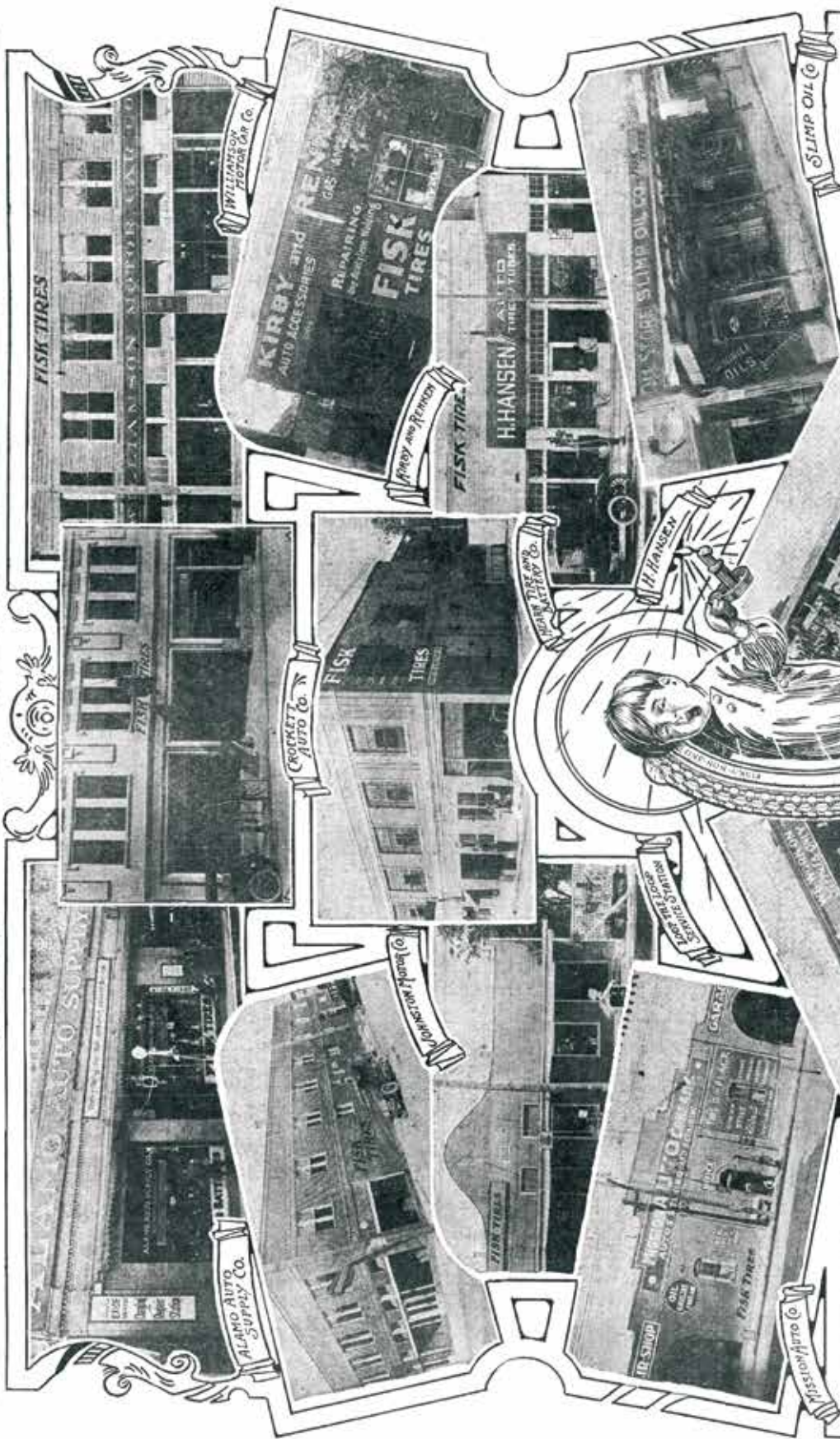
390. Vertical advertising module, published in *Life* magazine, May 11, 1962.

391. Full-page advertisement published in *Look Magazine*, 1964.

SAN ANTONIO EXPRESS: SUNDAY MORNING, APRIL 28, 1918.

6

FISK LOW LIST NON-SKIDS



Mr. Car Owner

Would a saving of from \$3.00 to \$20.00 on any essential interest you?

You would naturally solicit authoritative opinion on articles you purchase, which you do not know about.

We invite your attention to the San Antonio dealers listed here-with. Selling tires is a big part of their business; ask them about tires and how to effect that saving by purchasing a Fisk.

**MAJORITY RULES
THESE DEALERS STOCK FISK TIRES!**

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.

393. Double-page advertisement published in the magazine *The Saturday Evening Post*, May 27, 1916.

394. Double-page advertisement for Overland published in *The Saturday Evening Post*, January 2, 1915. Art by J. C. Leyendecker.





**More Than
100 Direct Branches**

NO matter where you live you are sure to be in the vicinity of a Fisk Branch.

There, regardless of the kind of tire you use, you are welcome to take advantage of the Fisk FREE Service—because with the changed tires will be required, found and adjusted, repair work will be required, which required an alignment: you will be advised how to store for equal life, and shown ways to economize—and tire change will be made except for actual repairs and supplies.

There is no similar FREE Service Policy—no tire organization so trained in service ideals—and no Branch System so widespread and complete.

Covers the Country

FISK Tire Service



FISK FREE SERVICE BRANCHES are located in principal cities and minor car centers throughout the United States, as indicated below—through your telephone directory, for the street address of the branch nearest you.

ALABAMA Birmingham Montgomery	ARIZONA Phoenix	CALIFORNIA Los Angeles San Francisco San Diego Sacramento	CONNECTICUT Hartford	DELAWARE Wilmington	FLORIDA Tampa Jacksonville Orlando Miami	GEORGIA Atlanta	ILLINOIS Chicago Springfield	INDIANA Indianapolis	KANSAS Topeka Wichita	KENTUCKY Louisville	LOUISIANA New Orleans Baton Rouge	MARYLAND Baltimore	MASSACHUSETTS Boston	MICHIGAN Detroit Ann Arbor	MINNESOTA Minneapolis	MISSISSIPPI Jackson	MISSOURI St. Louis Kansas City	MONTANA Butte	NEBRASKA Omaha	NEVADA Las Vegas	NEW HAMPSHIRE Manchester	NEW JERSEY Newark Paterson	NEW YORK New York City Albany	NORTH CAROLINA Raleigh	NORTH DAKOTA Grand Forks	OHIO Cleveland Columbus	OKLAHOMA Oklahoma City	OREGON Portland	PENNSYLVANIA Philadelphia Pittsburgh	RHODE ISLAND Providence	SOUTH CAROLINA Columbia	SOUTH DAKOTA Sioux Falls	TENNESSEE Nashville	TEXAS Dallas Houston San Antonio Austin	UTAH Salt Lake City	VIRGINIA Richmond Norfolk	WASHINGTON Seattle Tacoma	WEST VIRGINIA Martinsburg	WISCONSIN Milwaukee	WYOMING Cheyenne
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Like a Blanket

It's So Much Better To Tour On Fisk Tires with Fisk Service

THE annual overhaul of your Fisk Tires gives the maximum mileage through the winter and spring. Fisk Methods and Fisk Service from a highly trained and available technician of value their owner to benefit.



The valuable inspection



Re-balancing



Retreading on the job



and more



EVERY component of the new Fisk Tires is carefully selected in the Fisk Service. You are assured not only of the most intelligent care of your tires, but also of the highest quality of service. It is the fundamental principle of the Fisk Policy.



Free to all car owners



Re-balancing on the job



Retreading on the job



and all the other services

The Fisk Branch System
Every motor car center is provided with Fisk Service facilities. Look up street address of nearest Fisk Branch in your telephone directory. Look up Fisk Branches in the following Cities:

ALABAMA Birmingham Montgomery	ARIZONA Phoenix	CALIFORNIA Los Angeles San Francisco San Diego Sacramento	CONNECTICUT Hartford	DELAWARE Wilmington	FLORIDA Tampa Jacksonville Orlando Miami	GEORGIA Atlanta	ILLINOIS Chicago Springfield	INDIANA Indianapolis	KANSAS Topeka Wichita	KENTUCKY Louisville	LOUISIANA New Orleans Baton Rouge	MARYLAND Baltimore	MASSACHUSETTS Boston	MICHIGAN Detroit Ann Arbor	MINNESOTA Minneapolis	MISSISSIPPI Jackson	MISSOURI St. Louis Kansas City	MONTANA Butte	NEBRASKA Omaha	NEVADA Las Vegas	NEW HAMPSHIRE Manchester	NEW JERSEY Newark Paterson	NEW YORK New York City Albany	NORTH CAROLINA Raleigh	NORTH DAKOTA Grand Forks	OHIO Cleveland Columbus	OKLAHOMA Oklahoma City	OREGON Portland	PENNSYLVANIA Philadelphia Pittsburgh	RHODE ISLAND Providence	SOUTH CAROLINA Columbia	SOUTH DAKOTA Sioux Falls	TENNESSEE Nashville	TEXAS Dallas Houston San Antonio Austin	UTAH Salt Lake City	VIRGINIA Richmond Norfolk	WASHINGTON Seattle Tacoma	WEST VIRGINIA Martinsburg	WISCONSIN Milwaukee	WYOMING Cheyenne
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Covers the Entire Country
Get acquainted with Fisk Methods—Fisk Service—Fisk Value—and the saving coming with the added mileage of Fisk Tires.

Fisk Branches in the following Cities:

ALABAMA Birmingham Montgomery	ARIZONA Phoenix	CALIFORNIA Los Angeles San Francisco San Diego Sacramento	CONNECTICUT Hartford	DELAWARE Wilmington	FLORIDA Tampa Jacksonville Orlando Miami	GEORGIA Atlanta	ILLINOIS Chicago Springfield	INDIANA Indianapolis	KANSAS Topeka Wichita	KENTUCKY Louisville	LOUISIANA New Orleans Baton Rouge	MARYLAND Baltimore	MASSACHUSETTS Boston	MICHIGAN Detroit Ann Arbor	MINNESOTA Minneapolis	MISSISSIPPI Jackson	MISSOURI St. Louis Kansas City	MONTANA Butte	NEBRASKA Omaha	NEVADA Las Vegas	NEW HAMPSHIRE Manchester	NEW JERSEY Newark Paterson	NEW YORK New York City Albany	NORTH CAROLINA Raleigh	NORTH DAKOTA Grand Forks	OHIO Cleveland Columbus	OKLAHOMA Oklahoma City	OREGON Portland	PENNSYLVANIA Philadelphia Pittsburgh	RHODE ISLAND Providence	SOUTH CAROLINA Columbia	SOUTH DAKOTA Sioux Falls	TENNESSEE Nashville	TEXAS Dallas Houston San Antonio Austin	UTAH Salt Lake City	VIRGINIA Richmond Norfolk	WASHINGTON Seattle Tacoma	WEST VIRGINIA Martinsburg	WISCONSIN Milwaukee	WYOMING Cheyenne
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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.

395. Double-page advertisement published in the magazine *The Saturday Evening Post*, July 19, 1916.

396. Double-page advertisement published in the magazine *The Saturday Evening Post*, May 26, 1917.

THE FISK RUBBER COMPANY

FISK TIRES

THE First Aim
of This Company is
to make a tire that represents
real dollar-for-dollar value. It is
a genuine satisfaction to us to know that
when you buy a **Fisk Non-Skid** you can't get
more tire worth from anyone—in quality, mileage,
safety or supplementary service.

Sold by 35,000 dealers everywhere—or through more
than 100 direct Fisk Branches, covering the entire
country.

*An extraordinary feature of the Fisk Policy is the uniform
FREE Service you get at every Branch. Inspection, changes,
inflation, air testing and so on, all free, regardless of the
tire used. Consult Telephone Directory for Local Fisk Branch.*

THE FISK RUBBER COMPANY, Chicopee Falls, Mass.

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).

402-404. General photograph and details of the main entryway of the Discount Tire Co., Scottsdale, Arizona, 2011. Photographs reproduced by courtesy of Susan Driver, © Discount Tire Co.



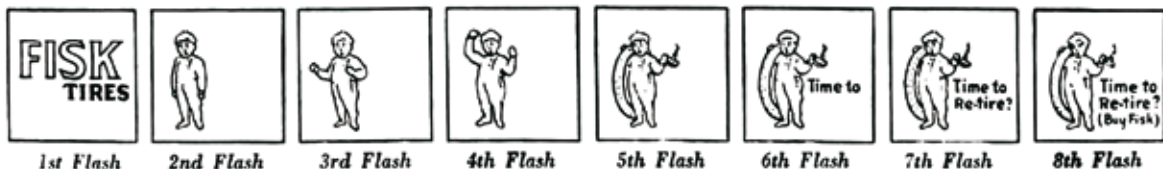
FISK

On Broadway

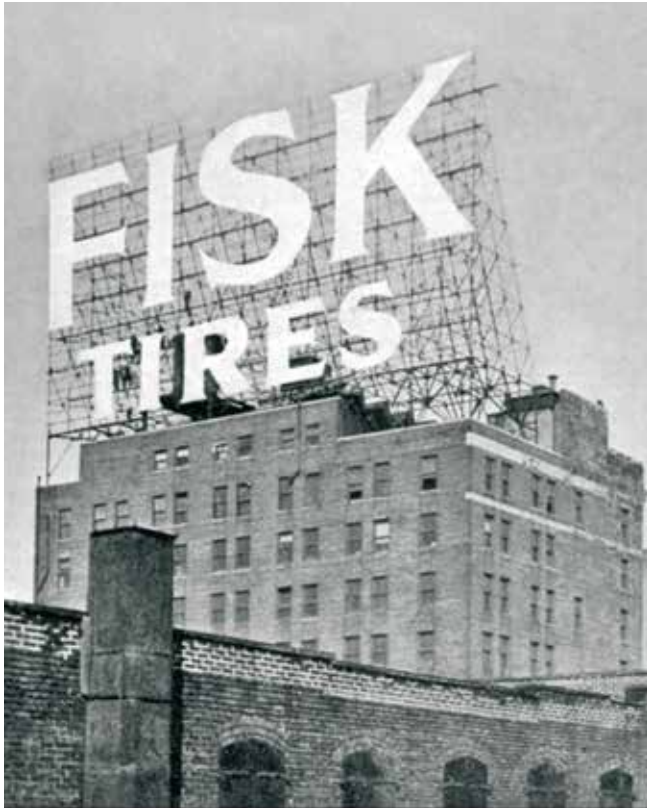
The new Fisk electric sign on Broadway is a part of our policy to give Fisk Dealers the advantage of every bit of good advertising we can. Our trade mark slogan is peculiarly appropriate and suggestive to the frequenters of New York's famous night-life district—"TIME TO RE-TIRE?" This newest sensation of Broadway has the human appeal to make it the talk of the country and the wise Fisk Dealer will display 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 55' 6" high; his head is 13' 6" high; his arms are 5' wide; his hand 5' 6" wide; the candle and holder are 14' 6" high; the tire is 45' high and 7' wide; the boy's mouth is 2' 6" wide; the letters in the word "Fisk" are 24' 6" high and 4' 6" wide; in the word "Tires" 10' 6" high and 3' wide; in "Time to Re-Tire?" 5' 6" 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 Fiskier*, 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. Enameled 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 enameled 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.

415. Vertical sign, pressed tin panel, 1947.

416. Shield sign, pressed tin panel. Dimensions: 100 x 80 cm, 1947.



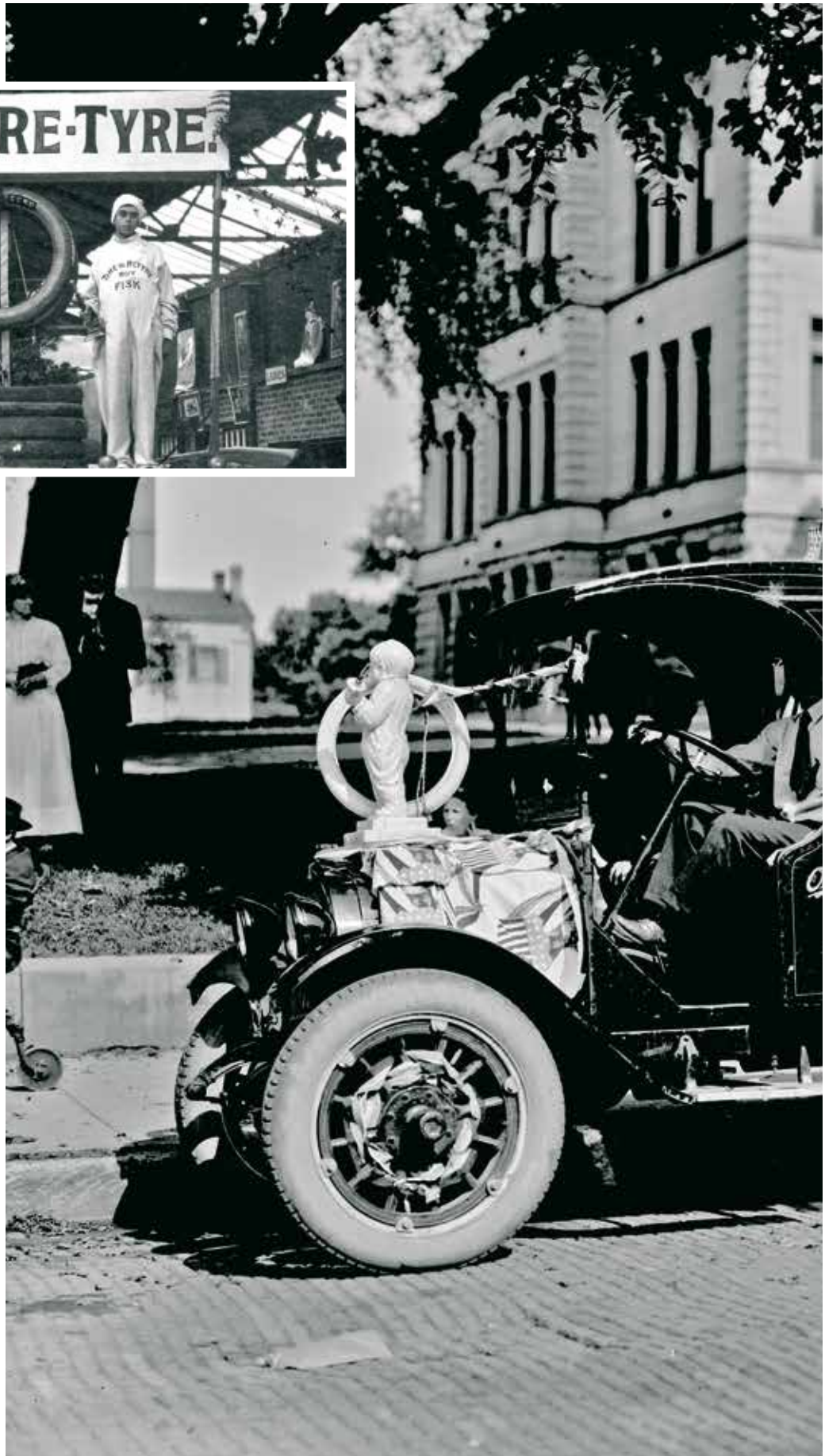
**FISK'S
PROMOTIONAL CARNIVAL.**

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.



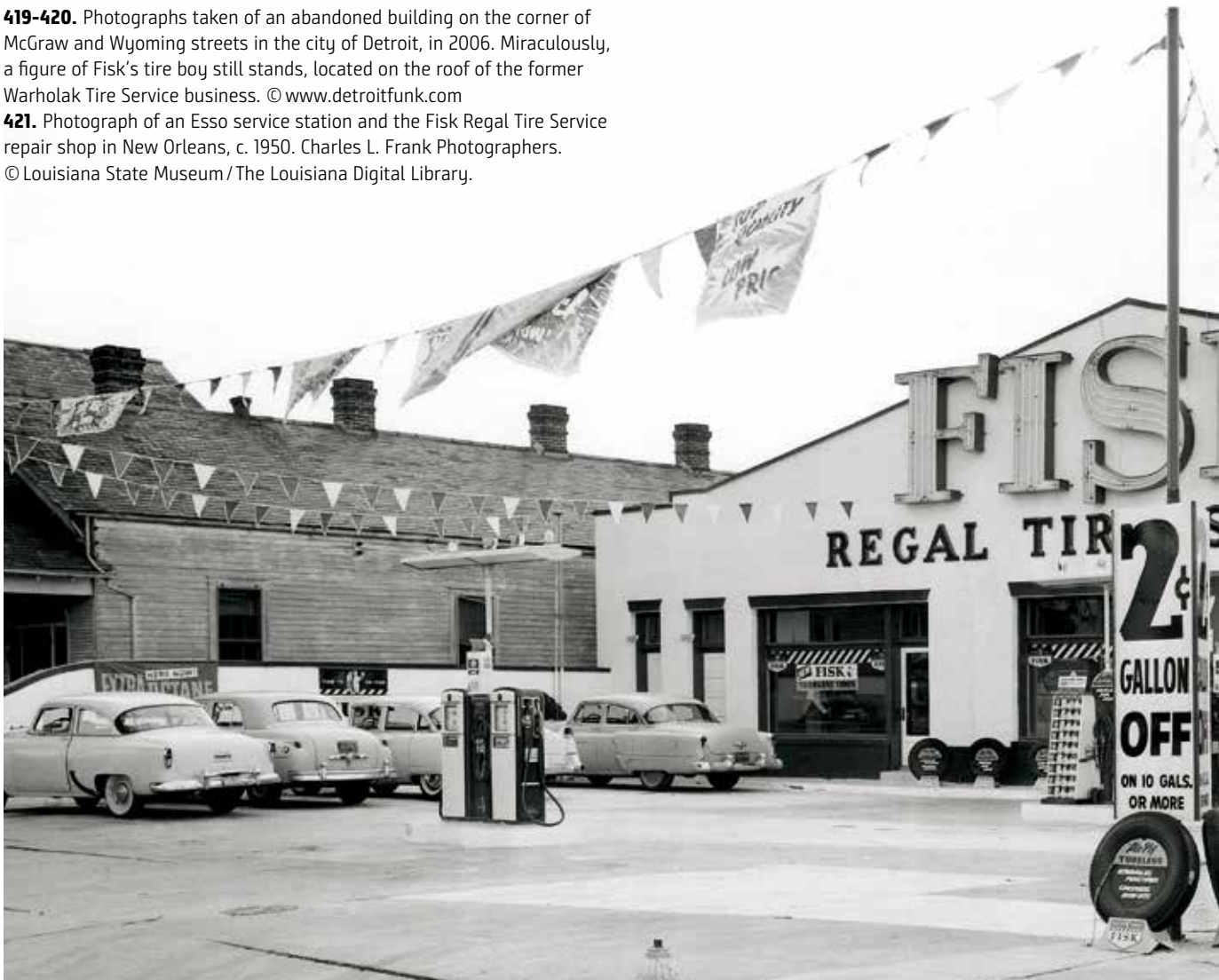




PRIVILEGED VIEWS. The sculptures of the mascot were often placed on the roofs and terraces of single-story tire service stations. The Fisk tire boy held a lit light bulb simulating the flame of his candle. His external location on a high level and the light radiating from his candle facilitated being 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.

419-420. Photographs taken of an abandoned building on the corner of McGraw and Wyoming streets in the city of Detroit, in 2006. Miraculously, a figure of Fisk's tire boy still stands, located on the roof of the former Warholak Tire Service business. © www.detroitfunk.com

421. Photograph of an Esso service station and the Fisk Regal Tire Service repair shop in New Orleans, c. 1950. Charles L. Frank Photographers. © Louisiana State Museum/The Louisiana Digital Library.





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

423. Photograph of a Fisk delivery truck, published in the corporate magazine *The Fisk Candle*, November 1929.





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.

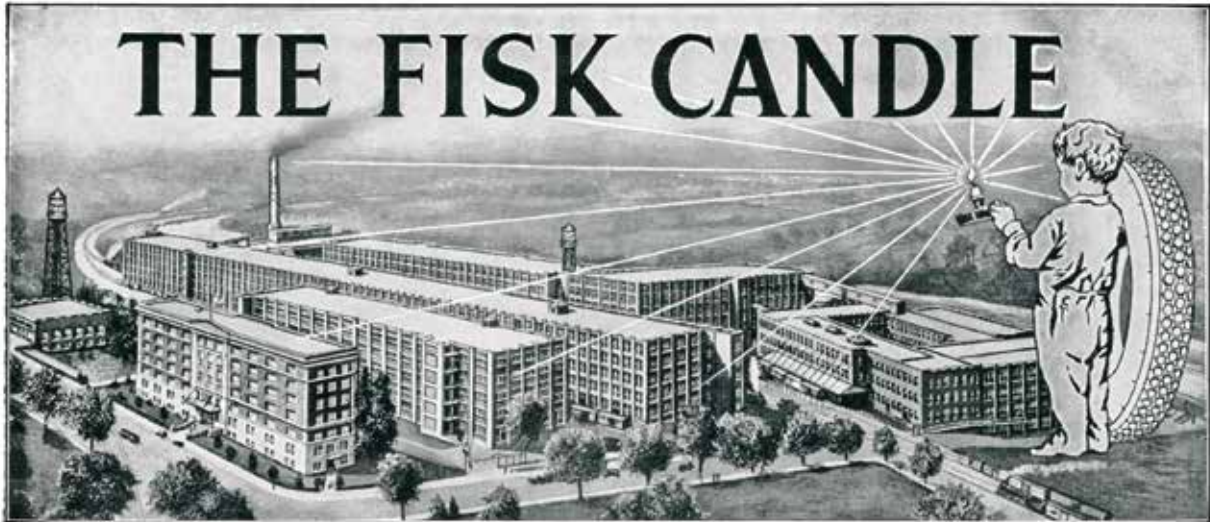


DISPLAY FIGURES.

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.

425. Photograph of a tire business's interior in the New Orleans area, c. 1950. Charles L. Frank Photographers. © Louisiana State Museum/The Louisiana Digital Library.

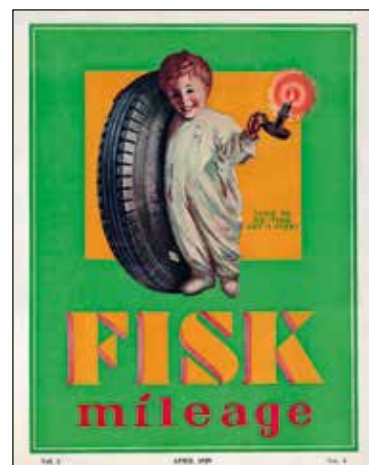
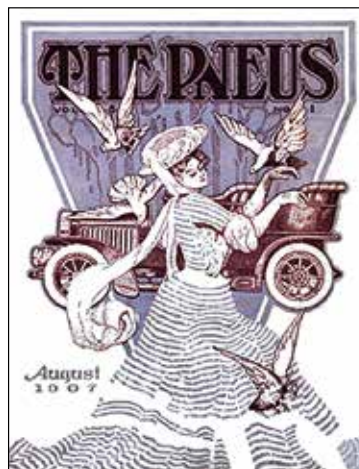
426. Photograph of Fisk's promotional mascot as a three-dimensional figure, c. 1950.

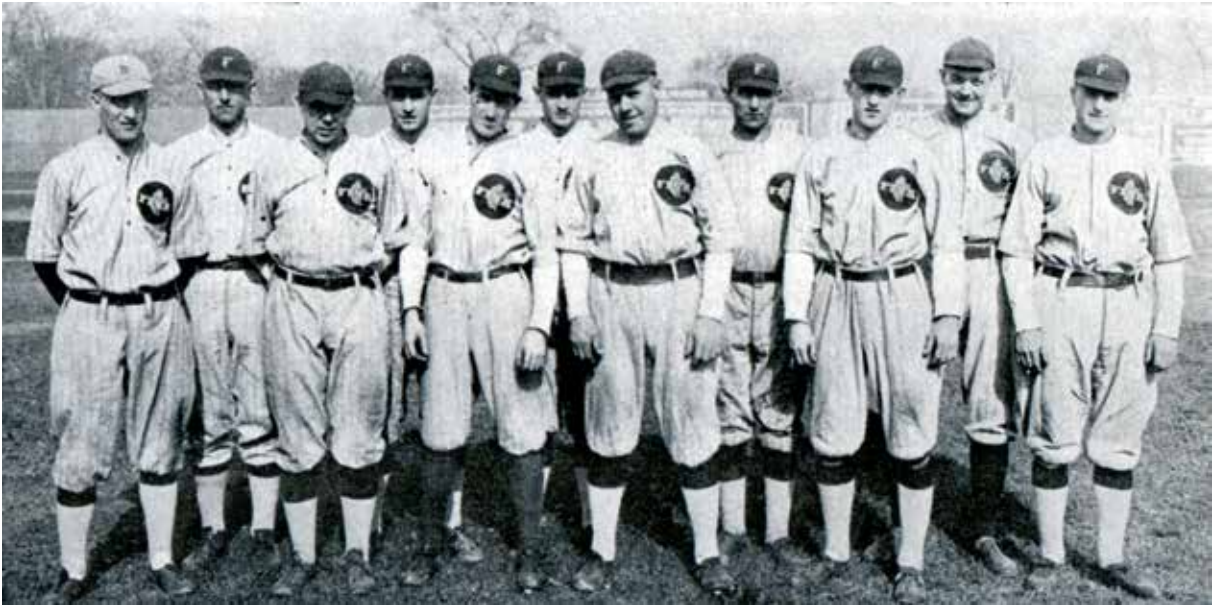


ILLUMINATED TEXTS. New marketing techniques, social events, sports outcomes, jokes, travel articles, wedding photographs, portraits of deceased or newly incorporated employees, technical articles and business guidelines ... Fisk's corporate magazines portrayed the work and social life of members from 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.

427. Header for the magazine *The Fisk Candle*, 1929. **428-429.** *The Pneus*, corporate magazine. April and August, 1907.

430. *Fisk Club News* magazine, publication of the Fisk Bicycle Club. October 1918. **431.** *The Fisker*, a magazine for the organization's Sales and Service departments. March 1919. **432.** *The Fisk Candle*, a magazine targeting all the employees of the company. March 1919. **433.** *The Mileage* magazine, provided to the Fisk authorized network of distributors. April 1929.



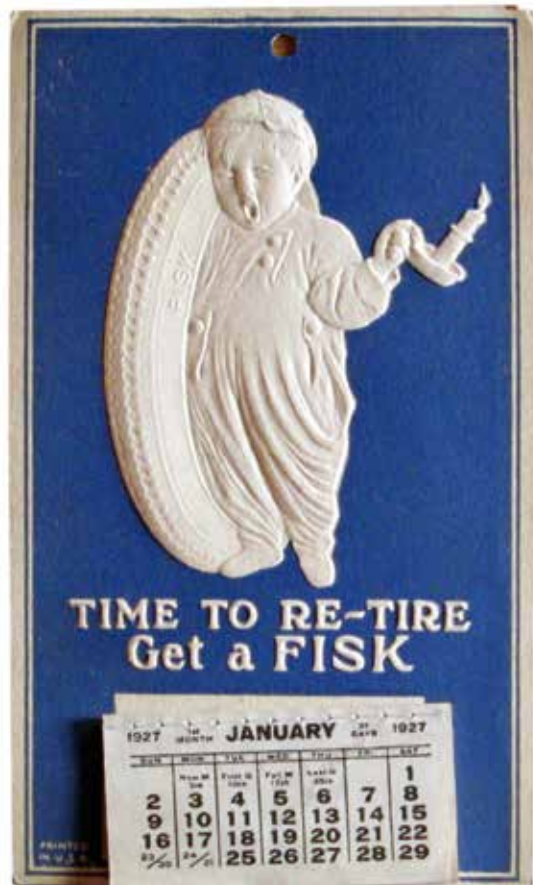


COMPETING ... ALSO OUT ON THE FIELD. The large companies addressed social cohesion amongst their staff, encouraging sports associations of all kinds. The different teams of tennis, baseball, track and field, golf, bowling and basketball participated in competing leagues between departments. In some cases, 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.



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 "Time-To-Re-tire" Boys broadcast over 36 of the National Broadcasting and Associated Stations, Monday Evenings, 10:30 Eastern Standard Time; 9:30 Central and Pacific Coast Time.

"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.

444-445. Photographic portraits published in the corporate magazine *The Fiskers*, April 1919.

HEAR THE
FISK
"TIME TO RE-TIRE"
BOYS

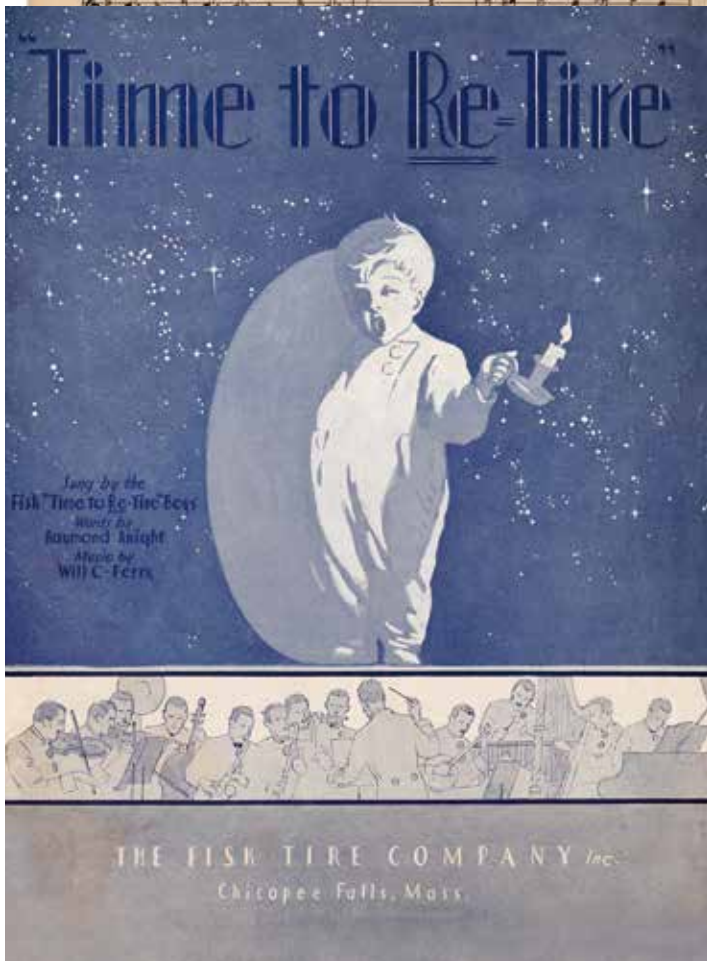
over
WEAF
*and 36 Stations
Associated
with the
National
Broadcasting
Company*

**EVERY
MONDAY NIGHT**
10³⁰
Eastern Standard Time
9³⁰
Central and Pacific Coast Time
Immediately Following General Motors
family Party

The illustration shows a young boy in a nightgown and pajamas, leaning forward with his mouth wide open as if speaking or shouting into a large, vintage-style microphone on a stand. The background is dark, with a large, light-colored circular graphic element containing the main text. The overall style is that of a classic radio broadcast advertisement.



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.

451. A variety of Fisk products, c. 1945.

452. Illustration from a full-page advertisement published in *Life* magazine, August 23, 1917.



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.

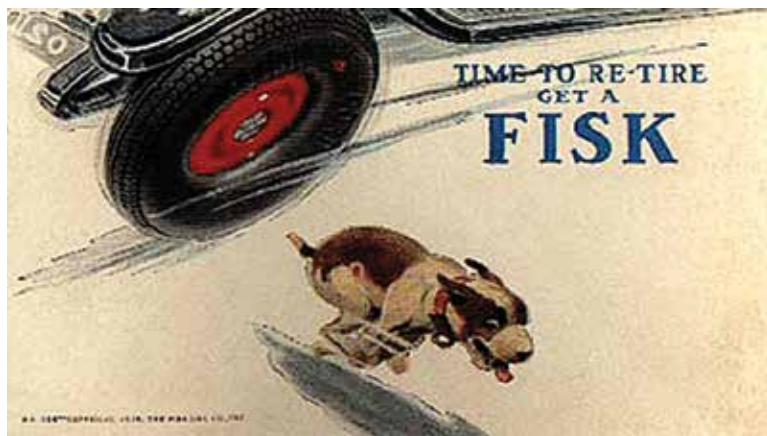
453. Plastic piggy bank, promotional gift from Uniroyal. 21 cm high, c. 1970.

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.

457-459. Blotting paper cards, 1925-26. **460.** Promotional mechanical pencil with Fisk advertising, donated by the F. E. Jones Tire Co. from Salinas, Kansas, c. 1948.



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.

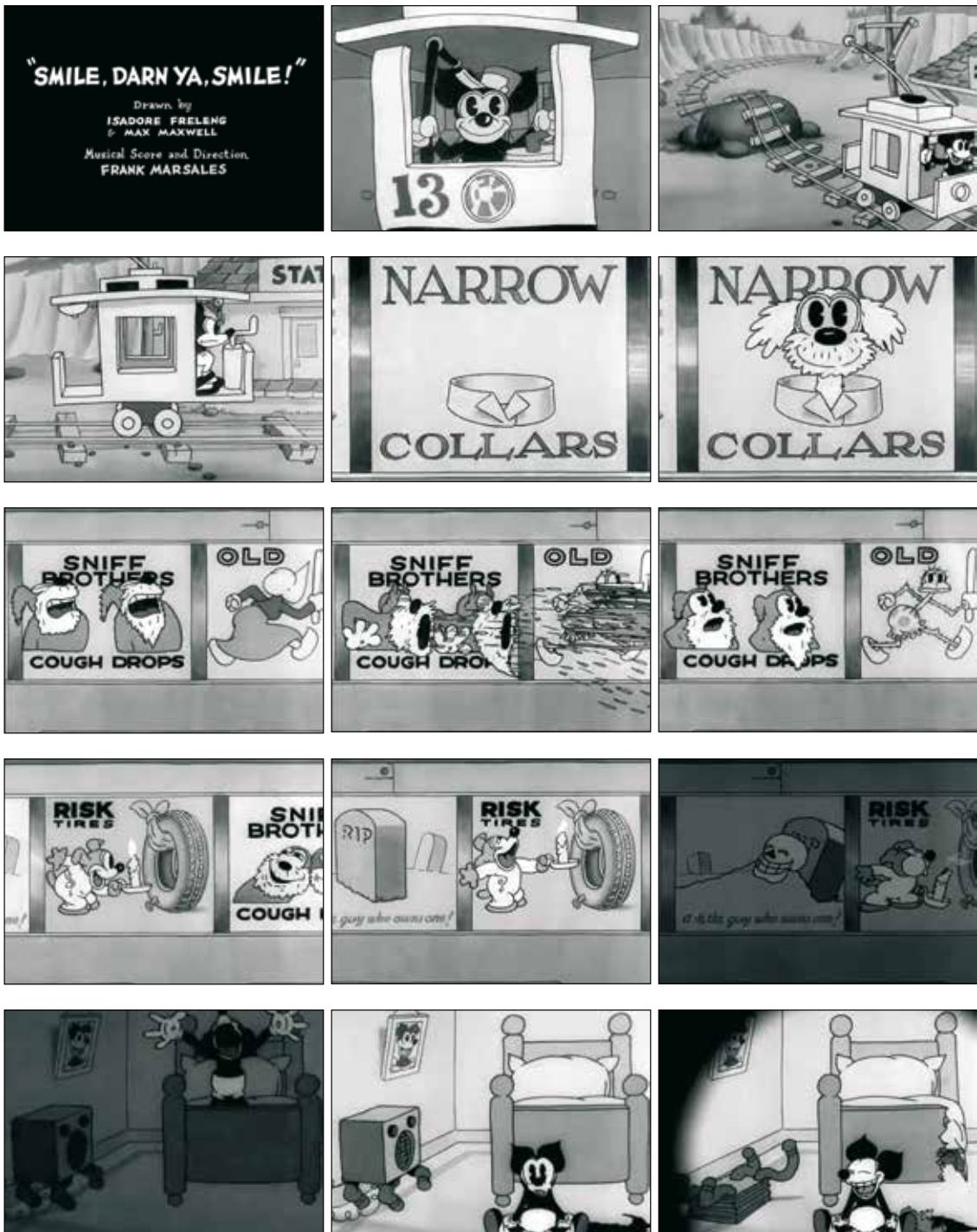
- 461. Bronze promotional ashtray. Dimensions: 9 x 12 cm. Text on the surface: "Time to Re-tire, Get a Fisk." Manufactured by Diary Publishing Corp. NYC. Advertising Agents. c. 1920.
- 462. Bronze promotional ashtray. Text on the surface: "Fisk Tires." Manufactured by Jamestown Metalsmiths Inc., c. 1929.
- 463. "Zippo" brand lighter with Pine Bluff Tire & Rubber Co. advertising stamped on the back, Pine Bluff, Arkansas. c. 1945.
- 464. Matchcover with Fisk Tire Service Inc. advertising on the back. Springfield, Massachusetts, c. 1940.
- 465. Matchcover. c. 1945.





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).





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).



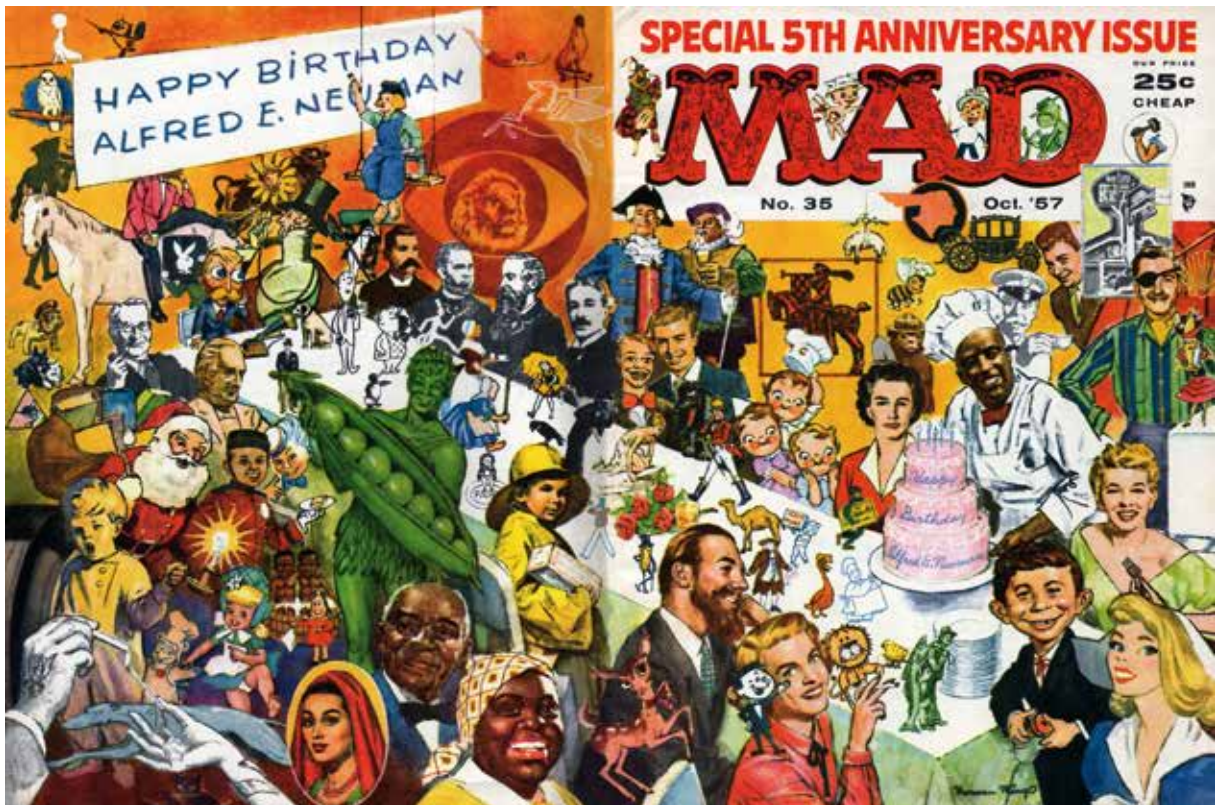
468. Chase scenes over the rooftops of New York City in *Love Happy*. 469. Promotional poster for the movie, 1949.

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.)"





470. Scene of the film published as a full page insert in *Life* magazine, February 7, 1949.

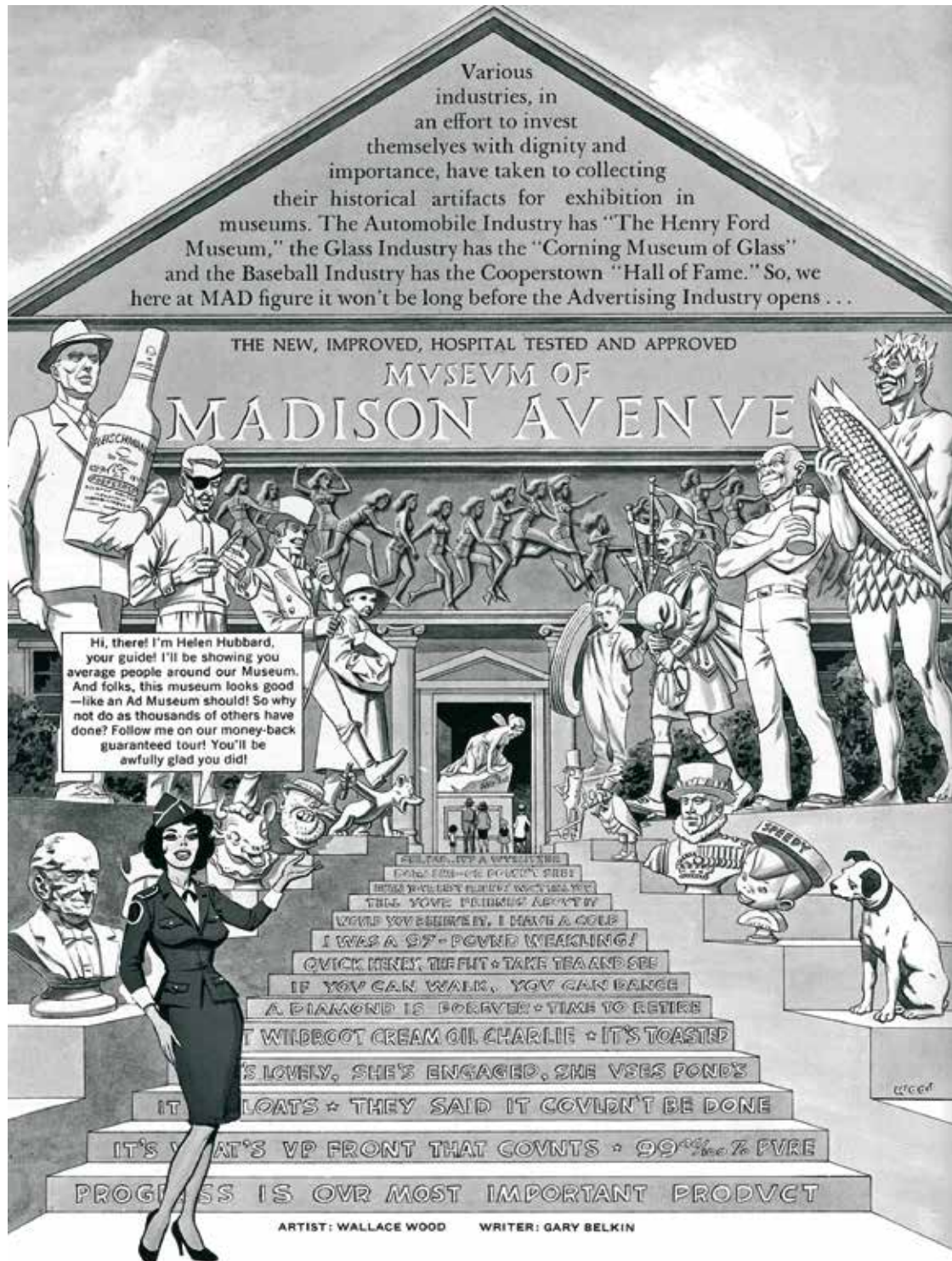


GUEST OF HONOR.

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 bagpiper; 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.

472. Interior illustration published in the humorous magazine *MAD*, October 1957. Illustrated by Wallace Wood.

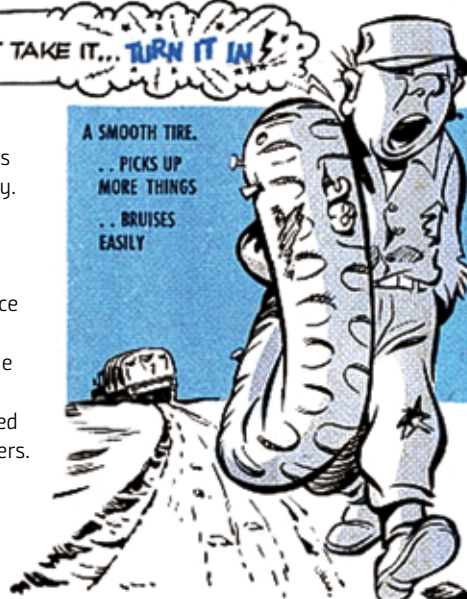


AN INJURED TIRE CAN'T TAKE IT... TURN IT IN!

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.

474. Vignette published in *PS Magazine*, May 1954. Illustrated by the renowned cartoonist Will Eisner (1917-2005).

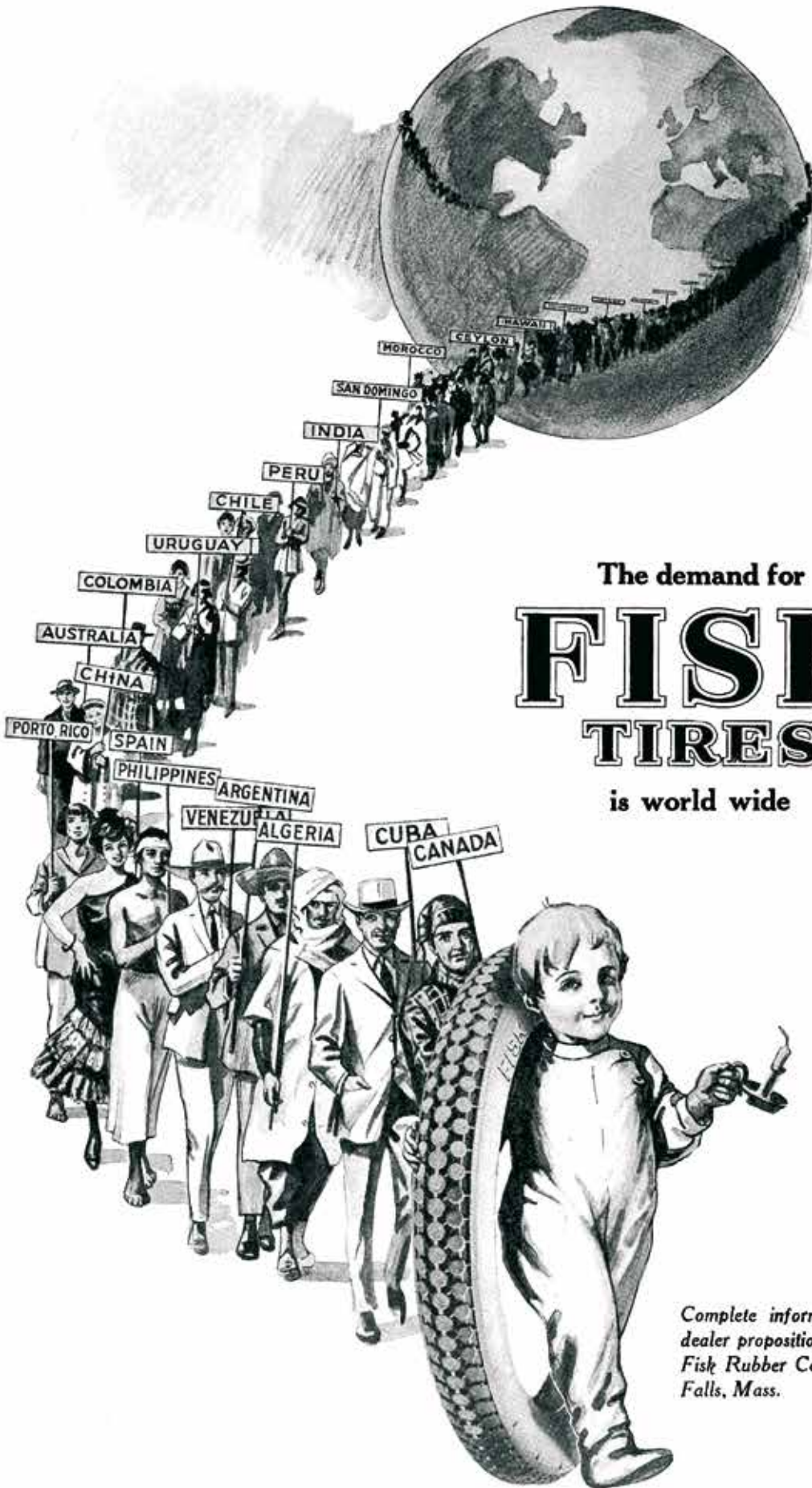




Time to Re-tire?

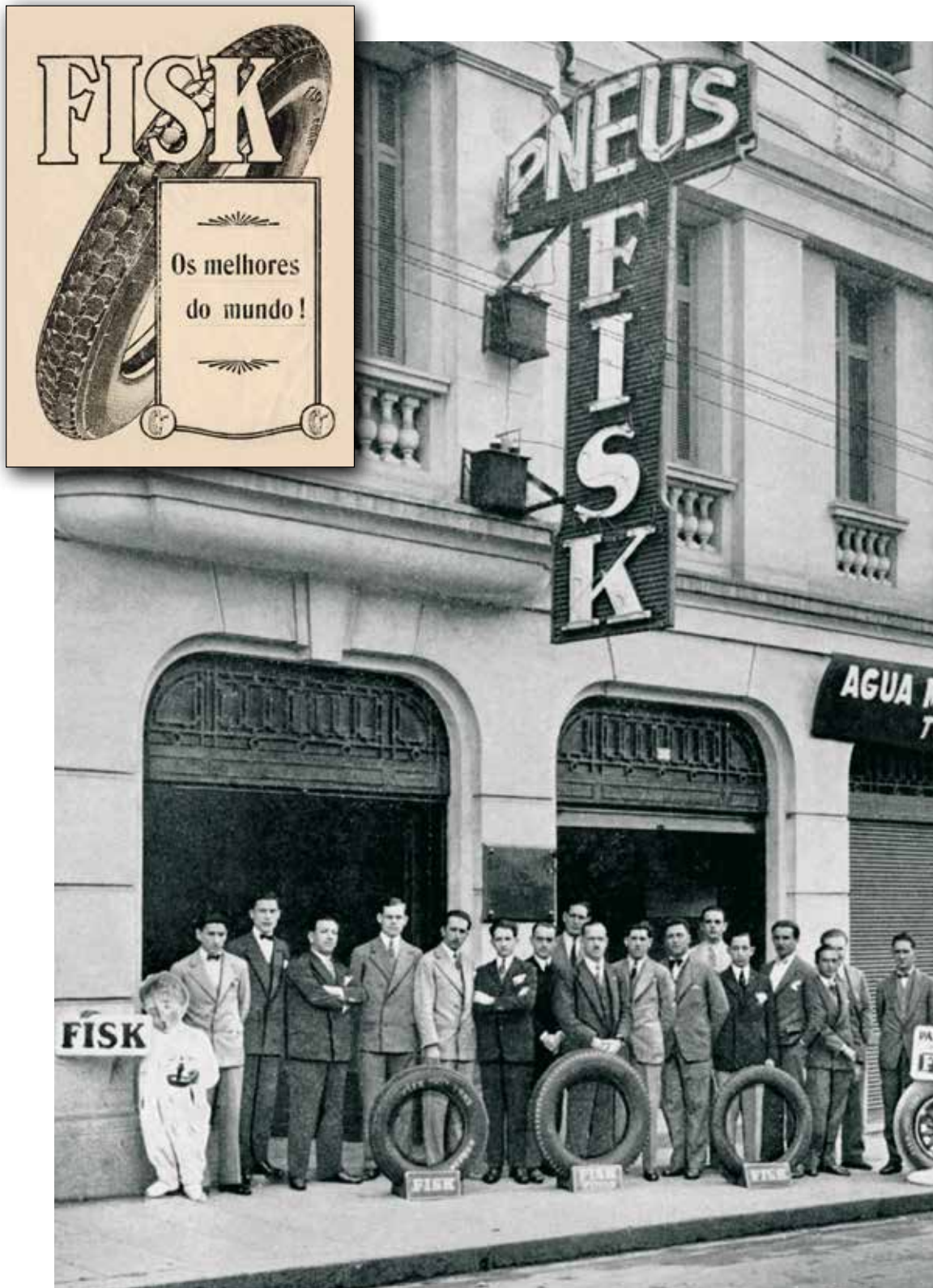
BAD VIBES IN THE WHITE HOUSE. In the above image, the illustrator and caricaturist Joseph Anthony Smith (Bellefonte, Pennsylvania, 1936) portrayed President Richard Nixon in this manner at the time that the Watergate scandal was unfolding. The patched tire, losing air as it deflated, and the extinguished 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-Guption Publications, 1992.

475. Richard Nixon's caricature published during the Watergate process, between 1972-1974. Illustrated by Jos. A. Smith.



The demand for
FISK
TIRES
is world wide

*Complete information about the Fisk
dealer proposition from Dept. W, The
Fisk Rubber Co. of N. Y., Chicopee
Falls, Mass.*



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.

477. Fisk distributor in Sao Paulo, Brazil. Photograph published in the corporate magazine *The Fisk Candle*, November 1929.

478. Full-page advertisement published in Brazilian press, 1921.



FISK

RENKAAT KESTAVAT
YLI ODOTUKSENKIN

Älkää koskaan panko vaaralle alttiiksi UUTTA päällystysrengastanne panemalla siihen vanhan tai muuten aliarvoisen sisärenkaan, sillä siinä helposti turmelette kalliin renkaanne.

Uusikaa siis aina molemmat renkaat samalla kerralla ja käyttäkää silloin FISK-renkaita.

Päämyyjä Suomessa:
SUOMEN VOIMAVAUNU O-Y
Helsinki · Mikonkatu 13



150

TIME TO RE-TIRE.
GET A
FISK

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.

479. Half-page horizontal publicity module in Finnish press, c. 1928.

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.



Time to Re-tire
Get a FISK
THE FISK TIRE EXPORT CO., INC.
250 West 57th Street, New York, U. S. A.

**DE NIEUWE
FISK EXTRA ZWARE
BALLON BAND**

Koopt deze voor —
Extra VEILIGHEID
Extra KILOMETERAFSTAND
Extra GEMAK

Deze super-band overtreft alle andere banden in uitzien, vasten aanslag op den weg en gemak bij het storen. Hoe meer U van een band verwacht, hoe meer U deze nieuwe FISK band zult op prijs stellen. Er is een FISK BAND voor

elken WAGEN, elken WEG, elke BEURS.

SCHNITZLER & CO.
Batavia
THE FISK TIRE EXPORT CO., Inc.
250 West 57th Street, New York, U. S. A.

FISK



FISK
CORD TIRES

Time to Re-tire
Get a FISK

Generalvertretung für Österreich:
EDUARD HERZ
WIEN IV., GUSSHAUSSTRASSE 26 // TEL. 56-2-81

482. Half-page horizontal publicity module published in the Austrian magazine *Europa Motor*, December 1927.

483. Half-page horizontal publicity module published in Finnish press, c. 1928.



FISK ON VOITTANUT

FISK

PAAMYJÄ SUOMESSA:

Helsinki Suomen Voimavaunu Oy. Mikonk. 13



THE MARKET IN NORDIC COUNTRIES. 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.

486. Vertical enamel sign Auto-Gummi, 1930. **487.** Enamel sign for Air-Flight, 38 x 50 cm. Manufactured by Københavns Emaljværk, 1930.



FISK AUTOMOBILGUMMI A/S
Montergaarden
 København K.
 Telf. Central 9912 & 9932

AIR-FLIGHT
 gør Ballondæk
 forældede!

AIR FLIGHT er Navnet paa det nye Dæk, som FISK har bragt paa Markedet.

Forskellen paa Ballondæk og AIR FLIGHT er lige saa stor, som da man i sin Tid gik fra Højtryksdæk til Ballondæk.

AIR FLIGHT har større Luftvolumen; der køres mere paa Luft, mindre paa Gummi.

AIR FLIGHT har større Bevægelighed i Siderne, hvorved alle Ujævnhederne i Vejen bortelimineres. AIR FLIGHT Dækkets smukke Slidbane pryder enhver Vogn.

FISK
 FISK Automobilgummi 1/4
 Montergaarden, København.

Time to Retire
 Køb FISK!

Følg med Tiden, lad FISK Forhandleren montere Deres Vogn med AIR FLIGHT. Med AIR FLIGHT kører De mere paa Luft, mindre paa Gummi.

KØR - bedre!

Følger De FISK's Raad, vil De køre bedre, længere og billigere! Monter Deres Vogn med den store Nyhed: FISK AIR-FLIGHT, Dækket, hvormed De kører mere paa Luft og mindre paa Gummi. Har De engang prøvet FISK AIR FLIGHT, gaar De aldrig tilbage til almindelige Ballondæk. . . .

TIME TO RETIRE
 KØB FISK!

FISK
 AIR-FLIGHT

FISK AUTOMOBILGUMMI A/S, KØBENHAVN

AIR-FLIGHT

Nye Tider — nye Dæk!

Som Ballondækkene i sin Tid fortrængte Højtryksdækkene, saaledes har AIR-FLIGHT Dækkene gjort Ballondækkene forældede. — AIR-FLIGHT giver den største Udøytelse af Luftens Fjederkraft. Vil De nyde den fuldkomne Fornemmelse at at køre mere paa Luft og mindre paa Gummi, da monter Vognen med FISK AIR-FLIGHT.

Air-Flight fremstilles kun af Fisk!

FISK
 FISK Automobilgummi 1/4
 København.

Time to Retire!
 KØB FISK!

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.



The illustration is a black and white woodcut-style drawing. At the top left, a baby in a white onesie is shown inside a large tire, appearing to be floating or riding it. Below this, a grand parade is depicted, featuring a large archway with the word 'FISK' on it. The parade includes a horse-drawn carriage, a motorcycle, and a large crowd of people. In the bottom left corner of the illustration, there is a small logo for 'HELIO'.

¡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.

CONCURSO FISK

2º PREMIO
500 Ptas.

PRIMER PREMIO
1.000 Ptas.

3º PREMIO
250 Ptas.

Time to Re-tire
Get a FISK

¿Quién será el niño FISK?

La Compañía Española del Neumático Fisk, S. A., abre un concurso entre los niños españoles para premiar a los que a juicio del fallo popular lo merezcan, con arreglo a las siguientes

BASES:

1.º Se concederán tres premios en metálico, importantes en jano mil setecientos cincuenta pesetas, distribuidos en la siguiente forma:

Primer premio.....	1.000 pesetas.
Segundo premio.....	500 —
Tercer premio.....	250 —

2.º Podrán concurrir a este Concurso, disputándose los premios antedichos, todos los niños españoles rubios, cuya edad esté comprendida entre los cinco y los siete años, cuya sonrisa resulte más graciosa.

3.º Los que se encuentren en estas condiciones deberán remitir su fotografía, en busto exclusivamente y tamaño postal, por correo o a mano a la COMPAÑIA ESPAÑOLA DEL NEUMATICO FISK (S. A.), calle de Alberto Aguilera, núm. 7, estampando al respaldo de la misma con caracteres bien legibles el nombre y apellidos del concursante, su edad y domicilio. Todas aquellas fotografías que no reúnan estos requisitos serán desechadas.

4.º El plazo de admisión de fotografías se cerrará el día 31 de enero de 1930, y el resultado del plebiscito se dará a conocer por medio de la Prensa durante los quince días siguientes al cierre del Concurso.

5.º Las fotografías que se reciban se irán publicando por riguroso orden de llegada en la Revista quincenal ilustrada AUTO. Dicha Revista

publicará, además, un cupón que servirá de papeleta de votación a cuantos quieran contribuir al plebiscito. Estos cupones, en los que el votante podrá estampar los nombres y número de los tres niños que a su juicio merecen los premios, se recibirán en el domicilio de la COMPAÑIA ESPAÑOLA DEL NEUMATICO FISK (S. A.), y en la Redacción de la Revista AUTO, calle de Apodaca, 18, hasta el día 8 de febrero de 1930. Todo voto que no venga extendido utilizando este cupón será nulo; pero una misma persona podrá enviar dos o más cupones, computándose un voto por cada uno de los cupones que remita.

6.º Siendo base fundamental de este Concurso el adorar la COMPAÑIA ESPAÑOLA DEL NEUMATICO FISK (S. A.) para la propaganda de sus productos la cara de niño más bonita que pueda hallarse, la concurrencia al mismo implica la conformidad, tanto del niño como de sus padres, a la reproducción de la fotografía en sus revistas. Al efecto, los que resulten premiados vienen obligados a dejarse fotografías vestidos con el típico "mono" del NIÑO FISK, que llegará confeccionado a la medida y en rica seda.

7.º La entrega de los Premios tendrá lugar, en la fecha que oportunamente se anuncie, en el domicilio de la COMPAÑIA ESPAÑOLA DEL NEUMATICO FISK (S. A.), y a este acto podrán concurrir cuantos niños hayan participado en el Concurso. Todos ellos serán obsequiados como agradecimiento a su concurrencia a este simpático acto.



BLOND (!) SPANISH CHILDREN. 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."

- 492. (opposite page) Full-page advertisement published in the Madrid newspaper ABC, February 3, 1921. Helios advertising agency.
- 493. Full-page advertisement published in the Barcelona newspaper La Vanguardia, December 10, 1929.
- 494. Cover of the tariff brochure for M. Odriozola e Hijos, an official Fisk distributor in San Sebastián, the Basque Country. July 1, 1929.

