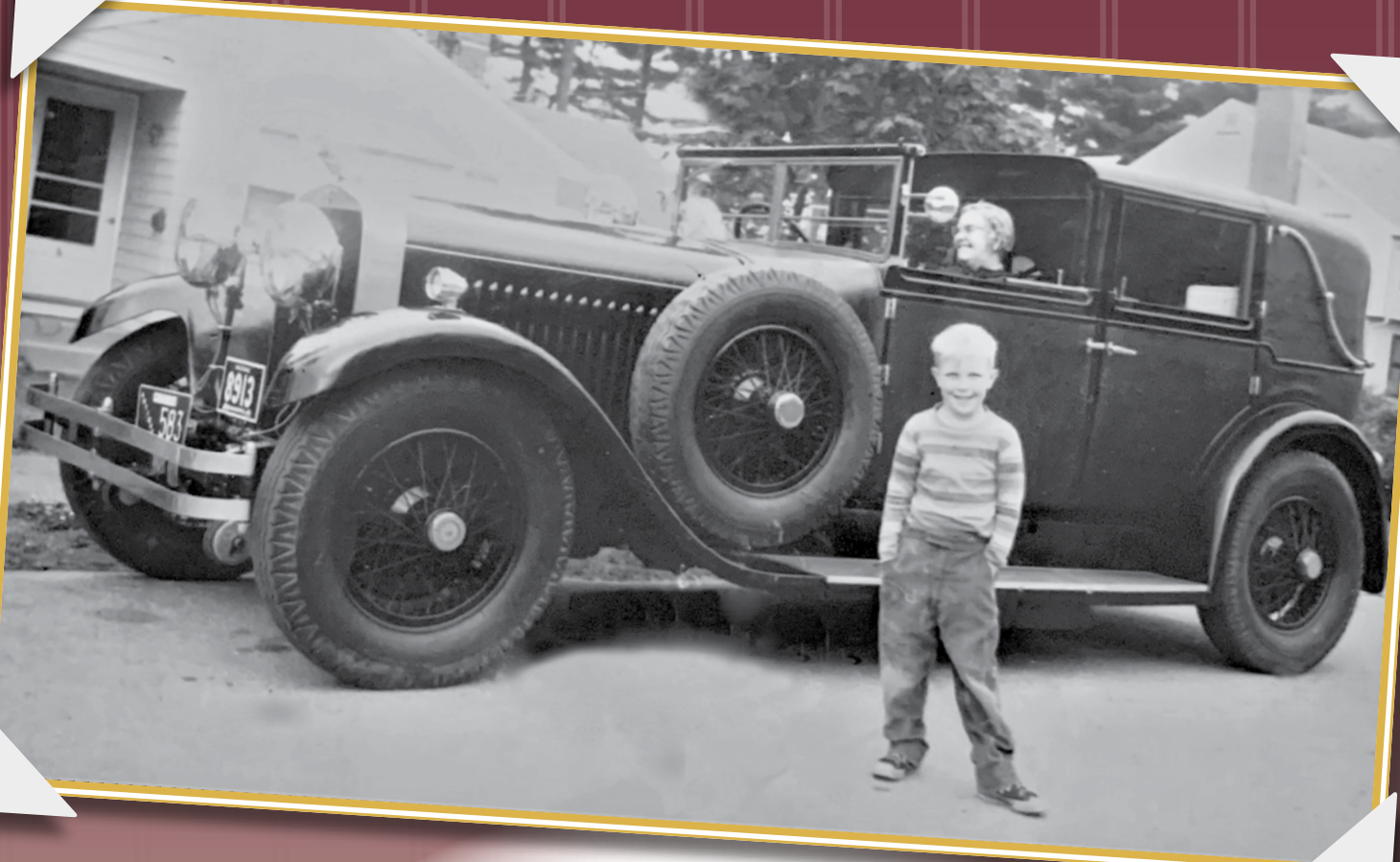


# NEW ENGLAND CLASSIC QUARTERLY & BULLETIN



CLASSIC CAR CLUB  
OF AMERICA

NEW ENGLAND REGION

.....  
SECOND QUARTER 2021



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## PUBLISHING DATES

*Cut off Date for  
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### Magazine & Bulletin

JANUARY

APRIL

JULY

OCTOBER

## PLEASE NOTE:

ALL BOARD OF  
DIRECTOR'S MEETINGS  
ARE OPEN TO ANY MEMBER  
TO ATTEND WHEN  
THEY RESUME.

### – Advertising Rates –

Classifieds are Free to  
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For Photo Ads  
or Business Ads

Please Contact:

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## Director's Message:

I am happy to report the snow has disappeared and we have been working in the garage on our newly acquired Classic©. In 2019, I had the privilege of working with fellow car collectors to form "Springfield to Boston Education Foundation". A 501C3 Non-Profit. With the passion of like-minded individuals our aim is to inspire and educate our youth about the storage, repair maintenance and skills it takes to drive collectible cars as well as publish technical and historical bulletins on the intricacies of these great automobiles. In doing so we are preserving the history of these great cars for future generations.

Our most recent donation is a 1938, 12 cylinder Packard. We are busy servicing the Packard so it is ready for its debut at an area cars and coffee. – *Jeff*



## Editor's Notes:



Over the past few months I have been searching for some interesting history on a company that was formed in New England. My search took me all the way to Barcelona, Spain and not only did I make a new friend, I also discovered that he was passionate about the company I wanted information on. So much so, that he decided to research the tire industry as a whole for his Doctoral Thesis.

His kindness in sharing his research is what follows in this issue for which I am grateful.

— *Heidi Ann*



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# PAU MEDRANO-BIGAS

## THE FORGOTTEN YEARS OF BIBENDUM. MICHELIN'S AMERICAN PERIOD IN MILLTOWN:

**Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930).  
Doctoral dissertation. University of Barcelona, 2015 [English translation, 2018].**

### ***Professor Pau Medrano-Bigas - Comments***

*“Would you like to know in depth the history of one of the best tire companies ever existed in the United States?”*

Surely you know that the tire industry of the first decades of the twentieth century was dominated by the so-called “Big Four”—the leaders US Rubber, Goodyear, Goodrich and Firestone. Fisk was fifth in the ranking, but his advertising was impressive and stood out from the rest over the years.

Do you want to know the REAL and COMPLETE story of this pioneer tire company? Who created the famous Fisk boy mascot? What was the role of Mabel Webber, one of the first women in the tire industry in occupying the position of advertising director leading the Fisk advertising department, commissioning beautiful illustrations to the best American illustrators of the Golden Age such as Maxfield Parrish, Peter Helck, Norman Rockwell, Harrison Cady, and Jessie Wilcox Smith, N. C. Wyeth, among others?

It is a pleasure to share with you the results of my ten-year research as a scholar specialized in the pioneer tire company's graphic design and advertising strategies (1880s-1930s). I'm a professor of Graphic Design subject at the University Of Barcelona, Catalonia, a passionate academic researcher” 98 –

I am excited to introduce to our members, Dr. Pau Medrano-Bigas. a Catalan professor of Graphic Design at the Grade of Design Depart of Visual Arts and Design for the University of Barcelona.

He is also a Graphic Designer who freelances in designing lifestyle magazines and illustrating books for different publishers. He worked over 15 years in the magazine and book industry making

monthly publications work he found challenging and demanding but really rewarding.

In explaining his Thesis, which is a full Four Volumes; he notes the depth of his approach to the U.S. Tire Industry. The Fisk Tires Chapter is only one chapter in the thesis. There are other chapters in Volume Four devoted to other US pioneer tire companies such as Gillette, Republic, Kelly Springfield, India, Savage, Lee, Hood, Miller to mention a few.

He believes we will find some unknown stories behind the Fisk Tires venture. For example, he is proud of rescuing the figure of Mabel G. Webber, the Fisk outdoor advertising manager for years. He is also proud that his thesis is based on primary sources and he does not repeat

*Continued on page 5*



*Professor Pau Medrano-Bigas – On the Left*

text of other writers, he uses the origin to make his own compilation of facts to develop stories making his studies/researches unique. He also carried this approach when choosing the images for the thesis, 90% have never been shown before.

The importance of the footnotes, which are full of new content and not merely a compilation of data. We will find new extra stories in the footnotes as he had the opportunity to contact private collectors and institutions, family descendants and other kind individuals that helped him a lot.

Dr. Medrano-Bigas is a collector of old advertising memorabilia (1880s-1930s) and part of that collection is about tire advertisements. His collection has been used in exhibitions and to write articles and he presents at conferences about the matter.

The Thesis is not available in print anywhere in the United States and it is a privilege and honor to share some of Dr. Medrano-Bigas' research. The entire thesis resides in the Digital Repository of the University of Barcelona. Address follows.

Medrano-Bigas, Pau.

The Forgotten Years of Bibendum. Michelin's American Period in Milltown: Design, Illustration and Advertising by Pioneer Tire Companies (1900-1930). Doctoral dissertation. University of Barcelona, 2015 [English translation, 2018].

Digital Repository of the University of Barcelona

<http://diposit.ub.edu/dspace/handle/2445/126382>

The email from the University, in case someone wants to contact me or send me a comment: [pau.medrano.bigas@ub.edu](mailto:pau.medrano.bigas@ub.edu).

## FISK TIRES AND THE SLEEPY BOY

*The history of the Fisk Rubber Co. is paradoxical. They were one of the most important companies in the tire industry, only behind the leading group known as the "Big Four"—Goodrich, Goodyear, Firestone and US Rubber. In fact, before their absorption by US Rubber, the "Big Five" was already being talked about. However, in terms of advertising legacy, Fisk perhaps has the most interesting and prolific, yet it is one of the least known. Just as other companies compile their history in their own commemorative or promotional publications, or are the subject of study by external authors and researchers, I have not been able to find any consistent bibliographical references centered on Fisk's history. There are only short chapters in reference books dedicated to other companies in the sector, brief mentions in specialized press articles of the time and certain information disseminated in the company's commercial documents and the advertising brochures they themselves published.*

### *The origins of the company*

The roots of the Fisk Rubber Co. are found in the Spaulding & Pepper company located in Springfield, Massachusetts. They were established in 1895 by Thomas G. Spaulding and Chas L. Pepper and dedicated to the manufacture of bicycle tires.<sup>1</sup> At the beginning of 1896 the company reorganized, maintaining the same initial partners and incorporating Henry A. Spaulding—the founder's cousin—in the position of President.<sup>2</sup> In early 1897, the Spaulding & Pepper factory in Chicopee Falls, Massachusetts, employed 150 workers<sup>3</sup> and their range of tubular tires, with the initials S & P stamped on their sides,



Noyes W. Fisk  
Wiki-Internet Photo

were advertised in leading American cycling magazines. However, it seems that they had financial problems and in February 1898, the company was taken over by the First National Bank of Chicopee; in June 1898, the company ceased production.<sup>4</sup>

On October 26, 1898, the Spaulding & Pepper company, their facilities and the adjacent land next to their property were acquired in a public auction by the firm Reimers & Meyers, who paid the sum of \$17,000. The following day, the firm sold them to the second highest bidder, the businessman Noyes Wilson Fisk (1839-1901), dedicated to commercializing detergents and cosmetic soaps.<sup>5</sup> Just a few days later the Fisk

Rubber Co. was legally constituted, with an initial capital of \$33,000 and with two partners, Noyes Wilson Fisk—acting President—and his son Harry George Fisk (1873-1945)—appointed Treasurer—, accompanied by general managers Alfred N. Mayo and C. E. Woodward.<sup>6</sup>

The new company focused on manufacturing tires for bicycles and wagons. The old facilities were reformed in order to quickly start productive activity with a workforce of approximately one hundred employees.<sup>7</sup> The company's factory was located in the town of Chicopee Falls next to the Chicopee River, in an area close to the Boston & Maine Railroad tracks. This area had been an ancient settlement for the Nipmuck Indian tribes [in their language: *chekeel*/violent and *pee*/waters, adapted to English as Chicopee Falls] that was part of Springfield until their independence, in 1848. It was an area that had an industrial tradition in the treatment of cotton and wool, with iron and brass foundries, and was ideal for the tire industry due to the proximity and ease of obtaining raw materials.

In June of 1899, Harry Thatcher Dunn (1875-1952) joined the senior management team contributing his experience in the bicycle industry. He started working as head of the sales department,<sup>8</sup> being responsible for establishing a commercial and distribution network and in October of that same year, Fisk Rubber Co. would manufacture their first automobile tires.<sup>9</sup> Dunn would become a key figure in the company, holding the position of President for decades (fig. 2).



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

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



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By the early 1900s, Fisk's catalog offered six different types of tires and distributed their products through contracted agencies in Buffalo, Detroit, New York, Philadelphia and Syracuse, which were also in charge of repairs.<sup>10</sup> At that moment, their main market focused on bicycle tires, with a daily production of between 1,200 and 1,300 units, in addition to tires for carriages and wagons.<sup>11</sup> In 1901, with the passing away of the much respected Noyes Wilson Fisk, founder and President of Fisk Rubber Co., the facilities that the company had to obtain bank credits and financially support the growth of the business disappeared. As a result, the company was re-founded and recapitalized, and on September 30, 1904, was legally registered as the new Fisk Rubber Company, with a capital stock of \$ 600,000.<sup>12</sup>

### *Fisk automobile tires*

The initial reduced production of automobile tires increasingly flourished over time, making it necessary to build new production plants — with expansion that was undertaken in several phases, between 1901 and 1905—that doubled the size of the original factory.<sup>13</sup> In 1908, Fisk Rubber Co.'s production already accounted for 7% of the total U.S. automobile tire market, comprising a

Property of Medrano-Bigas Collection



considerable amount considering the atomization and saturation of the sector that occurred after the turn of the century. For example, other powerful companies did not differ too much in their numbers: Firestone, 6% in 1909; Goodyear, 5% in 1909; however, Goodrich with 15% in 1904 and Diamond with 15%—doubled their quota.<sup>14</sup>

In that same year (1908), the Fisk factory produced 57,695 tires and 40,960 inner tubes for automobiles, in addition to 84,387 bicycle tires.<sup>15</sup>

The company's tires were making a name for themselves in the sector. At the beginning of 1912, according to the manufacturer's New York branch office, about 1,000 taxis in the city were equipped with Fisk tires.<sup>16</sup> The production figures at the end of that year showed that 221,826 tires and 198,925 inner tubes for automobiles had been manufactured, as well as 240,623 bicycle tires<sup>17</sup> with a staff of approximately 1,200 employees.<sup>18</sup>

During the first quarter of 1913, daily production was 1,300 automobile tires;<sup>19</sup> by the end of the year the facilities had been modernized with new machinery, and

daily production reached 1,800 tires.<sup>20</sup>

In the spring-summer of 1914, production was close to 3,500 car tires and 3,000 bicycle tires.<sup>21</sup> During the first quarter of 1915, production yielded 2,700 tires,<sup>22</sup> a figure that increased by the end of the year, reaching 5,000 daily units, with close to 3,000 employees.<sup>23</sup>

Thus, in 1915, about 5,000 tires left the Chicopee factory every day, ready to be sold in more than 90 dealerships. The spare tires sales accounted for 80% of the company's income; the remaining 20% corresponded to the orders for original equipment for vehicles during factory production (figs. 371-372).<sup>24</sup> The expansion and renovation construction carried out at the end of 1915 and early 1916 at the Chicopee Falls factory allowed for increased production capacity reaching 12,000 tires per day, with a workforce of nearly 3,600 workers.<sup>25</sup>

At the end of 1916, Fisk secured shareholder control over Federal Rubber Manufacturing Company. They were an important rival company in the sector, active since 1916 with a factory in Cudahy, Wisconsin. They



1—E. H. BRANDT, Special Representative.  
2—E. H. BROADWELL, Vice-President.  
3—J. W. BOWMAN, New York Manager.  
4—B. H. PRATT, Chicago Manager.  
5—J. H. CODY, Ohio Salesman.  
6—J. W. MEIXELL, Southern Salesman.  
7—F. C. VAN DERHOFF, Cleveland Manager.  
8—G. E. JOHNSON, San Francisco Manager.

9—B. PARKER, Assistant to General Manager.  
10—W. W. WHITING.  
11—E. BOGARDUS, Cashier.  
12—L. BEERS, Manager Order Department.  
13—A. C. BOLSTER, Superintendent of Repairs.  
14—R. F. MEIXELL, Western Salesman.  
15—J. C. MOSHER, Manager-Repair Department.  
16—F. H. AYERS, Northeastern Salesman.  
17—W. C. MAYVILLE, Atlanta Manager.

18—F. E. SMITH, Minneapolis Manager.  
19—W. JAMISON, Assistant Superintendent.  
20—H. SMITH, Second Assistant Superintendent.  
21—A. C. STANLEY, Springfield Manager.  
22—F. C. RIGGS, Vice-President.  
23—H. S. MASON, Los Angeles Manager.  
24—J. C. COLE, Superintendent.  
25—GEORGE CAMPBELL, Boston Manager.  
26—H. H. HOFFMAN, Buffalo Manager.

27—H. T. DUNN, President.  
28—E. NOBLES, Boston Salesman.  
29—J. BRESFORD, San Francisco Salesman.  
30—H. G. FISK, Secretary.  
31—M. L. BROWN, New York Salesman.  
32—R. BELT, Kansas City Manager.  
33—M. PENROSE, Philadelphia Manager.  
34—WILLIAM LAMBE, Detroit Manager.

**FISK RUBBER COMPANY'S STAFF GROUPED AT CHICOPEE FALLS.**

– 1922 – 23. FISK TIRES AND THE SLEEPY BOY ALL THE PRESIDENT'S MEN (PLUS WEBBER).

The image above is Fisk Rubber Company's Staff grouped at Chicopee Falls taken in 1906. The following names are highlighted: President Harry T. Dunn (number 27), Vice Presidents E. H. Broadwell (2) and F. C. Riggs (22), Secretary H. G. Fisk (30), and the Manager of the Advertising Department Burton R. Parker (9), who left the company at the end of 1907.

offered a wide range of solid rubber and pneumatic tires, rubber mechanical components and other rubber articles such as flooring or soles for shoes. Both businesses would function separately, maintaining their departments and focusing on their own respective markets.<sup>26</sup> To formalize the new legal status of the company acquired by Fisk, the Federal Rubber Manufacturing Company changed their name to the Federal Rubber Company on April 26 of that year.<sup>27</sup>

By 1911, Fisk already had 30 direct branches spread throughout the country, which increased to 42 in 1914.<sup>28</sup> Between 1916 and 1918, continuing on with the expansion policy, Fisk achieved an important commercial deployment, establishing 130 collaborators in the main cities, consisting of offices, showrooms and warehouses that were also equipped with their own service stations and repair workshops.<sup>29</sup> These direct branches supplied local distributors and retailers, in addition to providing direct sales (figs. 392, 395-396). In 1918, close to 80% of Fisk Rubber Co. production was oriented to the sales through their, at that time, 125 territorial branch offices; the remaining 20% responded to commissions for original equipment of manufactured automobiles.<sup>30</sup>

The Ninigret Mills Company was a textile company based in Boston whose shares were controlled by Fisk Rubber. They had a factory in Westerly, Rhode Island employing 700 workers and at the beginning of 1920, acquired the factory and 600 workers of the Greene & Daniels Co., located in Pawtucket within the same state. Both would produce rubberized textiles for the manufacture of pneumatic tires.<sup>31</sup> At that time, two new product lines were added that were designed for heavyweight transport vehicles, solid rubber and pneumatic tires. The rest of Fisk's catalog consisted of automobile tires, bicycle tires and a list of accessories associated with their maintenance and repair.

### *Times of growth ... and difficulties*

Between 1920 and 1921, the entire sector's production was affected by the economic recession. If in the winter of 1920, being one of the worst times, daily output was 2,500 pneumatic tires, in July of the following year it reached 8,500 tires and 10,000 inner tubes, working at 90% of productive capacity.<sup>32</sup> Two months later, in an upward trend of recovery, the figures were 10,000 tire covers and 13,000 inner tubes. The workforce underwent increases in successive phases—in the first weeks of June,



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155-156.  
Full-page  
advertisements  
published  
in the  
magazine  
*Harper's  
Bazaar*,  
April  
1917,  
and in  
an unidentified  
magazine,  
1917.

250 workers had been hired for the day shift; at the end of the month, 300 workers were added for the night shift. This stepwise expansion continued until reaching 2,000 workers. The production figures for the month of August were lower, with an average production of 7,500 tires, which was, in any case, always much higher than figures in the worst month of the year. In May, close to 65,000 tires had been manufactured, with an average production of 2,100 units per day.<sup>33</sup> In October 1921 Fisk absorbed the Ninigret Mills Co, transforming them into one of their business divisions. The division of Ninigret would also take over the management of the textile production plant previously acquired by Fisk located in Jewett City, Connecticut.<sup>34</sup> The full integration of the Federal Rubber Co was added to this phase of consolidation, which would be managed directly by the Fisk Rubber Company.<sup>35</sup>

At the beginning of February 1922, the general situation had normalized after the recent but deep recession that had severely affected many companies in the tire sector, as was the case of the Fisk Rubber Co. In January, Fisk's production had reached 9,000 tires per day, working at 60% of the facilities' production capacity and with a workforce of 3,200-3,300 workers. Another indicator



of the gradual recovery was the number of establishments associated with their commercial network, which had gone from 30,000 in 1921 to 40,000 in 1922. As for the division of the Federal Rubber Co. at that time they were producing around 3,000 tires a day with a staff of 1,200 employees.<sup>36</sup>

In January 1925 negotiations between Fisk Rubber and Goodyear Tire & Rubber were concluded to jointly acquire the Rotch Mills factory in New Bedford, Massachusetts. Here both companies, as two separate units, would manufacture rubberized textiles for their tires, strengthening the productive capacity of other similar plants already controlled by the respective companies.<sup>37</sup> For this purpose they created the company The Devon Stills, Inc. in which each company held 50% of the shares.<sup>38</sup> The Westerly factory, in charge of the Ninigret division of Fisk Rubber Co., would move their eighty workers and production to the shared New Bedford factory.<sup>39</sup>

By mid-1926, Fisk's production consisted of 25,000 tires and 36,000 inner tubes working at full capacity.<sup>40</sup> The New Bedford plant, which at the time employed 1,100 workers, closed at the end of 1927, foreshadowing difficult times for the company.<sup>41</sup> In March 1931, Fisk Rubber Co. was under the control of a judicial administrator, a situation that lasted until 1933. During this period, the company dismantled their network of territorial branch offices—consisting of nearly 140 in 1921, 120 in 1930, and only three in 1934.<sup>42</sup> In addition, numerous restrictive measures were taken, such as the reduction by 10% in salaries of all office managers and employees, a specific workforce that totaled around 1,700 people.<sup>43</sup>

This restructuring led to the sale of the company to an investment corporation. With a sound new base as the starting point, the firm's business increased by 65% between 1936 and 1939, under the chairmanship of



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

the Fisk line of tires, which gives universal satisfaction.

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

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



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

Charles Edward Speaks and they even began to build a European manufacturing plant in Sweden in 1939. Although in 1939 they were operating at half capacity, the estimated production capacity for the end of the thirties consisted of 13,000 tires and 15,000 inner tubes for automobiles, in addition to 6,500 bicycle tires.<sup>44</sup> The new Fisk Rubber Corporation attracted the attention of the powerful United States Rubber, the second after



Property of Mecran-Bigas Collection

*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.*

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

Goodyear in the industry ranking of American tire companies. In their plans for continued expansion, U.S. Rubber had acquired in the past few years two other medium-sized competitors: the Samson Tire and Rubber Corp. in October of 1930, and the Gillette Rubber Co. in January of 1931. The acquisition of Fisk Rubber Corp. would allow them to satisfy demand by producing more tires, as their own factories were at the point of saturation and, at that time, the Fisk plant in Chicopee was only operating at 50% of actual capacity. Fisk also owned one of the largest cotton cord for tires textile factories, The Fisk Cord Mills in New Bedford, Massachusetts. This takeover would also benefit U.S. Rubber by increasing their assets, with Fisk's two factories and exclusive manufacturing patents, in addition to appropriating a faithful market segment that respected the Fisk brand and their products.<sup>45</sup>

The negotiations were initiated in 1939 and concluded in January 1940. U.S. Rubber acquired Fisk Rubber Co. and went on to take control of their management, properties and operations. It was agreed that the former Fisk factories would produce mainly Fisk tires, which would be marketed under that brand, and other tire models under the U.S. Rubber brand. Although initially Fisk tires had to be distributed through the Fisk authorized network of branch offices, the dissolution of these led to an attempt to sell them in the U.S. Rubber official commercial network. Since the initiative did not succeed, in October 1941 a new sales network was created for the Fisk Rubber Co. Division.<sup>46</sup>

In 1964, U.S. Rubber Co. was transformed into Uniroyal. In 1986, they partnered with BF Goodrich to form Uniroyal BF Goodrich, a corporation that was finally acquired by Michelin in 1990. The Fisk brand thus became



part of the French multinational's catalog. Between 1997 and about 2012, Michelin manufactured Fisk tires for automobiles and lightweight trucks at their U.S. plants. Since 2007, Michelin exclusively produced them for the most important independent tire distribution wholesaler in the United States, the Discount Tire Co., founded in 1960 by Bruce T. Halle. The Discount Tire Co. owns the best private collection in the world of European and American posters about tires, located at their headquarters in Scottsdale, Arizona. Fisk tire production was aimed at specifically targeted local markets and their mascot, apart from being stamped on the sidewall of the tires, had no promotional prominence.<sup>47</sup>

### *A child is born*

The first advertising press inserts for Fisk Rubber Co., advertising their tubular tires for bicycles and wagons, were commissioned to the G. H. E. Hawkins agency, with offices on Broadway, New York City.<sup>48</sup> Between 1899 and 1900 different variants of advertising modules and entire pages were published in specialized cycling magazines such as *The Wheel* and *The Cycle Age & Trade Review*. In the latter publication, between September and October 1900, Hawkins developed a campaign with repetitive graphic design modules and a different message containing clever texts in each case (fig. 1). The advertisements for Fisk Rubber Co. automobile tires published between 1900 and 1910 centered on showing technical diagrams of pneumatic tires models and on reproducing scenes of driving and changing damaged tires. Occasional characters, automobile users, drivers and conductors, salesmen and mechanics were also portrayed (figs. 17-22).

In the sources located and consulted regarding the Fisk Rubber Co.'s first years of activity, I did not come across any reference to the existence of an internal advertising

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Always...  
**LITTLE MAN**  
someone must  
show the way

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 "blowing" 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**

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

**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 photo montage 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.



department. Presumably, it could be expected that this would have been the responsibility of Harry T. Dunn as head of the sales department.<sup>49</sup> The truth is that, after the refounding of the company in 1904 and the expansion of the facilities that allowed for undertaking automobile tire production, the advertising needs increased. In March 1905, Burton R. Parker was incorporated as Director of the advertising department, and was also in charge of starting the monthly edition of the corporate magazine *The Pneus*, whose first issue was printed just two months later (figs. 9 and 15).<sup>50</sup>

Burton R. Parker (1869-c. 1926), a native of Hartford, Connecticut, had extensive experience in the rubber sector and with solid and pneumatic tires, after being linked for nine years as advertising director for Hartford Rubber Works—where his older brother Lewis Darling Parker held the position of President. Moreover, in the year prior to his signing with Fisk, he was also the advertising director for their rival, the G & J (Gormully & Jeffrey) Tire Company.<sup>51</sup> Burton would leave the Fisk Rubber Company at the end of 1907 to join, in November 1907, another important company in the sector as advertising director: the newly established Michelin Tire Company in Milltown.<sup>52</sup>

The launch of *The Pneus*, the Fisk Rubber Co. magazine, also led to a graphic improvement of the company's press advertisements. Illustrator and caricaturist Robert Weller (1868-1913), based in Hartford, Connecticut, was the leading illustrator for the corporate magazine run by Parker (figs. 9-13).<sup>53</sup> Weller took charge of designing the advertisements based on the utilization of line illustrations. He applied shading using a pointillist technique, that is, providing greater or lesser darkness by creating a fill pattern of variable density, formed by the accumulation of small hand-drawn dots. These were framed by sinuously curved borders, typical of that period (figs. 14-22). He was also responsible for creating the character Chauffeur Sparks, the driver for Senator Bainbridge; their automobile trips and the humorous situations that happened along the way tested the virtues of Fisk tires. In addition to his appearances on the pages of *The Pneus* magazine, the chauffeur was featured in at least three small independent promotional books, with witty texts and numerous illustrations serialized under the title "The trips of Chauffeur Sparks" (figs. 14 and 16).<sup>54</sup>

During 1908, the Fisk advertising account was under the management of Albert Frank & Company, in New

York. They were a pioneering advertising agency, active since 1872 and with delegations in Boston, Chicago and Philadelphia. Their principal task was basically to oversee publications in the press.<sup>55</sup>

The Wagner-Field Co., also known as the Wagner & Field Agency, was the next entity that Fisk hired to manage their advertising. Records exist as early as 1910 that document this active relationship.<sup>56</sup> Wagner & Field was founded at the end of November 1908 by Fred J. Wagner—previously in charge of advertising for different specialized publications such as *Cycle Age*, *Motor Age* and *Horseless Age*—and Russell Ambler Field—who had been a journalist responsible for the motor-related sections of the *Daily Eagle* newspaper in Brooklyn from 1904-1908. The agency, with offices on Broadway, was specialized in offering their advertising services to companies and entities linked to the automotive world. They included M. Worth Colwell as an expert copywriter—formerly writing and serving as editor of the *Motor World* magazine—, forming a creative team with the illustrator and art director Burr Edward Giffen (1886-1965), from the Bates Advertising Agency.<sup>57</sup> Their first accounts included the promotion of the Vanderbilt Cup, automobile brands such as Columbia, Simplex and Fiat—the American delegation of the Italian maker, with factory in Poughkeepsie, New York—, and the company Ajax Grieb Rubber Co., manufacturer of Ajax tires.<sup>58</sup>

It was at that time that a figure emerged who would become central to the Fisk Rubber Company's future advertising activity: Mabel Garetta Webber (1872-?). She held the position of advertising department director for the Fisk Rubber Company, where she would work for almost two decades (fig. 1).<sup>59</sup> From the creative union between Webber, the Wagner & Field agency and Giffen, their art director, emerged the character that would make a mark on the company's history: the Fisk tire boy. The official corporate history on the creation of this mascot was established over the years through press releases prepared by the Fisk Rubber company to be published in magazines and newspapers, repeating to this day a story full of inaccuracies and uncertainties.

As they explain, the idea came from Burr E. Giffen who, unable to fall asleep in his efforts to come up with a good campaign for Fisk tires, decided that it was time to retire to bed towards three in the morning ... and thus the spark of inspiration came. The moment of retiring gave way to the slogan "Time to re-tire" which played on the meaning of the terms tire and retire [withdraw/



*Portrait of Mabel Garetta Webber, who was named Manager of the Advertising Department around 1910. Starting in 1916, Webber would take over management of the Outdoor Advertising Division. 1. Company Portrait published in the Fisk house organ *The Pneus*, Volume 2, number 2, May 1906. 2. Webber's portrait from May 1906, published in *The Poster*, August 1919.*

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remove] and tied the moment of retiring [to bed] to changing the tires [re-tire]. That same night, Giffen made the sketch of a sleepy and yawning child who, in his one-piece children's pajamas, was heading to bed. The light of a candle he held in his right hand guided him in the darkness, and he was clinging tightly to a tire that hung from his shoulder. The next morning, Giffen showed the drawings of his character and his slogan "When it's time to re-tire, buy a Fisk" to Russell A. Field, co-director of the agency. Together, they presented the proposal to Edward Herbert Broadwell, Vice President of Fisk Rubber Co. [presumably accompanied by Mabel G. Webber], who was enthralled by the solution.<sup>60</sup>

The company adopted the new character—who was never baptized with a specific name—and quickly produced a lithograph poster that featured him. Given the good response it generated, promotional postcards were published (fig. 21) and the illustration with the slogan was legally registered on June 1, 1910.<sup>61</sup> Along with the mascot, the company legally registered on March 28, 1911 a corporate emblem formed by the initial 'F' circumscribed in a tire,<sup>62</sup> which they had begun

to use and would be applied to commercial stationery and in different supports—including the sidewalls of pneumatic tires—as brand identification (figs. 23, 25-27 and 32). It appears that Giffen received \$10 for his idea and illustration of the mascot, the usual payment for that kind of work in the agency. Years later, in 1916, Ned Broadwell—then Vice President of Fisk—presented him with a check of \$1,500 in recognition of his personal contribution.<sup>63</sup>

According to the testimony personally provided to me by Courtney Fisk, a direct descendant of the Fisk family saga, the origin of the mascot should be complemented with other historical information. As expressed in her own words, compiled from our communication by email:

"From what I understand, one evening the Marketing Director for Fisk Rubber or whoever was in charge of that department [Mabel G. Webber? ] was having dinner with Harry Fisk to discuss Marketing Strategies. During the dinner I guess the Marketing Director saw a boy running around in his pajamas (ones with feet) and came up with the idea of using him as a logo. According to my father, that boy (the Fisk boy with the candle) is his dad (Noyes M. Fisk, my grandfather) as a child himself."<sup>64</sup>

The above would imply that, following this theory, Mabel G. Webber would have provided guidelines to the advertising agency and their art director Burr E. Giffen to work on the proposal.

In the beginning, the character was to be featured in one single campaign but it soon became evident that the idea could go further, even converting him into the standard bearer of the company's tires and products. The first appearances of the Fisk tire boy—defined with a flat line drawing and strictly in black and white—date back to the spring of 1911 (figs. 24-25), although the large-scale public presentation occurred in the advertising campaign that was launched in April of the following year. Advertising space was hired in a long list of leading magazines in the



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*209. Advertisement published in *House & Garden*, July 1922*



sector, not only those specialized in the auto motive world, but also in large-scale general-interest publications such as *The American Magazine*, *Life*, *Cosmopolitan*, *Country Life in America*, *Collier's* and *Suburban Life*, among others. The advertisements repeated the same model—generally reproduced as a full page—, showing the figure of the mascot in the characteristic pose but portrayed with a more elaborate and volumetric drawing, using gray tones and shading (fig. 23). Thus, between its conception and December 1912 three consecutive campaigns were developed based, respectively, on the slogans “Time to Re-tire”—which would be established as a corporate slogan— (figs. 23-26), “Fisk tires set the pace” (figs. 27-28) and “To skid or not to skid,” alluding to the Shakespearean dilemma (figs. 30-32), with the corresponding images of Fisk’s tire boy in different poses. These images were widely disseminated, applied in numerous press advertisements, posters, post- cards and publicity billboards.<sup>65</sup>

In June of 1912, Wagner & Field merged with the P. B. Bromfield Advertising Agency, forming Bromfield & Field based in New York. This new advertising agency, in which Giffen remained as art director, continued managing Fisk’s account and those of other habitual companies such as Ajax, Simplex, Mitchell and Fiat. They also incorporated the Braender tire brand into their client portfolio, which was manufactured by the Braender Rubber & Tire Co.<sup>66</sup>

Thus, after the impact of these campaigns, and aware of the acceptance that the mascot had garnered among the general public and within the automotive sector, the company officially registered it in January 1914 as a trademark in the United States Patent Office.<sup>67</sup> From then on, they utilized him for corporate and commercial stationery in a static and invariable pose as the company’s symbol, accompanied by the slogan “Time to Re-tire” and, occasionally, portrayed with the corporate circular emblem. – TO BE CONTINUED.



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#### LAYING THE FOUNDATION

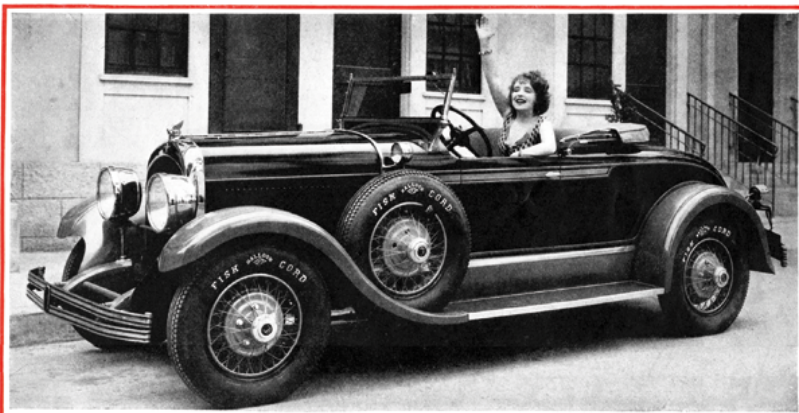
*This postcard reproduces the original illustration of Burr E. Giffen, with the Fisk tire boy in the pose that became famous which, along with the slogan “Time to Re-Tire,” turned into in the company’s perpetual symbol. The first campaigns also utilized the corporate emblem formed by the initial “F” inscribed in a tire, a graphic identification element that was no longer used after 1914. 26. Fisk promotional postcard, utilized by different branches of their commercial network and contracted local vendors who employed the backside to advertise their entities. Postmarked November 1910. Dimensions: 9 x 14.5 cm.*



169. Wallpaper border, 1918. Fisk offered as a promotional gift a continuous wallpaper border containing the row of children from the advertisement illustrated by Smith as a repetitive motif. It was meant to be used as a decorative baseboard for children’s rooms.

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

## Stage and Screen Stars

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

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

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

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

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

FRED NIBLO MARSHALL NEILAN JOHN FRANCIS DILLON KING VIDOR RALPH INCE JACK CONWAY ALLAN DWAN TOD BROWNING EDDIE SUTHERLAND JAMES CRUZE GEORGE H. MCFORD LEWIS MILESTONE

## Recommend and Use

Copyright, 1928, The Fisk Tire Company, Inc.

# FISK TIRES

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

### NOTES 1-68

1. "An important new tire concert," The Wheel and Cycling Trade Review, February 22, 1895, p. 42.
2. According to news published in the magazine The Wheel and Cycling Trade Review: "The Spaulding & Pepper Company," June 5, 1896; "Where order reigns supreme," July 24, 1896, p. 72; "Has met kings and princess," August 21, 1897, p. 28.
3. "One of cycling's cradles," The Wheel and Cycling Trade Review, March 19, 1897, p. 74.
4. "New company, maybe," The Wheel and Cycling Trade Review, June 16, 1898, p. 1.
5. "Tire plant sold and reopened," The Cycle and Trade Review, November 3, 1898, p. 3.
6. "Successors to S. & P.," The Wheel and Cycling Trade Review, August 18, 1898.
7. According to news published in the magazine The Wheel and Cycling Trade Review: "Will Open S. & P. plant," November 3, 1898, p. 12; and "Fisk Rubber Company," December 1, 1898, p. 24.
8. "Gone with Fisk," The Wheel and Cycling Trade Review, June 15, 1899, p. 25.
9. Babcock (1966), p. 315.
10. According to news published in the magazine The Wheel and Cycling Trade Review: "The Fisk tire," January 18, 1900, p. 60; and "Fisk tire improvements," January 25, 1900, p. 86.

11. "A little story of a concern that grew," Anaconda Standard (Anaconda, Montana), May 10, 1914.
12. According to news published in the magazine The India Rubber World: "Fisk Rubber Co. reorganization," September 1, 1904; and "New incorporations," November 1, 1904, p. 62.
13. "A little story of a concern that grew," Anaconda Standard, May 10, 1914, p. 2.
14. French (1990), pp. 17 and 19.
15. "The Fisk Co. increases its capital stock," The India Rubber World, March 1, 1913.
16. "Trade news notes," The India Rubber World, March 1, 1912.
17. "The Fisk Co. increases its capital stock," The India Rubber World, March 1, 1913.
18. "The rubber trade in Boston," The India Rubber World, December 1, 1912, p. 147.
19. "Trade news notes," The India Rubber World, April 1, 1915.
20. "The Fisk Company successful year," The India Rubber World, November 1, 1913, p. 81.
21. "Fisk Rubber Co.," The India Rubber World, August 1, 1914, p. 604; "A little story of a concern that grew," Anaconda Standard (Anaconda, Montana), May, 1914, p. 2.
22. "Trade news notes," The India Rubber World, April 1, 1915.
23. "Development of the Fisk Rubber Co.," The India Rubber World, October 1, 1915, p. 25.
24. French (1990), p. 29.
25. "Expansion of the Fisk Rubber Co.'s plant," The India Rubber World, January 1, 1916, p. 186.
26. "Fisk Rubber Co. secures control of the Federal Rubber Mfg. Co.," The India Rubber World, January 1916, p. 182.
27. "New incorporations," The India Rubber World, June 1, 1916.
28. "A little story of a concern that grew," Anaconda Standard, May 10, 1914, p. 2.
29. According to news published in the magazine The India Rubber World: "Trade news notes," July 1, 1911; and "Fisk tire service," July 1, 1917.
30. "Fisk and Federal," India Rubber Review, May 15, 1918.
31. "The rubber trade in Rhode Island," The India Rubber World, February 1, 1920.
32. "Miscellaneous Massachusetts notes," The India Rubber World, August 1, 1921.
33. "George B. Hendrick, publicity manager of the Fisk Rubber Co.," The India Rubber World, September 1, 1921; "Fisk increasing production," The Rubber Age and Tire News, July 10, 1921; "Fisk tire output," India Rubber Review, October 15, 1921.
34. "The rubber trade in Rhode Island," The India Rubber World, November 1, 1921, pp. 131-132.
35. "Fisk Rubber consolidation," The India Rubber World, October 1, 1921, p. 45.
36. "Little change in rubber situation. Fisk Rubber Co. is prosperous," The Rubber Age, February 1922.
37. "Executive changes follow sale of Rotch Mills," The India Rubber World, January 1, 1925, p. 238.
38. "The Devon Mills, Inc.," The India Rubber World, January 1, 1925, p. 238.
39. "Rhode Island notes," The India Rubber World, February 1, 1925, p. 297.
40. "A little story of a concern that grew," Anaconda Standard, May 10, 1914, p. 2.
41. "The Fisk Rubber Co.," The India Rubber World, December 1, 1927, p. 84.
42. As stated by one of their managers in the article "The 'de-centralized' advertising department. What has happened to it?," Printers' Ink Monthly, June 1921, p. 40; and Table 5 "Number of retail stores by firm, 1924-1935," p. 41, in the article by (1986) that is referenced in the bibliography.
43. "The Fisk Rubber Co.," The India Rubber World, December 1, 1927, p. 84.
44. Babcock (1966), pp. 314-315.
45. Ibid.
46. Ibid.
47. "Time to un-retire: Discount Tire revives Fisk," Tire Business, July 6, 1998.
48. "Melange of trade items," The Cycle and Trade Review, October 11, 1900. George Harry Edward Hawkins was also in charge of advertising for the Overman Wheel Co., a leading bicycle manufacturer. Hawkins would become a well-known publicist, holding various important positions, such as advertising director for the leading detergent and soap company N. K. Fairbank Company.
49. It is possible and quite probable that Harry G. Fisk, founding partner with his father and member of the management team holding the position of Treasurer for Fisk Rubber Co., actively participated in advertising management of the company. In fact, a story in early 1912 informed us that "H. G. Fisk, Secretary of the Fisk Rubber Co. in Chicopee

- Falls, Massachusetts, has joined as a member of the Association of National Advertising Managers." "Personal Mention," *The India Rubber World*, January 1, 1912, p. 194.
50. "Burton R. Parker," *The India Rubber World*, April 1, 1905, p. 248; "The Pneus," *Motor Talk*, July 1905, p. 33; "The Pneus," *The Bicycling World & Motorcycle Review*, May 27, 1905.
51. "Changes among prominent tradesmen," *The Motor World*, September 8, 1910; "Burton Parker joins Overland," *The San Francisco Call*, September 6, 1910; "Ohio, Toledo," *Automobile Topics*, September 10, 1910.
52. "Burton Parker," *The Automobile*, November 21, 1907; "Burton Parker," *The Horseless Age*, November 13, 1907.
53. Robert Weller was born in New York City on September 12, 1868, the city in which he spent his youth. In 1894 he settled in Hartford, Connecticut, after learning the trade of a lithographic engraver. He established himself as a freelancer, offering his graphic services (original line drawings and halftone images with corresponding xylographic etchings and zinc plate electrotypes) and texts, especially aimed at advertising commissions (business cards, catalogs, illustrations for advertisements, newspapers, magazines and books). He died in 1913, at the age of forty-five.
- Information from: Hart, Samuel (Ed.). *Representative Citizens of Connecticut*. Biographical Memorial. New York: The American Historical Society, 1916, pp. 244-246.
54. "Literature," *The Motor Way*, September 13, 1906; "The trips of Chauffeur Sparks," *Automobile Topics*, September 15, 1906; "Chauffeur Sparks and his stories," *The Motor World*, October 4, 1906.
55. "Albert Frank & Company," *Printers' Ink*, July 8, 1908, p. 18.
56. "The Fisk Rubber Company," *Printers' Ink*, January 12, 1911, p. 109.
57. "Wagner-Field Co. a successful combination," *Automobile Topics*, October 10, 1908, p. 57; "Fred J. Wagner," *Cycle & Automobile Trade Journal*, November 1, 1908, p. 112; "Increase force and office facilities," *Automobile Topics*, February 20, 1909; "Of interest to vehicle builder and buyer," *The Commercial Vehicle*, March 1909, p. 82.
58. "Wagner-Field agency gets clients," *The Motor World*, October 1, 1908, p. 12; "The Wagner-Field Company," *Motorcycle Illustrated*, January 15, 1910, p. 40; "Business going out," *Printers' Ink*, April 13, 1910, p. 93; "Business going out," *Printers' Ink*, June 9, 1910, p. 93; "Business going out," *Printers' Ink*, August 10, 1911, p. 125; about the link with Simplex: "Abandonment of press agency brings results," *Printers' Ink*, November 23, 1911, p. 30.
59. Webber signed, on behalf of The Fisk Rubber Co., the response to a letter about advertising submitted by the Buffalo Evening News (Buffalo, New York) published in the Advertising & Selling magazine, October 1912, p. 18; On the other hand, some of Webber's statements—identified as "Advertising Manager of the Fisk Rubber Co."—regarding the advertising policy of her company with billboard advertisements are included in the article: "How advertisers are using outdoor advertising to move goods," *Advertising & Selling*, July 1913, p. 30.
60. The story, full of inaccuracies and corrected here, is written by Babcock (1966), pp. 316-318 and Watkins (1947, 1959), pp. 16-17. Among the errors is the date when the mascot was created, according to the authors, in 1907; or the affirmation that the first advertisement in which he appeared was in 1914. The errors can be found repeated, over the years, in different sources and articles, based on the company's own press releases:
- "Don't be afraid to improve your trade-mark," *Printers' Ink*, March 27, 1930, pp. 11-12; "The 'Re-Tire' boy is still going strong," *The Oneonta Star* (Oneonta, New York), April 27, 1956; "The Fisk boy...", *Changing Times*. The Kiplinger Magazine, February 1959, p. 34; "Time to Re-Tire," *Modern Tire Dealer*, June 1960, p. 21; "Fisk youngster hasn't the Time to Retire," Editor & Publisher, March 29, 1967.
61. The image with the slogan was used for the first time in 1910 and was legally registered in June of that year with the reference number 16837. Catalogue of copyright entries, Vol. 6, Washington, Government Printing Office, July 1910, p. 299.
62. The trademark registration was requested on March 28, 1911, with reference number 49917. This is specified in "Recent patents relating to rubber. United States of America," *The India Rubber World*, May 1, 1911, p. 267.
63. The price paid to Giffen was included in the memoirs of the illustrator Peter Helck, with whom he worked in the 1917 campaign. "75 years with palette, paintbrush and wheels," *The Bulb Horn*, July/September 1981, p. 15. Regarding the subsequent payment: "Paintings to be exhibited at Preston Hill Inn," *Naugatuck Daily News*, October 28, 1972, p. 2; and "News of the advertising and marketing fields," *The New York Times*, April 15, 1956.
64. According to testimonies and information provided by Courtney Fisk in the exchange of emails that took place at the initial phase of this investigation, between March-June 2007 and August/October 2009. Courtney Elizabeth Fisk is a direct descendant of the family branch that is linked to the rubber industry. Harry G. Fisk was her great-grandfather. Although she is reserved with regards to family privacy, she indicated in one of her letters (3/28/07):
- "I can tell you a bit of history but I am not a great source. While I was growing up the boys or sons of the Fisk family were given items such as ones in your pictures [refers to the posters and advertisements of Fisk's tire boy, beautifully illustrated by artists such as Maxfield Parrish or Norman Rockwell], told certain stories or history of Fisk Rubber Company and the woman were not part of that tradition. I can remember one Christmas as we were admiring some Fisk ads both my brothers received as gifts I asked why I did not get one. I was told that I will not always be a Fisk (when I marry I will carry my husband's last name, not Fisk) so receiving such things was not necessary. Well not until just recently have I started to collect and do my own personal research. My findings have helped me in understanding my family history, who they were, who I am, why I do the things I do and what was Fisk Rubber Company. I can tell you some or I can share however there is a lot I cannot disclose due to respecting my family's privacy."
65. "Development of 'Fisk Boy' as a trade figure," *Printers' Ink*, December 26, 1912, p. 78.
66. "New York companies combine," *Printers' Ink*, June 6, 1912, p. 13. Regarding the client portfolio: Bulletin Number 2896, *American Newspaper Publishers*, May 10, 1913; Bulletin Number 3254, February 6, 1915; Bulletin Number 3426, February 19, 1916.
67. The drawing of a child ready to go to bed, holding a tire in one hand and a candle in the other, over the words "Time to Retire," was inscribed by the Fisk Rubber Co. on January 26, 1914 with the reference 71075449, and was accepted as a registered trademark by the United States Patent Office on July 21, 1914.
68. Bowlby (1998), pp. 405-410.

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# BARN FIND

by Chris Charlton



Just about the time you think you think true classic car barn finds are just history things like this happen. Like most garage/shops there are those local old car nuts that stops in every so often. One in particular a guy named Norm Millett stops in maybe once every two or three years. Norm is not a classic car guy but likes gas pumps, old trucks, and automobilia.

Turns out Norm was out hitting yard sales looking for anything interesting. So there in the small town of West Paris, Maine Norm stops to take a look. There is nothing of interest at this yard sale however out of the corner of his eye he sees something out past the door yard. Oh for those of you that have no clue what a door yard is well here in Maine it's your front yard area. It was in the barn that something caught Norm's eye. There in this barn is an old Packard and that's where this starts to get interesting.

The lady was not interested in selling it however Norm stops in to tell me about it. He says it's a big one like the one you work on and tells me how to get in touch with the owner. So of course I call and she is willing to show me the car. Turns out it's a 1937 Packard Super Eight Club Sedan.

We hear the term Barn Find a lot now a days and I personally don't like that term as usually great cars were kept in garages not barns and they usually survived if the garage had a good roof. So as much as I am not keen on the Barn Find thing this car is no doubt a BARN FIND. Years of barn life were not good on this old gal however, it was very complete and to the right person may be restorable.



*1937 Packard Super Eight Club Sedan*

Several years went by keeping in touch with the owner I had learned it had belonged to her father and many years

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*Continued from page 17*



ago he had needed a new cylinder head and could not find one and the car was put up. After realizing the scope of bringing the car back to life she decided to sell the car.

Now to end this short story here is a case where literally right in my own community is a Classic Car that nobody knew about until the barn door was left open during a yard sale. So what's in your town?

# HOOKED ON CLASSICS

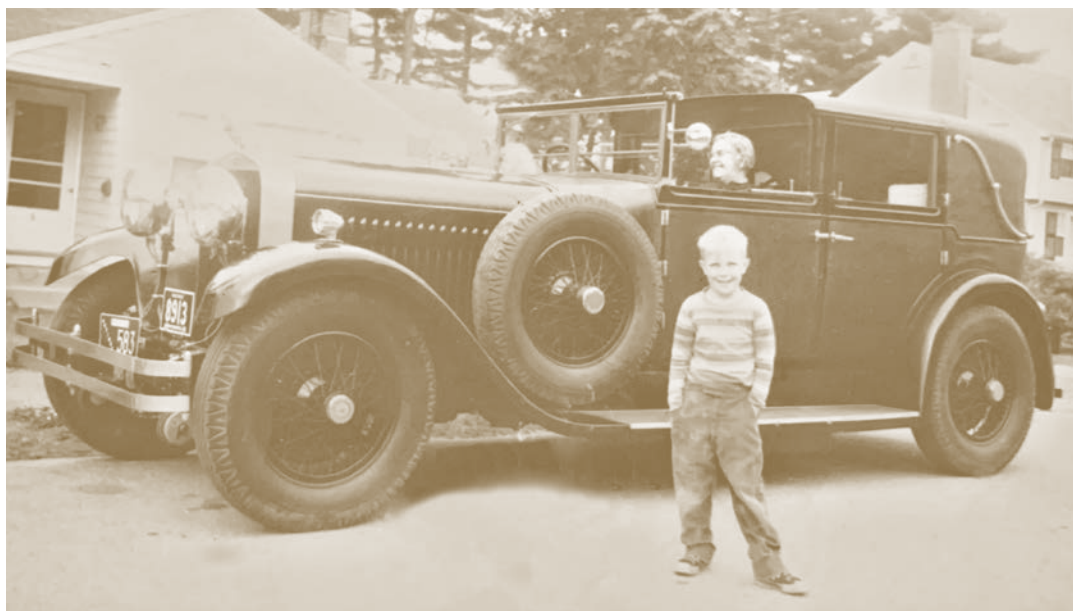
by Bruce Weaver



Have you ever wondered what initially sparked your love for Classic Cars? There are many possible reasons. Maybe you have always had a classic parked in the family garage. It is possible you are just a car nut with a love for anything with an engine. It could be that you know absolutely nothing about automobile mechanics, but just appreciate the style and elegance that these cars radiate. Whatever the reason is, and if you are reading this newsletter, at some point you got Hooked on Classics!

I must admit, right from the start, that I've borrowed the title Hooked on Classics. It was originally used in the early Eighties when a recording label modernized works from great composers like Bach, Beethoven, and Mozart. They gave it a Disco feel and added a clap track to create a medley that actually reached the Billboard 100 top 10. Personally, I'm not too upset that this creation has almost faded from memory, but I like the title. So, applying it now to our hobby, how were you Hooked on Classics?

For me, it started at a very young age. I always remember liking cars, but I didn't inherit my appreciation from either of my parents. I grew up in a family of carpenters on my Father's side and florists on my Mother's. If it was made of wood or you needed to spice up the dinner table, we had it covered. As a kid growing up, our family cars were simply reliable transportation. Nothing fancy. Dad liked a full-size Ford, 6-cylinder engine with a 3 speed, manual transmission. The trim level was always the base Custom model with 4 doors. He bought and traded every three years, just before the car might need a major repair. Fortunately for me, my Grandmother's brother, Harold, lived in the same town that we did. Uncle Harold was the car guy.



*Ruth Reynolds and Me (Bruce Weaver) – June of 1964*

I was told that around the time I was born, Uncle Harold had an Essex that he restored in his home garage. Like most of us, once the project was "done", he was on the lookout for something new. Sometime in the early 60's, that opportunity presented itself as a 1928 Hispano – Suiza H6B with Freestone & Webb coachwork. The Essex was sold and the purchase of the Hispano – Suiza was made. The car was located in Nassau, being used as a hotel limousine. When it arrived from the Bahamas, it was a complete, running car, but it presented itself in a very tired condition.

Since we only lived minutes away, we visited very often. I remember my parents occasionally helping with simple things, such as detailing the car. The leather was dry, nickel dull and paint faded, but it was all there. It just needed TLC. Uncle Harold appreciated the help with the basics, which allowed him to focus on the more important mechanical issues that the car had developed.

So, this car is how I got Hooked on Classics. I know that I was only around 6 years old, but it made an impression that I still remember with ease even today. First, the car was big, but when you're six years old, it was huge. I recall entering the garage through a side door and there was the car. The first thing my eyes would see was the right front tire with a spoked wheel, a big black fender,

*Continued on page 20*



and the biggest headlight I'd ever seen. Moving to the front of the car, there was a bumper that hit the middle of my chest. Behind that and between the headlights was the towering radiator with a strange bird cap on top. I'd stand next to the front in complete awe; I was hardly tall enough to see the tread on top of the tires.

When the rear door was opened, there was a smell of the leather and a massive back seat. Sometimes it seemed very dark, especially with the window curtains pulled partially down. The front of the car was separate from the back and was completely open. There was a very large steering wheel located on the wrong side of the car! I

pumped up six-year-old was out of the question. Riding with my parents in the back, I'd creep forward to look through the division window having no idea what all the gauges meant or how any of the controls worked. It was very different from any other car I had ever seen. I soon



*Top: Harold Reynolds and Side view of 1928 Hispano Suiza. Left: Harold and Ruth Reynolds in 1928 Hispano Suiza.*

started to bug my Father about getting our own old car. It would not have mattered if it were a Model T or a Duesenberg. I didn't know the difference or even care. Much to my surprise, Dad never agreed to my fantastic idea, but I knew that at some point in my life I'd have a car of my own.

Unfortunately, not many years went by and my aunt had a stroke. My uncle sold the car to Richard Paine to help cover the cost of medical bills. As I got older, I learned about classic cars and realized how special the Hispano was. I did see the car a few times at the Seal Cove Museum. It was funny how my visual perspective had changed over the years. It was now just a big black classic car. The bumper only reached my shins and I could

was hooked! I couldn't wait for our next visit.

I remember the occasional Sunday afternoon ride, sitting in the back, but wanting to ride in the front. My uncle always drove and my Aunt was always next to him. It was tight for two elderly adults, so squeezing in a

see the entire top of the car. The hugeness was gone.

So, that's how it happened for me. Today, I'm a Packard guy and I'm lucky to own two of them. How I got hooked on Packard is story for another day. But for now, I wonder, how did you get Hooked on Classics?



## MEMBERSHIP NEWS

Elliot Friend reported that we have a total of 190 members including associates for 2021.

Fred Jackson reported that one of our long time members Charles Pingree of Marblehead, MA passed away in March of 2019. He is survived by his brother and sister in law, close friend Nancy Parker, his children, grandchildren, nieces and nephews. Charlie enjoyed showing his classic cars and was an avid Yachtsman. Our sympathy to his family.

**CHARLES PINGREE, 88, 1930 ~ 2019**

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In the beginning of April I received a package in the mail. When I opened it I found a wonderful handwritten notecard to me from the Publisher and Editor in Chief, Richard Lentinello and the Number 1 Issue of his newest Magazine "Crankshaft"

Richard has a long running career in the publishing world for car magazines from the classics to sports to modern automobiles of the 80-90's and the list of writers and photographers that he has worked with is definitely impressive.

Richard put all those elements to work in Crankshaft and achieved In-depth articles, spectacular photography and details that bring these automobiles to life on the pages. I am looking forward to my new subscription and encourage you to visit at [www.crankshaftmagazine.com](http://www.crankshaftmagazine.com).

— Heidi

## 2021 EVENTS

*These events are subject to change*

### AMELIA ISLAND CONCOURS D'ELEGANCE

May 20-23, 2021 - The Ritz-Carlton  
Amelia Island, Florida

### KLINGBERG VINTAGE MOTORCAR SERIES

Saturday, June 19, 2021 • New Britain, Connecticut

### JEFF DEMAREY & TOM LAFERRIERE CT & RI TOUR

June - July 2021

Contact [Jeff@stonewallinsurancegroup.com](mailto:Jeff@stonewallinsurancegroup.com)

### MISSSELWOOD CONCOURS D'ELEGANCE

July 16-18, 2021 - Misselwood Estate • Beverly, Mass.

### DREAM RIDE

Sunday, August 22, 2021 - Farmington Polo Club  
Farmington, Connecticut

### CCCA GRAND OPENING AT THE CCCA MUSEUM

August 28, 2021 • Hickory Corners, Michigan  
(See museum web site for details)

### NEW ENGLAND CLASSIC CAR TOUR

September 24th - October 3, 2021

### LIME ROCK HISTORIC

Thursday, Sept. 2 - Monday, Sept. 6, 2021

### THE BOSTON CUP

Sunday, Sept. 26, 2021

### AUDRAIN NEWPORT CONCOURS & MOTOR WEEK

Sept. 30 - October 3, 2021 • Newport, Rhode Island

### AACA-HERSHEY

October 6-9, 2021

### GREENWICH CONCOURS D'ELEGANCE

October 23-24, 2021

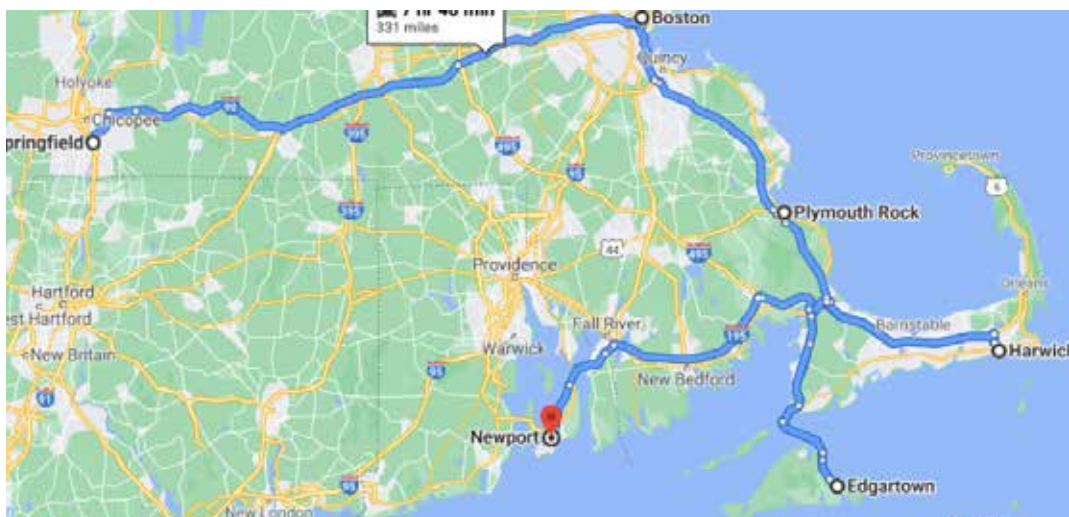


CLASSIC CAR CLUB  
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# NEW ENGLAND CLASSIC CAR TOUR!

## SEPTEMBER 24<sup>TH</sup> - OCTOBER 3<sup>RD</sup>, 2021

**Massachusetts > Boston Cup > Cape Cod > Martha's Vineyard > Newport**



The New England Classic Car Tour begins Friday September 24th, exploring historic towns in central Massachusetts. We will make our way East on picturesque Route 20 to Boston. Sunday kicks off the Boston Cup car show!

That afternoon the tour is bound for Cape Cod via stops at Scituate Lighthouse and Plymouth Rock where the original pilgrims landed in North America.

Monday morning is open travel, and participants are encouraged to explore cranberry bogs, the Heritage Auto Museum and Garden, a pirate museum, or the Woods Hole Oceanographic Science Center. That afternoon all vehicles will board a ferry to cross Vineyard Sound. We will make our way to Edgartown. The tour will spend two days exploring the island of Martha's Vineyard.

Thursday the tour takes the ferry back to mainland and heads for Newport, Rhode Island to kick off the Audrain Automobile Museum's Motorweek and Concours d'Elegance held on the grounds of famed Gilded Age mansions. Expect good food and good times. Space is limited to 25 Cars. Please email [Jeff@stonewallinsurancegroup.com](mailto:Jeff@stonewallinsurancegroup.com) for registration.

### SCHEDULE

<b>Friday, September 24</b>	<b>Springfield to Sturbridge</b>
<b>Saturday, September 25</b>	<b>Sturbridge to Boston</b>
<b>Sunday, September 26</b>	<b>The Boston Cup Concours to Cape Cod</b>
<b>Monday, September 27</b>	<b>Cape Cod to Woods Hole to Martha's Vineyard</b>
<b>Tuesday, September 28</b>	<b>Martha's Vineyard</b>
<b>Wed., September 29</b>	<b>Martha's Vineyard</b>



## SCHEDULE

<b>Thursday, September 30</b>	<b>Martha's Vineyard to Woods Hole to Newport</b>
<b>Friday, October 1</b>	<b>Newport, RI</b>
<b>Saturday, October 2</b>	<b>Newport, Tour D'Elegance</b>
<b>Sunday, October 3</b>	<b>Newport- Audrain Concours d'Elegance to 3:30 pm depart for - Wilbraham, MA</b>



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