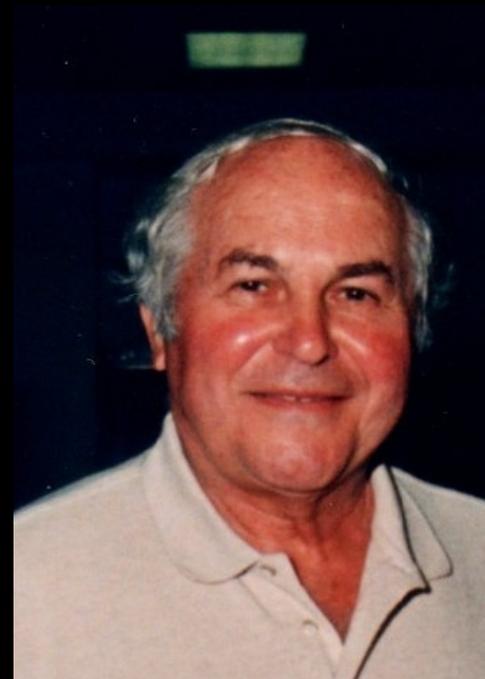


Hall of Fame



William 'Boog' Lottridge



Charles 'Husky' Sherkin

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William 'Boog' Lottridge

Boog Lottridge was born on January 19, 1949 in Hamilton Ontario . For those that knew Boog, they would say that he was a real character.

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Dominant of these characteristics was Boog's determination to reach his goals with no exception and his uncanny salesmanship.



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Boog finished the coast to coast tour and met some interesting folks along the way.



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It was after this that Boog was convinced by older brother Len to come join him and his father in the family business.

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Loomis-Root Canada started out as a branch of a Buffalo company selling tire supplies and retread equipment.

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Boog hit the road hard to grow the business. It was on his early move to Western Canada that he met his bride to be Mary.



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The brothers eventually bought out their father's partners in Buffalo adding equipment and alignment divisions . Under Boog's direction the business always focused on training. Boog worked feverishly to promote the use of industry standards for tire repair.



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He created training methods and easy step guides to get to the grass roots of the industry. He developed a national network of factory trained experts to spread the gospel on tire repair.



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Boog was always heavily involved in his industry, serving as President of Suppliers' Council to the Canadian Tire Industry promoting education and safe work habits.

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Boog worked hard

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And played hard

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Charles Sherkin was born in Toronto, Canada on February 17th, 1930.

He had 6 brothers (no sisters) and was the youngest of the 7 boys in the family. Married to his childhood sweetheart Ruth at the ripe age of 20 (she was 17 at the time) they had 4 children.

A Canadian who has lived his entire life in Toronto.

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Husky's career in the Tire Business started when his parents sold their small bakery shop. He used to work in the bakery and with its closure he needed to find another job. He was 15 years old.

Husky had his commercial drivers' license because it was wartime (1945) and they allowed 15 year olds to have them. He was in his second year at Harbord Collegiate (he went to Central Tech for 2 days and hated it) and quit school.

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King & Spadina – 2010



King & Spadina in 1945.

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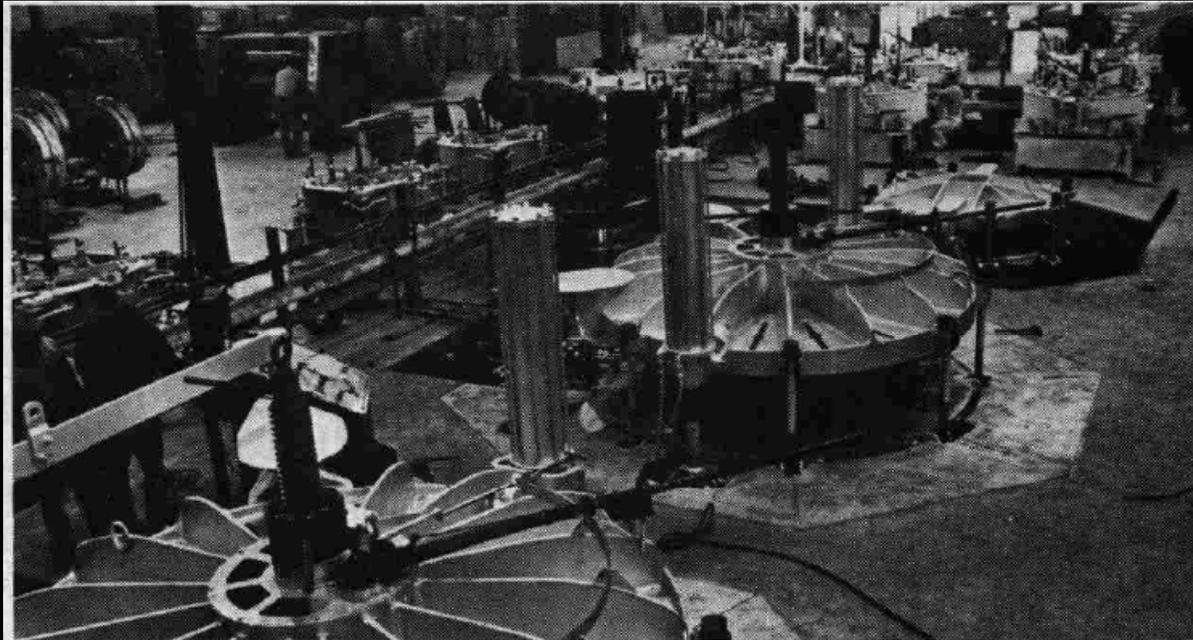
He worked from 10-6 and then had one hour for dinner then 8-2 am. He did that for 3 months after which time Harry figured that Husky wasn't going back to school.

United Tire's first location was at 395 King street west at King and Spadina... was a small house with a backyard. They bought war surplus tires from the Canadian army. New tires were extremely rare!

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That was the beginning of United Tire - Super Mining and Logging Tires.

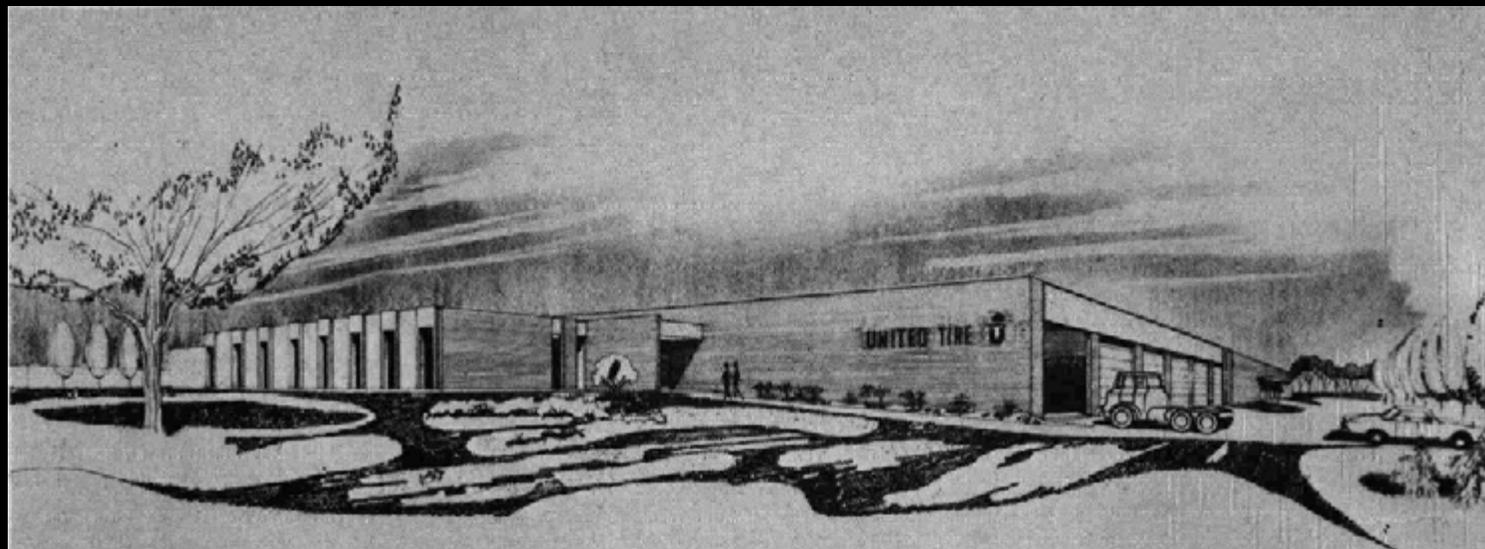
Instead of wearing out each shift they lasted 2 days!

Underground Mining Tires were born.

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Husky was on the road selling all the time, and the
United Tire continued to grow.
They expanded and expanded.

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Bridgestone Engineering and Sales team visiting in 1969

Wood was becoming a more popular commodity and they used to take the wood out of the forest with horses and then with farm tractors.

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BFGoodrich in Canada made some OTR tires for United but their capacity and range were limited. BFG's USA plant was not interested at all.

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Husky was truly one of the pioneers in the tire business not only in Canada but globally. He was tremendously creative and entrepreneurial in building United Tire from a small used tire trader in Toronto in 1944 to a well-respected Global player in Off-the-Road tires at the time of his retirement.

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He was loved and respected by all that worked with him and in fact many of Canada's best tire people got their start working for United Tire. During his hey-day virtually every mining company in Canada was a client of United (Husky) and he was frequently invited to assist Canadian Mining companies with their tire programs around the world.

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