



Bill R. Day

July 12, 1935 - January 21, 2020

Graveside services for Bill R. Day, 84, of Tyler will be held on Saturday, January 25, 2020 at 11:00am at Rose Hill Cemetery in Tyler, with the Rev. Gerry Giles officiating.

A visitation will be held on Friday, January 24 from 4-7pm at Stewart Family Funeral Home in Tyler.

Bill passed away on January 21, 2020 in Tyler following his battle with cancer. He was born on July 12, 1935 in Tyler to William Leroy Day and Cleta Millington Day. His lifelong love of all things mechanical began when his father gave him a used motor when he was a boy. His father told him to take the motor apart and then put it back together, and he did. Bill graduated from Chapel Hill High School in 1952. In school, he excelled in both academics and athletics. He received numerous awards in various sports. Bill served two years in the U.S. Air Force and then several years in the Air Force Reserve.

In September 1959, Bill married Martha Henry. They celebrated their 60th anniversary in 2019.

Bill held various corporate jobs. In each job, he was promoted quickly because of his vast mechanical knowledge. He was known for his problem-solving abilities. He traveled across the U.S. to assist manufacturers and

analyze production problems.

In 1971, Bill left the corporate world to start his own business. He opened the AAMCO Transmission franchise in Tyler. As the business grew, he began to see an opportunity to sell tires. Bill decided to give up the franchise, move across the street on W. Erwin and open the first Bill Day Tire Center. With Bill's business sense, an incredible staff and loyal customers, the business continued to grow to 4 locations. Bill won numerous awards for his creative and funny television commercials. He was one of the first dealers in the U.S. to advertise tires on television. The company will celebrate its 49th year in 2020. Bill was still active in the business with his family until his death.

Bill loved auto racing and over the years, he owned several race cars. With his driver Doug Ingalls and crew, they won many races. While pursuing his hobby, he saw that other owners did not have easy access to racing parts and equipment. He opened Day Motorsports, a catalog company that supplied racing equipment around the world. The company remains in business today under different ownership.

Bill enjoyed spending time with his family whether driving to Florida with their dune buggy in-tow, traveling to the Smoky Mountains, skiing or sporting events. He and Martha frequently traveled around the country in their motor home. He was so proud of his grandson William and loved to attend his many school and church events. Together, they enjoyed fishing, camping and working on William's Pinewood Derby cars.

Bill was a Christian. He was a member of Marvin United Methodist Church and attended regularly. Over the years, he supported various charities and helped numerous individuals in need.

Bill was preceded in death by his parents, Leroy and Cleeta Day and his

daughter, Anita Day. He is survived by his wife of 60 years, Martha; daughter, Janet Day Sheffield (Bryan); daughter, Cindy Day; grandson, William Sheffield; several cousins and many loving friends.

Honorary pallbearers will be the members of Bill's 5 am Breakfast Group and the staff of Bill Day Tire Center. The family would like to express their sincere appreciation to the staff of MD Anderson Houston, along with Dr. Carla Wang-Kocik of Tyler, Dr. Marc Usrey of Tyler and the staff of Hospice of ET HomeCare.

In lieu of flowers, the family requests that donations be made to The Hospice of East Texas Foundation, 4111 University Blvd., Tyler, Texas, 75701; The Salvation Army of Tyler, 633 N Broadway Ave, Tyler, TX 75702; Marvin United Methodist Church Missions, 300 W. Erwin, Tyler, TX 75702 or the charity of your choice.

Previous Events

Visitation

JAN **24.** 4:00 PM - 7:00 PM (CT)

Stewart Family Funeral Home
7525 Old Jacksonville Hwy
Tyler, TX 75703
(903) 581-2008

Graveside Service

JAN **25.** 11:00 AM (CT)

Rose Hill Cemetery
Tyler, TX

Tribute Wall



“ *Stewart Family Funeral Home created a Tribute Video in memory of Bill R. Day*



Stewart Family Funeral Home - January 23, 2020 at 03:46 PM

SH

“ *We have done business with Bill for over 25 years. I would go in to buy tires and he would tell me I didn't need them. One time my husband told me to go in and beg him to sell me some tires! Prayers too his family for their loss! Sheri and John Penn*

sheri - January 25, 2020 at 04:07 PM



“ *I have know Bill since late seventies, though tire sales and racing.....he was always known for his kindness and generoustity, In the early eighties my wife and I had a girls softball team, we we in need of a sponsor, I went to his office on W. Erwin and told him of the problem and he did not hesitate to help out , he was that type of a person, he will be truly missed.....*

Mike Sylvester - January 24, 2020 at 10:53 AM



“ *Fairest of All was purchased for the family of Bill R. Day.*



January 24, 2020 at 09:35 AM



“ *Mr Day will be dearly missed. I have known Mr Day all of my life. He and my dad were dear friends back n the day. I met Mr Day when I was a kid when my dad worked for Harvey Pontiac on Erwin st. My prayers and thoughts are with the family. Doug Dotson*

doug dotson - January 23, 2020 at 07:22 PM



“ *I first met Bill in the 1960's almost 60 years ago. Bill always had a smile and a kind word. We spent some time together at the Interstate 20 Raceway where my brother and I raced many times. He will be missed. Rest in peace Bill.*

Mike Garrett

Tyler, Texas

Mike Garrett - January 23, 2020 at 07:15 PM



“ *I Have So Many MEMORIES The Most Important Is Having Known A Man Like Bill.He Always Gave From His Heart. A Wonderful Smile To His Employees & Customers. You Will Surely Be Missed.----Jerry & Shirley Dowdy*

jerry dowdy - January 23, 2020 at 07:07 PM



“ 65 files added to the album Life Tributes



Stewart Family Funeral Home - January 23, 2020 at 03:47 PM

TP

“ *I am proud to be a member of Bill's 5 a.m. breakfast group...we've shared life's ups and downs, laughter and sorrows together. I will miss you. I am sorry I can't make it to your services physically due to health, but I am there with you in my prayers. Taylor Paul.*

Taylor Paul - January 23, 2020 at 12:47 PM

MW

“ My deepest sympathy in the passing of Bill Day. I was his TV Spokesperson (the Bill Day Tire Girl) for 5 years, when I was Mrs. New Orleans and he had his locations there. He was one of the kindest, most beautiful souls that I met along my journey of life. His *Obituary* post was at the top of my Facebook Newsfeed this morning....I guess it was his way of letting me know he passed and a last goodbye. Wish I could have said goodbye directly. May God be with the family and all those who shared moments of his life.
Mary West in Louisiana



Mary West - January 23, 2020 at 11:51 AM

CS

“ I enjoyed working with Me. Bill Day for many years as I managed car stores in Tyler Texas and bought lots of tires and wheels over the years. Bill was always a very honest man and a man you could trust. He took good care of his customers and his car dealerships.
R I P Mr. Day
He will be greatly missed.

CARL Shine - January 23, 2020 at 12:01 AM

BS

“ Thank you, Bill, for a special friendship. GOD blessed me when He put you in my life. Your love for motor sports showed by a list of racers that you helped, including me. I tried to think of one word to describe you, but it can not be done. Loving, Caring, Giving, Generous, and most of all a GODLY MAN. To Martha, Cindy, and Janette; May GODS ANGELS meet BILL waving checkered flags, the race is Won and Bill is in the arms of JESUS. Bill I will never let go of the special memories we have had in the winners circle, and of having you as a friend. To the family, friends, and many customers of Bill Day; May god comfort us in this time of loss of this special man. I will see you some day on the other side of the river.

I LOVE YOU,

BOBBY SHADDOX



Bobby Shaddox - January 22, 2020 at 09:22 PM



“ Sentiments of Serenity Spray was purchased for the family of Bill R. Day.



January 22, 2020 at 02:30 PM



“ *Peaceful White Lilies Basket was purchased for the family of Bill R. Day.*



January 21, 2020 at 10:12 PM