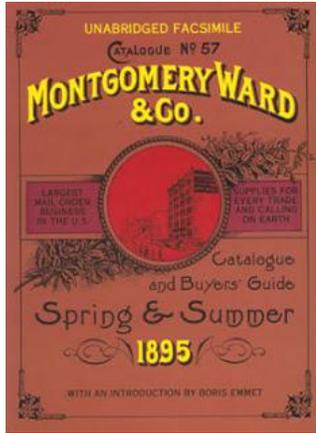


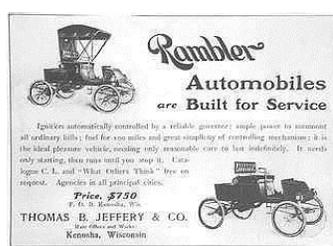
We recently found a tire imprinted with **Ward's Riverside Rambler** and tried to find out more...

**Ward's** stands for Montgomery Wards which was founded by Aaron Montgomery Ward in 1872. Ward started as a mail-order business in Chicago, Illinois, after working as a traveling salesman among rural customers. His catalog was the original Wish Book. In 1926 the company opened their first store. In 1939, as part of a Christmas campaign, a staff copywriter created the character and poem of "Rudolph, the Red-Nosed Reindeer." The company continued until approximately 2000 when it filed for bankruptcy.



**Riverside** is the name that Ward sold its automotive, cycles, parts and under tools. One reference stated Wards introduced Riverside tires in 1912. The Riverside tires are still known for being the narrow Model T tires.

**Rambler:** The American *Rambler* bicycle brand was manufactured by the Gormully & Jeffery Mfg. Co., in Chicago beginning in 1878. In 1900 they sold their interest in their bicycle company and bought a factory in Kenosha Wisconsin to start making cars. They kept the name, so their cars were also called Ramblers. Meanwhile a "Rambler Cycles" (motorcycle) was part of the American Cycle Manufacturing Company appearing around 1902. Rambler and the American Cycle Company were both fairly short-lived as the Rambler brand name was gone by 1904.



Back to Jeffrey and his Ramblers, Jeffrey started commercially mass-producing automobiles in 1902 in Kenosha, Wisconsin and by the end of the year had produced 1,500 motorcars, one-sixth of all existing in the USA at the time. The Thomas B. Jeffery Company was the second largest auto manufacturer at that time, behind Oldsmobile. Rambler created various design features and was the first to equip cars with a spare wheel-and-tire assembly.

In 1914, Thomas B. Jeffery's son, replaced the Rambler brand name with Jeffery in honor of his now deceased father. In 1916, the Thomas B. Jeffery Company was purchased by Charles W. Nash. The Nash Motors brought back the Rambler name in 1950 and it continued after it became part of American Motors Corporation (AMC) in 1954. The name Rambler was discontinued in this country after 1969.

So when was our **Ward's Riverside Rambler** tire made? I am not sure. I did find reference to a Cajun band named the Hackberry Ramblers who changed their name to the Riverside Ramblers at the request of a radio sponsor who was coming out with a new tire somewhere between 1935 and 1940. Is that our tire? If you know any more about this tire please share, otherwise it was fun to see how a piece of "trash" was connected to history.