



1957 30'



AFRICA here they come. Wally Byam, at a typical Caravan Rally in California, launches a journey across Africa. The company absorbs all organization costs; travelers pay only their own expenses.



discover
real
travel
adventure



Go
Airstream

This is the life—this is the way to travel! See this great big, wonderful world at your leisure. Only an Airstream makes this completely possible—built for the adventurous in spirit . . . for those who want the pleasure of easy towing, the comfort of good beds, the luxury of heat, refrigeration, running water and sanitation—completely independent of any outside source. Get set for real travel-adventure. See your Airstream dealer, write for free literature.

Join one of Wally Byam's exciting Airstream caravans.



AIRSTREAM
TRAILERS, INC.

write nearest factory: 107 CHURCH ST., JACKSON CENTER, OHIO • 12804 E. FIRESTONE BLVD., NORWALK, CALIF.



Airstream Trailers, Inc.

Exhibiting: 18, 22, 26-foot travel trailers. Show personnel: Wally Byam, Andrew Charles, Tim Charles, Charles Manchester. Firm address: Jackson Center, Ohio, and Norwalk, California.

◆ *Space numbers: 1-11, Aisle C.*

*Airstream
makes your
travel dreams
come true!

**since 1932*

*the world's finest
lightweight travel
trailers*

write for free literature and plan to join
one of Wally Byam's exciting caravans



AIRSTREAM
TRAILERS, INC.

110 Church Street, Jackson Center, Ohio
12804 E. Firestone Blvd., Norwalk, Calif.

On the "GO"...



Michigan . . . Dalrymple and his Airstream camping in a forest on a fishing expedition. Aluminum is maintenance free, and strong; two of the many reasons he likes Airstream's unutilized aluminum construction.

Byron Dalrymple makes his living writing outdoor sports articles. His trailer gets the roughest travel imaginable — in the wilds and backwoods from coast-to-coast and border-to-border. One important feature that he likes about his aluminum Airstream is its lightness . . . makes for easy towing and maneuverability in the tight spots.



Mississippi . . . at Christmas. Dalrymple carves a wild goose for his family. His aluminum Airstream Travel Trailer provides year 'round comfort in all types of climate for him and his family.

Florida . . . scouting for fishing spots. Dalrymple spends all his time in the outdoors — from arid desert to deluges in swampy country. He says, "I have no time to fix, clean or polish. Rains, alone, wash my aluminum Airstream and it still looks close to new". (That's because Airstream uses Reynolds Alclad sheet — strong and corrosion resistant.)

or parked at home

AIRSTREAM TRAVEL TRAILERS

made with light, strong, rustproof

REYNOLDS ALUMINUM

provide year 'round comfort and livability in every climate

Here's what the noted outdoor writer Byron Dalrymple says about his all aluminum Airstream, "I've put 30,000 hard miles on this Airstream in '7 months and didn't hurt it a bit. It's been in every conceivable climate, from below zero to over a hundred . . . from downpours to the most arid areas in the United States, and on the roughest back-woods roads. One of the reasons for this trouble-free performance is that Airstream builds 'em with aluminum, inside and out. Aluminum construction allows the entire unit to give gently to every shock and spring back without damage. Aluminum is tough!"

Airstream Trailers, Inc., Jackson Center, Ohio and Los Angeles, California employs aircraft methods of construction using rivets and Reynolds Aluminum to achieve a lightweight, high strength vibration proof body. Strong structural aluminum alloys are used for

both the inside wall and the outside "skin". Their load bearing property gives high strength with minimum weight. Aluminum is also used in the ribs, door frames, and window frames. Mr. Wally Byam, Chairman of Airstream Trailers, Inc., states, "Because we give a unique lifetime guarantee on every Airstream . . . we rely on Reynolds Aluminum for highest quality mill products and also for finest technical advice and service."

Travel trailers and mobile homes built with aluminum offer more living comfort—reflect sun's heat in the summer—hold warmth in winter. They're maintenance free, too. And, most important, aluminum trailers can never rust or rot. Even when protective coatings are applied to other metals, scratching or chipping can lead to rust. This can never happen to aluminum.

Reynolds Metals Company, P.O. Box 1800-VN, Louisville 1, Kentucky.

Watch Reynolds All-Family Television Program "DISNEYLAND", ABC-TV.

REYNOLDS ALUMINUM

The Finest Products
Made with Aluminum

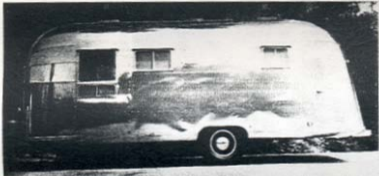
are made with

REYNOLDS  ALUMINUM

© REYNOLDS METALS COMPANY

Airstream Flying Cloud

The new 22-foot Airstream Flying Cloud is available in both twin and double bed models. The model, 22 feet in length, features separate shower and toilet, combination ice-electric refrigerator, oven and broiler stove with



wall mount fan, double sinks, hot water heater, two closets and a medicine cabinet.

Construction features include all-metal, all-aluminum construction, all-rivet body, all-steel undercarriage, all-over Aerocore Fiberglass insulation and vibration-proof fastenings.

For further information write to Airstream Trailers, Inc., 12804 E. Firestone Blvd., Norwalk, California, or circle No. B-16 on the **READER'S SERVICE CARD**.

Airstream Literature

"Vacationing in a Trailer", "Retirement Travel", and "Week-ending in a Trailer" are the titles of three promotional folders issued by Airstream Trailers, Inc. All three pieces, attractively designed in distinguishing colors, are directed to the prospective travel trailer buyer and tell how much pleasure one of these units can be for the purposes they mention.

They are attractively illustrated and employ the use of photographs which will help to sell the prospect. Space is left on the back cover of each for dealer's imprint if desired.

For copies write to Airstream Trailers, Inc., 1755 N. Main St., Los Angeles 31, Calif. or circle No. B-69 on the READER'S SERVICE CARD.



THEIR

With so many travel trailers bought as "first" trailers, it's specially important that Warner has developed a new electric brake system to meet the requirements of these lighter, faster-moving mobile homes. The extra-smooth braking action and excellent controllability give the safety new operators need . . . and contribute to a good *first impression* of trailer travel. This new system is the latest of Warner's many contributions to America's thriving mobile home industry.

The double-safety feature is probably the biggest of these contributions. Your customer knows that with electric brakes on the trailer and hydraulic brakes on the car he's fully protected against total brake failure . . . safer than if he were driving the car by itself . . . because if one system fails the other still stops him easily. What's more, only *electric* actuation gives *instant* trailer brake response—firm, easy power-brake response—on every application, with no time lag while fluid pressure builds up. Perfect car-trailer brake synchronization is possible *only* with electric trailer brakes. Year after year, dependable Warner Brake Systems help keep your customers safe, satisfied, and sold!

ER **first**

TRAILER

.. and the special new
WARNER electric brake
system for travel trailers
makes it double-safe!



it's specially
ke system to
obile homes-
ility give the
first impression
many contri-

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Automotive Division

**ELECTRIC
BRAKES**

for transportation and industry

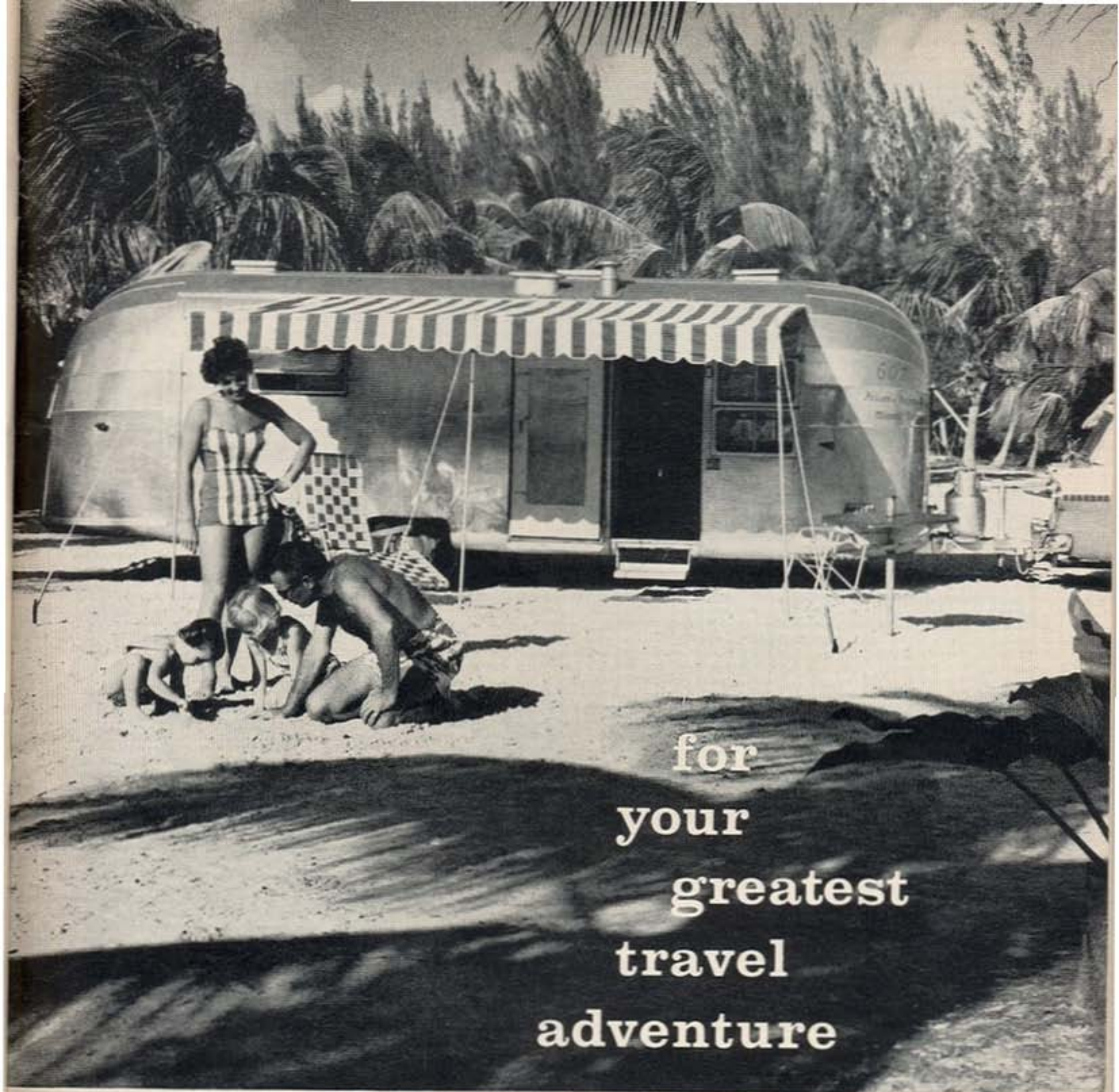
WARNER ELECTRIC BRAKE & CLUTCH CO., BELOIT, WISC., U. S. A.



When writing advertisers, say, "I read it in TRAILER DEALER"

DEALER

JUNE, 1957



for
your
greatest
travel
adventure

You will find a whole new way of life when you take to the open road with an Airstream. Travel becomes adventure and a rich, rewarding experience. You go where you like, stay as long as you please. Enjoy the sights, sounds and thrilling events of everyday life in cities, villages, out-of-the-way places. Find solitude deep in virgin back country or join one of Wally Byam's Caravans to foreign countries. Only Airstream makes this completely possible. Luxuriously equipped with good beds, running water, heat, refrigeration and sanitation, you are independent of outside sources anywhere you go. And Airstream tows like a feather in the breeze. Truly, for your greatest travel adventure see your Airstream dealer...and go Airstream!



AIRSTREAM
TRAILERS, INC.

*write for interesting
literature—it's free!*

Go
Airstream



write nearest factory: 107 CHURCH ST., JACKSON CENTER, OHIO • 12804 E. FIRESTONE BLVD., NORWALK, CALIF.

Airstream Trailers Holds Sales Meeting In Ohio Factory

More than 50 eastern and mid-western Airstream dealers and their wives were in attendance recently at a three-day dealer meeting held at the Airstream factory in Jackson Center, Ohio. Wally Byam, lately from foreign shores to organize his "First American Caravan," was on hand to greet the dealers and to show his movies of European, Cuban and Mexican caravans.

The sales meeting was organized under the direction of Charles Manchester, Airstream sales manager, and offered an opportunity to introduce the 1957 Airstream line and to check dealers out on new equipment and new features.

Manchester reports that the con-



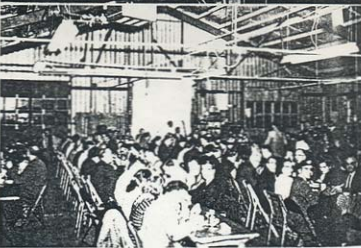
WELCOME — to Airstream dealers is extended by Andy Charles. Purpose of dealer meeting was to acquaint dealers with the new Airstream features, present sales ideas, and to hear the dealer reaction to the Airstream features and equipment.

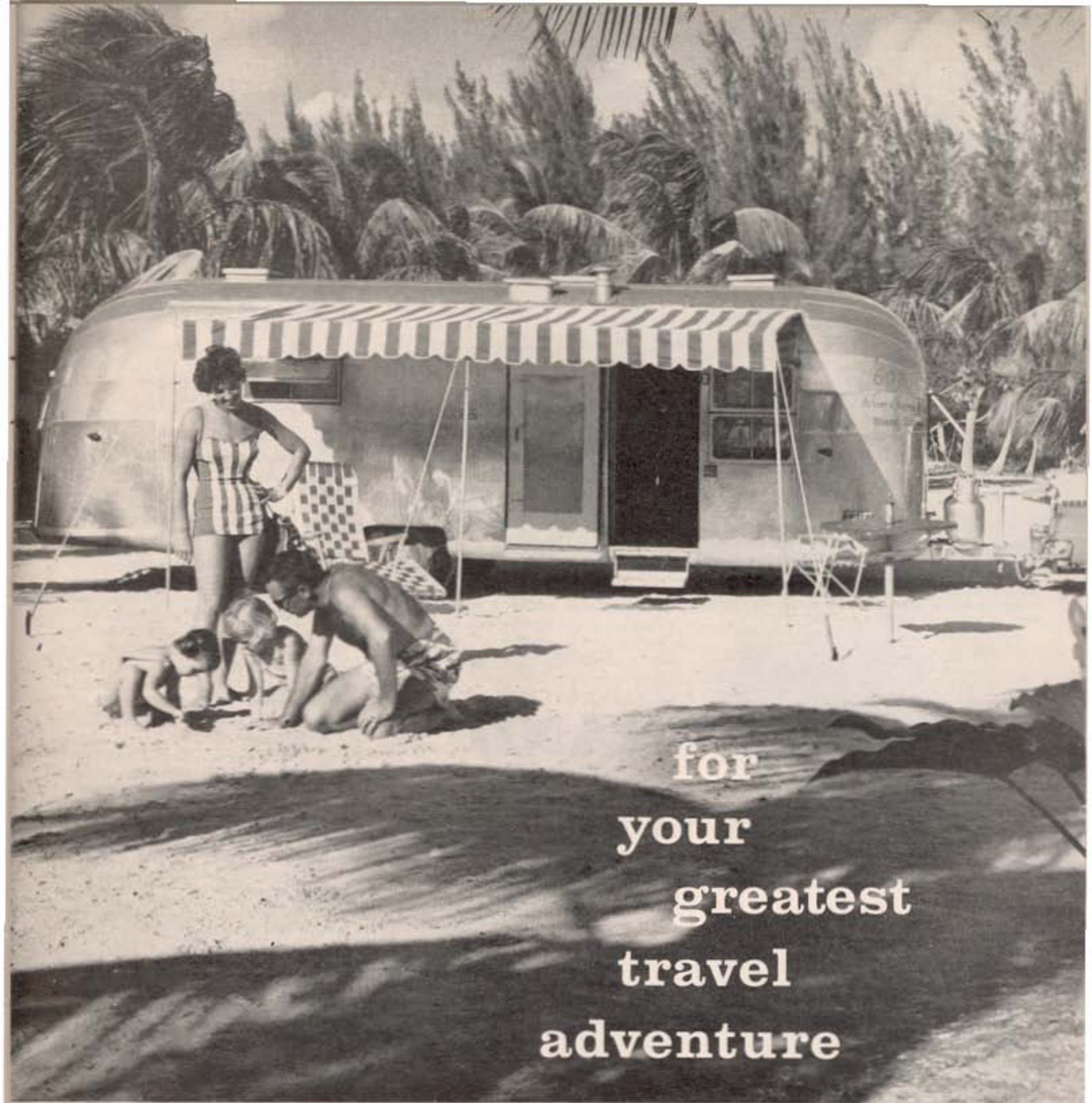
sensus of opinion among those participating in the three-day session was that the get-together introduced a new feeling in dealer-factory relations and provided an opportunity

to pick up new sales ideas. In addition, he said, it offered dealers a chance to express constructive opinion on the product produced by Airstream.

(Candid Camera at the Airstream Meeting — see page 258)

Candid Camera at the Airstream Meeting





for
your
greatest
travel
adventure

You will find a whole new way of life when you take to the open road with an Airstream. Travel becomes adventure and a rich, rewarding experience. You go where you like, stay as long as you please. Enjoy the sights, sounds and thrilling events of everyday life in cities, villages, out-of-the-way places. Find solitude deep in virgin back country or join one of Wally Byam's Caravans to foreign countries. Only Airstream makes this completely possible. Luxuriously equipped with good beds, running water, heat, refrigeration and sanitation, you are independent of outside sources anywhere you go. And Airstream tows like a feather in the breeze. Truly, for your greatest travel adventure see your Airstream dealer... and go Airstream!

Go
Airstream

*write for interesting
literature—it's free!*



AIRSTREAM
TRAILERS, INC.



Perfect trailer combination...



Airstream
FLYING CLOUD

and

ElectriGas* 600
CONVERTIBLE

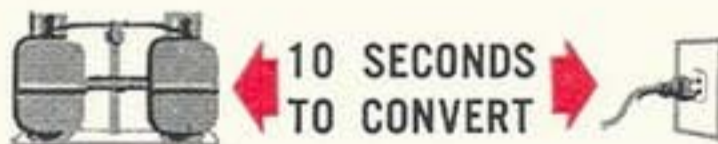
*Trademark



SPACE-SAVING CONVERTIBLE INSTALLATION
Standard in most Airstream Trailers

For the ultimate in trailering enjoyment you need both: top quality trailer and Krefft ElectriGas Convertible -- the *only* trailer refrigerator that operates on either butane or electricity.

Available in 3 and 6 cu. ft. sizes, the '57 model convertibles with their simplified automatic controls and exclusive *10 second switchover* feature make trailering a truly "go anywhere, anytime" adventure. Parts and service available nationwide.



AN OWNER WRITES: "We have just returned from an Airstream Caravan tour to Mexico and I'd like you to know that our Convertible worked wonderfully all the way. Though we traveled over thousands of miles of rough roads through difficult weather conditions, we enjoyed perfect refrigeration throughout the tour. The whole Caravan tour was a great success."



For full information on Convertible Refrigerators and list of trailer manufacturers installing Convertibles, write:

NORCO SALES CORPORATION, Dept. 12
5656 W. WASHINGTON BOULEVARD • LOS ANGELES, 16 CALIF.

Dimensions	ElectriGas 600	ElectriGas 300
Height	44 1/4 inches	33 inches
Width	24 inches	21 3/8 inches
Depth (from gasket)	23 inches	20 inches

FEATURES of the CONVERTIBLE

- Silent Unit — No Moving Parts
- Fully Automatic Safety Control
- Electrical System Operates on either AC or DC
- Approved by Los Angeles Dept. of Safety
- Written Warranty
- Completely Thermostatically Controlled

One of a series featuring trailers using Convertibles as standard equipment



set your course for travel-adventure.



GO AIRSTREAM

Take a reading on the map, stick a pin in the globe or just make a mental note . . . but get ready for the time of your life when you hitch up an Airstream. There is no living like Airstream Living. It's a new wonderful experience. Imagine being free to go where you like, stay where you please — even if it's in the middle of nowhere! Suppose you find that enticing shady nook not too far from a quiet stream . . . why you can park right there till you've tried every fly in your tackle box, whether it's for a day or a week! Only an Airstream makes this completely possible . . . built for the adventurous in spirit — for those who want the pleasure of easy towing, the comfort of good beds, the luxury of heat, refrigeration, running water and sanitation . . . completely independent of any outside source. So set your course, for travel-adventure. First stop, your Airstream dealer . . . and write for interesting new literature.

Join one of Wally Byam's exciting Airstream caravans



AIRSTREAM
TRAILERS, INC.

write nearest factory: 107 CHURCH ST., JACKSON CENTER, OHIO • 12804 E. FIRESTONE BLVD., NORWALK, CALIF.

* **for people on the go
for dealers in the know**



* **IT'S AIRSTREAM**
the greatest name in travel trailers

Americans are traveling in ever increasing numbers... and more and more of them are going Airstream—since 1932 the pioneer and peer of travel trailers. An outstanding trailer with exclusive sales features, tremendous consumer acceptance, and powerful promotion add up to the most dynamic sales combination you've ever seen. Airstream is going all out to bring dealers more prospects, more sales, more profits than ever before. So get on the Airstream bandwagon—it pays! Show Airstream and you'll sell more in '57.

"one-quarter century of travel-trailer know-how"

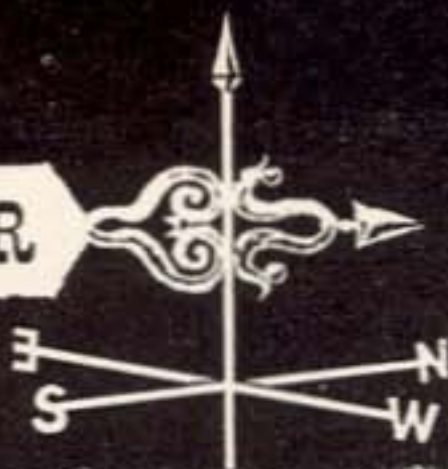


AIRSTREAM
TRAILERS, INC.

write nearest factory:

107 CHURCH STREET, JACKSON CENTER, OHIO
12804 E. FIRESTONE BLVD. NORWALK, CALIF.

DISCOVER



REAL TRAVEL-ADVENTURE



GO AIRSTREAM

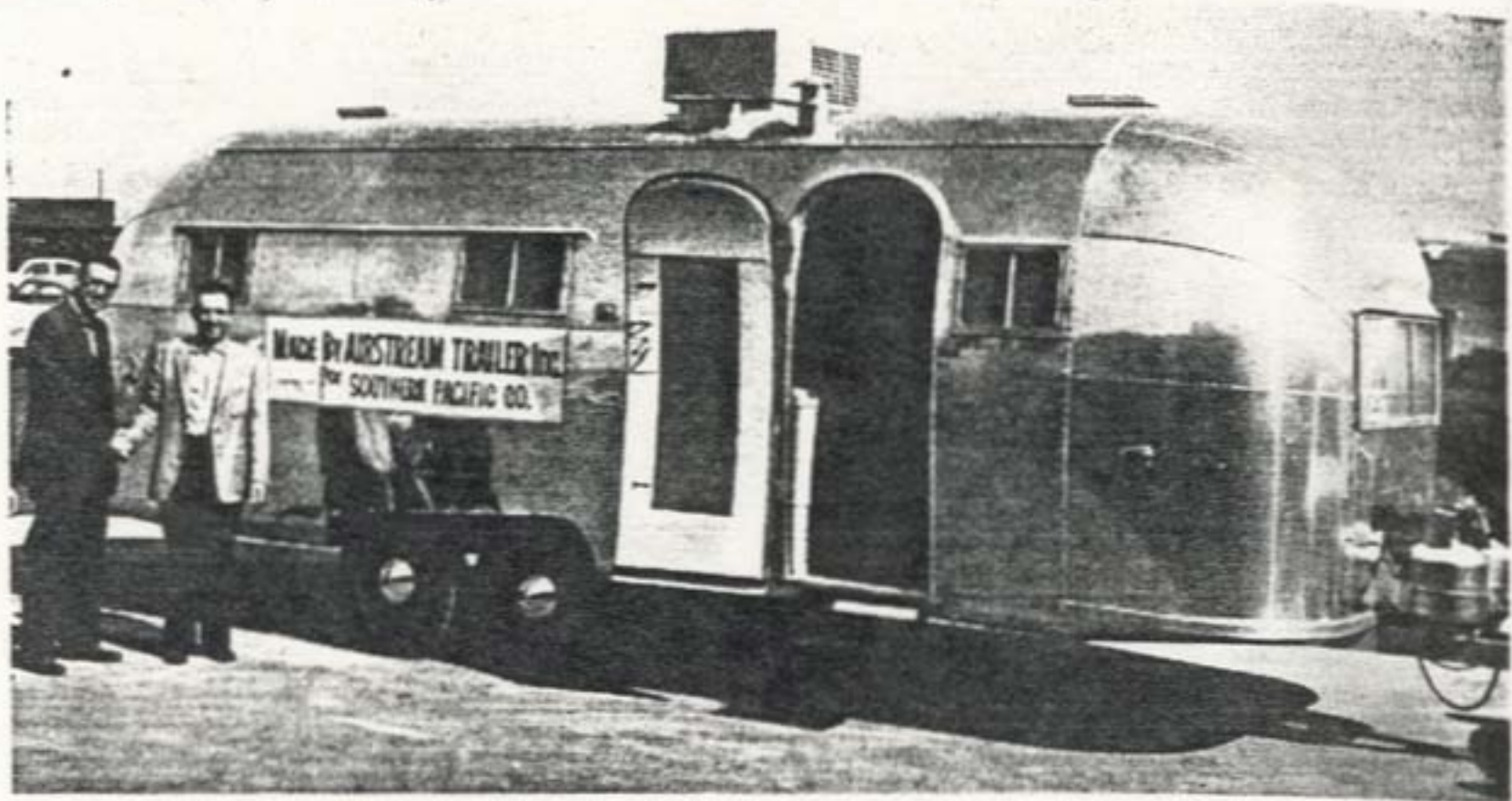
Have you ever discovered a paradise in the wilderness... a spot where you felt you could stay forever... a hidden stream, a quiet canyon, a windswept shore? If such a scene haunts your dreams, prepare now to visit it—in an Airstream. There is no wilderness too remote for an Airstream. Wherever your car goes it will follow and provide all the comforts of home—stout shelter, constant refrigeration, running water, good beds, light, heat, toilet and shower... all wrapped up in the neatest polished aluminum package on wheels. Shipshape as a trim yacht, maneuverable as a sports car, Airstream is the answer to the question, "how shall we be free?" The secret is in its self-containment. Everything you need for living is in an Airstream. See it at your dealer... and write for our interesting new literature—it's free!

Join one of Wally Byam's exciting Airstream caravans



AIRSTREAM
TRAILERS, INC.

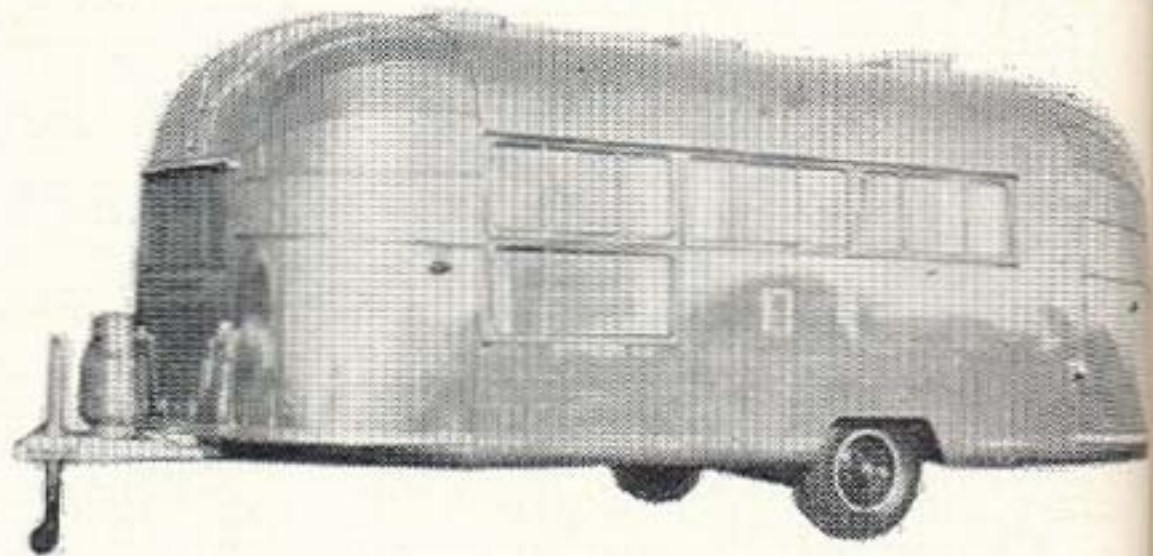
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ONE OF THE LARGEST — Sales to a single customer in Airstream history was completed recently when the Southern Pacific Railway took delivery on 44 custom coaches at the Airstream factory in Norwalk, California. The 26' models will be used in Arizona, Oregon and California by track maintenance personnel, according to T. S. Bean, general superintendent, M. of W. Shops and Equipment, shown above (right) with Ed Brown, Airstream sales manager.



AIRSTREAM (Cal.)



AIRSTREAM (Ohio)

WHY YOUR
NEXT TRAILER
IS AN

AIRSTREAM

*only Airstream
offers you the
combination of all
these great features*



COMPLETE INDEPENDENCE

Airstream's self-containment features permit you to go where you like, stay as long as you please, completely independent of outside sources. Hot and cold running water, refrigeration, electricity, bathroom... all the comforts of home even in the deepest wilderness.

UNIQUE CONSTRUCTION

Airstream construction is extra-ordinary. Its all-metal, all-riveted, streamlined design has been proven in the greatest on-the-road testing program ever given a similar product... literally millions of miles through some of the world's roughest terrain.

EASY TOWING

Airstream's roadability is an accepted standard. Light weight and a construction principle which has been constantly refined over the past quarter century makes each Airstream tow "like a feather in the breeze." A travel trailer is to go places... and wherever your car will go, Airstream will follow.

HIGH RESALE VALUE

Airstream's ready market, because of strong demand, prestige and construction, keeps resale values high—insuring your investment, if you trade in for a new model or sell. It doesn't cost to own an Airstream—it pays!

The time to start thinking about your next trailer is now... write for interesting literature... or see your Airstream Dealer. Request a copy of "The Caravaner"—Wally Byam's newspaper jam-packed with news about foreign and U.S. Caravans.

WALLY BYAM CARAVANS

Airstream ownership places you, if you so desire, in the most select group of trailerists... the Wally Byam Caravanners. New friends, new places, new interests can be yours on these fascinating trips to everywhere, news-making, adventure-filled, once-in-a-lifetime experiences.

PRESTIGE OF OWNERSHIP

Airstream is the trailer which attracts the crowds wherever it stops, for one reason. It is acknowledged as tops in the field and is expected to be first with the latest. People will ask to inspect your Airstream and they'll tell you it is the trailer they hope to own.

LIFETIME GUARANTEE

Airstream guarantees each trailer for life... your life. This warranty is backed by a service policy unmatched in the industry. Customer service is an Airstream watchword.

WIDE CHOICE OF MODELS

Airstream offers a range of sizes, models and optional equipment to satisfy any taste and need. Whether you select 18', 22', 26', 30', Standard or one of the Deluxe International models, the same fine design, workmanship and attention to detail will be found in your choice.



AIRSTREAM
TRAILERS, INC.





OVER—16,000 miles have been covered by Mr. and Mrs. Jim Stoll since the first of the year. With their dog, "Lucky," they are shown in front of their home away from home.

Traveling Industry Ambassador

C. J. Stoll, president of C. J. Stoll, Inc., St. Petersburg, Florida, is currently on one of the most extensive tours ever undertaken by a member of the mobile home industry.

Stoll, who is president of the Mobilehome Dealers National Association, shows his belief in his business by traveling in an Airstream trailer which has taken him 16,227 miles since the first of the year. His constant traveling companions are his wife, "Coty," and their small bull dog, "Lucky."

States he has visited since January include, Michigan, New York,

Iowa, Ohio, Indiana, Kansas, Texas, Nevada and California. All of his trips have either been in connection with his position as president of the national dealer organization or to represent his company at various manufacturer-dealer meetings.

"I find traveling by trailer the ideal way," said Stoll, "because we do not have to pack suit cases every day, or worry about where we will stay that night. In addition, other than the extra gasoline required, we can stay away from home as cheaply as at home."



SWANK — is the name for this luxurious setting at Newport Beach, Calif. as Tex Evans, San Antonio, Texas, tows his new Airstream Flying Cloud with a Thunderbird. This model will be on display at the Trailer Life Show.