

Wally Byam's

NEW RIVETED

HOLIDAY

THE WORLD'S FINEST
SUPERFINE
SMALL TRAILER

Vol. I, No. 1

DIVISION OF AIRSTREAM TRAILERS, INC., JACKSON CENTER, OHIO

(Patents Applied For)

1954

The History Behind The "Holiday"

By WALLY BYAM

For the quarter century that I have been designing and building trailers I have always been on the lookout and striving to attain a single model that would satisfy the needs of trailering as well as the five passenger sedan car satisfies the automobile needs of most people. But the trailer is not as simple as the automobile. With the car all you have to do is sit and ride in it. But with the trailer you have to not only sit but also sleep, cook, eat, move about and go to the bath room. In addition water, light and heat must be provided. Moreover all this must be produced at a price people can afford to pay. It is a most difficult design and manufacturing problem.

It is not generally known in America that England and Europe have a flourishing trailer industry, have had for probably more years than America. English and European trailers are smaller than ours and are used almost exclusively for traveling and vacationing. Like European cars and Swiss watches they are well built, compact and really well thought out. They are always completely self contained, as European trailer parks are few and far between and practically never furnish electricity or water from a hose. Most European trailerists park in the open countryside. The trailer industry on the Continent has boomed since the war. However, America can boast of over 10,000 trailer parks.

European Influence

This last summer when I attended the International Trailer Rally in Copenhagen I was pop-eyed with amazement at what I saw. There were somewhat over 250 trailers at the rally from all over Europe, made in England, France, Italy, Germany, Switzerland, Holland, Belgium, and Denmark. And those of us who think America always has the latest and best in everything have another think coming. I wrote an article on what I saw which was published in Trailer Topics magazine. It has caused a great deal of correspondence.

After I returned from Europe I was so enthusiastic about these little light weight European vacation trailers that I suggested to Mr. Claude McFaul, sales-manager of the Airstream Ohio factory that he take a trip to Europe immediately, attend the London Automobile and Trailer show at Earl's Court and then do a little traveling on the Continent, particularly in France, Germany, Belgium and Switzerland, to get an eyeful of these European designs. I wanted him to double check me to see whether or not I was seeing dreams. He came back from Europe as enthusiastic as I. Thus the "Holiday" design began to be born.

So this little "Holiday" is the culmination of a quarter century in the business, many many hundreds of thousands of miles of trailering, the manufacturing and design experience of America topped off with the best that Europe has to offer. It is the combination of the best in Europe and the best in America. But there is nothing like it in either Europe or America. It has "everything"—and a few extras thrown in for good measure.

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Wally Byam's new riveted small Caravan type sports and travel trailer sleeps five full sized adults. Has toilet room and toilet plus many innovations. Retail at \$1395.

New "Holiday" Sensation At Chicago-Miami Shows

This new "Holiday" trailer was exhibited at the Miami and Chicago trailer shows to many many thousands of people. To say that it was a sensation is putting it mildly. The spectators would look in and gasp at the big beautiful interior in a twelve foot body. The seven big windows catches everybody's eye. But it is the unusual floor plan that rivets their attention. They sit and look and wonder where we gained all the space in this cute little twelve footer.

But when they open the door to what they think is another wardrobe and find that it is a full fledged toilet room—that does it. One woman said in pop-eyed, open-jawed amazement, "Now I have seen everything." We had no literature to give out at that time so had a register for people to sign their names to have literature sent. Thousands left their names. This little "Holiday" is truly the answer for those wanting a small compact, fully equipped sports-and-travel model—one that you would be proud to own.

5 STAR FEATURES

- ★ Riveted (Aircraft Type Riveting)
- ★ Toilet and Toilet Room
- ★ Electrical Brakes
- ★ Aero-Core Fiberglass Insulation (Floor, Walls, Ceiling)
- ★ Room for Spare Tire

THE BIG DIFFERENCE

The big difference between Wally Byam's "Holiday" is that it was designed by experienced trailer travelers to be used by experienced trailer travelers. It was not designed by a trailer manufacturer to make a good appearance on a sales lot and to be sold to inexperienced people who do not really know the good from the bad. When Wally Byam designed this trailer he knew that many of them would be sold to people who would go on his tours. And if anything was not good these people would be right there to tell him about it. Many manufacturers never see the folks who buy and use their trailers. Wally Byam lives with his customers. His trailers have got to be good.

Everything in the "Holiday" is practical, good and top quality, yet reasonably priced. It is the kind of "good buy" that careful buyers are looking for. For those who want a small light weight trailer for vacations, week-ends, and trips, it is absolutely tops.

The "Holiday" is exceptionally ruggedly built. It will stand up in the hard usage of rental service. You don't have to baby it. It will take plenty of abuse. And will go anywhere your car can take it. And of course it will outlast many cars.

It requires practically no care or upkeep. Grease the wheel bearings once in a while and that is about it. It is made to sit out doors all the time. It never needs paint. The roof requires no care. Everything about it is strong and sturdy and bears the obvious earmark of a well built article.

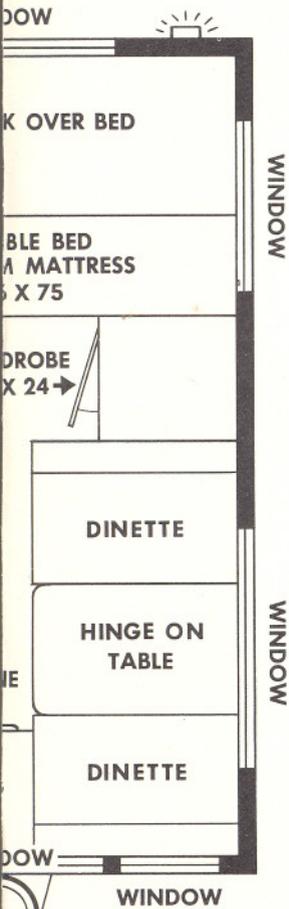
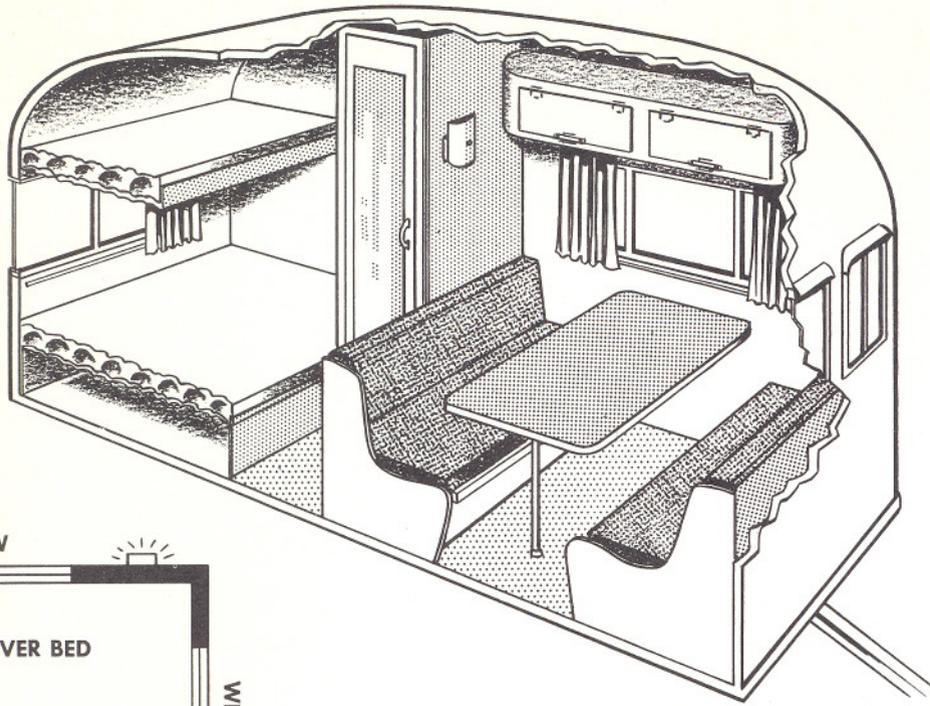
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We have standardized on Airfoam rubber mattresses for the "Holiday." We think they are the finest beds for a vacation trailer. They are light weight, easy to keep clean, are really comfortable, cost a little more but we think worth it. We cover them with a good grade of upholstery material.

ELECTRIC LIGHTS—For those cases where you can plug into electricity we have installed two electric lights and four convenient outlets.

WATER SUPPLY—We fit a chrome water faucet to the sink with hose connection beneath the floor at the lower edge on the right side. We also install a ten gallon water tank and a pump. Thus you always carry your own water supply with you.

GAS SUPPLY—Gas is supplied from an ICC approved cylinder with regulator, bolted to the trailer frame. Copper tubing connects to the light, stove, heater and refrigerator. Twin tanks can be installed at a reasonable extra charge.



A wonderful galley and wonderful beds guarantee a holiday in the "Holiday."

out in them but we carry spare parts if they are needed.

HEATER—As standard equipment we fit the California built Panel Ray. This gives instant and bone warming radiant heat. It is vented to the outside, forms no condensation, has no odor and is the most healthful heat there is. For those who prefer it we fit the Byam Burner circulating-radiant oil heater at the same price. For all night use in extremely cold country the oil burner is less expensive to operate but does not give you the instant quick heat of the Butane Panel Ray.

BEDS—The "Holiday" has a big double bed and one dinette which makes up into a double bed. A permanent bunk is installed over the permanent double bed. It is plenty big enough for an adult to sleep on. When not used as a bed it is a very handy place for storing suit cases, baggage, and other articles. A mattress for this bunk bed is not furnished as standard equipment but can be ordered at a reasonable extra charge.



You can see right through the "Holiday."

Construction Features

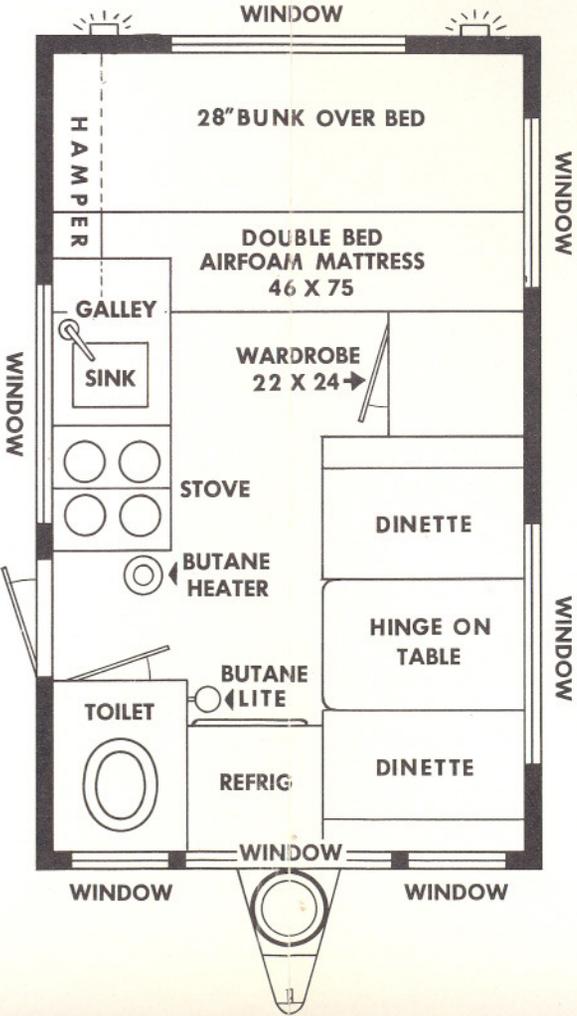
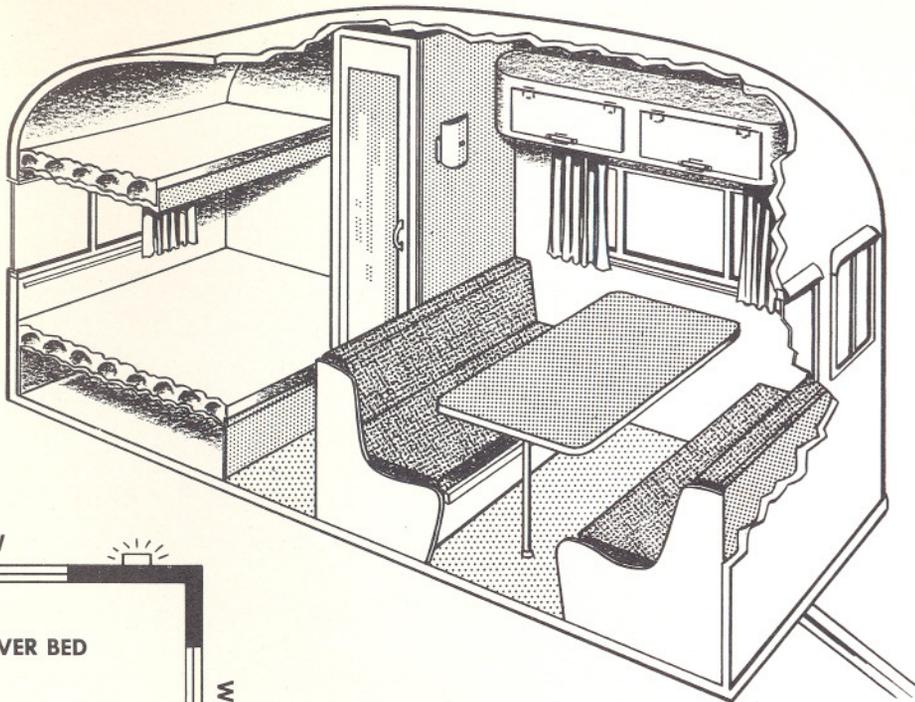
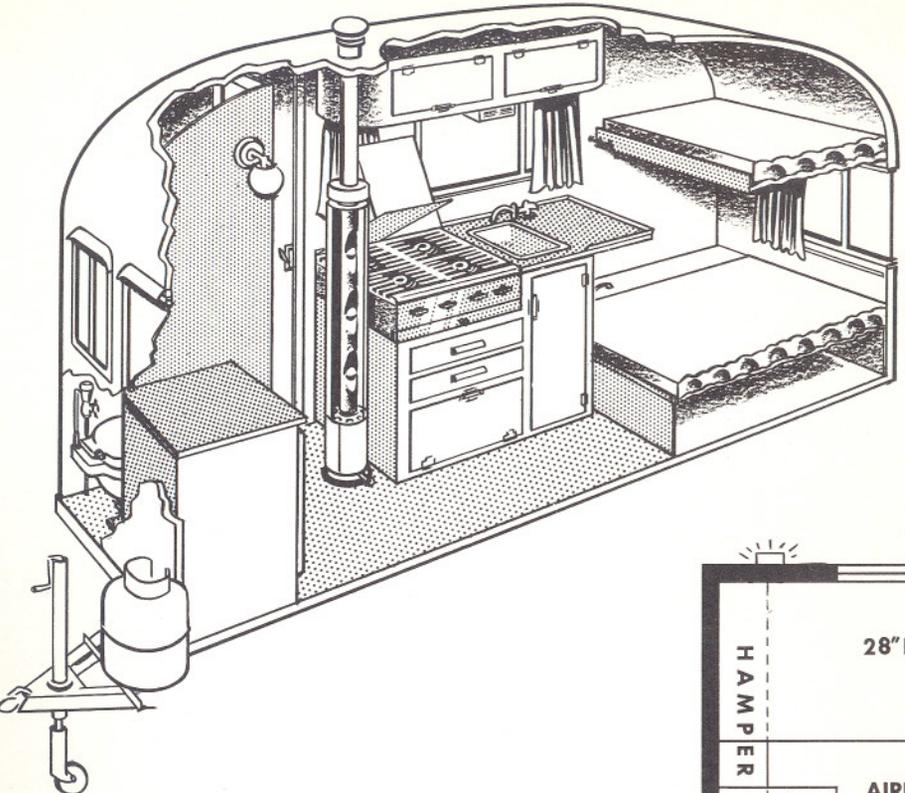
UNDERCARRIAGE—All steel and aluminum, welded and bolted. Drop forged 2-in Fayette axle and springs. 600x15 tires. Marvel hoist, 2-inch ball hitch and screw hoist with ball bearing jockey wheel. 5 ply 5/8-inch floor insulated with spun glass. Armstrong linoleum from wall to wall, end to end. Directional lights are standard equipment.

SIDE WALLS—Exterior of all aluminum with genuine aircraft riveting. Interior of 3 ply 3/16 inch Balura or Birch. Framing principally of aluminum with some wood for attaching the interior walls. Genuine spun glass insulation throughout.

ROOF—All aluminum with all joints crimped and riveted to be absolutely waterproof. Metal framing, spun glass insulation. Balura or birch interior ceiling.

WINDOWS—Woodlin windows everywhere. Seven big ones, giving an unusually light and cheerful interior. Decorative, light proof, aircraft type drapes fastened top and bottom. Easily opened and tightly closed.

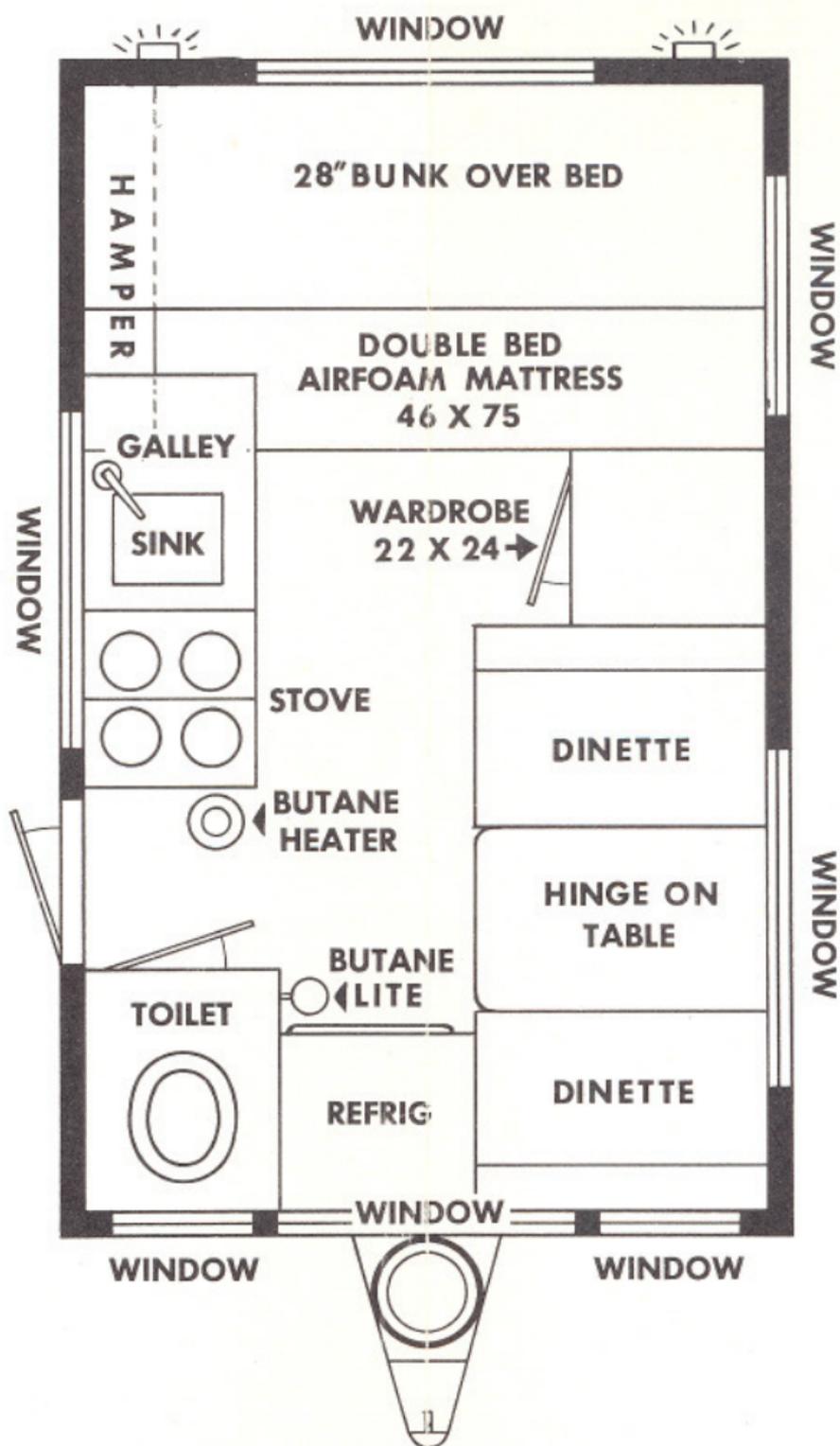
VENT—Rotary vent with amber plexiglass hood. easily opened and closed and pointed into the wind. An importation from Germany.



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HEATER—As standard equipment we fit the California built Panel Ray. This gives instant and bone warming radiant heat. It is vented to the outside, forms no condensation, has no odor and is the most



REFRIGERATOR—As standard equipment we fit a 50 pound ice refrigerator. This is a very good looking, easily cleaned, well insulated and practical refrigerator. But for those who want to pay \$135.00 more we have imported from Germany one of the finest and very nicest gas refrigerators we have ever seen. It is about the same size as the most popular electric refrigerators ordinarily used in trailers but this one operates entirely from Butane or Propone gas. It is absolutely quiet in operation and has no moving parts. It is very economical in the use of gas. These refrigerators operate all the time, when the trailer is on the road or when it is standing still. It is fitted with an automatic device that turns the gas off if the flame goes out. There is nothing to wear



WHO IS WALLY BYAM?

Wally Byam is the founder and president of Airstream Trailers, Inc., with factories in California and Ohio. He has headed Airstream since 1931 but was designing and building trailers for several years before that. During all this period he has built travel trailers only, never trailers designed specifically for living, and in the course of time has built hundreds of different designs and many many thousands of trailers.

Airstream is the all metal, all riveted, streamlined Aircraft type trailer that has become world famous as being able to be towed with a bicycle. It is without question the World's finest travel trailer and is generally universally recognized as such.

Caravan magazine, published in England, credits Wally Byam with having traveled more miles in a trailer and to more foreign lands "than any other living man." He organizes and leads the famous Wally Byam Caravan Tours (1) Down the Pan American Highway to Mexico, Guatamala, El Salvador, Honduras, Nicaragua and Costa Rica, (2) Down the West Coast of Mexico to Acapulco before the road was officially opened, (3) The 1948 European Tour to most of the countries of Europe with Cornelius Vanderbilt, Jr., (4) The 1953 European Tour covering all of Europe and attending the International Trailer Rally at Copenhagen, Denmark, (5) The 1954 Mexican Tour down the East Coast of Mexico and across the Tehauntepec peninsula. These tours include from 50 to 100 trailers and from 100 to 250 people. The tour in the summer of 1954 will include the Canadian Rockies and Western Canada, British Columbia and Alberta. On these tours he travels with all kinds of people in all kinds of trailers. He learns first hand what people like and what they do not like, what is good and what is not good. What is practical and what is not.

He writes for many magazines and many articles about him have appeared in hundreds of publications in Europe and America. He is the author of "Fifth Avenue on Wheels," a 125 page volume which tells just about everything you want to know about trailer traveling.

He has a regular monthly column in Trailer Topics, Trailer Travel and Trailer News entitled "Globe-trotting with Wally Byam."

Construction Features

(Continued from Page 3.)

GALLEY—Stove on the left, sink on the right. Lots of work table space. A rim around the draining board keeps water from dripping on the bed or floor. Provided with a single sink, a faucet and a pump. Ample storage space beneath the stove and sink for storage of pots and pans, knife and fork drawer and pull-out bread board. Crum tray under the stove for easy cleaning.

ROOF LOCKERS—The entire width over the galley and over the dining table is devoted

UNDERCARRIAGE

Three inch extruded channel steel frame
(Twice as strong as necessary, for safety)
Two inch Fayette drop forged axle
(Dependable for many many years)
Warner Electric brakes (the very best)
Marvel hitch and hoist
(There is nothing better)
Genuine fibreglass felted insulation
(The very finest)
Plywood floor $\frac{5}{8}$ inches thick
(Same is in Airstream)
Armstrong inlaid linoleum
(from end to end and wall to wall)
Directional lights

SIDE WALLS and ENDS and ROOF

Exterior walls and framing are genuine riveted aluminum Aircraft construction to metal ribs (Some wood is used to attach the plywood interior of birth or balura)

INSULATION

Aircore fibreglass (Same as used in Airstream trailers and most airplanes)

REAR TRUNK

Baggage compartment
(Large enough for a spare tire)

MATTRESSES

Airfoam (Finest there is)

STOVE

Four burners with 2 covers
(Increases work space)

HEATER

Panel Ray butane, vented is standard. Circulating oil heater optional, same price

Prices and Specifications Subject To Change Without Notice.

The Big Difference (Continued from Page 1)

There are a lot of little things that have gone into the design and equipment of the "Holiday" that you might not immediately notice and appreciate unless you are an experienced trailerite. Take the kicked up tail for instance. It is high to avoid being hit by deep ditches, steep pitches, etc. The yard arms that extend from the front corners to the hitch are not there to support anything. They are to give you a good hand hold to push and pull the trailer around by hand. You can easily take them off if you don't like the looks of them. But the old timers won't remove them. You can see right through the "Holiday" as you drive along, a big broad view of all the road behind you, either through your rear view mirror or by turning around and looking right back through your car. If anybody is riding or sleeping in your trailer while under way you can watch them as you drive. This ability to see through your trailer is vitally important when you are backing. You quickly get to be an expert at spotting your trailer right where you want it.

You won't get claustrophobia in the "Holiday." It has windows and windows and windows. You don't feel closed in. The side windows are high so you can easily see out of them as you sit at the table or work at the

to roof lockers. Big doors open to give easy access. Wide enough to store plates, dishes, light groceries and all the junk and crud that one usually puts into them. The catches are the double squeeze type, the best known in the industry, keeping the doors from coming open on the road.

GROCERY STORAGE SPACE—There is a big drawer under the dinette nearest the galley. This is best for canned goods. You can reach it without lifting up the dinette seats which would be unhandy with somebody sitting at the dinette. The balance of the space under the rear dinette and all of the space under the forward dinette is reached from lift-

WARDROBE

Long enough for longdresses

TOILET ROOM

Choice of either flush type or airplane type toilet.

WINDOWS

Seven large windows with airplane type drapes

BUNK BED

Large enough for an adult. Airfoam mattress can be furnished as an optional extra, or you can put in your own pad (A very handy place to store baggage, etc.)

PUMP AND WATER TANK

Ten gallon tank filled from outside. Imported pump. Also a water faucet.

BUTANE LIGHT

Imported from England
(The finest gass light we have ever seen)

ROOF VENT

Amber colored, easily opened and closed or faced to the wind

LENGTH

14½ feet overall . . . body 12 feet

WIDTH

7 feet 3 inches

HEIGHT

Interior 6 ft. 3 ins. . . . overall 7 ft. 10 ins.

WEIGHT

Approx. 1500 lbs. completely furnished

sink, but the end windows are low so you can see through them from your car.

The "Holiday" provides a clothes hamper for dirty clothes. Did you ever hear of another trailer that did. It is a very important item.

In designing and equipping the "Holiday" Wally Byam has put in all the things that he knows the people on his tours would like. Yet for various reasons some buyers would not want all this equipment. So to make the "Holiday" adaptable to the needs of all buyers, equipment has been divided into Optional Extras and Deductible Items. The optional extras are not included in the quoted base price. The imported German butane refrigerator is one. It is an Optional Extra costing \$135.00 additional. Electric brakes however are included in the quoted price. Wally Byam thinks any trailer should have brakes. But you could leave them off and still be legal on such a light weight trailer so they are listed as a Deductible Item knocking \$50.00 off the quoted price if you don't want them. A listing of Optional Extras and Deductible Items accompanies this circular.

Wally Byam believes every trailer should provide a space for carrying a spare tire. You may not need it but when you do you need it badly. The baggage compartment with a door in the rear holds a spare tire nicely.

ing up the seats. You can pack more in this way and the light weight genuine Airform cushions are easy to lift. The seat bottom is hinged at the back.

BEDDING STORAGE SPACE—This is under the big double bed and is easily reached by lifting up the bed. There is a large drawer in the front.

CLOTHES CLOSET—High enough for long dresses and overcoats. Large full length mirror on the door. The door catch is imported from England. It is an English aircraft type and is the one and only door catch that we have even seen that simply will not shake loose.