



Palm Springs
TRAILER RALLY

10TH Anniversary

OCTOBER 21-22-23/60



A Decade of Progress

By RITA YORK NEHL

Who could have guessed that in one short decade that faint glint in the eye of a gregarious trailerist seeking the companionship of like-minded friends was to grow into the nation's largest and most complete combined trailer rally and show? Such is the story of the Palm Springs Trailer Rally and Show, now celebrating its tenth year of successful development. From a simple weekend of fun and frolic, this annual rally has become Palm Springs' best public relations effort, an effort carried forward without cost to the city yet bringing to it annually inestimable good will and many new friends and residents.

The Sponsors

Prior to 1951, the Trailer Coach Association had sponsored several fun-filled rallies or, better termed perhaps, caravans. Travel trailerists had set out for a few days of fellowship, journeying together to various points of interest in the area. On at least two occasions, the group had come to Ramon Trailer Park. Sports, contests, relaxation and fellowship marked these outings.

By 1951, however, this group had grown in numbers and enthusiasm to the point where TCA could no longer underwrite the expense or handle the details of such outings. Neither could the local parks, still in their infancy, provide adequately for the ever-increasing numbers of trailers. At the same time, visionary park owners and managers realized the far-reaching educational values of this group in spreading the philosophy of this new way of living and travel. New problems presented new challenges and demanded new solutions.

Spurred on to seek these new solutions, a group of park owners and managers banded together in a loosely organized group, and encouraged by TCA, moved forward to sponsor the 1951 Rally in Palm Springs. They leased the city-owned Polo Grounds to provide adequate space for visiting trailerists, encouraged dealers to show their newest models and conducted a successful show and rally, thus setting the pattern for the future. This Rally Committee, augmented in numbers annually as the number of area parks increased, was incorporated in 1957 as Palm Springs Area Trailer Parks, Inc. Their sole function continued, as it had since 1951, the sponsoring of the annual trailer rally and show.

In 1956, TCA moved back into the picture when by lease agreement with the Rally Committee, they assumed responsibility for the trailer show, thus leaving the Rally Committee free to devote more manpower to the Rally itself. Such is the arrangement which exists today.

The Program "Comes of Age"

Even as the Rally sponsorship took on pattern and form during this decade, so the program "came of age." The 1951 rallyists found a program very similar to that which they had enjoyed previously on their "caravans." The Polo Grounds rang to the echos of hog and husband calling contests. Expert nail drivers sought the softest bit of wood and the heaviest hammers. Ball games matching fathers and sons found three complete teams of fathers unable to cope with one team of sons! Desert horse back rides found devotees as did square dancing. The enthusiasm engendered by the display of late model trailers presented by local dealers indicated a new field for expansion.

By 1954, community acceptance of the trailering fraternity had reached a point that permitted a gala trailer parade down Palm Canyon Drive. This did much to increase public interest and awareness of the dollar value of the trailerist.

During this period, the organization of trailer clubs was showing phenomenal growth and much of the program for the Rally came spontaneously from the clubs themselves. Question and answer sessions and individual club activities consumed much of the time. Evening programs in the Rodeo Arena, many with skilled amateur or top professional talent, came into being. In 1955, the awarding of a top door prize, a 15' Shasta trailer, as well as many merchandise prizes, enlivened the closing afternoon program. In succeeding years, the practice has continued.

It was in 1956 that TCA, leasing space from the Rally Association, sponsored a greatly enlarged manufacturers' display of travel trailers and mobile homes. Free to the public, this show intrigued and brought to the Rally grounds many local residents. Considerable numbers of people realized for the first time that trailerists were very substantial citizens who had discovered for themselves a way of life and travel to be envied by their more conservative neighbors.

Colored slide contests, a hobby and art show, fashion shows, shuffleboard contests and campfire programs became anticipated parts of each Rally program.

And so it is that each year the Rally program has been modified and expanded to meet the needs and desires of a constantly expanding group of trailer-minded folk. This year, a permanent Clubs, Press and Industry Committee has been formed to advise and work with the Rally Committee in coordinating the plans and needs of each group.

The Rally program has indeed "come of age" in 1960.

Names and the Rally

Time marches on and in the Rally Association as in any other organization, names and faces change yet there remains a nucleus of the inspired ones to guide the destiny of the newcomers with their experience and their dreams.

How many of the original 1951 committee do you know or remember? They included Vic and Jo Stollberg, J. H. "Jerry" Drier, Leo Hines, Floyd Wilson, Bill Veith, Norma Perry and Ted McKinney. Preston Stretz was the chairman that year. Bill Veith next assumed leadership, to be followed by such men as Bob Hollister, Wilson Hall, Ray Forbes, Merle Hancock and Rex Thompson.

By 1954, the Rally had grown to such proportions that busy park owners and operators could no longer devote enough time to its management and Jimmy Cooper became the first paid executive secretary and Rally manager. Jimmy did so creditably a job that he was quickly marked by the Palm Springs Chamber of Commerce and following the Rally went to assume the position which he holds with distinction today.

In seeking a replacement for Jimmy, the Rally Committee brought to the area a man of vision and dedication who did much to insure the success of subsequent Rallies and to weld them into the shape which they have today, Herb Richardson. Herb's boundless enthusiasm, organizational ability and genius for dealing with and uniting people in a common cause marked the 1955 and 1956 Rallies.

Stunned by Herb's untimely demise, the Committee turned to its chairman, Merle Hancock, who, assisted by a hardworking volunteer committee, managed the 1957 Rally.

In 1958, a man who had been working in the cause quietly but effectively for several years, Paul Harrison, came forward to assume the responsibility for the many details involved in staging the rapidly expanding Rally and Show. Today, Paul is the man who coordinates the nearly limitless details involved in this tremendous activity.

In 1957, with its sphere of influence constantly widening, the Rally Committee engaged the services of Vollie and Hazel Tripp to do a public relations job for the Rally and for the desert area. Armed with colored slides and taped recordings, the Tripps traveled north, east and south telling the story of the nation's greatest annual Rally and Show. That service they are continuing to render most effectively.

To name names without mentioning the countless volunteers who have contributed immeasurably to the growth and progress of the Rallies would be remiss. Their name is legion. They come from far and wide. They live in trailer parks. They live in the communities round about. They include city officials, members of the police and fire departments, the press and just plain citizens interested in the trailer way of life. Without their constant aid and encouragement, the Rallies could not have been carried forward.

Statistics Tell a Story

Although to many statistics are boring reading, no history can be considered authentic without a few highlights in terms of round numbers. In 1951, about 100 visiting trailerists were comfortably parked on the ball field turf. By 1959, 669 trailers were closely parked in the ball field and had spread into Lineau Village, filling it to capacity.

The 1951 Committee, without any capital assets, was hard-pressed to borrow enough electric cable from co-

operating parks to provide lights for this pioneering group. Today, by dint of hard work and penny pinching through good years and bad, the Committee boasts capital assets in the form of transformers, electric cable and water pipes to a value of \$12,000.00.

Whereas records show few if any organized clubs in 1951, 27 clubs were registered as groups in 1959. Individuals attending the Rallies moved from about 1000 in 1951 to 7500 at mid-decade to 40,000 in 1959.

And the Show has grown with similar rapidity. In 1951, eighteen travel trailers were displayed by local dealers. In 1959, 125 travel trailers and 40 mobile homes were displayed by manufacturers and dealers from far and wide. Sportsmen's equipment, including boats and airplanes, accounted for hundreds of feet of display space.

In this, its tenth anniversary year, the Palm Springs Trailer Rally and Show has reached, in spite of the past growing pains of adolescence, a full stature.

To What End?

Even a rabid statistician will admit that numbers alone prove little. What has the Rally accomplished in its decade of development? It has accomplished many things, both tangible and intangible. Here are but a few for your consideration, not in the order of importance for who can determine that?

The Rally has unified and brought into a full spirit of cooperation the owners and managers of the area trailer parks. From a handful of loosely organized owners and managers, the association is now incorporated and represents 36 area parks. It is the only Rally in the United States sponsored solely by trailer park management.

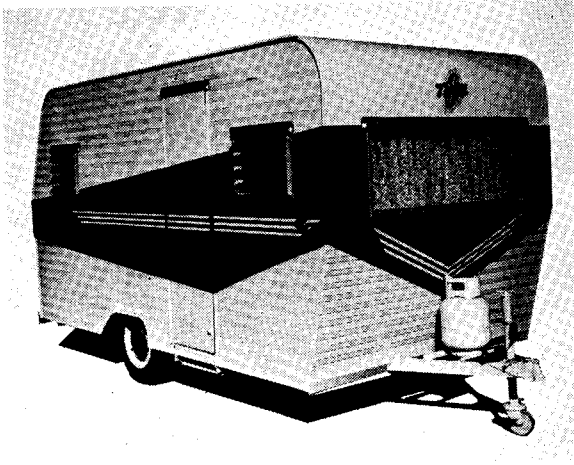
In a community where trailers were frowned at on Palm Canyon Drive, in a few short years, the Rally has helped to create favorable goodwill and an educated public to the point where the city welcomes the Rally, cooperates with it to the fullest and gives it top priority in the use of city facilities. The Rally has done a first quality public relations job for the desert area. More people are brought from wider areas to participate in it than in any other event held here. The dollar-value of a trailerist and a trailerite are recognized by merchants and officials alike.

The Rally may assume much credit for the development of luxury-type trailer parks in the area. As a favorable climate toward the trailer way of life was created through education and goodwill, money was put into more and increasingly luxurious trailer parks. The trailerite became a first class citizen!

Because of his devotion to the trailer way of life enhanced by his experiences as RALLY director, Herb Richardson founded and Bernice has ably carried forward THE DESERT TRAILER NEWS, the only trailer paper serving all of the residents of area trailer parks and the advertisers who meet their needs. It has been a vital force in unifying area parks and in supporting the status of the trailer way of life and travel.

The Future

On its tenth anniversary, a decade of progress finds the Palm Springs Trailer Rally and Show on the brink of more rapid and more spectacular progress. The mobile home way of life and travel trailering, enthusiastically spurred on by the rapidly expanding club movement, are now an integral part of the American way of life. Ever more and more people will seek its comforts and its rewards. Continuing to spread the story will be the Palm Springs Trailer Rally and Show. Watch its progress. The past is glorious. The future is limitless.



- P R C

PALM SPRINGS

10th ANNUAL

TCA MOBILE HOME & TRAILER SHOW

Friday, Oct. 21

	Points of Interest	7:00 to
9:00 a.m.	Office Opens for Registration and Reservations	9:00 a.m. 8:00 a.m.
10:00 a.m.	Swim at Sponsoring Parks Obtain Ticket at Rally Office	10:00 a.m.
2:00 p.m.	Trailer and Sports Show Opens	10:30 a.m.
3:00 p.m.	Conducted Tours of Parks and Points of Interest	12 Noon
7:00 p.m.	Polo Stadium Park Skits—Prelims Entertainment Mr. Four Paws	1:30 p.m.
9:00 p.m.	Playhouse— Movies Dancing: Square—RAMON PARK Callers, Osa Matthews and Kenny Young Ballroom—SAHARA PARK Strickland's Orchestra Lineau Village— Campfire-Club Activities Harold Tonne, Musician	3:00 p.m. 7:00 p.m. 9:00 p.m.

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PALM SPRINGS TRAILER RALLY

10th ANNIVERSARY, OCT. 21-22-23, 1960

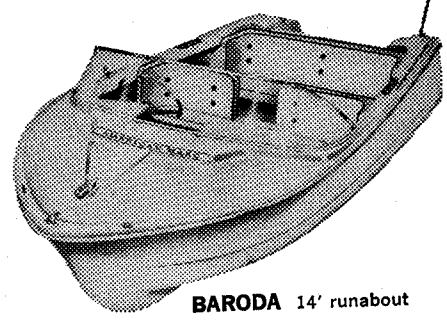
TCA MOBILE HOME & TRAVEL TRAILER SHOW, OCT. 20-21-22-23

	Saturday, Oct. 22	Satur
st	7:00 to Breakfast—Lineau Village	9:00 p.m.
or Registration	9:00 a.m. Obtain Ticket at Rally Office	
as	8:00 a.m. Art, Craft and Hobby Exhibit Set Up Exhibits RANCHO TRAILER PARK REC. HALL	
oring Parks t Rally Office	10:00 a.m. Swim Sponsoring Parks Obtain Ticket at Rally Office Tours to Points of Interest	10:00 a.m.
orts Show Opens	10:30 a.m. Fashion Show—Playhouse Club and Park Trailerists	11 a.m. to 1:00 p.m.
rs of Parks and st	12 Noon Art, Craft and Hobby Show RANCHO PARK REC. HALL Luncheon for Club Presidents	1:30 p.m.
ims	1:30 p.m. Panel Discussion—Rex Thompson, Moderator Panel of Representatives from: Industry, Clubs and Press	
	3:00 p.m. Club Skits—Prelims Club Costume Contest	
N PARK tthews and	7:00 p.m. Polo Stadium— Club Skits—Finals— Cash Awards Park Skits—Finals North Americans Choir	
ARA PARK hestra	9:00 p.m. Playhouse— Color Slides of Contest Dancing: Square—RAMON PARK Callers, Osa Matthews, Kenny Young Ballroom—SAHARA PARK	
Activities Musician		

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1960

OCT. 20-21-22-23rd



BARODA 14' runabout

Saturday, Oct. 22 (Continued)

9:00 p.m. Strickland's Orchestra
Lineau Village—
Campfire Club Activities
Harold Tonne, Musician

Sunday, Oct. 23

Attend Church of Your Choice

10:00 a.m. Art, Craft and Hobby Show
RANCHO TRAILER PARK
REC. HALL

11 a.m. to 1:00 p.m. Barbecue Dinner—Lineau Village

1:00 p.m. Obtain Tickets—Reserve Early

1:30 p.m. Polo Stadium
Door Prize Drawing:
Grand Door Prize—
15'8" Terry with Travel Pak
Given by: Terry Industries,
Holman's Trailer Sales
P S Rally Assn.
#2 Door Prize—
American MARC BOAT, 14'
Baroda Runabout
Given by:
American MarcMarine Div.
Holman's Trailer Sales
P S Rally Assn.
#3 Door Prize—
Robot Hitch by Curtco Engineer-
ing, Colton, Cal.
Jr. Door Prize—Schwinn Bike
Many other valuable Prizes do-
nated by the Trailer Industry and
Suppliers
All persons welcome to Airstream
entertainment in Baseball Stadium

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Builders of the Finest Travel Trailers. Airstream Owners have the most fun. See us in the Ball Field at the Palm Springs Rally, Oct. 20-23.

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