

# Wally Byam's

NEW RIVETED

# HOLIDAY

SPORTS &  
TRAVEL  
TRAILER

Vol. 1, No. 2

HOLIDAY TRAILERS, INC., JACKSON CENTER, OHIO

Copyright 1954. All rights reserved.  
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, then 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.

(Continued on Page 2)



Wally Byam's new Caravan type sports and travel trailer sleeps five adults, features toilet room, its own lights and water supply. Designed particularly for sportsmen and "Off-the-pavement" vacationers.

### STARTLING NEW FLOOR PLAN

Although the Wally Byam "Holiday" is a new trailer on the market, the principal thing that is startlingly new about it is the interior floor plan. We at Holiday of course were wildly enthusiastic with our first model. But still we wanted to be absolutely sure before we went into production.

So we exhibited a Holiday at trailer shows and exhibits throughout the country. Not to sell, not to take orders, but to get the reaction of prospective trailer buyers. To say that it was a sensation is putting it mildly. The seven big windows plus the door window catches everybody's eye. They walk in. H-mmm, looks nice. Then they stand and gaze in pop-eyed amazement at that attractive amazingly efficient floor plan. They would sit and wonder where we gained all the space in that cute little twelve footer. (Twelve feet of body, approximately 15 feet overall.)

As usual with trailer buyers, they would open everything, every door, every locker. But when they come to that door that they thought was another wardrobe and find it a full fledged toilet room, with flushing toilet, that does it. As one woman said, "Now, I have seen everything."

### 6 STAR FEATURES

- ★ Riveted (Aircraft Type Riveting)
- ★ Toilet and Toilet Room
- ★ Electrical Brakes
- ★ Aero-Core Fiberglass Insulation
- ★ Room for Spare Tire
- ★ Sleeps Five Adults

### 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.

(Continued on Page 4)

## The History Behind The "Holiday"

(Continued from Page 1.)

To begin with I don't think that any travel trailer should be built without provision for toilet facilities and a spare tire. This trailer has both. As for the tires your chances of having a puncture or blowout are remote. Still you might and your car tire may not always fit, anyway you need it for your car, you might have two punctures. Repair facilities on a vacation trip may not always be close by. You wouldn't think of going far without a spare on your car. Same should go for a trailer.

Every trailer should carry some provision for a toilet. Vacation spots, small towns, etc., don't always provide them and when they do they are not always acceptable. Americans in general and trailerists in particular have their own standards of cleanliness. It is best to carry them with you. The "Holiday" does.

There is a difference of opinion here at the Holiday factory over which type of toilet is the best. One is an airplane type made by a Los Angeles manufacturer who has been making such equipment for the big aircraft manufacturers for many years. We think it is a masterpiece of design. It is easy to keep clean, will not spill even on the road, uses about 2 quarts of water at each filling, can be used with or without chemical and is easy to empty. It is well built, light weight and durable. When used as directed there is no odor. This type is the type of equipment used generally in Europe.

But others in the Holiday factory say that Americans prefer a flushing toilet. Where the trailer is parked where there is a hose connection from a water supply and a sewer connection the flushing toilet is unquestionably better. You can use such a toilet even without a hose and sewer connection. You can flush it with a bucket of water and let the contents flush into another bucket placed underneath the trailer to be emptied later. Or you can dig a hole and flush it into that. Wally Hyum finds in remote countries that most of the Caravan people prefer the airplane type because it is less work. Still however the big majority of the potential buyers express a preference for the flushing type toilet. The one that suits your needs best is the one that is best for you. Take your choice.

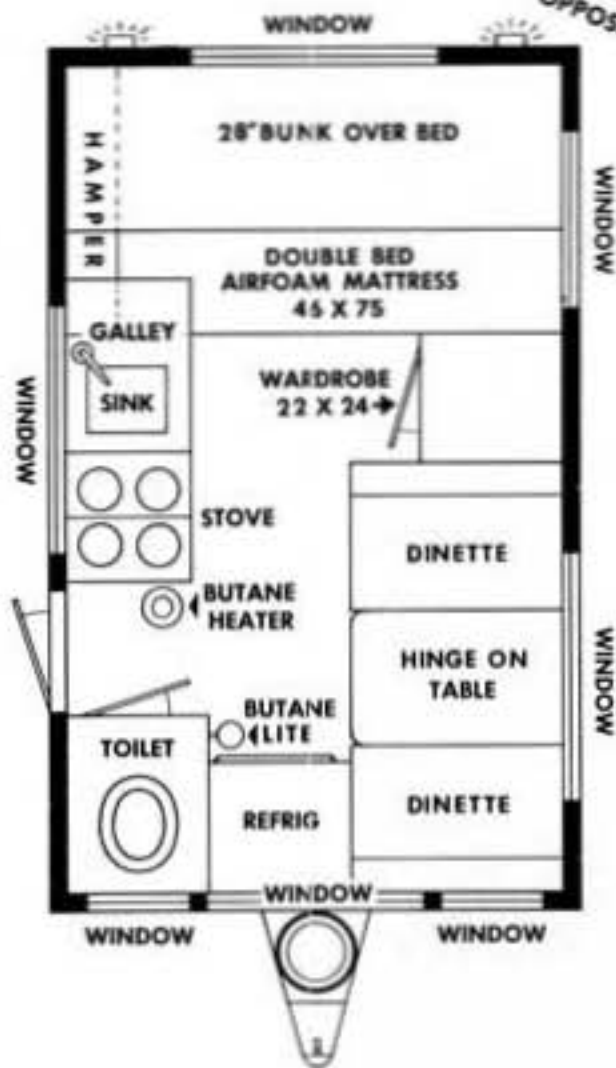
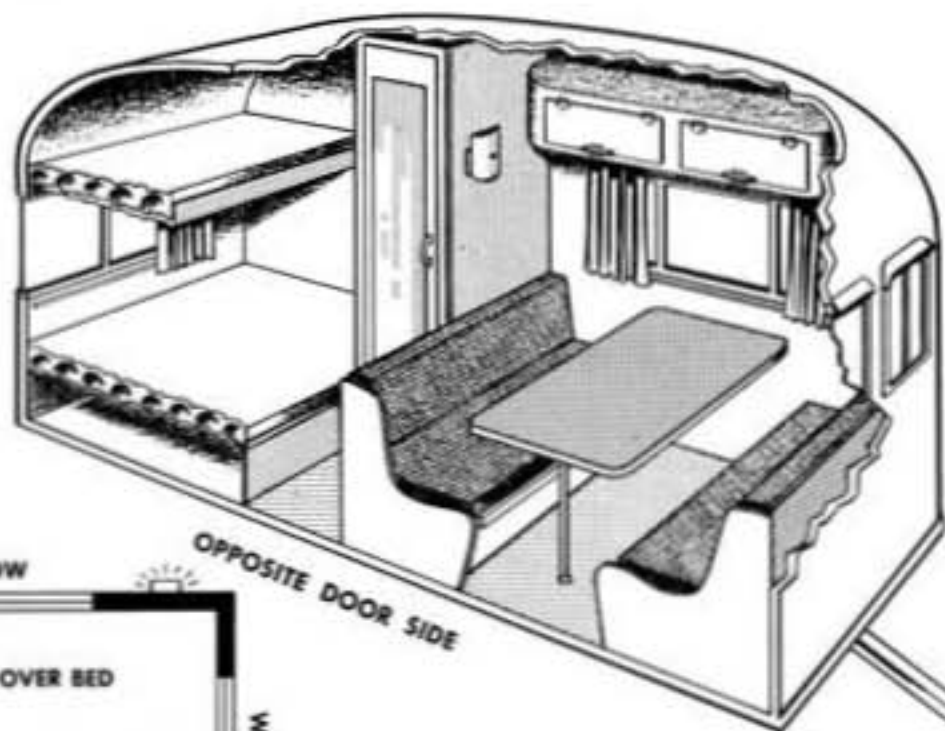
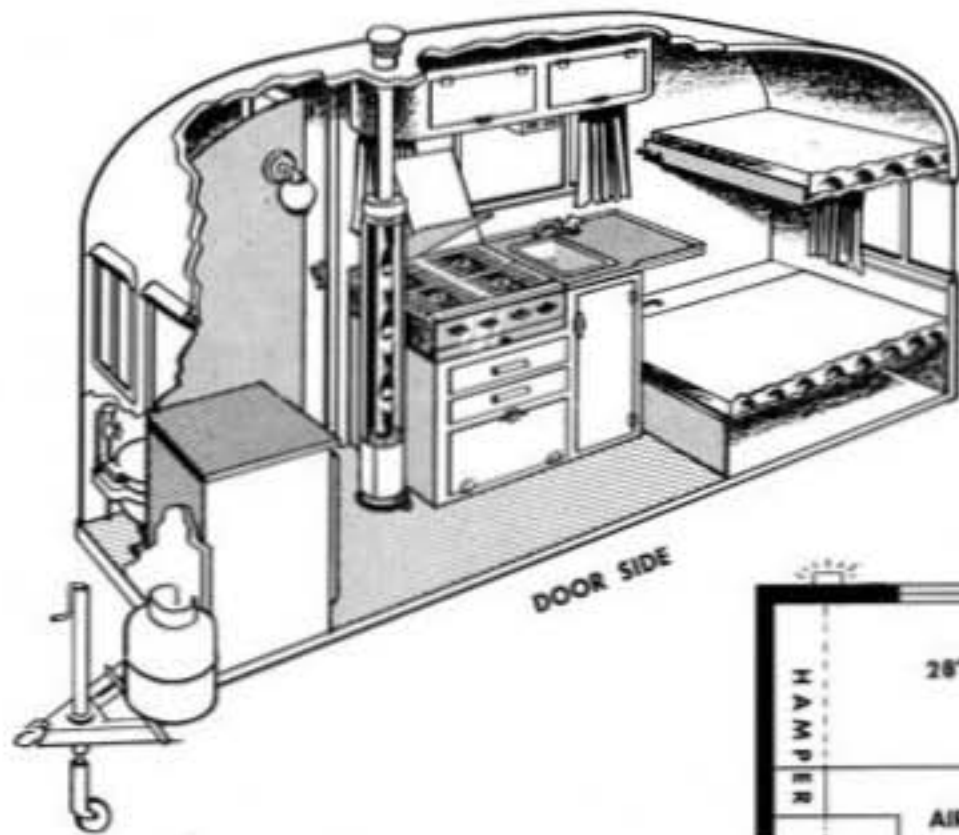


All the Romance of the Great Outdoors is yours to enjoy—"economically" in the Holiday. Front and back windows so low you can see through the trailer from the driver's seat.

### The All-Gas "Holiday"

The advantages of all gas is that you can run everything from your butane tanks. You do not have to be hooked into electricity. Your lights, heat, cooking, and refrigeration are always with you.

**GAS LIGHT**—It is good looking, practical, well built, light weight and has a heat diffuser, so that it will not scorch anything above. Economical to operate. Illuminates the entire trailer.



There is a real toilet and toilet room in the "Holiday."

**GAS STOVE**—Americans like a four burner gas stove, although two and sometimes three burners are standard over most of the world. As the holiday is a trailer built to go anywhere we had to design and have built especially for us a four burner stove built to stand the bumps and jolts of rough going without falling apart. The grates are solid cast iron and stay in place on the road. The burners give a big, fast-cooking blue flame. The valves are tight. There is a big knife and fork drawer under the stove.

**REFRIGERATOR**—As standard equipment we fit a 50 pound ice refrigerator. This is a very good looking, easily cleaned, well-insulated and practical refrigerator. Most people prefer them. But for those who want to pay 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, operates from Butane or Propane gas, is absolutely noiseless and has no moving parts. In weather above 50 degrees it isn't as efficient as an electric refrigerator however. We also fit the smaller gas operated Astral. The advantage of these gas refrigerators is that they operate all the time both on the road and when standing still. The gas is automatically turned off if



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

the flame goes out. (See back page for cost of this optional equipment.)

**HEATER**—As standard equipment we install a very good circulating oil heater. For long time use in extremely cold weather when the heater must be left on all night an oil heater is much less expensive to operate. This is a good one.

But for those who prefer it (and at a small extra charge) we can install a Panel Ray butane burning heater. This is also vented to the outside and gives instant bone-warming heat. They can also be fitted with a thermostat control.

**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.

We have standardized on Firestone Foamex 230 coil reversible mattress on the rear double bed and genuine Goodyear Airfoam rubber cushions for the dinettes. We think they are the finest beds for a vacation trailer. They are light weight, easy to keep clean, are really comfortable, costs 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 stainless steel water tank and pump; tank holds approximately 10 gallons. Thus you can 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.



There is space for a spare tire and a lot of gear in the storage compartment behind. There is a 3-inch "kick-up" in the rear, so the trailer will not hit the roadway when going in and out of service stations, and rough going off the main roads.

### Construction Features

**UNDERCARRIAGE**—We specify a real sturdy undercarriage able to handle a heavy overload. All steel, all welded. Drop forged 2 inch axle. Plenty strong springs. Atwood hoist with bogie wheel, 2 inch ball and socket hitch. Electric brakes for real dependable safety. 6.40 x 15 tires. 5 ply floor is well insulated and securely bolted to undercarriage.

**SIDE WALLS**—Exterior of all aluminum with genuine aircraft riveting. Interior of 3 ply 2/16 inch Balara 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. Balara or birch interior ceiling.

**WINDOWS**—Woodlin windows everywhere. Eight big ones, giving an unusually light and cheerful interior. Decorative, light proof, aircraft type drapes. Easily opened and closed.

**VENT**—A genuine Hehr "tip-to-wind" vent. Same as used in the most expensive trailers. Scoops in air when you want it. Dust and water tight when you close it. No draft.

# SPECIFICATIONS



## 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, Guatemala, 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 Tehuantepec 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."

## UNDERCARRIAGE

Extra sturdy welded steel frame  
2 inch Payette drop forged axle  
Warner Electric brakes (with brake control for car)  
Insulated floor  
Armstrong linoleum tiles complete wall to wall, end to end

## SIDE WALLS, ENDS AND ROOF

Exterior walls and framing are genuine riveted aluminum Aircraft construction to metal ribs, 1 1/2 inch walls (some wood to attach plywood interior lining of birch or beech)  
Aircraft fibreglass insulation, top, sides and ends  
Genuine Hehr "tip-to-wind" ventilator. No draft.  
Rear trunk door large enough for spare tire and camp gear  
All metal main door (baluna lined)  
Eight extra large windows  
Directional signal lights

## EQUIPMENT (Standard in all models)

Circulating oil heater  
230 coil Firestone foamex mattress and Airfoam dinette cushions  
Bunk bed over double bed (mattress not included) (see extra list)  
Four burner butane stove (stove is not covered)  
One butane tank  
\*Toilet room with airplane type toilet (see extras)  
Two electric lights and four convenient outlets  
Sink and faucet  
50 lb. ice refrigerator  
An unusual amount of storage space, 2 double roof lockers, clothes closet, soiled clothes hamper, hinged top underbed storage, storage for cooking utensils and grocery supplies, bread board, knife and fork drawer, one full length and one shaving mirror

## PRICES (Equipped as above)

\$1395.00 F.O.B. Jackson Center, Ohio  
Transportation NOT included  
Federal and local taxes (if any) not included

## OPTIONAL EXTRAS—LIST PRICE

*1—Marine flush type toilet	\$ 20.00
2—Approximately 10 gal. stainless steel water tank and pump	40.00
3—Gas light	20.00
4—Propane and Butane panel ray heater	20.00
5—Coil spring and Firestone foamex mattress for the bunk	28.00
6—"Astral" gas refrigerator	135.00
7—"Silo" gas refrigerator imported from Germany	175.00

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. 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 underway 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 win-

dows are high so you can easily see out of them as you sit at the table or work at the 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 Standard Equipment and Optional Extras.

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.

## Construction Features

(Continued from Page 3.)

**GALLEY**—Four burner stove on the left, sink on the right. Faucet for city water to the sink. (A pump and stainless steel water tank can be installed at extra cost). Knife and fork drawer under the stove. Lots of space under the stove and sink for storage of pots and pans, etc. Pull out bread board. Nice big window over the galley. Roof locker above.

**ROCKERS**—The entire width over the dining table is devoted

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.

**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 lifting up the seats. You can pack more in this

way and the light weight genuine Airfoam 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 sliding door in 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 ever seen that simply will not shake loose.

AN OPEN LETTER TO TRAILER DEALERS

Dear Trailer Dealer:

Want to get some facts -- straight from the shoulder? Any why you can buy the "Holiday" with confidence that it will sell?

Eight out of ten of our dealers have re-ordered -- some have re-ordered 3 or 4 times -- a couple have re-ordered 5 times -- in the past 2 months -- that's not too bad, is it, for a new trailer that has not been advertised yet?

Oh, you say -- well, that's all right for them, but the small trailers don't sell good in my territory. Maybe you had or have a small vacation trailer and it didn't go so good -- know why? We do! It was not complete and did not have a toilet room and the many other features found only in the Holiday. It was not good enough for your banker, doctor, lawyer, retired couples, professional people, or sportsman -- and because you thought price alone would make it sell -- but it didn't -- so you said to yourself, "I'm afraid of small trailers".

Now, we've heard that story many, many times before -- most dealers are not trailer men and women -- you are MOBILE HOME conscious. In many instances, you are actually unaware of the great potential that lies right in your own territory -- consider this -- The United States census bureau says 3500 men reach the age of retirement, on an average, every single day in the year -- many of these people have earned their vacation and would like to travel, and they say to us, "Now we just want to go fishin' and follow the sun, and we think your cute little "Holiday" is a honey. We certainly do not want to be burdened down with one of those great big Mobile Homes." --- Think we're kidding? --- Then you ought to read some of our mail.

If you are still reading this and do not think we are too impertinent we'd like to tell you why the Holiday is your best bet and that the price is right -- both from a sales standpoint and for what we put into this little trailer.

Any trailer or Mobile Home that retails for \$100.00 per foot is considered an ordinary cheap trailer -- while the better ones retail for as much as \$150.00 or more per foot. The Holiday is 14½ ft. overall and without extras retails at \$1395.00 F.O.B. Jackson Center, Ohio -- that 's under \$100.00 per foot!

Think that one over -- look at the folder again -- study it -- see why we can crow so darn loud.

If you don't buy -- we both lose!

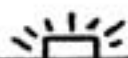
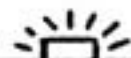
May we hear from you? We're not tough -- we're just sure!

Sincerely & Respectfully,

Claude McFaul, for

HOLIDAY TRAILERS, INC.

WINDOW



28" BUNK OVER BED

H  
A  
M  
P  
E  
R

DOUBLE BED  
AIRFOAM MATTRESS  
46 X 75

WINDOW

GALLEY

SINK

WARDROBE  
22 X 24 →

WINDOW

STOVE

DINETTE

BUTANE  
HEATER

HINGE ON  
TABLE

WINDOW

TOILET

BUTANE  
LITE

REFRIG

DINETTE

WINDOW

WINDOW

WINDOW



