



NEW INDUSTRY—The five men above are among approximately 70 employees of Holiday House, Inc., the new South Fir st. manufacturing plant which is turning out compact house trailers. Shown fastening a pressed fiber glass hood to the front window area of one of the trailers are (left to right) Lowell Rogers, Richard Brown, Ed Freeman, Bob Conner and Ed Felman. Harry and David Bear Creek Orchards established the corporation, which is turning out two trailers daily at present. Over 500 are expected to be produced this year.



FIRST CUSTOMERS—Mr. and Mrs. Paul Selby, Medford, (above) first customers for the valley's new trailer manufacturing firm, Holiday House, are shown shortly before leaving on several weeks' tour of the southwest. Sales demands for the compact aluminum trailers have exceeded present production, according to David Holmes, president of Harry and David Bear Creek Orchards, which established Holiday House, Inc. Production of the trailers began this month.

First New House Trailers Made In Medford Off Production Line

The first products of a new and promising valley industry rolled off the assembly line this month and the first models are now rolling along the highways.

They are the Holiday House trailers, manufactured by Holiday House, Inc., a subsidiary of Harry and David Bear Creek Orchards.

Early sales of the unique aluminum trailers have proved to be so successful that the present turn-out of two a day can not keep up with demand, according to David Holmes, president of Harry and David. Plant facilities are sufficient to eventually turn out 10 units per day, he said, and the number of units turned out daily is increasing steadily.

The production plant fills the large building on South Fir st. which formerly housed American Fruit Growers. Approximately 70 employees work on the assembly line, which starts with construction of the trailer floor, covered with insulation and sheet aluminum, and ending with interior and exterior finishing touches.

Three sizes, 17, 19 and 24 feet, and six styles are offered

in the first-year models. Parts, including walls, ceilings and cabinets, are assembled separately and added as the units progress through the line.

Thirty-six features are mentioned in Holiday House advertising. Wrap-around view windows give a large amount of light to the compact, colorful interiors. Charter oak paneling covers inside walls and aluminum paneling covers the outside.

Plant Manager
Herman Kambeitz is plant manager and Bill Williams, sales manager. Walker the Weeper Trailer Sales, South Riverside ave., is the Medford dealer.

Holmes said Harry and David has been considering trailer manufacturing for many months, and had commissioned a number of engineers to submit plans. Final designs were selected by local officials who took what they considered to be the best aspects of each of the submitted drawings.

The manufacturer also explained that Harry and David had entered the new field "to provide a stabilized economy" for the corporation's present

seasonal fruit business. In addition, it is the hope of the Bear Creek management that the new business would contribute to the expansion of the economy of the Rogue valley.

Trailer production is busiest from Jan. 1 through July and the fruit packing industry, including the firm's Fruit of the Month sales, takes most of August through December.

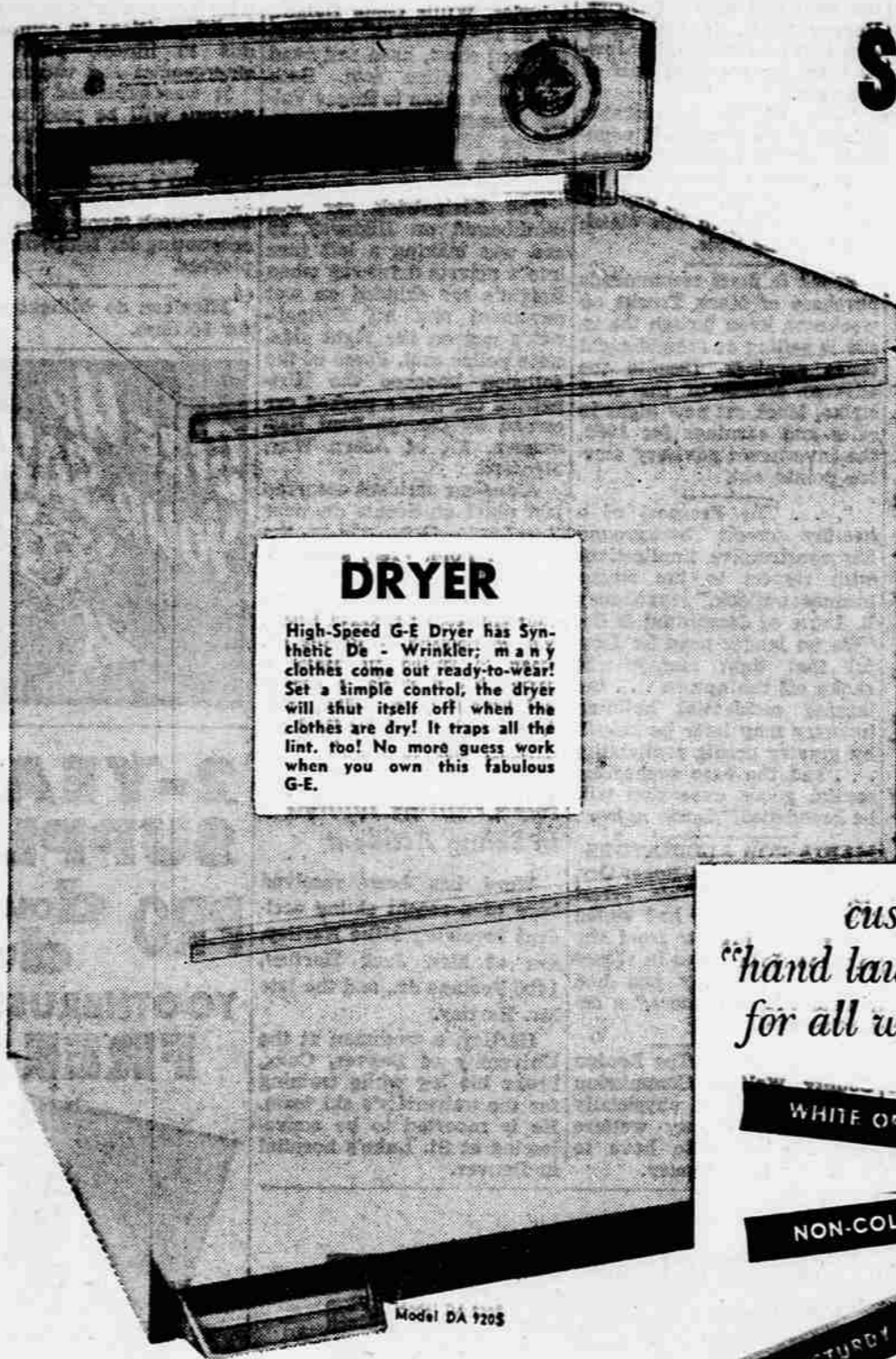
Holmes reported that Holiday House has outlets in the 11 western states, British Columbia and Canada. Two more are in Tennessee and Pennsylvania.

A display of the trailers at the recent Trailer Life show in Los Angeles was "swamped" with dealers and the public who showed interest in the new product.

A picture of the trailer and an accompanying article are to appear in the March edition of Trailer Life magazine.

Over 500 are expected to be manufactured this year and designs for the 1961 models are already on the drawing boards. Holmes said this year's sales are much above original expectations. The coming year's distribution looks even brighter.

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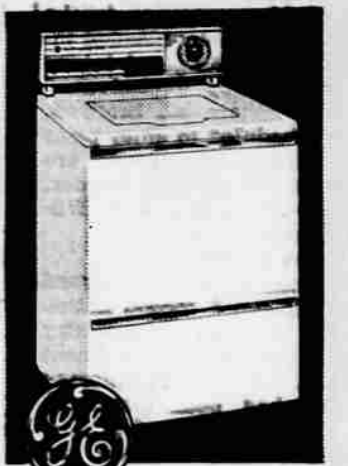
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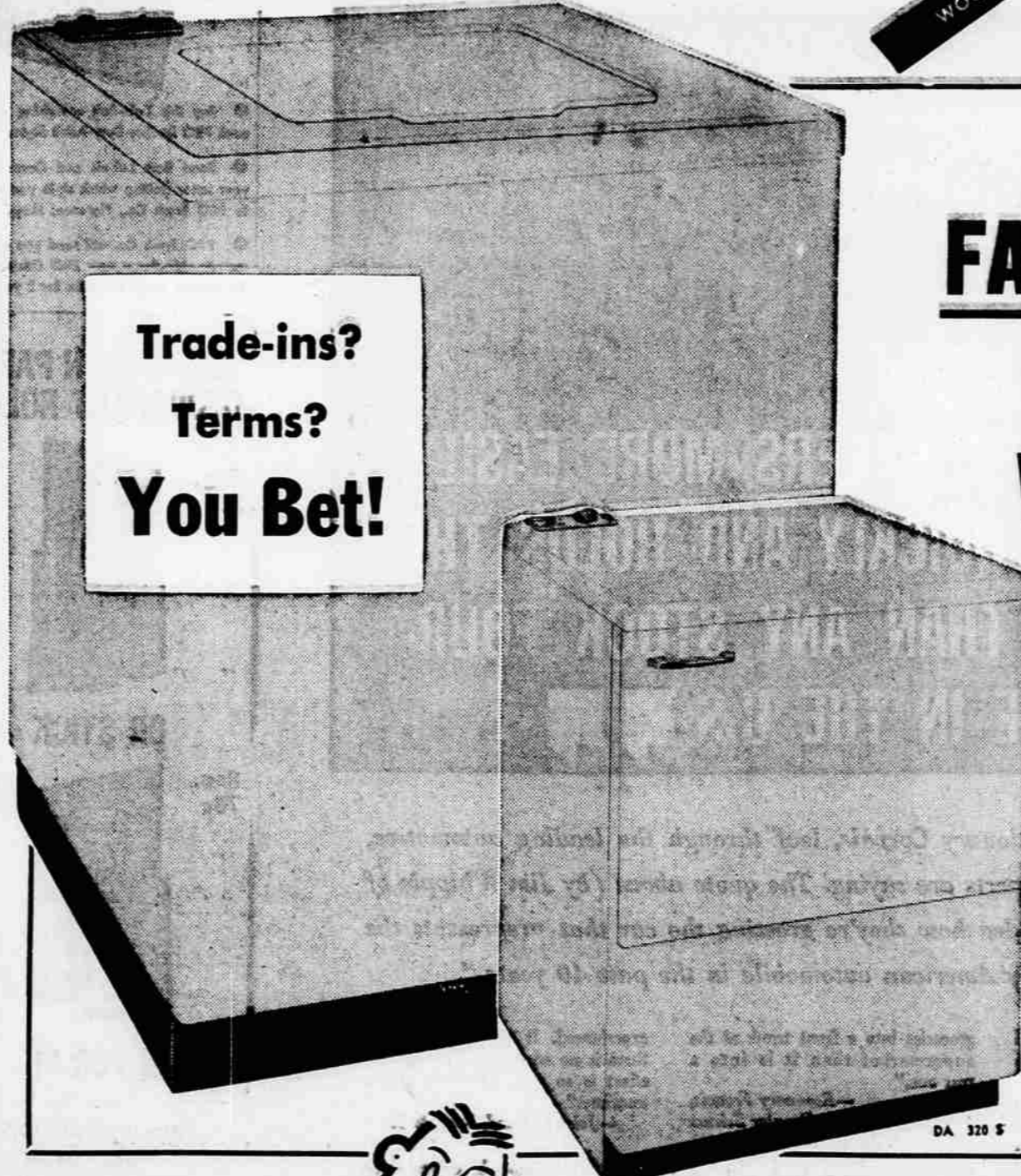
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