

# Life Begins in a MOBILE HOME



By B. E. LOVELL

Several years ago, while doing a series of brochures for cities in Northern California which were trying to attract industry, I got tired of having to find an apartment in one day or pay for a hotel room or a motel while I looked. So I bought a 15-foot vacation trailer, which my wife and I used as a sort of combination moving van and temporary quarters, while we took our time and found an apartment that suited us.

That's how I became a trailer owner for the first time (although now, of course, I've graduated to a larger trailer, and suspect I'll soon go all the way and become a Mobile Home owner!). How it will

happen to you, if it hasn't already, I don't know, but the chances are very good that it WILL happen to you.

For a recent study of population growth indicates that by 1970, one out of every 10 persons in the west will be using a vacation trailer or living in a mobile home.

What's it like—this mobile living? What accounts for its growing popularity?

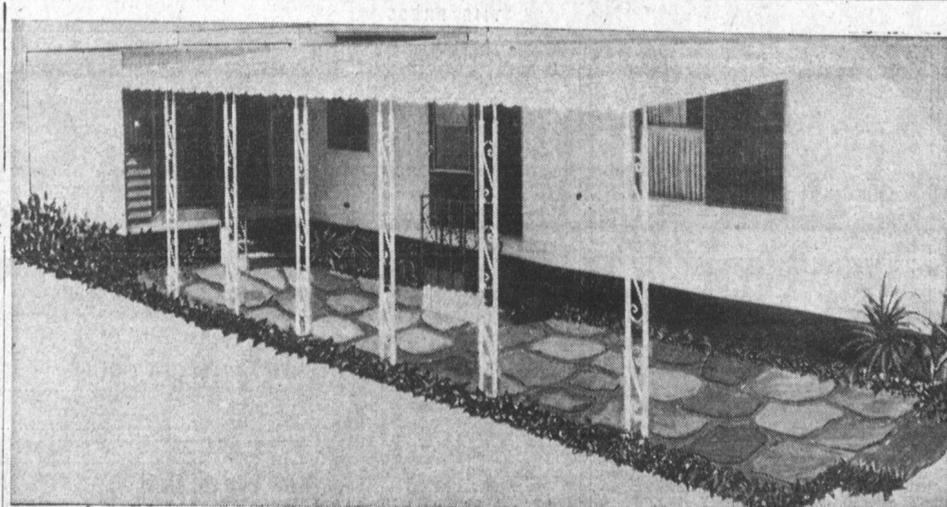
The answer depends upon whether you become a mobile home or a vacation trailer owner.

And from now on it will be my job as the new Mobile Living editor for the Torrance Press to pass along to you the news of the mobile home industry, news of interest to those of you who already own mobile homes or travel trailers, and in general answer the two questions: What's it like—this mobile living? What accounts for its growing popularity?

So to work! Mobile homes are available in 8-foot or 10-foot widths and in expandable units which stretch out to as wide as 20 feet. The 10-wides are becoming pretty standard now that their movement over highways in California is permissible; but coming along with a rush this year are the expandables. Lengths range up to 50 feet, although there are some regular models up to 60 feet. Custom-built units may be even longer.

Few mobile homes are constantly on the move, unless they are in the borderline 27-30-foot category. On the average they are moved from one location to another about once in four years. The moving is usually done by a professional transport company which uses a truck especially built for this purpose.

The cost of such moving is considered reasonable, but in any case, it is considerably less than moving from one conventional dwelling to another because all the mobile home furnishings and house-



MAYFLOWER EXTEND-O-ROOM'S extra spacious living room is conveniently located at the rear to provide ample patio space for outdoor living.

**Happy Mother's Day at Harbor Trailer Sales**  
1231 W. PACIFIC COAST HIGHWAY (at Normandie)  
COME IN TODAY FOR YOUR FREE GIFT and See Our \$141,000 Display of New Kit Homes  
10'x43' to 10'x55'  
1-Bedroom to 3-Bedroom (1 1/2 Baths)  
Bank of America Financing  
Open 9:00 'Til 9:00

**HANSEN TRAILER & SUPPLY**  
Kit — Rod and Reel Talisman  
• TRAILER SUPPLIES  
• PROPANE GAS  
10530 Prairie Ave. Inglewood OR 7-8109 OR 8-2003

**TRAILER HITCHES INSTALLED SHORTY'S GARAGE**  
CUSTOM-MADE OR EAZ-LIFT  
Walnut and Pacific Coast Highway Lomita

For the Best in the West... See the Eastern-Built **SMOKER**  
"No. 1 Coach in the U.S." Hickory and Oak Throughout Genuine Wild Cherry Interior "Lasts a Lifetime"  
and **VAGABOND**  
"Known in the East for 30 Years"  
NOW FEATURED IN THE WEST AT **Kelly Trailer Sales**  
1649 W. Manchester (at Western)

**Carpet Worn? CALL Mobile Home Service**  
NE 5-2551 for FREE ESTIMATES  
We Specialize in Wall-to-Wall Carpeting for Trailers  
**Mobile Home Service**  
3508 Beechwood Ave. Lynwood NE 5-2551

**COME AND SEE THE TRAILER THAT TURNED INTO A HOUSE CAR!**  
Private Shower and Toilet Hot and Cold Running Water Gas Stove with Oven Gas Refrigerator Big Beds Lots of Closets  
TRULY "A HOME AWAY FROM HOME"  
Also Full Line of I. H. Trucks for Pulling Your Trailer  
3 Models: Standard, Deluxe and Custom "Come in and Take a Look!"

**... the ROLL-A-LONG SPORTSTER**  
World's Finest Self-Contained HOUSE CAR  
Direct Chassis Mount Provides Safer, easier driving — more floor space — less weight — lower center of gravity.  
Exclusive 6'3" Side Door Entry  
Built by one of America's oldest manufacturers of travel trailers... Approved by Calif. Div. of Housing.  
**PONTIAC CAR SALES**  
Roll Along Sportsters 1210 So. La Brea Inglewood OR 7-4796  
Bank Financing Straight Up Hawthorne

**142,000 TRAILERS SOLD**  
The U.S. Department of Commerce reports that over 142,000 travel trailers and mobile homes were sold in 1960 throughout the nation.  
But of even more interest to Southern Californians is the fact that approximately 50,000 of these travel trailers and mobile homes were produced in Southern California and sold for a whopping \$350,000,000 in the 11 Western States, according to the Trailer Coach Association, which represents the industry in the West.  
More than 60 modern trailer manufacturing plants are located in the Los Angeles area, the TCA reports, and these companies have a combined payroll of more than \$8,000,000.  
And apparently the boom in trailer sales will continue, according to a bulletin issued by the U.S. Department of Commerce.  
"Permanent and vacation housing demand is apparently on the rise, as evidenced by the increasing ratio of mobile home and travel trailer shipments to new housing starts," the Bulletin states.  
The report also noted that "the trend to use mobile homes at fixed locations for long periods of time has emphasized the mobility factor, and these homes are now built with more space and better facilities."

**Feminine Touch Seen**  
Occasionally the television set will show an American housewife in an old western movie perched in front of a covered wagon guiding its destiny across the plains.  
Today—according to the manufacturers — the same gingham-clad young heroine dictates the design and the interiors of the modern covered wagon... the mobile home or the travel trailer.  
The feminine touch is apparent in every phase of the luxurious "homes on wheels" which alone house over 1,000,000 residents in the West, according to a recent survey by the Stanford Research Institute.  
An investigation of a typical mobile home, one fifty foot in length and ten foot wide, will show the feminine in fluence and stress the reasons behind this fastest growing phase of contemporary American living.  
Compact kitchens with the finest appliances have simplified housework. Built-in ovens, refrigerators, cabinets, washers and driers provide a maximum of floor space, and yet cut walking time in half!

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**AVERAGE INCOME**  
The average income of a mobile home family exceeds the national average by \$1,000, says Stanford Research Institute.  
**POPULATION**  
The mobile home population in parks in the U.S. has passed the 4,000,000 mark.  
**PREFER MOBILE PARKS**  
In a Stanford Research Institute survey, over 90 per cent of those dwelling in mobile parks said they preferred it to apartments or conventional housing.  
Prices on mobile homes today average \$5,000 per unit. But you can pay \$20,000 for a trailer, with three bedrooms and a fireplace.

**Mayflower First with New Mobile**  
Displayed this year for the first time at the Los Angeles Home Show is Mayflower Trailer Company's new Mayflower Extend-O-Room 50-ft. Ten-wide Mobile Home.  
As the name implies, the new Mayflower Extend-O-Room adds extra pleasure, comfort and roominess to mobile home living by extending the living room out to an expansive 230 square feet—nearly double the area usually available. This, of course, is done after the mobile home has been located at the mobile home site. The Mayflower Extend-O-Room is designated to unfold its added floor space easily, with a minimum of part, trim segments and other finishing touches required to produce a sturdy, tight and completely integrated room. One man can accomplish the extension in an hour.  
According to the manufacturer, Extend-O-Room owners are lavish with their praise of this Mayflower innovation. They especially like the location of the living room area since this provides more usable patio space for summertime outdoor living, and also conforms with the requirements of mobile home parks.  
Other features they are enthusiastic about include: 18-ft. X 13-ft. all-wool wall to wall carpeting in living room—custom made draperies in optional colors—corner windows—ample wall space to allow furniture rearrangement... fully furnished—beautifully decorated bedroom, draped and furnished—eye-level oven (selected color) and all name brand appliances in the kitchen—colored standard fixtures (toilet & tub with glass shower door) in the bathroom—interiors of natural ash or Polyclad paneling, with antique vinyl or ash ceilings—full perimeter heating—interlocked one piece aluminum roof, all-aluminum side walls, with expansion seams, finished in durable baked enamel.

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**MONTHLY RENTAL**  
Normal monthly rental in a modern mobile home park today averages between \$25 and \$45 per month, with luxury spaces renting for as much as \$100.

**Home Parks Doing Well**  
Mobile home parks—once called trailer parks—have become big business in the West.  
Although it takes \$250,000 and up to break ground for a mobile home community today, park designers and developers are opening an average of 350 parks annually in the West, most of them in California, Washington, Oregon and Arizona.  
Total expenditure annually on a national level is approximately \$280,000,000, with the financial backing coming from individuals, investment pools, and the selling of stock to the public.  
A modern or deluxe mobile home park is a far cry from the trailer "camp" of yesterday, according to the Trailer Coach Association, watchdog of the industry in the West.  
A park today, in order to appeal to the million persons in the West who prefer this way of life, must have a clubhouse or a recreation center, laundry facilities paved roads, shuffleboard and tennis courts, television, Hi Fi, and chapels, libraries and golf courses!  
An average of 200 to 400 persons will live in a typical trailer park today. Residents list economy, neighborliness, and health as the major reasons for giving up conventional type housing. The fastest growing segment of citizens attracted to this way of life is the senior citizen, according to studies made by the University of California at Los Angeles.  
Surveys also revealed, according to TCA, that retired persons are lured by the ease of compact living.  
Federal, state and local zoning officials throughout the country, once they are shown modern parks and statistics that mobile home residents are excellent community citizens pay their share of taxes, etc., are lifting restrictions on mobile home parks.  
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