

Mayflower Trailer Firm Moves to New Location

Construction of one of the most modern plants for the manufacture of house trailers, to serve as headquarters for the Mayflower Trailer Company, was recently completed on a six-acre site in Torrance's new airport industrial district. V. C. Johnson, president of the company, reports that the removal of fabricating equipment and assembly facilities from the former location in Harbor City was accomplished last month and the plant is in full scale production in its new Torrance home.

Impetus for the launching of the new plant was a growing backlog of dealer orders for luxurious Mayflower mobile homes, orders which could scarcely be filled at the outgrown Harbor City factory. The new plant represents a 100 per cent increase in production space. The present force of 75 people will be practically doubled when production on 1955 models gets into full swing. The doubling of both production space and work force will assure that present dealer orders will be filled promptly and will allow the granting of new dealer franchises. More than \$250,000 is being invested in the first units to be constructed at the new plant.

Need Demonstrated
The need for the new facilities was well demonstrated at the recently concluded trailer

show in Los Angeles, where the 1955 Mayflower trailer, with its revolutionary construction and design features, was acknowledged to be one of the highlights of the exhibit. A pioneer in applying engineering design and automotive production methods to trailer manufacture, Mayflower now offers a house trailer which is not only stronger in construction but more luxurious in its furnishings and equipment, at lowest cost. As a result, Mayflower has forced ahead to a position among the first five trailer manufacturers on the Pacific Coast.

Captured Leadership
Having captured a position of leadership in house trailer sales, Mayflower is now preparing to launch another revolutionary departure in the field. Now entering production at Mayflower are specialized trailers for the construction industry, to replace the hazardous makeshift shacks now so often used in the field. These trailers will

have a host of built-in facilities—desks, drawing tables, filing cabinets, special fixtures. Everything necessary to allow them to serve as highly efficient mobile offices and field headquarters.

In the design stage, according to Johnson, are special Mayflower trailers designed as mobile laboratories, mobile repair shops, and for many other industrial uses both at home and abroad. With this new development, Mayflower is gearing itself to overseas as well as domestic sales. Proximity of the new Torrance plant to both land and water shipping facilities was one of the major factors in the selection of the Torrance site.

Sales Spurred
In launching the Mayflower Trailer Co. some years ago, Johnson, its chief, had some very definite ideas as to how a trailer should be built. It was easy enough, he felt, to produce a trailer that looked

good on the sales lot, but he was convinced that this was only half the story. A house trailer is actually all that a stationary home is... with its own foundation, floors, walls, windows, roof, heating system, electrical system, plumbing... but with a difference! A mobile home, unlike its stationary rival, must be able to journey... sometimes over rough roads... 200 or 300 miles in a single day.

Most trailers were not being built to hold up under this kind of punishment, with the result that cracked or bending floors, sagging walls, leaky plumbing, short circuits in the wiring and similar troubles, were all too common. In launching Mayflower, its executives decided to build a trailer in which these problems would be overcome.

Basic Changes Needed
This called for basic changes in trailer engineering design, and revolutionary departures from practices which had become accepted and conventional in the trailer field. Mayflower did not hesitate to adopt this radical approach, because it was convinced that the future of the trailer industry was at stake. With its own engineers and outside specialists as needed, it designed a trailer new from the ground up... new in chassis, new in construction of basic floor, wall, and roof units, new in capacity, strength and efficiency of its plumbing, wiring, and heating system.

The Mayflower chassis is built like a steel bridge, sustained by steel cantilever trusses which are unique to the trailer industry. The full weight of floor and roof is powerfully and rigidly supported at all points throughout the length and breadth of the trailer. By this innovation alone, the major causes of cracked and bending floors, buckling walls, and leaky roofs has been eliminated.

A new type of "level-load" axle has been adopted which keeps the entire trailer on an even keel and rough roads and smooth, which further reduces strain on the basic trailer structure. Special production jigs and machines are used to weld the finest lumber and costly insulation materials together to form floors, walls, roofs. Only in the more expensive of stationary homes can workmanship of similar quality be found. Cabinets are hand-crafted of choice woods, fitted with utmost precision with the help of jigs.

Plumbing Exceeds Code
Plumbing exceeds the standards of the California Code. Heavy gauge wiring, protected by the latest type of circuit breakers, allows lavish use of lighting fixtures and electrical appliances, with complete safety. Aluminum ducts within the sub-floor carry heat from a highly efficient furnace into every room, through individual registers. These features of the Mayflower go far beyond what is usually encountered in trailer construction, and often

amaze the experienced home builder. The fact is, of course, that the same home building specialists... journeymen carpenters, plumbers, electricians, cabinet makers, decorators, sheet metal workers... build the Mayflower as build any fine home.

Built for Beauty
Heavy emphasis on "unseen" construction quality is matched in the Mayflower by an equal concern for the things that meet the eye. The interior of the trailer is finished and fitted like a luxurious yacht. Floors are satiny smooth and richly colored, bright, easy to maintain. Walls are costly wood panels, finished to the perfection of fine furniture. In-

terior decorators plan the color schemes, select the divans, beds, mirrors, drapes, lighting fixtures and other furnishings which are an integral part of a Mayflower home. Kitchens are a dream of efficiency, with gleaming double sinks, miraculously commodious refrigerator, sparkling range, and ample space for work-saving home appliances. Bathroom fixtures are of standard size, designed for comfort, delightfully easy to clean.

To Expedite Production
The new Torrance plant is designed in keeping with the special production methods used by Mayflower. It permits an integrated production flow from department to department. From the arrival of raw materials to the final inspection of the completed trailer, all production steps will be scientifically coordinated.

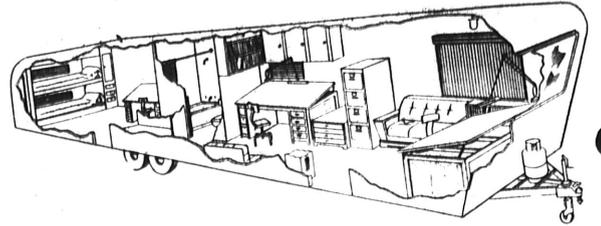
The combination of hand craftsmanship with modern high-efficiency production methods allows an exceptionally sturdy and beautiful mobile home, equipped with all basic necessities for comfortable living, to be delivered by its owner at remarkably low cost.

Hawkesworth Attends meet
E. F. Hawkesworth, division manager for the Southern California Gas Co. here, will leave next Sunday for Cincinnati, O. to attend the annual spring meeting of the general management section of the American Gas Assn.

Hawkesworth is vice chairman of the purchases and stores committee of the AGA. The conference was held in the Netherlands Plaza Hotel on March 21, 22 and 23.

EARTH'S WEIGHT
The total weight of the earth's mass has been estimated to be approximately six sextillion 600 quintillion tons.

ENGAGEMENT RINGS
An average engagement ring sold in the United States has a diamond about one-fifth of a carat. Some diamonds are dark brown, pink, or fiery yellow.



SOMETHING NEW... The new Mayflower field office which is designed to replace the construction shanty on many of the Southland's construction sites, is being built at the new Torrance Mayflower Trailer Co. plant on the Torrance Municipal Airport. The trailer is designed to furnish quarters and office space for engineers in remote locations, too.

Harvey Plant Research Work Attracts Notice

During the past year, Harvey Aluminum recorded exceptional achievements in research and development, giving the Torrance company nation-wide industrial recognition.

The acceptance of 6066 and 7001, two new aluminum alloys perfected by Harvey for structural applications in aircraft, accented the developments made by the local firm. Both of the alloys are wrought alloys which can be made in any form of wrought product, such as extrusions, rod and bar, forgings, etc.

Another major achievement was the fact that Harvey Aluminum was the first to supply the aircraft industry with flattened integrally stiffened 24 inch wide panels used on Lockheed's sensational XFV-1 vertical take-off fighter plane.

Another development first for the Torrance company last year was the perfection of a new high-strength drawn aluminum tube designed expressly for the furniture industry. Because of its many outstanding characteristics, Harvey's furniture tube garnered national acclaim throughout the furniture field.

In other research activities, Harvey Aluminum made extraordinary progress in the extrusion of titanium shapes and gained recognition as the leader in the field. The extrusion of steel was another important project launched last year by the Torrance company.

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A GREAT NEW FUTURE FOR RANCHO PALOS VERDES

The announcement that more than 7000 acres of sun-swept golden hills—the heart of historic old Rancho Palos Verdes—portions of which are now open for eminently desirable homesites has excited the imaginations of thousands of Californians.

Our growth is part of the continuing growth and expansion of this area.

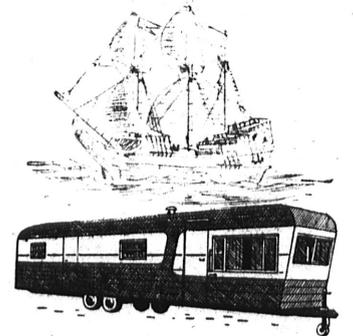
We pledge a dividend of pleasant living to those who will soon join us in this most favored part of Southern California.

PALOS VERDES PROPERTIES

A PARTNERSHIP OF RANCHO PALOS VERDES CORPORATION AND CAPITAL COMPANY

Administration Building, Rolling Hills * Ivar O. Hanson, General Manager

SALES OFFICE • CLIFFER ROAD AND PALOS VERDES DRIVE SOUTH, PORTUGUESE BEND • WILLIAM KULOW, RESIDENT MANAGER



Be one of the first to own a Mayflower BUILT IN TORRANCE

Sleek, roomy, completely equipped 1955 Mayflower Mobile Homes are now rolling off the assembly line of the new Mayflower plant at Torrance airport.

Mayflower... America's best engineered trailer... offers exclusive features that compete favorably with the finest of conventional homes for comfort and convenience. When you buy a Mayflower you get "a house-ful" of furniture and appliances. Move in your personal things and start living. Be one of the first to own a Torrance-built Mayflower. To see how they are built, mail the coupon below to register for one of our TUESDAY TOURS. Get the inside story of Mayflower quality construction by taking a guided tour of our assembly line, free of cost or obligation. We are proud of the 1955 Mayflower and want Torrance folks to be proud of it, too!

Mayflower Trailer Co. TUESDAY, MARCH 29 11 A.M.

3700 247th Street Torrance, Calif. TUESDAY, APRIL 5 11 A.M.

Please reserve a place for the undersigned and... either adult on your FREE Tuesday-Tour of the Mayflower plant on the date checked at the right. It is understood that an obligation in no way by accepting this invitation. TUESDAY, APRIL 12 11 A.M.

NAME

ADDRESS

CITY

Am considering trailer purchase