

On and Off the Trail

WITH THE EDITOR

Trailer-Reviewing 1946!

WELL, another year is trembling on the brink of eternity; a history-making year packed with post-war problems of the entire world. We shall remember 1946 as the year in which the war criminals, those comparatively few who brought death and destruction to so many, were made to pay their debt to society. We regret they had but one life each with which to pay for their crimes!

But let's consider what 1946 has held for the smaller, happier world of trailering. As a beginning, "let's examine the record" of AUTOMOBILE AND TRAILER TRAVEL. The opening of 1946 found our printers strike-bound, resulting in a very trying time for ourselves and our advertisers and subscribers. Although we came through this crisis "with our red and white colors flying," we are not even now quite back on schedule, but should be, with the next issue or two. Right here and now, we want to thank our subscribers and our advertisers for their patience. Without your indulgence and understanding of our unasked-for predicament, we could not have survived! We could, perhaps, have "skipped an issue" and thus maintained our schedule, but we felt that such action would not be keeping faith with our subscribers, who had a right to expect twelve copies. We felt they would rather have the twelve issues, even though they arrived late, than eleven issues on schedule.

To show, in part, our appreciation of our subscribers' kindness and tolerance, we have spent a great deal of time and money in providing for them the Trailer Park Directory, so desperately needed today.

But the strike in which we found ourselves so unpleasantly involved at the opening of the year is the only entry on the debit side of our ledger.

To our credit, we have increased the size of our magazine by twenty-four pages during 1946—and that is but a beginning of the plans we have for the future! In January, we inaugurated a department suggested by Dr. E. G. C. Williams, "Over Night Stops," listing information which we realized was greatly needed. In the same issue we introduced our new department, "The Greetings Exchange," in answer to the many requests we had received for such a service. In February, we added eight more pages to our magazine.

In March, our magazine provided space for "Constructive Discussions" between trailerites on the advantages and disadvantages of various trailer equipment and accessories.

In April, we introduced "Bon Mots," tips to make trailer living more pleasurable. In May, AUTOMOBILE AND TRAILER TRAVEL magazine added another eight pages to cover the NATIONAL TRAILER SHOW held in Chicago. OURS was the ONLY TRAILER PUBLICATION to interview every exhibitor and to give EACH PRODUCT an individual write-up, thus making the Show as real, as accurate and graphic as we knew how to make it for readers who could not be present.

We cannot go on without calling attention to the splendid work done by members of the T.C.M.A. in presenting the first post-war National Trailer

Show. We expect even greater things from this progressive organization in 1947!

In June, our "Dear Ed" column by W. Vaughan Derby became an institution and we began to receive favorable comments from many readers who enjoy the subtle humor and musings of Mr. Derby.

In July, we added another eight pages to our magazine—eight pages of stories, articles and departments of interest to all trailerites. In compliance with popular demand, we began, in August, a two-part, factual story by Robert L. Longstreet, telling trailerites about trailer traveling in Mexico, listing the "do and don'ts" and points of beauty and interest. "Window Shopping" made its first appearance that month, and is now one of our most popular departments!

In September, we made a bid for the interest of the trailerites of tomorrow, with our new department, "The Children's Hour," which met with overwhelming acceptance. While this idea will undoubtedly be copied by other trailer publications, we pride ourselves that AUTOMOBILE AND TRAILER TRAVEL was the first of the publications to recognize this need.

In October, our magazine contained an unusually fine article by Jean Ross, Trailer Wife, on how to make Christmas gifts. We feel certain this issue will be kept a long time, for future reference to this article.

Our November issue contained many fine stories and articles directed at the vast number of trailerites heading southward. "Hunting Cypress Knees" by Mrs. James Scovel was particularly educational. We will let this, our final issue for 1946, speak for itself. We were as pleased to be able to dress up our magazine with color again, as you undoubtedly were to see it. Having examined our record, we feel that we have made concrete and tangible progress over 1946, that our plans for 1947, beginning with our Trailer Park Directory, are sound and progressive. If there is some void which you think TRAILER TRAVEL is not filling, but could fill, we invite your suggestions and opinions, for we attribute much of our growth and prestige to ideas offered us by readers. We are humble before the confidence invested in us as evidenced by the phenomenally increasing list of subscribers.

But, Automobile and Trailer Travel occupies only its own little niche in Trailerdom. To the trailer manufacturers and suppliers goes the real glory for the progress made in 1946! Progress made in the face of eternal, everlasting discouragement of NO MATERIALS AVAILABLE! That they have turned out as many dream-houses-on-wheels as they have, with so little help or consideration, is nothing short of magic-making, and we doff our hats and offer our kudos to the entire industry.

And last, but not least in importance, as 1946 passes, it turns its head over its departing shoulder to smile upon the many new and modern trailer parks born during 1946.

It has been a great year for Trailerdom, but ring out the old, and ring in a new and better-than-ever year — 1947!