



**AIRSTREAM**  
TRAILERS, INC.

A Quarter Century of Travel Trailer Know-How.  
December 10, 1957

Jackson Center, Shelby Co., Ohio Telephone: LYric 6-3311

1957 Model

PACER

TO ALL FRANCHISED AIRSTREAM DEALERS

Here are the details of the Airstream PACER.

As you look them over, you should keep in mind two important facts:

From our standpoint, we are not building this model in order to invade the medium-priced "Week-ender" travel trailer market. Since Airstream has been established in Ohio, we have experienced a drop-off in demand every January and February. The PACER is planned only to absorb our overhead these two months. . . . to keep our work force employed.

From your standpoint, although this model offers some tremendous opportunities to introduce new people to the Airstream Family and to get traffic on your lot by price promotion, it should not be allowed to interfere with your standard model demand. You will only cut down on your coming year's profits if you sell a PACER to the Airstream prospect who wants and can afford the comfort, the convenience and completeness of our regular line.

Now, with this as a background, look over the biggest bargain in Airstream history. And place your orders as soon as possible. . . . . deadline is December 31st.

We will build only 60 PACERS and orders must be taken on a first come-first served basis. Please do not ask us to build more, for the production of our standard models must come first. We know you could sell twice this many but, obviously, since we are not making any money on the model, we are interested in building only enough to stabilize production in January and February. And please do not ask for alterations or the installation of optionals. Only by a completely standardized line production can we offer the trailer to you at this price.

Now it is your move.

C. H. MANCHESTER  
Director of Sales

CHM/ah  
encl

Western Factory:  
Santa Ana Freeway at Rosecrans  
Norwalk, California

## 1958 Pacer 18'

Ohio | SS 100 to SS 141

First year for the Pacer name, it is really just another Ohio 18 footer, but is marketed as a low cost model. Starts out as an 18 footer, but will become 16 feet in 1960.

