

L&M Trailer Hits Million Mark

On or about July 26th, the L & M Trailer Manufacturing Company will top one-million dollar sales volume for the year 1965. This is more than the entire year 1964. Further, it is the fifth consecutive year in which Roadrunner sales have doubled.

"Our growth is a tribute to the integrity of the product and all those who have contributed to its improved quality and sales growth," says Harry Mosher, president, on the eve of the record-breaking achievement, adding,

"I cannot say too much for the Bank of Ephraim, a conscientious labor force, and those suppliers whose trust and confidence has made our growth possible."

The L & M Trailer Manufacturing Company, with their plants located in Ephraim and Manti, has made a significant contribution to the economy of the entire valley. Summer employment numbered 80 persons. "The production of our Manti plant, 21- and 25-foot Roadrunners, is designed to level out the seasonality of our product and attempts to provide as much year-round employment as possible," said Mr. Mosher.

The Roadrunner Trailer line is distributed through some 30 dealers in the entire West. Recently two new trucks were added to keep apace of the growing demand.

"We are not striving for growth alone, because bigness is not always goodness . . . we are trying to build a Travel Trailer of the best possible quality and at a price within the range of the average consumer. We are constantly changing in keeping with the changing tastes of the consumer," said Mr. Mosher.

"Jack Steck, our Ephraim plant superintendent, and Louie Tyhurst, Manti superintendent, have both made significant contributions to the acceptance and success of our

line. With the employment of Clay Fraker as sales manager, the organization has acquired the depth to sustain its future expanded pattern of growth," the plant owner commented.

The L&M Company picnic will be held July 31 in the Manti City Park to appropriately mark the year's attainment of the million dollar figure. Further, it will honor

those in the company employment who have made this feat possible.