



IS IT worth IT?

Are you a member of a family that enjoys going to the beaches, mountains, streams, lakes and ski runs but abhors the cost of staying in fancy resorts?

Then it's time you joined families that have found things can be much cheaper if one owns a recreational vehicle. Matter of fact, that's one of the major reasons for the tremendous growth in the business during the past few years.

A family with a travel trailer, camping trailer or pickup camper can be free of those high motel bills, the costs of restaurant eating and the need for carrying "dine out" clothing while on an outdoors vacation.

The economy minded families, who like to travel a lot or enjoy a number of camping weekends each year, have discovered a rec vehicle is a good investment.

Motel rents can run up to \$30 or more each night for a family. Fees for public or private campgrounds usually are only a couple of dollars a night. If the vehicle is self-contained, with cooking, sleeping and sanitary facilities, the family can also camp in national or state forests or remote areas for nothing.

Practically all recreational vehicles come with cooking facilities today so restaurant eating is unnecessary. This can amount to considerable savings, especially in resort areas. For the camping family, eating on the road is just like eating at home.

Another savings is in equipment. There isn't any need to rent skiing equipment, golf clubs, outboard motors or other items. You can carry them with you in the recreational vehicle.

Rec vehicles of all kinds will be on display at the sixth annual Detroit Camper and Travel Trailer show. It opens Saturday, Feb. 10 and runs through Sunday, Feb. 18, in the Detroit Artillery Armory on West Eight Mile Road.

Ready to tell prospective buyers about the savings that can be theirs will be representatives of trailer and camper sales firms, campgrounds and camping suppliers. Banking and insurance representatives will be available to explain how easy it is to finance and insure an RV.

BOOM IN RVs

Continued from Page 2

couples with small children often cannot get away for long vacations, but can take weekend trips; and (3) recreational vehicles almost pay for themselves because traveling costs little more than staying home.

Recreational vehicles buyers come from almost every income bracket and age group. It is quite proper for dealers to tailor advertising and promotions in order to reach specific audiences. But, it is not profitable to concentrate too much on any single segment of the population.

3. Recreational Vehicles Are Seasonal Sellers. This is the most common and most expensive myth of all. Many dealers sell recreational vehicles as seasonal products -- thereby unwittingly discouraging potential owners.

All recreational vehicle dealers promote the vacation traveling, weekend trip, camping and fishing uses of recreational units in the spring and summer. Fall has been partially recognized as a season in which hunting and fishing excursions can be promoted. Most dealers have failed to recognize, however, that fall is also the "new car" season and a very good time for stressing the dual use of recreational vehicles as a second car.

Winter has long been considered a dead period for recreational vehicle sales. But winter sports have become extremely popular and camping is no problem in units with self-contained water, electricity and heat. Winter is also an excellent time for warm climate travel appeals aimed at the young retiree group.

"HELP!"

"ONE WEEK AGO THE RALEIGH HOUSE OPENED TO THE PUBLIC OUR NEW DINING FACILITIES.

THE RESPONSE WAS TERRIFIC! WE WERE OVERWHELMED. CUSTOMERS CAME IN NUMBERS FAR BEYOND OUR EXPECTATIONS. WE WERE BOTH GRATIFIED AND FRUSTRATED.

AS DAYS WENT BY AND THE CROWD SWELL INCREASED, WE REALIZED THAT OUR PRESENT KITCHEN FACILITIES WOULD NEVER MATCH THE CURRENT OR FUTURE DEMAND.

OUR DECISION WAS TO TEMPORARILY HALT SERVICE, FRIDAY, FEBRUARY 9, ONLY IN THE PICCADILLY COFFEE SHOP! HOWEVER, WE WILL CONTINUE SERVING OUR BUFFET LUNCHEON IN BOTH THE LION'S HEAD ENGLISH PUB AND THE HOUSE OF LORDS DINING ROOM, MONDAY THROUGH FRIDAY, 11 A.M. TO 3 P.M., AND BOTH ROOMS WILL CONTINUE TO SERVE AS USUAL UNTIL CLOSING.

WE NOW ARE IN THE PROCESS OF EXPANDING OUR KITCHEN FACILITIES WHICH, WHEN SOON COMPLETED, WILL PROVIDE RALEIGH HOUSE SERVICE AND QUALITY TO OUR THOUSANDS OF FRIENDS WHEN WE RETURN TO BUSINESS.

MEANWHILE, OUR FACILITIES IN THE WORLD'S LARGEST PRIVATE CATERING FIRM, THE RALEIGH HOUSE, IS STILL DOING BUSINESS AS USUAL.

WATCH YOUR FAVORITE NEWSPAPER SOON FOR OUR REOPENING ANNOUNCEMENT OF THE PICCADILLY COFFEE SHOP.

"THANKS FOR YOUR PATIENCE."

"SAMMY" LIEBERMAN
Vice President/General Manager



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