

Serro Scotty

ONE OF THE MOST ESTEEMED AND COLLECTED TINY TRAILERS IS THE SERRO SCOTTY. ACCORDING TO THE COMPANY, IT WAS BORN IN JULY 1956 WHEN RETIRED CAR SALESMAN JOHN SERRO WENT ON A WEEKEND FISHING TRIP TO MARYLAND. ALAS, WHEN HE ARRIVED AT THE CABIN, IT WAS POURING RAIN. APPARENTLY A FAIR-WEATHER ANGLER, SERRO MOPED AROUND BECAUSE HE DIDN'T WANT TO FISH DURING THE DELUGE. AFTER A TIME, SERRO SKETCHED OUT A DESIGN ON THE BACK OF A CALENDAR FOR A TIDY 13-FOOT TRAILER. PREVIOUSLY, SERRO HAD DESIGNED AND BUILT A 16 1/2-FOOT TRAILER IN HIS GARAGE, WHICH HE HAD NO SUCCESS MARKETING. SERRO ALSO PRODUCED A COUPLE OF HUNDRED 10-FOOT TEARDROP TRAILERS HE NAMED THE SPORTSMAN JR. BUT IT WAS THE 13-FOOT TRAILER, DUBBED THE SERRO SCOTTY SPORTSMAN SR., OFFICIALLY PRODUCED STARTING IN 1958, THAT FINALLY PUT SERRO ON THE RIGHT TRACK.

THE 13-FOOT SPORTSMAN RETAILED AT A SHADE UNDER \$600 AND QUICKLY BECAME "A BIG NAME IN LITTLE TRAILERS LIKE THE SCOTTY DOG IS A BIG NAME IN LITTLE DOGS."

THE COMPANY BOOMED IN THE 1960S AND '70S, ESTABLISHING A SCOTTY-ONLY CAMPGROUND IN 1964 NAMED SCOTTYLAND IN ROCKWOOD, PENNSYLVANIA, AND CHURNING OUT 13-, 15-, AND 18-FOOT TRAILERS FROM THREE FACTORIES IN GEORGIA, OKLAHOMA, AND PENNSYLVANIA. BY THE 1980S, THE COMPANY SHIFTED MOST OF ITS PRODUCTION TO LARGER AND BOXIER TRAILERS, ALTHOUGH A 13 1/2-FOOT MODEL WAS INTRODUCED IN 1982. TRAGEDY STRUCK IN 1997 WHEN THE REMAINING PLANT IN PENNSYLVANIA WAS LEVELED BY A FIRE. IRONICALLY, AFTER THE COMPANY (NOW KNOWN AS MOBILE CONCEPTS BY SCOTTY) WAS REBUILT, IT SHIFTED ITS PRODUCTION TO COMMERCIAL TRAILERS, THE BEST SELLING OF WHICH IS A FIRE-SAFETY HOUSE. ALTHOUGH THE WEE SCOTTYS ARE NO LONGER PRODUCED, THEY CONTINUE TO THRIVE AND SURVIVE, THANKS TO THE NATIONAL SERRO SCOTTY ORGANIZATION OF SCOTTY OWNERS, WHICH HOLDS REGULARLY SCHEDULED RALLIES AND CAMPOUTS. (MORE INFORMATION ON THE ORGANIZATION IS IN THE RESOURCE SECTION OF THIS BOOK.)

