

the FRINGE BENEFIT PV

Volume 2

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Meet Some Real "Modern-Day" Pioneers at PV!



At 733 Jay Court -- Prescott Valley Unit 3, one can call on two very friendly and gracious ladies. They live in a most attractive mobil home called High Chaparral.

VIDA ANDERSON and her sister, EVELYN MYERS, are the VERY FIRST members of Prescott Valley's Charter Family!

On August 12, 1967, to be exact, Vida and Evelyn spent their first night ALONE in Prescott Valley. True pioneers, in every sense of the word, these adventurous ladies saw our ambitious development through its initial growing pains.

Looking back on it has brought many a smile to the faces of these pleasant citizens of Prescott Valley.

When Mrs. Anderson was widowed after 26 years of marriage, she was suddenly faced with a need to make many unexpected decisions.

When she and her sister had definitely decided to go ahead with the decision to move to Prescott Valley, they purchased a lot in March of 1967 and moved their mobil home out the following July.

Each day's activity in beautiful Prescott Valley lends yet another touch of improvement to their lovely yard and mobil home.

One can find many craft hobbies in evidence -- crystallized bottles being used as door stops -- wild flower stationery -- Christmas ornaments of varied and unique distinction -- and many charming sewing creations.

Kindness and goodness radiate from 733 Jay Court. Drop by some lazy afternoon and see for yourself.



(Left to right -- Evelyn Myers, Vida Anderson)

Growth of the Mobile Home Market

Mobile homes have become the "hottest" item in the home ownership field, according to the U.S. Savings & Loan League. Delivery of mobile homes to dealers reached a record 316,890 in 1968, according to the League's 1969 Fact Book. This amounts to 36.2% of all new single-family units produced.

The importance of mobile homes to the housing market can be seen from the fact that more than 1 out of 4 families moving into a single-family unit moved into a mobile home.

There is little question in the minds of most savings institutions that mobile homes are going to become a more and more important part of association mortgage portfolios in the years to come.

The Fact Book suggest that these pre-engineered, factory-built units are becoming a widely accepted substitute for the traditionally built one-family home. Demographic factors and the high costs of construction are aiding this growing acceptance.

Another reason for the increase in popularity is the decline in the availability of low cost, speculatively built homes. In addition, product development and the construction of attractive mobile home parks has helped create the "new" mobile home image.

Many of the units boast such refinements as wall ovens, automatic dishwashers, and central heating.

Like traditional homes, mobile homes are getting bigger . . . Last year, units 10 feet wide and over 54 feet long accounted for only 2.2% of all mobile homes. Units 12 feet wide and over 54 feet long accounted for 52.2%. Double-width and expandable units ran up to 8.3% of the total.

Mobile home living gives every indication of agreeing with Prescott Valley residents Lois Taylor, and friend "Pug".

Lois enjoys casual bike-riding on the property as it gives her ample opportunity to enjoy the beauty of the area.

Bike-riding enthusiasts everywhere -- take note of Lois's sharp "3-wheeler", the very first of its kind in Prescott Valley.

Other PV residents who enjoy cycling on their 2-wheelers include: Helen Kozak, Barb Copeland and Anna DeJong.

Remember to wave as you go by, ladies!!



We're enjoying our "Fringe Benefit" -- it is much more interesting to us now since we've been there in person and have seen the development. We hope to spend our vacation there next year.

- D.M. Skow (Iowa)

(con't. next column)



(IN THE MAIL con't.)

We have been enjoying your little newsletter Fringe Benefit. It makes us feel anxious to come back and be a part of this exciting, wonderful community. - Mrs. Roy E. Pair (Iowa)

Our thanks for the Fringe Benefit leaflet we receive. Since we have been there, we can imagine ourselves one of the group now.

- Millard & Irma Metcalf (Iowa)



MERRY CHRISTMAS "PRESCOTT VALLEY STYLE"

Management Viewpoints

LEONARD HOFFMAN



Chairman of the Board

Arizona's construction industry will record, for the first time in the state's history, a billion dollar year in '69!

The construction industry exerts a greater impact on Arizona than it does on the U.S. as a whole -- a reflection of the rapid growth in population and industrial development underway here; and in 1969, expansion activity in Arizona by far topped all early expectations. Contract construction jobs, currently at 34,000 and 6.6% of all nonfarm employment, have averaged better than 22% above 1968; the construction industry payroll is up over 27%; and the value of construction work put in place is running about 30% ahead of last year.

While residential building in the whole nation now accounts for a declining share of total construction, the role that is played by residential building in Arizona has been expanding and actually has paced the sharp advance in overall construction activity.

Concerning the retail trade market -- Arizona merchants are profiting from exceptional retail sales in 1969 to date -- over 13% better than last year. The dollar retail volume through September tops \$2.5 billion, and with the normally heavy buying during Christmas season, an additional one billion dollars in sales is anticipated by year-end. On a per capita basis, Arizona's retail sales will average \$1,996 in 1969 compared with \$1,816 in 1968.

ARIZONA'S
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