

# the FRINGE BENEFIT

## *Prescott Valley - Hooper Publishing Co. Merger*



PRESCOTT VALLEY ACQUIRES WORLD-FAMOUS INTERNATIONAL PUBLISHING COMPANY

Illustration at left depicts Prescott Valley, Incorporated Chairman Of the Board, Leonard M. Hoffman (seated), and J. Kelly Farris, President of Hooper Publishing Corporation.

On February 1, 1970, Prescott Valley, Incorporated acquired all of the assets and common stock of Hooper Publishing Corp., and the publishing company will now operate as a wholly-owned subsidiary.

The newly acquired company maintains offices throughout the United States, Canada and London, England.

Hooper Publishing Corporation bears the name of Horace Hooper, who owned Encyclopedia Britannica, and who became a legend in publishing history.

J. Kelly Farris will continue to serve as President of Hooper Publishing Corporation, and Mr. Farris has been elected to the Board of Directors of Prescott Valley, Incorporated.

Mr. Farris holds a law degree with honors and he received his Master's Degree in Finance and Business Economics.

According to Chairman Of the Board, Leonard M. Hoffman: "We are very pleased indeed that Prescott Valley, Incorporated has acquired this fine publishing company, and we are also delighted to have a man of the caliber of J. Kelly Farris on Prescott Valley's Board of Directors."



*School Days, School Days.....  
Dear Old "Golden Rule" Days.....*



PV's young folk contributed a sizable attendance to Prescott Junior & Senior High Schools as well as Humboldt Elementary this 1969-70 school term.

It is an encouraging and heartwarming sight to see the school bus arriving daily to accommodate our fine youngsters, lending even more credence to the fact that Prescott Valley is truly an independent, growing community.

Our youthful population is increasing daily, and as it does, we are rewarded with the many benefits of youthful influence upon our thinking.

Our Christmas Pageant 1969 was entirely the product of PV's young folk. They planned it, arranged it, staged it and the end result was an evening's entertainment we will long remember.

PV's young people are avid supporters of clean-up campaigns, and numerous other beautification projects that help maintain and improve the general appearance of our community.

It is apparent that they too have acquired the true pioneering spirit of their parents -- wishing to take an active part in the creation of Prescott Valley, U.S.A.

Their contributions have been invaluable in furthering our dream, and we are touched and gratified at their support.

At a time when so much publicity would serve to emphasize juvenile delinquency, it is interesting to note the opposite effect created by a challenging atmosphere.

PV's young people enjoy Doing ... Creating ... and Contributing -- which happens to be a most UNdelinquent approach to life, don't you agree???

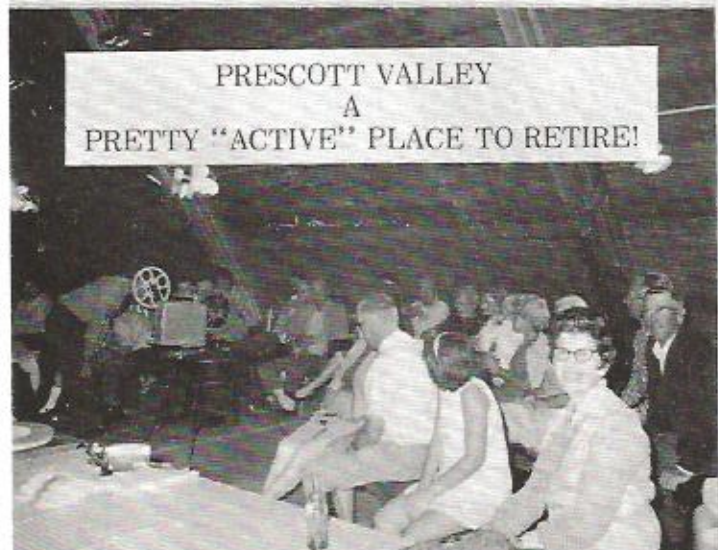




BUSINESS IS BETTER THAN  
WE EXPECTED!



Getting Right Down Into  
the MEAT Of Things



PRESCOTT VALLEY  
A  
PRETTY "ACTIVE" PLACE TO RETIRE!



NOTHING BETTER THAN GOOD FOOD &  
FRIENDLY CONVERSATION

# U.S. News & World Report

The United States News ©

World Report ©

Distributed During Week of Feb. 10

On Newsstands Until Cove

## WHY THE PRICE OF LAND IS SOARING!

**Biggest boom in America today  
is in land.**

**Real estate prices are skyrocketing—and the experts say the end  
is not in sight.**

### ATTENTION FRINGE BENEFIT READERS . . . . .

At this time, we would like to make our monthly publication, **THE FRINGE BENEFIT**, available to any of your friends who may have expressed an interest in receiving these issues.

If you will send us the names and addresses of your friends, we will be most happy to add them to our mailing list.

**HELP SPREAD THE WORD ABOUT BEAUTIFUL  
PRESCOTT VALLEY !!**

A surging land boom is under way in the U. S. and in many foreign countries.

Land prices are showing spectacular rises—often doubling within a few years and then doubling again. Despite high prices, buyers scramble for property.

This boom shows no signs of ending—and it may be on the verge of a new take-off.

Why is this? Isn't land already too expensive? Aren't rising taxes, growing commuting distances and problems of inadequate schools, water and sewer facilities curbing the rise in real estate?

The answer being given is: "No." Land experts, builders, real estate brokers see the broad trend in land values going in one direction—up.

"The rise in real estate is just beginning," says a real estate man in New York. "New fortunes will be made in land." . . .

The greatest boom in land is around the big centers of population—in big cities and suburbs. . . .

**The blooming desert.** Yet one of the great booms in land prices is taking place in the desert country of Arizona, New Mexico and Nevada. . . .

Historically, people have bought land as a hedge against the declining value of money—and that's still true today.

Here is the way the vice president of a New York bank explains all this:

"Sophisticated investors see that money—over the long haul—tends to depreciate in value. But real assets, such as land, rise in value. Population, meanwhile, keeps on rising.

"Put these things together, and many investors conclude that the smartest investment is in land." . . .

ARIZONA'S

# Prescott Valley

AN ESTABLISHED COMMUNITY

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