

the FRINGE BENEFIT RV

Volume 2

A PRESCOTT VALLEY, INCORPORATED PUBLICATION

No. 5

Company Executives Examine Plans For New Building



CHAIRMAN OF THE BOARD, LEONARD M. HOFFMAN (LEFT), POINTS TO PLANS FOR NEW CORPORATE HEADQUARTERS IN PHOENIX AS PRESIDENT, ROBERT LOOS — EXECUTIVE VICE PRESIDENT, CLYDE DINNELL AND COMPANY DIRECTOR, J. KELLY FARRIS LOOK ON WITH INTEREST.

BUSINESS IS BOOMING — and because it is, Prescott Valley, Incorporated has outgrown its home office in Phoenix.

Our tremendously exciting growth and progress have made it necessary for us to purchase our own building in a new location.

Work is presently underway to complete this plush new complex of offices which will afford a modernized and totally efficient solution to our vital need for expansion.

The move-in date is as yet indefinite but we will advise all property owners of our new address within ample time.

You are cordially invited to drop in and inspect our new headquarters whenever you are in the area. Our courteous personnel will extend a most hearty welcome and escort you on a personal tour of our new facilities.

Through the acquisition of our fine new home, we've attained yet another plateau in the area of corporate growth and stability. Prescott Valley's future is a bright one — and gives every indication of surpassing all original hopes and dreams.

In this regard, we are grateful and happy that all of you can be a personal part of it.

PV's Brownies are the Cutest of Them All!!



Illustration at left depicts the charter meeting of Prescott Valley's newly-formed Brownie Girl Scout Troup.

Brownie leader, Mrs. Bob Garrison officiated at the Garrison residence with Mrs. Bob Felch assisting.

Regular Brownie meetings have been slated for Wednesdays of every week "right after school".

This picture amply justifies our reasons for being so proud of our pretty little Brownies. You'll have to admit that PV certainly grows a lovely crop!

Fashionable Winter Garb at PV

Prescott Valley block layer, Bob Allen, was pleasantly surprised by our candid camera in the course of his duties during the "chilly" month of February 1970.

Working in "devastating" 70 degree temperatures, he was photographically captured in a state of shirtless, carefree abandon, oblivious to the fact that the month of February, throughout most of the nation means cold, wet, snowy, sub-zero temperatures.

Just try convincing Bob Allen of that. He thinks the month of February is the official start of Spring!

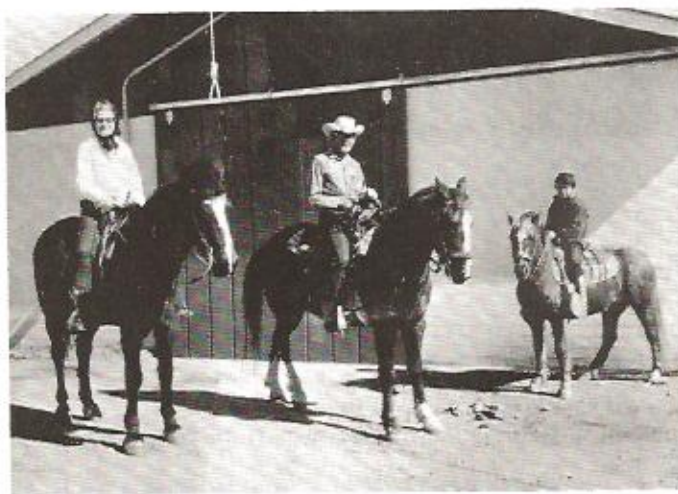


Family Fun at Prescott Valley

The Jeffries, Fanchon, Verle and Tommy, are the proud owners of three very fine horses which they recently transported to PV from their home state of Iowa.

Life at the PV Corral seems to be agreeing with these beautiful animals, and it's obvious from the illustration at left that the Jefferies are also avid fans of our warm and sunny climes.

Beautiful Prescott Valley is highly popular with all of our horseback riding residents, and they are among the more appreciative of our wide open spaces, balmy weather and panoramic landscape.



NOTICE!..

Your friends are now eligible to receive all future issues of our company newsletter, **THE FRINGE BENEFIT**, if you will advise us of their names and addresses.

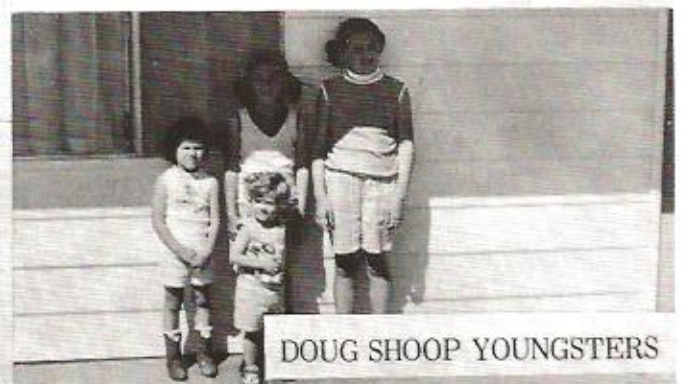
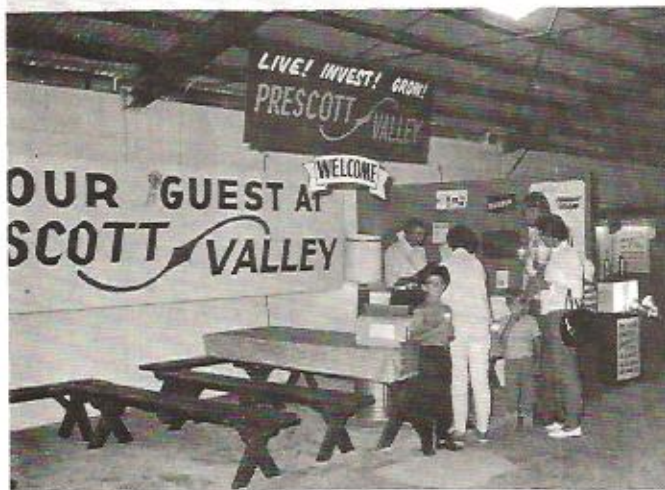
Beautiful Prescott Valley's growth and progress have been tremendous in recent months. It makes for mighty exciting reading. And a personal subscription to **THE FRINGE BENEFIT** is a gift you can be proud to give. (No charge, of course.)



A HOME-SPUN YOUTH GATHERING AT THE ROLAND SELLERS WITH MASCOT FRISKIE



YAMAHA ENTHUSIASTS
(Earle Jefferies & Dave Sellers)



DOUG SHOOP YOUNGSTERS



We have enjoyed the paper, Fringe Benefit, very much. -Mr. & Mrs. Mervin Olson (North Dakota)

We want to thank you for the very pleasant surprise of being given a subscription to "Arizona Highways", a truly wonderful magazine. With this and the very newsy "Fringe Benefit", we feel very close to Prescott Valley. Your efforts, kindnesses and considerations in behalf of the lot purchasers is certainly appreciated. -Mr. & Mrs. P. R. Stock (Iowa)

We have now been owners of a Prescott Valley lot for one year, and are looking forward to making another visit sometime within the next year. We enjoy receiving the Fringe Benefit. -Mrs. Wilkins (Iowa)

Belatedly, thanks so much for the fine write-up you gave my book, "The Heartbeat of Home" in your Christmas issue. It was entirely unexpected but much appreciated. Thanks again. -Ann Gilchrist (Minnesota)

We enjoy your paper that you send us each month. The growth must be tremendous! -Frank & Evelyn Dunn (Iowa)

We thank you and are happy to receive another Fringe Benefit newsletter and now, are enjoying our first copy of Arizona Highways, a magazine we used to read while living near Hopkins, Minnesota. Our interest and enthusiasm have made a dream come true — to own property in Prescott Valley, Arizona. Thanks a lot! -Chapin & Mathilda LaPayne (North Dakota)

REAL ESTATE TRENDS — About 4 out of 5 new apartments are rented within 3 months of completion, and 9 out of 10 within 6 months, according to a joint survey of the Department of Commerce and the Department of Housing and Urban Development.

ARIZONA'S
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AN ESTABLISHED COMMUNITY

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