

# the FRINGE BENEFIT PV

Volume 2

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## *Grand Opening - Prescott Valley Beauty Salon*

Our ever-expanding shopping complex recently added beauty salon services to its facilities — to the general delight of PV's female population.

Owners, Mr. and Mrs. John Gahm, formerly from the state of Iowa, have added a vital service to our young, thriving community — and as you might suspect, business is booming!

Illustration at right depicts Darline Gahm, opening shop, an event that is eagerly awaited each day by many on-property residents.

The salon's interior is bright and cheerful, a folksy hub for what is generally referred to as "girl talk".

Darline's cosmetic skills and vivacious personality have been warmly received by Prescott Valley residents, giving every indication that her enterprise will be a successful one.

A recent Grand Opening Special offered a \$3 reduction in price to any prospective customer of our new Valley Beauty Salon. The response greatly exceeded our original expectations. As a result, the salon is already a familiar landmark on Main Street — and gives every indication of being a highly profitable one as well.

Darline Gahm has had ample opportunity to display her cosmetology skills, and the word is out that: "The girl is good!"

She has an eye for flattering styles based upon individual needs and preferences — as clearly illustrated in the smiling face of Mrs. Bob Bauer (seated) one of the Valley Beauty Salon's first customers.

Prescott Valley is proud of Darline Gahm and wishes her every success in her fine new business venture.

We urge all Prescott Valley residents to drop by and take a look at this lovely new facility, and sincerely hope our PV ladies will actively support this charming establishment.





## *Trophy Day For PV's All-State Champs*

Following their Northern Arizona Championship in 1968, PV's fine ball team took the Babe Ruth League State Championship during '69, a proud moment for all of us.

This was followed by yet another proud day when these fine youngsters were presented with individual trophies and personalized blazers, memorably acknowledging a job well done.

An outdoor barbecue of succulent charcoal-burgers and all the trimmings, was a major highlight of this exciting day.

Prescott Valley, Incorporated has been proud to sponsor this hard-working, hard-playing team and shall follow their future progress with much interest.

## *PV's Oldsters Are Getting Younger Every Day!*

Mrs. Alta Pfeiffer is 83 years young, and as this picture clearly illustrates, is fond of keeping her lovely trailer in Prescott Valley spotless and gleaming.

A sizeable chore for any one of ANY age, Mrs. Pfeiffer's stamina and ambition are truly remarkable in view of the fact that only 6 months ago, she was not expected to live.

SEE WHAT PRESCOTT VALLEY DOES FOR PEOPLE???

In this particular case, we can most assuredly say that the Good Life in this fine young community has given someone a brand new lease on life!

## *Better Come Join Us!!*

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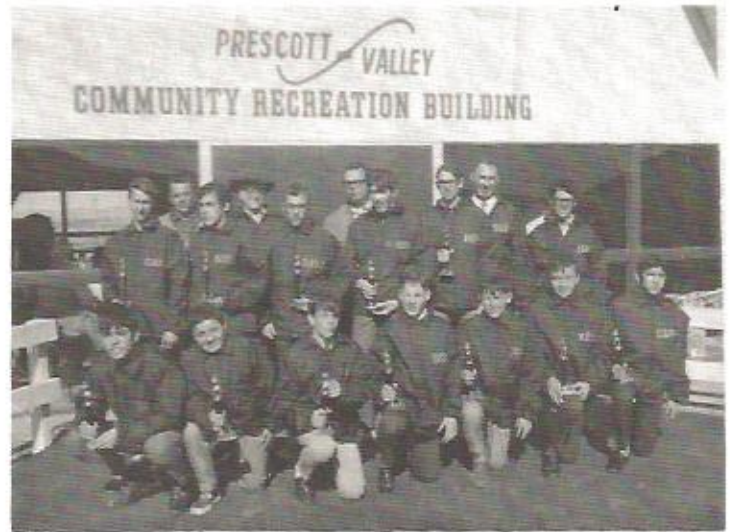
## *Copelands Win Prescott Valley Contest*

The topic: "Why I Like Prescott Valley".

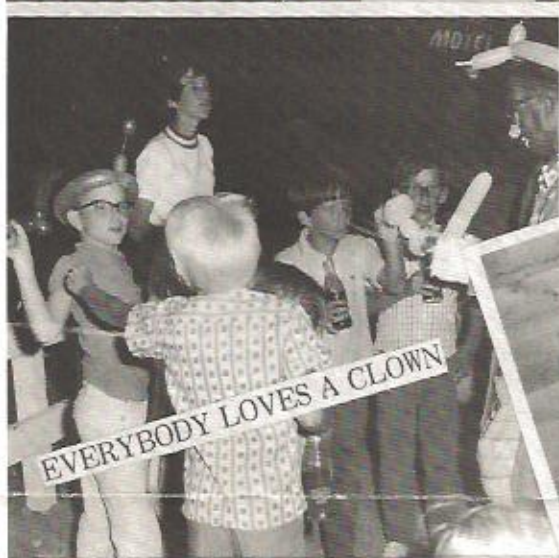
Dale and Barbara Copeland summed it up the best and so, were the happy recipients of our first prize -- a choice of a trip to Las Vegas OR 50,000 green stamps.

This occasion has given them yet another reason to like Prescott Valley -- as their smiling faces readily indicate.

Congratulations, Dale & Barb! We surely appreciate your literary support.







THE BUILDING BOOM CONTINUES







We enjoy getting the Fringe Benefit paper and also, visiting our lot in Prescott Valley. The warm weather in February compared to our cold weather here in Minnesota was truly enjoyable.

-Mr. & Mrs. Marchie Richter (Minnesota)

We enjoy the PV news very much and hope you will continue to send it. -Donald R. Adams (Montana)

I enjoy the Fringe Benefit and Arizona Highways very much. Thank you for sending them.

-Delia Hexom (Washington)

Received our Fringe Benefit yesterday along with the Arizona Highways magazine that the company subscribed to for us which just makes our day complete. We have been a PV property owner for a year and will be out this August to select a house plan suitable to our needs. Also, with luck, we hope to join the others who are now living out there before Christmas. We are sure thrilled with our lot and can hardly wait to get out there permanently. Your kindnesses and consideration in behalf of the lot purchasers is so very much appreciated.

-Mrs. John S. Hemingway (Iowa)



A recent article under TODAY'S BUSINESS, a regular feature of the Arizona Republic, makes some interesting observations of real estate trends during the past four years. Real estate has proven itself to be a true hedge against inflation's declining value of the dollar. Comparatively speaking, the stock market has failed to live up to its reputation as a hedge.

At one and the same time, it is interesting to note that the latest group to be attracted by real estate investment possibilities have been financial institutions such as life insurers and banks.

A truly healthy trend for all PV property owners . . . . .

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