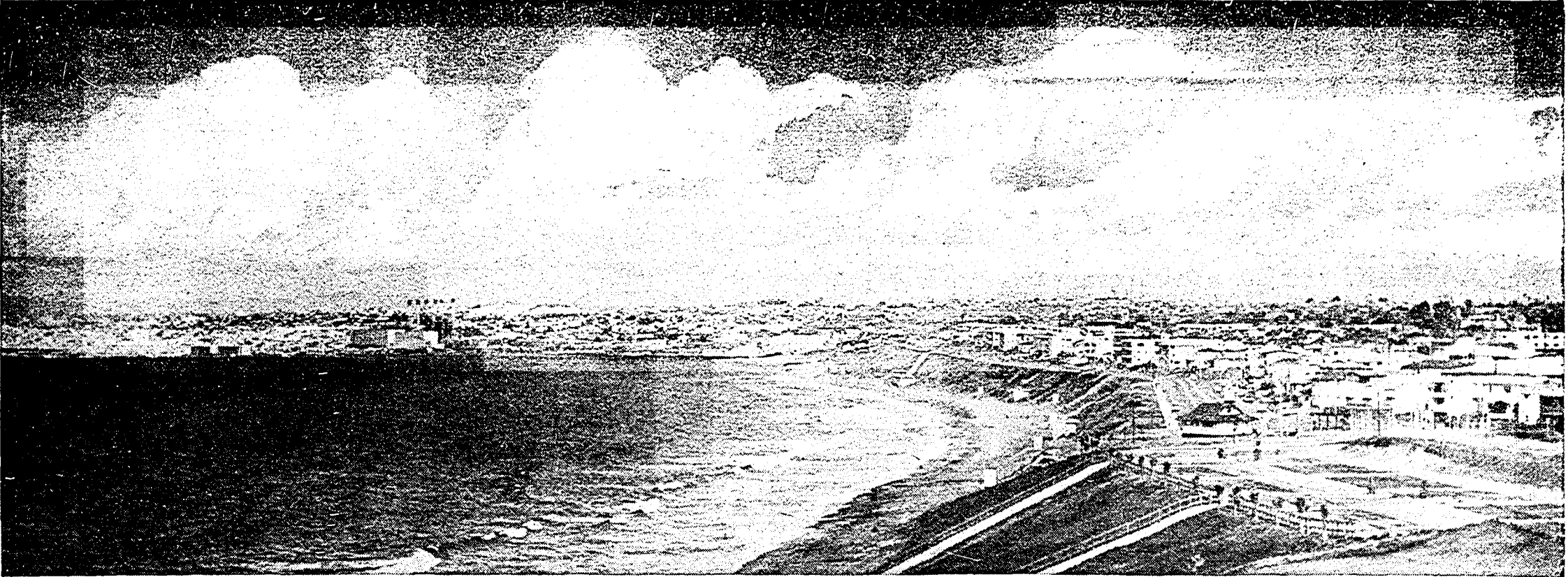


Country Property & Resort Area Opportunities



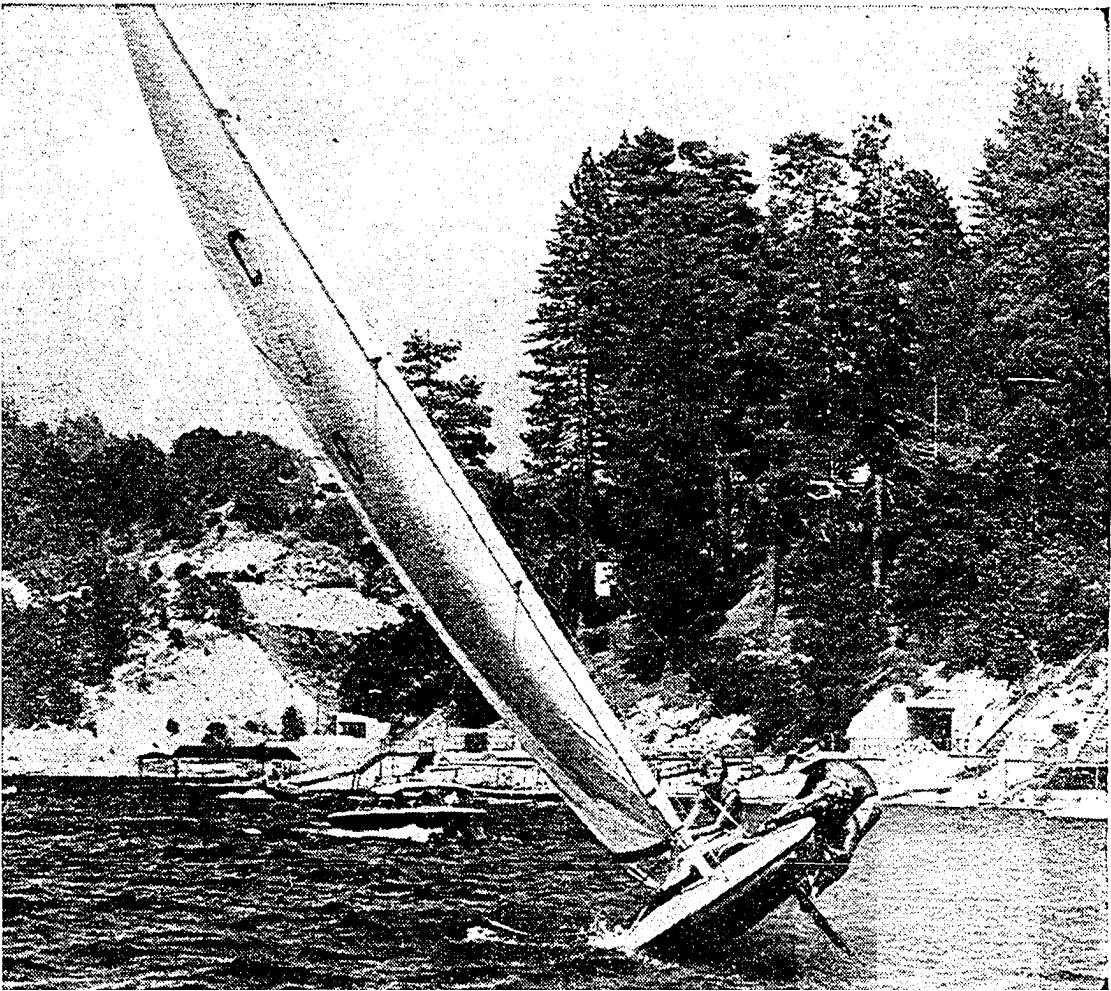
ROAR OF THE SURF—Seashore property long valued for recreational use, is becoming attractive to retirement-age people, especially those from out-of-state, who become permanent residents.



CATTLE COUNTRY—Southern California ranchlands provide unique investment opportunities.



ORANGES—Citrus groves help keep agriculture one of main contributors to Southland economy.



WATER SPORTS—Lake Arrowhead is one of many popular recreational areas being rapidly developed in the West. Demand for valuable lake property makes it a profitable investment for the future.

West Growth Still Vigorous

BY TOM CAMERON
Times Real Estate Editor

There are those who would be unhappy beyond walking distance from concrete sidewalks and high-rise apartment buildings, with all the amenities of high-density living.

But few have not dreamed of wide-open spaces, with plenty of greenery, freedom from smog and traffic snarls. Perhaps the ownership of a horse or two, or the accessibility of fishing, hiking, or even golfing facilities.

Never have these relatively rural attractions been more appealing than today, when the encroachment of subdivisions, condominium projects, and high-rise apartment and office building projects have combined to cause a feeling of claustrophobia.

Contrary to the fears of many, there is still plenty of space in Southern California. There are properties and neighborhood arrangements to appeal to many types of tastes and inclinations.

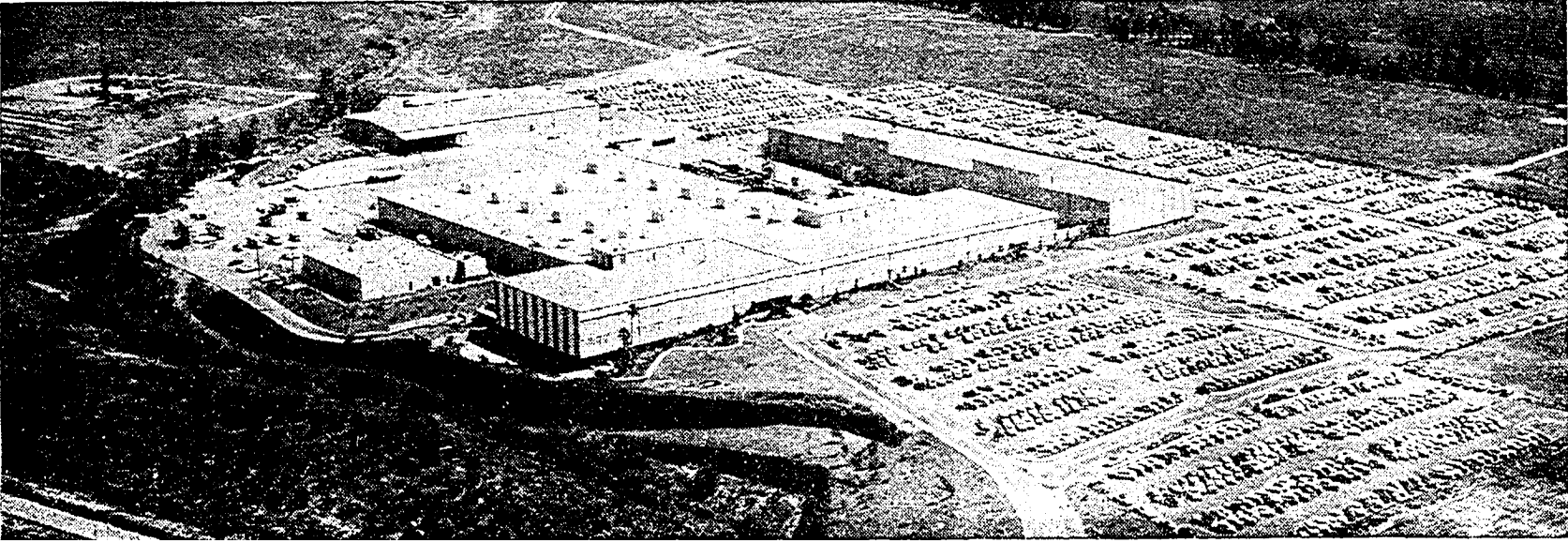
The advent of water from Northern California via the \$2 billion aqueduct system will make feasible the development, for homes, farms, ranches, recreational facilities which may make our land improvements of 1966 seem relatively insignificant. An example would be the Antelope Valley, where water problems have hindered achievement of that area's bright future. When the water comes, so will the fulfillment of Antelope Valley's destiny. Improvement of the freeway system will make it more than ever an accessible area just over the hills from the Los Angeles littoral.

The West's bright prospects will mean more and more people, with the inevitable result that there will be more building of houses, apartments, office buildings and other commercial structures, schools, churches, highways, cultural and recreational facilities. Consequently there will be more jobs, more wealth, more leisure—and more demand for recreational developments and resort area improvements.

Southern California is not alone in the strong development trend. Arizona, Nevada, Idaho, Oregon, Washington, Utah, Colorado, New Mexico, Montana, Wyoming—all are sharing in the westward shifting of population, industry, construction, employment opportunities, and general economic welfare.

We're in a booming economy.

PWS-0118-0001



LOTS OF LAND—This Hughes Aircraft Co. facility in Fullerton is one of many industrial plants located on sites of former ranches in the West.