



THIS IS THE PROPOSED masterplan for the new Pioneertown as conceived by designed Wil Hanson.

CALIFORNIA GOLDEN EMPIRE

New Yucca Valley City Plans Restoration of Pioneertown

If one listens closely these days, one will hear strange sounds disturbing the normal stillness of California's high desert. These are the sounds of men and machines as they preside at the birth of a city.

This new city is the California Golden Empire, a multi-million dollar, 30-square mile development, now being carved out of Southern California's beautiful high desert near Yucca Valley, only 25 miles from Palm Springs.

A prime factor in the growth potential of the high desert is the unparalleled weather. The Golden Empire is situated 4,000 feet above sea level, and the cool breezes that flow off the San Bernardino Mountains in the background also protect it from excessive high temperatures. The California Golden Empire enjoys a year round average temperature of a pleasantly mild 70 degrees.

Head of the California Golden Empire, Benton Leflon, formerly of Cleveland, envisions a master-planned resort and residential community with

more than 35,000 residents by 1975.

In direct contrast to the sounds of this new city being born is the sight of an old town being revived. At the entrance to the New Golden Empire development, as you drive up through the breathtaking rock formations that border the wide paved road that winds up from Yucca Valley, is a picturesque replica of the old west, and the scene of many an exciting Hollywood western saga, Pioneertown.

New Pioneertown

Pioneertown, which has been dying of neglect since the film companies moved out in the late 50's, has been purchased by Leflon, lock, stock and stagecoach, and is being restored and expanded to become one of Southern California's outstanding attractions.

"Pioneertown will have all the charm and appeal of a Disneyland or a Knotts Berry Farm," said Leflon. "But it will be more than that! It will also function as the commercial shopping and entertainment center for the

thousands of people expected in the Golden Empire in the next few years."

Responsible for the design and creation of the new Pioneertown is Wil Hanson, leading Southern California designer, who is no stranger to this type of project, having been closely associated with the motion picture industry in the creation of motion picture sets and production design for Universal Pictures and Paramount Studios.

The first phase of development comprises only 2,000 acres of the total 21,000 acres and involves preparation of 15,000 lots. The civil engineering is being done by the Gordon J. Jennings Co.

This first phase also involves about 10 acres for commercial zoning, 30 acres for trailer parks, 120 acres for multiple-unit residential development, and 1,650 lots ranging from small to large. Lots will be priced from \$3,500 to \$5,000. Multiple unit lots will be offered at \$9,000.

REOPEN IN APRIL!

La Quinta

DESERT CLUB

by the Santa Rosa Mountains

BIGGER AND BETTER THAN EVER—a major remodeling and re-zoning program, made necessary by an electrical fire that last September destroyed the major part of the club house, is rapidly nearing completion. Construction includes a totally new clubhouse (at an estimated cost of \$400,000) which will feature a custom bar, dining facilities for 200 guests, a card and game room plus a historical room.

"Thirty-Three Years of Private Club Membership"

Located six miles east of Palm Desert just off Washington Street at Bermuda Ave. and 57th St., La Quinta, Calif.

INFORMATION:

Diamond 74183 or in Los Angeles, Call Hubbard 3-4362



La Quinta

Where custom built homes and homesites overlook the world famous 18-hole Championship Golf Course of La Quinta Country Club, a host club in the Bob Hope Desert Classic. Where La Quinta Hotel and new, million dollar Country Club combine old world charm and comfort with every desirable sport and recreational facility for the pleasure minded. Drive out and see La Quinta now, just 6 miles past Palm Desert. Luxury homesites from \$5,450 to \$14,000, with financing available. Or call Walker & Lee Co., exclusive sales representatives, for a personally conducted tour.

(714) 81 74281

ENCHANTMENT on the HIGH DESERT in



Sky View Homes

TWO OFFICES TO BETTER SERVE YOU:

72033 29 Palms Highway, 29 Palms / Phone 367-9122

85581 29 Palms Highway, Yucca Valley / Phone 365-8055