

PRINTED FOR AND BY
CHRISTMAS VALLEY
PROPERTY OWNERS

Christmas Valley GAZETTE

... IN THE
HEARTLAND OF
CENTRAL OREGON

VOL. 1 — NO. 1

CHRISTMAS VALLEY, OREGON

MARCH, 1962

THE CHRISTMAS VALLEY "EXPLOSION" STORY



The center of the recreation, civic and social activity of Christmas Valley is the newly completed lodge. In this artist's conception are the myriad and extensive recreational facilities that will surround it: golf course, quarterhorse race track, dude ranch, and the big lake will be stocked with game fish and have launching ramps for boats. Construction of the lake is well underway and the dude ranch is almost completed. Work on the golf course is slated to begin this summer.



Here we go again!!! The boys have asked me to resume Penn Lines.

Penn Lines were started in 1945 in Azusa . . . Azusa population 3,952 now 22,000. Sold lots for \$290.00 now try to find one for \$3,000.00.

I was just back in the real estate business . . . starting again after 4 years with the Treasury Department selling War Bonds. We sold 5 Billion—I made 4 Dollars in four years. Had as much fun selling war bonds as I do selling real estate. Same idea . . . urging people to save, to accumulate for the future.

Since Penn Lines was started there has been Hesperia and Salton Riviera . . . both outstanding successes. I have become a great grandfather 3 times!!!!

Sold out completely and retired . . . for three months. That is, sold Hesperia and Salton not the great grandchildren.

Now I'm off . . . on what I consider the most intriguing development of my long career in real estate . . . one that I believe will give the most profit and satisfaction to my clients.

1962 will be a challenging year. Glenn went around the earth in outer space three times in less than 5 hours.

We have sold 90 percent of a 72,000 acre Project at Christmas Valley in less than 6 months.

Now we are building a new town to serve the area.

The great Arthur Brisbane once said "man can do anything he dreams."

Did you ever dream of building a community? Well, I have . . . three times.

(Continued on Page 2)

Christmas Valley's 40 Acre Experimental Farm Begins Operations

The 40 acre plot of land that Christmas Valley has set aside to be used as an experimental farm will begin operations within a short period of time, according to Phil Washington, General Project Manager.

Washington pointed out that the entire cost of the development of the farm including the irrigation system, the manager's home and the preparation of the land for use has been done at the expense of the company. And all future experiments will be financed by the company. "Cer-

tainly the initial cost is high," Washington said, "but the long range benefits to be obtained by the work on the experimental farm will not only benefit Christmas Valley; but the entire state of Oregon."

Christmas Valley is working in close cooperation with the Oregon State College Agricultural Extension Service and the Federal Government's Fort Rock - Silver Lake Soil Conservation District. Students from the College will work with the model farm and, (Continued on Page 3)

Rich, Varied Rewards for Hunters and Fishermen in Area

The hunting and fishing in Lake County, and in the country nearby, can best be described as superb. Central Oregon abounds in game and fish, thanks to hundreds of big and little lakes, thousands of miles of streams, heavily wooded forests and verdant countrysides.

In Lake County alone, there

are 500 miles of fishing streams and seven major lakes yielding trout, bass, crappie, perch and catfish. 10,000 mule deer are taken each year in the county. Upland game birds: pheasant, quail, chukar partridge, Canadian Honkers, mallards, snipe, dove, grouse and many other species of birds are found in the county. Muskrat, raccoon, mink, beaver and wildcat are trapped for their fur in the county.

Nearby areas, as well as Lake County, produce bear, elk, antelope and other "big game". Species of fish, new to the western United States, are test-planted in various lakes by the Oregon Game Commission. The Atlantic salmon, completely foreign to Oregon, is now caught in Deschutes County. The Three Sisters Primitive Area, west of the city of Bend, boasts many lakes containing the fabulous Golden Trout.

(Continued on Page 8)

A PROGRESS REPORT ON NINE MONTHS OF SENSATIONAL ACTIVITY

There is nothing so sure as "change". And when that change is spectacular, strong and swift, it is bound to affect the locality in which it occurs.

Such a change has taken place in Christmas Lake Valley. Starting with three trailers last July, the developing company of M. Penn Phillips has transformed Christmas Valley into a force to be reckoned with in the future planning of the beautiful heartland of Oregon.

Today, in less than a year, the company has built over 30 miles of roads with 60 foot right-of-ways, 15 homes, a lodge costing in excess of \$100,000, a 4-unit motel with 8 more units under construction, a 5000 foot-plus airstrip, an administrative headquarters building, completed a 40 acre experimental farm, begun the construction of a gas station and dude ranch and has much more on the planning boards.

Rapid development such as this has been possible because of the overwhelming acceptance of Christmas Valley by the general public from Seattle to San Diego. The original 72,000 acres of 20, 40, 80 and 160 acre parcels have been purchased right up to the outside limits of the townsite. The townsite itself contains approximately 2,000 acres which is now being surveyed for residential and commercial lots.

The Phillips Company has al-

ready poured almost one million dollars into the initial development of Christmas Valley as a recreation resort and retirement center, and intends to continue at an accelerated pace. Phil Washington, General Projects Manager, points out that there are now two crews surveying the townsite. Under the direction of Emil Bachand, county surveyor of Crook County, the crews are expected to be at their job for the next two years.

Phone service for Christmas Valley residents will be installed July 15, 1961, with Pacific Northwest Bell Company bringing in the lines from a distance of twenty five miles.

The construction of the 3000 foot long Christmas Lake continues and will be finished and filled by this summer. The lake will be administered by the Christmas Valley Mutual Water Improvement District in strict compliance with state and federal rules and regulations. Water skiing, fishing and swimming will then become a part of Christmas Valley's exciting life.

A Chamber of Commerce, chartered under the laws of the State (Continued on Page 8)

Here's History of Christmas Valley Developing Company

It takes something more than a dream to make a dream a reality. It takes men with vision; it takes money; and it takes imagination to see a community where none exists. It takes, in short, the developers of Christmas Valley.

The men in the Christmas Valley development have the experience of a combined total of over 100 years in the land development community building business. Christmas Valley is not the first for these men; and neither will it be the last.

The company is headed by M. Penn Phillips, the pioneer of western land developments. A list of communities that he has either started from nothing, or had a share of, reads like a "Who's Who" in the western recreational and residential development field: Frazier Mountain Park, near Bakersfield; the new-

ly-built fabulous community of Hesperia on the Mojave Desert; Salton City on the western shore of the Salton Sea; Clear Lake in Northern California; and the cities of Lancaster and Palmdale in the Antelope Valley; Baldwin Park, Azusa, Compton in the Los Angeles area; Vista, in Southern California; Ensenada, in Mexico; Coos Bay in Oregon; Crescent Valley in Nevada; and many others.

Phillips, a native Oklahoman, came to California in 1923. His first project was to begin the (Continued on Page 6)

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EDITORIAL THE DAY WE SPENT \$90,000

by Carlo Giuntini
President, the M. Penn Phillips Company

On the average, we have spent well over \$10,000 a day since Christmas Valley, Oregon, started. Surveyors, engineers, bulldozer operators, water and power system specialists, salesmen, architects, small armies of people are busy creating a new kind of life in the rich heartland of Oregon. Together, they make up a king-sized payroll.

In addition, there are special projects that require immediate decisions. Some months ago, it was: **Shall the new airport be built now? or should we use the Silver Lake strip until Christmas Valley growth clearly requires an airport of our own?** I decided on a 5,000' airstrip to be built at once. Now in operation, it has already more than paid for itself in time saved by construction crews.

Shall a luxurious new lodge be built at a minimum cost of \$90,000? This question was not so simple. Some of our planning staff argued: "we probably won't need a fancy restaurant and lodge for some time to come; let's hold off construction. Other projects should be scheduled first."

Others argued: "everything else about Christmas Valley is ahead of schedule. Land is selling fast as the surveyors can stake it out; we're going to need a first-class lodge here, and fast. Moreover, Christmas Valley is on a direct route to Seattle, and there's a World's Fair opening in April."

In the end—after some hours of spirited discussion—the space needle group had its way. The order was full steam ahead on all projects.

As it worked out, the Lodge was finished barely in time. We were too conservative. Already operating at capacity, the new lodge has become a gathering place not only for Christmas Valley, but for farm and ranch people from all over this part of Oregon, and an attraction for Northwest-bound travelers from California.

The fact is that we are witnessing one of the great population movements of U. S. history, and Christmas Valley, Oregon, is in the mainstream.

This Summer hundreds of thousands—en route to the Fair and national parks—will visit the Northwest for the first time. And they will fall in love. Just as generations before, from Drake and Lewis and Clarke to the first fur trappers of the Hudson Bay Company have done, the station-wagon pioneers of today will fall in love with our mountains, our lakes, our green countryside.

CHAMBER OF COMMERCE HELPS BOOST VALLEY

The Christmas Valley Chamber of Commerce, less than six months old, is already one of the largest chambers in the western United States with a membership totaling close to 2,000.

Chamber of Commerce organizations have been instrumental in the building and development of cities throughout the country and the Christmas Valley Chamber intends to be no exception. Under President Harold Boyer, the Chamber intends to attract the right kind of business to the Valley; intends to keep our Oregon friends fully informed on developments at the Valley; and, finally, will shout the praises of our beautiful Valley to the four corners of the earth.

But, the most important help

that the Chamber can get must come from you, Christmas Valley owner. Tell other people about your investment here in the Valley, and if they show any kind of interest, we'll bet that President Boyer will be more than happy to send them complete information if you'll send along to him the interested party's name.

The Chamber will try to send you periodic bulletins and to ask you your opinions and views as a property owner and member of the Chamber. But, if you've got any suggestions — or even criticisms — on how the Chamber can do a better job for Christmas Valley, send it to President Boyer at P.O. Box 41, Silverlake, Oregon.

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CHRISTMAS VALLEY GAZETTE

The Christmas Valley Gazette is published with only one thing in mind. And that is to give to you, a Christmas Valley satisfied property owner, all the news about Christmas Valley, from the major building projects to the club meetings. We'll admit here and now that it's prejudiced in favor of Christmas Valley, in the same manner that the Bend Bulletin is prejudiced in favor of Bend, or the Los Angeles Times extolls the virtues of Los Angeles. That is not to say, however, that you won't get the bitter with the sweet. If we have bad news to report, we'll report it. But, we believe there'll be very little bad news to relay to you. Most of the news is going to be good news dealing with the continued growth of Christmas Valley.

We'll be a monthly newspaper and we welcome any news about the Valley. We'd like to print pictures of those of you who visit us in the Valley. We'll even take snapshots of you, if you'll let us. But, for goodness sakes, if you send pictures be sure to identify all the people in the picture with their given and Christian names and the relationship if any. Please don't say "this is a picture of our family showing Mom, Dad, Grandmother and the kids."

We'll try to use every picture we get but we don't promise it. None of them will be returned unless you specifically ask it. We welcome any suggestions, concrete that is, for the improvement of the Valley and the Gazette.

Our hope is that you'll like the paper and even pass it on to your friends and relatives. Over copies are always printed and are available just by writing us. In any case, this first issue of the Christmas Valley Gazette is now history. We hope you like it!

PENN POINTS

(Continued from Page 1)

With sagebrush up to your chin you can see a clubhouse here . . . a golf course there . . . a dude ranch . . . landing strip . . . lake and a boy and his dog on the shore of the lake fishing

Grandfather sitting on the porch in his rocking chair . . . another boy driving the cows in for milking.

You see stores, houses, filling stations and the great American Main Street.

You convey this idea to the draftsman who puts it on paper.

Next come the engineers who set the stakes for the location of all of the dreams. Now it's real, not a dream.

Then comes the earth moving equipment . . . particularly the bulldozers. That's the part I like . . . pushing the first brush and dirt.

When I step on that accelerator I get the same feeling that I think a racing driver does when he starts a race.

A community is born.

We see piles of lumber and building material . . . you hear the clatter of the cement mixers . . . the music of the carpenters hammering nails.

The Gazette will keep you posted on the progress of Christmas Valley as the developments progress.

You will see the coming of the ranchers . . . the building of a school . . . the butcher and the baker and the hardware merchant too . . . gathering in front of the post office . . . chatting while the mail is distributed. See you next month.

Penn



Here are the key executives of the M. Penn Phillips Company, left to right, Philip O. Washington, General Project Manager; Penn Thayer, Plans and Engineering; Carlo P. Giuntini, President; and M. Penn Phillips, Founder. They're shown boarding the company plane for a trip to Christmas Valley to check on whether schedules are being met. They are!

M. PENN PHILLIPS CO. MANAGEMENT TEAM GUIDES DESTINIES OF VALLEY

The M. Penn Phillips Company believes that teamwork in management is the key to success in running a multi-million dollar organization with a thirty-seven year history of successful community development.

A close-knit organization where the executives of the company have known and worked with one another for many years, the company is well aware of the advantages of teamwork: knowing what every department is doing, how it is doing and when it plans to finish what it is doing.

Founder M. Penn Phillips has grouped the following men around him to plan and guide the orderly progress of Christmas Valley. The key executives of the company have had over a half century of combined experience in the real estate field.

Heading the team is Carlo P. Giuntini, President. Giuntini has been associated with Phillips as his chief executive for almost two decades. As president, he directs all sections of the company's operations: engineering, planning administration and sales, as well as developing the overall program, with Phillips, of the Christmas Valley development. His extensive background has made him one of the top, young executives in the real estate field. Giuntini will write a column, "Oregon Outlook", for each issue of the Gazette.

Philip O. Washington, General Project Manager, has been with Phillips most of the last ten years. Starting as a construction field supervisor in the company's building department, he showed a decided knack for the sales field and when the community of Hesperia was first opened for public sale in October of 1954, Washington was made sales manager for the project. Except for a short period of time in the late 1950's, when he ran a successful construction and sales business in Hesperia, he has been associated with Phillips and Giuntini in a sales executive position.

Penn Thayer, head of Plan and Engineering, is the youngest of

the executive team. A short but extensive background in the field, plus a well-rounded education and a "head for business" have placed him in his present position.

Chief executive at the Valley is Warren W. Morton, who is in

charge of all development and building at Christmas Valley. Morton's responsibilities are to build roads, the lake, the golf course, the installation of utilities, build homes and business places. And he is ideally qualified for the job. Morton has supervised the special building projects of Phillips' and Giuntini's since the Hesperia development. He was construction supervisor of the beautiful Hesperia Inn and Country Club; the ultra-modern Salton City administration building at the Salton Sea; as well as supervising the building of hundreds of homes and business places in both communities. He spends most of his time at the project, flying his own plane between the Valley and the Los Angeles area.

Construction supervisor on the site is Harold Boyer. The Boyer's live in Christmas Valley where Velma Boyer is the Christmas Valley Lodge's hostess and manager. Boyer is the newest of the men who form the team, but has had an long and varied background in the building field.

Such are the men who make your Christmas Valley project "go". They know their jobs, know them well, and the future of Christmas Valley is in good, capable hands.

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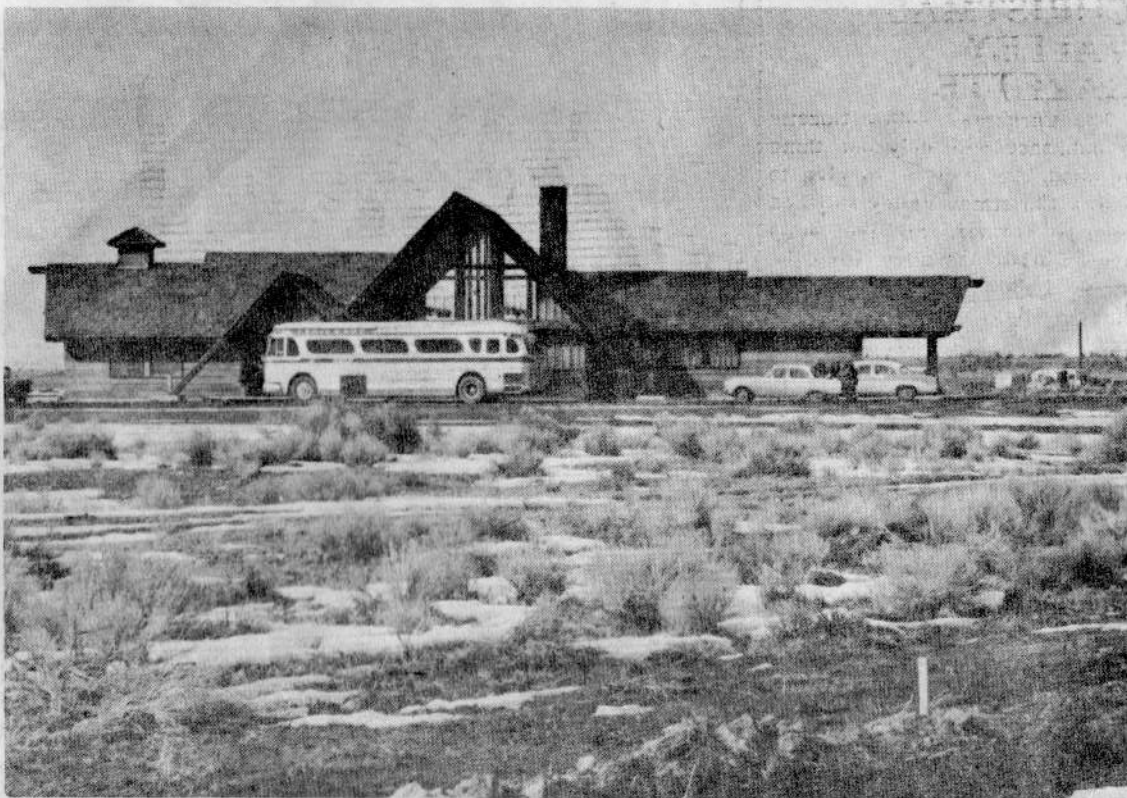
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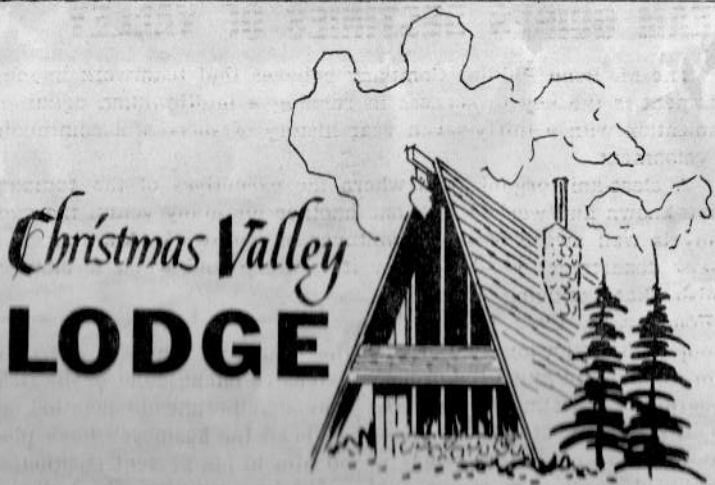
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The Christmas Valley Lodge is the place to meet in the Valley. Meetings of clubs and organizations (including the Bend Chamber of Commerce) are held here. Old and new friends come to visit, talk business or just relax in front of the roaring fire in the spacious lounge. When this picture was taken, the plane from San Francisco had just flown in and the lodge was crowded—but not as crowded as it was the night before. The lodge radiates the warm, friendly atmosphere that pervades the Valley. If you're driving through the Great Northwest this summer, make the Lodge a "must stop" on your trip. You'll be glad you did.



As we've said in the caption above and on the first page, the newly completed \$100,000 plus Christmas Valley Lodge is the Hub of the beehive of activity in the Valley. The fine food, spacious surroundings and warm personality of host and hostess, Mr. and Mrs. Dave Hien are an irresistible attraction to ranchers, workmen, visiting property owners and itinerant travelers.

For instance, the latest neighborhood party, politely termed a roaring success and really a hilarious blow-out, was attended by over 130 people. Ranchers brought along their branding irons to burn their brands on the huge mantel above the fireplace. New friends were made and old friends re-acquainted.

On March 5, Mr. & Mrs. Bill

Barbee and their three daughters arrived from the not-so-sunny Southern California city of Garden Grove. The Barbees' apparently became fed up with the torrential rains that belted the Southland and decided to get away from it all and see their property here, in God's country.

The Fort Rock Elementary School parents, teachers and administrators held a meeting Friday, Mar. 20, at the Lodge to form a Parent - Teachers Organization. They will affiliate with the national organization after by-laws are written and officers elected.

If you want to know what's going on in the Valley, we suggest that you go to the Lodge and find out. Whatever is going on, is probably going on there!

40 Acre Experiment

(Continued from Page 1)

it is hoped, gain knowledge toward bettering Oregon farm and ranch operations in the future.

The farm will experiment with various hay and pasture crops, vegetables, shrubs, trees, the raising of cattle, sheep and fowl, and, possibly the most important of all to Christmas Valley property owners, the raising of income crops to help in the development of farm-size acreage.

Washington said that income crops such as mint will be watched with a great deal of interest by the company. He pointed out that the market for spearmint is very good, as well as steady. This type of mint is used in the preparation of many pharmaceuticals and in the mass production of chewing gum. It is hoped that experiments with a new hybrid mint will produce excellent results over a long term period. Again, Washington pointed out, we will be working in very close cooperation with state and federal agencies in this particular field. Governmental agencies are anxious to develop an income producing crop that can be farmed successfully on a small piece of acreage.

The company expects to achieve production above that of an individual because no expense will be spared in the planting, raising and harvesting of the crops. This type of operation could easily result in indicating the way to many economical farming and ranching practices.

The costs of operating the farm: planting, irrigation, harvesting, equipment needed, and so on, will be open for anyone's inspection. The results obtained from the many experiments; the money received from the sale of crops or livestock will also be public knowledge.

Washington pointed out that there would be little use in operating an experimental farm unless the knowledge gained from the various tests was passed on to anyone interested. "We will be completely objective in assessing the results of any of our tests and experiments", Washington said.

The farm will also devote space toward the growing of turf grasses and ornamental shrubs and trees, and already, various trees have been planted. The company feels that this aspect of the overall Christmas Valley program should not be neglected.



Mel Brown points out to Mrs. Bob Byam of Bend the two bedroom model home erected at Christmas Valley. The homes have been designed to blend in with the valley's carefree way of life. The model above features rustic board exterior. Other models are completely paneled in the interior. Whatever your choice is, Christmas Valley is sure to please.

There are 17 weeks of skiing each year in the surrounding mountains at famous Mt. Bachelor, Bend, and Warner Valley at Lakeview.

Recent visitors to the Valley were Mr. & Mrs. C. Monk of San Pablo, California. They planted a ponderosa pine on their property.

NEW MAP SHOWS WAY TO GO

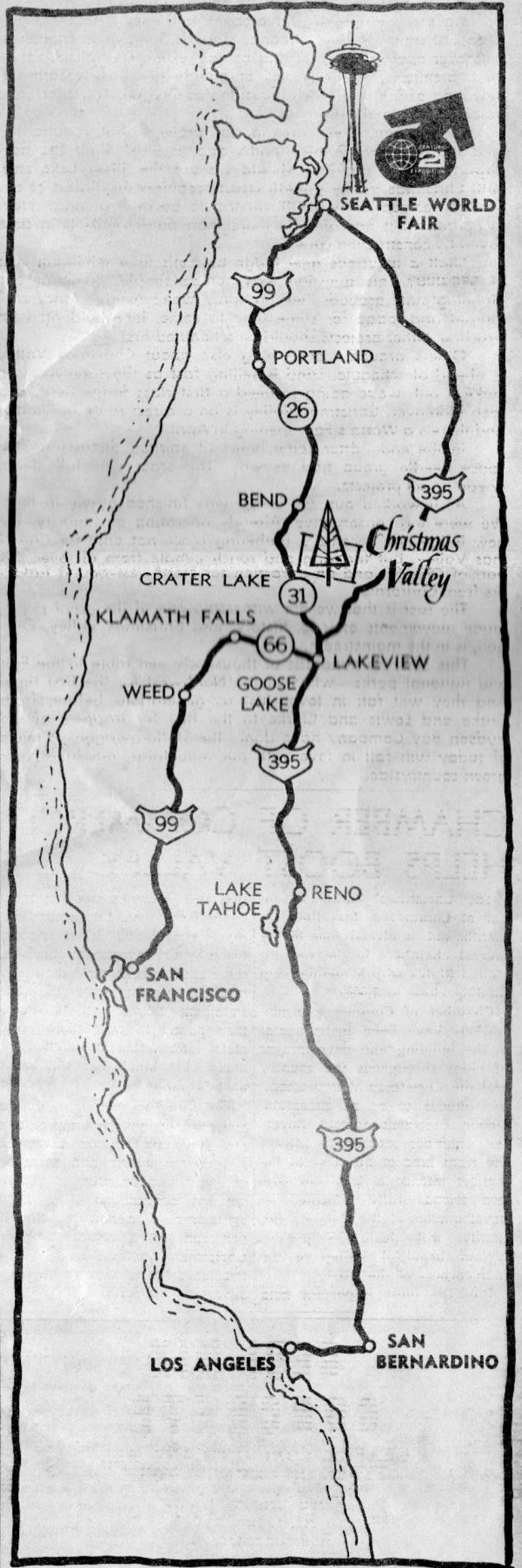
The new, illustrated map shown below depicts the west coast from Los Angeles to the World's Fair City of Seattle. The map is intended to show you the points of interest, and the routes to take and the places to see if you visit Christmas Valley during the lush Oregon Spring and Summer.

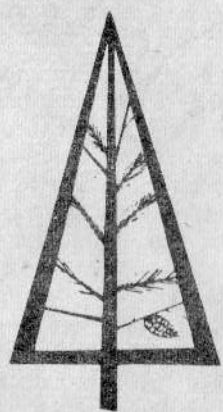
Possibly, you're planning a trip to the World's Fair in Seattle this summer. If you are, plan to come through Christmas Valley, inspect the development and best of all, stand on your own property and enjoy the feeling that comes when you know the land you're standing on is your own. Dream of how

you're going to develop it into the finest little farm or ranch anywhere in the Valley; or dream the beautiful little home you're going to build when you retire from the rush of earning a living in the 20th Century.

The same goes for your friends or relatives that are coming to the great Northwest this summer. You couldn't give them a better suggestion than to make Christmas Valley a "must" stop on their itinerary.

Well, anyway, here is your map. We know it will be useful. If you wish extra copies just ask for them by writing Christmas Valley, P.O. Box 888, Azusa, Calif.





Christmas Valley

THIS IS CHRISTMAS VALLEY — Here, on the eastern watershed, leeward of the Cascades, in Lake County, Oregon, 70,000 acres of rich land has been divided into farms, ranches and retirement acreage. Water is plentiful. Power (from Bonneville Dam) is cheap. And the soil is fertile. This is the rich heartland of Oregon.



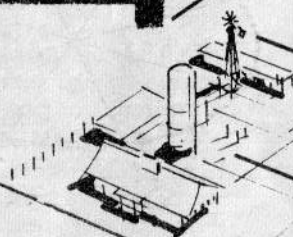
Without Obligation please send me information on the new Community of Christmas Valley, Oregon. I am interested in the type of property checked.

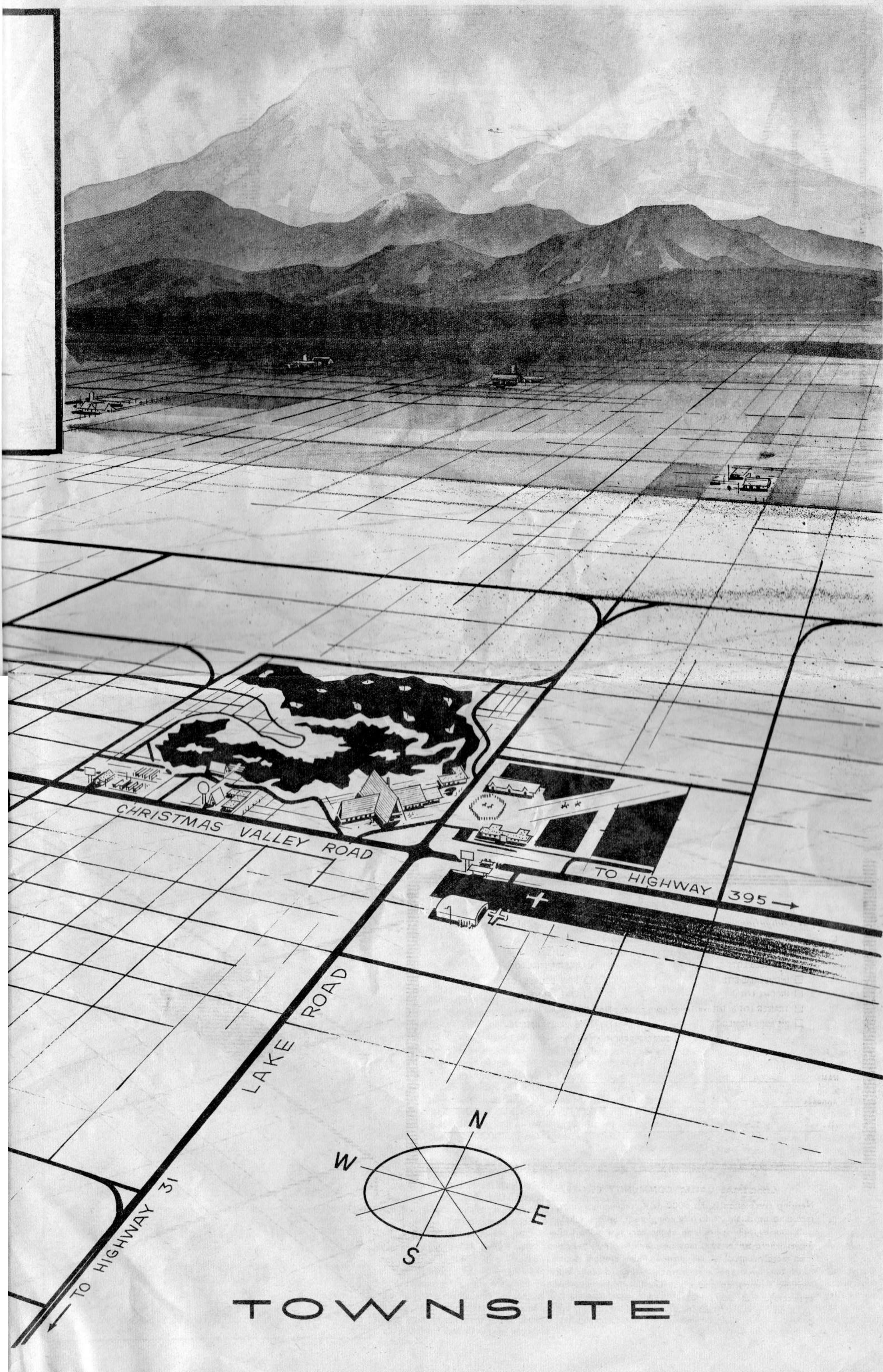
- | | |
|---|--|
| ☐ BUSINESS LOT | ☐ RESIDENTIAL LOT |
| ☐ INDUSTRIAL SITE | ☐ GOLF COURSE LOT |
| ☐ INCOME LOT | ☐ LAKE FRONT LOT |
| ☐ TRAILER LOT in DeLuxe Trailer Court on Lake Front (Deeded not Leased.) | ☐ 5 ACRE HOMESITE |
| ☐ 2½ ACRE HOMESITE | ☐ 20 ACRE RANCH |

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CHRISTMAS VALLEY COMMUNITY CENTER

Nearing completion is this 5000-acre community center, including an airstrip (already completed), lodge, 9-hole golf course, trailer park (one of the very few in the United States where trailer sites may be purchased outright rather than merely rented), store, garage, filling station, dude ranch and quarterhorse race track. (This is a preliminary architect's rendering and is not intended to be accurate or precisely to scale; actual working plans are available for inspection at the M. Penn Phillips Co.'s engineering offices.)





CALIFORNIA COUPLE FREQUENT VISITORS TO VALLEY

Here's History

(Continued from Page 1)

development of Clear Lake, which has since become one of the most popular recreation areas in all of California. During the late twenties and early thirties he concentrated on Southern California and Nevada. At one time, he owned the property in Las Vegas which is now known as "The Strip."

In the latter part of the 1930's, he turned his attention toward the then practically unsettled area of the Mojave Desert known as the Antelope Valley. Phillips built many homes and developed many pieces of acreage in the Palm-dale-Lancaster-Quartz Hill area.

During the second World War, he served as Vice-Chairman of the Southern California War Bond drives, and was the chief factor in raising four billion dollars for the Treasury Department. He received the fabulous total of a \$1.00 a year for four years for his services.

Moving his offices to Azusa after the war, Phillips sold lots for \$290 in a small town of just under 4,000 people. Today, those same lots sell for \$3,000 and better, and Azusa's population has increased to 22,000.

The Lake Arrowhead-Big Bear district was the next area to receive the magic touch of his energy and vision. He developed and sold thousands of lots in the area to people who, in turn, resold them for a profit.

Then came various home building projects in Southern California until in April, 1954, he purchased the entire township, 36 square miles, of Hesperia. It was the largest real estate transaction in California since Wrigley bought Catalina Island in 1919. The history of Hesperia since that time is well known to Southern Californians. Approximately 150 people made their homes in Hesperia in 1954. Today, the town boasts about 6000 population, has many, many new businesses, including the Bank of America, two new grade schools, 1800 homes, all utilities, and recreation facilities second to none: a golf course upon which national tournaments are played, a dude ranch, recreation club and the beautiful Hesperia Inn. Hesperia is no longer a land development. It is an established community, still growing as fast, or faster, than any other Mojave Desert city.

In 1958, Phillips purchased a 19,600 acre tract of land on the western shore of the Salton Sea, christened it Salton City, and started out to build it into the widely known recreation mecca it is today.

In 1961, he sold all his interest in Hesperia and Salton City to eastern investors and turned his attention to other areas in the western United States.

Christmas Valley, in the heartland of Oregon, is the result. Now an old hand at watching communities grow under his hand from infants to self-supporting towns and cities, he is still surprised at the rapid acceptance by the public of this, his latest development. He predicted to his associates as early as 1959 that retirement cities would prove extremely popular with older citizens, as well as younger people. Christmas Valley has borne out that prediction, and he feels that our Valley might well prove to be the most successful projects he has ever started.

Such is the history of the Christ-

Making their fifth trip to Christmas Valley in less than 3 months are Fred and Hazel Thompson of Venice, California. The Thompsons have purchased several properties in the Christmas Valley development . . . acreage, and some town lots. They intend to develop the ranch property into a cattle spread and have plans for an operation in the future to lease acreage from absentee owners for farming and cattle raising.

After each trip Fred and Hazel are more enthusiastic than ever. As Fred puts it, "We are very impressed with the future potential of Christmas Valley and the personnel of the M. Penn Phillips Company." The Thompsons plans include working with young folks to help them get started on projects in the development.

Both Fred and Hazel are ranch people. The F bar 7 Ranch, one of Colorado's largest wheat ranches, is owned and operated by Fred's family. Hazel was raised on a sheep ranch and has considerable school teaching experience.

We welcome the Thompsons to Christmas Valley and wish them luck in their ranch and town developments.

The Thompsons are very active in the Mormon Church - the L.D.S. pin he wears in his lapel has a double meaning. It not only stands for Latter Day Saints, but also for Let's Do Something.

A Mile A Day Is Goal of Road Builders

The road building crews of Project Manager Warren Morton are working toward a goal of 30 miles of roads per month on their way to building the hundreds of miles of roads eventually needed in the Valley.

About 30 miles have already been completed, Morton said, and when spring and summer arrive we should be able to continue at a much faster pace. The M. Penn Phillips Company, as developers, pay for the construction of all roads and streets, Morton continued, and we build well-engineered roads, correctly graded and strengthened with bonding agents and rock materials for great durability. Lake County has agreed to accept and maintain them immediately upon their completion resulting in the fact that property owners are relieved of future hidden burdens as regards costly road maintenance.

AREA CHILDREN IN SPEECH CONTEST

The school children of the Fort Rock School District are presently hard at work writing speeches based on Water Conservation. Two winners will be selected from the Summer Lake and Silver Lake Schools and they will give their speeches at the CV Lodge on March 15.

mas Valley Development Company. Largely the history of one man with vision and foresight and with unlimited energy. As he himself would be the first to admit, he couldn't do it all by himself. Competent men to direct the various projects are needed. Stories elsewhere in this edition of the Gazette tell of the abilities of the men who are now making M. Penn Phillips' dream of a retirement city at Christmas Valley a reality.



Responsibility for the development and building program in Christmas Valley rests with Warren W. Morton, left, Project Manager, and Harold Boyer, Construction Superintendent. And what they've done in just a few short months has been nothing short of sensational! But they claim they haven't really gotten started yet, just wait until they get into high gear. It promises well for the future of the Valley.

Meet CV Sales Mgr. J. A. Murdoch

"One of the hardest working men I've ever seen", is the accolade given to James A. (Jim) Murdoch, Christmas Valley Sales Manager by Phil Washington, General Project Manager.

As manager of the sales force of a development as successful as Christmas Valley, Jim has to work hard - sometimes seven days a week - to stay abreast of the sales and the myriad details involved.

The job of sales manager not only requires a man capable of hard work; it also requires that he know the real estate and sales field backwards and forwards. And this Murdoch does, for he brings a highly successful background in real estate sales to his present position.

He began his real estate career in 1943 with offices in Southgate, El Monte, San Gabriel and San Jose and became associated with M. Penn Phillips for the first time in 1955 at Hesperia. After Hesperia became largely sold out, Jim transferred to the California City development, and has been associated there until returning to Phillips to take over the position as sales manager for Christmas Valley.

Born in El Paso, Jim attended the Texas College of Mines, majoring in Geology and where he also played football, and the University of Texas for extension courses in Public Speaking and Salesmanship.

Murdoch's background in the sales field has been wide and varied: manager of Catering Dept. for Hilton Hotels; manager of merchandising and special events dept. for Scripps - Howard Newspapers; advance publicity for R.K.O. road shows; sales representative or supervisor for the American Tobacco Co. and the Curtis Publishing Company. He has also owned his own company, Duracraft Co, mass producing decals and point-of-purchase displays.

Jim, when he has the time, enjoys flying (a licensed pilot), music, golf, fishing, politics and getting into civic affairs. He is married, and a proud grandfather of two children of his one daughter. He and wife Gladys have made their home in El Monte for many years.

THE CLIMATE COULDN'T BE BETTER!

Christmas Valley lies at an elevation of 4300'. Averages 248 days of sunshine per year with summer temperatures between 80 and 90 degrees and winter, 25 to 40 degrees. The average rainfall is 13.27 inches.

The present static level of wells in Christmas Valley varies from 22 to 30 feet. Relatively shallow wells in the area produce 3500 gallons per minute.

Christmas Valley Brokers

TAYLOR, HAP

822 Wall Street
Bend, Oregon—EV. 2-1761
Branch Office—345 E. 3rd St. — Bend

SHALANDER, EMIL E.

2371 Westwood Blvd.
Los Angeles 64—GR. 7-4235

STEELE, HAROLD K.

(Steele and Moss Enterprises)
500 E. 4th St.
Long Beach — HE. 7-0541

STANFORD, HARRY

3rd and Main
Hesperia, — CH. 5-9602

SCHAEFFER, A. C.

7305 Van Nuys Blvd.
Van Nuys, — ST. 2-4470

DIAMOND, SIG

KLEIN, Freida M.)
1213 N. Highland, Suite 102
Hollywood 38 — HO. 6-9906

HINTON, HERSCHELL (Bill)

2516 W. Olympic Blvd.
Los Angeles, — DU. 9-9585

HIKEL, JOSEPH

432 So. Western Ave.
Los Angeles 5, — DU. 8-2491

GREIG, PHILLIP L.

7615 Firestone Blvd.
Downey, — TO. 2-9088

DAVENPORT REAL ESTATE

7366 Beverly Blvd.
Los Angeles 36, — WE. 7-3773

BUECHE, WAYNE

1717 N. Long Beach Blvd.
Compton, — NE. 9-4920

ASIN, RAY

4343 Crenshaw
Los Angeles 8, — AX. 3-2388

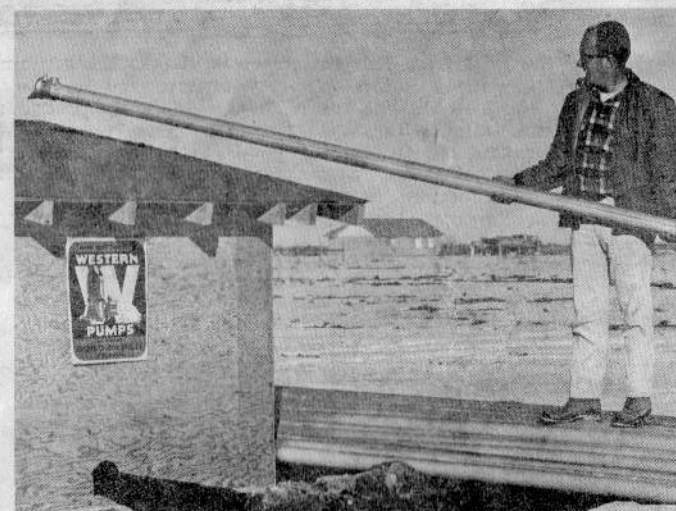
SPERZEL, JACK

1403 Garden
Glendale 1, — CI. 1-6590

EASTERN OREGON MILLS

110 E. Greenwood, Bend, Oregon

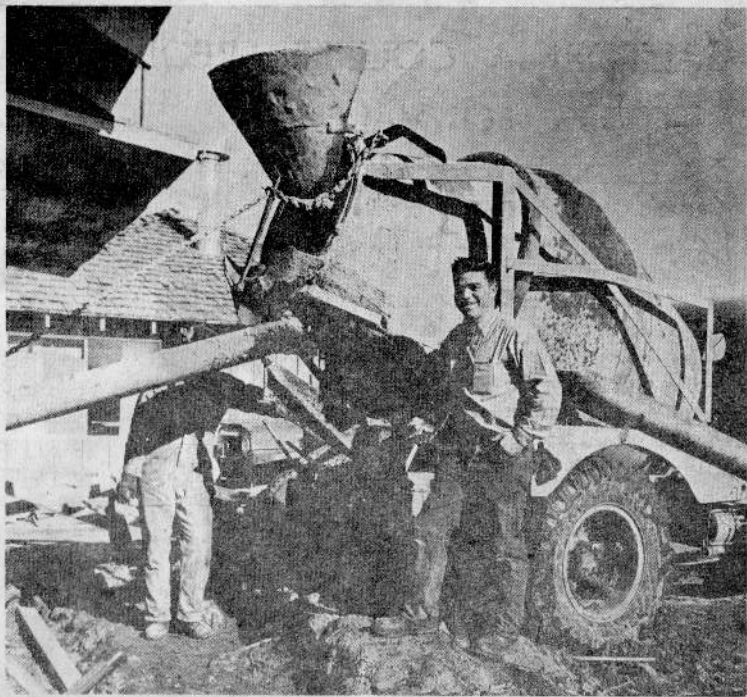
HEADQUARTERS FOR ALL FARM SUPPLIES!



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Spreaders, Fencing
Garden Supplies
and Insecticides



The sheep shown above are already an important part of the Christmas Valley's Experimental Farm Program in raising farm and grazing animals for profit. The 40 acre farm will experiment with all types of crops, including income crops, vegetables, ornamental trees and shrubs, working closely with the Oregon State College Agricultural Extension Service and the Fort-Rock-Silver Lake Soil Conservation District.



The development and building program of Christmas Valley goes on 7 days a week. These workmen are putting in a concrete foundation for still another building. Buildings are going up so fast, that the landscape changes almost weekly. And the M. Penn Phillips Company promises there'll be no letup in the building and development program to make the Valley the ideal place to live and play.

DUDE RANCH DOINGS

When you're visiting the Dude Ranch, drop in and see Ralph Fullington. Ralph has been working with horses all of his life, specializing in horse-breaking, training, packing, and organizing and handling Rodeos, races and other competitive events with horse owners.

Ralph started a pack outfit in Isham, California, in 1920 pack-

ing into the Redwood district and the Sequoia Park area. In 1942 he opened a pack operation at the head of Wallowa Lake in Joseph, Oregon, where he operated for 20 years. This facility included 75 head of horses and six pack mules. These pack trips ranged 6 to 30 miles from home base, with as many as 20 people on an individual trip.

Elk and Deer hunting trips are also a specialty of Ralph's. He worked with as many as 300 people per season and in all of his years working with horses and dudes, he has yet to have an accident. A very commendable record.

Ralph has planned barbecues, trail rides, roping events, rodeos, arrow head hunts, and many other activities for his Christmas

Valley Dude Ranch. He has horses for hire, as well as training and boarding for individuals.

Make it a point to drop in and see Ralph. He is on "tap" and is always willing to pass the time of day with horsemen, hunters and fishermen.

The following is the schedule for the Dude Ranch:

Saturday, March 17 — 9:00 a.m. leaving the Dude Ranch for approximate 8 or 10 mile ride for the purpose of Arrowhead Hunting.

Sunday, March 18 — 9:00 a.m. leaving Dude Ranch for Green Mountain.

Saturday, March 24 — Ride — go arrowhead hunting and have wiener roast at noon.

Sunday, March 24 — 9:00 a.m. —trip to St. Patrick Mountain with cookout at noon.



The arrival of the DC-3 from San Francisco is always a big moment at the Valley. Christmas Valley property owners are met at the plane by a big comfortable bus for a short ride to the Lodge and then a tour of the Valley with stops at each property owners' land. The happy owner gets out to feel the good earth, the special tang in the air on his property, the magnificent view in every direction. It's the highlight of the trip!

**Christmas Valley
Dude Ranch**

Horse Rental
Hourly Rate
\$1.50 hour
\$7.00 per day

Trail Rides
Arrow Head Hunts
Scenic Rides

Ralph Fullington
P. O. Box 41
Silver Lake, Oregon
Phone: 576-2212

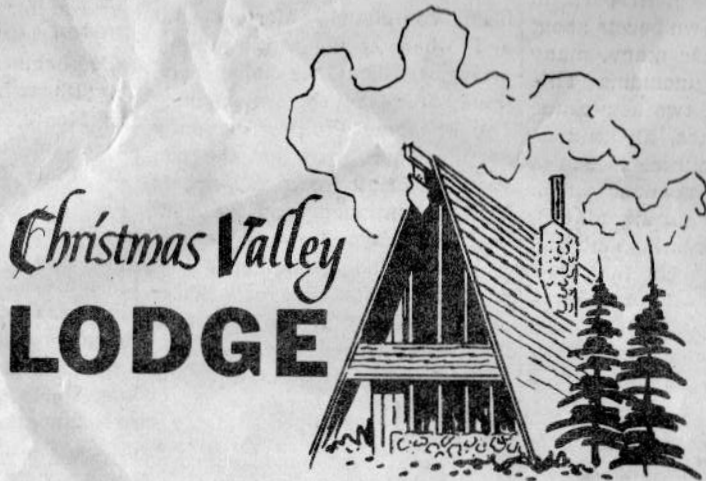
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The Huntin' and Fishin' is Great!



It's too bad the photographer didn't get a picture of this hunter's face. We bet he has a grin a mile wide. Those are geese, Canadian Honkers and just one species of upland game birds that make hunting in Christmas Valley a paradise. Pheasant, quail, chukar partridge, water fowl of all descriptions are to be found in the Valley.



The fishin' is always great in Lake County's 500 miles of fishing streams and seven large lakes. Also waiting to be caught, in addition, to the fighting trout, are bass, crappie, perch and catfish. In the nearby mountains are salmon and the fabulous Golden Trout.



This beautiful specimen of a mule deer was photographed in Lake County where 10,000 of them are taken yearly. The entire area abounds in big and little game.

Rich Varied Rewards

(Continued from Page 1)

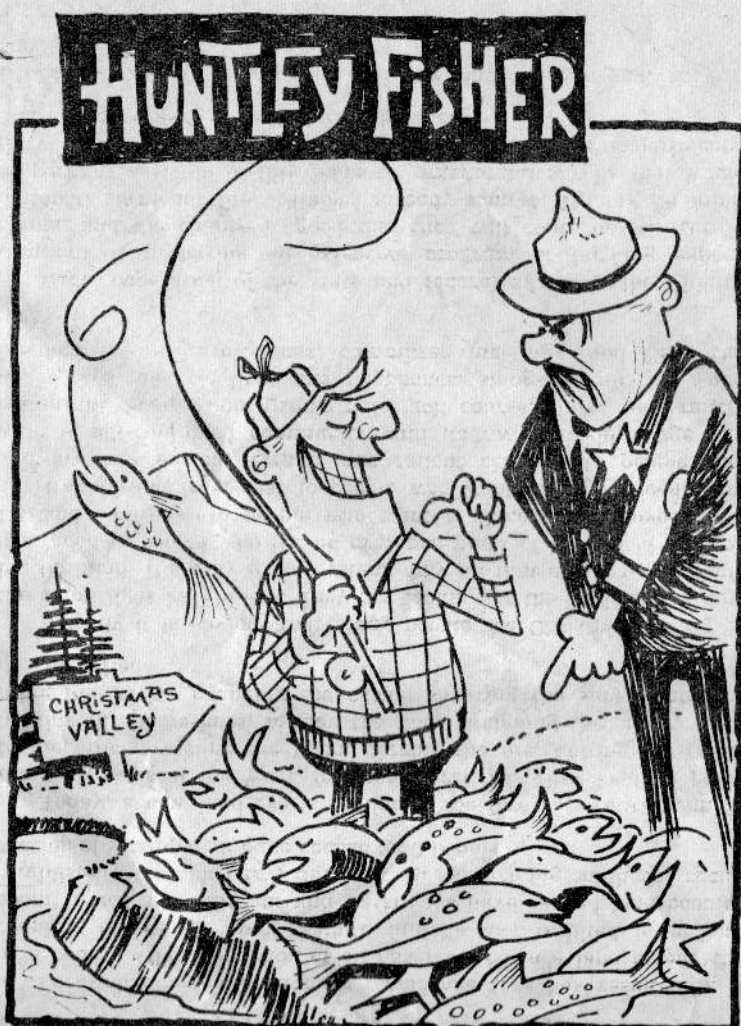
Quail hunting in our section of the state was exceptionally good last year; ducks and geese were taken in abundance. The deer season finds hunters from throughout the western half of the country converging on Lake County. Pronghorn antelope, swift as greased lightning, are taken on the plains, the black bear has recently been designated a game animal in certain areas to the west. The most majestic of North American game animals, the lordly elk, is found in the area.

The Atlantic salmon, mentioned above, was started by the Game Commission after they had received a gift of 10,000 eggs from the Quebec, Canada, Department of Game and Fisheries. In 1957, the rearing of the fish, more similar to the steelhead trout than the Pacific salmon,

was begun. Oregon's first open season last year had a successful start at Mud Lake in Deschutes County. More than 80% of these choice, new-to-Oregon fish were over 18 inches in length.

The Umpqua River is open to fishing for the largest fresh water fish in the country, the sturgeon. These fish, which have changed little since prehistoric days, grow to weights in excess of 100 lbs. and can measure 6 feet and over in length.

Hunting and fishing regulations are administered throughout the state by the Oregon Game Commission. As early as 1888, a systematic survey to obtain thorough knowledge of the state's game resources was started. The same intelligent approach continues to this day, the results of which have made Oregon's hunting and fishing opportunities the equal of any in the nation.



"THURSDAY I GOT SKUNKED, FRIDAY I GOT SKUNKED -- TODAY I'M MAKING UP FOR IT!"

WHAT OTHERS ARE SAYING ABOUT CHRISTMAS VALLEY

(As reprinted from Lake County Examiner of Thursday, February 22, 1962 Editorial by Leslie Shaw.)

THE NEW LAND BOOM

If you want to hear statements covering a wide field of opinion, just mention the local land developments; especially Christmas Valley since it is the farthest along, the most developed, most promoted and naturally the most talked about. Some see this latter day land "boom" . . . it is that, you know . . . as the best thing that could happen to Lake County; some otherwise.

Most of us could do worse than watch developments and reserve judgment. Meantime, it won't hurt us to take note that other folks . . . the developers and the land buyers . . . are putting their money on the barrel head, betting they are right; and we can hope they are.

Land promotions have written some major chapters in the history of the western United States. In fact, land has been the history of the West . . . land and its resources. The homestead laws, timber and desert claims, school and road grants, mineral claims, grazing and water rights . . . all these have written the history of the West and often they have been spurred by promotions, speculations, developments, both on governmental and private scale.

Location of a railhead near an orange tree has resulted in a land boom; wildcat location of oil has resulted in a land boom; the coupling of transportation with a millsite has resulted in a land boom; roads and railroads and waterways have caused land booms; establishment of industry, development of farming methods, reclamation of swamps, all have caused land booms.

Today, a new land use is coming to the fore . . . retirement. In the early days of the West, few people retired. They kept on going to the office, running the farm, digging the ore, cutting the trees, making the horseshoes, milling the flour, weighing the sugar, trimming the wicks, branding the cattle, shearing the sheep until the day they died. ***

Already it is obvious that many people see Christmas Valley in the same light as Phillips. They are looking at the project and buying the land. It's easy to understand why all that elbow room would look good to people who live in cramped parts of the world such as LA and environs; to people who want a place far removed from apartments and freeways; to people who want miles between them and primary nuclear targets and fallout centers; to people who want a self-contained community with its own airfield, lodge and restaurant, boating and fishing lake, golf course, store, dude ranch, water taps, electric lines and telephones, smog-free air . . . and freedom from alarm clocks, committee meetings, and Civil Defense. ***

With cooperation of the state and federal agencies, the Phillips company is preparing an extensive program of farming experiments, and the chance is good that they will come up with crops that will surmount the obstacles already named. It may be mint, or perhaps a strain of lilly bulbs or ornamental shrubs that would thrive there. Certainly we wish full success for the experiments, and we are pleased to see them undertaken.

Meantime, more power to the retirement angle, and may it succeed.—L.S.



CONSTRUCTION NOTES

As the feller says — we've had exceptional weather this winter and it has slowed our construction activities somewhat.

We are, however, right back on schedule. Jobs that are underway at the present time are the motel additions, several homes, gas station, Dude Ranch, and Experimental Farm building. I'll keep you informed of each individual job in later columns. I'd like to devote this space to our Lodge and the fellows that did the actual work. Those who have seen the building agree that it is one of the most charming buildings in Central Oregon. Every detail of the Lodge was studied very carefully and fitted into the overall picture. The net result is a building that is not only striking in appearance, but invites one to enter and relax in the informal atmosphere that radiates from every corner.

The original planning by Carlo Giuntini, Phil Burns, and Phil Washington was a very important factor in the completed product. But, I'd like to compliment some of the men who, with their tools and skill, actually built the structure.

Archie Osborne and Coy Amacker, were the lead carpenters and literally lived with the job. John Short and Owen Holmes, contributed to the fine finish work and interior structural details. Robert Judd was another important cog in the "crew." These men took a personal interest in the building of the Lodge. I wish to thank them for their fine effort and know they are as proud of "our" lodge, as I am.

HAROLD

Progress Report

(Continued from Page 1)
of Oregon, has been formed and is actively boosting the Valley at every opportunity.

The above paragraphs are, of necessity, a capsule resume of the sensational growth that has taken place in Christmas Valley in the past nine months. More detailed stories of many of the projects listed above can be found elsewhere in these pages. And remember, the men who have worked for the M. Penn Phillips Company for many years have this to say: "If you think this is something, you ain't seen anything yet!"

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