

# Golden Empire: 'Shades of the Old West'

Pioneertown, Calif., a 19th century - designed town once used as a movie set for numerous Western movies in the 1940's and 50's, is fast becoming the "capital" of one of the most exciting land developments in the history of California — the California Golden Empire. This 30-square-mile planned community is located in the high desert area approximately 120 miles northeast of the Los Angeles Civic Center and near the city of Yucca Valley. Benton Lefton, a former Cleveland developer, is head of the California Golden Empire.

One of the factors which has influenced the tremendous influx of people from all parts of the nation to Southern California involves an escape from the climatic extremes in other parts of the country. As all new residents soon learn, however, Southern California has a variety of climatic conditions which may be quite different at points just a few miles apart.

The high desert area where the Golden Empire is located has a climate that is relatively unpublicized. A typical association with the word "desert" implies that the weather, particularly during the summer months, is extremely hot and uncomfortable.

While this is true of the weather in many desert areas at sea level or below, the high desert weather is quite different.

In the high desert areas, daytime summer temperatures are usually 10 to 20 degrees cooler than in the low desert. The nights are much cooler both in the summer and winter, and the winter may bring an occasional trace of snow during the night hours. The amount of sunshine received by both high and low desert areas is about equal.

The area where the Golden Empire is located has great scenic charms in addition to its temperate climate. There are great rock formations, mountain backdrops and vistas of the valley below the high plateau. Actually only about 20,000 acres are presently considered economically feasible for development.

Single family residence sites will include 500 two-acre lots and 500 other large sites ranging in size from two to 22 acres. There are a total of approximately 15,000 building lots available.

Provision has been made for cluster homes and town houses in areas totaling 1,000 acres. Another 1,000 acres each has been allocated to shopping centers and other commercial enterprise, an industrial area and community use such as parks, churches and recreational areas. Larger parcels suitable for ranches, summer camps, and other similar uses total 8,000 acres.

The first phase in the development of the California Golden Empire includes an initial shopping facility which will be augmented by a commercial development on 10 acres. Sites for 300 trailers will be immediately available in 30 acres of trailer parks.

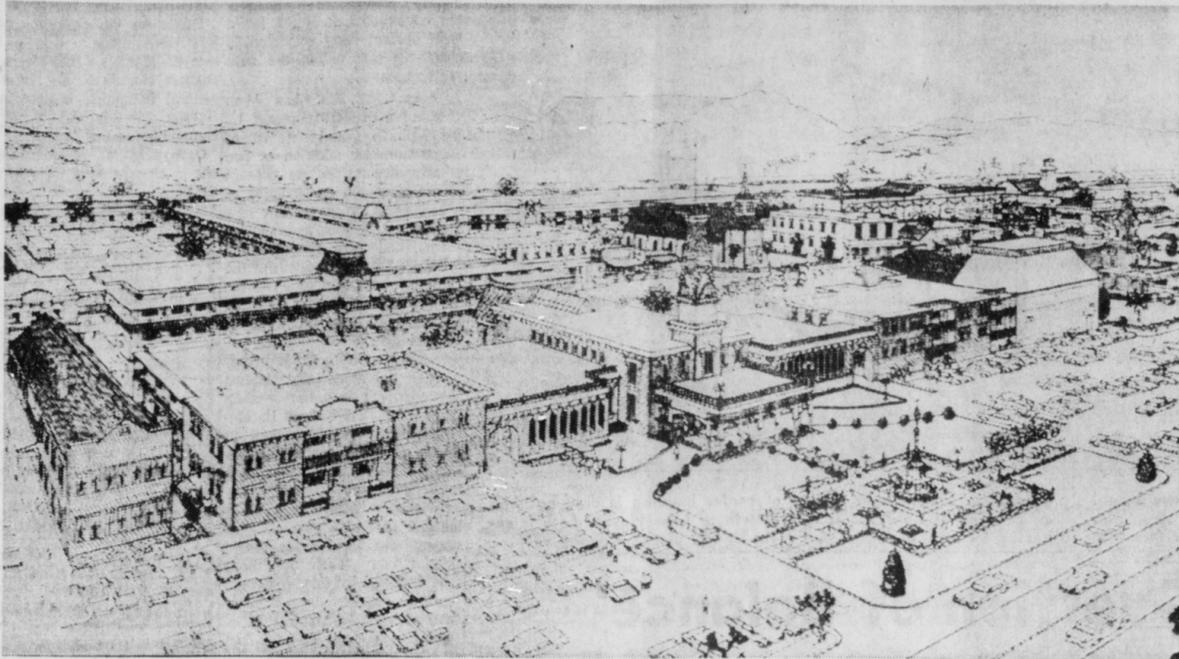
Apartments, motels, and condominium developments have been allocated 130 acres.

Provision in the first development phase is also made for 1,650 single family residence sites containing from 7,200 square feet to more than two acres.

Other sites in the first

## NICE THOUGHT

HUNTSVILLE, Tex. (UPI) — Admiration is all 547 patriotic prisoners of the Texas Penitentiary are going to get. They wanted out to fight in Viet Nam. Dr. George Beto, director of the Texas Prison System, said the prisoners asked for release so they could join the armed forces. Beto thanked the inmates for "thinking about it."



COMPLETE with a general store, trading post, jail, antique shop and even a bowling alley, Pioneertown is a feature of the California Golden Empire located near Yucca Valley. Pioneertown was founded in 1947 by a group of movie personalities including Roy Rogers and

Gene Autry to provide an authentic backdrop for western motion pictures. "Old West" motif is generally carried out through the community.

phase of development have been set aside for schools, community services, and hospitals.

However, full community facilities — churches, schools, shopping banks, an 18-hole golf course — are right now available only 4 miles away in Yucca Valley.

One of the most unusual attractions in the West and a part of the Golden Empire is colorful Pioneertown. Pioneertown was founded in 1947 by a group of

movie personalities including Roy Rogers and Gene Autry. Its original purpose was to provide an authentic backdrop for western movies. Unlike most movie sets, however, with false fronts, Pioneertown was designed as a functioning community with permanent buildings to house, feed, and provide other

facilities for the movie makers. Richfield Service Station, and a stagecoach drawn by a team of horses provides local transportation and the residents served as dressing room for movie stars on location. The town will also provide a variety of educational facilities — a museum of western history and historical pieces, craft shops of all kinds, an artist's workshop and gallery — that will effectively complement the commercial facilities planned.

For many years, the town saw the making of dozens of western film epics. In time, however, dissension and differences developed with the founding corporation and the project was abandoned as a movie-making location. This did not deter the permanent residents from wanting to conduct business and preserving the little town from a ghost town status. Spread along "Main" Street that will effectively complement Pioneertown is the Golden Stallion Restaurant and bar, a U.S. Post Office, a newspaper printery, general store, antique shop, jail, trading post, bowling alley, and other buildings, all of which look externally as if they were constructed in the 1880's. Additional commercial enterprises to be constructed include overnight or weekend visitors.

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serve both as an attraction for visitors to the area and as an educational and commercial center for the residents of the California Golden Empire.

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## 'Housing Czar' Looms for U.S.

By GEORGE J. MARDER

WASHINGTON (UPI) — A powerful federal housing official will be appearing on the scene in American cities if Congress gives President Johnson what he wants.

He will have the title of "coordinator" and authority which could make him a local housing czar. For the "coordinator" will be the local money man for HUD, the new Cabinet Department of Housing and Urban Development.

As explained by HUD Secretary Robert C. Weaver, the coordinator will be the representative of the Cabinet on the local scene, by delegation of power from the President of the United States.

He will have three tasks to perform:

**Direct HUD Work**  
To coordinate within the city to which he is assigned all HUD programs approved for that city.

To coordinate HUD programs with all other federal undertakings in the city such as anti-poverty projects, educational aids, transportation programs, and so forth.

He is to be in charge of disbursing all HUD funds going to the city for the new, coordinated attack on slums.

It is this last power, of course which gives the coordinator his real punch. The power to disburse implies the power to withhold. Either way, the money man becomes important on the local scene.

The coordinator's importance

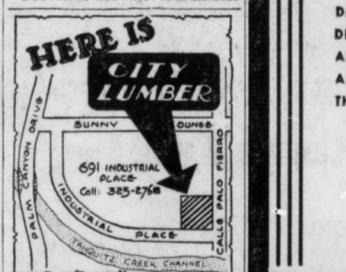
can grow as HUD expands. And HUD is just beginning.

The new department started out with only the minimum of bureaus. Into it was thrown the old Housing and Home Finance Agency, nothing more. Hence, there is no way for HUD to grow but bigger.

There have been proposals to incorporate into HUD most of the major federal undertakings having to do with cities, including a major proportion of the anti-poverty programs. And there are some privy to the national scene who predict that Sargent Shriver's anti-poverty agency some day will be absorbed by HUD.

**Anti-Poverty Arm**  
That presumably would make the local coordinator supervisor of anti-poverty as well as the housing programs.

Provision for the coordinator



## OVERLY ZEALOUS

REDWOOD CITY, Calif. (UPI) — Lionel Abernathy, 51, a carpenter, was charged with arson Thursday after he carried out the orders of fire officials to clean up his home and yard.

Abernathy sprinkled every thing with gasoline and touched off a blaze which cleaned the yard, destroyed the house and threatened a nearby church and school convent.

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## Library Dedication Set

Local officials will help open a brand new page in libraries here with the official dedication at 2 p.m. Saturday of the Francis F. Crocker Branch Library, 2555 Via Miraleste.

The public is invited to the ceremony and Open House festivities, Mrs. Donald Floan, city librarian, said.

The \$64,000 branch was opened Feb. 14 and serves Palm Springs' north end residents. It is the city's second branch.

Francis Crocker, library board chairman, will deliver a brief address and affix to the building a bronze plaque bearing the names of Palm Springs city councilmen and library

board members. Open House will be held until 4 p.m. with refreshments served in the library patio.

Mayor George Beebe, Jr., former Mayor Frank Bogert, members of the city council and civic and school officials will attend.

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