

REAL ESTATE

18 The Desert Sun

Friday, March 18, 1966
Palm Springs, California

Japan Launches New '8'

By BART KINCH
United Press International

The battle for dominance in the 8mm movie field moved into high gear recently when Fuji Photo Film Co., Ltd., Japan's largest photographic manufacturer, launched its new "Single 8" instant load movie system.

Judging by the fine cameras and projectors introduced by Fuji, the battle between Kodak's Super 8 and new Single 8 should be a close one.

Single 8, like its competitor, features a film cartridge that contains 50 continuous feet of 8mm color film. This does away with the trouble of the old 25-foot double 8 spools that had to be flipped to expose the second 25 feet. (The double 8 system actually was a 16mm film that first exposed half the film on the spool and then the remaining half when the spool was turned over.)

Less Bulky
The Single 8 Fuji cartridge is considerably smaller than the Super 8 because of a new, stronger polyester base that the Japanese company perfected. This has enabled the manufacturer to design cameras that are less bulky. The film cartridge is only a half inch thick and four inches high.

The Fujica P1, for example, is small enough to carry in purse or jacket pocket and weighs only 24 ounces.

Fuji, in introducing Single 8 to the American market, noted that "since the spring of last year we have set up our color film processing laboratories in the United States."

"During the past 11 months we have processed thousands of rolls of Fuji color film and are satisfied that our color processing in the United States is on a par with the finest available."

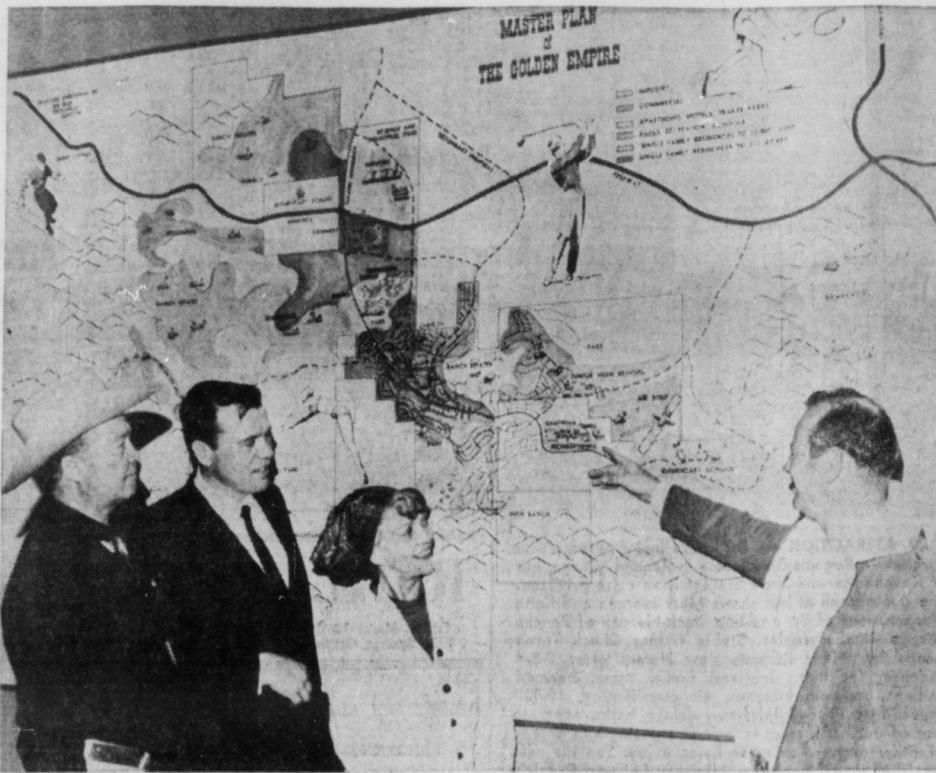
Zoom Lens
The film for the Fujica P1 and the Fujica Z1, a zoom lens model with a reflex finder, is called Fujichrome and has an ASA speed of 25 daylight. The price of a 50-foot cartridge, including processing, is about \$4.40. At present only color film is available, but other films will be marketed shortly.

In addition to the P1 and Z1 cameras, two projectors were introduced: the Fujicascope M-2 and the Fujicascope SM-1. The M-2 is a silent machine with automatic threading and push-button operation. The SM-1 is a sound projector.

But if you have a projector that accommodates Super 8 films, it can also be used for projecting Fujichrome. Likewise, the M-2 and the SM-1 can be used for projecting Super 8 films.

As for prices, the Fujica P1 camera, which has a 11.5mm fixed-focus f-1.8 lens and is battery operated, sells for less than \$80. The Fujica Z1, with a zoom lens from 9.5mm to 29mm and a speed of f-1.6, is about double in price, or \$160. The Z1, of course, has other refinements such as film speeds of 18 and 24 frames per second, single frame, and provision for remote control. It, too, is battery operated.

We will have more to say about the Fujica cameras in future columns.



EARLY BUYER — William P. Patrick, candidate for the Republican nomination for governor of California, looks at the Golden Empire master plan with, from left,

Bill Van Wyck, Golden Empire tract manager; Joan Hayes, prominent high desert property owner; and Earl Plumley, tract sales manager.

Golden Empire (Pioneertown) Reports Big Response in First 90 Days of Land Sale

Preliminary sales reports received by Benton Lepton, head of the California Golden Empire, indicate that 50 per cent

of the available lots developed to date in the first phase of this 30-square-mile planned community has already been sold on a

reservation basis—less than 90 days after the development was announced. One of the buyers is William P. Patrick, a candidate for the Republican nomination for governor of California.

Public response to the California Golden Empire, located in the high desert 120 miles northeast of Los Angeles near Yucca Valley, has been described as overwhelming. Each weekend thousands of people have been visiting Pioneertown, the "capital" of the Golden Empire and scene of scores of Western film epics. And these people are buying Golden Empire property. The beauty and obvious growth potential of this high desert development are combining to effectively "sell" this California Golden Empire to many people. William Penn Patrick, 35-year-old GOP gubernatorial can-

Teenagers Seen Buying Homes in Years Ahead

Will the nation's home builders be selling to teenagers in the years ahead?

Could be, says the Tile Council of America, mindful that half of the people living in the United States at the end of this decade will be under 25 years of age. The trade association of the nation's ceramic tile manufacturers, who supply an important building product for new homes, cites a continuing drop in the age of homebuyers as an indication of this possibility. FHA recently reported that the average 1965 FHA homebuyer was 33 years old, younger than ever before.

Younger buyers plus the apparently continuous rise in standards of living may spell many changes in the appearance of the nation's homes, the Tile Council says. More custom-built homes with less conventional designs seem to be the likeliest result of the trend, the Tile Council figures.

Increased variety in styles as well as in the individual building components has been evident in new home construction since the end of World War II. Ceramic tile itself has had many

face liftings in that period and now boasts over 300 different colors, sizes and shapes for walls, floors and counter-tops. Once in demand for its durable characteristics, it is now also valued for its decorative possibilities.

Greater changes at a faster pace are in store for home builders and buyers alike, the Tile Council says.

A U.S. dollar bill has an average life expectancy of 18 months in circulation.

Executive Buys Home

An executive of the Purex corporation this week purchased a house in Palm Springs that won't be a home for another few months.

The house, located in the Mesa tract is being constructed by Press & Press custom builders and the day the house was purchased only the cement foundation had been poured.

The couple, Mr. and Mrs. Ted Swain of Los Angeles, came to Palm Springs specifically to purchase a new home. They

found a home on El Alameda that they liked, but the location was not right for them.

It was just a matter of an hour before Press & Press showed the Swains the Mesa tract site, and both immediately fell in love with it.

The house was purchased in record time and in a few months the home can be moved into. Press & Press are building

several homes in the Palm Springs area, all on new lots, and none in new tract areas. The company will build to their plans, designed by well-known architects, or by the customers plans on any specific lot.

Today's average American lives 22 years longer than in 1900.

ADVERTISEMENT

CALL US... WE'LL CALL YOU

First, you tell us your needs, like a new bedroom, family room, or den. Instantaneously, **ALLIED BUILDERS** come running—like wow! Phone FI 6-9203, where one contract covers everything.

NOW! 2 POOLS IN ONE!

A QUALITY SWIMMING POOL PLUS A SPECIAL THERAPY AREA WITH THE FAMOUS JACUZZI WATER MASSAGE SYSTEM—PHONE NOW!

Sun Spa Pools

Harold Susman, President
Locally Owned & Operated

PHONE: 328-4191
67-795 HIGHWAY 111
PALM SPRINGS

WE RECOMMEND
LAARS
world's finest pool heaters

Builder's Sacrifice

17.7 Commercial ACRES

With 816 Foot Highway Frontage
HIGHWAY 111, TAMARISK-THUNDERBIRD AREA, IMMEDIATELY ACROSS FROM 100 MILLION DOLLAR DEVELOPMENT

\$25,000 per acre

CHOICE PROPERTY — R-3

4 Unit 2 Bedroom, 2 Bath Model Completed
38.5 Acres R-3 at \$10,000 per Acre

— WILL DIVIDE —

MUST BE SOLD!

WILL CONSIDER LOW DOWN—PRE-PAID INTEREST ON TRADE!

SEE MR. MILLYARD OR MR. SVOBODA

SKY MOUNTAIN

69-825 HIGHWAY 111

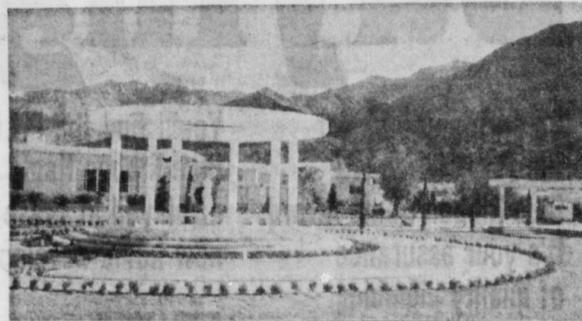
(714) 328-3188

(213) AT. 2-8471

P.O. BOX 1389

• PALM SPRINGS, CALIF.

thinking about RENTING?



"NOW YOU CAN LIVE IN LUXURY FOR LESS THAN YOU THINK!"

"Absolutely Beautiful!"

RENT BY THE WEEK, MONTH, 6 MONTHS, OR YEARLY
ELEGANTLY FURNISHED 2 BEDROOM OR 2 BEDROOM AND DEN, 2 BATHS OR BY THE YEAR UNFURNISHED—CARPETS AND DRAPES INCLUDED

Completely Heated and Refrigerated

Large Heated and Filtered Pool

Large Hot Therapeutic Pool

Fine Recreational Area

Landscaped Beautifully

Situated in Palm Springs' Smartest Residential Area

Convenient to Everything

Truly Gracious Desert Living

• **MODELS OPEN EVERY DAY INCLUDING SUNDAY** •

Drive Straight Up South Palm Canyon Drive to Avenida Granada — Turn Left One Block

SEE THEM NOW!

Villa Roma

EXCLUSIVELY, LEVY ASSOCIATES

Real Estate—Homes—Lots—Commercial—Income—Acreage

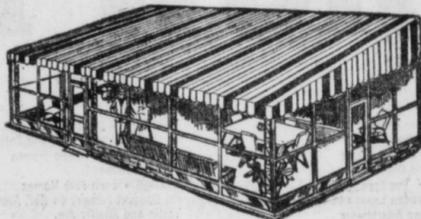
TELEPHONE: 324-3456

Courtesy to Brokers

Member Palm Springs Board of Realtors

DON'T

Buy a Patio Like This!



Until You Price Ours!

FACTORY SHOWROOM
Open Daily 9 A.M. to 6 P.M.

Air-Kool is San Bernardino's oldest and most reliable aluminum awning and patio manufacturer. **WE WILL NOT BE UNDERSOLD IN THIS AREA.** ALSO — our financing plans can't be beat — no payments until Sept. '66! (on approved credit). Free Estimates!

Our Engineers Will Call on You, Evenings and All Day Saturday and Sunday, for Free Estimates

325-3035



PATIO CENTER OF SAN BERNARDINO

24599 E. BASE LINE — OPEN 7 DAYS A WEEK!



Whitewater Canyon Rock Co.

LOCATED ON HWY. 60 AT WHITEWATER

PHONE 325-2747

SHERWIN-WILLIAMS
A-100 LATEX HOUSE PAINT
NEW KIND OF BEAUTY AND PROTECTION FOR YOUR HOME



The perfect house paint for wood and masonry homes

212 SO. INDIAN AVENUE
PALM SPRINGS
Phone 324-3347