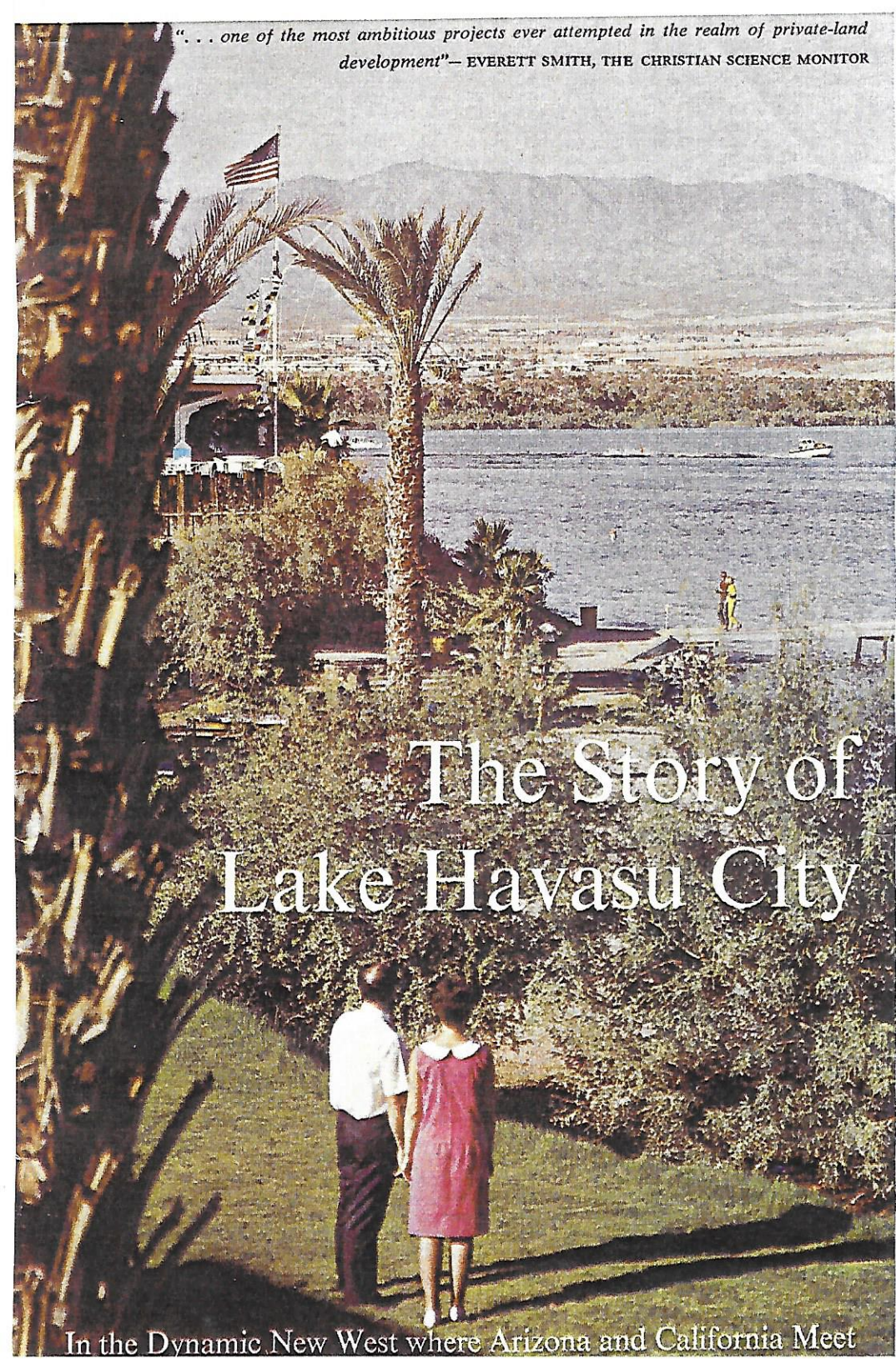
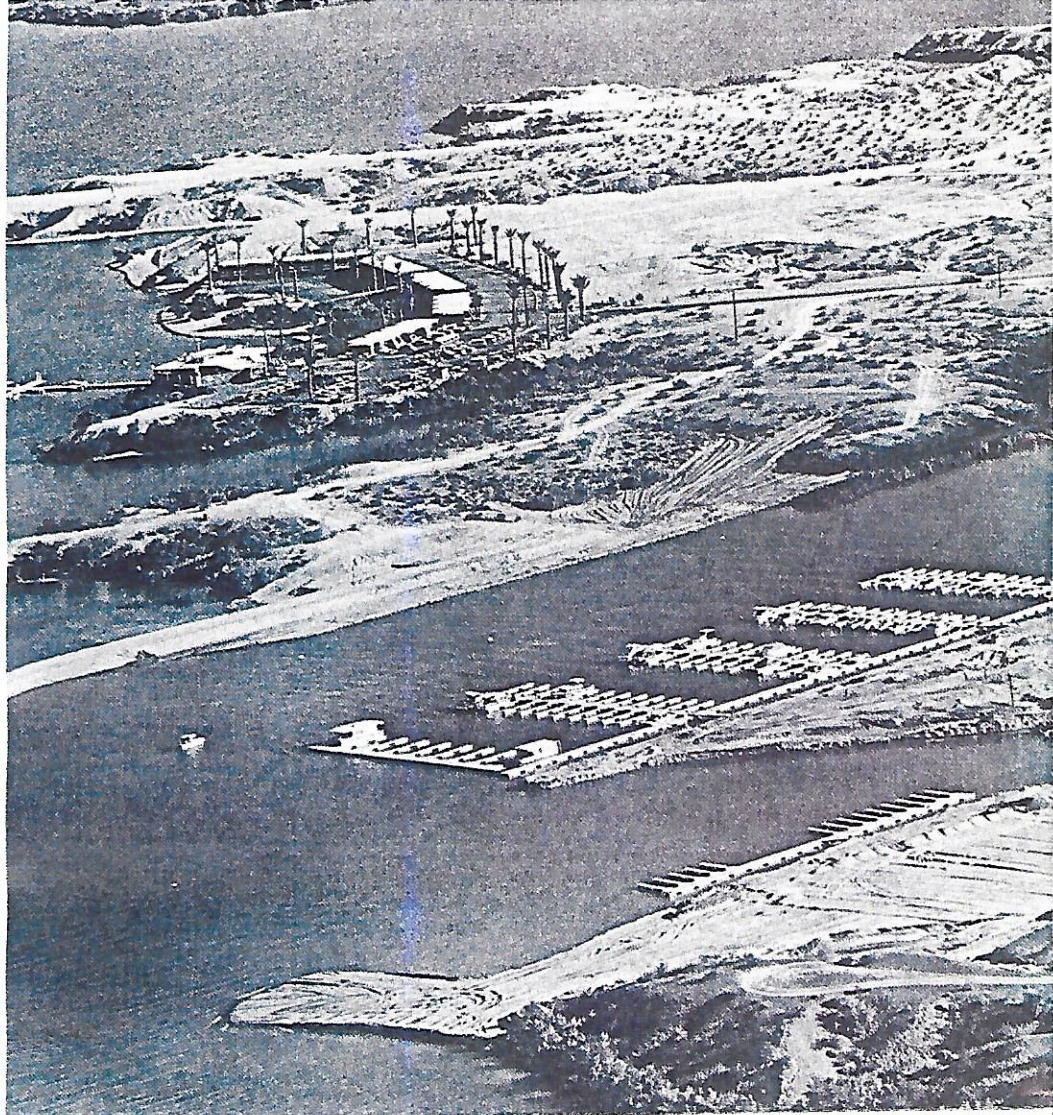


"... one of the most ambitious projects ever attempted in the realm of private-land development"— EVERETT SMITH, THE CHRISTIAN SCIENCE MONITOR



The Story of Lake Havasu City

In the Dynamic New West where Arizona and California Meet



All scenes presented here were photographed at Lake Havasu City



Lake Havasu City, Arizona — within the triangle formed by Los Angeles, Las Vegas and Phoenix—is ideally situated to benefit from today's massive population shift to the Great Southwest.

On the shores of Lake Havasu a wonderful new City is born — and

The Big Story is Water

. . . the Key to Modern Western Development

Water, water everywhere — miles and miles of water — water in such abundance that it thwarts the imagination! That's the big story, the unique story, of Lake Havasu City.

Located on the border between Arizona and California, Lake Havasu is the strapping offspring of the West's mightiest waterway — the great Colorado — which meanders for hundreds of miles through granite canyons and sandy valleys, its ancient fierceness now tamed by a series of giant dams. One of these — Parker Dam — is responsible for the dramatic creation of Lake Havasu, in 1938.

*Lake Havasu Serves 10,000,000
People*

Stretching northward for 45 miles, with a maximum width of three miles, the lake covers a total area of 39 square miles. Superbly clean and sparkling blue, it is the source of the largest domestic water supply in the United States, serving 10,000,000 people in Southern California with a billion gallons of water a day. This it does, without strain or ripple. There are no undercurrents, and

water temperatures are mild throughout the year.

The Indians named it Havasu: "Land of the Blue-Green Waters". And it is this water — together with the spectacular growth of homes, industry and commercial development — that makes Lake Havasu one of the most promising areas of opportunity in the entire West!

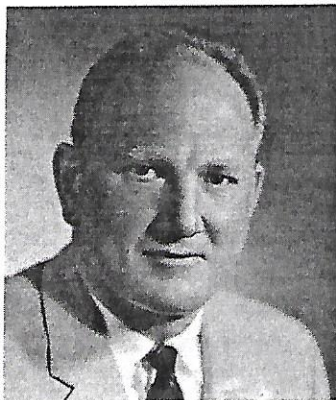
As for domestic water, Lake Havasu City has its own water system, controlled by the Lake Havasu Irrigation and Drainage District, a legal entity formed under the laws of the State of Arizona. The District already has developed seven domestic wells, capable of producing 5,500 gallons per minute — adequate to supply 55,000 persons based on the consumption of 144 gallons per day per person. Additional well potential indicates an abundance of water to provide for any anticipated need.

Lake Havasu City is not yet an incorporated community, and thus the Lake Havasu Irrigation District represents the City's local government agency and is responsible for the water system.

"Water . . . abounds in Lake Havasu City . . . 22 miles of shoreline, almost as much as that of Chicago on Lake Michigan"
— NEW YORK HERALD TRIBUNE



Here is a portion of the great peninsula where, in 1958, McCulloch Corp. built the marine testing center (foreground) for McCulloch Outboard Motors.



Robert P. McCulloch

How the City Began

An American Industrialist Turns a Dream into Reality

Seldom does a man have the opportunity to build a city, especially a city of such stature that the experts declare it will become one of the largest in Arizona! That is the good fortune of industrialist Robert P. McCulloch, a man who is accustomed to turning dreams into reality.

After establishing an industrial empire in the midwest, he moved West after World War II to participate in the development of America's dynamic business frontier.

In 1946 he acquired property in Southern California for \$15,000 an acre; he resold some in 1962 for \$300,000 an acre! And products flowed from his modern factories that brought world fame to the McCulloch name. Among the products, McCulloch Chain Saws and McCulloch Outboard Motors.

Water is the Key

In 1958 he began a new search — for WATER. Water to enable him to test his motors under the best possible conditions. He chose the Colorado River's scenically-beautiful Lake Havasu, because the surrounding mountains provided wind protection and the deep, still bays made snug harbors. There he established a fully-equipped testing area, an elaborate boating marina and a 100-unit mobile home park.

Now the big dream began. Said McCulloch: "This beautiful land is the best place to work and live that I have ever seen." And to make it possible for others to enjoy it too, he decided to build Lake Havasu City.

McCulloch, knowledgeable in land and land values, was a developer of the luxurious Eldorado Country Club and Estate Homes near Palm Springs, California. He looked to Lake Havasu City as . . . "a Palm Springs with the added advantage of an incomparable lake."

To provide the City a solid economic base, McCulloch announced that as his world-wide industrial empire expanded, its new plants would be erected at Lake Havasu City.

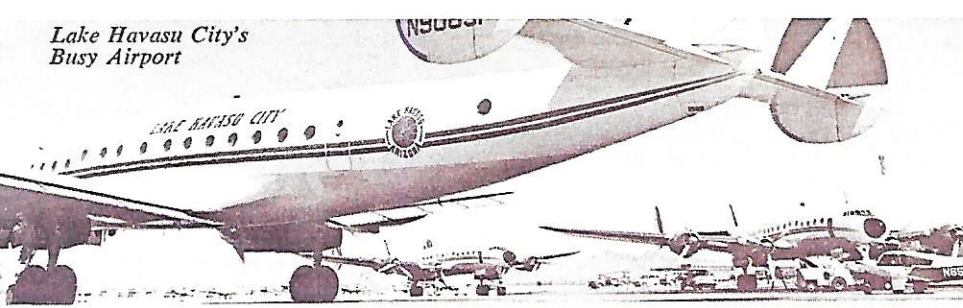
Over \$23 Million Spent in Development

On August 2, 1963, McCulloch Properties, Inc., purchased at public auction from the State of Arizona the only city-size parcel of land available for private development adjacent to Lake Havasu. Together with land already owned, the site of new Lake Havasu City comprises 16,520 acres.

Immediately, hundreds of planners, engineers and construction workers began the creation of a city. By the time Lake Havasu City was just 30 months old, more than \$23 million had been invested at the City in homes, apartments, businesses, construction, engineering, recreational facilities, and other improvements.

McCulloch then was able to announce:

"Lake Havasu City has been transformed from a dream on a drawing board into a thriving young community. For me, it has been supremely rewarding and exciting to watch and take part in the vigorous growth of our City."



The "Perfect City"

Master Planned by a Master Planner

Once he had made his decision to build Lake Havasu City, McCulloch was joined by C. V. Wood, Jr., who took over the job of directing planning and construction of the City.

A noted planner, Wood filled a similar role in the development of Disneyland, which he also managed in its formative years.

Basis of his unique "Master Area Utilization Plan" is the three degree upward slope of the land from Lake Havasu's shoreline, a condition which gives every property a view of lake or mountains. A 15-foot residential height limit has been established to protect this view. Streets are wide and gently curved to provide additional vistas.

Another protection of natural beauty is assured by the fact that all 22 miles of the City's lovely beaches and shoreline will never be privately owned and will remain accessible to every resident and property owner of Lake Havasu City. In addition, the Department of the Interior has leased 13,000 acres of Lake Havasu frontage adjacent to the City to the State of Arizona for development as a state park and recreation area.

Projected Population of 60,000

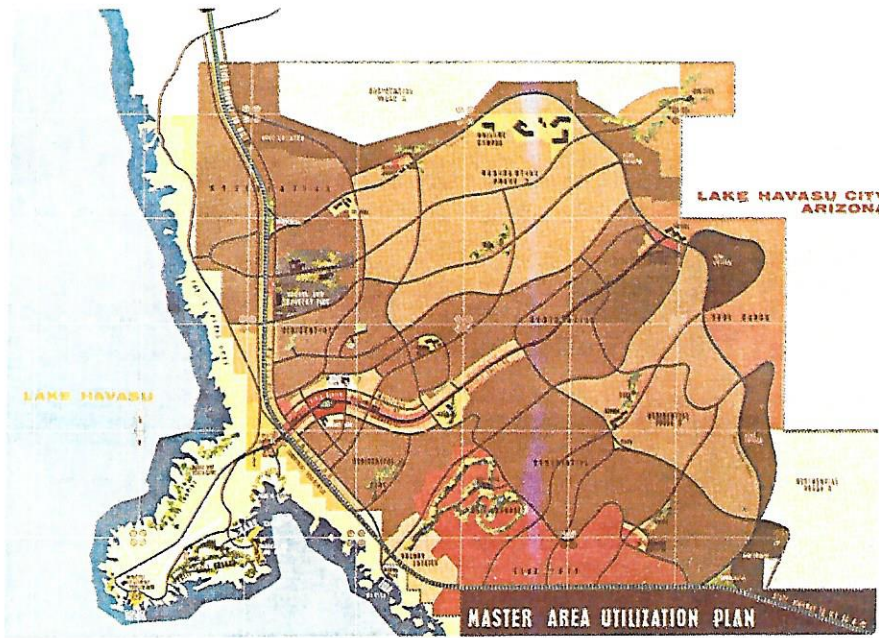
The City's hub has been planned to serve 10,000 to 15,000 persons as a shopping center. The Civic Center, to be generously landscaped, is to be its focal point. Outlying neighborhood shopping areas will support 40,000 to 50,000 persons in the ultimate projected population of 60,000.

This population projection is based on 50 per cent industrial employment, 25 per cent service employment, and 25 per cent recreation-active retired.

Schools and churches are integral parts of the area utilization plan, as are basic and luxury services, residences and businesses. For orderly development of the City, the needs for golf courses, parks, multiple dwellings, library and hospital have been taken into account.

Here, indeed, is a fully-planned city, a city—to quote The ARIZONA REPUBLIC—"planned for permanency from the water mains up." A city which the planners say could parallel the growth record of a Phoenix or a Palm Springs, with the additional advantage of the famous blue lake.

"The site is literally a natural, and no amount of earth-moving or man-moving in the next 20 years can destroy it" — LOS ANGELES TIMES



TOTAL AREA: 16,520 acres – 26 square miles – the City's 22 miles of shoreline reserved for public use.

LAND USE PLAN INCLUDES:

COMMERCIAL – 400 acres, for downtown and neighborhood shopping centers. **MULTIPLE DWELLING** – 750 acres, for apartments and hotels. **INDUSTRIAL** – 320 acres, Science and Industry Park for light manufacturing. **RESIDENTIAL HOMESITES** – 9,300 acres, from 10,000 square feet to half acre. **RESIDENTIAL ESTATES** – 1,750 acres, for Golf Club homesites, Marina estates, acre estates. **SPECIAL PURPOSE PROPERTIES** – 2,800 acres for Civic Center, parks, churches, hospital, schools, roads, airport. **RECREATION** – 500 acres for marinas, camping areas, beaches, golf courses, dude ranch, gun club. (NOTE: Acreage figures are approximate.)



C. V. Wood, Jr., Executive Vice President of McCulloch Properties, Inc. Since merging his Marco Engineering companies with McCulloch Properties, Inc. in 1961 the company has built and successfully operates the Lake Mead Marina, largest of its kind in the world.

Multi-Million-Dollar Land Project Opens to Public

Huge Airport, beautiful Lake Havasu Hotel, Nautical Inn, and Mobile Home Park accommodate first visitors

LAKE HAVASU CITY AIRPORT — a former Army Air Force facility on the City's peninsula—has one 6,500-foot runway, paved for 5,500 feet and lighted, which can accommodate all planes, excepting the largest jets; plus a 6,800-foot runway. Also included are a reception center, Unicom and airport advisory. It is Arizona's fourth-busiest civil airport.

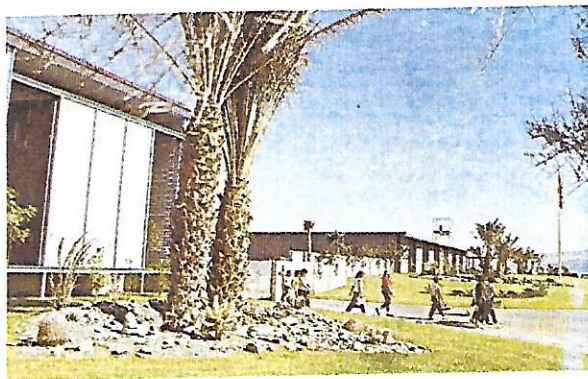
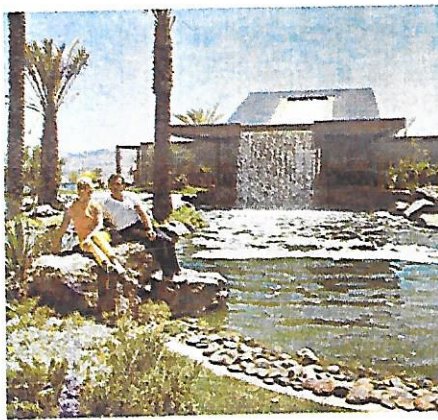
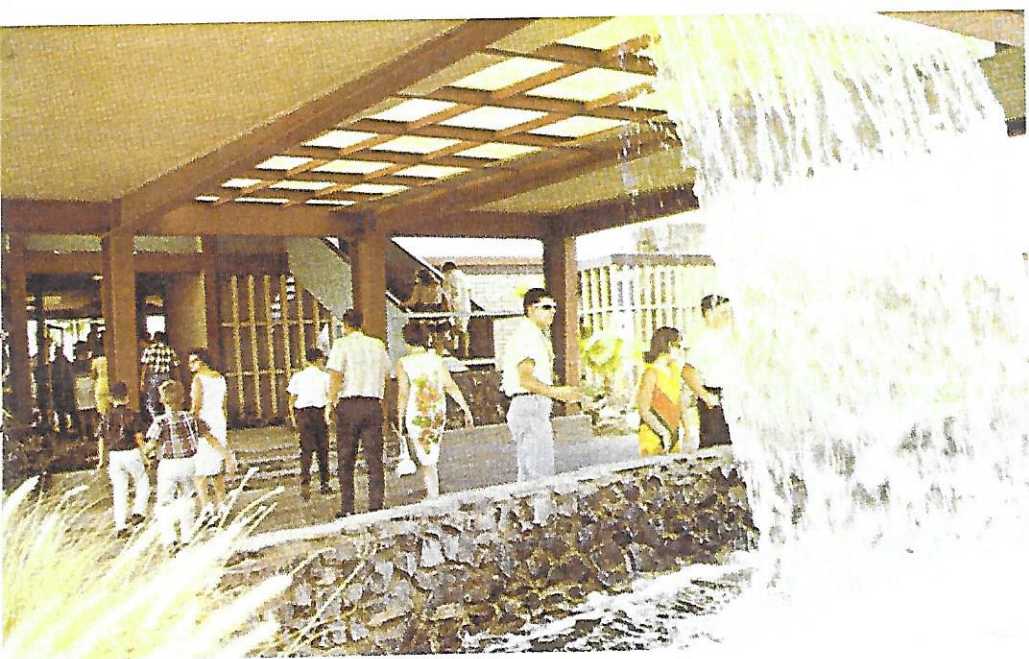
LAKE HAVASU HOTEL offers a splendid view. Strikingly modern dining rooms overlook the lake and City, and a spectacular waterfall flows over the roof and entry at the rate of 2,500 gallons a minute. Flowing water and glistening lagoons dot the elaborately-landscaped grounds.

NAUTICAL INN, \$500,000 resort motel, overlooks Thompson Bay. Each guest room has a private "flying bridge" above the palm-lined beach. Dining room, cocktail lounge, general store in main building. Dock facilities available to guests.

LAKE HAVASU MOBILE HOME PARK is located on the City's peninsula. In the center is a completely appointed lounge, pool and service facilities. Strikingly designed in a circular formation, the park was originally used as temporary housing for McCulloch industrial and construction workers.



The Nautical Inn on beautiful Thompson Bay.

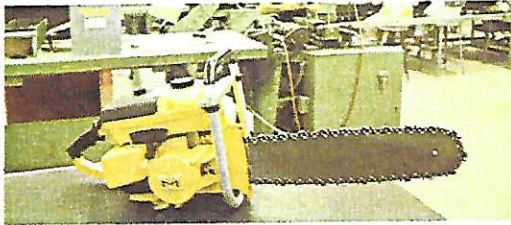


Above, the entrance to the Lake Havasu Hotel, typical of the functional beauty exemplified in Lake Havasu City architecture. Above left, the airport administration building, nerve center for Arizona's fourth-busiest civil airport.

McCulloch Corporation employees leave the modern manufacturing facility for their homes only minutes away.



Industry — backbone of the City's economy — provides steady impetus for growth. Three units of the McCulloch Corporation industrial facility are already in operation.



These photographs show one of the working areas of the McCulloch factory and heavy equipment being installed. The world-famous McCulloch chain saw is also pictured.



Industry Moves In to Provide Solid Growth

... dynamic foundation for continuous progress

True to his original intention, Robert P. McCulloch has expanded his growing industrial empire to Lake Havasu City, and will continue to do so as new facilities are required by McCulloch Corporation.

Three buildings of an 80,000-square-foot industrial complex, representing an investment of more than \$1.5 million, are now in operation in the new City. The first unit of the plant started production of chain cutting devices in October, 1964. Since the completion of two other units in the complex, heat treating, coil assembly production and stamping operations have been added.

This industrial facility is an integral part of the McCulloch world-wide industrial complex. In addition to being the world's largest manufacturer of chain saws, and third largest manufacturer of outboard motors, McCulloch Corporation also produces lightweight portable welders, champion Kart engines, drone engines and other products.

The presence here of industry, with employees working two regular

shifts and drawing regular salaries, not only provides the vital foundation for community growth, but also, in this case, a degree of uniqueness.

Many so-called "fully-planned communities" optimistically set aside sections for FUTURE industrial growth. All too often these sections remain mere labels on a map because industry does not come automatically to a city.

But Lake Havasu City STARTS with industry and recreation and services — and millions invested in the development by McCulloch Properties, Inc., and by new residents and businessmen of the community.

Industry's Future Here

The planners of Lake Havasu City have emphasized that its growth will not depend solely on the McCulloch industrial complex. A 320-acre Science and Industry Park for light manufacturing has been established, and new industries are being sought.

Rarely in the history of the west has a new-born city offered opportunity in so many forms!



Valley National Bank reports: In such areas as Lake Havasu City, home building costs are from 25% to 35% under costs in cold-weather climates.

Lake Havasu City Today

Spectacular Growth Creates West's Most Promising Land Opportunity

Growth here is phenomenal! Benefits of climate, recreation and industry have attracted hundreds of permanent new residents. Homes and apartments rise like magic, while bustling commercial enterprise keeps pace. Vacationers by the thousands arrive to see what it's all about, and to fish, boat and swim in blue Lake Havasu.

In the first 30 months of development, permanent residents exceeded 2,000 and nearly ninety commercial enterprises were attracted to Lake Havasu City. These private businesses, including building contractors, invested nearly \$6 million in their enterprises!

What does it all mean?

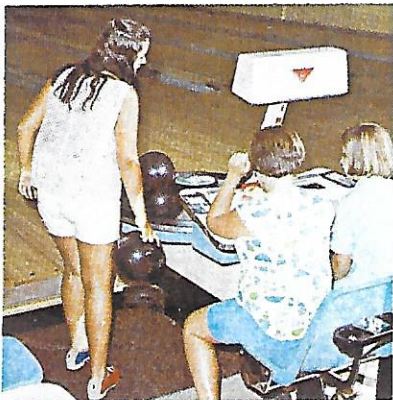
It means that all the exciting things the nation has heard about this amazing City are true.

"It means," says Robert McCulloch, "we have done exactly what we said we would do . . . All of our major goals to date have been completed on schedule or ahead of schedule. Yet we've only begun. It is our intention to make Lake Havasu City one of the finest, most attractive, and most modern cities in the West."

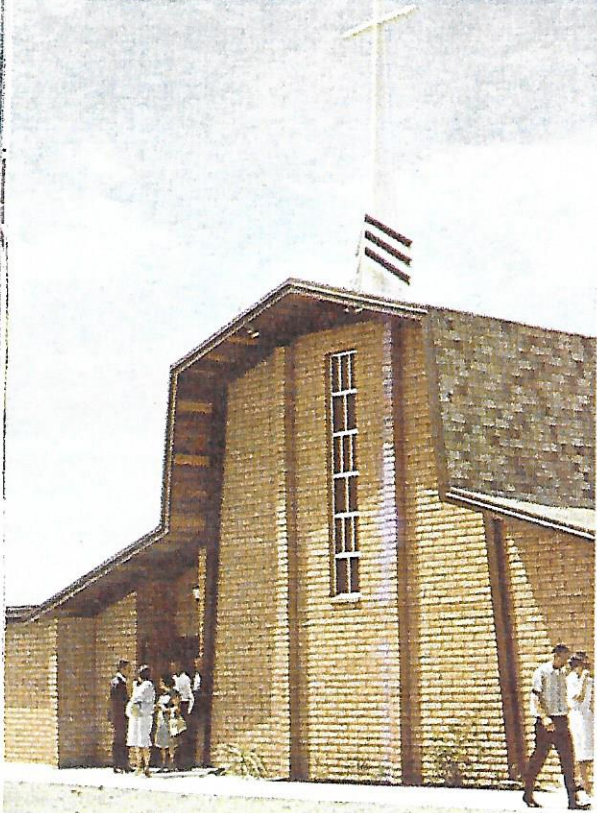
Why not plan to share in this growth? Whether you buy property to use now or whether you acquire it for later use, we promise that the wonders and beauty of this new City will quickly capture your heart!



New construction is the dominant theme of the changing Lake Havasu City landscape. From apartment complex to lumber yard, swimming pool to bowling alley, Lake Havasu City grows by leaps and bounds . . . for the GOOD life.



By the time Lake Havasu City was just 30 months old, over \$23 million had been invested here in homes, apartments, businesses, construction, engineering, recreational facilities, and other improvements – AN INVESTMENT WHICH HELPS MAKE LAKE HAVASU CITY PROPERTY GROW IN VALUE.



Four religious denominations already hold regular services in Lake Havasu City.

An elementary school opened in the fall of 1964. More classrooms and teachers were added to meet increasing student enrollment for the 1965-1966 and the 1966-1967 school years.

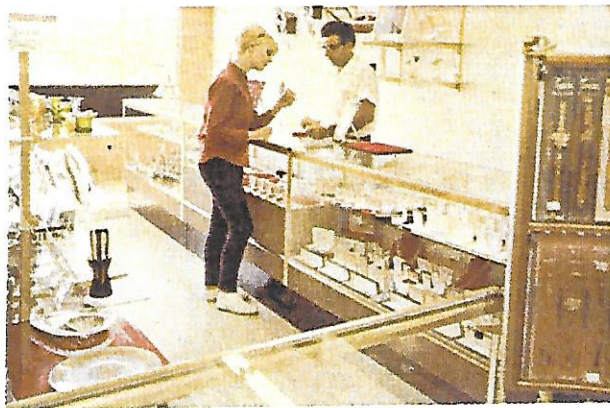




The Arnold Plaza Shopping Center — present hub of the City's commercial development — is built around a mall. It already has gone through an expansion phase.

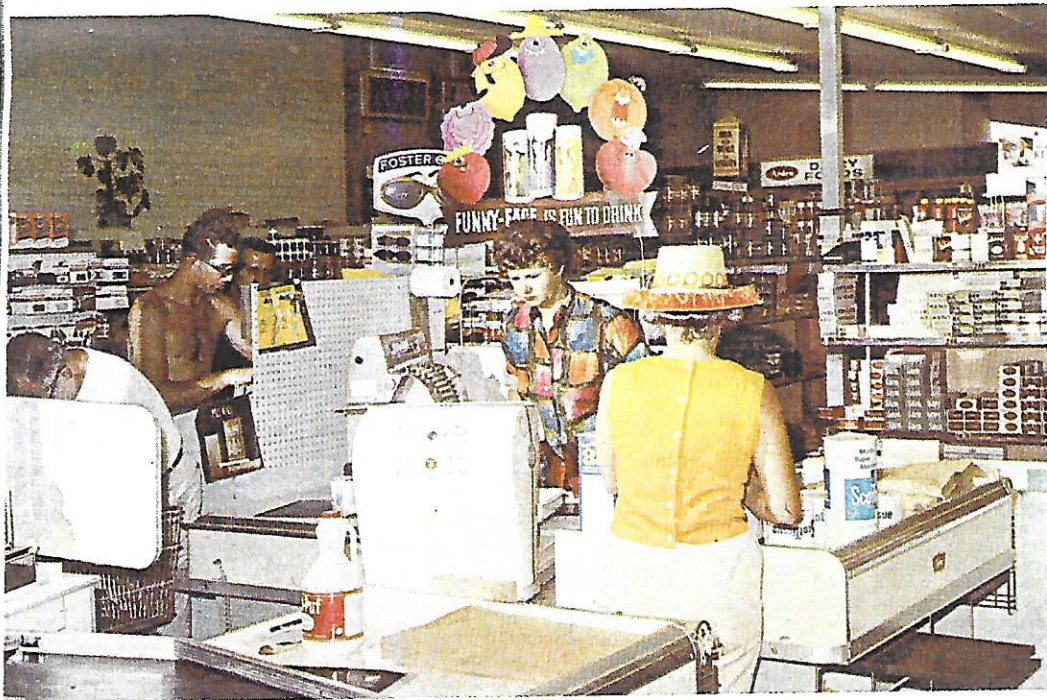
The Lake Havasu City branch of the Valley National Bank (below and left) recorded a 112% rise in savings accounts during its past fiscal year.





Arnold Plaza also includes a supermarket of the Claypool market chain, pictured below (one of two Claypool stores in the City); a jewelry store with watch repairing service, upper right; and a fashion shop, at right.

Other tenants include a beauty salon; a barber shop; a laundromat; Transamerica Title Insurance Co.; an insurance broker; an accounting service; a resident physician and medical clinic and others.



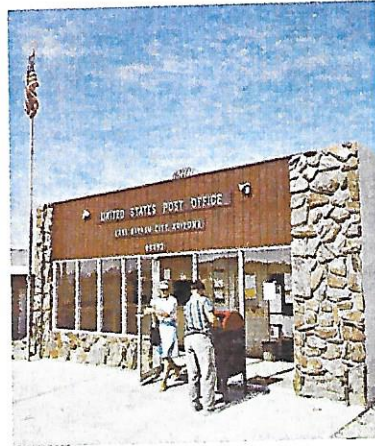
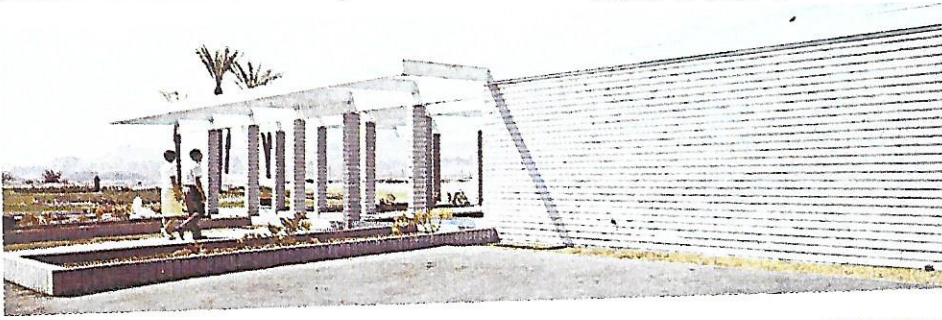
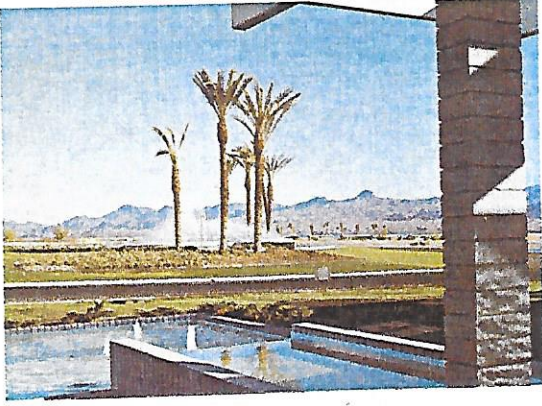
The beautiful Wheeler Memorial Park and Fountain (left), focal point of the master-planned civic center.

Municipal services, headquarters in the new civic center building (upper center), are provided by the Lake Havasu Irrigation and Drainage District.

Over \$2.5 million has been invested in equipment and inventory (lower center) by the City's contractor and materials suppliers.

City trucks (bottom left) loading at the Lake Havasu City warehouse.

The permanent Lake Havasu City Post Office (bottom right), has moved to larger quarters.



“... water to attract thousands annually for water sports, water to give birth to a new Arizona community named Lake Havasu City (what a city it is and what a city it will be!) . . .” — ARIZONA HIGHWAYS Magazine

The Good Life at Lake Havasu

Author Charles C. Niehuis, writing in the nationally-distributed pictorial magazine, *Arizona Highways*, predicted that the Lake Havasu City area “will equal those of Southern France, or the sunny shore of North Africa, or our own Caribbeans.”

He was referring to the exceptional recreational advantages of this favored area, with fishing, swimming, skiing, boating and camping that are second to none.

FISHING — It’s year-round and challenging. The lake abounds in striped and large mouth bass, crappie, bluegill, channel catfish and rainbow trout. Bass fishing is so popular that an eight-week Lake Havasu City Big Bass Derby is held in August and September. A special Colorado River Use Stamp, costing \$2.00, makes your Arizona fishing license good on both California and Arizona shores of the Colorado River.





WATER SKIING — Coves and inlets of Thompson Bay offer some of the best take-off points for skiers to be found anywhere. The Lake Havasu City National Invitation Ski Championships attracts regional and national skiers, and even world record holders for drag ski racing.

CAMPING — Camping privileges up to 14 days are available along the shores of Lake Havasu in areas other than the Lake Havasu City shoreline. Along the 22 miles of Lake Havasu City shoreline, camping is restricted to one locale — Havasu Cove, established for this purpose.

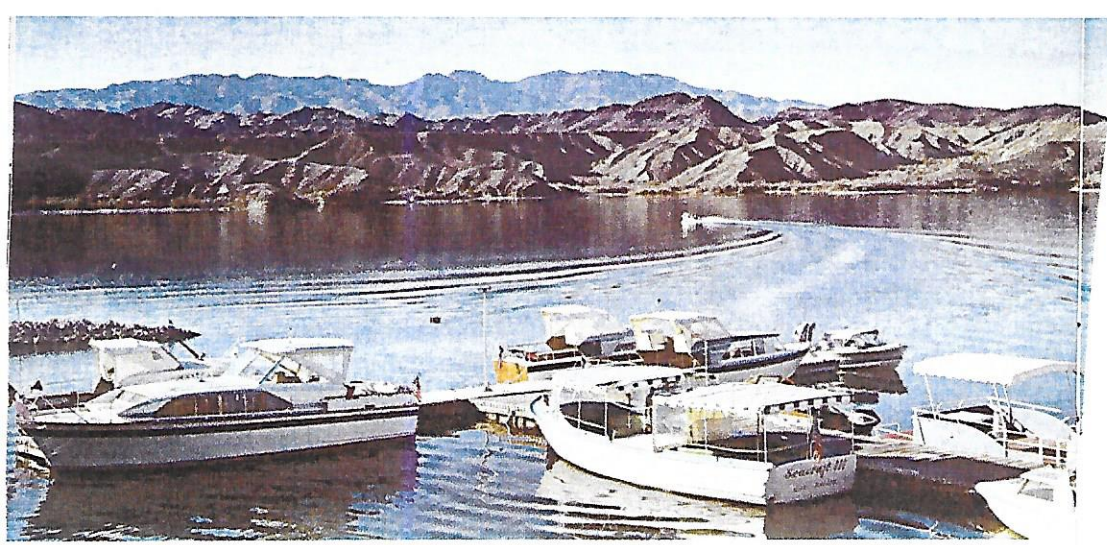
SWIMMING — In nearly two dozen protected bays immediately adjacent to the City itself, wide beaches with gentle slopes accommodate bathers. Clear water and even temperatures make swimming ideal the year-round.

HUNTING — Waterfowl: geese, ducks and coots in season. Small game: cottontail rabbit, jackrabbit and quail in season. Protected species: doves, cormorants, herons. Hunting for the bighorn ram, which is considered by many to be America's number one trophy animal, is done on a highly limited drawing-permit basis once a year in Arizona.



SAILING — Plenty of sailboat action in May when the Annual Lake Havasu City Desert Regatta for Pacific Class Catamarans is staged.

SPEEDBOATING — There is an annual Lake Havasu City \$25,000 Outboard-Enduro, which is the richest outboard race in the world and attracts more than 200 race drivers in November. At Lake Havasu City Marina, a concrete ramp and one-ton hoist are available to residents and visitors.

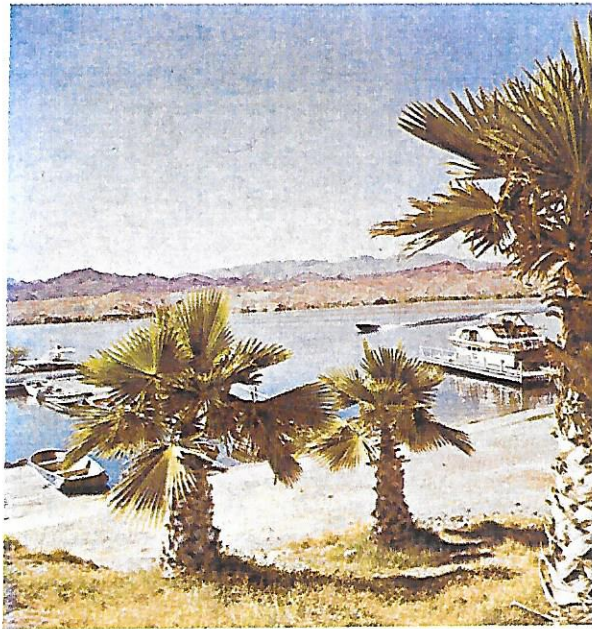


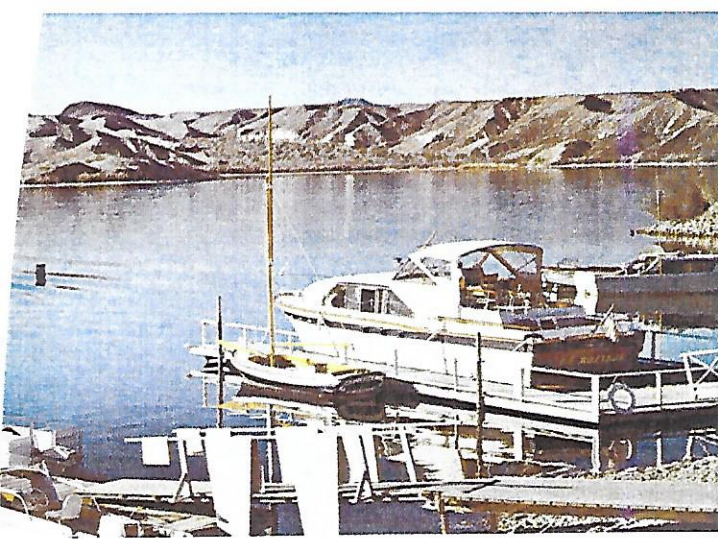
"... destined to be one of the nation's finest outdoor recreation capitals . . . of national resort stature" — LOS ANGELES MARINA NEWS LOG



The first phase of Lake Havasu City Marina is completed and in operation. It includes 151 boat slips, launching ramps, fuel dock, bait and supplies and repair facilities. Ultimately, the marina will have a restaurant, a cocktail lounge, a snack shop and additional boating facilities.

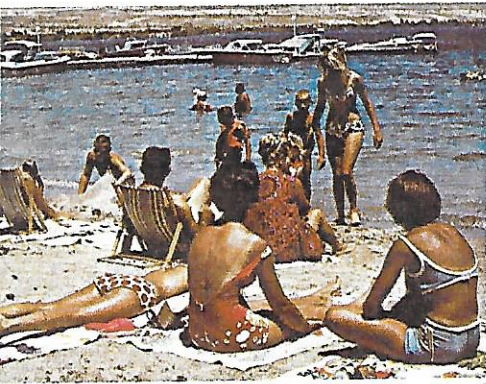
Conditions are ideal for water skiing on beautiful Lake Havasu.





Called the most beautiful of the three man-made lakes on the Colorado River, Lake Havasu offers the West's finest year-round water sports.

PHOTOGRAPHED AT
LAKE HAVASU CITY
BY CARLOS ELMER

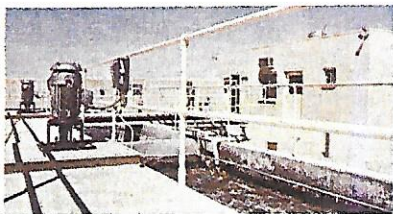


"... blessed with an unbeatable climate and ideal outdoor recreation every day of the year"
— LOS ANGELES HERALD-EXAMINER



LAKE HAVASU GOLF COURSE

Here is heavy equipment working on the 6553-yard, 18-hole golf course at Lake Havasu City. The course was designed by Larry Hughes, renowned golf architect and designer of the famous Eldorado Course near Palm Springs. He laid it out over 107 rolling acres across Thompson Bay from the Nautical Inn. He designed four lakes to act as water hazards and dog-legged most of the holes to add excitement to the game. Hughes said he designed the Lake Havasu City course to have a "tremendous amount of character and personality."



A modern, fully-automated sewage treatment plant has been built by the Lake Havasu Sanitary District at a cost of \$164,000. It serves commercial, industrial and multiple residential areas.

Property Values Enhanced by Limited Availability of Land for Private Ownership

Land available for private ownership along the Colorado River is limited — most of the river frontage is owned by the Federal Government.

Recently, in a venture between the Federal Government and the States of Arizona, California and Nevada, Secretary of the Interior Stewart L. Udall announced the new Colorado River Valley Land Use Plan which reserves the 265-mile stretch of the Colorado from Hoover Dam in Nevada to the Mexican border for long-range public and recreational development.

The overall objective is to ensure that the present natural beauty of this area will remain available for the enjoyment of the West's fast-growing population — including the people of Southern California, who are looking more and more to this Colorado River area for recreational purposes.

As part of the Land Use Plan, 13,000 acres of Lake Havasu frontage immediately south of Lake Havasu City has been leased by the Department of the Interior to the State of Arizona for development as a state park and recreation area.

The limiting of Colorado River private-land ownership — together with the fact that Lake Havasu City comprises the only city-size parcel of land available for private development adjacent to Lake Havasu — enhances the future of this new City.

And, as experience has shown, growth in value can be seen as more and more people move to this Colorado River area for permanent residence and for recreational uses.



Facts About Lake Havasu City

THE SITE . . . comprises 16,520 acres on a 3° slope overlooking Lake Havasu with 22 miles of shoreline and beaches. "Site Six", a portion of the City extending into the Lake, is a former Army Air Force rest facility . . . As more and more of the millions of residents of Southern California look to this area for recreation, demand for property of this river area increases, BUT this is the only city-size parcel of land adjacent to the 45-mile-long Lake Havasu available for private development . . . All beaches will remain public property to assure perpetual access.

STREETS - WATER - UTILITIES . . . Streets in Lake Havasu City are 24 feet to 36 feet wide on rights-of-way up to 84 feet. All homesites will face on or have access to paved streets. Seven domestic wells, from 47 feet to 510 feet deep, produce 5,500 gallons per minute and are capable of supplying a population of 55,000 based upon 144 gallons per day per person. Water will be available to every lot. Citizens Utilities Company provides telephone and electricity at the City and has invested \$100,000 in a dial telephone system. Natural gas is supplied by Southern Union Gas Company.

RESTRICTIONS . . . There is a Committee of Architecture to assure the orderly development of the City and protect property values.

INDUSTRIAL BASE . . . World-famous McCulloch Corporation, manufacturer of chain saws and other products, has already established the industrial base for the City. Three units of an industrial complex costing \$1.5 million are now in operation.

PLANNED DEVELOPMENT . . . By the time Lake Havasu City was just 30 months old, the following had been expended in development: \$9.5 million for access roads, major streets, in-tract lighting and engineering; \$2.2 million for water lines, gas, electricity and telephones; \$5.8 million for private businesses; \$1.5 million for McCulloch Corporation's industrial complex; \$4.2 million for homes and apartment units, and \$250,000 for school and church buildings — a total of more than \$23 million.

AIRPORT . . . City has its own airport with a 6,500-foot runway—paved for 5,500 feet and lighted — which can accommodate all planes, excepting the largest jets. An additional 6,800-foot gravel runway is also available as well as reception center, Unicom, airport advisory, gas and tie-down areas.

SCHOOLS . . . An elementary school opened in 1964; additional teachers and classrooms were added for the 1965 and 1966 Fall terms to meet population growth. High school students attend Mohave Union High School in Kingman via free bus transportation. McCulloch Properties, Inc., has agreed to donate property to the High School District for construction of a high school in Lake Havasu City, and construction is being considered for 1967-68.

CLIMATE . . . Similar to Phoenix, Arizona, and Palm Springs, California. The U.S. Weather Bureau reports for this area the high and low mean temperatures for January as 62° and 40°. July high and low mean temperatures are 108° and 82°. Average humidity at noon in January is 18 per cent and at noon in July, 17 per cent. Average annual rainfall is 5 inches.

At Lake Havasu City you'll live in

Arizona

Land of Vigorous Progress and Almost Unbelievable Beauty

In 1962, the late novelist and resident of Arizona, Clarence Budington Kelland, made this distinctive observation concerning his State's sensational development:

"We have been spectators of a miracle; but it is only a minor miracle compared to what the future holds . . . We have not the prophetic eye to foretell even a fraction of the magnificent progress that lies just over the horizon."

Arizona is so vigorous in its growth that authorities have called it "a success story the like of which the world has never seen."

Along with Lake Havasu City, new communities are springing up throughout the State. Arizona in 1966 had 1,700,000 residents of whom over one million had come from somewhere else.

Continued growth is expected to boost population to 2 million in 1970. And the Bureau of the Census estimates that Arizona population, between 1970 and 1980, will increase 34 per cent — three-quarters of a million people in 10 short years!

An increase of population brings with it an increase in land values. When available land becomes scarce, the price of land goes up. In Phoenix, where population increased 311 per cent in the past decade, the price of land once selling for a few dollars an acre has soared out of reach of the average investor. In Tucson, with a population increase of 368 per cent in the same period, the story is the same. A few years ago Scottsdale, Arizona, was

a gas station and a general store. Today it is a thriving city.

The past decade saw amazing industrial progress in Arizona as well. For the first time in history, manufacturing took over the economic lead . . . and increased to over a billion dollars last year alone! Manufacturing employment increased 71 per cent since 1958, compared with 18 per cent in California and with 15 per cent in the nation as a whole. Added to the increasing "4 C's" of tradition — copper, cotton, cattle and climate — the result is a strong, healthy economy . . . and it's still growing.

SUPERLATIVE BEAUTY

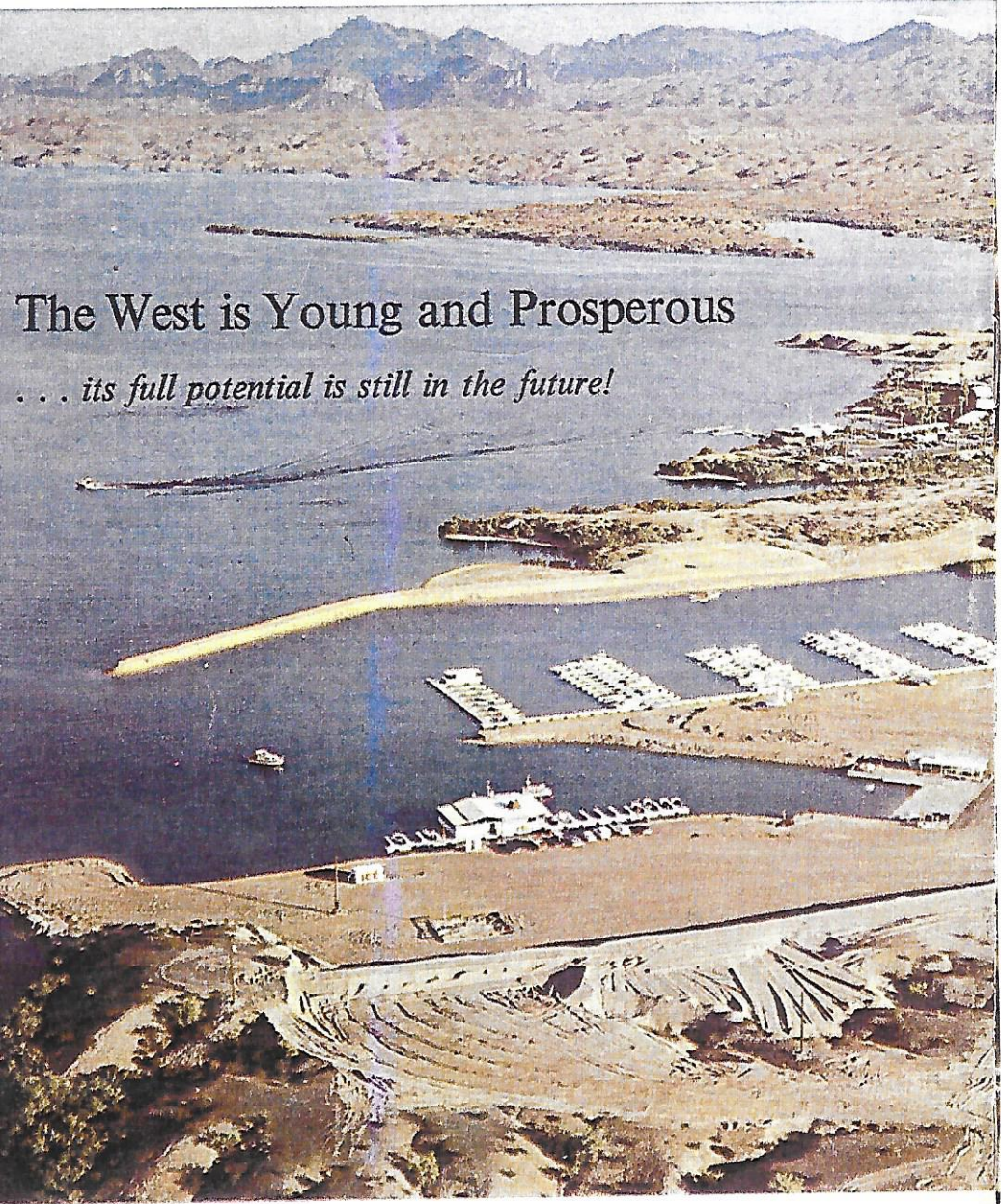
Clean, smog-free skies and a sun that shines nearly every day of the year give Arizonans a range of visibility that awes residents of most other states. Smog and fog are strangers. This is one reason why it attracts so many Californians.

Another attraction of Arizona is its wild, almost unbelievable beauty. From the overpowering impact of the Grand Canyon to pine-studded mountains, snow-capped in winter; from vermillion cliffs to vast ranges, from the yellows and reds of its desert flowers to the startling blue of the Colorado, Arizona has something for everyone.

In Arizona, you feel alive, whether you come, as thousands do, for the purposeful happy existence of the "active retired" or to participate in its dynamic economy.

TOURISTS LOVE ARIZONA

Tourism provides Arizona with an important source of income. In 1950, the amount was \$100 million; in 1963, it had more than tripled to \$375 million; and increased a full \$25 million during 1964. In the Lake Havasu area over 2.5 million visitors a year are estimated by 1975. In 1964 this area had 1,188,000 visitors — far exceeding earlier projections.



The West is Young and Prosperous

... its full potential is still in the future!

