Rapid Growth, Success Hailed in 1st Year

One of the largest new communities in the nation, Mission Viejo has outdistanced the sales rate and development schedule of all its contemporaries in one year. The incredible home-sale rate of more than 700 homes is the outstanding highlight as the new community prepares to embark on its second year.

The spectacular growth and success of Mission Viejo has been reported in the nation’s press, and a round-up of the first year’s achievements was featured Dec. 25 in the Los Angeles Times.

The Times pointed out: "This (Mission Viejo’s) record was achieved during a nationwide shift in the economy which saw homes sales dip to a 21-year low, blamed generally on ‘tight money.’ Despite the shift, sales at Mission Viejo set a precedent for any new community in its first year of life.”

The community’s success story is due to the overall planning by Mission Viejo Co. and its homebuilders, leaders in the industry, who have produced excellent products. Proof of the excellence of homes came during the year with awards from national construction and homebuilding publications. In competition with hundreds of builders throughout the nation, homes in Mission Viejo were chosen as Grand Prize winners and honored by the homebuilding industry last month during the National Assn. of Home Builders convention in Chicago.

La Paz Homes and Deane Homes won top awards for their homes, cited for "excellence of design, planning, materials and construction." The homes were chosen "best in the nation.” Further proof of the desirability of the homes and of living in Mission Viejo was exhibited no less than six times during the year when new units of both La Paz Homes and Deane Homes were offered for sale. In each instance, 50 to 60 people came to Mission Viejo two and three days before the sale started, and "camped" on the sales office lawns to assure themselves of purchasing a home.

Mission Viejo includes La Paz Homes, which range in price from $21,950 to $27,500; Deane Homes which range in price from $23,950 to $30,950; and Monterey Homes which range in price from $29,000 to $44,000.

In addition to the fast sales pace of the more than 700 homes, which house more than 2,000 people, Mission Viejo also in one year encompasses:

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LANDSCAPE SEMINAR COMPLETE

More than 100 residents of Deane Homes, Mission Viejo, attended a series of three two-hour landscaping seminars completed in December. The series began the previous month with residents attending by invitation, according to unit numbers. All sessions were held at the Swim and Racquet Club next to the model home area.

A panel of four landscaping experts conducted the seminars: John McQuade, president of the Southern California Turf Grass Co.; Cal Baro of the Western Turf Grass Co.; and John Ortega and Bob Calvin of West Brook Landscape Construction Co. Each had helpful comments for the audience.

McQuade wrote: the soil "spec" for the Mission Viejo Golf Course, stressed the importance of soil preparation: "You're not going to grow anything until you get water, air, and plant food into the root zone. We recommend working in 15 to 20 per cent (by volume) of soil conditioner to a depth of six inches."

Barb cautioned against using grass clippings as a soil conditioner, saying that they are more detrimental than beneficial.

Ortega, a Cal Poly graduate in landscape architecture, stressed harmony in landscaping design: "If your home is a Spanish style with heavy beams, why not use beams outside to blend with the interior? If it's Spanish stucco, use stucco pots; it would be a mistake to use slumpstone." Calvin, who manages West Brook's garden center, stressed the importance of planning: "You must have a plan — with the proper plant in the right place. Having a plan not only shows you where everything goes, but also helps budget the project!"

Each person attending received a gardening gift and the luckiest ones won door prizes. Especially fortunate were the Jack Thornton's, who each won a parking lot sale and a fashion show.

The sale, intended to raise funds to start a treasury, was termed: "most successful" by club officials.

The show, held in early December, was also a roasting success with many residents bringing gifts. Fashions from local dress shops were featured and refreshments were served.

Only recently formed, the Men's Club started off with a bang, drawing more than 100 to the organizational meeting, a tea party.

Confirming the newest methods of gardening, a famous Garden Kitchen on the famous Garden Kitchen of Educational Film production, which "provides for a way of life, a most important factor in marketing homes today," said the film's director, Warren Brown.

The film makers interviewed Ben C. Deane, and photographed him within the model home area as he discussed how his firm produces and markets homes and community. Mr. and Mrs. William Plummer, typical Deane Homes residents, were interviewed in their home and discussed the many reasons for buying their present home and wanting to live in Mission Viejo.

Next, the film captured some street scenes within Deane Homes and activities of the residents at the Swim & Racquet Club.
It's Happy Birthday this month to Mission Viejo! Just one more month and the physical development of the new community got underway, with the opening of the Deane Homes model compound and beginning construction of their first unit of homes.

Shortly after, La Paz Homes opened its model compound and started building the first unit of homes. During the year, more than 700 homes were sold; and now in one short year Mission Viejo is home to more than 2000 people.

Actually, it's more than homes to residents. It's education, for we have the beautiful new Mission Viejo High School; it's shopping (almost) with the picturesque La Paz Plaza scheduled to open next month; it's recreation, with the Deane Homes Swim & Racquet Club in full operation and with the Mission Viejo Golf Club set to open shortly; it's a leisurely, relaxed environment conducive to making new friends in a new way and in a new place; and it's achievement in the ordinary bustle of everyday's suburban life.

We're truly pleased that Mission Viejo is going forward so rapidly according to the basic concepts and philosophies set down so monotonously and so repeatedly, and we're sure you and your families are as pleased that it is truly a new community of which we are all proud.

We wrote last time of our gratification in learning that our colleagues in homebuilding had honored us by awarding La Paz Homes its highest honor in a quality home contest. This month, we are further gratified upon learning that more colleagues in the industry awarded La Paz Homes another highest honor in a contest which judged best marketing programs (see the picture of the Top Trophy on page 4). The judges in this contest selected a four-page, excellently presented its homes to the buying public, and showed great taste in advertising them.

On its first Christmas, Mission Viejo captured the holiday spirit beautifully—especially with its homes. Many residents of both La Paz Homes and Deane Homes decorated their residences for the decoration contest held in both areas. You'll find the winners' names and addresses nowhere else in the Reporter, in case you'd look to make the actual plantings easier. If you are planting trees, be sure to allow for the normal growth and spread. Those which will do well are bright yews and flowers. Among those which will do well are bright yews, bulbs, and flowers. Among those can be planted next to fences and around foundations to add color to those generally barren spots.

If you plant a living Christmas tree, be sure to allow for normal growth and spread. Now is a good time to plant your rose garden. Prepare the planting holes well in advance to make the actual planting easier. If you are a gardener, you can make a presentation of your garden to the locals. You can also plant some nice shrubs around your homes. If there are extensive farm lands in Mission Viejo, the temperatures will be so mild that you can plant some nice shrubs around your homes. If there are extensive farm lands in Mission Viejo.

Hunting Prohibited on Ranch

Residents of Mission Viejo are advised that hunting on Rancho Mission Viejo is not allowed at any time. At the present time there are extensive farming operations being conducted.

For the safety of the livestock, ranch personnel and the individual hunters, it is requested that all residents of Mission Viejo please adhere to the no-hunting rule.

La Paz Homes Xmas Decor Winners Named

First prize in the La Paz Homes' Christmas Decoration Contest went to the Ron Heffler home at 25841 Chrisanta Drive, in an impressive ceremony held at the home December 15th. Second and third prizes went to the neighboring families of Via Veneto Drive. The judging took place at 25795 Chrisanta Drive, in theReporter, in case you'd look to make the actual planting easier.

Gardening in Mission Viejo

Despite low temperatures these Winter nights and the prospect of more rain, you can still plant some nice shrubs and flowers. Among those which will do well are bright yews, bulbs, and flowers. Among those which will do well are bright yews, bulbs, and flowers. Among those which will do well are bright yews, bulbs, and flowers. Among those which will do well are bright yews, bulbs, and flowers. Among those which will do well are bright yews, bulbs, and flowers. Among those which will do well are bright yews, bulbs, and flowers. Among those which will do well are bright yews, bulbs, and flowers.

Baked Halibut Fillets Supreme

FOR 6 SERVINGS

6 large halibut fillets (about 2 lbs.)
Seasoned salt
1 medium tomato
6 slices natural Swiss cheese
2 tablespoons butter or margarine
1 1/2 teaspoons flour
1 3-or-4-ounce can sliced mushrooms, drained, reconstituted
2 small onions
6 tablespoons snipped parsley
1/2 cup light cream
6 slices natural Swiss cheese
2 cups packaged precooked rice

In a heated oven at 400 F. for 20 minutes, craft a living Christmas tree, be sure to allow for normal growth and spread. Now is a good time to plant your rose garden. Prepare the planting holes well in advance to make the actual planting easier. If you are a gardener, you can make a presentation of your garden to the locals. You can also plant some nice shrubs around your homes. If there are extensive farm lands in Mission Viejo, the temperatures will be so mild that you can plant some nice shrubs around your homes. If there are extensive farm lands in Mission Viejo.
Growth, Success in One Year at M. V. Hailed

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- Mission Viejo High School, a 5-acre institution designed to accommodate 2,000 students.
- La Paz Plaza, neighborhood shopping center with supermarket, bank, cleaners, drug store, dentist, beauty salon and florist. It is the first of a series of such neighborhood shopping centers which will provide a distinctive atmosphere for gathering and relaxation, rather than just shopping. Its interior malls with benches and landscaping, and its Mediterranean styled buildings provide a village atmosphere to retain the heritage of the early California-Spanish flavor of the land.
- Mission Viejo Golf Club, a $2 million public facility with 18-hole course designed by Robert Trent Jones and a luxurious clubhouse.
- Swim and Racquet Club for Deane Homes residents, a huge facility with Olympic swimming pool, tennis courts, luxury clubhouse with auditorium and ballroom.
- Civic theater, library, elementary school, junior high school and other recreational and cultural facilities are being built or being planned.

And space for industry has been set aside to provide many jobs for Mission Viejo's residents.

Based on the first year's success, Mission Viejo Company's dynamic young president Donald Bren is projecting a 30 per cent increase in sales throughout Mission Viejo in 1967. "Despite the existing market condition."

Bren says a major factor in the new community's success is that Mission Viejo offers a "total environment" not found in other new communities in the U. S.

The Mission Viejo concept is based on the village idea with a center of activities for approximately every three residential neighborhoods. This provides areas to hike, ride bikes and afford ultimate safety for children.

"Part of this concept is being considerable of the average family. This consideration entails provisions for recreation and social and cultural activities within the community and close to the family's home. It is a way for the whole family to partake in the feeling that they are a part of community's activities and feel that they are a part of that community."

The planning philosophy at Mission Viejo permeates everything which is being accomplished there, and as a result it is creating a community pride among all the residents.

For Mission Viejo, the concern is with much requirements of people and their relationships with other people, as it is with people interacting with the environment. At Bren reasons: "The cultural and social activities in a new community are as important as the homes and facilities."