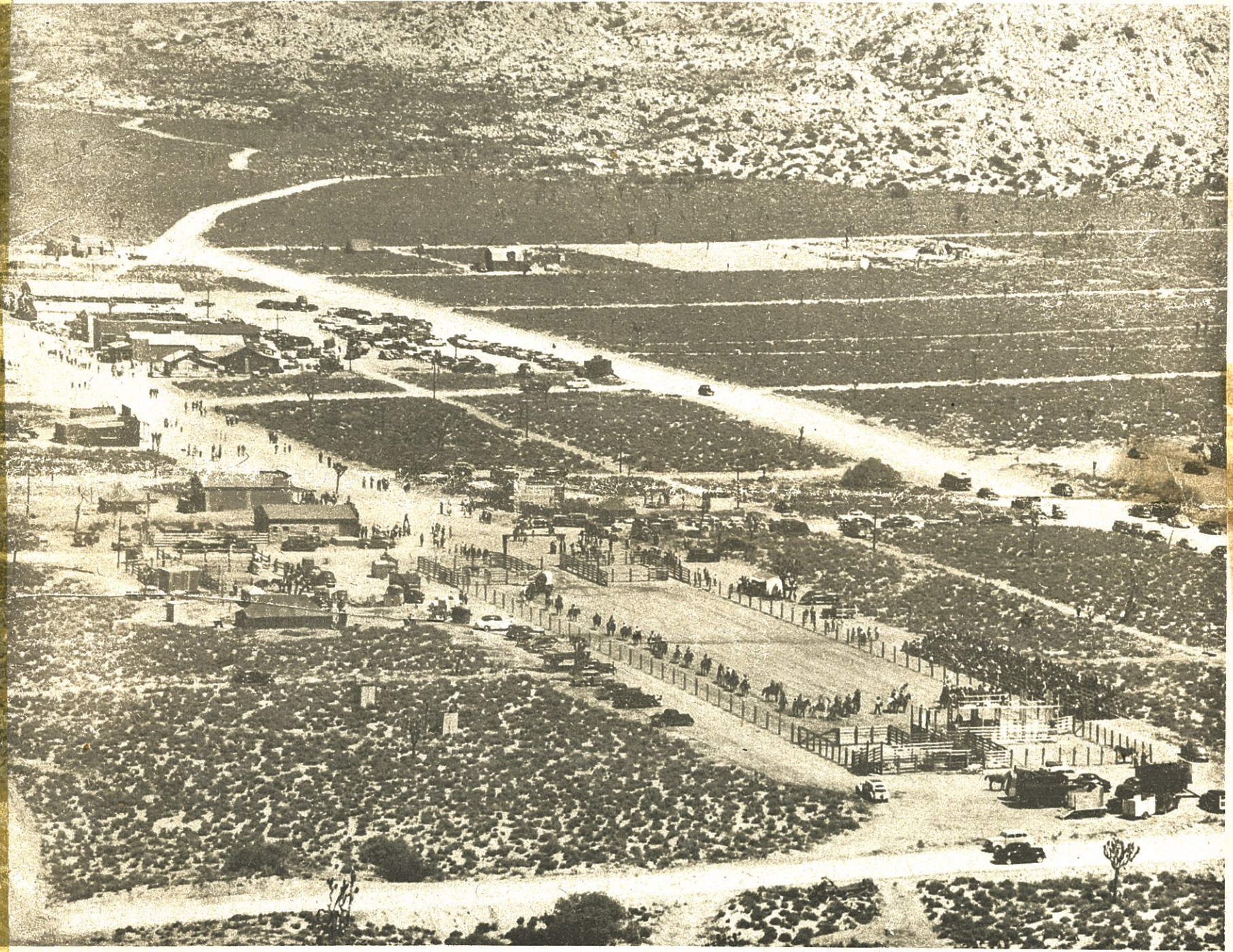


The Old West Lives Again in Pioneertown

PIONEERTOWN GAZETTE

... SPECIAL PICTORIAL EDITION ...
PIONEERTOWN, CALIF.

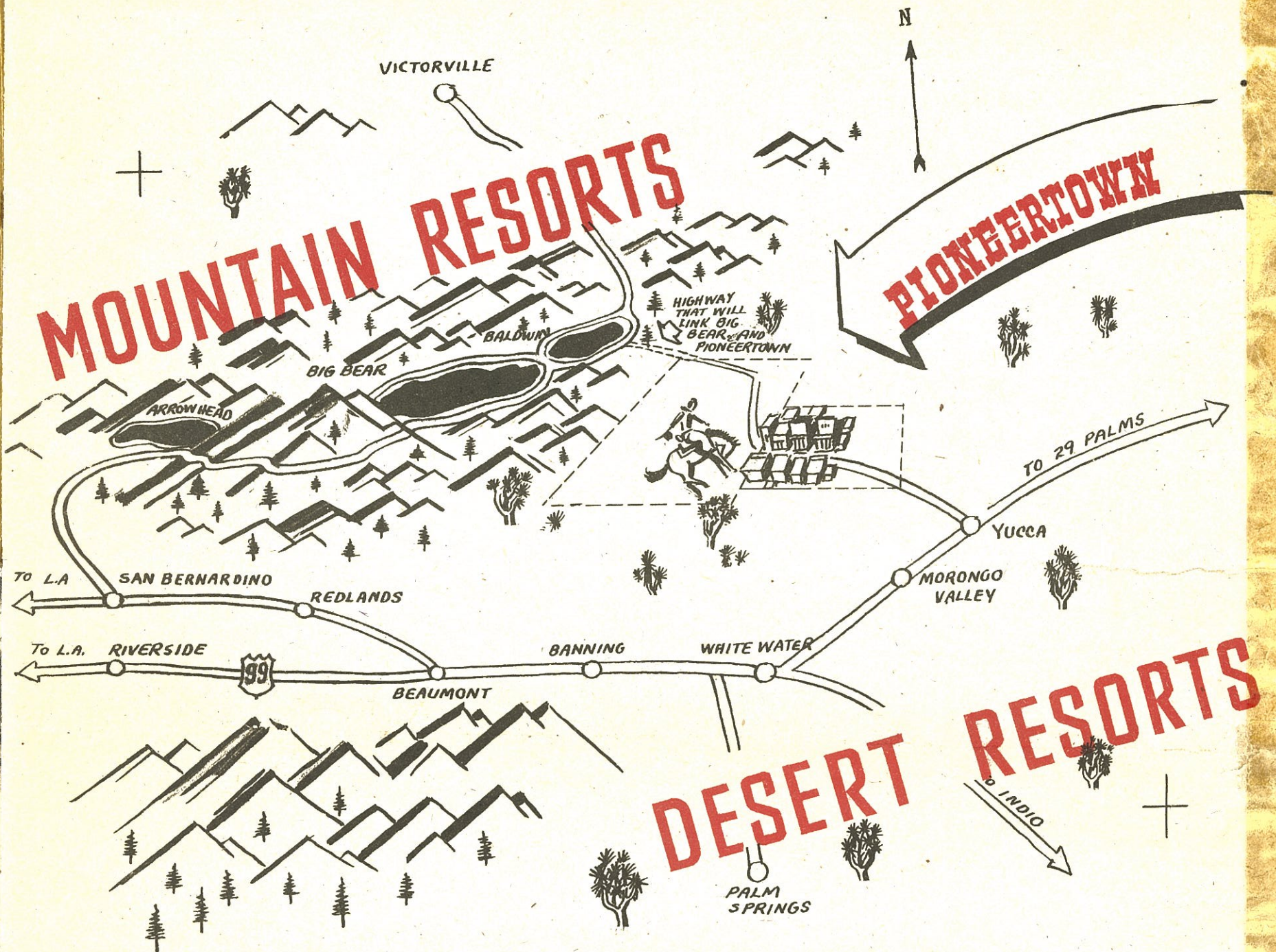


LESS THAN A YEAR AGO

Pioneertown was but a dream, plans and ideas on paper or in the minds of the men who envisioned the town that Pioneertown is today and will grow to become in the future. The above aerial view of the west half of Main Street was taken recently and indicates the rapid growth of the community "where the Old West lives again."

Photo by Willis Boldizar

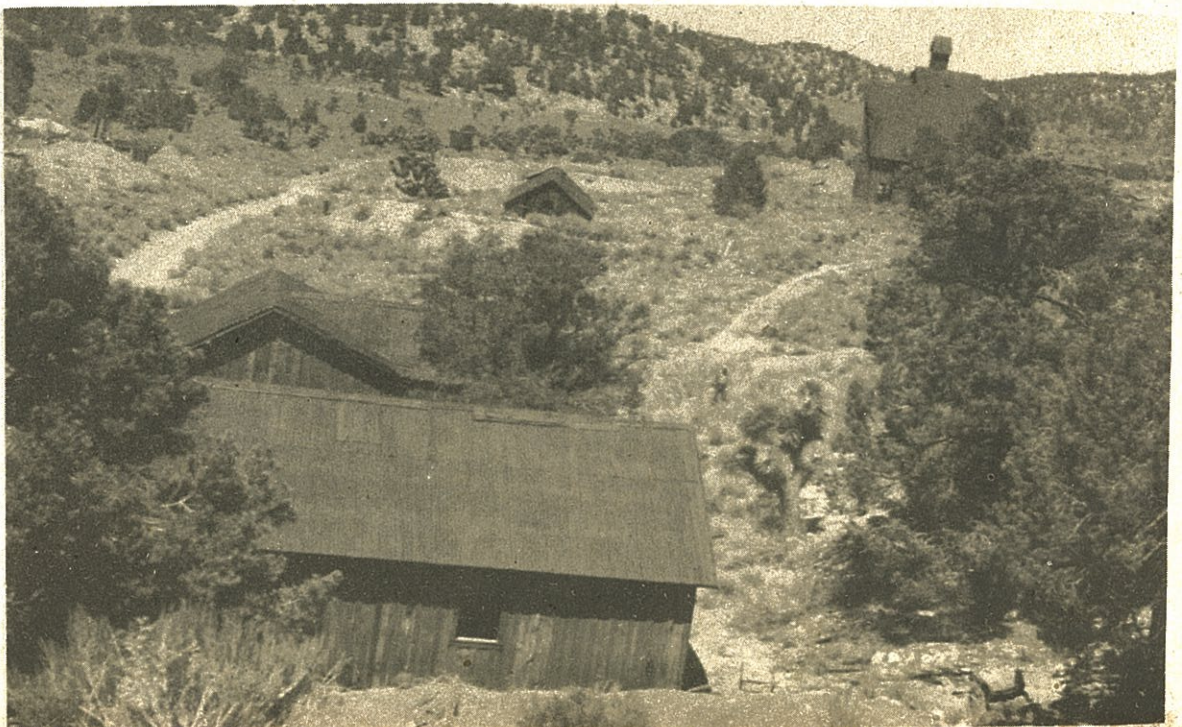
The birth and growth of a town in these United States is important — to the country and to the people building the town, pioneers with courage and vision. To these pioneers, the merchants, the workers, the residents and all others instrumental in building and developing Pioneertown, this pictorial issue of the Gazette is dedicated.



Road to Big Bear Links Pioneertown

Pioneertown is located in an ideal position between the famed desert and mountain-lake resorts of Southern California as the map above indicates. When the privately engineered road from Pioneertown through to Big Bear Valley is made ready to facilitate heavy traffic, it is anticipated that thousands of tourists will pass through here going to and from these areas. In effect, the road to Big Bear will link the desert communities with such places as Big Bear and Lake Arrowhead. Men with vision and experience foresee the great possibilities that this link holds for the Pioneertown area, predict a great future as the clogged and smogged metropolitan populations swing in this direction.

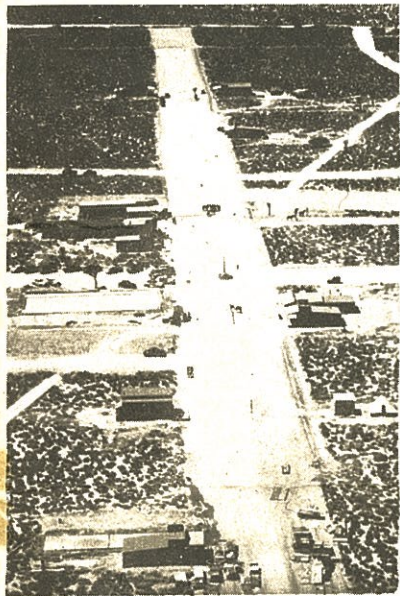
The road from Pioneertown to Big Bear passes through some of the most unusual scenic beauty to be found in all the West. Through craggy rock formations the road winds through Burns Canyon and climbs up onto a plateau where some of the largest Joshua trees in the state are found. Among the unusual points of interest along the way is the famed Rose Mine with its "ghost town" and huge shaft building. More than six millions of gold were taken from the mine.



AIR VIEW 1947 and 1948

On May 2 a light plane flew low over Pioneertown. The pilot and cameraman observed a bustling little community of buildings, carols, and hundreds of people and parked automobiles. It was a scene of activity and growth. The picture had changed radically since one year ago when the same flyers had shot pictures of a freshly bulldozed "proposed Main Street."

The aerial photographs taken by Willie Boldizar shown on this page tell the story: (1) Pioneertown today—taken on May 2 as Roy Rogers and the Sons of the Pioneers led members of Pioneertown Rawhides saddle club into the rodeo grounds at the west end of Main Street just before start of the season's first Wild West show. (2) Six months ago these were the buildings that composed the bulk of Main Street—a handful compared to the more than two dozen business establishments now erected. (3) Pioneertown from the air one year ago looked just like a new air Strip. Compare this to the picture above and the cover photograph.



LAND OFFICE



The Sons of the Pioneers and Roy Rogers sing "Out in Pioneertown" on the steps of the land and general offices, the first building to be erected on Main Street.

NEW 20 UNIT HOTEL



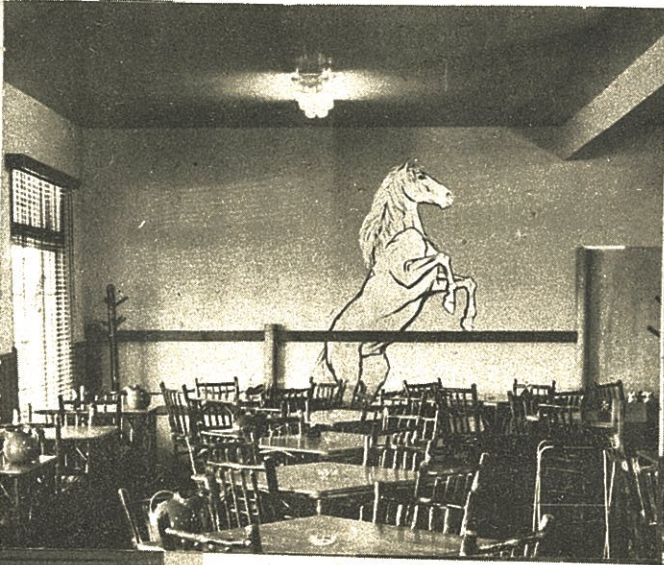
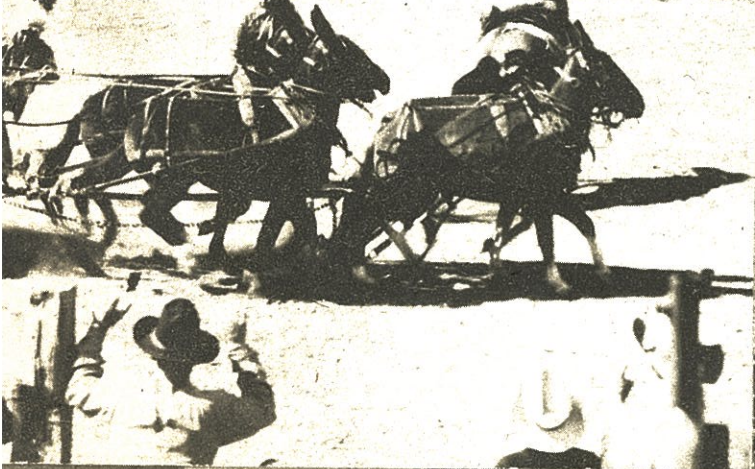
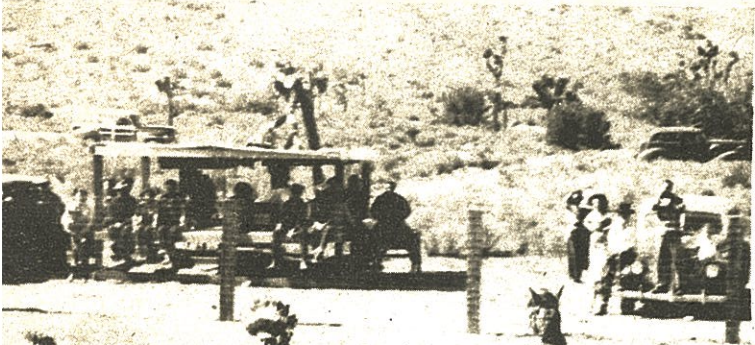
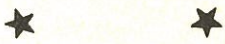
With 20 units complete and more to follow, visitors to Pioneer Townhouse may count on the finest in resort accommodations.

Pioneertown Weekend

Pioneertowners really let loose and have fun on weekends. Pictured here are a few scenes taken during the weekend festivities celebrating the recent opening of the Golden Stallion Restaurant and the Pioneertown Rodeo Grounds. Guests at the grand opening dinner at the Golden Stallion included Jim Stocker, sheriff of San Bernardino County, and District Attorney Cavanaugh. At right, the Indian attack on the covered wagon — a feature of the season's first Wild West show here. Below, Roy and Dale Rogers are seen at Trigger Bill's shooting gallery.



RODEO FANS enjoyed the show in the new Pioneertown Rodeo grounds. Below, Frank McDonald, motion picture director, chats with Shorty Creswell, Lloyd and Maggie McDonald of the Feed Barn, and Tommie Harris just before the show starts.



STRICTLY WESTERN

All buildings along Main Street are of early western architecture, lend an 1849 "Gold Rush" atmosphere on the outside but afford modern conveniences and services inside. Two new large buildings were nearing completion as this issue went to press. They were the Sports Barn and the Pioneer Bowl. The former will feature "Quizo" and other novelty games; the latter will have six beautiful Brunswick bowling alleys for the whole desert area to enjoy.



The Gazette Building which was built by Early Pioneer Joe Laborde.



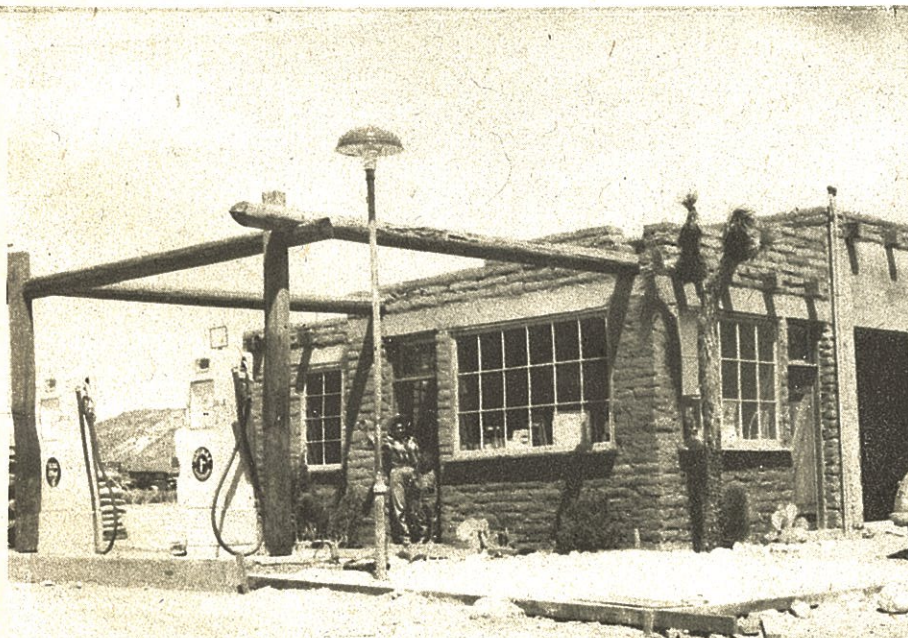
The Harry Althoff family came from the San Fernando Valley to Establish their furniture business here.



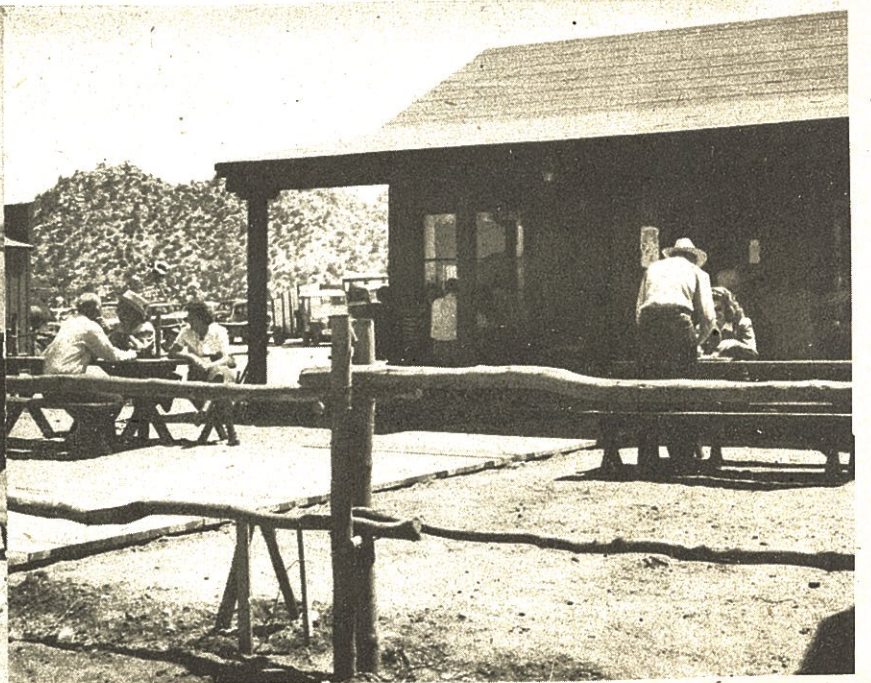
In one of the most scenic spots in lovely Rimrock stands the Rimrock Motel of the Dan Pekarovichs.



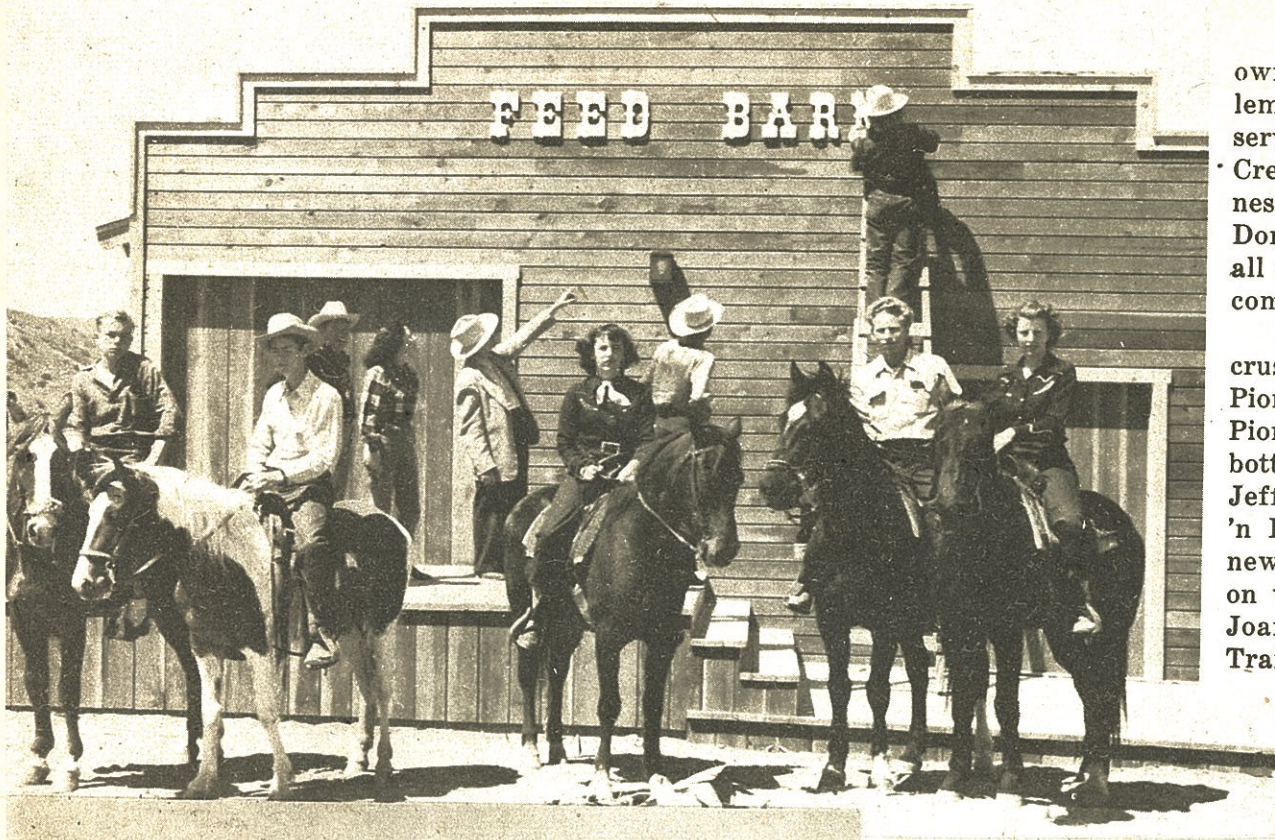
All Pioneertown is proud of the Golden Stallion Restaurant "No Finer Food in the West" it's slogan.



The George Sinclair family retired from navy life to establish 'The Pony Express' service Station in Pioneertown last summer.

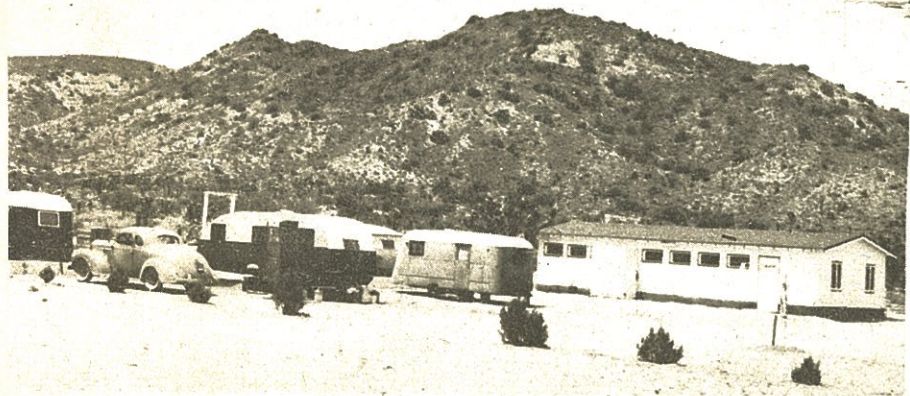
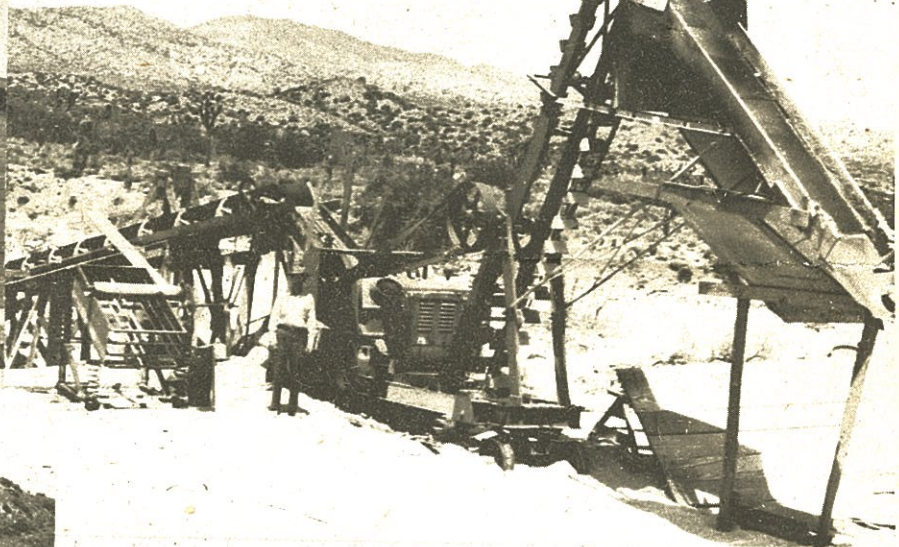
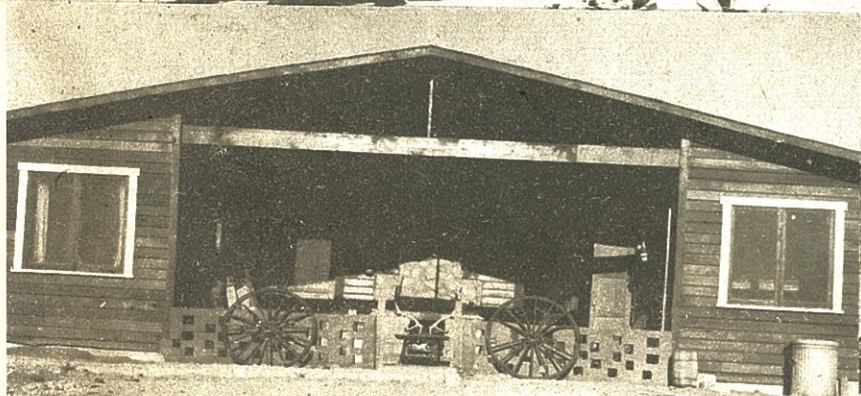


Friendly Ole and Ida Skare operate the Bar-B-Q Corral. They hail from the midwest originally, came here recently from Northern California.



The Feed Barn at left, where horse owners may take their feeding problems and be assured of the best of service with Bryan Johnson and Shorty Creswell on hand to serve. The business was established by the McDonalds, Maggie, Lloyd and Floyd — all enthusiastic young pioneers in this community.

Immediately below is the rock-crusher, first industrial activity in Pioneertown, which is operated by the Pioneertown Builders Emporium. At bottom right, the lovely home of the Jeffries family; bottom left, the "Klip 'n Kurl" beauty shop — one of the newcomers to Main Street. Also seen on this page, the Rimrock homes of Joan and Dick Hayes and the Pioneer Trailer Court.

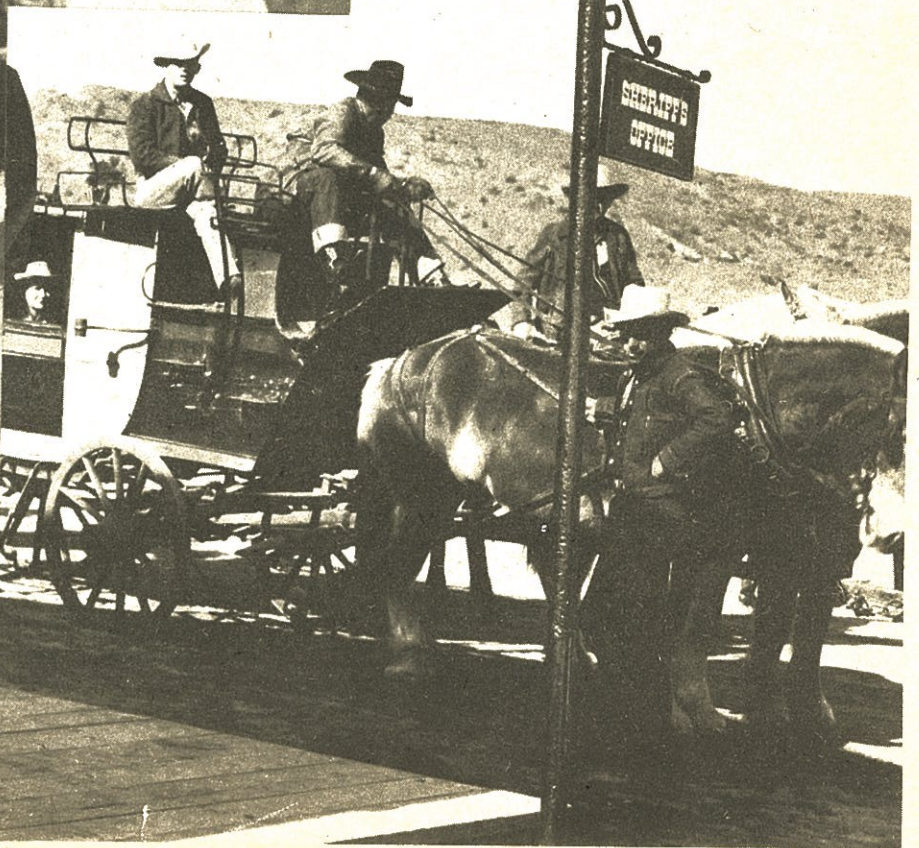
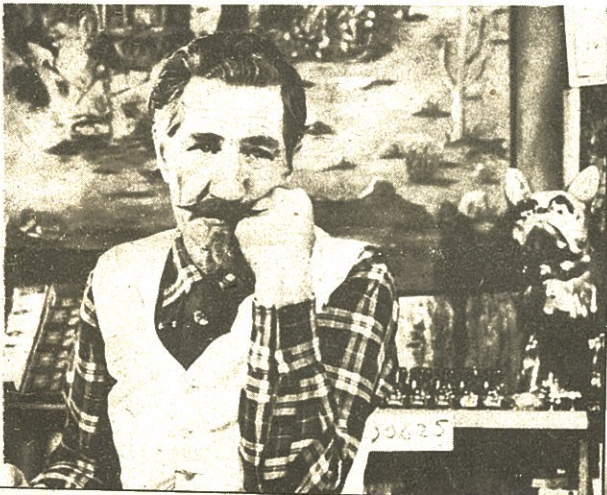


PIONEERS ALL

—OUR PEOPLE and CHILDREN 'HEARTY' TYPES

Roy Rogers is seen with some of 30 kiddies which made up the first school classes in the local schoolhouse. Below, Beverly Møninger, Betty LaBorde and Mary Anne Pekarovich, contestants in the Queen of Pioneertown contest held here in March. Marie Toal and Vi Schaad were decked-out in fancy home-made hats on Easter Sunday in Pioneertown.

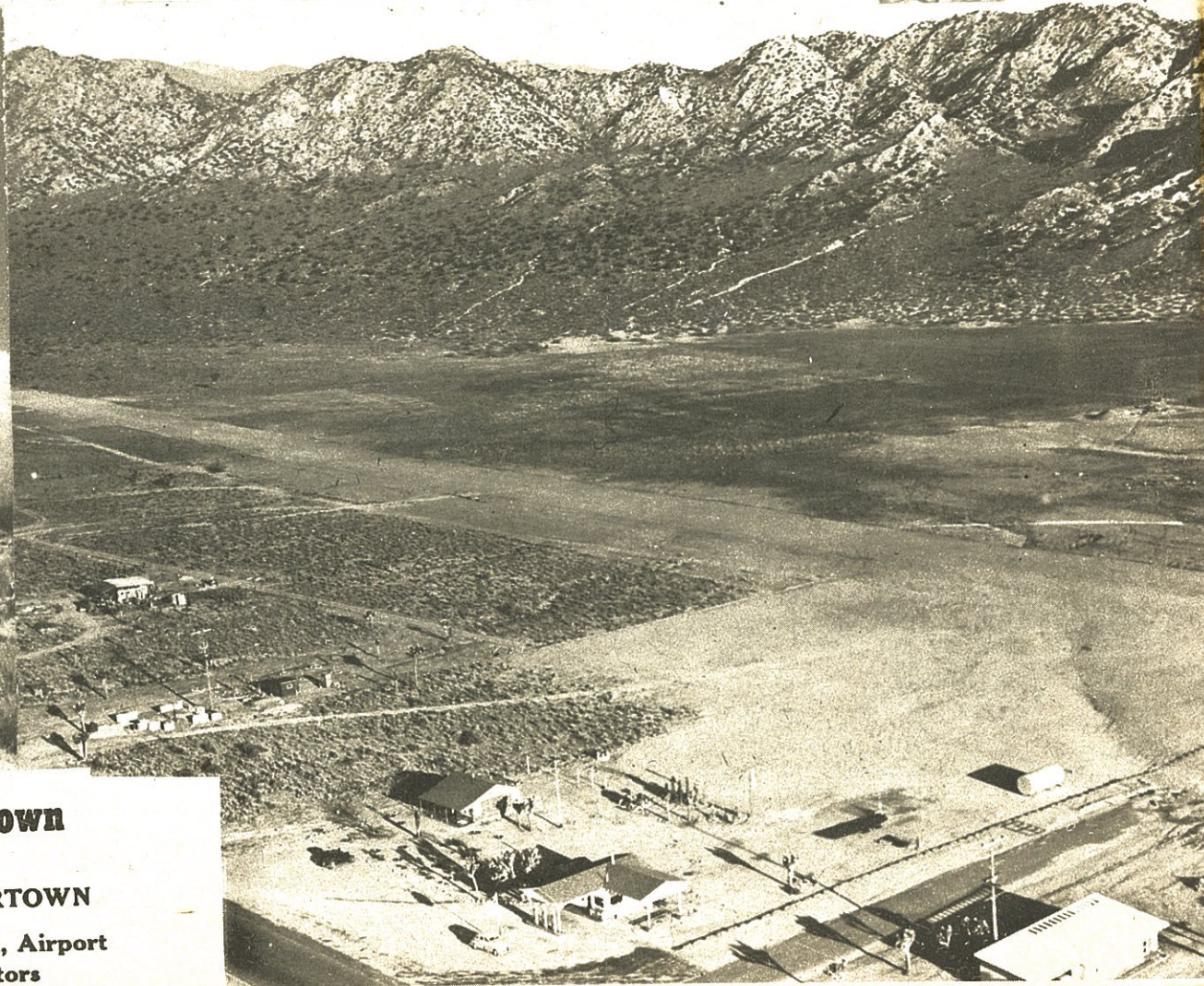
At bottom left, the "road gang" working on the Big Bear road project includes Ray Hopman, Blackie Edwards, Cliff Downing and Wes Hudman. Bottom right, scene from "Modern Pioneers" — Paramount film short about this town now showing in theatres all over the Pacific Coast.



PIONEER PARADE

Scene at left shows part of the parade filmed here in December by Paramount Pictures, the Jerry Fairbanks production of "Modern Pioneers." Leading parade is Norman Watson, followed by Calamity Moninger, Roy Rogers, Dick Curtis and Dale Evans.

Below. Ray White plays horse as wife, Marge, in drivers seat takes Tommie Harris and Frank McDonald for ride in surrey. Buddy Schaad takes friend for ride as little pony gets sidetracked from his parent.



Gateway to Pioneertown

GATEWAY TO PIONEERTOWN
The Yucca Valley Sky Corral, Airport
facilities for flying visitors
to Pioneertown.

Land Company Sells 1¼ Acre Rancho Sites

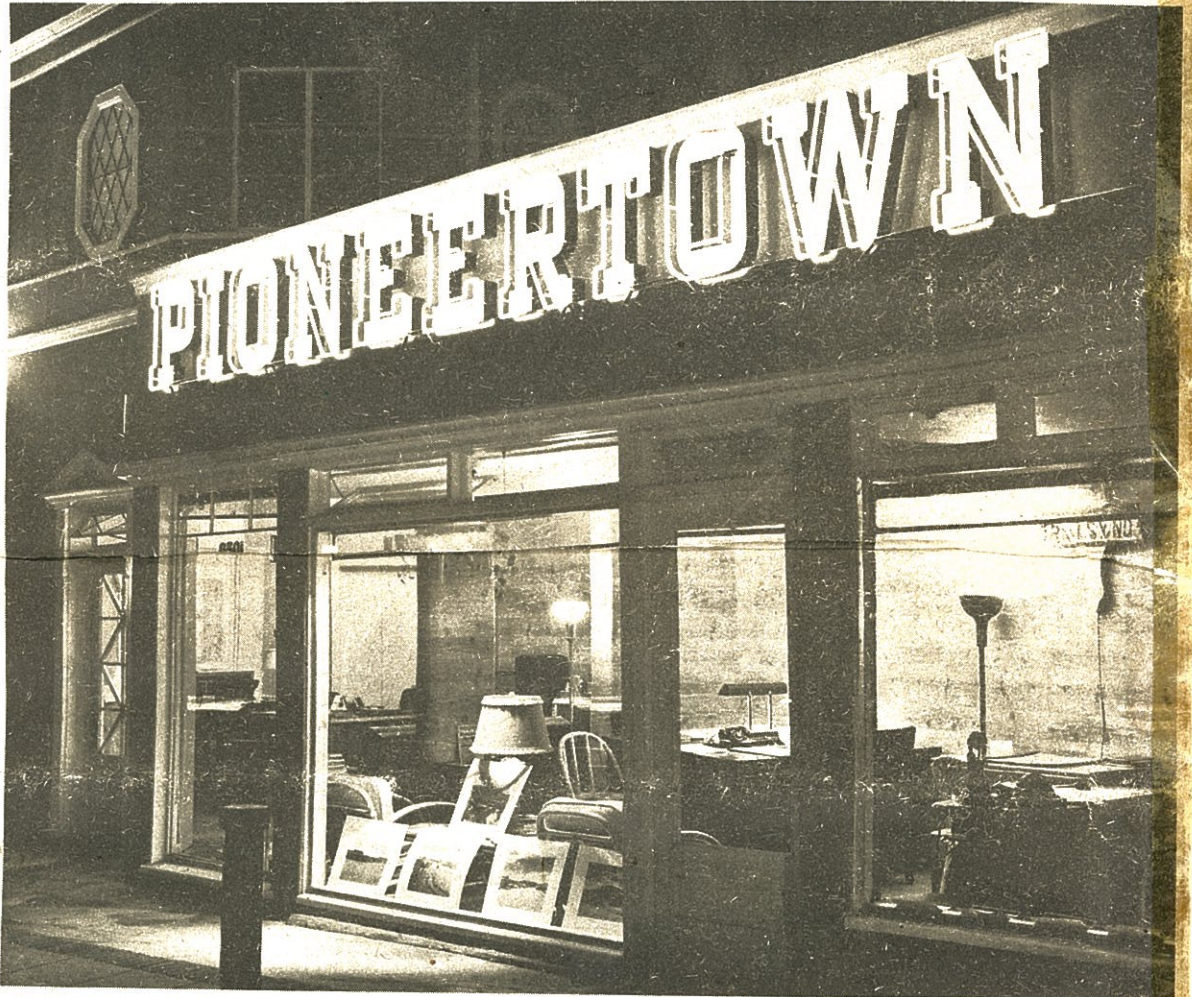
City lots are "TABOO" in Pioneertown. The smallest parcels are 1¼ acre ranch sites which insure all pioneers in this community plenty of "elbow room" for themselves and their horses.



★ ★

IN RIMROCK

Several choice parcels still remain in beautiful Rimrock. Pioneertown's first residential area, according to Gordon S. Brown and William H. Dennis of the Pioneertown Land Co. Prices for 1¼ acre parcels begin as low as \$950.00. Five and Ten acre ranch and motel sites are available.



★ ★

IN TOWNSITE

If you prefer being close-in to Pioneertown's unusual Main Street you may still take advantage of outstanding property buys in the townsite itself. Buy now and join the ranks of the original pioneers who developed this community.



Sales Organization, Pioneertown Land Company
8501 SUNSET BLVD., LOS ANGELES
CRestview 1-3336 or 6-4443

PIONEERTOWN LAND COMPANY