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Your Invitation to a Partnership



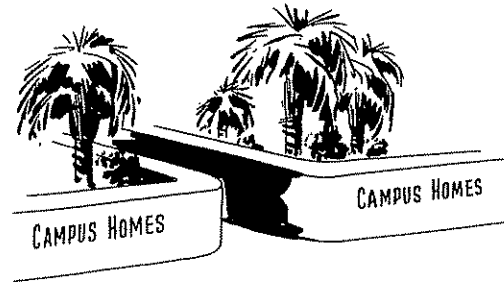
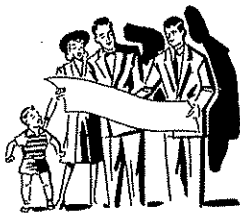
*W*E FIRMLY believe that knowledge and vision are the prime requisites of sound investment. For this reason, we chose our present site to build what we feel will be the finest residential development in Arizona.

It is generally conceded that the best home, on the best site, in the best location is all anyone could ask for, but our approach to building a home for you goes even farther than that. We place great importance on planning, and after prolonged and extensive research in all related fields, we have evolved our master plan.

We are both proud and enthusiastic about the results from this work, namely, the ability to create a neighborhood in contrast to a tract or a subdivision. For the first time in Arizona, we are offering for public choice six completely different floor plans and 23 different exterior styles. Obviously, this unique variety eliminates the possibility of all the homes looking alike.

Strangely enough another factor, generally overlooked in previous attempts to create a neighborhood, is the neighbor. An integral part of good planning is the proper placing of homes. Most people prefer neighbors with whom they would have something in common. Very often, elderly retired people prefer not to live next to young couples with children and, on the other hand, many young couples prefer neighbors in their own age bracket. In the planning of Campus Homes, these factors have been given careful consideration. We are in a position to tell you who your neighbor will be, what his or her interests are, your neighbor's age bracket, and other such information required for perfect harmony in creating your neighborhood.

To complete the picture of the perfect plan, Campus Homes will incorporate not only the normal services such as gas, electricity, telephones, etc., but in addition there will be sewers maintained by the city sewer system, instead of cesspools, underground irrigation, and last but not least, all streets will be paved, curbed, and tree lined.



THROUGH the course of our lives, one of the most important decisions we are ever called upon to make is that of purchasing a home.

Wouldn't it be ideal if, before making this decision, you could gather the foremost authorities in America in the fields of engineering, architecture, planning and construction, and seek their advice and counsel? Or, if you could conduct a statewide survey to determine the best building sites in Arizona from a standpoint of investment?

Yes, these things would be ideal, but unfortunately they have been beyond the reach of any one individual.

Now at long last these very things have been done for you by the Del E. Webb Development Co. Building a home for you involves tremendous responsibility and investment on our part, but what has been impossible for you as an individual has now been made possible through the extensive facilities of our organization. The same genius and craftsmanship that has successfully created some of America's greatest industrial, commercial and military developments has been called upon to build a home for you.

Herewith, we would like to extend a cordial invitation to become our partner in what we consider a sound investment.

Realizing how important it is to you to know the facts which influenced our decision to build Campus Homes, we present in these few pages, the story behind the birth of a neighborhood.

TEMPE is a *Big Town*. Because of Tempe's proximity to Phoenix (12 minutes from downtown Phoenix), Tempe can also boast all the advantages of a big town. Phoenix is not only the capitol of our state, but it is also the commercial and industrial center of Arizona. Just a few minutes away are located the finest shopping centers, department stores, craftsmen, technicians, and all the other services that would be desirable.

In the field of entertainment, Phoenix offers its world's championship rodeos, big-league baseball — Phoenix is the home training grounds of the New York Giants (and Del Webb is co-owner of the New York Yankees), major shows, lectures, two legitimate theaters wherein all the year around stars of stage and screen appear in person, and all other worthwhile entertainment offered to the citizens of Arizona.

The bulk of Arizona's major industries are centered in Phoenix, thereby affording a steady employment in varied fields. Although we are very proud of our Arizona sunshine, driving to and from work day in and day out with the sun glaring in your eyes can be quite annoying. Fortunately, the person living in Tempe and working in Phoenix has the advantage of the sun at his back when he goes to work and also when he comes from work.

Tempe is a *Small Town*. Most Americans have a great feeling for small-town living. We like to be called by name. We like to know there is a place wherein we could never be a stranger. A place where we know the cop on the beat, where we know the postman, where the milkman says, "Good Morning," and is interested in what happens in our lives.

We place great value in the fact that juvenile delinquency is far less common in smaller communities. Parents find great comfort in the knowledge that everyone knows their children and knows whom to call in the event of trouble or danger.

The butcher, baker, and candlestick maker depend on regular customers for their trade. Needless to say, this brings about a courteous and friendly service not found in big cities.

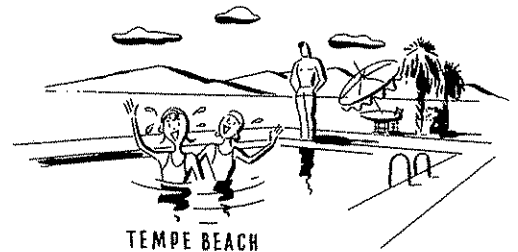
Tempe has a combined property tax rate that compares favorably with any city in the state of Arizona. With most of us, economical advantages are not to be overlooked, and Tempe, as a smaller community, certainly offers these advantages.



ARIZONA STATE COLLEGE



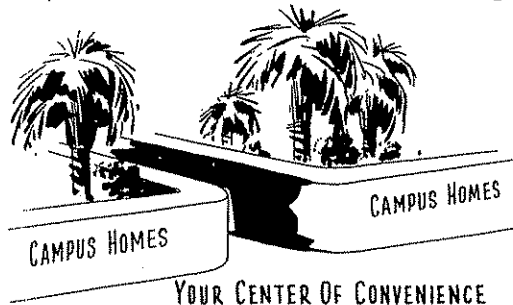
TEMPE RELIGIOUS INSTITUTIONS



TEMPE BEACH



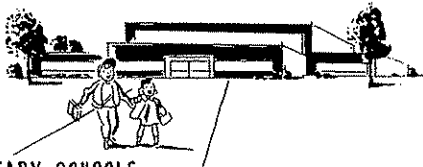
TEMPE SHOPPING CENTERS



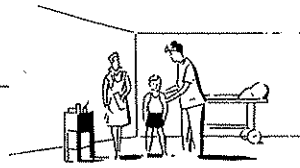
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CAMPUS HOMES

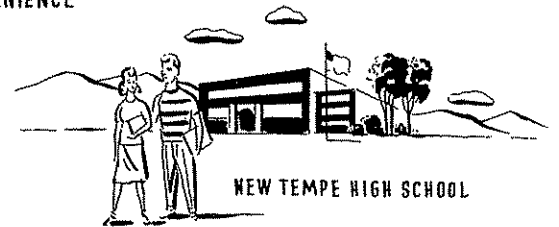
YOUR CENTER OF CONVENIENCE



ELEMENTARY SCHOOLS



TEMPE CLINIC



NEW TEMPE HIGH SCHOOL

ARIZONA is an aggressive, rapidly growing state, founded on a sound economy. Our capitol city of Phoenix will soon be one of the major cities of the nation. In 1952, the last census, Arizona led the nation in percentage of population increase, and Phoenix led Arizona in urban increase. We foresee in Phoenix the same qualities and the same necessities of other major American cities.

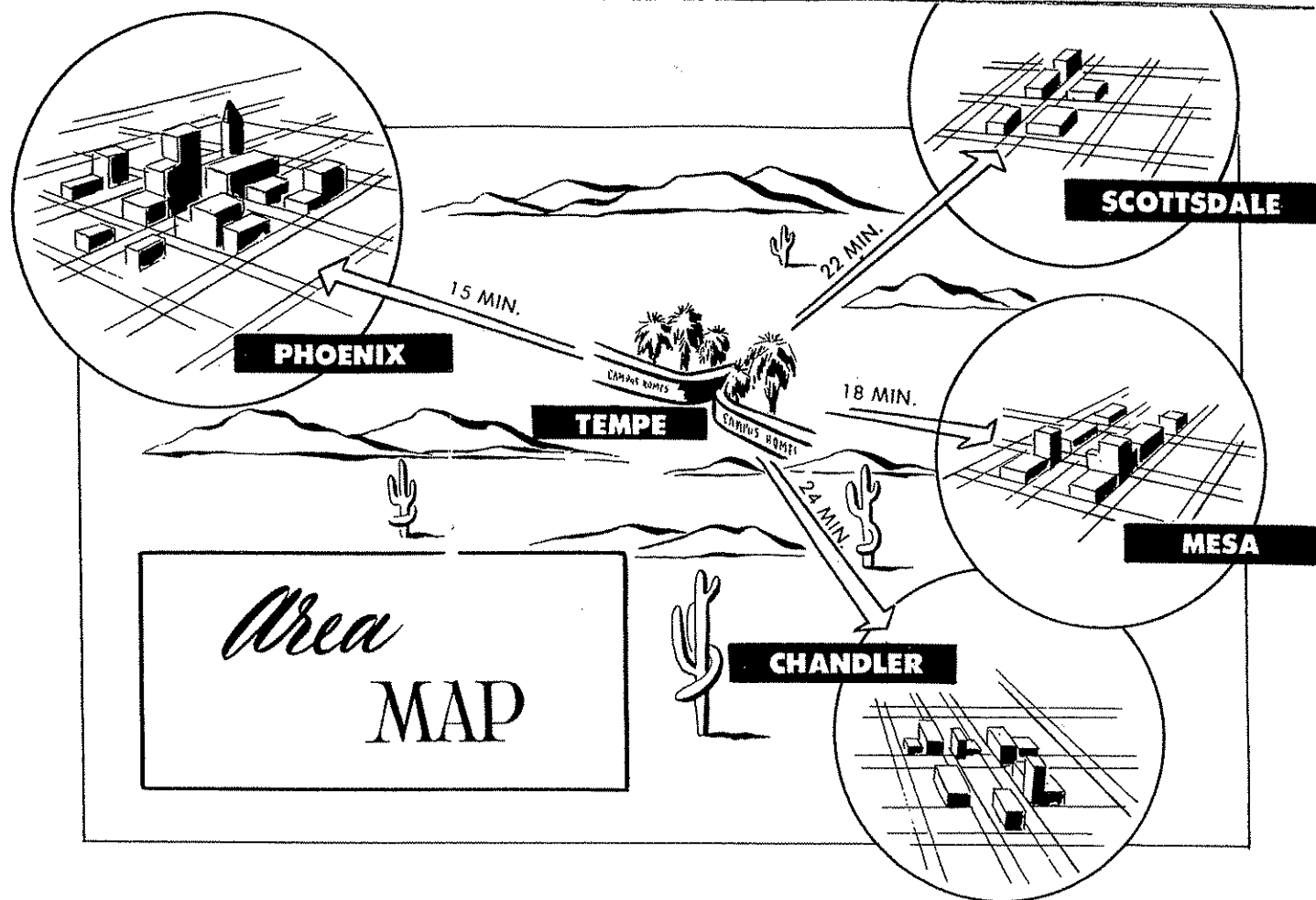
One of the basic elements of the American way of life is the desire to live *near*, but not *in*, the big cities. This desire has brought about the growth of choice suburban communities all over America. New York has its Westchester, Los Angeles - Beverly Hills, Detroit - Grosse Pointe, and we believe that with the continued growth of Phoenix, Tempe offers the best potential for being the choice suburban community to serve the Phoenix area.

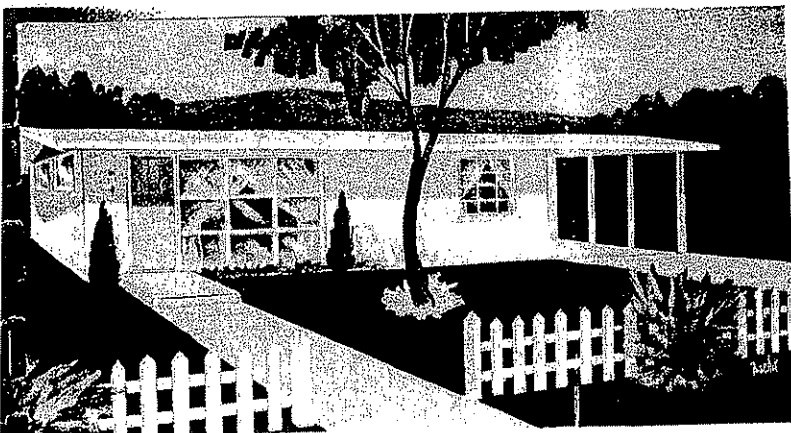
Tempe is a *College Town*. It has long been known that for both young and old there is nothing to compare with life in a college town. For the elderly and retired, as well as the young, Tempe offers its many cultural advantages. Programs of lectures by America's most learned men, ready access to the libraries and study halls of the college, and in general, the atmosphere of cultural activity found only in a college town.

For the more youthfully exuberant there are, of course, the many stimulating activities such as athletic contests, social activities of the various fraternities and sororities, and an opportunity to form the valuable social contacts so necessary in later life.

It is a very important economic advantage to be able to see your children through college without the expenses necessitated by sending them away to school. It has been estimated that a saving in excess of \$3,500 per child is assured by having your children live at home over this four-year period required for a college education.

Taking all things into consideration, Tempe is actually three cities in one. It is a college town, a small town, and a big town. If you were to seek the ideal location for a choice suburban development adjacent to Phoenix, we are certain you would arrive at the same conclusion as we, namely, Tempe is the spot.



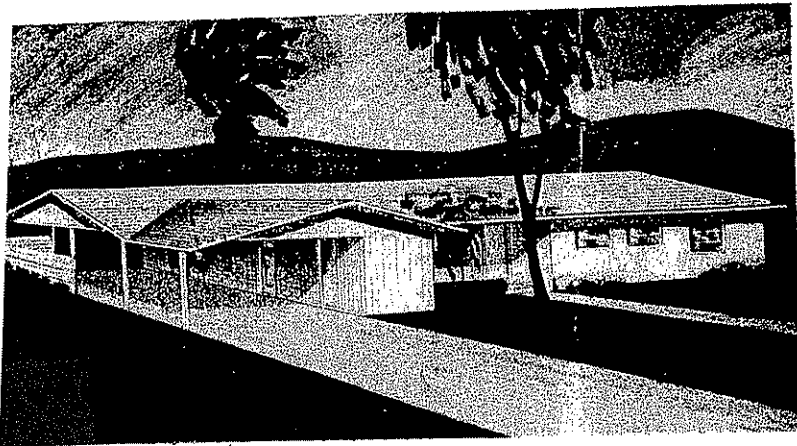


HARVARD

\$7,500.00 — \$500.00 DOWN

THE NEAT compact HARVARD affords the ideal design for a truly livable two-bedroom home. This is brought about by the distinctive manner in which space is distributed, providing for a large living room and an extra-large master bedroom.

- Fingertip gliding wardrobe doors throughout.
- Separate enclosed laundry room.
- Dining area conveniently adjacent to kitchen.
- Large picture window in living room.
- Solid masonry construction of insulated pumice block.
- Durable, non-fade asphalt shingles.
- "American" all-steel kitchen with sparkling, resilient Vinyl counters.
- Insulated with minimum of four-inch rock wool.
- Ample wall plugs throughout home.
- Kitchen and bathroom floors tiled in sparkling Kentile.
- Bathroom tastefully trimmed in your choice of ceramic tile.
- High-tone interior wall finish guaranteed against cracking or chipping.
- World-famous "Weiser" Premium hardware throughout.
- Warp-proof, dust-resistant steel sash windows throughout.
- 336 cubic feet of enclosed general storage.
- Entire home elevated a minimum of one foot from grade level to insure protection against irrigation dampness.
- Four distinctive exterior styles to choose from.

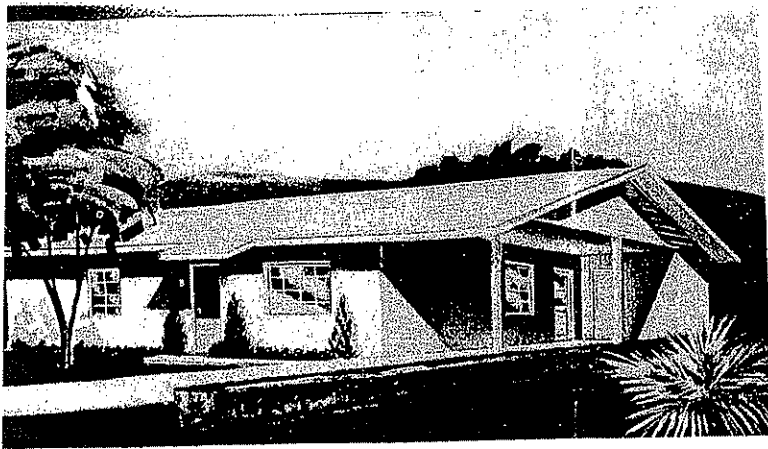


STANFORD

\$9,300.00 — \$1,050.00 DOWN

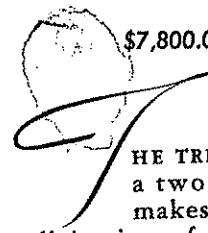
SPECIFICALLY designed for ideal family life, the three-bedroom STANFORD affords the perfect setting for outdoor entertaining in true Arizona style.

- Solid masonry construction of insulated pumice block.
- Durable, non-fade asphalt shingles.
- "American" all-steel kitchen with sparkling, resilient Vinyl counters.
- Three sunlit, cross-ventilated bedrooms.
- Two full baths.
- Master bedroom with private full bath.
- Central heating, thermostatically controlled, with individual register control in each room of home.
- Fingertip gliding wardrobe door on all closets.
- Both baths tastefully trimmed in choice ceramic tile.
- Built-in breakfast bar.
- 300 cubic feet of enclosed general storage area.
- Ample wall plugs throughout home.
- Extra-large 40-gallon hot water heater.
- Spacious closets with each bedroom plus abundant linen and guest closet area.
- Insulated with minimum of four-inch rock wool.
- Enclosed patio area.
- Large, concrete-surfaced front porch.
- Kitchen and both bathroom floors tiled in sparkling Kentile.
- High-tone interior wall finish and ceiling guaranteed against cracking or chipping.
- World-famous "Weiser" Premium hardware throughout.
- Entire home elevated a minimum of one foot above grade level to insure protection against irrigation dampness.
- Separate enclosed laundry room.
- Warp-proof, dust-resistant steel sash windows throughout.
- Choice of four distinctive exterior styles to choose from.



YALE

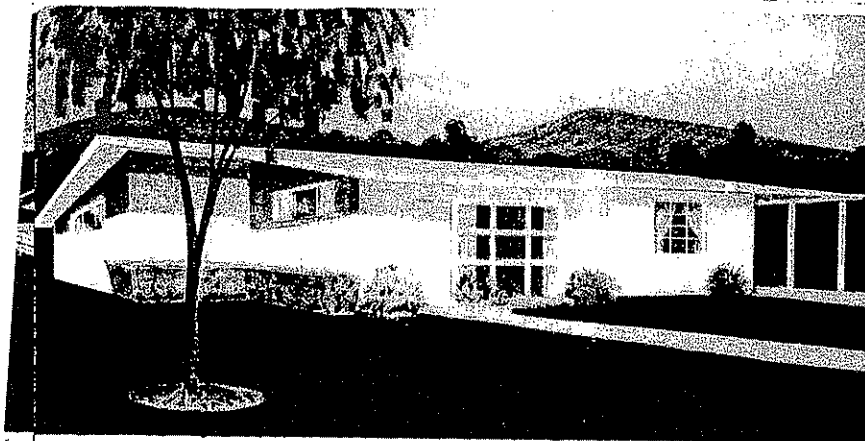
\$7,800.00 — \$600.00 DOWN



THE TRIM attractive YALE offers a two-bedroom design which makes for snug, comfortable living in perfect harmony with the small family.

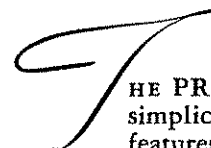
- Solid masonry construction of insulated pumice block.
- Durable, non-fade asphalt shingles.
- "American" all-steel kitchen with sparkling, resilient Vinyl counters.
- Ample closet space in each bedroom, plus abundant linen and guest closet area.
- Insulated with minimum of four-inch rock wool.
- Two large, cross-ventilated bedrooms.
- Designed to afford access to bedrooms, bath and kitchen, from back door.
- Ample wall plugs throughout home.
- 259 cubic feet of enclosed general storage space.
- Kitchen and bathroom floors tiled in sparkling Kentile.

- Full bath tastefully trimmed in choice ceramic tile.
- World-famous "Weiser" Premium hardware throughout.
- High-tone interior wall and ceiling finish guaranteed against cracking or chipping.
- Entire home elevated a minimum of one foot above grade level to insure protection against irrigation dampness.
- Warp-proof, dust-resistant steel sash windows throughout.
- Window above kitchen sink affords bright, cheerful kitchen.
- Four distinctive exterior styles to choose from.



PRINCETON

\$8,750.00 — \$900.00 DOWN



THE PRINCETON is a study in simplicity incorporating the finest features of modern architecture. Three well-spaced bedrooms and the large living room with full-sized picture window present the latest and smartest in the builder's art.

- Solid masonry construction of insulated pumice block.
- Durable, non-fade asphalt shingles.
- Three smartly designed, well-ventilated bedrooms.
- Master bedroom incorporates walk-in closet.
- Fingertip gliding wardrobe doors.
- "American" all-steel kitchen with sparkling, resilient Vinyl counters.
- Central heating, thermostatically controlled, with individual register control in each room of home.
- Insulated with minimum of four-inch rock wool.
- Ample closet space with each bedroom plus spacious linen and guest closet area.
- 420 cubic feet of enclosed general storage area.
- Breakfast area conveniently adjacent to kitchen.
- Ample wall plugs throughout home.

- Extra-large 40-gallon water heater.
- Kitchen and bathroom floors sparkingly tiled in Kentile.
- Full bath tastefully trimmed in your choice of ceramic tile.
- High-tone interior wall finish and ceiling guaranteed against cracking or chipping.
- World-famous "Weiser" Premium hardware throughout home.
- Entire home elevated a minimum of one foot above grade level to insure protection against irrigation dampness.
- Separate enclosed laundry room.
- Warp-proof, dust-resistant steel sash windows throughout.
- Large picture window in living room.
- Four distinctive exterior styles to choose from.



DARTMOUTH

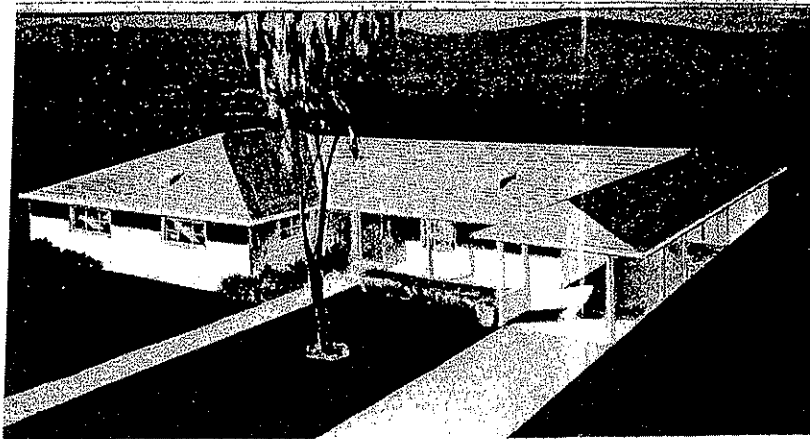
\$10,200.00 — \$1,450.00 DOWN

Extra Large Lot

THE BROAD expanse of clean lines and architectural beauty make the extra-large, three-bedroom DARTMOUTH a perfect picture of gracious living.

- Extra-large double carport.
- Three smartly-designed, well-placed bedrooms.
- Solid masonry construction of insulated pumice block.
- Durable, non-fade asphalt shingles.
- One and one-half baths.
- Distinctive corner windows in master bedroom, affording cross ventilation and maximum illumination.
- Walk-in closet in master bedroom.
- Central heating, thermostatically controlled, with individual register control in each room of home.
- "American" all-steel kitchen with sparkling, resilient Vinyl counters.
- Spacious closet with each bedroom, plus abundant linen and guest closet area.
- Insulated with minimum of four-inch rock wool.
- Extra-large 608 cubic foot enclosed storage area.

- Large picture window in living room.
- Dining area conveniently adjacent to kitchen.
- Ample wall plugs throughout home.
- Extra-large 40-gallon water heater.
- Kitchen and both bathroom floors tiled in sparkling Kentile.
- High-tone interior wall finish and ceiling guaranteed against cracking or chipping.
- World-famous "Weiser" Premium hardware throughout.
- Separate enclosed laundry room.
- Entire home elevated a minimum of one foot above grade level to insure protection against irrigation dampness.
- Warp-proof, dust-resistant steel sash windows throughout home.
- Four distinctive exterior styles to choose from.



PURDUE

\$9,200.00 — \$650.00 DOWN

THIS is the ideal large family home, neat and compact, yet containing four ample-sized bedrooms.

- Solid masonry construction of insulated pumice block.
- Durable, non-fade asphalt shingles.
- "American" all-steel kitchen with sparkling, resilient Vinyl counters.
- Central heating, thermostatically controlled, with individual register control in each room of home.
- World-famous "Weiser" Premium hardware throughout.
- One and one-half baths.
- Ample closet space with each bedroom plus additional linen and guest closet area.
- Minimum of four-inch rock wool insulation.
- One bedroom and one half-bath designed with private outside entrance. This bedroom ideally suited for additional income, guest room or study.
- 375 cubic feet of enclosed general storage area.
- Ample wall plugs throughout home.

- Extra-large 40-gallon water heater.
- Separate dining room.
- Kitchen and both bathroom floors tiled in sparkling Kentile.
- Full bath tastefully trimmed in your choice of ceramic tile.
- High-tone interior wall finish and ceiling guaranteed against cracking or chipping.
- Entire home elevated a minimum of one foot above grade level to insure protection against irrigation dampness.
- Extra large, concrete-surfaced front porch.
- Warp-proof, dust-resistant steel sash windows throughout home.
- Home design affords uniquely refreshing cross-ventilation.
- Three distinctive exterior styles to choose from.

EVERYONE knows there is no substitute for experience, and your future home is the result of many years of experience gained while successfully building every conceivable type of construction project. Needless to say, our organization is one of the first to whom manufacturers submit their latest advanced and improved materials, all of which are carefully and thoroughly tested and if found to be an advantage, promptly incorporated in our designs.

You probably wonder how we are able to offer so much more in quality materials at no additional cost to you. The answer is very simple: Throughout the course of normal home construction there are a total of five profits derived from one home: 1. The profit and commissions paid on the purchase of raw land; 2. The profit paid on improving the land (Utilities, streets, curbs, etc.); 3. The profit paid on constructing the home itself; 4. The commissions paid on selling the home; 5. The interest and profit paid the individual or organization financing or speculating on the project. From door knobs to steel kitchens, our volume purchasing power means a saving to you. The Del E. Webb Development Co. buys raw land direct, we put in all our improvements, do our own building, our own selling, and we have no need for speculation. We derive one legitimate profit from the entire operation, thereby eliminating unnecessary expense and keeping costs to a minimum.

The materials incorporated in these designs have been chosen with particular care for this particular project. What may be ideal for Maine, or possibly California, may be completely unsuited for Arizona. All methods and materials employed in the construction of these homes have been time-tested and proven with regard to climate, insulation, etc., thereby eliminating any margin for error.

We hope these few facts have helped to illustrate why we are so enthusiastic about Campus Homes and why we have such great faith in our investment.

We think you will share our views and want to share our investment in Campus Homes. We cordially extend to you, *your invitation to a partnership.*

Very truly yours,

DEL E. WEBB DEVELOPMENT CO.

