

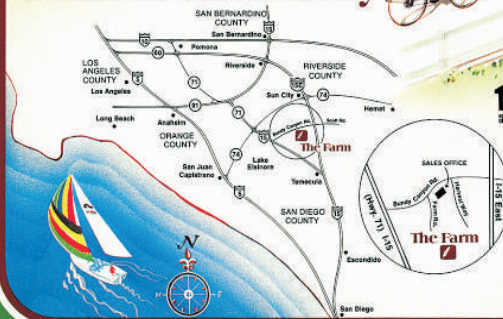


The Farm

A Spacious Mobile Home Community
Where You Own Your Own Lot



California's Largest
And Most Successful
Mobile Home
Planned Community



COMMUNITY AMENITIES:

- Swimming Pools
- Tennis Court
- Jacuzzis
- Green Areas
- Shuffleboard
- Recreation Center
- Lakes and Ponds
- Clean Groves
- Lots run from 1/8 to 2 1/4 acres in size

Located: Southwest Riverside County, Bundy Canyon Road 2 1/4 miles east of State Highway 71 (I-15) or 3 miles west of I-15 east, Scott Road off-ramp.

Open 9 a.m. to 7:00 p.m. daily. For further information, call (714) 978-8816.

33390 Farm Road
Lake Elsinore, CA 92530

Part of an Association Development, Redfield

This ad, developed for a master planned community known as The Farm in the early eighties, was the epicenter of a project-oriented image-building advertising campaign that literally shook the earth. It proved beyond a shadow of doubt the value of this approach to new home sales and marketing. We sold nearly nine hundred lots, mobile homes and manufactured homes with it substantially as shown over a period of about seven years (once selling fifty-one in one week).

Builder Sales & Marketing by Al Lewis Still Selling New Homes the Old Fashioned Way.

**Skillful Marketing, Skillful Presentation, Skillful Selling, Extraordinary Effort
and Personal Attention.**

714-744-0617