Arizona’s Sun City Sets Record, Aims For Another

Arizona’s Sun City in 1968 completed the greatest sales year in its nine-year history and the Community Development Division has set a goal for construction and sale of 1,500 homes and apartments during 1969.

Sales topped the 1,300 units sold during 1960. Other 1968 highlights:
- A total of 887 families moved into new Sun City homes;
- Thirty new retail outlets and services were opened, most of them in Sun City’s third shopping center;
- A resident-conducted fund drive for the 100-bed Sun City hospital topped $800,000 of a $1 million goal;
- An estimated $25 million for goods and services was fed into Arizona’s economy by Sun City’s 11,500 residents;
- New model homes, a 33-acre lake, and the first nine holes of a fourth 18-hole golf course were completed.

Among Sun City projects scheduled for 1969:
- Start of construction of the Walter O. Boswell Memorial Hospital.
- Completion of Sun City’s fourth recreational complex, adding such new facilities as tennis, miniature golf and billiards.

New George AFB Job

Community Development has been awarded a $3,320,777 contract to build 172 units of housing at George AFB, Calif. Three other contractors bid on the job. Work has begun with Dean Bullock as superintendent, John Wayland, manager of project operations and Al Willey, job engineer.

Golf—More Than Sport
To Webb Projects, People

Golf, played by 11.5 million people in the United States, is a $3 billion a year “industry.”

And it is more than statistics to the Webb Corporation and its personnel.

For Mr. Webb and several other Webb officers it provides the principal exercise and relaxation in long work weeks.

Golf helps earn Webb-developed communities “active” reputations— as “fun places to live.”

Golf courses break up monotonous street patterns of traditional housing developments, and bring a premium price for fairway lots.

Golf means business to Webb hotels closely associated with the sport. The $122,222 Sahara Invitational last October was one of the nation’s top tournaments and brought capacity room bookings to the Sahara and Thunderbird at Las Vegas for eight consecutive days.

“The Invitational is reported by the Associated Press, United Press International and many radio and television stations; it is covered as well as any sports event in Las Vegas history,” says John Romero, Sahara public relations director.

Seven of the top 10 professional money winners played in the 1968 Invitational; the 312 amateur openings are usually filled by mid-September. Amateurs donate $100 of their $250 entry to the United Fund of Clark County.

(Continued on Page 8)
SUN CITY LAKES WEST, ARIZONA

Newest course, opened this month, features "mountain" stream

SUN CITY NORTH, ARIZONA

Looking to twelfth green, 170 yards from back tee
SUN CITY, FLORIDA

Florida sand is sparkling white, the trees stately.

SUN CITY, CALIFORNIA

Fifteenth green—Mt. San Gorgonio in background.
OAK BROOK, ILLINOIS

Golf very convenient to Webb office buildings

ALMADEN COUNTRY CLUB, SAN JOSE, CALIFORNIA

This beautiful tree provides obstacle, shade
EDGEWOOD-TAHOE COUNTRY CLUB, LAKE TAHOE, NEVADA

Lake Tahoe course adjacent to Hotel Sahara-Tahoe is one of the most beautiful in the world.

MOON VALLEY COUNTRY CLUB, PHOENIX, ARIZONA

Palms, mature trees flank many Moon Valley fairways.
SUN CITY SOUTH, ARIZONA

Lush fifth fairway guarded by weeping willows, water

SUN CITY COUNTRY CLUB, ARIZONA

Looking to well-guarded seventh green; a 145-yard carry
PARADISE VALLEY COUNTRY CLUB, LAS VEGAS, NEVADA

Three-time Sahara Invitational winner Jack Nicklaus

MOUNTAIN SHADOWS COUNTRY CLUB, SCOTTSDALE, ARIZONA

The unforgettable eighth hole, 100 yards across water, pictured in spring finery
Briarwood Lakes Wins Grand Prize

Briarwood Lakes, company-built villa apartments in Oak Brook, have been awarded Grand Prize among multifamily homes by American Builders magazine.

The 1968 competition drew 180 entries. Award will be made at this month's annual convention of the National Association of Home Builders. American Builders will feature Briarwood Lakes in its March issue.

Last August the villas were pictured on the cover page of House and Home magazine.

Webb Names In News

Howard P. (Bud) James, president Sahara-Nevada Corporation, has been made a member of the Strip Beautification Commission, advising on landscaping and otherwise improving a four-mile section of Las Vegas Boulevard in Las Vegas, Nev. Sig Front, Hotel Sahara director of sales, conceived an idea that led to a recent meeting in Las Vegas of 200 representatives of the travel industry to discuss future problems involved with "jumbo" and supersonic jet transportation.

John Romero, Hotel Sahara director of advertising and promotion, has been appointed Clark County and Las Vegas chairman for the 1969 Easter Seal Society drive to benefit crippled children and adults. Ron Erickson, Sahara publicity director, is campaign publicity chairman.

Hawaii Team—Bid Hour Plus Two

HAPPY TEAM, following December's low $17.5 million bid on Navy/Air Force housing, posed for Norm O'Loughlin just before Los Angeles members left Hawaii for mainland. Seen left to right: Vice-Pres. "Appy" Guizot, Richard Young, Senior Vice-Pres. E. T. Davies, Oscar Ros, Helen Proctor, Tony Messinger, Keith Alden, John Moore and Albert Ikeda (front row, right). Max Cherbonneaux and Jack McPhee are not shown.

Golf—A Game, But Much More

(Continued from Page 1) which reaped about $30,000 from the 1968 event.

Each December the Webb Mountain Shadows Hotel at Scottsdale sponsors a Match Play Open, one of Arizona's most highly-regarded tournaments, on its sporty, 18-hole course presided over by Professional Jimmy Cotter. The Mountain Shadows course also attracts repeat and new hotel business on the strength of special "vacation packages."

Last fall Brooks Park opened one of the nation's most beautiful courses adjacent to Hotel Sahara-Tahoe at Lake Tahoe. This summer Edgewood-Tahoe will host the $10,000 Nevada Open and at least 23 tournaments conducted by groups convening at Sahara-Tahoe.

At three Sun Cities, golf has become synonymous with the resort-retirement towns.

Fielding Abbott, operating manager for the four Sun City, Arizona courses reports 25-30 percent of the town's population played 175,167 rounds during 1968.

In the Webb Oak Brook development near Chicago 81 holes of golf, ranging from public to exclusive country club, put residents and executives virtually next door to the sport.

Almaden and Moon Valley country clubs are vital parts of Webb custom home developments. Almaden, near San Jose, Calif., has hosted a number of national professional tournaments. Moon Valley is on the outskirts of Phoenix.

The beauty of the courses operated by or associated with Webb properties is portrayed on inside pages of the January Webb Spinner.
Housing, Airport Expansion New Webb Projects

Work is underway by Webb builders on the fourth Hawaiian military housing contract won in five years. This one — $16,744,000 for 706 units on two islands — is larger than previous contracts for separate 500- and 350-unit projects for the Navy, and the most recent job, 164 units for the Coast Guard.

The current contract, under direction of the Webb Los Angeles office, calls for completion of 306 units for the Navy, 56 of them on a new Pacific Missile Range site on Kauai, and the remainder in the Pearl Harbor area. The Air Force will receive 400 units, all at Hickam Air Force Base on Oahu.

When the new contract is complete in 1970 it will bring total company military housing units built in Hawaii to 1,720.

The company is also currently building 150 Pearl City housing units for the non-profit Hale Ola organization, and a $5.1 million incinerator for the city-county of Honolulu.

American Airlines—Los Angeles

Also to be directed from Los Angeles is a project for American Airlines, designed to accommodate “giant” Boeing 747 jets the carrier plans to bring into operation next year.

Involved are three gates at the American Airlines satellite at Los Angeles International Airport, with lounges to

Nothing Small Or Routine About Housing Operations

The Webb Corporation is involved in housing in a big way. Starts for 1968 numbered nearly 4,300, including 750 units in dormitory construction.

The company continues among the nation’s top housing contractors and developers, including firms whose only business is home building.

Housing starts defined are those units begun and completed during 1968, or only just started, as with military projects in which only groundwork and possibly foundations are in.

Variety of company housing is impressive:

Tasteful officer and airmen apartments at four military bases; modern apartments in the Midwest and Northwest for the Kassuba Development Corporation and others; manor houses on a Seattle area hillside; cooperative apartments in Central America; luxurious townhouses around man-made lakes near Chicago and a wide variety of homes and apartments for resort-retirement Sun City living.

About the only kind of housing not built during 1968 were high-
Sales, Advertising, Public Relations—
All ‘Musts’ For Successful Project

When you consider the price tag on an average Sun City home equals cost of seven well-equipped Ford automobiles, the importance of salesmanship is apparent.

And when you realize prospects may be thinking about selling their homes 1500 miles away and leaving longtime friends and associates, the need for a considerate yet effective sales representative is more clearly seen.

Webb home salesmen possess sincerity, integrity, and knowledge of product. The company is known for “low key” sales in all its developments and carefully guards this effective method.

Vice-President Wayne Doran terms Briarwood Lakes sales approach as “soft sell — direct contact and direct mail.”

Advertising consists of determining the best prospects, then devising the best way to reach these prospects.

Sun City advertising, for example, was first placed in general consumer magazines to acquaint the nation with a new concept in retirement living. After several years the company was able to determine what kind of person enjoyed Sun City living — economic level, occupation, former location, etc. Advertising was then refined to regional and specialty publications and direct mail.

Sun City advertising the past several years has been designed simply to bring visitors to the towns, which help sell themselves.

The market is vast — more than 40 million people over 50.

Area home developments such as Sammamish Forest Manors, Briarwood Lakes, and land sale projects such as Almaden and Moon Valley, place less emphasis on general advertising and more on direct mail and salesmen follow-through.

Public relations in Webb housing involves such things as follow-up to correct any construction slip-ups after a buyer moves into his home; in working with residents so they will recommend the community to friends and relatives; in staging promotions to bring new prospects to see a development, and in publicity.

Publicity is important in disseminating information about new concepts in housing — such as the Sun Cities. Surveys show published stories and/or photos often are better read than advertisements, and many times are deemed “more believable.”

Home Buyer Today
Is Very Sophisticated

The Webb Company finds today’s home buyer is more sophisticated than ever before.

The retiree is known for demands for design, detail and quality — in construction and in “extras.” For example, so many Sun City, Arizona buyers wanted cooling by refrigeration it is now a standard item. Popular options in all three Sun Cities are dishwashers, air filters and double carports.

Purchased options on Chicago’s Oak Brook Briarwood Lakes villas average $9,000. “Buyers require brand names wherever possible,” reports Vice-President Wayne Doran. “Quality materials and capable suppliers and subcontractors provide a better product and have minimized customer complaints and call backs.”

Good Design Adds
$5 To Home Value

Is design important to sale of a home?

“Very important!” says Wes Matthews, head of Community Development Division’s architectural staff.

“We are always working at least six months ahead on new models, with new ideas to contrast with what other builders are doing, from research and technical publications, but mostly from listening to our buyers and observing what they like.”

Sun City, Arizona especially has used surveys and experimental model homes to sound out buyer preference.

With good design a developer can ask and receive more cash per square foot of house than can a competitor with average design.
Sun City Is 'Red Hot'

'NEW' is the magic word at Sun City, Arizona where new street patterns, new 18-hole golf course, and new model homes by a new lake, helped set a sales record for 1968 and new monthly record with 282 January sales. Sun City, Fla. also established a one-month record with 80 sales in January.
National building/finance "authorities" predict possibly biggest home building year since 1950. Put on rose-colored glasses.

Military releases $90 million for housing. Prepare to bid three bases and start looking for more manpower. Advance 3 spaces.

The HOC FLURRY of production (Sun City, Ariz. scenes above) is only
Congress recently enacted the Multifamily Housing Act, calling for 50,000 units in 10 years. Under the Act, military housing will be one of the first of several projects. Contractors are estimating costs, military decides which projects to bid. Military contractors will have until August to submit their estimates. If military selects the projects, contractors will receive funds in 10 years.

National magazine publicity on Webb housing development, with cover photo. Order 5,000 copies for promotion. Advance 4 spaces.

GAME

Less of building and selling homes in today's competitive market. Build first of military housing projects. All contractors overestimate cost. Military throws out all bids. Return to GO and scratch added manpower, temporarily.

The Webb Spinner February, 1969
More Hurdles Up For Home Building Industry

Home building has its problems, some of them posing the industry's biggest challenges. Land and wages continue to rise and skilled labor gets scarcer. To compensate, builders agree production must increase and new concepts be considered.

For several years the Webb Company has studied new methods and materials. Recently Wes Matthews of Webb's Community Development Division toured experimental housing in Austin, Texas, where the University of Texas, using Department of Housing and Urban Development funds, is working on exterior-interior slip-on paneling.

U. S. News and World Report states Chicago housing authorities are so pleased with 100 modular homes they are considering 12,000 more. Modular homes are factory constructed, in sections, then assembled on the site.

A California developer recently erected a six-story core, then added completely finished 12- by 36-foot units, two modules to an apartment.

The magazine reports a similar approach was used on a 21-story hotel in San Antonio, and Michigan State University plans a similarly-built 18-story building.

For the Webb Company, contiguous construction aids in manpower and materials scheduling. Mass truss construction is another time and lumber saver, providing a stronger unit.

BRIDGE to model homes across man-made lake is effective public introduction to Oak Brook units which won for Webb Company the Grand Prize in Multifamily Dwelling Competition by American Builder Magazine. Standing on bridge and holding award is Bill Doss, residential development director, with Vice-Pres. Wayne Doran.

DIAGRAM by Jim Handley of Community Development Division may look like an igloo, but it's a quick, effective way of showing some of the steps involved in producing satisfied buyers who help sell still more Webb homes.
Moon Valley, Almaden
Offer Scenic Home Sites

Some of the finest view home sites in the West are available at developments in California and Arizona where the Webb Company sells land almost exclusively, inviting other builder participation.

These projects are Moon Valley Country Club Estates in Phoenix and Almaden Country Club Estates in the Santa Clara Valley near San Jose, Calif. Home sites are located on or near fairways of full-length 18-hole golf courses. Sales are directed by Jack Hayden at Moon Valley and Barney Gillis at Almaden.

WORKMANSHIP in Sun City homes is object of on-site visit by Webb Vice-Pres. John Meeker, director of Community Development Division, and Senior Vice-Pres. F. P. Kuentz, right.

VIEW awaiting servicemen should be an asset after Webb builders finish 340 housing units at Navy's Treasure Island base in San Francisco Bay (Oakland Bay Bridge in background). Community Development Division is also building 364 units at nearby Alameda Navy base.

(NAS, Alameda Photograph)
New Airport Work
(Continued from Page 1)

be enlarged and the loading ramps lengthened.

TWA Facility, Kansas City

Early this month the company was low bidder at $6,690,000 for the first phase of Trans-World Airline’s new overhaul facility at Kansas City, Mo., International Airport, consisting of underground facilities and foundations.

When awarded, the new project will bring total company work at the airport to nearly $34 million, including large contracts for foundations and construction of three terminal buildings. The Los Angeles office, now building the terminals, will direct the TWA project.

Mountain Shadows Tops First Half Bowling Play

Standings at the end of the first half of Home Office bowling league competition were: Mountain Shadows, Thunderbird, Kings Inn, Rosenzweig Center, Sahara-Tahoe, Almaden, Sahara, Oak Brook, Sun City, Towne-House, Mint and Moon Valley.

Mountain Shadows’ record was 48-20. High game for the half went to Joyce Copeland and Cindy Sopp with 199, and Harold Leonard at 240.

W. J. Miller Elected To Second Term As President Of Junior College Board

W. J. (Jim) Miller, Webb Company treasurer, has been elected to a second term as president of the Maricopa County Junior College Board. He served as secretary during 1968, and as president in 1964.

The board oversees operation of community junior colleges in Phoenix, Mesa and Glendale and has proposed Scottsdale for a fourth campus. The three current schools, and Maricopa Technical College, also in the system, serve 23,000 students in 1968-'69 sessions.

Webb Names In News

Ted Miller, assistant general counsel, spoke on “Most Recent Advances in the Field of Estate Planning” at a Phoenix seminar during Estate Plan-

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FIRST CONCRETE pour after three and one-half months of site work on company’s 430-unit housing project at Yuma, Arizona’s Marine Corps Air Station, drew together, from left: John Shellenbarger, Phoenix cement contractor; Ted Davis, Webb project engineer; Ray Walker, Marine representative; H. H. Gilmore, Webb superintendent; Ray Stevens, Shellenbarger superintendent, and Dick Warner, manager of Yuma’s United Metro Materials. USMC photo by LCpl. Mike Newman

COMMENDATION from Clark County Civil Defense Agency is presented to Del Webb, right, by Col. Carl Smith, Arizona Civil Defense Director, on behalf of the Nevada agency. The award was for “close support of national security in cooperation with civil defense,” by the Webb firm’s Las Vegas hotels.
Profit, Working Capital Show Healthy Increases; Contracting Backlog High

Per-share earnings of 35 cents, a gain of more than 100 percent over 1967, have been reported to Webb Corporation stockholders for the year ended Dec. 31, 1968.

President R. H. Johnson announced consolidated net earnings of $2,509,856, compared to $1,050,796 or 16 cents per share the prior year. Gross revenue climbed from $151,165,320 in 1967 to $179,381,430.

Working capital improvement in three years since Dec. 31, 1965, has topped $22,000,000.

(Continued on Page 3)

Kansas City-TWA Facility Started At New U.S. International Airport

As rains stopped, Webb builders won and began a third contract at Kansas City International Airport—the $6,690,000 first phase of a Trans World Airline overhaul facility for the City of Kansas City (Missouri).

The new project includes foundations, concrete piers and basement for an airframe overhaul building, and a utility building with mechanical and electrical equipment.

Burns & McDonnell, Kivet & Meyers is architect-engineer.

A total of $34 million in KCI work has been awarded the company over the past year.

(Continued on Page 2)

Mayer Central Building Is New Management Role

If the Commercial Division could pipe only one song over the music system in two large office buildings it manages and leases opposite Park Central Shopping Center in midtown Phoenix, the tune would probably be “Getting To Know You.”

That’s what the division has been doing for the past four months—getting to know every tenant and operating procedure of more than 500,000 square feet of office space and an 1100-car parking garage.

At the same time, the unending and unlimited process of contacting prospects for remaining office space was begun.

The responsibilities and challenges were not absorbed in eight-hour working days.

(Continued on Page 5)
New Contract Work

(Continued from Page 1)

Ives, project operations manager, and George Redhead, office manager.

In other new Phoenix office work, the Company will build for Harry Gelt the first phase of a business complex at 44th Street and Camelback Road in Phoenix. Architect is Flatow, Moore, Bryan and Fairburn.

Work on separate bank and office buildings will be handled by Bill Ringwald, superintendent; George Sangster, project operations manager, and Ted Tissaw, office manager.

AIR FORCE and Webb personnel managed to find some dry ground to “break” for Community Development Division’s $3,320,777 George Air Force Base housing project in California. Atop the “Cat,” from left: Col. C. W. Rogers, base commander; Col. Harry Trimble, commander, 479th Tactical Fighter Wing and Col. Darryl S. Cramer, commander, 831st Air Division. Same order, bottom: Vice-Pres. John Meeker; George Vincent, division operations manager; John Wayland, Sun City, Calif, project operations manager who will also handle those duties at George AFB, and Joe Aubin, Sun City project manager. BELOW — Artist’s rendering of George AFB housing units.

Webb Officers Active On AGC Committees

Senior Vice-Pres. Ed Davies and Vice-Pres. Bill Collins are each serving on several committees of the Associated General Contractors of America.

In Los Angeles, where he is a director of the Southern California Chapter, Mr. Davies is the new chairman of the AGC-American Institute of Architects Liaison Committee, and a member of the Building Contracts and Specifications Committee.

In Phoenix Mr. Collins serves Arizona Building Contractors (AGC chapter) on State Safety, State Labor and Membership committees.

Bright Annual Report

(Continued from Page 1)

The company entered 1969 with a backlog of $132,000,000 in construction yet to be performed, largest in company history, after winning a record $112,000,000 in bid and negotiated work during last year.

In a joint message to the company's more than 9,000 stockholders, Mr. Johnson and Board Chairman Del E. Webb said the corporation's Nevada hotels handled record business volumes last year and indications are they will equal, if not exceed, those performances in 1969.

The three Del Webb's Sun Cities, resort-retirement communities, have exceeded 1967 home sales.

"Future planning is well established," the message states, "We have specific objectives allocated to all operations and we are working diligently toward more ambitious and more profitable accomplishments in all divisions."

GIANT SHOVEL for a big Hawaii project—706 Navy and Air Force homes—was wielded at recent groundbreaking by (from left): Rear Admiral William Haaman, Commander, Pacific Engineering Command; Susan Peters, 1969 Seabee Queen; Rear Admiral Fred Bakulis, Commandant, 14th Naval District; Rev. Samuel Keala, who blessed the site in Hawaiian, and Builder Del Webb. Hakulani ceremony at Pearl Harbor (shown above) was followed by similar events at Hickam Air Force Base, also on Oahu, and at the Navy Missile Range Facility on the island of Kauai. (Navy Photo)

BELOW—rendering of housing unit to be built in Hawaii.

ANNUAL REPORT preparation is an in-company procedure at the Home Office. Marie Martel, graphics art director, and Ken Dennis, corporate controller, contribute significantly—Marie in layout and design and Mr. Dennis and his department in financial data which is "heart" of the report.
NUCLEUS of Commercial Division staff studies floor plan in First Federal Savings Building. From left, Allen Clift, division controller; Harold Belsher, division property manager; Jack Belzner, manager of operations for the First Federal-Mayer Central complex; Rex Maughan, division manager of operations; Roger Harmann, First Federal Central leasing agent; Chuck Martin, assistant operations manager of the complex; and John Palermo, division leasing manager.

TEMPERATURES for more than half-million square feet of office space are controlled from Honeywell master panel by Jack McCoy, engineering staff coordinator. Belsher looks on. ABOVE—Belsher and Belzner stroll in lobby of First Federal Savings Building.
Getting To Know You’ w Management Tune

(Continued from Page 1)

First duties were to see buildings were cleaned and maintained properly, and included becoming familiar with a power plant big enough to heat and cool more than 700 three-bedroom homes.

The office buildings are the 26-story First Federal Savings Building, for which the Del E. Webb Building Management Co. assumed responsibility last Dec. 1, and the nearby 10-story Mayer Central Building, opening of which became effective March 1.

CALLERS to First Federal Savings Building are greeted by smiles and cheery voices of, from left,uccio, secretary; Dottie Cannon, bookkeeper and Shater, receptionist. BELOW — Balcony of Mayer Building is convenient spot for Maughan and Belzner to meet tenants.

OPPORTUNITY to meet tenants is a pleasant task high on list of Jack Belzner priorities. Here he says “hello” to Julie Bates, Home Office Savings Manager for First Federal Savings and Loan Association.

DIRECTING a new Phoenix staff is Alan Thaler, center, a Prudential senior vice-president, being greeted outside Thaler’s 22nd floor suite in the First Federal Savings Building by Maughan and Belzner.
Webb Men And Jobs Dry Out As Storm Fronts Fade Away—We Hope

It’s drying now, but this winter from Seattle to Sun City in the Pacific West, rain and snow set records and brought headaches to Webb construction men.

And “loessial clay” became a dirty word at Kansas City International Airport, where the ground had not dried since heavy rains of last summer (although sometimes it froze).

In Seattle, where four third-party projects and a company apartment development are underway, moisture this winter was in feet of snow — a year ago it was buckets of water.

Wally Edmundson, Ft. Ord project office manager, describes typical woes at three Webb military jobs in the San Francisco area:

“When it rains here, it isn’t just fooling. Between mid-January and March 1 we had rain on about 30 of 38 working days. Rain for the current season measures 26 inches compared to 8 inches for the same period the year before.”

Edmundson described several roads being cut off, one under 15-20 feet of water. Supt. Dick Buck one night set his alarm clock for every two hours to bail mud out of the basement of his Carmel home. In the same area George Szeremeta, carpenter foreman, reported a mud slide slammed into his home one night just at bedtime.

At Sun City, Calif., Project Manager Joe Aubin reports rain allowed only five full working days in January and three in February.

“Even though the area received tremendous rain and undisturbed damage to the countryside, we fared very well in Sun City as far as flood damage is concerned . . . a tribute to our drainage system,” said Aubin.

“We did have damage to golf fairways under construction, but as far as our existing course is concerned we were the only major facility in the area of Hemet, Corona and portions of Riverside still able to operate, gaining considerable play from some of the courses that will be unworkable for weeks.”

Sun City records showed 20 inches of rain for the season, against 8 inches for the previous year.

In Kansas City heavy winter rains made a naturally sticky loessial clay soil only tougher to work.

“Mud — acres of it, and deep,” was the succinct way KCI Project Manager Jim Comer described conditions at the sprawling $25.5 million airline terminal project the Webb firm is building in former corn fields north of Missouri’s second largest city.

The soil, which grows fine tobacco, gums up when wet and holds water on top. “It swallows a load of gravel, however,” reports J. E. Howard, airport development director for Kansas City.

The soil played tricks at Ft. Ord, too. “Despite the fact nobody wanted to see water for a long time, three days after the rain stopped we had to call in a water truck because the wind was blowing the foamy sand horizontally across the entire project,” said Edmundson.

It’s People That Make The News In The Sun Cities

Sun City, Fla. — Dr. George Hunter was featured in a Tampa Tribune article after returning from a tour of Japan, where he saw a bust dedicated in his honor and was dubbed the “Father of Schistosomiasis Eradication.” When an Army colonel during United States occupation in 1948, he directed a campaign to eradicate the devastating schisto worm.

Sun City, Calif.—Rotarians are noted for their enthusiasm, and the letter which the 60-member Rotary Club here mailed to clubs throughout the United States and Europe is an excellent example. The two-page, single-spaced letter is jam-packed with glowing tributes to the community and the area in which it is located — the kind of letter Webb Company salesmen would like to write but probably never would for fear of criticism.

Sun City, Ariz.—Bud Brown, who writes “Curbstone Critic” in the Branson (Mo.) White River Leader, used an entire column to describe this community. Telling how the white man settled the former Indian country, he wrote: “As the economic life of the paleface progressed he found that the climate of his red brother was ideal for living a life in retirement, but it took the vision and courage of an individual named Del E. Webb to provide the necessary ingredients to make Sun City, Arizona a mecca for the retiring middle class.”
Sahara-Tahoe Hotel Expands In Beautiful Sierra Setting

WINTER OR SUMMER, guests at Del Webb's Sahara-Tahoe hotel, now expanded to 600 rooms, have a stunning view of Sierra peaks which guard the hotel on three sides.

HOTEL SAHARA was site for recent quarterly meeting of officers and directors of Sahara-Nevada Corporation, the subsidiary which operates Webb hotels. Vice-presidents (unless other title noted) shown, from left: Pres. H. P. (Bud) James, Exec. Vice-Pres. Earle Thompson, Bob Durbin, Senior Vice-Pres. Johnny Hughes, Buddy Hackett, Bill Bennett, Dick Schofield, Jess Hinkle, Milt Frampton, Sig Front and Treasurer Keith Ashworth. Absent were vice-presidents Herb McDonald and Merle Howard, and Don Stephenson, secretary.
Webb Gal Bowlers Setting Fast Pace

In City Tournaments, League Competition

Would you believe Susan Wilson, Home Office mail director, has brought home $40 and another top bowling honor — the All Events-Class A Championship in the Phoenix Women's Bowling Assn. (PWBA) City Tournament?

Competition ran high as her 1752 total won the tournament by only one pin. Her team, doubles, and singles scores were 625, 524, and 603 respectively.

Currently in first place in their "scratch" league, and sporting a league high game and high series of 992 and 2745 respectively, is the Home Office team of Susan Wilson, Maxine Newman, Myra Cain, Margie Hawk and Mickey Fink.

That team, along with the Sun City team of Betty Skinner, Ruth Morton, Deane Whitacre, Melba Phillips and Rowena Ballis, will compete against over 4,000 other teams in the Women's International Bowling Congress tournament in San Diego this spring.

Arizona, with 180 teams, leads all states except California in number of teams entered at San Diego, according to Maxine Newman, PWBA publicity chairman.

Three Promoted At Fresno TowneHouse

John Roberts, convention/catering manager at Del Webb's Fresno Towne-House hotel has been promoted to manager, succeeding Dale Seiders, who has been transferred to Hawaii as general manager for a hotel to be built on Oahu beginning this summer. Succeeding Roberts is Vlad Chuhlanseff, while Brooks Hollingsworth has been named sales manager.

P. M. (Pat) O'Connell Honored By Builders

A plaque, bearing the inscription "Sincere Thanks For A Job Well Done," was presented recently to P. M. (Pat) O'Connell, Webb safety director, by Arizona Building Contractors.

The award was in honor of seven years' service on the Basic Crafts Labor-Management Safety Committee, which promoted construction safety practices through regular meetings and site visits. O'Connell represented "management" on the committee all seven years.

'Bravo For Older Man With A Young Nurse'

In her request for information on Sun Cities, a Montreal lady attached a clipping from a French language newspaper.

Jim Handley of Community Development and several others pooled their knowledge of French, and came up with the following translation of the story's final paragraph:

"It is not necessary that both the man and woman be 50 years of age or more, provided that one has reached that age even if one of the pair is much younger. Bravo for the old man who is accompanied by his young nurse."
$23 Million Denver Plan Selected
In Webb-Prudential Joint Venture

A joint venture of the Webb Corporation and Prudential Insurance Company of America has been selected to rebuild a square block of choice downtown Denver property.

The $23 million Webb-Prudential "Skyline" urban renewal plan includes a 22-story office tower, a two- and three-level building for shops and stores, two levels of underground parking and nearly an acre of open, landscaped area.

Announcement was made March 29 in Denver by the Denver Urban Re-

(Continued on Page 4)
Santa Monica Shores Wins A Top Award

SANTA MONICA SHORES, 532 apartments in twin, 17-story buildings designed by Welton Becket & Associates and built by the Webb Company, has won an award for "Creative Use of Concrete." Built on the beach in Santa Monica, Calif., for Kern County Land Company, Santa Monica Shores was one of only 11 structures completed in Los Angeles County between 1966-1968 to be cited as outstanding projects by the Portland Cement Assn. and the Southern California Ready-Mix Concrete Assn.

Rex Maughan Elected Arizona BOMA President

Rex Maughan, Commercial Division director of operations, has been elected president of the Arizona Association of Building Owners and Managers (BOMA) after serving as director of the 35-member organization.

One of the Arizona chapter’s prime 1969 activities is preparing for the Pacific Southwest BOMA convention to be held in Phoenix in 1970. Members must own or manage at least 50,000 square feet of space to join Arizona BOMA.

Webb Hotels Earn High Ratings By Mobil Travel Guide

Del Webb’s Mountain Shadows hotel in Scottsdale for a sixth straight year has won a Five-Star rating from “Mobil Travel Guide,” with the description “one of the best (hotels) in the country.”

Simon and Schuster, publisher of the 1,000,000-copy rating guide, reports: “In all America only 13 hotels have received this accolade.”

Del Webb’s TowneHouse in Phoenix and Sahara-Tahoe Hotel at Lake Tahoe have been awarded Four-Star ratings. According to Jason Berger, director of Mobil Travel Guide, this rating means: “Outstanding — worth a special trip.” The Guide has awarded Four Stars to only 71 hotels in America.

“No one can buy this rating,” said Berger, “It is awarded on merit alone after a careful, unannounced inspection by our trained field staff, supplemented by an evaluation of special consultants plus reports received from innumerable users of the Mobil Travel Guide.” Berger commended the hotels for providing high quality accommodations for the traveling public.

‘VIP’ Send-Off For Last Bucket

EIGHT MEN anxious to see last concrete hoisted atop $10.3 million Maricopa County Hospital eye destination of “top out” bucket. From left: Vice-Pres. M. P. (Bill) Collins, who heads Phoenix contracting office building the 490-bed facility; Leslie Mahoney, architect; John J. O’Connor III, chairman, hospital board of directors; B. W. (Barney) Burns, chairman, county supervisors; Bob Stark, supervisor; Thomas Hollis, hospital administrator; Henry Haws, supervisor and J. J. Peattie, acting county manager.

Tahoe ‘Highland Fling’

The “Highland Fling” vacation promoted annually by Sahara-Tahoe was publicized this month in joint Webb-Western Airlines advertisements carried by newspapers in six Northern California cities and Salt Lake City, Utah. “Fling” guests are offered a $32 package of three days and two nights lodging, food, beverages and entertainment. First three 1969 “superstar” programs feature Jack Benny and Rouvaun, Phyllis Diller, and Milton Berle.
Stockholders Meet In Most Unusual Town

When directors and stockholders gather this month in Oak Brook, Ill., for the ninth annual meeting of the Webb Corporation, they will see one of America’s most unusual communities.

Incorporated in 1958, the development pace of the 8400-acre village is accelerating each year.

The Webb Company joined Oak Brook founder Paul Butler in late 1964 to form Oak Brook Development Company.

Since then, 69 nationally-known firms have bought property and many have already built in the town’s garden-like industrial park.

Many more are located in two office buildings built by the venture and now jointly 97 percent leased.

Housing development has been equally bright. York Woods and Ginger Creek home areas have been completely sold. Sites ranging in price from $20,000 to $36,000 in the Brook Forest subdivision are now selling briskly.

A townhouse development by the venture, around man-made lagoons, has received national recognition. Briarwood Lakes villas average $82,000 a unit.

Oak Brook is also distinctive for its open areas, including polo fields used for national championship matches, golf courses and wooded areas for fox hunting, bird shooting and trail riding.

The community, strategically located 20 miles west of Chicago’s Loop, is the geographic center of the six-county Greater Chicago area. Freeways that bisect and skirt the town lead directly to downtown Chicago, O’Hare Airport, Wisconsin, Indiana and downstate Illinois.

LARGEST computation and data processing service center in the Midwest, according to the Sperry Rand Corporation, was dedicated recently in arcade connecting Oak Brook’s Executive Plaza office buildings by Robert E. McDonald, right, president of Sperry’s Univac Division, and Del Webb. The facility, valued at more than $3 million, ties together Univac’s nationwide Information Services Division, designed to process programs originating anywhere in the United States.

LANDMARKS of Oak Brook are twin Executive Plaza office buildings, right foreground, an investment of the Webb-Butler venture, and a shopping center recognized as one of Chicagoland’s finest, upper left, anchored by Marshall Field and Sears.
Webb-Prudential Plan Publicized In Denver

(Continued from Page 1)

newal Authority (DURA). Four other developers submitted proposals.

Architect is Flatow, Moore, Bryan and Fairburn (FMBF), with offices in Albuquerque and the Del Webb Building in Phoenix.

Among Webb projects designed by FMBF is Rosenzweig Center, Phoenix, office building-hotel-financial complex, a consideration by DURA in selection of a developer-architect for the Denver project.


One reason the Webb-Prudential plan was chosen, according to DURA, was because nearly 40 percent of the block to be developed will be open and landscaped, including a 55-foot setback along one side to preserve the view of a historical tower in an adjoining block.

Webb-Prudential will pay DURA $1,170,400 for the block bordered by 16th, 17th, Curtis and Arapahoe streets. The office building will contain 450,000 square feet, the two/three-level commercial area an additional 150,000 square feet and the garage, 600 cars.

Newspaper Enthusiasm

Denver newspapers expressed enthusiasm for the Webb-Prudential plan, and general agreement with DURA's selection.

The Denver Post reported the announcement in a front page story, with a photo of Webb and Prudential officers and considerable detail on page three.

The Rocky Mountain News carried a lengthy story and a photo of the development model.

Allen Young, special writer for the Daily Journal reported:

"Was the best plan selected? I removed the Webb model from the model Skyline area in the DURA offices and replaced it with each of the four remaining proposals.

"There is no question in my mind but that the Webb plan functions better as a place for people to move about in than any of the other plans, and applies suitable aesthetic standards missed by other planners ..."

Power Of New Project

The Webb-Prudential office complex, when it opens in 1971, will undoubtedly bring new firms and new dollars to Denver.

It will also generate 10 times the amount of current tax revenue, according to Alex Holland, DURA chairman.

And less than one week after selection of Webb-Prudential as builder of a new Block 26, Denver's Rocky Mountain News announced that Colorado National Bank would move ahead on building plans for an entire new block directly opposite Block 26.

It was, said the News, a venture "first announced in 1963."
'Very Optimistic About Denver Opportunities,' F. P. Kuentz

For 100 years Denver was undisputed growth capital of the Rocky Mountains. It wasn't until a decade ago that Phoenix became a prime competitor for industry and permanent residents.

In the past several years the Mile High City has again been flexing its expansion muscles, and the Webb Company has been studying the area for its office building and hotel potential.

"We are very optimistic about Denver's opportunities," says Exec. Vice-Pres. Fred Kuentz. "We think it has been asleep and is about to come alive. The Denver Urban Renewal Authority is creating a model for the rest of the country."

Vice-Pres. George Reeve, who heads the Commercial Division which will operate the completed Denver properties, points up Denver's potential this way:

"Even though metropolitan Denver has about 200,000 more residents than Greater Phoenix, it has only two more office buildings, with just over three million square feet of space compared to just under three million for Phoenix."

"With the West's tremendous growth potential the future of both Denver and Phoenix is very bright."

In their proposals for development of the Denver property, several other developers included a hotel.

"Certainly we are studying the Denver hotel market," says Mr. Kuentz. "Our deep experience in hotel operation and our belief in Denver's potential make investment possibilities very attractive."

'Model of Webb-Prudential Block 26 proposal shows 22-story tower, adjoining two- and three-level store area, with open space for street and plaza level landscaping. Extensions of two sides of model represent bridges to connect with future development of adjoining blocks.'

Prudential Deeply Involved In Future Of Colorado Development

The Prudential Insurance Company of America for many years has been deeply involved in the same type of developments as the Webb Company — hotels, office buildings, apartments, hotels, industrial, homes — but as a financier rather than a builder.

Joining of Webb and Prudential on Denver's Block 26 project, therefore, comes as a natural alliance.

Prudential has been making mortgage loans in Denver since about 1928. In 1950 the firm opened its Rocky Mountain Loan office there to serve Colorado, Wyoming and New Mexico. Utah, Eastern Montana and part of Idaho were areas added later.

Mortgage loans in force, directed by the Denver office, have soared to $400 million from $40 million in 1950, including farm and ranch loans.

Some of Denver's best-known developments are Prudential-financed. Largest single investment loan, $22.5 million, was made for a downtown complex involving the Hilton Hotel, May-D&F Department Store, a 1500-car underground garage and other retail outlets.

Last year in Colorado, the Prudential paid $24.8 million to its policyholders and beneficiaries, had $197.6 million of life insurance purchased and $1.14 billion of insurance in force. The company's investments in the state were $247.7 million.
'Concept, Financial Capability, Experience'
DURA Criteria For Denver's Block 26 Builder

(Continued from Page 5)
Corporation, whose architect is Charles Luckman and Associates; Urban Investment and Development Corporation whose architectural consultants were Loebl, Schlossman, Bennett & Dart; Edward Sulzberger, Don D. Harrington, and John Graham, a joint venture whose architectural consultants were John Graham and Associates.
DURA invitations for proposals emphasized three points:
"First, the development concept, in which each developer was required to state and demonstrate how the land would be used; second, financial capability of the developer to be in a position to promptly proceed with construction and complete his intended project; third, elements of experience in comparable projects by members of the team."

Subsidiary Managing, Leasing Two Phoenix, Tucson Prudential Buildings

The Alameda Plaza Office Building in Tucson and Villa Riviera Apartment Building in Phoenix are properties newly assigned to the Del E. Webb Building Management Co. by Prudential Insurance Company of America.
Each will be managed and leased by the Commercial Division subsidiary. The 38-unit Riviera apartment building is located on the same square block of development that contains the First Federal Savings Building, 26 stories of office space also owned by Prudential and managed by the Webb Commercial Division.

Old Denver Tower Symbolizes Growth

Denver has selected a 59-year-old tower to symbolize dramatic new growth in its downtown area.
"The Daniels and Fisher tower is more than historic — it is an emotional landmark for Denver residents," reports Seth Heywood, Community Relations director for the Denver Urban Renewal Authority.
"Thousands in Denver set their watches by its clock."
The 40 by 40-foot, 23-story tower was completed in 1910 as part of the Daniels and Fisher Department Store, one of Denver's largest for many years.
It is a copy of the Campanile Tower in San Marco Plaza in Venice, Italy. Today it contains, besides the clock, radio transmitting equipment.
While old buildings around the tower will be razed, as will nine blocks in all in DURA's plan, Heywood points out property scheduled for renovation is far from resembling ghettos of many older cities.
"Our urban renewal financing is also different in that a special act of Congress allowed us to use funds we raised for a convention center to get started," said Heywood.
'Navy Won’t Allow California Earthquake': Don Edwards

Editor's Note — As Webb photographer Dave Parker visited California construction projects recently, we asked him to sample opinions on predictions for a major earthquake in that state during April. Specifically, the question was: "April is supposedly the month California is to have a bad earthquake. Are the people in your part of California taking these predictions seriously? What do you think?"

"Why certainly. I trust everyone and like to believe everything they tell me. Now I have to throw away all my earthquake survival gear that I had all ready. Dated 4-4-69 at 3:30 p.m. (After blast off time)." — George C. Lord, Office Manager, Pasadena Art Museum.

"They sure are (taking predictions seriously). It's already over." — Joe Houston, Superintendent, Pasadena Art Museum.

"I believe nothing I hear, and only half of what I see." — Al Schafer, Engineer, Pasadena Art Museum.

"I own my own boat, and have it packed in the yard, and my neighbors are saying I would have a fight on my hands when the time comes. The people around here take it jokingly." — Harold Anderson, Assistant Superintendent, Fort Ord.

"People are taking the predictions seriously and never a day passes without a special on TV about this quake and what to do in the event it happens. I don't think an earthquake such as they say will ever happen. These quakes only happen in the special on TV about this quake and what to do in the event it happens. I don't think there will be an earthquake some day but not as bad as predicted. At any rate, I don't intend to stop the project in anticipation." — Gene Schroeder, Superintendent, Alameda.

"Since the San Andreas fault runs right down the middle of Alameda and San Francisco, leaving the Southern Alameda County as the new Sea Coast, one would seriously doubt the existence of San Francisco if the earthquake should come. Which leaves you to wonder — 'By The Time I Get To Phoenix'" — Bill Evans, Operations Manager, Alameda and Treasure Island.

"I feel the whole thing is a figment of someone's imagination. Evidently most people feel the same way I do. I haven't noticed any easing of the morning or evening traffic on the freeway that would be caused by a mass exodus of people from California. In fact I wish more people would take it seriously and leave so I could get to work and home more quickly." — Al Knight, Engineer, Alameda.

"It's possible that should an earthquake hit Northern California, this area could suffer quite a bit, but I don't believe it will be this year. At any rate, not until this job is complete!!" — Leonard Johnson, Engineer, Treasure Island.

"Some are and some aren't. I won't say it will happen but, I've sent my two little girls and their dog to Grandma's in Phoenix. I've purchased a life jacket and an inflatable rubber raft (Navy issue, of course) and each day I bring a picnic lunch. There's two things I have a fear of, going without a meal and swimming in strange waters. If it doesn't happen I will always have plenty to eat and at any time I can go for a boat ride." — Lonetta Miner, Secretary, Treasure Island.

"I feel that the 'thrill seekers' are making a big thing out of this. I am not the least bit worried because I know that our Navy inspectors on this job would never allow this to happen." — Don Edwards, Assistant Superintendent, Alameda.

"I really haven't given the predictions much thought, but I guess there are some people who are very worried. I feel that 'what will be will be' and an earthquake will not be prevented by worry and talk. If persons believe in the predictions then they should quietly leave the state of California." — Joe Peck, Office Manager, Alameda and Treasure Island.

"The horror of Good Friday prediction is in the past already, although several other exact dates of 'dumsdays' catastrophe are forthcoming yet, April 17th and 19th. I am scared to death, so I think if I get a chance and don't have to work I'll go salmon fishing Saturday. 'One thing I know for sure: When your number is up, you can't do anything about it, just say good-bye and go.'" — B. I. (Bill) Messzik, Fort Ord.
MINT 400 Del Webb Desert Rally in late March was a dusty but definite success in its second annual running. In photo above, left, Mr. Webb from just in front of Mint Hotel announces "Parade to Post," while second photo shows some of 206 vehicles which competed for $30,000 prize money. Photo on right shows rugged competition around the 50-mile course just outside Las Vegas. John and Linda Johnson, racing their home-made entry in the "Experimental Division," led all cars for the 400 mile, two-day race with a total time of 12 hours, 19 minutes. An Al Unser-Parnelli Jones entry finished third in the "Four-Wheel Drive" grouping. Off-Road Racing News said: "The Mint 400 will usher in a new era of greatness for off-road racing."

Lighting Earns Awards In Oak Brook, Phoenix

Two Webb-constructed buildings have earned awards for superior lighting. In Oak Brook, twin Executive Plaza office buildings have earned a Merit Award for floodlighting from the Chicago Lighting Institute, one of only 13 given in Greater Chicago. The 12-story buildings were described as "suburban jewels in the sky." Architect is Shaw Metz & Associates, with R. G. Burkhart as engineer and Thomas Gibson as electrical contractor.

In Phoenix the Pepsi-Cola Management Institute in Rosenzweig Center was one of only three buildings to earn a "Commercial" award from the Valley of the Sun Electric League for interior-exterior lighting. Architect is Flatow, Moore, Bryan and Fairburn, with Uhl & Lopez as engineer and Howard Electric as contractor.

Webb Hotelmen Push Scout Funds Past Goal

Webb hotel executives have helped push a Boulder Dam Boy Scout Council fund-raising drive well past its goal. The 1969 "Sustaining Membership Campaign" was chaired by Howard P. (Bud) James, Sahara-Nevada president. One of seven council divisions, led by Herb McDonald, Sahara-Nevada director of advertising and public relations, led all others with 165 percent of its goal pledged or collected. Drive total is nearing $180,000, or about 120 percent of the goal.

Sig Front, Hotel Sahara sales director, is heading ticket sales for the 1969 Council Fun Fair, another money-raising venture.
Chairman Flies New Flag Over Oak Brook

After presiding over stockholders' meeting in Oak Brook, Ill., Chairman Del Webb was surprised with a flag bearing the company's emblem and asked to be the first to fly it in front of the company's office there. Helping is Vice-Pres. Wayne Doran. For portions of president's report and several meeting photos, see pages 3, 4, and 5.

Hotel Addition, Honduras Highway Added To Big Construction Backlog

After moving into 1969 with a record amount of contract construction to perform, recent new Webb work includes a 12-story addition to the Beverly Wilshire hotel in Beverly Hills, Calif., and a 28-mile segment of highway through Honduras jungle.

Under an $8.2 million contract the company's Los Angeles office will add 260 rooms and four floors of penthouse luxury apartments to the well-known Beverly Wilshire.

Also included is a 1,000-seat ballroom and a four-level, 600-car parking garage. On the landscaped roof, architect Welton Becket and Associates have designed a 50-foot decorative (Continued on Page 2)

Balloon Goes Up — Office Building Too

Decision Awaited On Civic Plaza Bid

After submitting an April 22 low bid of $15.6 million on the long-planned Phoenix Civic Plaza convention center and auditorium, the Phoenix Contracting Division at Webb Spinner press time was awaiting city action on the project.

Facilities will include a convention hall with offices, exhibit and assembly halls to handle up to 12,000 persons, an auditorium-concert hall seating 2,575 and covered parking for 1,000 vehicles.

The only other contractor to compete for the project — M. M. Sundt of Tucson — submitted a $15.9 million bid.

"We're ready to go," said Vice-Pres. Bill Collins, speaking for his department which spent many overtime hours figuring and refiguring the proposal.

Del Webb prepares to cut loose a gas-filled balloon at groundbreaking early this month for 20-story office building and third highrise in Rosenzweig Center in Phoenix. Next to Mr. Webb are Pres. R. H. Johnson, Harry Rosenzweig and Phoenix Mayor Milly Graham, from left. Vice-Pres. George Reeve steadied balloon before it rose on 242-foot rope, marking eventual building height. Harry and Newton Rosenzweig are partners in development of the hotel-business-financial complex named after their family. Job Supt. Fred McDowell and Geo. Sangster, operations manager, began site work shortly after the ceremony.
Hotel, Highway
New Contract Work
(Continued From Page 1)

pool. The 19-month-long job is expected to be started by June 1.

In Honduras the International Division in its joint venture with ICCA has been awarded a $5,136,212 contract to build 28 miles of a highway it has already started.

The new project includes excavation, bituminous paving, 12 concrete bridges and other structures from the San Juan River to Tela.

A previous $4.1 million contract for 35 miles of the highway, to connect Tela to La Ceiba, was won and started last year by ICCA-Webb.

Nothing Dull About
Jungle Road Building

Laying highway through a Central American jungle is not without its ups and downs, and that's not a pun on the hills and streams which must be spanned.

Communications, for example, is by two-way radio from a small La Ceiba station to the ICCA-Webb main office in San Salvador. When spare machinery parts are needed, company pilot Raúl Izquierdo flies them in via the venture's twin-engine Cessna.

Road building through Arizona would scare up rattlesnakes, jackrabbits and roadrunners. In Honduras, cutting through the jungle rouses cobras, monkeys and parrots.

Work is concentrated February through September. "Other times, a lot of rain falls," says Webb Vice-Pres. David Sanders.

Both segments of the Tela-La Ceiba highway are under the supervision of Robert Stracener, an American with considerable road and bridge building experience in North America, Puerto Rico and Pakistan.

In addition to the technical aspects, Stracener's materials needs require manufacture on job site of concrete aggregate and sub-base and base material for blacktopping.

Phoenix Post Office
‘First’ In Lighting

The main Phoenix post office, completed by the Webb Company in 1968, has won first prize in the "Industrial" division of 1969 lighting competition sponsored by Valley of the Sun Electric League. Henningson, Durham and Richardson were architects and engineers. Howard Electric Co. installed lighting.

Phoenix Hotels Break
Summer ‘Heat Barrier’

Not too long ago Phoenix didn't attract much summer convention business. Today, the meeting schedule at Del Webb's TowneHouse alone, where 10 groups will convene next month, is proof that the former "heat barrier" has been broken. Largest TowneHouse June group is the Western Association of Highway Officials, requiring 300 rooms.

WHILE ICCA-WEBB workmen erect forms for one of many specified bridges, heavy machinery in background smoothes roadbed through Honduras jungle vegetation.
Directors All Present
For Annual Meeting

WEBB CORPORATION directors were all present to confer prior to annual stockholder meeting in Oak Brook. Shown seated, from left: E. Parry Thomas, chairman, Bank of Las Vegas; Roy Drachman, owner, Roy Drachman Realty Company; John B. Milliken, attorney and partner, Parker, Milliken, Kohlmeier, Clark & O'Hara; Joseph A. Thomas, partner, Lehman Brothers and Chairman Del Webb. Standing, Exec. Vice-Pres. F. P. Kuentz and Pres. R. H. Johnson, right.

NINTH ANNUAL Webb Corporation stockholders’ meeting held interest of this group.

UNIDENTIFIED STOCKHOLDERS visit after annual meeting with Director E. Parry Thomas, in photo above left. In adjacent photo Mrs. Del Webb, left, chats with Maxine Newman and Marge Culberson, right, Home Office executive secretaries, and Bill Doss, Oak Brook director of residential development.
'We salute many capable people'

"We salute the hard work of many capable people in our organization; the counsel and help of our bankers, our bonding company, and the financial institutions representing our company. We deeply appreciate the faithful efforts of our employees, our directors and officers, and the continued support of our shareholder-investors."

'Bullish about our future'

"We continue most bullish about our future. "We presently have the largest backlog of contract construction in our company's history. Our hotels have been setting new records for business volume and profits. Our Commercial Division is developing promising new equity properties. Land Development Division's Oak Brook project, a model town gaining a national reputation, is developing even faster than expected. Our International Division has us pretty firmly established in Central American construction, and we are gaining stature in Hawaii because of our growing volume of building jobs there. Our Community Development Division has its largest accumulation of work in company history."

'More equity properties'

"We told our stockholders a year ago that close control of capital fund expenditures would continue and our plan would be to get into more equity properties. In this connection, during 1968, we acquired a top-notch joint venture partner — Prudential Insurance Company of America. We expect the Webb-Prudential joint venture to go far in creating equity properties of outstanding value to stockholders of both firms. "Certainly the advantages the Webb Corporation can offer a joint-venture partner are manyfold — the ability and the personnel not only to acquire real estate, but to plan and design its best use, then to develop, build and operate the equity properties."

'A sound future'

"In taking steps to insure a sound future for the Company, Mr. Webb and his associates have carefully molded the company to men of experience. Of our officers, only Mr. Webb is over 60, and the average is 46 1/2 years. These 15 officers each average 17 years of Webb service, and only six have been with the company less than 18 years. "Discussing the Company's future brings to mind a question which several stockholders have asked in recent years: What happens to the Del Webb Corporation when Mr. Webb is no longer with us? We'd certainly like to see that eventuality never happen, but it is Mr. Webb himself who has planned for it. This company has and still is his life. He has no plans to retire, and is — as I mentioned earlier — most active in our day-to-day operations. But to bolster the future of the company he has founded, and its thousands of stockholders, employees, he has arranged to put his Webb Corporation stock in the Webb Foundation with instructions to continue the operation of the Company consistent with policies previously established by Mr. Webb."

'A look into the future'

"The Construction Contracting Division ... into 1969 with a record-breaking backlog of work performed. This year, already our new work totals $61,000,000, including a low bid on the Phoenix..."
Growth Ahead

on Center, and is a good start on new construction
ness for '69 & '70."

In Land Development Division activities, we are
ularly proud of our partnership with Mr. Paul
in this fine Oak Brook project which we feel is
in utilizing our company's various talents, including
struction, preparation and sale of residential and
ustrial sites, construction and sale of homes, con-
ction of industrial buildings, and construction as well
eration of office buildings."

Community Development Division's 1969 forecast
50 sales in the three Sun City communities could
 exceed, judging from a spurt in sales in Florida
new first-quarter sales record at Sun City, Arizona.
This division continues a study of possible housing
ets for our own account in Arizona and Southern
oria, and is keeping close check on new develop-
in a countrywide housing program."

The Commercial Division (in addition to new proj-
ounced in recent Webb Spinners) is studying
sing prospects for new office buildings in Seattle,
ulu, and Las Vegas; its Building Management
ment is actively seeking leasing-management of
properties for large real estate investors."

In our International Division, one big advantage of
CCA joint venture in carrying on Central American
uction — with its problems of remoteness, unavail-
of materials and parts, and nearly inaccessible
is having a knowledgeable partner. He is Con-
no Novoa, who has said to some of our people,
ave the know-how, but we have the know-who."

el, in association with ICCA, there will be many
s building opportunities open to us in Central
ica."

In our Hotel Division, prospects for the future at
ahara and our other Nevada properties not only
excellent but we've been told — to use a bit of
"We ain't seen nothing yet!"

What this means is that the travel age of the jumbo
almost upon us, and these super jets could well
the resort hotel business beyond our fondest
ns.

We're already getting ready! We are enlarging con-
on facilities and building a new gaming lounge at
ahara-Tahoe Hotel this year. We will move the
Hotel's coffee shop from the gaming area to a
floor and renovate and enlarge the Mint's
General alterations are underway for the Thun-
d's casino and lobby area. Before year end, we

First Quarter Earnings Jump

First-quarter earnings triple the amount earned
the same period of 1968 have been reported to Webb
Company stockholders.

Pres. R. H. Johnson said net earnings for the
first three months of 1969 were $959,490, equivalent
to 12 cents per share, against $263,680 or 4 cents
per share for the first 1968 quarter.

Gross revenue was $50,062,804, compared to
$39,559,911 for the first quarter of 1968.

Sun City, Ariz. home sales and Nevada resort
hotel operations were cited for new highs, and Chairman
Del Webb said:

"Improvement in earnings is also attributed to
continuance of efficient operations throughout all
divisions of the company."
First Phoenix Highrise In Five Years Gets Rousing Start

The first highrise office building to be started in Phoenix since the TowneHouse was launched in 1964 was begun early this month in Rosenzweig Center.

The $10 million, 20-story grey and white tower, when completed next fall, will be joined to the Del Webb Building by an air-conditioned mall designed for retail shops.

In groundbreaking remarks Del Webb recalled when he built the Mirador Ballroom in the early 1930's on the property now occupied by Rosenzweig Center.

In a press release, Pres. R. H. Johnson reported that the four Center office structures are leased near capacity in tenants, and gave reasons for the new building:

“For five years Phoenix had a surplus of office space. That surplus is fast disappearing. Phoenix has become a very attractive regional and national ‘headquarters’ city. We expect this to work heavily in our favor in filling our new building.”
Neighborhood Center Reacquired By Webb

The Webb Company has reacquired Camelback Village Square at Ninth Avenue and Camelback Road in Phoenix, a neighborhood shopping center it developed and opened in early 1960.

Under Commercial Division management the Center includes a First National Bank office and Neptune's Table restaurant on approximately 8.5 acres.

FORMER STARDUST hotel golf course, just off Las Vegas "Strip," is now Sahara-Nevada Country Club.

Major Las Vegas Golf Course Acquired, Renamed 'Sahara-Nevada Country Club'

The Webb Corporation has purchased the Stardust Golf Course, located a short distance from the Las Vegas "Strip," and renamed it the Sahara-Nevada Country Club.

A 12-month plan to rebuild greens will be worked around regular play, and the Sahara Hotel will apply to play half of the 1969 Del Webb Pro-Am tournament on the course.

The Stardust in past years hosted the Tournament of Champions. It may likely, beginning in 1970, be site of the Sahara Invitational, last year a $122,222.22 event on the professional golfer's tour.

The 18-hole, 135-acre course will serve guests of the company's three Las Vegas hotels, as well as the public.

The new course is the ninth presently owned and operated by the company. Others are at Sun City, Ariz. (3); Sun City, Calif. (2); Sun City, Fla.; Mountain Shadows hotel in Scottsdale, Ariz.; and Almaden Country Club Estates near San Jose, Calif.

Purchase was from Paradise Homes of Las Vegas for an undisclosed sum of Webb Corporation stock.

Sun City Brochure Cited

A Sun City, Arizona sales brochure produced by Marie Martel graphic arts designer, has won a Certificate of Excellence from Industrial Art Methods Magazine.
Nancy A 'VIP' After Her Effective Letter
Earns K. R. Dennis 'Boss Of Year Award'

"My boss is one of the good guys."
So began a short, rather modest but very effective endorsement of Corporate Controller Ken Dennis by his secretary, Nancy Conner.

It wasn't the longest letter submitted for the Boss of the Year Award by Phoenix Business and Professional Women's Club — Midtowners Chapter, with 57 members. But it did the job, and today Nancy has a boss with an engraved plaque and a big smile.

And the Boss of the Year is pretty happy with his secretary, too.

A Quiet Spring After 'Beaulieu's Crew' Tamed Tucson's Rattlesnake Gulch

Superintendent Roland Beaulieu and his tough Webb construction outfit have tamed Rattlesnake Gulch.

That's what "Beaulieu's Crew" named a rough, ravine-filled Tucson site after killing 11 rattlesnakes there last Spring during site preparation for Cholla High School.

Now the $3.7 million job is well along toward completion, and Rattlesnake Gulch is so civilized not one snake has appeared this spring.

"Biggest rattler last year was a five-footer flushed from under the trailer occupied by Office Manager George Redhead," says Roland. "Jim Hatfield, general labor foreman, put that one away. Engineer Jim Meadows killed four others.

"You can still hear the coyotes after work when it quiets down. But we don't have to watch every step now... things just aren't as exciting anymore."

One Letter Missing!

Riding beneath the "Happy Groundbreaking" balloon released from Rosenzweig Center May 5 was a letter (arrow) entitling the finder to a prize. The Commercial Division's Rex Maughan is more than willing to produce the prize when the letter is returned. No one has any idea how far the four-foot-wide balloon traveled before landing, but it was last seen heading up and northwest.

Former Webb Engineer Makes Idea Pay Off
As Coming 'Big Surf'

Jerry Olden recalls it was 1962-63 when he and Phil Dexter were working together on Grossmont Medical Center.

"Over at the beach, watching the surfers, Phil would wonder aloud why waves couldn't be produced artificially."

Words Were Right, But Photo Wasn't

The opinion expressed by Al Schafer in the April issue of the Webb Spinner was his own, but the photo we used over his name was really a picture of Jim Hastings, assistant superintendent on the Pasadena, California, Art Museum project. Here's Al, engineer on the same job, who was certainly correct in saying about April's predicted major earthquake for California: "I believe nothing I hear and only half of what I see." Sorry about the picture mixup, gang.
Civic Plaza Awarded; Construction Backlog Still High

With awarding late in June of the $15.6 million Phoenix Civic Plaza job, new bid and negotiated work for the first half of 1969 stands at $66.8 million.

Webb builders moved onto the site of the long-planned Phoenix project just before July 1, with a 22-month construction schedule.

Civic Plaza is the name given separate convention and concert hall buildings that will center six city blocks in downtown Phoenix.

The convention center will include 250,000 square feet under roof, with flexibility of from 1 to 20 carpeted and fully-equipped meeting rooms.

In addition, the 2,563-seat concert hall will be the home of the Phoenix Symphony and also serve as an auditorium or theatre.

Approximately 50 per cent of the 16.5-acre complex will be devoted to landscaping, fountains and pools, all designed to create a park-like atmosphere.

The entire development will be four feet above street level, covering underground parking for 1300 cars.

In other work the Los Angeles office is erecting a 500,000-square-foot, three-building addition to Hughes Aircraft Company's Fullerton plant.

$31.5 Million Kansas City Bid

In late June the Kansas City district office staff teamed in a Sharp-Kidde-Webb joint venture to submit a low bid of $31,590,000 for Kansas City's new Jackson County Sports Complex, separate football and baseball stadiums and an adjoining arena.

Webb Hotels Welcome Rush Of Summer Guests

Webb hotels in Nevada, Arizona and California have resort weather year-round. But June, July and August are the three busiest consecutive tourist months in the calendar for the hotels as a group.

For the firm's four Nevada hotels — with 2,500 rooms collectively — normal business is accelerated by streams of vacationing tourists from all parts of the country, anxious to see some of the nation's top entertainers and large gaming operations.

Vacationers also fill Del Webb's TowneHouse hotels in San Francisco and Fresno, Calif. And in Phoenix and Scottsdale the TowneHouse and Mountain Shadows hotels are benefitting from "off-season" tourists who find Arizona summers even more comfortable than humid Eastern weather.

In all, Webb hotels expect to cater to 585,000 guests during the summer months. And that's like housing the entire city of San Diego (1960 census).

SUMMER MONTHS at Del Webb hotels mean sunbathing like that enjoyed poolside by this guest at Hotel Sahara-Tahoe, Lake Tahoe.
WEBB BUILDERS will make a convention center dream come true for thousands who have worked and planned for the downtown Phoenix complex, including Edward Allen, center, Civic Plaza director. Viewing model of six-square-block development is Vice-Pres. M. P. (Bill) Collins, left, whose Phoenix office will handle construction, and Jerry Olden, right, manager of project operations for the Plaza job.

Company Posts 10-Year Safety Record Considerably Better Than National Average

The Webb Corporation has been awarded a 10-Year Safety Certificate by the national office of Associated General Contractors of America, for an outstanding safety program for 1958-1968.

The company's 10-year accident frequency rating of 19.68 is 30 percent below the national average of 28.29 for construction firms in the Webb classification group.

"Accident frequency rating" is figured on lost-time accidents per million man hours worked. A lost-time accident is one in which an employee misses a day or more of work following an accident.

Jack Douglas' "America" Still Shown Around World

For his "America" television series several years ago, Jack Douglas included considerable footage of the Webb Company's Sun City retirement community and Mountain Shadows hotel in a half hour color feature on Arizona. Recently Mr. Douglas estimated, conservatively, 30 million people have seen the show and said the "America" series is still being televised throughout the world.

E. T. Davies Named An Executive Vice-President

Edward T. Davies, general manager of the Contract-Construction Division, has been named an executive vice-president of the Company, according to Del Webb, board chairman.

Mr. Davies joined the Company as an estimator in 1945 and was subsequently named chief of operations at the Los Angeles office. He was elected a vice-president in 1963 and a senior vice-president in 1967.

He resides with his wife, Virginia, in Northridge, Calif.
Course Does Double Duty In California's Sun City

Opening of Sun City, California's new 18-hole golf course will serve a double purpose, according to Joe Aubin, project manager for the community of 6,300 located 22 miles south of Riverside.

Not only will it provide 80 premium-priced lots, which sell faster than homes off the fairway, but when opened in September the 3,817-yard layout will thin heavy traffic on Sun City's 7,000-yard course.

Also under construction and designed to please residents and boost home sales are new shuffleboard courts, wood shop, exercise room, therapy pool, and a second large swimming pool.

Like residents at sister Sun Cities, Californians will enjoy the new facilities, plus a number of present arts and crafts shops and auditorium, for only $20 a year per resident.

Organized groups at Sun City now exceed 70, including major service organizations for both sexes.

The community has 35 businesses and services in its shopping center, plus a medical center.

Five congregations have now built churches and five others worship in the Community Center.

Sun City Can Brag About Location

Even a quick look at the map on the right reveals how well Sun City is located as a retirement community — midway between Los Angeles and San Diego, with mountains and lakes to the east and north and desert to the northeast.

The town is spared the nagging traffic plaguing Greater Los Angeles. Coastal breezes sweeping from south of Los Angeles across the Menifee Valley keep Sun City smog free. Average annual rainfall is only 12 inches, yet desert temperatures are not encountered.

Very Active Travel Club

The 700-member Sun City Travel Club makes excellent use of Southern California attractions. During 1968 they made 50 one-day group excursions within the state. In addition, the club completed 12 multiple-day trips outside California, one as long as two weeks.
Churches Active In Sun City

Ground was broken recently for the second church in Sun City, Fla., with Bishop C. B. McLaughlin of the St. Petersburg diocese officiating. Upon completion by Christmas the project will be presented debt free by Sun City Catholics to the diocese.

Sun City's first church, the United Community completed in 1964, held a May "mortgage burning" and is planning an educational expansion.

The United St. Andrew Presbyterian Church, which holds services in Sun City's Town Hall, has purchased property for a church and a Baptist church group is planning a site purchase.

Sun City in Tampa

One of the two most active — if not the busiest — home builders in Greater Tampa, Fla., is the Del Webb Corporation.

More than 100 homes are under various stages of construction at Sun City 17 miles south of Tampa, according to Jim Stamatis, project manager. Residents now represent every state in the Union.

The Webb activity, plus that of one other builder, accounts for 35 per cent of current home building permits in Greater Tampa, an area of about 900,000 people.

Success of sales around Sun City's three large lakes indicates many former landlocked residents want waterfront views and frontage.

In addition to pleasing boaters, the lakes are yielding "lunker" bass. The record so far is nine pounds, with four pounders common. Frying-size bluegills and catfish are also being snagged in large numbers. For most of each year the lakes are self-filling.
Among Builders

POPULAR AS THEY ARE, water sports in no way have cramped the style of Sun City golfers who have many challenges as picturesque as the above on their community's 18-hole course.

TAMPA MAYOR Dick Greco, left, addressed the Sun City Men's Club, then with several Tampa officials joined Jim Stamatis, right, project manager, for a round of golf. Seen on Greco's left are Tampa Controller Logan Browning; Earl Hartman, director of Mayor's Council on Youth Opportunity and Don Krueger, Tampa purchasing agent. Greco, at 35 reportedly the youngest mayor of a United States metropolitan city, commended Sun Citians for pride in a beautiful community.
Leasing Jumps During First Six Months

Occupancy of the First Federal Savings Building has increased from 60 per cent to nearly 80 per cent since the Del E. Webb Building Management Co. was named management-leasing agent six months ago.

The Prudential Insurance Company of America, owner of the 26-story office building in mid-town Phoenix, contributed to the rise in tenancy by occupying the second full floor.

Skyline Corporation, the nation's largest and fastest growing mobile home manufacturer, leased another full floor for its corporate headquarters.

A goal for First Federal Savings Building of 90 per cent leased by the end of 1969 has been established by the Commercial Division's Webb Building Management Co.

Start Set For Webb-Prudential Denver Complex

This Tall Crane Even Turns Corners

TALLEST CRANE ever used by Webb builders is this 200-foot-high giant shown lowering a form to George Stevens, carpenter, on the $18.2 million University of Arizona hospital project. With a 154-foot working radius and 1,000 feet of 20-foot, 8-inch wide track, which makes two 90-degree turns, all areas of the job are accessible to the versatile crane. It can lift 46,000 pounds 50 feet away from its center, especially important when workmen need 13,500 pound pre-cast panels near the building's center at a height of 130 feet. Each morning operator Don Eden climbs 150 feet to his cab. Even though he takes along his lunch he sometimes makes several trips a day.
Midwesterners Give Impressions Of Unseen Arizona

Editor's Note — During April we invited employees in Oak Brook, Ill., who had never visited Arizona, to give their impression of the state in which the Home Office is located. Here are some answers:

"Although I have never visited Arizona, I have a picture of smiles, 'perfect' temperature, a peaceful way of life, no hustle or bustle, in other words, a 'state' of happiness ...!" — Lois C. Zorn, Building Secretary.

"Arizona, as I imagine it, is a state that has very ideal living conditions. It would indeed be an excellent place to work and live with its abundance of sunshine and warm weather. I also imagine that with this fine climate, everything would have a tendency to remain clean and attractive." — Ralph C. Nordham, Residential-Operations.

"Arizona was once described to me as being a land of nothing but sand and sagebrush. Just how accurate that can be is debatable because there must be something more that enables those involved to develop and produce such things as Sun City and the other major developed areas now prospering in the state. Otherwise, how could so many people be enjoying the state — moving there for health and retirement reasons — and many more working and carrying on normal productive lives. I would imagine that it is a very beautiful state with varying type scenery and the climate attractive to many. Perhaps an opportunity will present itself that will allow me to visit some time in the future." — Verna Mitchell, Secretary.

"Hot sun — sand — golf courses — pools — slow and happy living pace — and lots of Del E. Webb Corporation project signs. Sometime in the very near future, I hope to find out if I'm right." — Dee Chaousi, Secretary to Chief of Operations.

"In Arizona I would expect to see abounding beauty, unbelievable to a midwesterner who has been watching western movies all her life! I would love to see the mountains with the flat desert land stretching between. And those mountains — are they actually purple as all the cowboy songs attest? The beauty of the sage brush and tumble weed, the huge-huge-huge flowers visited by hummingbirds in the middle of town, and the miles of citrus trees — a green patch in the desert — all of these I hope to see when I visit Phoenix." — Ruth Jackson, Assistant to the Controller.

Marketing Experts Honor Sun City

Sun City Longshot

Sun City, Arizona was invited to give an audio-visual presentation supporting its top award by the Phoenix Marketing Association. While figuring the five-month dollar value of home sales beginning with new model homes last fall, Jerry Svendsen, Sun City public relations director, came up with a figure of $29,499,492. Doing a double take, Jerry realized the figure read the same backward or forward — a real 29,499,492 to 1 longshot.

TOP MARKETING AWARD by Phoenix Marketing Assn. was presented recently by Keith Turley, guest speaker, to Owen Childress, Sun City, Ariz. project manager at group's fourth annual banquet. Award was for research and development of Sun City's "Exposition for Living — 1969," including 18 model homes, offering four modes of living, and the 33-acre lake near which the homes are built. "Exposition for Living," and its promotion and advertising, helped increase visitor traffic more than 250 percent.

Civic Commendation

The Webb Company has received a City of Phoenix "Certificate of Civic Commendation" for donation of a site for the Yucca Branch of the Phoenix Public Library System. The library is adjacent to Chris-Town Shopping Center on property leased from Chris Harri, who also received a commendation certificate.

Present to accept the award on behalf of the Webb Company was Vice-Pres. George Reeve, whose division is in charge of developing 15.5 acres adjacent to Chris-Town and the new library.

Webb opened the 70-store Chris-Town Center in 1961, later selling its interest.
Bowlers Chasing Same Team

When New York's American League baseball team was winning pennants regularly while Del Webb was co-owner, the cry was: "Somebody beat the Yankees!" Around the Webb Home Office bowling league it's "Beat the Whitacre-Sopp combination!"

It will have to be next year, because the Mountain Shadows team of George and Cindy Sopp and Bob and Deane Whitacre took top honors for the third consecutive year, with a 102-34 won-lost record.

Runner-up with an 80½-55½ record was the Sahara team of Mary Beth and Bob Festing, Betty Skinner and Darwin Purvis.

Trophies and awards were presented by Treasurer W. J. Miller at the annual banquet to the following:


High National Finish

A Home Office bowling team of Maxine Newman, Myra Cain, Susan Wilson, Margie Hawk and Mickey Fink finished 105th out of 2,452 entries in "Division I" of the recent national tournament, women's International Bowling Congress. They collected $75 prize money from the San Diego-based contest.


New Way To Break Par

It was a par-buster's delight, the only time many of the 88 entries would see the sunny side of 70. It was the annual Sun City-Home Office "Ace-King-Queen-Duce" golf tourney for men at Sun City.

When Golfmaster Fielding Abbott totaled scores, four foursome had tied for first place with "best-ball" 65s. The luck of the draw won trophies for the Meeker-Morton-Mountain-Henry team.

Other foursome with scores of 65: Pete Allison, Tom Kemp, Chuck Ferrell and Bob Thompson; Bill Catlin, Carl Ince, A. D. Simons and Chuck Weidenhof; Ken Warren, Don Giblin, Bob Netherton and Al Pote.

In "Ace-King-Queen-Duce" golf, each player carries his shot to where the best-hit ball lies, from tee to green.

My Congratulations, Anne!

FRIENDLY GREETING, congratulations, and a diploma from Treasurer W. J. Miller awaited Anne Finley, Home Office supervisor of corporate accounting, upon her graduation from Phoenix Junior College Evening Division. Anne received Associate of Arts degree "With Distinction," on basis of 1.4 grade average, and is a member of Phi Theta Kappa honor society. She will continue studies at Arizona State University, Mr. Miller as president of Maricopa County Junior College Board presented approximately 2,000 diplomas during June.
Sun Citians To Spend Estimated $55 Million During 1969

Nearly 160 Firms Vying For Share

The more than 20,000 citizens of three Sun Cities require a lot of services and goods, and will buy them in the retirement communities if variety and prices equal those in nearby Phoenix, Tampa or Riverside.

Nearly 160 firms divided among the towns are convincing evidence merchants do an excellent job of serving residents.

An estimated $55 million will be spent by Sun Citians for goods and services during 1969, the majority with retirement community firms.

Variety of businesses include nearly everything but bridal shops and diaper services.

Residents are price-conscious, yet in supermarkets will often buy top-of-the-line items.

They patronize barbers and hairdressers, asking for rinses, hair styling and even crew cuts.

All Sun Cities report the gift section of any store is well patronized.

Sun Citians like to dine out, but show a preference for "specials," such as Friday fish frys. A story on Sun City banks and other commercial development appears on pages four and five.

Girlwatcher Watches Buildingwatchers

Arizona's Sun City Topples Another Home Sales Record

Sun City, Ariz. continues the fastest selling new home development in metropolitan Phoenix — an area of approximately 900,000 people.

Sales during the first half of 1969 reached 1,362 units, representing $32.9 million in real estate.

This number surpassed the 1,331 units sold during all of 1968, and included 331 units sold during June. The latter figure topped, by 191 units, any June since the town was opened Jan. 1, 1960.

For the year ending June 30, field employment averaged several hundred men per month. The majority of these personnel are employed by Del E. Webb Development Co., under direction of Tom Rittenhouse, construction manager, and Wally Britton, superintendent.

Webb personnel are currently completing six homes a day, with a goal of eight.

FIELD ENGINEER Rick Adams peeks at girls checking progress on newest Rosenzweig Center office building. Bachelor Adams seldom finds time for on-duty girl watching as work moves swiftly on 20-story tower, first Phoenix high-rise office building since Del Webb's TowneHouse opened in 1965. See page two for a "bird's-eye" view of construction.
Roar Of Machines Follows Civic Plaza Speeches, Balloons

PROMINENT PHOENIX officials and businessmen by the score attended Phoenix Civic Plaza groundbreaking. Speakers included (top photo left) Del Webb, seated on left, and H. W. (Chuck) Cronrath, at microphone, managing director of Del Webb’s TowneHouse and Mountain Shadows hotels and president of the Valley of the Sun Convention Bureau. Following release of 1,000 balloons Mayor Milt Graham climbed near Gene Beltraminelli, Bentson Contracting tractor driver, while Vice- PRES. Bill Collins and Mr. Webb looked on. Then television recorded historic moment as 16-ton “front-end loader” gouged sidewalk and earth to start the $15.9 million Webb Company project.

What Sidewalk Superintendents See

LATE JULY photo from Del Webb Building shows progress on 20-story Rosenzweig Center office building. While a 108-foot (boom) climbing crane is being assembled, work in excavation includes concrete panning on tower foundation, elevator core and equipment room (on left). Early in 1970 excavation will begin for two underground levels of parking between new tower, parking garage on left and Del Webb Building, to be topped by landscaped plaza. Arrow points to fence cutout for “sidewalk superintendents.”
Company Earnings Continue To Show Steady Improvement

Webb Corporation earnings, continuing to show steady improvement, totaled 28c per share for the first six months of 1969, compared to 10c per share for the same period of 1968 and 4c per share the first half of 1967.

Gross revenue to June 30 this year was $113,455,572, compared to $80,856,859 last year; net earnings for the six-month period totaled $2,296,894 against $665,112 the same period last year.

Pres. R. H. Johnson reported the company's hotels did first half year record business, and that Sun City retirement communities exceeded high 1968 sales achievements.

Chairman Del Webb announced his firm's contract construction backlog was increased more than $66,000,000 during the first six months of this year.

Officials See WBB Flash On Pacific Exchange

FIRST DAY of listing of 9,388,632 shares of Webb Corporation stock on the Pacific Coast Stock Exchange, June 30, brought Company officials to the exchange's Los Angeles headquarters. Pres. R. H. Johnson points to WBB symbol on board, while Chairman Del Webb and Treasurer W. J. Miller look on. At left is John H. Grabaty, Jr., specialist in WBB trading. "We hope to create a broader market for our common stock," said Mr. Webb.

'The Old, Gray Museum Ain't What It Used To Be,...'

BUILDING ART MUSEUMS looks almost fun these days, compared to when the traditional shape was unimaginative rectangular. Gerald Hutchins, manager of project operations in Los Angeles, reports Pasadena, California's museum 95 percent complete under a field crew of (above, left to right) Asst. Supt. Jim Hastings, Supt. Joe Houston, Engineer Al Schafer and Steve Hazelhorst, office manager. The three-level, 17-gallery facility is designed by Ladd and Kelsey. Webb builders several years ago completed the highly-acclaimed Los Angeles County Art Museum.
BANKS, outgrowing their conservative image, don't wait for finished buildings in trying for new and satisfied customers. While workmen build Arizona Bank's second Sun City facility, a "bankmobile" is open for business daily.

Service Is Name Of Game On Sun City's Bankers' Row

Service is the name of the banking game, and in Sun City, Ariz. they play with plenty of smiles and facilities.

Arizona Bank is using a bus as headquarters, while building a second branch on nearby Del Webb Boulevard. Vice-Pres. Herbert Gitzinger manages the facility from the driver's seat, the same one he uses to transfer deposits to the bank's first office several miles south.

The "bank on wheels" is one of 11 Sun City financial facilities located on or near 107th Avenue - Del Webb Boulevard, and the fourth in temporary offices north of Grand Avenue while permanent quarters are constructed.

Another bank is expected to announce a Sun City branch in the near future.

First National was first in Sun City, but Arizona and Thunderbird are competitors in the drive for new customers.

For example, Thunderbird entices drivers of Sun City's approximately 550 golf carts with battery recharges.

At Arizona Bank, Sun Citians can sit while facing tellers who stand at a lower level to bring them face-to-face with their customers.

In addition to the Thunderbird and two First National and Arizona branches, among savings and loan firms Southwest operates a pair of offices and Western and First Federal an office apiece.

Western is building a community hall with kitchen facilities, to be available free to Sun City groups.

Stock brokers along Sun City's "Wall Street" include Shearson Hammill and Refsnes Ely Beck.
COMMERCIAL EXPANSION is keeping pace with home sales at Sun City, Arizona. Standing on site of future expansion of first Sun City shopping center are Gaylen Bartlett, property manager, and Joe Bulkeley, leasing agent. Future growth on this site and elsewhere will eventually include another neighborhood shopping center, a home service complex (electric, plumbing, heating and air conditioning), bowling alley, movie theatre and a four-building office complex. Arizona's shopping centers are managed as Company investments, but Webb also sells commercial and industrial property in Sun City (as it does in the firm's other two retirement towns).

Oahu 2,000 Miles Closer To Hawaii

It seems a little incongruous — the Oahu Publishing Company framed by desert mountains instead of lush Hawaiian foliage.

But now that the internationally-known music publishing firm is established in Sun City, Ariz. following a move from Cleveland, owner Harry Stanley sees the retirement community as a great place to operate.

In fact, Oahu and Sun City have a lot in common.

Sun City was created out of cotton fields, tapping a market only waiting for the right product. Harry Stanley saw a national need for readable guitar lessons.

Oahu gets its name from the “rage” for Hawaiian guitar music prevalent in 1926, the same year Stanley combined $74 capital and a belief guitar lessons could be popularized through learning by numbers instead of notes.

His courses were so successful detractors cited him before the Federal Trade Commission on a charge of taking money under false pretenses.

“In court, I had the judge playing ‘Aloha’ in two minutes,” says Stanley. The case was dismissed, and in 1936 the same group that opposed his teaching system honored him for it.

Stanley produced network radio programs, established many branch offices and saw his system become famous. To date he has published 39 million pieces of sheet music and books.

After visiting his sister-in-law in Sun City, Stanley decided to relocate. In four days he sold his Cleveland store and bought a Sun City house and business site.

Since opening his attractive headquarters, through which he sells and ships guitars, accordions and sheet music daily, Stanley has met several former pupils and a former Oahu dealer, all living in Sun City.
Oak Brook Expanding On Three Fronts

Oak Brook expansion accelerated on three fronts during the first six months of 1969.

For example, McDonald's Corp. bought industrial park property on which to relocate, from Chicago's "Loop," its national restaurant chain headquarters.

Webb builders finished or were near completion on buildings for Bankers' United Life Insurance, Pennsalt Chemicals and Intercontinental Development.

Industrial tenants numbered 70, including many of the nation's largest and best-known companies.

The second 12-story Oak Brook Development Company office building by June 30 was 98 percent leased (the first building was full).

To expand residential areas the Webb-Butler venture acquired 120 homesites bordering Oak Brook. Site prices in the Chambord subdivision will range from $13,500 to $22,500.

Bob Sundene, residential sales manager, reports only a few lots remain in the first four units of Brook Forest. Sites in a new unit, opened in April, range from $25,000 to $30,000.

All sites in York Woods and Ginger Creek, Oak Brook's first two custom home areas, are sold.

Bill Doss Named Oak Brook Manager

Bill Doss has been named Oak Brook project manager, according to Exec. Vice-Pres. Fred Kuentz. He succeeds Wayne Doran who resigned to join an Eastern firm. Doss joined the Company in 1966 as manager of residential development at Oak Brook, and was made assistant project manager last summer. He was previously a vice-president with Dell Trailer Construction in Phoenix.

OPEN SPACES in Oak Brook's industrial park are attractive to expanding firms hampered by city congestion, allowing such lunchtime activities as picnicking, softball playing and horseshoe throwing, enjoyed by employees of Xerox reconditioning center.

Barking Sands Dry, But Near Wettest Spot On Earth

WEBB HOUSING PROJECT at the Navy's Barking Sands base on Kauai Island, Hawaii, provides an interesting contrast, as pointed out by Vice-Pres. "Appy" Guizot. Base derives name from "barking" sound made when running, bare feet slap against extra dry sand. Less than 20 miles from beach is Kauai's Mt. Waialeale, wettest recorded spot on earth, averaging 471 inches of rain annually. While site and machinery may have looked like abandoned World War II seabee base when above photo was taken July 4, part of eventual 56 housing units will soon occupy foreground. In distance, below bank of clouds, is island of Nihau.
Oak Brook's Prize-Winning Briarwood Lakes

CHICAGO'S SUBURBS are generally considered flat, dry prairie, but conversion of rolling meadowland to lake-dotted terrain like that above is helping to sell duplex and triplex villas in the $75,000-$85,000 range in the Company's Oak Brook development. Briarwood Lakes has received national acclaim for its home and site design.
COOPERATION between Phoenix chapters of National Association of Accountants and American Society of Women Accountants should be unusually good this year, with presidents of each group a Home Office employee. Heading the 380-member NAA chapter is Gerald Parkinson, Community Development Division controller, while Anne Finley, supervisor of corporate accounting, is president of the 81-member ASWA chapter. In honor of his election Phoenix radio station KBUZ recently named Parkinson “Businessman of the Day.”

Mobil Travel Guide, highly regarded national hotel-motel-restaurant rating publication, for the sixth straight year has awarded Del Webb’s Mountain Shadows resort hotel in Scottsdale, Ariz., its top Five-Star Award. Simon and Schuster, publisher, reports: “In all America, only 13 hotels received this award.” Nancy Jane Vickerson of Mobil Travel Guide presents Five-Star plaque to Delrich Mayring, left, hotel resident manager, and H. W. (Chuck) Cronrath, managing director. At right is Lloyd Butler, Mobil Oil district manager.

Yuma Housing Toured
The 430-unit housing project at the Yuma (Arizona) Marine Corps Air Station was visited recently by 14 Fort Yuma Reservation Indians taking part in a construction training program of the Manpower Development Training Act. The tour was directed by Supt. H. H. Gilmore and Engineer Ted Davis. E. J. Bissell, class instructor, later wrote: “Many of the personnel were highly impressed by the professional attitudes and cooperation shown to them by the Webb firm.”

Lots Of Winners At Las Vegas Golf

F. J. McCullough Named Chairman of ASU Fund
Francis J. McCullough, manager of Management Information Services for the Webb Company, has been named as chairman of the 1969 Arizona State University alumni fund, and nominated for the post of president-elect of the ASU Alumni Association. He received a bachelors degree in 1941 after participating in football, track and Glee Club, and a master of arts degree in 1951, both from ASU.
Some Webb People Find Moving Almost Another 'Way-Of-Life'

The Webb Company is a joint venture partner in one of the nation's newest, and largest, athletic facilities.

It is known as the Jackson County Sports Complex, in Kansas City, Mo., being built under a $28.9 million contract with Sharp Brothers Contracting of Kansas City and Walter Kidde Constructors, New York.

The base bid figure includes two stadiums, one for the Royals baseball team with 42,000 permanent seats and an adjoining stadium for the Chiefs football team with 75,000 permanent seats.

Earlier plans called for a rolling roof that could cover either stadium in bad weather, but this feature was not included in the base bid. Financing is largely in the form of a $43 million bond issue passed by voters in 1967.

Work has already started; Webb job (Continued on Page 2)

If It's Designable, Records Show Webb Builders Can Erect It

If variety is the spice of life, it must be zestier than a bowl of Mexican chili around construction management offices these days.

Because of the vast differences in projects being built, daily reports into headquarters look anything but identical. Even the postmarks offer a potpourri — from Florida to Hawaii, and from Seattle to Central America.

The Company has become so identified with its Sun Cities, hotels and office buildings, even employees sometimes forget the firm's capacity to erect anything architects can conjure.

In addition to what is being built for its own operating divisions, Webb is currently constructing for third parties:

- Three hospitals
- Two manufacturing plants
- Two college buildings
- Two hotels
- Boarding facilities for jumbo jets at the nation's second busiest airport
- Three terminal buildings for the country's newest international airport
- An art museum
- A large convention center

(Continued on Page 2)

WHEN THEIR BOSSES say “Get the plans,” secretaries in the Phoenix contracting office sometimes forget to ask “Which ones?” “Pinky” Ragan, left, and Margaret Jordan ponder the big job of plan filing that comes with building dozens of different projects at the same time.
Project Roster Shows Wide Building Variety

(Continued from Page 1)

- Modern roads through a Central American jungle
- Bridges for those roads
- A city-county incinerator
- Industrial park buildings
- Housing at nine different military bases
- Conventional housing at five different locations
- A bank
- A sports complex, in a joint venture.

Mint ‘400’ In Encyclopedias

The Mint Hotel has been notified that photos of its Mint “400” Desert Road Race will be included in forthcoming editions of Encyclopedia Britannica and the Compton Yearbook.

Sun City Continues To Set Sales Records

Home and apartment sales at Sun City, Ariz. total 1603 for the first eight months of 1969; value is set at $37.9 million. The figure exceeds any previous 12-month total, and compares to 859 sales for the first eight months of 1968.

Sports Complex, Hotel Underway

(Continued from Page 1)

representative is Clay Scholtz.

At Oak Brook under a $5.1 million contract the company will build a 350-room hotel to be known as the Sheraton-Oak Brook.

The building, to rise west of Executive Plaza offices, will have a restaurant, show lounge, convention rooms and parking for 501 cars.

Webb personnel assigned, according to Don White, include A. M. “Mike” McGinn as operations manager; Einar Johnson, superintendent; George Hecker, carpenter superintendent; Bobby Boyles, project engineer and Don Olsen and Jim Basham, office managers.

In a project for Hughes Aircraft Company Webb will build an Integrated Process structure at the firm’s Tucson plant. Architect for the five-month-long project, directed from the Phoenix office, is Friedman and Jobusch.

SHERATON-OAK BROOK, as depicted in rendering by project architect Solomon, Cordwell, Buenz & Associates, has been started in Oak Brook, Ill. BELOW — Kivett and Myers, architect, designed the Jackson County Sports Complex which the Company is joint-venturing in Kansas City, Mo. All-weather roof shown is not part of present building plans.
'Supers,' Office Managers, Engineers —
All Learn To Expect The Unexpected

Julie Beaulieu keeps track of different households by recalling where her children were born.
Husband Roland remembers them by the jobs he was assigned to — or how difficult it was to sell their house and buy a new one — or exactly what he was doing when he learned where he was going next.
Roland Beaulieu is a Webb superintendent.
His job is no different than specialists in many large corporations who must move where they are needed, except that construction superintendents sometimes get less notice.

Peculiarity Of The Industry

Why they get less notice, and why they will always be subject to moving is a peculiarity of the industry.
Many a big project is awarded long after a bid is submitted. Almost immediately it requires an on-the-job boss who knows construction, and men.
Office managers, and, in some cases, field engineers, must be equally mobile.
Beaulieu can recall when he was given only two days' notice to appear on a new job.
"A guy would be nuts to say he enjoys moving," he says.
"But there is a certain amount of challenge to any new job."

Promoted To Larger Jobs

And that's also why superintendents move. With experience they progress to larger projects — which are not a dime a dozen, to use a cliche.
The $16 million Phoenix Civic Plaza job to which Roland Beaulieu is now assigned is his largest as superintendent, although he was field engineer on the

(Continued on Page 4)
Roland Beaulieu ‘Promoted,’
Family Moves For Eighth Time

(Continued from Page 3)

Beverly Hilton and Union Oil Center projects — bigger contracts, moneywise.
A wife could be any superintendent’s biggest hurdle. Few wives would blame Julie Beaulieu for putting her foot down when she first saw what was ahead for the family.
She handles the situations so well, though, their six children actually have matured in meeting new neighbors rather than mirroring frustrations that develop in many transient households.

Get Acquainted Fast

Five of the Beaulieu youngsters (the sixth is at college) had been in their new Phoenix home only several hours before they struck up warm acquaintances with children of three neighboring families.

Movers had barely started unloading before teenager Tina Benzel offered to help Claudette and Denise unpack.

The Beauliejus' eighth move for the Company was a little easier than previous ones.
Two girls were old enough to direct unpacking, and baby Monique at four and one-half was more of a smile-provoker than a nuisance.

The family moved from Tucson to Phoenix — only 120 miles.
The move came during the summer — very important to school-age children.

Market Was Favorable

And, the real estate market was favorable. The Beauliejus were able to dispose of their Tucson home without taking a loss.

Still, they looked at nearly 50 homes during two weekends of Phoenix house hunting.

"Then, on the third trip, we bought the first house we were shown," says Julie.

Supervising the packing and unpacking is almost always a superintendent's wife's chore. Her husband is usually working 10-12 hours a day launching a new project.

"Picking a new home, though, is 50-50 with us," says Julie.

Though long-distance moving can involve real nightmares, the latest Beaulieu move was comparatively smooth.

The only disturbance during unpacking of 85 cartons was finding a sack of rotting potatoes, a casualty of hot weather and an unexpected delay in occupying the new house.

"Drive Around Block, I Guess"

"When we learned we had to stay in a Phoenix motel for four days," says Roland Beaulieu, "movers asked me what to do with a truckload of furniture. I told them: 'You'll have to drive around the block, I guess.'

"We'll miss our Tucson home, near the Catalina mountains," he adds. "We had 1.5 acres, and the kids had grass to play on and desert to dig in."

Many Webb jobs are in the West, fortunate for Beaulieu who moved to California to escape Rhode Island cold and dampness.

His newest job is his second move to Phoenix. He has lived in Los Angeles three times and Las Vegas twice.

Helps To Know Subcontractors

"Returning is a break," he says, "because it helps to know the major subcontractors."

Right now he is too occupied getting the Civic Plaza started smoothly to think about his next move.

Like any other Webb superintendent, he'll be busy up to the minute he gets that call or memo that starts something like:

"We've just been handed a $20 million office building job in Denver. We need you to run the operation."

Fortunately for the Webb Company, the answer will be:

"When do we start?"
JULIE Beaulieu calls impromptu living room conference, giving unpacking instructions.

CLAUDETTE checks space in cabinet for dishes.

MARK and Charles find new way to play "cops and robbers."

NEW backyard is enjoyed by Monique and Mark.

'THE HOUSE they left behind' always has fond memories for the Beaulieus. Here they view photo of Tucson home, near Catalina Mountains. Roland and Julie Beaulieu say they are fortunate their children have learned to make friends easily, partly through necessity of frequent moves.
No One Route To Job Superintendent

How does a superintendent get to be one?

There's many a road that leads to the same destination, but they all have bridges marked: "Hard Work, Intelligence, Common Sense, Loyalty and Good Human Relations."

Roland Beaulieu studied in college for two and one-half years as a civil engineer. Before joining the Webb Company as a field engineer he worked as a carpenter.

Another veteran, Fred McDowell, taught school and worked for a citrus company before joining Webb.

Other Webb superintendents have been progressed via office manager, college graduate, timekeeper, foreman, machinist, airplane inspector and estimator, among other occupations.

Cooling System Hasn't Changed

M. T. (Milford) Rigg, who with 24 years experience is the Webb firm's senior job office manager, says one thing doesn't change through the years — cooling in the trailers invariably falters when temperatures soar past 100, and works too efficiently at other times.

Field Construction Personnel
Well-Trained, Highly-Mobile Corps

Superintendents, engineers and office managers are the core of the Company's field construction units, the personnel who enable the Company to go virtually anywhere to build nearly any kind of project. We salute this highly-trained, highly-mobile group (hoping we haven't omitted anyone):

Superintendents
- Bill Heavlin, Lauren Holland, Wayne Holland, Joe Houston, Leon Insley, Einar Johnson, Don Kosman, John "Mac" McAllister, Fred McDowell, Don McMachen, Ken Maniez, Perry Marshall, Pat Metheny and Marty Mikelsen.

Assistant Superintendents
- Gary Fletchall, Jim Hastings, Dante Paoletti, C. W. Slagel, and Darrell Wright.

Engineers
- Jim Meadows, Amilcar Membreño, John Mensch, Stacey Ostland, Sebastian Pastor, Mauricio Rauda, Al Schafer, Hubert Schröeter, Bill Schwartz, Woody Whittaker, and Phil Williams.

Office Managers

Office Managers and Engineers
- Ted Davis, John Guinn, Tom McNulty, Emmett Toole and Al Willey.
Denver TV, Press Cover Signing, Model Unveiling

TELEVISION CAMERAS underscore importance of the $23 million Webb-Prudential redevelopment plans in Denver, Colo. Del Webb looks on while final agreements are signed by, from left: Alex Holland, Denver Urban Renewal Authority (DURA) chairman; John Windvand, Prudential Insurance Company of America, representing Webb-Prudential, and J. Robert Cameron, DURA executive director. Mrs. David Hurwitz is seated at right. BELOW, LEFT — Vice-Pres. George Reeve, left, and Architect Harland Bryan explain intricate model of Denver project, valued at $7,500 and built at Albuquerque office of Flatow, Moore, Bryan and Fairburn, project architects. The model tower is equipped with rheostat lighting to simulate solar glass color. Interiors of adjoining three-story commercial stores are also lit to reveal replicas of shoppers strolling malls. Above-ground detail work is removable to show exact construction of underground, 610-car parking facility. The model will be displayed widely around Denver. Demolition of older structures on the square-block site began August 18.

Finicky Wind Picks On Trailer, Traps Webb Employees Inside

TORNADO PICKED on Webb housing project during late July storm in Lansing, Mich., flipping 50-foot job trailer and trapping Perry Marshall, manager of project operations, Emmett Toole, job engineer, and Roy Henretty, assistant engineer. Nearby residents called police, who arrived to find the three had dug themselves out and checked into the nearest hospital for treatment. They were released a short time later. An adjacent trailer was untouched. Mrs. Perry Marshall stands near packing boxes on one of two trailer porches; porches and boxes were not budged. For what Mrs. Marshall found inside Webb trailer, see next page.
They'll Remember Vacation — 1969

Vacation time has ended for most of us. We thought you would like to hear about some of the unusual happenings — apart from the cool days in the mountains and the sunny days on the beaches. Here are a few:

Bob Whitacre went fishing and actually caught some — enough to bring home.

Evie Kirst was in a party of five that hit 22 Las Vegas jackpots in two and one-half hours — unusual even for a Webb hotel.

Dodie Hixon didn’t hit a jackpot in a week of trying, at Tahoe.

Bob Sharpe used his vacation to get married.

Tom Purcell crabbed and clammed (sea talk, you landlubbers).

Jerry Svendsen took off his glasses, ran for an incoming Pacific wave and dove into the sand. Actually got a whiplash, he claims.

Al Pote may have gone the furthest — to Hawaii — although we have a sneaking suspicion someone will top this.

(And we are wondering where our Hawaii staff vacations . . .)

Sherri Wilson used her vacation to fly to Tennessee to change her last name — to Truesdell.

Denise Taskett stayed in Seattle to become Mrs. Combs.

Barbara Sutherland brought back antiques from Sarles, N. Dak., including cream can, tractor seat, pickle crock, ceramic bedpan and wood alcohol coffee pot.

Helen Taylor didn’t touch land for 12 days. Spent that time at Lake Havasu aboard the Taylors’ cabin cruiser.

What’s Going On?

PROBABLY STRANGEST sight she’ll ever see is examined by Mrs. Perry Marshall, inside overturned Webb Michigan job trailer. If you haven’t read page seven yet, turn back for an explanation.

Treasurer Matches Wife’s Golf Course Prowess

W. J. Miller had golfed longer than his wife (12 years to 8), so when she achieved a 110-yard ace the pressure began to build. To salve the male ego, Jim Miller would have to get a longer hole-in-one. Now, 15 months later, he will get a matching trophy for sinking a 135-yard drive at Phoenix Country Club.

Fred McDowell Featured In Republic News Story

Webb Supt. Fred McDowell and the many projects he has directed in Phoenix were the subject of a recent Sunday feature in the Arizona Republic.

The story pointed out McDowell, presently superintendent on the third Rosenzweig Center office building, taught industrial arts for one year after graduating from Arizona State Teachers College (now ASU), and joined Webb in 1940 on the Ft. Huachuca expansion.

Phoenix projects on which he has been superintendent include structures for Madison Motors, Mountain States Telephone, Switzers, J. C. Penney, Sahara Motor Hotel, Phoenix Towers Apartments, St. Joseph’s Hospital, Phoenix Country Club, Veteran’s Hospital, Del Webb Building, Del Webb’s TowneHouse and Uptown Plaza.

Veteran Superintendent Jack McPhee, 63, Dies

J. H. McPhee, 63, veteran Webb Company superintendent, died May 29 in Hawaii.

Jack, as he was known to everyone, moved there in 1964 from Sun City, Calif., to direct construction of 500 housing units for the Navy, the Company’s first Island project.

His knowledge of Hawaii was very helpful in Company expansion there, into development as well as additional construction.

Jack McPhee joined the firm late in 1941 to guide some of its largest jobs, beginning with war-time rush expansion of Luke Air Force Base. He was first superintendent at Sun City, Ariz., helping create a town from cotton fields.

He is survived by wife Amy, two children, and many friends in the Webb Company and the construction industry.
Hotel Sales Staff Job: ‘Keep Our Rooms Full’

A hotel staff functions as a team. A polite bellman and efficient front-desk clerk obtain more new business for a hotel than most persons realize. Likewise, for the chef and his staff, waiters, and catering department.

In all eight major Webb hotels—whether it be piano bar, a “combo” with singer, or the brightest Hollywood name—entertainment draws important customers.

But it falls to the sales department to seek out business meetings and conventions which bring room and food business above the “break-even” operation.

To do this they travel extensively, follow up leads continually, and employ representatives in cities all over the United States, including Chicago, Washington, D. C., and New York City, where a majority of associations are headquartered.

The most experienced Webb Company convention hotel is the Sahara, with a program directed by a nationally-recognized leader in his field—Sig Front.

Sahara

“It takes no genius to fill Las Vegas hotels on weekends,” says Front. “The secret is bringing in business Sunday

(Continued on Page 4)

Hotel Group Meetings A $6 Billion-A-Year ‘Pie’

How big is the group meeting pie? Forbes magazine reports hotels hosted more than 300,000 meetings in 1969, involving 40 million people.

Sales Meetings magazine terms it a $6 billion-a-year industry, not counting an estimated $1 billion for transportation.

With an average delegate expenditure of $35 a day a city can realize $1 million by hosting 7,140 delegates for four days. Many say $35 is an outmoded figure. Forbes estimates delegates to the National Association of Home Builders, which convened in Houston last January after 24 years in Chicago, averaged $50 a day.

Though there reportedly are more than 25,000 associations and societies, most of which convene at least annually, Forbes reports that corporation meetings are growing at an even faster rate. Groups booked into the Phoenix TowneHouse in the next several months illustrate this point.

Motorola’s Consumer Products Division will headquarter there, with a high point of 1800 distributors, salesmen, dealers and family members expected between Dec. 3-13.

International Harvester on Oct. 27 will begin a series of meetings that will stretch, with time out for holidays, until Jan. 31 and produce an estimated $100,000 in room revenue alone.

To illustrate size and importance of non-corporate meetings, the National Association of School Business Officials from Oct. 18-22 will bring an estimated 4,200 to Phoenix for its 55th annual meeting. Headquartered at the TowneHouse, it will use 33 Phoenix properties to house delegates that in former years have met in such larger cities as New York, Chicago and Houston.
Sights To Gladden A Webb Hotelman's Heart

PRESTIGE PRODUCT INTRODUCTIONS — Such as 1969 Cadillac showing in new Sahara-Tahoe convention ballroom (top photo); REPEAT GROUP BUSINESS — For example, Winchester Western's Annual Arizona White Wing and Dove Banquet, during which H. W. (Chuck) Cronrath, managing director, presented Winchester's Vice-Pres. W. E. Talley with a token of appreciation for meeting at Mountain Shadows seven consecutive years (middle row of photos, left);

BANQUETS — Like the sell-out welcome for Vice-Pres. Spiro Agnew at the Phoenix TowneHouse; CELEBRITIES — Former Miss America Vonda Kay Van Dyke, and former Miss Arizona Sandra Montgomery brighten any hotel, as Towne-House Sales Manager John Mulligan, center, will agree;

NEARBY CONVENTION CENTERS — A major convention center (lower left) as close as the Fresno, Calif. facility is to Del Webb's TowneHouse (arrow), is a big business boost.
No Such Thing As An 'Ordinary Convention'

"The Americans of all ages, all conditions and all dispositions constantly form associations." — Alex de Tocqueville, French statesman, 1831.

Fortunately for the American hotel and travel industry Mr. de Tocqueville’s statement is even more pertinent today. And groups meet more often than ever before. There are no ordinary conventions because there are few ordinary groups, as a brief look at any hotel convention schedule will show.

For example, the Phoenix TowneHouse recently housed the Grand Nest Convention of the Honorable Order of Blue Goose, International, under leadership of the Most Loyal Gander, Grand Flock Supervisor, Grand Custodian of the Goslings, Grand Keeper of the Golden Goose Egg, etc. Host was the Arizona Pond, which had been a Puddle before gaining chapter status.

(Few who noted the TowneHouse marquee knew Blue Goose is the insurance industry's social branch. The 520 delegates and family members from most of the 50 states are leaders in their profession.)

At Sahara-Tahoe, just a few of the colorful 1969 group meetings:

Mzuri Safari Club—Some 500 people from all over the world who have spent at least three months on safari in either Africa or India.

Aramco Annuities Reunion—Annual meeting of retirees who have lived and worked in Arabia for United States oil companies.

Roaring 20's—A group of 20 couples who meet in resorts all over the West.

At the Sahara, committees of the Wildlife Institute of America met on such topics as the whooping crane and the cooing dove.

Mountain Shadows hosted the Shikar Safari Assn., big game hunters who bring African-Indian native dress and safari costumes for a grand ball.

If there are no “ordinary conventions,” then it follows that meeting arrangements should be unusual. A check with any Webb hotel convention-banquet-catering staff confirms this.

At the Phoenix TowneHouse, for example, Kent Frampton, banquet manager, reports his staff once rounded up at 4 a.m. a 400-pound soft drink dispenser for a bottle distributors gathering.

Among other TowneHouse happenings: A banquet was served to 1200 guests seated on pillows on the floor; the swimming pool was rigged for water races; steaks and trimmings, tables, charcoal, grills, etc. were loaded aboard a crane hoist to serve workmen topping out a highrise; 500 spotlights were installed for a trade show, etc.

Among many logistical and other challenges at the Sahara, Alice Ann Fry, convention coordinator, mentions such encounters as:

Spraying 175 miniature figures with gold paint for a baby shower; accommodating 20 fire trucks in the Space Center; floating boats in the swimming pool; installing a life-size plastic horse and a pipe organ for a travel agents gathering . . . but once again, we think you get the idea.
Hotels Build Sales Around Strong Points

(Continued from Page 1)

through Thursday. To do this we seek associations, companies, fraternal groups and other organizations.

"We know associations work one to five years in advance of meetings; companies work six to twelve months. We have been successful in getting this business."

Last year the Sahara opened the largest resort hotel convention room in America, and launched an award-winning advertising campaign to fill a space so vast that together with previous convention space exceeds total floor area of the hotel's guest rooms.

As signed contracts are to the Webb Construction Division, future conventions are a hotel's backlog of business.

The Sahara's future convention bookings stand at 70 (approximately 66,000 persons) beginning Jan. 1, 1970. When the 1970-75 period is completed, for example, that figure will be exceeded considerably.

Sahara-Tahoe

"Repeat business is our goal," says Gordon Hewson, Sahara-Tahoe director of sales. "Without customers, our restaurants, rooms, bars and even casino would dry up in what we hesitatingly call our off season."

His staff's two main functions, says Hewson, are booking business (from 5,800 active files) and handling it properly once it arrives. Based on first nine months' business, and definite bookings for the final quarter of 1969, the hotel will host 223 meetings requiring 25 rooms or more.

"During December, January and February when we are blessed with snow, it is only common sense to capitalize on this feature," says Hewson. A winter sports department headed by Tom Ryan cultivates business from among 2,000 ski clubs in the United States.

Mint

The Mint does not compete with "Strip" hotels for convention business, according to W. G. (Bill) Bennett, general manager, but it has been very successful in securing groups, such as bowling leagues and senior citizen, trial recreation and tour groups.

The Mint assigned its Los Angeles office a goal this type of business of 3,000 room nights a month except for July and August. Bennett reports the quiet plan has been fairly successful.

Like all Webb Nevada hotels, the Mint's promotion department helps fill rooms. During August 18,000 people took the Mint's "Behind the Scenes Tour" to view machine repair, money counting procedures, and on-mirrors overlooking casino gambling. And 14,000 attended a 45-minute gaming "school" demonstrating fundamentals of gambling.

Thunderbird

While the Thunderbird does not have the sizeable convention space enjoyed by the adjacent Sahara, its sales staff of seven people booked 232 groups of various sizes over the past six months according to Frank Jochim.

The Big Payoff

Needless to say, letters like the following to R. D. Schofield, general manager of Sahara-Tahoe, are coveted by all hotelmen and protected like gold at Fort Knox:

"Dear Mr. Schofield:

Words cannot express my feelings of thanks for the terrific job your staff and all the employees accorded our Telephone Pioneers . . . I have booked the golf course for the next five years on the weekend following Labor Day. Headquarters naturally will be the Sahara Tahoe Hotel . . . ."

(Signed by the chapter's first vice-president)
blocks from Fresno's new 7,000-seat convention hall.

San Francisco TowneHouse

This affiliated hotel is much in demand as a meeting site, an advantage that will be strengthened when the Bay City's subway is completed in 1971, since riders will be able to board at Eighth and Market streets, directly in front of the TowneHouse.

Robert F. Begley, general manager, reports this year the hotel will handle about 240 meetings requiring 25 or more guest rooms (and approximately 84 more meetings needing between 10-20 rooms).

Mountain Shadows

Though this Scottsdale resort hotel recently doubled its banquet and meeting space, it will continue to cater to executive seminars rather than large conventions.

Ron Schmittenknop, director of sales, says Mountain Shadows handles about 175 business meetings a year, including about 35 during the three summer months. October-June meeting business is expected to produce more than $1 million.

"Many of our guests help bring us meeting business," says Schmittenknop, who also agrees with Sahara Sales Director Front that many conventioneers return as vacationers.

Phoenix TowneHouse

As the major convention hotel in Phoenix, each year the TowneHouse helps attract groups never before convened in Arizona. It has the unique advantage of combining facilities of a metropolitan hotel with a resort setting in midtown Phoenix.

The TowneHouse in the October-June, 1970 period will host 103 meetings of 50 or more people, according to H. W. Cronrath, managing director. Of these, 24 will be of 200 or more rooms. Total revenue from rooms, food and beverage is expected to exceed $1 million.

Sunshine Sells Arizona

"Ninety percent of convention business to Arizona from this area wants sunshine." Joe Daniels, president of Chicago's Leonard Hicks Agency, representative in that area for Del Webb's TowneHouse and Mountain Shadows, says the Phoenix-Scottsdale "image" in Chicagoland is "tremendous."

"Mountain Shadows is known as the No. 1 hotel attraction in Arizona, and recognized nationally for pioneering a 12-month resort operation in the Valley of the Sun," says Daniels. "The only thing I would ask is more rooms and more convention space."

"EVERYTHING UNDER THE SUN...
Phoenix! Warmest, sunniest, driest weather in the nation and there's never a dull moment. Come, Relax, Refresh. Write for your Phoenix Fun Kit.
Phoenix Chamber of Commerce Dept. 147, 805 N. 2nd Street Phoenix, Arizona 85004

PHOENIX MAGAZINE advertisements remind American readers what Phoenix is famous for.

Fresno TowneHouse

This 200-room hotel, with rooms on the top 10 floors of a 20-story office-hotel combination building, handles conventions than any hotel or motel in Fresno. John E. Bartis, general manager, says: "Currently booked (for July) are 201 groups of which over 100 will be meeting at TowneHouse. This compares to the nearest competitor 57 bookings."

Sales Manager Brooks Hollingsworth successfully seeks wide conventions for the five-year-old TowneHouse and no, a city of 325,000 in the geographic center of California.

Largest recent convention headquartered in the TowneHouse was the 6,000-delegate Order of Rain-gathering. The hotel profits from being only two
Hotel Salesmen Like Mounties—Go Anywhere To Get Their Man

The following story illustrates perceptiveness, enthusiasm, follow-up, value of a first-class hotel and staff—and much more. Though it involves John Mulligan, Phoenix TowneHouse sales manager, it’s typical of all Webb hotel sales people.

The story began in 1964, six months before the TowneHouse opened, when Mulligan learned of a Tucson board meeting of the Southwestern Surgical Congress (SSC). After a “green light” from a Phoenix doctor, Mulligan traveled to Tucson and received a favorable reception.

When SSC convened next year in Hot Springs, Ark., Mulligan was on hand with a snappy sales story and an album full of photos on Phoenix and Del Webb’s TowneHouse, which had opened two months earlier.

“Playing” against three other large convention cities, Mulligan learned he held the winning cards. When the surgeons convened in Las Vegas in 1966, Mulligan flew there from a new job as Sahara-Tahoe sales manager to remind SSC it wouldn’t be sorry it picked Phoenix—and to flash a deluxe presentation for Sahara-Tahoe in 1969. He won again.

When SSC met in Phoenix in 1967 Mulligan was on hand, and when he again appeared at the 1968 convention in Denver the surgeons declared him honorary “Doctor John.”

When SSC convened 550 strong in June at Sahara-Tahoe, you guessed it … Mulligan was there to help convince the doctors to meet in 1971 or 1972 at the Webb-Prudential hotel in Hawaii.

“But we can attract a lot of conventions every two-four years as long as we give them first-class service.”

Sahara Spot Wins Again

Radio commercials for the Hotel Sahara have once again earned a top prize in competition with 1,210 entries in an International Broadcasting Awards contest. The commercials, describing the hotel’s Sahara-Safari vacation or weekend package, feature the voices of Jesse White, Gary Owens and Jay Silverheels, who played Tonto on the “Lone Ranger” show.

The IBA award was for “Best Series of Commercials.” The six, 60-second “spots” were built around an Indian and an account executive and their search for talent to exploit the $36.95 Safari.

Also, of the series, “Sahara 66,” won “Best 60-Second Radio Commercial” prize from the American Advertising Federation.

The commercials are aired mainly in the Los Angeles area.

Best Hotels In America Still Need Ambassadors

Hotel Sahara has the largest resort hotel meeting room in the United States and many of the nation’s best-known entertainers.

The Sahara-Tahoe boasts a scenic setting certainly unsurpassed in America, and one of the finest hotel showrooms.

The Mint is the largest hotel in downtown Las Vegas, with a rooftop restaurant, lounge and swimming pool.

The Thunderbird Hotel has one of the largest hotel swimming pools in Las Vegas, and a reputation as among the friendliest hotels in a city where service is the first of the industry’s 10 commandments.

In Phoenix Del Webb’s TowneHouse is the city’s newest highrise hotel, and boasts its largest hotel convention center.

Mountain Shadows in Scottsdale is probably the only resort hotel ever to earn a two-page, four-color spread in LIFE magazine.

In California, Del Webb’s Fresno TowneHouse, hotel nearest the city’s new convention complex, overlooks a parklike area in the city’s center.

And Del Webb’s TowneHouse in San Francisco, an affiliated hotel, is closest to the Civic Center and on the city’s new subway line.

Each hotel’s sales staff performs professionally, helping to compile a room occupancy rating that annually tops national averages.

Yet, Webb hotels can be even more successful. How?

Sig Front, Hotel Sahara’s sales manager, recently asked company executives for suggestions on attracting conventions of organizations to which they belong. All employees can be aware of possible group business, and can suggest Webb hotels to vacationing friends. Why not direct them to one of America’s best hotels?
West Challenges East For Big Conventions

Las Vegas Wins In Survey Of 10 Top Convention Cities

It's evident today that as a convention city, no place is out of limits if it has rooms and facilities.

Chicago is America's leader in hosting big conventions — twice as many last year as its nearest rival, according to Association and Society magazine.

But according to Forbes magazine, "Established convention centers like New York and Chicago are facing increasing competition from places like Las Vegas, which has gone all out to sell itself as a convention city.

"Las Vegas now books almost 250 conventions a year worth close to $50 million. It gets everybody from the National Education Association to the National Council of Catholic Women and the National Automobile Dealers Association."

A recent story in the Las Vegas Review Journal reports that as a choice convention center for one large group, Las Vegas "leads them all."

The newspaper reported a national research firm found that among 9,734 people associated with the National Association of Music Merchants (NAMM), Las Vegas led 10 major cities which could accommodate the group.

Second choice was Miami Beach, in a group that also included Atlantic City, Boston, Cleveland, Detroit, Houston, Los Angeles (Anaheim), Philadelphia and San Francisco. The survey was undertaken after the NAMM decided to take its annual convention out of Chicago on an every-other-year basis.

Conventions Here To Stay

How many convention goers believe the trip is worthwhile? Hotels should be pleased to know that 92 percent of those surveyed by Opinion Research Corporation (for the United States Chamber of Commerce) said conventions were worth "whatever it cost," according to Forbes magazine. The same survey revealed more people attend meetings to learn what's happening in their business than for any other reason, with the opportunity to meet colleagues a close second.

Promotion Helps Sales Fill Sahara Rooms

Hotel & Motel Management magazine in a feature on the Sahara's new space center reports how the hotel's Promotion Department, headed by John Romero, helps sales fill rooms during "off-season."

"Take the World Airlines Christmas Party," reports the magazine. "Planned for the historically dead period for resorts—the weeks just before Christmas—it began 10 years ago with 88 persons attending, is expected to pull in about 10,000 airline personnel this December."

In a story about the promotion in the hotel's own Saharan magazine, under the heading "Airline Party Attracts Real Jet Set," Editor Ron Erickson says:

"It's the only event in the world where a hostess from South America might again meet a pilot friend from San Francisco whom she last saw in Paris while on her way to Athens with a friend from Detroit."
"Del Webb, The Bashful Barnum:” Los Angeles Times

The Los Angeles Times in its Sunday magazine WEST, in mid-September featured Del Webb, the firm he heads and his history, from a carpenter to contractor, ballplayer to baseball team owner to pioneer among corporate owners of Nevada hotels.

The Times circulation of 1.25 million read the feature under the title “Del Webb, the Bashful Barnum,” based on the idea that while he may give the appearance of a “gentleman farmer,” perhaps Mr. Webb should be known as the “Silent Showman” of the hotel-entertainment world.

At Webb Spinner press time the story was scheduled to appear also in the Arizona Republic’s Sunday magazine, and had already been published in various versions by papers with more than 2.5 million circulation.

The article described how Mr. Webb’s firm completed Hotel Flamingo in 1947, one of the first Las Vegas “palaces,” at the request of a bank with an investment in the hotel.

The Webb Company was still a partnership when Mr. Webb took equity for building the original Hotel Sahara, then as head of the publicly-owned Del E. Webb Corporation agreed to buy the hotel and other Nevada properties in 1961.

With today’s affluence, “tourism and entertainment are the right kinds of business” the Times quotes Mr. Webb.

"Webb made a name for himself in Washington in World War II by moving 35,000 Japanese-Americans to a new camp in Arizona from California in 120 days," reported the Times.

Webb Names In News

Member of the Month for September for the Phoenix Chapter, National Association of Accountants, based on participation and contribution, was Allen Clift, Commercial Division controller. He was also recently elevated to NAA vice-president. ... Dale Griffith, Los Angeles Construction Division business manager, was recently honored for 14 years of perfect attendance as member of the Rotary Club of Glendale, Calif.

"Webb emerged from the war as one of the largest contractors in the Southwest."

The feature outlined the longtime friendship between Mr. Webb and Howard Hughes, whom he predated in Las Vegas hotel construction, ownership and operation.

Mr. Webb and Hughes talk a good deal on the telephone, reported the Times, including discussing many plans for Las Vegas, “in a general way. One possibility: A joint effort to build a rapid transit system—perhaps a high speed train—from Los Angeles to Vegas.”

After outlining his co-ownership of the New York Yankees, 1945-1965, the Times quotes Mr. Webb as saying he offered to buy the Chicago White Sox baseball team in 1967, and was once offered the opportunity to buy the Los Angeles Rams football team.

A Popular Salad

SEVENTEEN was a lucky number for L. E. Bredahl recently at Sun City, California Granddads Day Golf Tournament. Bredahl won an award for leading the field with 17 grandchildren, then shot an ace on the 17th hole. Also, there were 117 grandfathers in the tournament, according to Charley Baster, manager of Sun City’s Kings Inn motel.
Building Hospitals Was Never Easy; Modern Needs Make It Tougher

Building a hospital is no snap. It was complicated enough in the days before oxygen was piped into each room and conductive flooring and exact humidity were required to prevent sparks that would explode the oxygen.

Today, minute details crowd in on construction men who must live for 30 months with a modern facility like the 500-bed Maricopa County General Hospital.

Charley Morris is such a man. He has been superintendent for the Webb Corporation at the Phoenix project since before groundbreaking in June, 1967.

He will probably not leave the (Continued on Page 5)

FINAL DETAILS of hospital construction are time consuming for Webb personnel most closely associated with a project, such as Jerry Berg, right, and Charley Morris, operations manager and superintendent respectively, at Maricopa County General Hospital. (Nearly completed entrance in background).

‘Oak Brook Very Desirable Address’
Demand Results In New Oak Brook Office Building

A seven-story, $5 million office building as part of a new complex has been started for Oak Brook Development Co. by Webb builders.

“Oak Brook (a Chicago-area suburb) has become a very desirable business address,” explains Bill Doss, project manager. “Our two 12-story buildings are fully leased, we have sold industrial park property to other investors who have erected office buildings, and still the demand continues.”

“We already have a great deal of interest shown in our new highrise,” said Doss. “We have scheduled it for opening next fall.”

Concrete foundations for the building, to offer 150,000 square feet of rentable space, are already poured.

Development of Oak Brook is a joint venture of Paul Butler Properties and the Webb Corporation.

McDonald’s Announces
Oak Brook Headquarters

McDonald’s Corporation, the fast-growing food franchising and merchandising operation, will move its corporate headquarters to suburban Oak Brook from downtown Chicago. McDonald’s has broken ground for a well-designed 250,000-square-foot structure for which Webb builders will install foundations under a separate contract for that first phase.
Camera Catches Webb Construction In Various Stages

BUILDINGS COMPLETED recently by the Webb Contracting Division include (A) a second structure for Hughes Aircraft in Santa Barbara (Calif.) Research Park and (B) Cholla High School in Tucson, Arizona. During a recent trip through California Webb Spinner photographers Dave Parker and Wes Grant recorded other Company construction contracts in various stages of completion. Shown on page three, they are (C) terminal expansion at Los Angeles International Airport American Airlines, in preparation for arrival of "jumbo jets," (D) at Ft. Ord on 27 buildings, (E) part of the 340 housing units Treasure Island being completed for the Navy, and (F) 4 columns for the major expansion of another Hughes Aircraft facility.
Over the years the Webb Corporation has built many large hospitals. Currently it is 98 percent complete on the $11 million Maricopa General facility, 55 percent complete on the $18.4 million University of Arizona teaching hospital and 25 percent complete on the $4.5 million Boswell Memorial Hospital at Sun City, Ariz.

A review of hospital construction with Vice-Pres. Bill Collins and chief estimators Tom Sorensen and John Rechlin, quickly reveals complexity of bidding and building a hospital over an average highrise office or apartment building.

"It takes twice as long to estimate hospital work, square foot for square foot," says Sorensen. "As to people involved, we have 20 subcontractors and suppliers for the new Rosenzweig Center office building to 40 for Boswell Hospital and 65 for the Maricopa County facility."

"A hospital is like a small city, and no two are the same," points out Rechlin.

"In almost no other construction is teamwork more important," says Bob Whitacre, operations manager for the University of Arizona hospital. "Hundreds of items, many minor, are resolved ahead of becoming problems by hour to hour, man to man discussions."

### Hospital Memorabilia

Here are some "sidelights" on the three hospitals Webb builders now have under construction. Each building contains hundreds of items early hospital owners never thought of specifying. At the University of Arizona extra equipment is needed for classrooms. The Sun City facility is different, too, by way of its shape. We thought you might find these items interesting:

#### UNIVERSITY OF ARIZONA TEACHING HOSPITAL
- One mile of distilled water piping, enough to make 10,000 heavy tea glasses.
- One and one-quarter mile of Pyrex acid waste piping, enough to make more than 5,000 10-inch pie plates.
- Nearly 23 miles of copper piping for medicinal gases, oxygen, vacuum tubing, water pipes and drain lines.
- Fifty-two humidifiers to insure a 60 percent level and prevent static electricity.
- A square footage equaling that of 12 football fields, or 2,400 separate rooms.

#### MARICOPA COUNTY HOSPITAL
- A laundry fed by pneumatics to wash 10,000 heavy tea glasses.
- A lighting system for classrooms.
- A power plant with a generator weighing 16 tons, 16 boilers generating 700 tons of steam each, powering 2,000 tons of equipment, enough to cool 570 bedroom homes.
- Nearly 1,600 plumbing fixtures, including a 100-foot fire main, many gallons of water and a water treatment system requiring 1,200,000 gallons of water for complete use.
- A 750,000 man-hour project to 18,750 40-hour weeks.

#### BOSWELL MEMORIAL HOSPITAL
The biggest apparent difference in this 100-bed hospital in Sun City will be two circular towers housing patients. The circular arrangement with nurses stations in the center of each floor, is a concept used by 40 hospitals in America, according to Warren Turner, administrator.

"Not only will nurses have shorter distances to travel," points out Turner, "but a window in the wall of each patient's room will provide visual contact at all times."

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CIRCULAR PATIENT WARDS take shape at Boswell Memorial Hospital. RIGHT — Close-up photo shows need for special steel and work.
"Topping out" is a ceremony dating at least the Middle Ages, when a tree or branch was brought atop highest beam of a new barn or e. It is still a cause for celebration in $18.4 million project like the University of Arizona hospital.

Then Labor Foreman Pete Traylor led a valve on a four-inch hose and rete gushed to cover the final 250 feet of roof deck, few of the ts present for the topping out ob- nce knew the last batch of ready- had been scheduled via hoisted net. It was a tribute to Supt. Wayne and's crew, which rigged 300 feet pse and pipe in 35 minutes after scheduled hitch developed in the e's cable.

Complicated Work
(Continued from Page 1)
ital much before the end of this his pressure-cooker job he has the lightning rod for problems bcontractors, fielding their com- ts against building specifications, defending these requirements on f of the Webb Company, the ect and the owner.

any of the subcontractors have ed their jobs and departed for projects, leaving Morris and Jerry operations manager, to discuss itations and coordinate thousands al details.

AFTER RADIO, press and television had recorded the University of Arizona hospital "topping out," (top photo) the Webb Spinner photographer gathered some key Webb people (middle photo from left): Supt. Wayne Holland, Asst. Supt. Bill Lloyd, Operations Manager Bob Whitacre, Labor Foreman Pete Traylor, Vice-Pres. M.P. (Bill) Collins and Asst. Supt. Tom Gardner. He then grouped University, architect and builder principals (bottom photo, from left): Fred Jobusch, partner in architectural firm of Friedman and Jobusch; Collins; Whitacre; Marilyn Laughead, a member of the first medical class; Traylor; Ken Zuidema, architect's field supervisor; Bernie Friedman, architect partner; Robert Houston, University vice-president, Physical Resources; Dr. Merlin DuVal, dean, College of Medicine, and Superintendent Holland.
Telephone Operators Deserve To Be Called ‘Special’

It takes a special kind of person to remain cheerful through a day-long splitting headache, especially when she may have to:

Speak to 500 different people.
Handle a call to locate such a personality as a Howard Hughes, a Bob Hope or a Buddy Hackett.
Be patient with someone, perhaps a stockholder, who believes he didn’t get first class service at a company hotel, or is otherwise upset.
Man a hotel switchboard on days when dozens of reservations must be declined because space is not available.

But such “special people” handle thousands of our calls daily at the Webb Corporation Home Office, district and job offices, hotels and developments from Florida to Hawaii, and from Central America to Seattle.

Because they are generally the first and sometimes the only contact between the caller and the Company, they are the “Voices of the Del E. Webb Corporation.”

Senior Webb “operator” is Patricia McGuire, who mastered the first Bell Telephone push-button system of its kind outside New York City when the present Home Office opened in 1962. She and Nancy Newton have earned the admiration of Bell’s Phoenix office, and comprise a team so poised none can recall the last time either came “unglued.”

“Under the old switchboard system we would need four or maybe five girls to handle our present Home Office workload,” says Business Manager Jack Gimbel.

Thousands of calls each day come directly through 255 phones in the Home Office system. But hundreds from outsiders not familiar with the direct dialing service available must be handled by Pat and Nancy.

Their primary job, however, is placing an average of 250 long distance calls per day over the Company’s five WATS (for Wide Area Telephone Service) lines, tie lines to Los Angeles and Las Vegas and a foreign exchange line to Tucson.

To maintain the modern Home Office phone system requires more than $10,000 per month, a huge wiring setup in the Webb Building basement and a 51-page computer print-out to list all phones and accessories.

As in all Webb offices, it also requires a clear, calm voice to cope with the impatient and angry as well as the average caller who simply appreciates a cheerful “Good morning, Del Webb.”

At Day’s Hectic End

To relieve pressures of a busy day, operators/receptionists pursue a variety of hobbies. Pat McGuire, for example, (Continued on Page 7)
Phoenix TowneHouse Cited For Outstanding Employment Program

Del Webb’s Phoenix TowneHouse has been recognized by the American Hotel and Motel Assn. for training and employing in the housekeeping department more than 50 mentally retarded people over the past four years.

Sarah Andry, Towne House executive housekeeper explains:

“I want these people to feel at home. So, the first few days are for getting acquainted. Then I assign the new person to an experienced person. After that, I’ll go along to see how he or she does. I don’t tell my staff the new worker is retarded. They break the news themselves.”

'Special' Operators

(Continued from Page 6)

enjoys horseback riding and, particularly, interior decorating. Nancy Newton likes bowling and all outdoor sports.

Donna Colletta of the Los Angeles office raises tropical fish and likes all sports, especially motor biking.

At Sahara-Nevada Corporation headquarters Julie Pilkington is another spare-time outdoorswoman who enjoys horseback riding; for variety, she oil paints.

VeVa Christensen, formerly at Los Angeles but now the “Voice of Webb” at Kansas City, also enjoys horseback riding, plus bowling, swimming, hiking and “almost anything that is active and will keep me outdoors.” Indoors she plays piano and listens to light and classical music. She and her husband, whom she met when they were both in the Marine Corps, plan to learn ice skating this winter.

Another advocate of summer and winter sports is Kathy Dame, Oak Brook, who also “enjoys reading a good book when time allows, and if it’s real good I’m still reading when time doesn’t allow.” She also hunts for antiques.

(Ed. Note — We apologize to operators not pictured because of space limitations, especially hard-working hotel switchboard personnel.)

Del Webb First To Get Honorary Degree From Oregon’s Lane Community College

The first honorary degree ever conferred by Lane Community College, Eugene, Oregon, has been awarded to Builder Del Webb.

An Associate of Science degree was presented to Mr. Webb, who was also principal speaker, at dedication of the new $18 million campus at Eugene Oct. 11. Lane College offers more than 50 occupational and lower division collegiate programs to more than 9,000 students annually.

“With a box of carpentry tools, Mr. Webb has constructed an industrial empire,” said Lane President Robert Pickering. “He typifies the emphasis on occupational and practical skills important at Lane.”

PARTICIPANTS AT Lane College dedication included, from left, above, Del Webb; Tom McCall, governor of Oregon; Dr. Clifford Matson, Lane board chairman and Dave Spriggs, Lane student body president. BELOW — Mr. Webb is joined by Robert Pickering, Lane College president.
'Pin Parties' Honor Employees Of 10 Years Or More

Employees totaling 744 years' service with the Company recently were honored by Chairman Del Webb and President Robert H. Johnson at luncheons in Phoenix and Los Angeles.

Diamond 20-year pins were presented to Executive Vice Pres. F. P. Kuentz and Morris DeConinck, with 10-year awards going to Mary Arp, Arlene Gilbert, Keith Alden and Dave Parker.

Forty-two employees with 10 or more years' service, honored at the luncheons, average nearly 18 years each with the Company.

Del Webb Honored For 15 Years Of Boys' Club Support

For 15 years of supporting activities of the Boys' Clubs of Phoenix, and in honor of five years as a national director of Boys' Clubs of America, Del Webb was recipient recently of a special award at Phoenix.

The gift had been sanded and fashioned by boys themselves in the Phoenix Boys' Club chapters. It was a table made from a rare alligator juniper tree cut near McNary, Arizona.

During Mr. Webb's support of the organization in Phoenix it has grown from 1,000 to 4,500 young members.

Third Quarter Earnings Report
At Five Year High

The highest nine-months earnings in five years — 47 cents per share compared to 29 cents a share for the same period last year — have been reported by the Del E. Webb Corporation.

Net 1969 earnings to Sept. 30 were $3,888,086 compared to $2,114,456 for the like period of 1968; gross revenue was $188,192,412 this year against $130,304,759 through the third quarter last year.

By quarters, Webb earnings this year have been 12 cents, 16 cents and 19 cents per share.

President R. H. Johnson said the company's four Nevada hotels made substantial contributions to the overall increase in company profits and that summer regional labor strikes slowed work on projects in Kansas City and Southern California, areas on which progress is now satisfactory.

Though the Company experienced a lull in housing sales in the Seattle area, combined sales in its three Sun City retirement communities were running ahead of 1968, with the development near Phoenix setting a new 10-year sales record.
Merry Christmas From Home Office

Based On 1969, 1970 Should Bring Excitement, Growth

Should 1970 continue the 1969 momentum established by varied operations of Webb Corporation development and contracting, it will be an exciting year.

Six of the firm’s hotels were expanded or renovated during 1969, including the Sahara, Mint and Thunderbird in Las Vegas, the Sahara-Tahoe at Lake Tahoe, Del Webb’s TowneHouse in Phoenix and Mountain Shadows in Scottsdale.

Together with advertising and promotion these investments brought Webb hotel business volume to a new high.

The Company will carry over the greatest construction backlog in its more than 41-year history.

TWA Overhaul Base
Late this year the firm was apparent low bidder at $22,460,000 for expansion of national overhaul headquarters for Trans World

(Continued on Page 2)

A Romantic Start
Del Webb’s Kuilima Hotel — it has a nice sound!
In their name choice, hotel men may have conjured a good omen for a hotel in an unspoiled corner of what has come to be known as one of the world’s most intriguing islands.

Kuilima, as defined by the latest Pukui and Elbert Hawaiian-English dictionary, means: “To go hand in hand, arm in arm; to hold hands.” The name also contains the word ilima, a Hawaiian flower.
Kuilima Hotel Design "Looks" Hawaiian; Surrounding 900-Acre Development Planned

A design which looks Hawaiian and a name which sounds (and is) Hawaiian, have been revealed for the firm's newest hotel to rise 36 miles north of Honolulu.

The Webb Corporation is beginning to staff in preparation for construction of the newly-named Del Webb's Kuilima Hotel and golf course development on 900 acres of choice beachfront property at Kahuku, Oahu.

The project will be in joint venture with Prudential Insurance Company of America, on historic Campbell Estate land.

The 500-room hotel will bear the same name as the peninsula on which it will rise. All main hotel and cabana guests will have an ocean view.

Exec. Vice-Pres. Fred Kuentz said future planning includes additional hotel units, apartments and condominiums on the 900 acres.

Joe Aubin, project manager at Sun City, Calif. since 1965, has been named as Campbell Estate property project manager, under a subsidiary known as Inscon Development Co.

Dale Seiders, former manager of Del Webb's Fresno TowneHouse, has been in Hawaii for several months in preparation for staffing and directing Kuilima operations.

1970 Growth Forecast

(Continued from Page 1)

Airlines at Kansas City, Mo. Earlier Webb won a $6.7 million contract for foundations for the same structure on which construction has been underway at that city's International Airport, where the Company already has underway $30 million in new terminals.

In community and land development, Oak Brook, Ill. remains a coveted business, office and residential address in suburban Chicago.

Sun City, Arizona has already established a 10-year high in sales. It enters its second decade recognized as national leader among "active" retirement communities.

Office building and property management activities have been expanded considerably and appear on the verge of even greater growth.

Site On Lee Side Of Big Storm Waves

Del Webb's Kuilima Hotel will be only about 10 miles from Sunset Beach and Waimea Bay, famous among surfers for their tremendous waves.

A recent storm, which reportedly whipped waves as high as 50 feet onto Sunset Beach and caused much property damage, showed dramatically why Kuilima's location is a very wise one.

Manager Dale Seiders happened to be camped on the hotel site during two days of storm-pushed waves. While beaches were "pounded" only a few miles distant, leeward Kuilima peninsula remained relatively calm.

With famous surfing beaches so close, and with the well-visited nearby Polynesian Cultural Center, Kuilima Hotel is anything but isolated.

But it will offer a distinct choice between the bustling city of Honolulu and an area of the islands closer to mainlanders' conception of Hawaii.
Among Buildings With Webb-Built Insignias
Designs Show Architects Have ‘Thrown Book Away’

CAMEL SQUARE, a bank and office building recently completed for Developer Harry Gelt at 44th Street and Camelback Road in Phoenix, reveals striking difference in bank design from even five years ago. Arizona Bank will occupy the building in foreground, while general office space will be located in adjoining enclosed space. Future expansion is planned. The Phoenix office of Flatow, Moore, Bryan and Fairburn was architect. Camel Square job superintendent was Bill Ringwald, with Geo Sangster manager of operations. BELOW — Aerial of nearly-completed art museum in Pasadena, Calif. reveals how dramatic some public facilities are beginning to look. The Spinner will present additional museum photos in a future issue.
**Stylish 1970 Sun City Homes, Apartments Sched.**

**SUN CITY, FLA.** — The Biscayne, (above) and the Bonaventure (below) are among many new homes and apartments to be introduced here early in 1970. Renderings are by Julian Clark, Home Office. Sun City, Ariz. is expected to open new models late next year or early in 1971.

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**Jazzy Kitchen Bring Smiles To Sun City**

Two of the community's organizations have been recently for keeping the "sunshine" in Sun City, Calif.

They are the Players and the Novelty Band, and they perform isn't restricted to any age bracket.

The Players recently played to more than 600 people in two performances of "Fun For All - All For Fun," an original comedy by a local playwright. All 47 members are past age 60.

Even better known is the Sung Novelty Band, whose 15 me
New Models In Florida, California Communities

SUN CITY, CALIF. — With new recreational facilities and golf course now open, and expansion of shopping facilities underway, a number of new model homes and apartments are scheduled for this retirement-resort community early next year, including the Los Arcos (above) and the Casa de Leon (below).

Sun City Players are seen in the photos on the left, while the Band posed for the photos right, in Sun City's Greek
What Is It?

When you look into the mirror
At the end of your working day—
Well—how do you like the fellow,
And what does his expression say?

Did you ever stop to consider
You're the fellow who must pay,
If you just do your job half hearted
And coast along through the day.

You may think you are a Smarty,
Heck! The Boss will never know
If I never shift from Low Gear
As along the road I go.

After all, we're only human,
We like words of praise too well;
But we also sometimes like to
Tell the Boss to go to ————.

That's the time to hold your temper,
Probably the boss was right—
When he's looking for promotion
Will you be the one in sight.

Self pity is an anesthetic
That will drug your pep and punch.
Good boy! Get up and drive right at 'em
Have some faith to play your hunch.

For as you are growing older
And also somewhat wiser too,
You'll find that you can't change
The World
Like once you thought you would do.

For in the mirror of your heart
The reflection stares at you,
Are you the Man you want to be?
Or are you—Simply just you?

After Dick Schofield was invited to a "National Bosses Day" luncheon, sponsored by Sky Chapter of National Secretaries Assn., he found he was the guest of honor and recipient of "Boss of the Year" award for 1969. Shown handing him the plaque is his nominator and secretary, Muriel McLean. Schofield is general manager of Hotel Sahara-Tahoe.

Childress Promotes Event

In 1935, shortly after he became a life-long golf player and booster, Del Webb helped found the tournament now known as the Phoenix Open. Two years later the Phoenix Thunderbirds, a branch of the Phoenix Chamber of Commerce, were formed to promote the tournament.

Since that time, Del Webb and many Company employees have contributed time and funds to the tournament, long a highlight on the "pro" winter tour. Among those is Owen Childress, Sun City, Arizona project manager, in his spare time a working member of the sponsoring Thunderbirds.

Closing Deal

CLOSING DEAL on the Lakes West Golf Course, near pro shop, Owen Childress hands receipt for Phoenix Open Golf Tournament "sponsorship" to "Sandy" Sanford of Sun City.
Denver Office Opened, Groundbreaking Set
For $23 Million Office-Commercial Complex

The Webb Corporation has employed one of Denver's best-known leasing and property managers, opened an office one block from its new project there, and announced ground-breaking for the $23 million office-commercial-parking complex.

Richard Whiting heads the firm's office at 901 16th Street, after six years with Denver's largest property management company. He is licensed to sell real estate, is a Certified Property Manager, and has been active in Denver civic and professional organizations since entering property management there in 1956.

Groundbreaking has been set for Jan. 12 for the 23-story office building which is a joint venture with Prudential Insurance Company of America. The tower and adjoining three-story commercial facilities will be attractively set back on a square block, covering a 610-car underground parking garage.

Demolition on the site has been completed in preparation for the first major private investment in Denver's nationally-known Skyline urban renewal development plan.

Strong-Peterson Team 'Trims' Rosenzweig Center

On May 5 Del Webb capped a groundbreaking ceremony for the 20-story Rosenzweig Center office building by cutting loose a helium-filled balloon trailing a cellophane-protected letter offering the finder a reward.

The strong wind blowing northwest made on-lookers wonder if the letter would ever be found, at least in Arizona.

Now the Commercial Division's Rex Maughan, who conceived the idea, has made good on the reward by offering a TowneHouse or Mountain Shadows dinner to Mr. and Mrs. Sherman Gross of Phoenix.

The letter in cellophane, with no sign of the balloon, was found Nov. 18 almost directly west of Rosenzweig Center and 10 miles north of Buckeye. Gross found the "prize" while hunting quail near the southern foothills of the White Tank mountains.

And Rex, who thought he knew a little about wind as a licensed pilot, is wondering just where that stiff breeze did a 45-degree turn before the "Happy Groundbreaking" balloon burst and dumped the letter it carried.
Ed Korns Proves
Personal Innkeeping
Is Always Popular

Sun City, Arizona's Everett L. (Ed) Korns may not be the very last of the great innkeepers, but his method of personal hotel-restaurant operation is not as prevalent as it once was.

How many managers still have an office off the main lobby, with an open-door policy?

How many, in a business where turnover is traditionally high, are with one operation 10 years, with loyal employees?

How many still greet restaurant guests on a regular basis?

Kings Inn at Sun City, Arizona is Ed Korns, and vice-versa.

Korns has greeted so many people over the past decade at Sun City he is like a headmaster whose alumni keep dropping back for a fond hello. The headmaster remembers the faces but finds it impossible to recall all the names.

Korns' first restaurant job was at age 19 in Portland, Ind., where he was born and reared. Although he entered other lines of work, he couldn't stay away from the food business, including a session as operator of the Spencer Hotel in Marion, Ind. In 1948 he managed a Chicago restaurant and two years later opened his own, Kerbell's at 590 Diversey Parkway in Chicago.

After coming to Phoenix to lease the food and liquor operation in the Sahara motel in Phoenix, he later traveled for the Ramada Inn food department.

Then, four months after Kings Inn opened as a restaurant and 12-room inn, when it was still part of the Webb-owned HiwayHouse chain, Ed Korns began booming out his hearty "hellos" to guests and patrons.

That good hotel-restaurant managers can name their location is proof that he likes Sun City and Sun Citians. Expansion of Kings Inn to 100 rooms and much larger dining facilities is proof the feeling is mutual.

Happy 10th Birthday, Sun City, Arizona!

1970—Note same corner 10 years later, and surrounding development. Founding of Arizona’s Sun City was followed by establishment of growing Del Webb’s Sun Cities in Florida and California.
When Webb Launched Sun City In 1959, It Was Multi-Million Dollar Researched ‘Risk’

In early 1959 the Del E. Webb Corporation was 30 years old, a contracting, development and hotel operating firm already well known across the U.S. Among more than 10,000 housing units it had built were a half dozen successful Phoenix developments.

Webb management for several years had been looking for something out of the ordinary, with a special “eye” on what it termed the “retirement market.” In 1959 retirement was generally an either/or situation.

Either you stayed where you were after retirement, or you moved to a “sunshine state” and sat around. And for years “sunshine state” was firmly fixed in the public mind as either California or Florida.

In researching those two states Webb representatives found that while they did attract retirees, few if any developers were really catering to the market, says Webb Vice-Pres. John Meeker, who directs construction and operation of the Sun Cities. (After all, sociologists had agreed nearly unanimously that grouping of retirees in living areas would fail miserably).

Meanwhile, in 1959, industry was retiring more people earlier, with more benefits.

Employed young people were being transferred to states like California, Florida and Arizona, loosening ties that had kept families in one location for generations; parents were becoming inclined to move away from the “homestead.”

People were living longer, becoming dissatisfied with the idea of a rocking chair retirement.

A grouping of homes called Young-town had been started northwest of Phoenix, modest in facilities but indicating older people would live with each other — without schools, youngsters and other trappings of traditional towns.

Early in 1959, sifting more than four years of research, recognizing Arizona’s increasing attractiveness to retirees and forecasting the market for at least 10 years, the Webb Corporation began a search for land near Phoenix.

It finally found in mid-1959 a huge tract of fertile property sufficient for decades of expansion, if necessary. Still, when Del Webb signed a purchase agreement with the J. G. Boswell Company, a lot of faith was written “between the lines.”

The Webb firm then used its development talents to create in little more than three months the following:

Model homes and apartments, a shopping center, utilities, roads, sites for 55 homes, a motel, a recreation and hobby center with auditorium, and nine holes of a projected 18-hole golf course.

Homes would be sold only to those 50 or older (although one partner could be younger) with no school children (under college age). Children were to be welcome visitors however, and still are.

A fall advertising campaign to name the town was launched in several national magazines.

When the Company bought large advertisements in Phoenix newspapers and opened Sun City to visitors on Jan. 1, 1960 its success was still an unknown factor.

Then, on Friday, Saturday and Sunday, an estimated 100,000 people swarmed through what only a few days earlier had been named Sun City. Two hundred thirty-seven bought a home or apartment.

The rest of the success story is history.
Sun City Like Camelot, It Has Something ‘Special’

In his stageplay Alan Lerner wrote: “In Camelot it never rains till after sundown.” Sun Citians think their town is something special, too.

The Del E. Webb Development Co. has provided the community facilities — admittedly above the ordinary — but it's the people who really make Sun City bloom.

Del Webb himself forecast this when Sun City opened in 1960. He said:

“Concrete, steel and lumber can make the buildings, but people make the community. Together we can realize a way-of-life unprecedented in America.”

The kind of people who move to Sun City are special in the pioneering spirit they possess — in their desire to do something with retirement except idle it away in a rocking chair.

We think you'll find this birthday issue proof that Mr. Webb's prediction, “People make the community,” is true of Sun City, Ariz.

* * *

retirement by such comedians as Bob Hope, Rowan and Martin, Carol Burnett and Steve Allen?

National exposure started with a bang when dozens of travel writers on a swing through the West toured and reported on Sun City several weeks after it opened.

(Continued on Page 4)
Sun CItians Always Ready To Celebrate

FIRST BIRTHDAY for Sun City found cake being proudly held by Ralph Hawley, left, Civic Association president, and Tom Austin, first activities coordinator. MIDDLE — Five-division, hour-long parade, a grand ball and two days of festivities were scheduled for the town's fifth birthday. The first activities coordinator. Melvin Phelps, voted Mr. and Mrs. Sun City Pioneer; presented a plaque to Del Webb which read: “From all residents for your valuable contribution to retirement.” Mr. Webb then cut a seven-foot-high birthday cake. RIGHT — In 1962 TIME featured Sun City and Del Webb with a cover story.

Retirees Vow To Soak Up Sun, Instead Learn Exciting New Hobbies

There are many who vow when they retire to Sun City they will do nothing but soak up the generous Arizona sun. Some do stick to a loafing schedule. But most get “wet to the neck” in hobby and club work, including those who never before rode a bicycle, swam, exercised, danced, played bridge or joined any organization.

For Sun City is a social community — proof of this is the approximately 125 organizations its members enthusiastically support, and the zest with which they participate.

First clubs were formed around hobby facilities. Not far behind were the Men’s Club, Women’s Club, Women’s Chorus, Sun City Players, Merry Makers (later the Rhythm Ramblers) and patriotic and service groups — Veterans of Foreign Wars, American Legion, Sons and Daughters of the American Revolution, Rotary, Lions, Kiwanis and Soroptimists.

Among Sun City’s clubs are unique groups like the Hand Bell Ringers, 20 people who ring $1200 worth of bells in melodious tones, and the ’61 Club. Named after the year it was formed, the ’61 Club is limited to 100 couples and holds one function a year — A New Year’s Eve party. “There is always someone to take you home if necessary,” is their motto.

TRAILER CLUB is one of several groups in Sun City which take advantage of the Southwest’s fine climate and scenery (Photo Club, Art Club and Rockhound Club also make field trips). One Christmas a Travel Trailer caravan packing to spend the holidays in Guaymas, Mexico. RIGHT — A lot of fun, exercise and hi-jinks take place in and around Sun City’s four swimming pools. Fashion shows, luau’s and swim parties are regular functions.

Most Famous Town

(Continued from Page 3)

LIFE and LOOK magazine featured Sun Cities, and TIME magazine put Del Webb and his firm’s new towns on its cover — terming the Webb Corporation the nation’s “chief developer of retirement towns.”

Editors throughout the country, noting that Sun City’s success contradicted sociologist’s predictions about grouping of older people, told about the booming town.

One Nebraska newspaper publisher moved there, renamed his regular column “The Kick In Sun City,” and continued it from Arizona.

Internationally-recognized Arizona Highways magazine summed it up best of all when its editor wrote in 1967: “The continual flow of tourists has pushed the community into the spotlight shared by the Grand Canyon, the Petrified Forest National Park and other major points of scenic interest which draw visitors from all over the world to Arizona.”

LIFE and LOOK magazine featured Sun Cities, and TIME magazine put Del Webb and his firm’s new towns on its cover — terming the Webb Corporation the nation’s “chief developer of retirement towns.”

Editors throughout the country, noting that Sun City’s success contradicted sociologist’s predictions about grouping of older people, told about the booming town.

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GOLF has provided more recreation than any other Sun City pastime, and is now played on four 18-hole courses. An estimated 192,225 rounds were played in 1969, yardage which when converted to miles would equal more than three trips to the moon. Golf director since Sun City opening has been Fielding Abbott, on left in first photo, shown with John Meeker, center and Jack McPhee. Meeker is now a Webb corporate vice-president and director of its Community Development Division; the late Jack McPhee was Sun City's first project superintendent. CENTER — Del Webb and his longtime friend Bob Hope once paid a surprise visit to Sun City's North Course, delighting fellow golfers and galleryites. RIGHT — Many Sun City streets are named for famous golf courses and golfers. Andy Grant, several times president of the Men's Golf Association, points out this fact for a Spinner photographer.

Many Low Cost Facilities A Sun City Success 'Secret'

One of the secrets to Sun City's success has been the abundant recreation and hobby facilities provided by the Del E. Webb Development Co.

These facilities, along with the shopping center, motel and other improvements, prompted Ralph Hawley, a former Yale professor and the first Civic Association president to say: “Most developers build the house, sell it and get out. This is the first time in my experience that a developer has contributed so much to the general welfare of the community.”

The Webb Development Co. this month will give its fourth such complex, title free, to the Sun City Community Association. Value of all such facilities to date is $3 million, according to Owen Childress, project manager. This arrangement means that Sun Citians pay only $20 each per year for use of the following facilities:

- Agriculture plots
- Art rooms
- Auditoriums (three seating 1800, used for dances, exercise classes, movies, etc., each with stage, dressing rooms for plays, etc. and kitchens for club and community meals).
- Bowling greens (4)
- Billiard rooms
- Ceramics, mosaic rooms
- Lapidary rooms
- Leathercraft rooms
- Library
- Miniature golf
- Photography rooms
- Sewing rooms
- Shuffleboard (4 courts)
- Swimming pools (4)
- Tennis
- Therapy pools (2)
- Woodworking rooms

A variety of season ticket plans are offered for play on the golf courses owned and maintained by Webb. Play can cost as little as 37 cents an 18-hole round for those who golf daily. Many do.
OVERALL aerial photo of Sun City includes newest area of home development, with a central circular street pattern, toward top of above photo. For closeup of this section, see photo at right.
Sun City, Arizona's Portrait - 1970
(With A Close Look At Its Newest Growth Area)

Sun City, Ariz., in 1970 is getting too large for one photo, so we use overall, oblique shot and a close-up of the newest area of development for a better concept of how the community has mushroomed. A clear street pattern within an 18-hole circular golf course has been accepted, as have homes around the town's first lake. In the newest growth section banks have already opened, a hospital is building, shopping centers and churches are planned and other golf courses and lakes will be added in future expansion. In the close-up above, several areas of proposed development are labeled. Considerable area for expansion is visible north and east of current construction.
Someday, Someone Will Write: “The Town That Couldn’t Retire”

Somebody eventually will write a story on Arizona’s Sun City titled: “The Town That Couldn’t Retire.”
In it they will relate how people from all 50 states come to lounge in the sun. Except, when they get to Sun City they learn to ride a bike, play bridge, make a vase, or do other things they seemingly never dared try or for which they never had time.
Or, they take a job in Phoenix or in one of Sun City’s 100-plus firms, or start their own business, or work part time, or try art and find they are so good they paint eight hours a day and sell everything they produce.
Or, they decide not to retire their executive talents, and stand for election in one of the town’s civic or social organizations, serve on the nearest school board, in the state legislature or on the county zoning board, or go overseas for the “Businessmen’s Peace Corps.”
Or, they form churches to continue worship in their faith.
Or, duffers release 40 years of suppressed golf in a frenzy of daily play.
The most heartwarming part of such a story would be about how Sun Citians “care for others.”
This section will feature organizations like the Puppet Club, a 33-member sewing group formed and still led by Margaret Nygren, which in seven years has earned nearly $33,000, every cent earmarked for welfare of needy children.
The story would have to include the Women’s Club and Senior Women’s League and their “Dress A Living Doll” campaign and help with Dysart Center, a training and aid station for farm workers and the less fortunate in the nearby El Mirage farming community.
And no story describing Sun City’s “outreach” could be complete without including the United Church of Sun City and its tremendous aid to Dysart. (United—Sun City’s first congregation—presently has 2,275 members representing 58 Protestant denominations, according to its pastor, Rev. Walter Witt.
More than 100 women meet each Tuesday morning to sew for Dysart. Others instruct 100 families a year in English, sewing, cooking, citizenship, planned parenthood, first aid, etc.
United Church also sponsors the Sun Valley Lodge in Sun City, and supplies nearly 200 Gold Ladies to Sun Valley, which has inn-living, sheltered care and an infirmary for Sun Citians. Other church activities include calling on all new residents, lip reading classes and sponsorship of an 80-member 4-H club.
(Activities of the town’s 12 other congregations would also have to be included.)
A writer might decide to expand “The Town That Couldn’t Retire” from an article to a book.
A chapter would have to be devoted to Sunshine Service, a unique, wonderful organization that earned its founder and president, Rev. E. Duane Thistlethwaite, a national Lane Bryant Service Award.
Sunshine Service is composed of 25 directors and about 500 district, sub-district and neighborhood chairmen, all dedicated to helping neighbors in case of accident, illness or bereavement.
Equipment — hospital beds, trapeze, hydraulic lifts, wheel chairs, traction, crutches, canes, walkers and other items — was purchased with more than $30,000 in voluntary gifts.
A chapter could be devoted to Sun City’s Boswell Memorial Hospital, now being built with funds that include $1 million in private donations (excluding the Boswell family’s $1.2 million grant and $500,000 pledged by the Del E. Webb Foundation).
Mrs. Rill Abrisch, Community Association secretary, estimates that more than 100 of the 125 Sun City organizations work for charity in one form or another.
Sometimes many aid one cause.
Fourteen clubs in one year donated $2,300 in teaching materials, scholarships and other school functions to nearby Peoria High School; 600 garments; 4,000 pounds of food and toys, and provided leadership in other areas.
Sun City also contains people who feel they’ve done enough in their 60 or 70-plus years. And who can argue with their right to relax completely?
The warm Sun City story, though, is peopled by those who “came to play, but lived to work another day” (many of them for others).
If an article or book is ever done on “The Town That Couldn’t Retire,” its foreword could include Margaret Nygren’s favorite quote:
“What happiness is, no person can say for another. But no one, I am convinced, can be happy who lives only for himself. The joy of living comes only from immersion in something that we know to be bigger, better, more enduring and worthier than we are.”
Webb People Give 10-Year Impressions

Editor's Note—Six Webb administrative personnel have been closely associated with Sun City since its opening. We asked each the same question: "What is the most vivid impression of your 10 years association?"

Owen Childress, project manager, who made the town's first home sale several months before opening, at the buyer's insistence: "I would have to say the opportunity and privilege to be associated with a development like Sun City from its conception."

Les Kellog, who has sold nearly $14 million in homes at Sun City: "The personal satisfaction in playing a minor role in something as successful as Sun City, and being part of the happiness we have brought to so many people."

Ida Sandler, project cash controller: "Meeting the wonderful people who make up Sun City, and to play a part in helping build a beautifully-planned community that can bring happiness and enjoyment."

Mary Jane Hawkins, interior decorator: "The number of friends I've made."

Les Parry, who in introducing owners to their new homes has handed out nearly 60,000 keys: "My greatest impression is that Sun City is the most concentrated gathering of above-average, intelligent people ever assembled."

Sun City Symphony Lauded

"There are several community orchestras in Arizona, but perhaps none so appreciated by those they serve as the Sun City Symphony," wrote Serge Huff, Phoenix Gazette music critic. The group was founded and is headed by Jennings Butterfield, former assistant conductor of the New Jersey Symphony.

Sun City's 'Big Five'

The order of states, relative to contributing residents to Sun City, has varied little since opening. The cumulative top five: Arizona, California, Illinois, Michigan and New York.

DEL WEBB calls his firm's three Sun Cities one of his proudest accomplishments. Sun Citians never miss the opportunity to express their appreciation of Sun City and its "active" retirement concept, as when Arizona's Women's Club once held a coffee in his honor at Town Hall.

Rock Lawns Very Popular

When Sun City opened, about one of every five homes featured a rock lawn. Among new homes, more than 90 per cent have a full or partial rock covering, which range in cost from about 15 cents a square foot for natural rock to 25 cents for painted gravel (cost includes tar paper base to suppress weeds, and a stone border).
What News Writers Think of Sun City

Editor's note — We asked four veteran newspaper writers their impressions of Sun City on its 10th birthday. Here are their colorful comments:

'Sun Citians Are Pioneers'
By Burt Freireich
Publisher, Sun City News Sun

Because Sun City is unincorporated our office receives many queries ordinarily directed to City Hall or the Chamber of Commerce. Often we are questioned by persons considering a move to Sun City, concerned, rightfully so, about the big move from Ashtabula or Keokuk or Springfield, where they have had their roots for a half-century or so.

They are concerned about what they are leaving behind — old friends, children, grandchildren. My response is that Sun Citians are true pioneers — courageous enough to seek a better life. And here in the Arizona sunshine they find it.

There often is concern about moving to “an old folks home.” They say, "We're used to being around young folks and children."

Well, "old folks home" does sound rather dreary. But when I ask folks what they think about “country club living,” they generally like the sound of it.

Sun City isn't totally free of problems, nor is any other place. It has some grouchy people, too. But it has, overall, the most cosmopolitan population to be found anywhere. There is no subject on which I editorialize that doesn't fall under the expertise of several of my readers.

Sun Citians get things done — both individually and collectively. As Sun City grows, and it is growing remarkably fast, the problems grow. But the community is blessed by capable and energetic residents who are willing to tackle and overcome these problems.

I have been associated with this community as editor since its population was but a few hundred. I have observed the amazing progress, and I remain a booster of the Sun City life. And I don't have to say good things about the community if I don't believe them. I just could remain silent and watch the News-Sun's circulation grow.

'It Started With Cotton'
By Gene Ely, Publisher,
Sun City Citizen & Youngtown Record

There is a light thread woven into the history of Sun City. And it is cotton.

Before the United States got into World War I our Egyptian supply of long stapled cotton was threatened by German U-Boats. Long staple cotton was a necessity as a tire fabric in those days.

One of the few places in the United States where this type of cotton could be grown was the arid Southwest. Frank Seiberling, then head of the Goodyear Tire and Rubber Co., ordered his brilliant young executive, Paul Weeks Litchfield, to buy land that Goodyear might raise its own long staple. Litchfield purchased land for three ranches, one located near Chandler, the largest centered around Litchfield Park, and the third at Maricette, the site of the present Sun City.

As the cotton ranches prospered, Boswell Cotton Co. established a gin in Litchfield Park, and in 1937 it bought the Maricette ranch from Goodyear. In 1947 Boswell purchased the Santa Fe Ranch nearby from the Santa Fe Land Co.

World War II saw major changes (Continued on Page 11)
Arizona's Sun City Gets More Than Its Share Of Landmarks In 10 Years

Ely-Sun Citizen
(Continued from Page 10)
in the Westside development. Mr. Litchfield established an aircraft factory at what is now Goodyear. To furnish housing for the plant employees, 150 homes were constructed by — you guessed it — the Del E. Webb Construction Co.

Incidentally, these houses cost a little less than $4,000. I know, as we bought one of those houses at the end of W. W. II at the inflated price of $5,600, furnished. We are living in it still, and couldn’t be happier.

Another Westside development was the Luke training base. And who built a large portion of Luke AFB? Right, Del E. Webb.

In 1960, the Marinette Ranch, Boswell, and Webb got together.

The rest, as they say, is history.

But first there was cotton.

Heatwole-Republic
(Continued from Page 10)
has included the news front in Sun City — virtually since the community’s inception, is a knowledge and understanding of its people. Almost without exception the Sun Citians have been gracious, pleasant and cooperative. It has been my good fortune to savor their wisdom and friendship.

My salute to Sun City is a wish for continued happy living in the community that is destined to grow and grow.

One Way To Look At It
A sunny, mild climate won’t make you happy, but some say it does permit you to be unhappy in comfort.

WIFE IN RETIREMENT — “I’ve got twice the husband and half the income.”

Lanker-Gazette
(Continued from Page 10)
where you can sail or row or just sit in an easy chair on the dock and haul in fat trout.

I told him of the many arts and crafts and the rooms provided for them in the community centers, the dancing clubs, the bell ringers and the countless other activities. I told him of the new man-made mountain with the waterfalls tumbling down its face.

“You’re pulling my leg,” St. Peter said.

“You’ve just got to see it to believe it,” I told him.

“Well, I gotta get back to Sun City,” I said to St. Peter.

The kindly old man stood up, called to St. Louie and said: “Take over the gates.” He tossed his halo to St. Louie.

To me he said, “Wait till I get my hat, Bud. I’m going with you.”
Highlights Of Eventful 10 Years

Every community in the United States has a character of its own. Sun City's is formed by its people, its beautiful homes and other facilities, and its events.

The memory of some events never die. Jerry Svendsen, Sun City public relations director since 1962, recalls a few:

"There was the fellow who left his golf cart on the down grade. It began rolling into the lagoon. He caught up with the cart and jumped in, just as both went into the lagoon and submerged.

"Once a barbershop quartet was entertaining outdoors. I lifted one of the ladies up on a fence for a photo and cracked two of her ribs. She told me of this several days later—said she had brittle bones.

"Beginning in 1962 we invited new couples to drop by our office for coffee. I found I was being flooded, drinking seven-eight cups a day. Then we invited newcomers to once-a-month coffees to meet each other. Now these coffees are held twice a month, each drawing about 200 people.

"Long before Sun City had its own lake, I accompanied some residents to Lake Pleasant to photograph them catching an abundance of fish. It was one of those days. After several hours with no luck we found a dead carp, hooked it up and got at least one photo.

"Each year there are outstanding events to which we always look forward, such as the Easter Sunrise Service at Sun Bowl, the luaus at Town Hall, the ladies fashion show, the Rose and Garden Club's annual show, the Sun City Players with such 'mellodramas' as 'Only An Orphan Girl, or, Marry Me And I'll Tear Up The Mortgage,' the Grape Festivals that draw 3,000 people, the annual July 4 Fireworks Show (where last year our patriotic records were warped by the sun, providing some unusual renditions), the Father's Day Root Beer Bust, Arizona Day and many others."

Sun City-1970

Sun City, Ariz. home and apartment sales total 2038 for 1969, according to Sales Manager Ken Parker, a new record! Population — approximately 14,000.

We have tried to report in these few pages some history of Del Webb's Arizona Sun City and its "active retirement" concept, so successful it prompted Sun Cities in Florida and California.

People from all walks of life and all economic levels have been drawn to its outstanding facilities and beautiful homes.

"And these people have written friends, urging them to see and live in Sun City. It is this referral cycle, as well as "low pressure" salesmanship and teamwork of the entire Del E. Webb Development Co. staff, which enabled Sun City to surpass its 1968 sales mark (itself a record).

Sun City-1980

Sun City is entering a decade even more exciting than its first 10 years.

No one can foresee exactly what Sun City will be like in 1980, but some very good guesses can be made.

Its success is assured. Homes and streets will remain attractive. More golf courses and recreation facilities will be available.

New shopping centers and auxiliary services — theaters, bowling alleys, larger library, department stores, auto dealers, etc. — are virtual certainties.

There is little doubt population will be at least 30,000, possibly nearing 40,000 (the ultimate growth in current Webb Development Co. plans).

And there is every reason to believe Sun City will become even more famous than it is today — possibly for its geriatric medical research or as a tremendous pool of retired talent, but certainly as a model for other planned communities and an example that older people do live together successfully.

"Only A Young Man"

United States Senator Carl Hayden (then 85), touring Sun City in 1963, said: "Only a young man like Del Webb (then 63) could have done such a fine job."

Retire To A Second Career

"An easy life does not necessarily mean a long one — far from it. He who retires to a second career outlives the man who retires to the rocking chair." — Donald Robinson, M.D.
Operating Divisions Cap Decade By Tackling Bold New Ventures, Construction Challenges

To Our Stockholders

To acquaint you with your Company's activities, management and directors of the Del E. Webb Corporation have decided to mail to you, for a period of time, the monthly Webb Spinner.

We hope to reveal that your Company is unique in its ability to develop, build and then operate a real estate property, and to build for third parties in a wide area, geographically and in variety of construction.

After a time, management will review the value of the new mailing policy. For the time, we hope you enjoy the Webb Spinner.

Six Webb Corporation operating divisions entered 1970 in a whirlwind of activity.

Construction Division activities were capped in December by signing of a contract for $22,045,000 to build a hangar in Kansas City, Mo. for overhaul of Trans World Airline's "jumbo jets."

Earlier in 1969 Webb won a $6.7 million foundation contract for the structure. Roof of rectangular buildings is composed of 130 inverted hyperbolic paraboloids, each 42 feet square, and several 85 feet square. Webb's Kansas City office also has $30 million in airline terminal construction underway at the new International airport (where TWA hangar is rising) and is a joint venture partner in $28 million Kansas

(Continued on Page 3)

EXCITING DESIGN for Trans World Airline's overhaul headquarters is symbol of 1970 opportunities awaiting Webb Corporation, who in December won a $22,045,000 contract to build 651,000 square feet of one- and two-story shops and two of four bays pictured above. The 97-foot-high bays will accommodate the "jumbo jet" and future supersonic aircraft. Hangar architect is Aero-Shell, with Burns and McDonald as mechanical engineers.

DENVER GIVES WARM WELCOME TO VENTURE BY WEBB-PRUDENTIAL

They had previously hailed the block-square Webb-Prudential Insurance Company of America office building venture in Denver. At microphone is Alex Holland, chairman of Denver Urban Renewal Authority (DURA). Seated, from left: Colorado Gov. John Love, Prudential's Stuart Dawson, Denver Mayor William McNichols and Del Webb. (See story and more photos, page 2).
Warm Denver Welcome

(Continued from Page 1)

mayor made the welcome even warmer.

Gov. John Love termed the $23 million project "a very substantial new commitment to the future of the community and state."

Addressing a subsequent luncheon, Mayor William McNichols saluted cooperation of government and private enterprise and added:

"Mr. Webb, your reputation as a doer is well known in Denver. Mr. Schnell, Prudential has an outstanding record for participating in renewal of

What's In A Name?

The Denver complex will be built under the joint name of Inscon. At the Denver luncheon Frederick Schnell gave a casual explanation of how it was chosen:

"We (Webb and Prudential) have a venture going out in Oahu. In trying to name the joint enterprise, after great thought and study we came up with a very unique name, Inscon - 'Ins' for insurance and 'con' for construction."

American cities from coast to coast. Speaking for the people of Denver, I welcome both of you."

Bob Crosse has been assigned by the Phoenix Construction Division as manager of project operations. Charley Morris will be superintendent.

Thank You,
Mr. Jennings

Mr. Del E. Webb:

Monday, Jan. 12 will long be remembered as another highly significant day in the life and growth of Denver. The groundbreaking ceremonies and luncheon program marking the beginning of construction of your new development is a truly great thing. We are grateful to you and The Prudential Insurance Company of America for your leadership and for your expression of confidence in the future of the Denver area.

* * *

(From letter by Rex Jennings, executive vice-president, Denver Chamber of Commerce)

Preview Of A Complex

FEATURES of Webb-Prudential Denver complex include (sketch on the left) ground-level, tile-paved escalator rotunda to second level open plaza. Office tower lobby is seen at left, with two-level financial services area on right. LEFT, BELOW - Landscaped, 55-foot setback on 16th Street provides interesting area for shoppers and office workers. The complex will become noted for its 40 percent open and landscaped area. This feature of the design, by architects Flatow, Moore, Bryan and Fairburn, was cited as one reason the plan was chosen by DURA over four others. Parking on three levels beneath the entire block will accommodate 600 cars. The development will provide 500,000 square feet of office space and more than 100,000 square feet of retail area in two- and three-story adjoining building.
Exciting Challenges Ahead
(Continued from Page 1)

City Sports Complex.
Webb builders brought with them into the new decade the largest construction backlog in the company’s 41-year-history — $185 million — representing a wide variety of contract construction and development, but not including housing sales.

The Hotel Division topped its largest volume year by acquiring the Newport Inn at Newport Beach, Calif. and preparing to break ground for Del Webb’s Kuilima Hotel on Oahu, Hawaii.

January was a very active month for the Commercial Division as it launched a 24-story office and retail complex in Denver and signed an agreement to manage prestigious Crown Center office and commercial development now under construction in Kansas City, Mo.

Outstanding sales in Sun City, Ariz. were a highlight for the Community Development Division, which also prepared new model homes for Sun Cities in California and Florida.

Oak Brook continued to attract national attention as a model for planned suburban developments. Sites throughout its landscaped industrial park attracted more and more firms from nearby Chicago. The Land Development division in late 1968 started a third office building at the jointly-owned Webb-Paul Butler project, being developed by Webb.

The International Division entered 1970 with work 20 per cent complete on 60 miles of highway in Honduras, C.A. Twelve of 26 bridges involved are complete or underway. Contracts for the two-phase project total $9.4 million.

Crown Center Names Webb Subsidiary
To Manage First Five Office Buildings

The Del E. Webb Building Management Co. has been selected from among top U. S. property management firms to direct operations of 660,000 square feet of Crown Center space in Kansas City, Mo.

The Commercial Division subsidiary will manage the first phase of office and retail-entertainment development in the $135 million project, according to Lynn Bauer, Crown Center president.

The five buildings, designed by Edward Larrabee Barnes of New York, front on a 10-acre landscaped central square and form the first segment of an eventual 1,100,000 square feet of office space.

Crown Center will rise on 85 acres, 10 blocks south of the Kansas City central business district and will contain, after full development in 1983, 2,200 apartment units, a 750-room hotel, 7,000 parking space, two motor inns and extensive retail and entertainment areas.

Garage Underground
‘For Sake Of Beauty’

“For the sake of beauty,” reported the Phoenix Gazette, “a new 300-car parking garage in Rosenzweig Center is going underground.”

The article reported how excavation had started in Phoenix for two levels of underground parking between the Del Webb Building and the 20-story office highrise in Rosenzweig Center, now at ninth floor level.

With the current six-level parking garage, the new facility will provide parking for 1,475 cars, equivalent to 85 per cent of all the metered parking spaces in Phoenix.

CROWN CENTER offices, seven-story buildings sketched above and now rising on Kansas City hillside, comprise major new property management role of Webb Building Management Co. BELOW — Eventual entire Crown Center development, 10 blocks from downtown Kansas City, is portrayed in architectural concept.
NEWPORTER INN, one of the prestige hotels in Southern California, is a new addition to Webb resort/convention properties, according to H. P. James, president of the firm's hotel operations. The Newport Beach hostelry is located in growing Orange County, with a terrace setting seen in photos above and below.
The Webb Corporation has acquired the 320-room Newporter Inn, a well-known resort-convention hotel with a lighted golf course on 26 acres of leasehold land in the heart of the expanding "Irvine Complex" in Orange County, California.

The hotel is in Newport Beach, a highly-regarded Southern California resort city. It overlooks Newport Dunes Marina and offers an unrestricted view of a Pacific Ocean bay. Seller was L. C. Jacobson, former Webb Corporation president.

When the purchase was announced, Sahara-Nevada Pres. H. P. James said: "For some time we have been seeking such investment opportunities as the Newporter Inn to participate in Orange County growth, where we completed in recent years the Anaheim Convention Center and the California Angels' baseball stadium."

He pointed out acreage surrounding the hotel lends itself to future business development.

The hotel is managed by Doug Ross, who formerly managed the Webb San Diego HiwayHouse and later Mountain Shadows resort at Scottsdale.

The Newporter Inn offers 17 banquet and meeting rooms, to accommodate up to 2,000 for meetings and 1,800 for banquets.

Sig Front Elected Officer Of Hotel Sales Association

Sig Front, sales director for the Sahara-Nevada Corporation, has been elected vice-president of the Hotel Sales Management Assn. He is the first hotel executive from the western region elected an officer of the 4200-member HSMA. Previously he was a national director, vice-president of the Southern California chapter and president of the Southern Nevada chapter. He is active in Las Vegas civic affairs, other national hotel and travel organizations, and is credited with creating the annual Airline Hotel Seminar sponsored by HSMA.

Here's Proof Of How Valuable Hotel Bellmen Can Really Be

Too frequently bellmen, who are the first to provide service to a hotel guest, are among the "forgotten men" of the innkeeping industry.

Not, however, if they are people like Tom Williams and Charles Zinn. And not if they have appreciative bosses like "Chuck" Cronrath and Robert Begley.

Williams recently was the surprise recipient of a gift of Webb Corporation stock for steering a large chunk of group business into the Phoenix TowneHouse.

When International Harvester completed three months of distributors' salesmen meetings in January it meant a total of 6,500 room nights. And very probably it was all due to the alert Williams, who politely pointed out the hotel's convention assets to IH officials who happened to be dining at the TowneHouse.

Charles Zinn was a runner-up in the fourth annual International "Bellman of Year" Contest sponsored by American Hotel & Motel Assn. and Samsonite Luggage. In representing the San Francisco TowneHouse he competed with more than 60,000 bellmen from all over the world.

Managers Switch Hotels In Nevada

A shift of general managers, which sees Richard Schofield taking over operation of Hotel Sahara in Las Vegas and Earle Thompson assuming control of Hotel Sahara-Tahoe at Lake Tahoe, has been announced by Howard P. James, president of the Sahara-Nevada Corporation.

James said the transfers are consistent with Webb Corporation policy of rotating top executives.

By assuming command of Hotel Sahara-Tahoe, the 47-year-old Thompson, an executive vice-president, completes the circuit of Sahara-Nevada resort properties — first man in the history of the corporation to do so. Thompson became general manager of Hotel Sahara in August, 1967. He is a career hotel man with extensive experience.

Schofield, 51, had been the vice-president and general manager of the Lake Tahoe property since November, 1965. He also is a hotel career man, who has directed operations in Fresno, Tucson, Pasadena, San Jose and Honolulu.
Ramada Inn Locates in Oak Brook; Webb Awarded $5.9 Million Contract

Though Chicagoland was locked in a subzero cold spell in mid-January, activity in suburban Oak Brook included announcement by Ramada Inn of a 350-room motor hotel for the planned community.

The Chicago construction office of the Webb Corporation, under direction of Don White, will build the eight-story inn for Motel Investment, Inc. under a $5.9 million contract. Completion is expected in July, 1971.

Location is at Spring and Harger Roads, opposite the Oak Brook Shopping Center and the rising Webb-Butler Commerce Plaza office building.

Architect Smith and Stephens of nearby Maywood have designed balconies for the inn, to be faced with brick.

Ramada Inn is the fourth hostelry in Oak Brook, and will bring total rooms available to 1,074. Webb builders are currently constructing a 372-room Sheraton Inn hotel, which also faces Oak Brook Shopping Center and Webb-Butler Executive Plaza office buildings on the south.

Red Coach Grill New Oak Brook Restaurant

A Howard Johnson restaurant to be known as the Red Coach Grill is being built in the mall between the twin Oak Brook Executive Plaza office buildings. Webb builders are expected to complete the restaurant in March, patterned after colonial New England architecture, with oak beams, pine panels and red brick walls. Dining capacity will be 200 people. House specialties will be Maine lobster and prime steaks.

Lions Move To Oak Brook After 53 Years In Chicago

International headquarters of the world's largest humanitarian service organization, located in downtown Chicago for 53 years, is moving to Oak Brook, according to Lions International Pres. W. R. Bryan.

The decision to leave the “Loop” area came after two years of worldwide study to determine the most suitable location for the $4 million administrative office for the 910,000-member Lions organization.

Although a professional research firm recommended the Lions relocate on the west coast, the International Board of Directors overwhelmingly voted in favor of remaining within the metropolitan area of the city in which Lions was founded in 1917, and approved the purchase of 9.6 acres at the northeast corner of 22nd Street and York Road in Oak Brook.

Because of tremendous expansion throughout the world, averaging 1,300 additional clubs per year, it was necessary for the Lions to sell their aging building and search for a site more adaptable to the extensive operations of the 23,800 clubs.

Before selecting the site, consideration was also given to an adequate labor market and to good living conditions for its more than 250 employees.
Webb Builders Expand Boy Scout Headquarters

Arizona’s Sun City Celebrates Like It Grows — With Vigor

When they couldn’t attend a 10th birthday celebration for Sun City, Sen. Paul Fannin and Rep. John J. Rhodes wrote; in part:

Dear Mr. Childress:
Although I cannot be with you today, I welcome this opportunity to join with other Arizonans in extending congratulations to Del Webb’s Sun City for its decade of progress — of which, naturally, this dedication of Lakeview Center is another important milestone. The transition from agricultural lands to a bustling, well-rounded community has been nothing less than spectacular.

If one were to try properly to appor tion credit for what has been accomplished here, it doubtless would be a very difficult and perhaps inaccurate division. Certainly the Del Webb Development Company—a name which is synonymous with excellence—deserves much of the credit for its excellent conception, construction and administration of the community.

Yet, experience has taught us that people are the lifeblood of any and all communities, and that being the case, Sun City, Arizona, is exceptionally fortunate. Its more than 14,000 residents — having come here from all fifty states — are a representative cross section of the kinds of people who built America...

The next decade will witness even greater change, even greater progress. Maricopa County and Arizona are happy to have the residents of Sun City as friends and neighbors.

Sincerely,
Paul Fannin, United States Senator

Dear Mr. Childress:
It is a distinct pleasure for me to extend sincere best wishes and congratulations to the 14,000 wonderful people who make Sun City, Arizona their home. I join them in a feeling of pride in the tremendous progress of their community in just ten short years.

When I am home from Congress and have occasion to visit Sun City, I note a great feeling of satisfaction that abounds among the people. Although the years keep rolling by, they generate a feeling of youthness and happiness that makes time stand still. I always leave Sun City with the assurance that I have been among the greatest people on earth... It is with a deep feeling of gratitude that I extend my best wishes. Happiness is truly a place called Sun City, Arizona.

Yours Sincerely,
John J. Rhodes, U. S. Representative
Southwest/Midwest Weather Contrast
Sharpened By Prolonged Cold Snap

In a standing "Tonight Show" joke, Johnny Carson remarks: "It's cold in New York!" Announcer Ed McMann then asks: "How cold is it?", and Carson replies with a variety of gag lines.

Webb Chicago and Kansas City people had their own version of this routine during January when record cold struck.

In Kansas City, where Webb is building an international airport to strict schedule, open buildings had wisely been protected about Jan. 1 with 50,000 square yards of plastic (enough to cover 10 football fields).

Jim Comer, operations manager, reports that with the help of three space heaters of 450,000 B.T.U.'s each, the 165 workers who reported daily through bitterest cold got some form of comfort.

Perhaps the one thing that gave Oak Brook the most comfort during the coldest week was the visit of four Home Office personnel: Exec. Vice- Pres. Fred Kuentz, David Ward, John Rechlin and Tom Sorenson.

"The visits may have been coincidental, but it looked like they really wanted to make us all feel better and bring in some of the Phoenix sunshine," said White.

Del Webb Honored Twice In Phoenix

Chairman Del Webb was honored twice in Phoenix during January.

At a testimonial banquet sponsored by Greater Arizona Savings and Loan Association, Mr. Webb was named a "Builder of a Greater Arizona." Other recipients honored at the dinner included Howard Pyle, president, National Safety Council and Dr. Richard Harvill, president, University of Arizona.

Mr. Webb also went to the races last month, to watch running of the feature "Del Webb Purse." Turf Paradise Pres. Walter Cluer presented a "Sportsman Award" to Mr. Webb, and said, in part:

"Turf Paradise today honors Arizona's No. 1 sportsman and businessman, Del Webb. Mr. Webb is chairman of the board of the internationally-known Del E. Webb Corporation, which was founded in Phoenix 42 years ago and has maintained corporate headquarters here ever since. . . . But it is as a sportsman that Turf Paradise honors Del Webb today. Mr. Webb has spent his lifetime in the world of sports. He loves all sports and has been active in many. . . ."
Kuilima Hotel Site A 'Masterpiece Of Nature'

Hundreds Gather To See Start Of Hawaii Resort, Golf Course

The estimated 400 people who turned out for start of Del Webb's Kuilima Hotel and 18-hole golf course, reportedly the largest crowd ever to witness a groundbreaking on the island of Oahu, also saw one of nature's most spectacular building sites.

When opened next year, the Kuilima will be the only resort on Oahu's north shore, and the island's only beachfront resort with its own golf course.

It also represents the first of a series of coordinated developments planned for parts of 11 miles of shoreline and 15,000 acres of the Estate of James Campbell.

Scheduled for opening approximately the same time as the golf course and

(Continued on page 2)

Webb Bid Low On Hawaii University Twin Apartments

The Webb Corporation in February submitted the low bid on twin, 13-story dormitories at the University of Hawaii.

The Webb figure of $4,454,000 was below that of five other contractors.

Meanwhile, Webb personnel were in various stages of completion on 856 units of housing on Oahu and Kauai, a $5.2 million incinerator for the City and County of Honolulu and had begun digging and grading for the $20 million-plus Kuilima Hotel and golf course.

When current military housing is completed, the majority during 1970,

(Continued on page 6)
Webb 1969 Net Earnings Up 65% Over 1968

A 65 per cent increase in net earnings, as well as substantial increases in per-share earnings and gross revenue were reported by the Webb Corporation for the year ended Dec. 31, 1969.

Pres. R. H. Johnson said the company also entered 1970 with a backlog of $192,000,000 in construction yet to be performed, and with its hotels recorded these 1969 achievements:

(1) Consolidated net earnings of $4,266,451 compared to $2,581,037 for 1968 and $1,110,163 in 1967.

(2) A jump in gross revenue to $266,233,176 from $182,695,205 the prior year and $153,992,262 in 1967.

(3) A 47 per cent increase in per-share earnings, from 34 cents in 1968 to 50 cents for 1969. Prior years figures have been restated to reflect the 1969 acquisition of the Newporter Hotel Corp., accounted for as a pooling of interests. Percentage increase in per-share earnings was disproportionate with that of dollar profit because of the increase in outstanding shares due to debenture conversion, assumed warrant exercise and new property acquisitions. Benefits from new property acquisitions are expected to increase in future years.

"Despite widespread talk of business slowdown and a possible recession," said Mr. Johnson, "we find ourselves in the enviable position of having more contract work yet to be performed than at any time in our history.

"Our Sun City resort-retirement communities sold their greatest volume of new homes last year. Our hotels never did better than in 1969, and the momentum is carrying over into this year.

"In the first quarter of 1970, we submitted the low figure for two high-rise student dormitory buildings in Hawaii, as well as several more millions in new construction work at Kansas City International Airport.

"Our joint-venture projects with Prudential Insurance Company — a hotel-golf course development in Hawaii and a 24-floor office building in downtown Denver — got underway early in 1970 and mean more than $40 million in construction work.

"Our Building Management Co. has been signing new contracts for leasing and management of properties in Kansas City, Denver, Phoenix and Tucson which are bringing us national recognition as a leader in this phase of business.

"Our Oak Brook project is gaining greater stature as a prestige Chicago-area development. Sale in 1969 of residential lots and homes topped expectations, and 10 major firms purchased commercial or industrial sites. Our twin 12-story office buildings are fully leased and we have a seven-story equity office building under construction. We’re building a 12-story Sheraton hotel and a 350-room Ramada Inn there."

"We consider our company’s 1970 outlook so favorable we believe we are moving toward much greater accomplishments,” added Chairman Del Webb.

Scout Headquarters
Project Is Lauded

A letter to Tom Sorensen, Phoenix Contracting chief estimator and project manager for expansion by Webb crews of Theodore Roosevelt Council Boy Scout headquarters, included the following:

"We want to offer our thanks for the spirit of cooperation which has prevailed during the construction of the project and for the excellent standards of workmanship which have been maintained. The very fine facility which is the result was completed at a considerable savings over the original estimates, which in this inflationary period is quite a feat in itself. We know that the Theodore Roosevelt Council is most appreciative. Your field superintendent, Mr. Barney Gardner has maintained very amiable relationships with all concerned and has exerted extra efforts to make this project the success it is. He has our personal thanks."

Sincerely,
Jack C. Lunsford
VARNEY, SEXTON
SYDNOR, ASSOC.
ARCHITECTS, INC.

Kuilima First Of Planned Developments

(Continued from page 1) hotel are two-story condominiums on and around the winding fairways.

The Kuilima is expandable to 1,000 rooms. Though in a secluded area, it is fronted by the highway which rings Oahu, and bracketed by Sunset Beach and the Polynesian Cultural Center, attractions which draws more than a million visitors annually.

The completely air conditioned hotel will offer rooms in a six-level three-winged main tower, and separate cottage and cabana buildings.

Del Webb—First ‘Major Financier’ In Las Vegas

"It was Webb, whom many consider the construction wizard of today, who first discovered the barren waste known as Las Vegas."

So began a first part of “The Three Kings,” an article in the Los Angeles Herald Examiner’s Feb. 1 CALIFORNIA LIVING magazine which described Del Webb, Howard Hughes and Kirk Kerkorian, major financiers in Las Vegas hotel operations.

The feature article related how the Webb Company built a gas station at Third and Main in Las Vegas in 1931, and later the Flamingo and Sahara hotels.

"In 1961, I bought it (the Sahara), never realizing what I was getting into,” Mr. Webb was quoted. "We took over the casino and started running the operation as a hotel. We brought hotel men in. Our hotel was not going to be run by the casino, it was going to be the other way around. I wanted families to come here."

In the same issue the Webb firm’s Mint Hotel in Las Vegas was featured in a story, “The Big Brother’s Always on Guard.”

The article described how the public is invited on conducted tours of one-way ceilings above casino areas to see how security guards check gambling operations. The same tour allows the public to inspect slot machine repair rooms and watch money counting procedures.

Also described is the Mint’s 25-minute public film, “Winning Fundamentals of Gambling.”
Optimistic Remarks Highlight Kuilima Groundbreaking

A note of optimism for the Kuilima Hotel was sounded at groundbreaking by the five principals identified above, by F. P. Kuentz, Webb executive vice-president and general manager of the Incon Development Company, which will build the project, and by H. P. James, president of the Sahara-Nevada Corporation, Webb subsidiary which will operate the property. Following are excerpts:

Robert Way
“As a planner, I am extremely delighted by this attractive site and location. You could have searched the world over many times and not found as ideal a setting for a hotel and golf course.”

Dr. Shelley Mark
“You are to be congratulated for the fortitude and farsightedness displayed (throughout frustrating months in obtaining zoning approval). I am sure out of good planning will come good developments.”

Alan Davis
“A famous destination resort will be built here at Kuilima Point . . . We (the Estate) are very much enthused over this project . . . it will benefit all the people in this area.”

Frederick Schnell
“I don’t think anywhere else in the world I’ve ever been, I have seen such a beautiful surf . . . With their faith in the Islands, our 100 Prudential associates in Hawaii urge such investments as this (the Kuilima).”

Del Webb
“This (the Kuilima) is the first increment . . . we hope to be part of future development of 11 miles of shoreline . . . Our relationship with Prudential and the Campbell Estate has been very fine.”

H. P. James
“I’ve walked almost every cove and beach in the State of Hawaii in a search for a hotel site. This is an exciting location. It took us a while to start a hotel in Hawaii but we intend to make up for it with the Kuilima.”

* * *

March, 1970
THE WEBB SPINNER
Page Three
Lots Of Dirt Thrown With Special Shovel

NOVEL FIVE-HANDLED shovel drew attention and considerable team action. In photo left, Prudential officials who joined forces were Stuart Dawson, vice-president in charge of Investments, Western Home Office; Harry Wilkinson, manager, Hawaii Ordinary Agency; Frederick Schnell, senior vice-president, Western Operations; Donald Robinson, manager, Hawaii District Agency and Craig Hobson, manager, Hawaii Real Estate Investments.

Chairman Del Webb, Exec. Vice-Pres. F. P. Kuentz and Sahara Nevada Pres. H. P. James confer with Stuart Dawson, right. Carbell Estate shovel team included, above right: M. L. Randolph, trustee; Oswald Stender, property manager; Alan Davis, trustee chairman; Wade McVay, trustee executive officer, and Fred Tratz, trustee.

ANOTHER SHOVEL TEAM included in photo above left: Martin Stern, Jr., Kuilima Hotel architect; E. T. Davies, Webb executive vice-president; Del Webb; F. P. Kuentz and H. P. James. Above, middle photo, Dr. Shelley Mark, Hawaii Director of Planning and Development, is given warm Hawaiian welcome. Construction men who guided shovel, above right: Archie Akau, Kuilima office manager; Joe Houston, Kuilima superintendent; Joe Aubin, district manager, Inson Development Company; Exec. Vice-Pres. E. T. Davies and Bill Messzik, Kuilima engineer.

HOTEL PERSONNEL leaning into shovel included "Roddy" Rodgers, president, E. H. Rodgers and Co.; Herb McDonald, Sahara-Nevada vice-president; H. P. James; Dale Seiders, Kuilima manager and "Bud" Andress, Kuilima mainland sales representative. In center photo Emcee F. P. Kuentz addresses crowd. Following the ceremony, guests were provided culinary and musical delights.
Kuilima — Where Guests Will Have Choice Of Scenery

When the 500-room resort opens next year, guests will have a choice. Facing the Pacific from a jutting peninsula on which the hotel will stand, they may look to their left where huge waves crash hard against coral and more softly on a beach toward which surfers aim. (Making the Kuilima perhaps the world’s only hotel where guests can watch surfers go by them at a right angle).

To the right they will see a gentler surf and a larger beach for swimmers.

Looking landward, little more than one mile from the golf course, they will be treated to green foothills rising to the Koolau Mountain Range.

Kuilima Facilities

KUILIMA ROOM — Main dining seating 320 in terraced buildingacific edge. Dancing and enter-
HITE WHALE LOUNGE —
Bar, in Polynesian building next uilima Room. Also terraced g, with dance floor.
TERRACE — Seats 300 for eals; overlooks main recreation
REFOOT BAR — Open, covered or swimmers, next to 48 x 96- main pool. To serve snacks, hors
QUET ROOMS — Four meet-
rooms will seat 200; two banquet will serve 620 visitors; all rooms will accommodate 850.
HITE BAY — Areas for surfers.
IMATE COVE — Swimming also fronted by second swim-
pool and recreation area, snack cocktail bar and cabana rooms.
the firm will have built 1720 units over the past six years; including current Hale Ola work, the total will be 1870.

Webb construction personnel now in Hawaii include Bob Sheer as manager of project operations and Don Gray as general superintendent of all housing and the incinerator; Creed Miller, Jim Steele, Walter Fujita, Albert Ikeda, Stan Kegel, Helen Proctor, Phil Wong, Harry Arizumi, Al Repoza, and C. W. Whitaker.

In addition, working for Inscon Development Company building the Kuilima hotel and golf course are Joe Houston as superintendent, Archie Akau as office manager and Bill Messzik as engineer. Manager of project operations, from the Los Angeles contracting office, is Billie Armstrong.

ONE OF NATION’S finest incinerators, designed to end all open trash burning in the Honolulu area, is scheduled for completion this year by Webb builders. Refuse will be trucked into incinerator via two elevated ramps seen now underway. Empty trucks will leave the Waipahu project via the single wider ramp in lower right. Honolulu city and county officials had planned the incinerator for nine years before awarding a $5,227,000 contract to Webb. The plant will have a burning capacity of 600 tons of trash daily.

PEARL CITY housing for the U. S. Navy, similar to units shown above and now nearly finished, marks third increment of home construction at the Pearl Harbor location.

Housing, Incinerator Progressing In Hawaii

(Continued from page 1)
Housing Units Total 590
At Two Adjacent Projects
In Pearl Harbor Area

AT HICKAM Air Force Base in Ohana Nui, close to Honolulu and Pearl Harbor, Webb builders have underway 400 units of housing in various arrangements, including four-plexes. All Oahu military housing operations are within close driving distance of the Webb contracting office at the Honolulu airport. BELOW — In another project adjacent to Hickam are 190 units now underway for the Navy at Holukani. In February the two projects shown were in various stages of completion, from slab to interior finishing.

Kuilima Staff Votes
To 'Go Polynesian'

ONE OF THE MOST UNUSUAL Webb construction offices ever put together will be the job headquarters for crew constructing Kuilima Hotel and golf course, but one which will “fit in” with local architecture and with the Kuilima hotel design.

LOW, PLEASING profile features apartment buildings which are part of 150-unit project being built for non-profit Hawaii Council for Housing Action at Hale Ola, near Pearl City.
Long-Awaited 'Top-Out' At Sun City, Ariz.

Still Gold In Denver Hills

Excavation for the 24-story Webb-Prudential Insurance Company office-retail complex in Denver was getting a little monotonous until they struck gold at 15 feet. Well, maybe it was only a few flakes and nuggets that Bob Crosse, Jim Meadows and Charley Morris found in a buried stream bed. But wasn't it the hint of bigger strikes that brought people to Colorado and really gave Denver its start? We'll be up there next week, fellows, with our pick and pan.

Phoenix Passes $200 Million in Building Permit Valuation

Phoenix ranked high among U.S. cities in value of building permits when it passed the $200 million mark in 1970.

Jim Comer Elected Webb Vice-President

Jim Comer, division manager at the firm's Kansas City (Missouri) office since it opened in 1968, has been elected a vice-president of the Del E. Webb Corporation.

He is a native of Odessa, Texas, who joined Webb as an assistant project engineer in 1960.

His office presently is directing close to $100 million in construction work, including erection of three new terminals at Kansas City International Airport, enlarging TWA overhaul headquarters and building three new TWA overhaul hangers there as well as the Webb share of a joint-venture on the new Kansas City twin-stadium sports complex.

Control Tower Now 15 Stories At Kansas City International

When six more floors are added to the original nine stories, the control tower at Kansas City International Airport will be one of the world's tallest.
Rising Concrete, Steel Symbolize New ‘Phoenix Bird’

IN CENTENNIAL year of Arizona’s capital, the phoenix bird — which in Egyptian lore sprang from its own ashes and after which Phoenix, Ariz. was named — is rising today in such forms as the Webb firm’s 20-story office building and massive steel framework for a $16.4 million convention-cultural center being erected for the City of Phoenix by Webb builders. At right, a 200-foot-long framework weighing 35 tons is hoisted to help form roof of 515-foot-long main convention hall. (Symbolically, Phoenix Civic Plaza is taking shape on six square blocks of original Phoenix townsite). BELOW—At 14th floor level, the $10 million third office building in Rosenzweig Center reaches toward an eventual 20 stories. Del Webb Building is at right, Towne House office-hotel is at left, with well-known Camelback Mountain and Squaw Peak forming backdrop.

Sun City Among Fastest Growing Of Nation’s ‘New Towns’

Continuing as the fastest growing planned community or “new town” development in Arizona — and very possibly the entire nation — Sun City established a new quarterly record by selling 742 homes and apartments during January, February and March of 1970.

Sales at the Webb Corporation’s resort-retirement town 12 miles northwest of Phoenix represented a real estate value of $19.1 million, according to project manager Owen Childress.

New Contract Work Ranges From Hawaii To Oak Brook, Illinois

New Webb Corporation contract work includes an office building, twin dormitories, airport expansion and enlarging a research building.

Following a low bid previously announced, Webb was awarded a $4,454,000 contract to build twin residence halls at the University of Hawaii (see page two). And on a project in which the firm built foundations, it will complete the superstructure of an office building for McDonald’s Corporation in Oak Brook near Chicago (also see page two).

Combined contracts for the new headquarters for McDonald’s national restaurant chain total $7,098,000.

In other new work Webb was awarded $3,982,000 additional expansion at the new International airport it is building at Kansas City, Mo.

And for Hughes Aircraft Company, Webb will expand a structure it originally built in Santa Barbara (California) Research Park.
McDONALD'S CORPORATION will occupy this attractive building when completed by the Chicago office of Webb's Phoenix Contracting Division. Located on 10 acres and designed by Salvatore Balsame & Associates, the eight-story project is under the direction of Bill Ringwald as operations manager, Ed Webb as general superintendent, Bob Nadar as superintendent and George Redhead as office manager. The 350-room Ramada Inn being built nearby under a $5.9 million contract, and pictured in the February Spinner, is being directed by Paul Nelson as operations manager, Jack Higginbotham as superintendent and Stan Adams as assistant superintendent, and Jim Basham as office manager.

Annual Meeting In Oak Brook — Exciting Chicago Suburb

With Webb Corporation activities increasing in the Midwest, specifically the Chicago and Kansas City areas, directors again chose the firm’s Oak Brook development as site for the 10th annual meeting.

As they drive through the 5,248-acre rolling and wooded community, stockholders will see evidence of the most active building year there to date.

Presently under construction are two large office buildings and two hotels, other properties in several industrial park areas, including new headquarters for Lions International and an automated Illinois Bell-American Telephone and Telegraph office, and lot sales and construction in four custom home areas.

Since stockholders met in Oak Brook in 1969, Webb has completed 10 industrial park land sales to bring number of tenants to 75, representing some of the nation’s largest corporations. Hundreds of “blue chip” companies occupy the town’s present nine office buildings. Others will be attracted to three more office structures now underway, including the Webb-Butler Commerce Plaza building opening this fall.

Oak Brook was founded by Paul Butler in 1958 on choice acreage between Hinsdale and Elmhurst, 20 miles west of Chicago’s “Loop.” Webb joined Butler in 1964 to develop the community to its maximum potential.

Two Residence Halls
New Webb Project At University Of Hawaii

GROVES OF banyan and tamarind trees, with nearby stream, will set off twin residence halls under construction by Webb builders at the University of Hawaii Manoa-Makai campus. The reinforced concrete structures, with precast spandrels, will rise 14 stories from a one-basement level according to Bob Sheer, manager of project operations. Each tower will have an attached kitchen and dining area. Architect is Stephen Oyakawa & Associates.
New Property Management Contracts In Denver, Tucson

The Del E. Webb Building Management Co. has again expanded operations by acquiring management rights to buildings in Denver and Tucson.

The Webb Corporation subsidiary has been named leasing and management agent for Tucson Federal Savings Tower, that city's tallest office building.

And in Denver it is managing and leasing Cherry Creek Medical Building, one of the city's finest and most successful, according to Richard Whiting, manager of Webb's subsidiary Denver office.

Whiting's office will also lease and manage the 24-story office-retail complex now under construction as a joint venture with PIC Realty, a subsidiary of The Prudential Insurance Company of America, and is seeking other Denver management assignments.

Tucson Federal Savings Tower has set a standard for office buildings since it opened in 1966. Its tenants include the owner, Tucson Federal Savings and Loan Assn., and, on the top two floors, the Old Pueblo Club. Ron Tracy will manage the 20-story building.

Subsidiary Is Landlord For Buildings Totaling 3.5 Million Square Feet

Tired of cleaning and maintaining your five-room, 1500-square-foot house? Can you imagine the complexities and headaches involved in managing space equivalent to 2,333 homes?

Del E. Webb Building Management Co. is landlord to 3.5 million square feet of office, apartment, shopping center, medical, garage and industrial park buildings, including three equity properties under construction. Through proper management, purchasing, personnel practices, etc., the Phoenix-based Webb subsidiary takes its assignment well in stride.

In fact, it is seeking further third party property management roles and is convinced it will secure considerable future business.

Editor's Note — 3.5 million square feet is equivalent to 77 football fields. Makes a person feel better about managing his little three-bedroom home, doesn't it?
Lakefront Living Is Way-Of-Life In Florida – Scenic Lakes Produce Fish — And A Way To Elevate Homes

"Local wiseacres shook their heads and said when the rains come all those folks are gonna wish they was somewheres else. But Del Webb was smarter than they gave him credit for. He raised the level of the land by creating some beautiful fishing lakes and planted the area in various tropical flora." Clarence Harding, Ruskin Shopper and Observer News, Jan. 15, 1970.

The many Midwesterners and Easterners who come to live in eight-year-old Sun City Center prefer lakefront living over homes on or off golf course fairways, paying a premium of from $5,950 to $9,950 over basic home prices vs. a fairway premium of $4,350.

Of 350 lakefront homeowners, more than 100 have built private piers and 50 of these own boats. From their piers and lawns, and a public pier, residents snag bass up to nine pounds, as well as bluegill, catfish and bream. During a recent "fish-a-thon" the average bass caught weighed five pounds.

Lakes fill quickly from ground water. Webb builders put excavated earth to good use, raising the site of all homes in the community.

Sun Citians, only several miles from Tampa Bay, enjoy all the amenities of Florida’s waterfront way of life, yet escape wind-pushed ocean waves that occasionally buffet Florida coastlines.

NEW MODEL homes, apartments on Sun City Center's newest lake
City - New Homes Open On Fourth Lake
Webb Builders Complete Second Major Art Museum

LOOK INTO area formed by half of “H-shaped” Pasadena Museum, reveals stylish reflecting pool with several outdoor exhibits — one of redwood fogs, another of a steel tripod. BELOW — Museum entrance opposite one shown above reveals approach set off by flowers and broad, graceful steps into courtyard.
PASADENA MUSEUM, looking across Colorado Boulevard, reveals "face" of gleaming ceramic tile on variety of curving shaped and sized exhibit areas. Tallest part of museum, right background, contains 400-seat auditorium.

Pasadena Art Patrons Set High Goals For Long-Awaited Facility

The Pasadena Art Museum — with a goal established by patrons as becoming the Western counterpart of New York City's Museum of Modern Art — has been completed by the Webb Corporation.

The architectural firm of Ladd and Kelsey designed the 80,000-square-foot museum in an "H" shape, which provides for future expansion and reduces "backtracking" by visitors.

The ceramic-faced structure sits on a 7.5-acre site formerly known as Carmalita Gardens and is seen each year as the building opposite television cameras focusing on Pasadena's Rose Bowl Parade.

The art museum was built under a $3,850,000 contract with Gerald Hutchins as manager of project operations, Joe Houston as superintendent, Jim Hastings as assistant superintendent, Al Schafer as engineer and George Lord as office manager.

Not far distant, in Hancock Park, Webb builders completed in 1965 the Los Angeles County Art Museum.

MUSEUM INTERIORS reveal, in style and exhibits, desire of Pasadena art patrons to reflect 20th century art.
Politics Or Parties — Webb Hotels ‘Can Do’

Whether it’s hosting Vice-Pres. Spiro Agnew at Del Webb’s TowneHouse in Phoenix, or an airlines ski and fun party at Hotel Sahara-Tahoe, Lake Tahoe, Nev. (photo, above right), Webb hotels are designed as complete resort/convention properties.

Webb Hotels Earn High Ratings From Mobile Travel Guide

Mountain Shadows in Scottsdale, Ariz., Newporter Inn at Newport Beach, Calif., Del Webb’s TowneHouse in Phoenix and Sahara-Tahoe Hotel at Lake Tahoe, Nev. have earned exceptionally high 1970 ratings by the well-read Mobile Travel Guide.

Mountain Shadows is one of only seven resorts in the United States to earn the Guides’ top Five-Star rating which carries the description — “One of the best in the country.”

The Newporter Inn was officially notified that in its category — Motor Hotels — “only three others in all America had received the coveted accolade.”

Competing in the “Hotel” category, the Phoenix TowneHouse and Sahara-Tahoe were among only 76 hotels to earn Four-Stars, which carries the description: “Outstanding — worth a special effort to reach.”

All four properties received identical ratings in 1969. For Mountain Shadows, 1970 represented a seventh consecutive Five-Star Award.

Webb Hotel Executive Chairs Airlines Committee

H. P. James, president of the Sahara-Nevada Corporation, has been appointed chairman of the Airline/Hotel Industry Committee of the American Hotel & Motel Assn., which represents more than 7,500 hotels and motels in the United States and foreign countries.

Seventies Will Soar For Hotel, Travel Industries

Sig Front, vice-president and sales director for Hotel Sahara, is one of 25 travel “experts” quoted in the January, 1970 issue of Hospitality magazine, in a feature: “Seventies will Soar.”

His comments include: “If we want to fill our hotel in a particular month, our computers will tell us which associations might be available for meetings at that time. . . . We have to educate the American people about how great and easy it is to travel. Millions of Americans are going to travel more than 200 miles from their homes for the first time in their life.”

Associations Like Phoenix, Schedule Repeat Performance

Two groups brand new to Arizona who recently completed conventions at Del Webb’s TowneHouse — Hydraulic Institute (New York) and Bank Public Relations and Marketing Assn. (Chicago) — have announced they will convene at the firm’s nearby Mountain Shadows resort in 1972.

“These groups liked Phoenix-Scottsdale well enough that they indicated they will book here whenever they come to the West, usually every other year,” said Sales Director John Mulligan.

Bill Bags Big Beast

Bill Lloyd’s first mountain lion would have made the Arizona record books if its skull hadn’t been damaged. The lion — also known as the cougar or puma — weighed 120 pounds and measured 86 inches, nose to tail. Bill was 60 miles away from his job as assistant superintendent on the University of Arizona teaching hospital when he, guide Ollie Barney and two hunting dogs finally treed the lion.

End Female Discrimination

When Sue Hodges, Maxine Newman and Fran Watkins, Home Office secretaries, read about the Third Annual Sun City (Arizona) Invitational Golf Tournament for salaried male employees, Sue wrote to ask Sun City Project Manager Owen Childress if she was eligible to compete. Replied Childress: “Only if you’re the ‘Boy Named Sue’.” (For you who never listen to Johnny Cash, that’s a song.)
Three More To Go!

Webb Edges Six Other Contractors In Las Vegas Courthouse Bid Race

In a figure that was low by only $10,000, the firm's Phoenix Contracting office team directed by Vice-Pres. Bill Collins submitted the low bid on three additional floors on the Clark County courthouse in Las Vegas, Nev.

The Webb proposal was for $2,638,000. Bids will be reviewed by county officials and architects Zick and Sharp before awarding.

In recent years, in Las Vegas contract work, Webb has built five schools and a public housing project.

In other contracting work, more than $24 million is underway by Webb builders in Oak Brook, Ill., including an $8 million headquarters for McDonald's Corporation.

More Oak Brooks

The Webb Corporation would like to build three or four more prestigious communities like Oak Brook 'round the country — maybe even another in the Chicago area.

Chairman Del Webb revealed this aim of the Land Development division in an interview with Alvin Nagelberg, real estate editor of Chicago Tribune, just prior to the Webb Company annual meeting in Oak Brook. At the present rate of growth Oak Brook will be fully developed in five years unless more land is acquired, Webb said.

New Reservations System For Webb Hotels

HOTEL RECEIVER-SENDER, part of "Space Bank" reservations system employed by all Webb hotels, is demonstrated by Phoenix TowneHouse Secretary Betty McQueen, above left. At Mountain Shadows in Scottsdale rooms were full in mid-May, mostly with 500 Kiwis, retired American Airlines stewardesses on biennial conventon (some seen poolside, above right, being waited on by John Hanson, lifeguard). New reservations system will help extend season even further at Mountain Shadows, which pioneered year-round operation among major Valley of the Sun resorts. (Further details on page 2)
Webb Hotels Broaden Sales Base With American Express Computers

What's easier than picking up the phone at your own desk or at home and making a hotel reservation cross country? Free of charge!

That's what vacationers and businessmen can do when they want to stay in one of nine major Webb Corporation hotels in the West.

Through a computer system a traveler in any state can call toll free for a reservation. The American Express arrangement includes promotion of hotels using its computer plan.

Webb hotel officials expect the new system to not only increase family and executive business, but to encourage convention groups and representatives all over the country to make new inquiries.

American Express Numbers

Western U.S.
Calif. Mont. Okla. Utah
Kan. New M. Texas
Ariz. (except Phoenix) ............. 800-352-4089
(Phoenix only) ...................... 258-6281
Hawaii ....................... 922-2734

Eastern U.S.
Tenn. (except Memphis) .............. 800-542-5115
(Memphis only) ...................... 278-6705
(All other Eastern U.S. States).... 800-238-5022

* * * *

Even with annual occupancy rates exceeding U. S. averages, making every effort to fill empty beds by using a computer reservation system seemed the "only way to go." Early results indicate the move is a wise one.

Sahara's Supplementary System

The 1,000-room Hotel Sahara has become the first Las Vegas hotel to extend direct toll-free dialing to all 48 states. Anywhere in the United States a prospective traveler can dial one of two numbers and talk directly to the Sahara's reservation staff — free of charge, 24 hours a day.

The number is 800-648-6802. In Arizona, California, Idaho, Oregon or Utah it is 800-648-6881.

Instant Computer Reservations!

Confirmed while-you-wait. Guaranteed for your arrival. Call Room Reservations.

at any of these DEL WEBB Hotels

Sahara, Las Vegas
Thunderbird, Las Vegas
The Mint, Las Vegas
Sahara-Tahoe, Lake Tahoe
Newporter Inn, Newport Beach

WEBB HOTELS use this room "tent card" to promote advance reservations.
They're Busy In Kansas City
Getting Ready For The Chiefs, Passengers, Jumbo Jets

KANSAS CITY, Mo. is a progressive, booming city as evidenced by Webb district office activity there. Top photo shows curving exterior of one of three terminals at International Airport, part of more than $60 million in Kansas City airport construction the firm has underway. Nearby work includes an expanded overhaul hangar for Trans World Airlines (photo on right), where first columns are reaching toward eventual 10-story height — tall enough to accommodate the "jumbo jet." In photo immediately above is seen work on the football stadium phase of a $29.9 million complex underway in joint venture with Sharpe and Kidde firms. Last month the national champion Kansas City Chiefs had already sold nearly 61,000 season tickets for the 1971 season, when they occupy their 75,000-seat half of the Harry S. Truman baseball-football sports complex.
It's Official—'Prudential Plaza'
Denver Office, Retail-Financial Complex Is
d, Starts 24-Story Climb

Renderings by project architect Flatow, Moore, Ryan and Fairburn feature Denver's newest major downtown development, which now has a name and a healthy start toward a late 1971 completion. The $23 million project is a joint venture of the Webb Corporation and The Prudential Insurance Company of America through its PIC Realty Corporation. Concrete pour averages 200 cubic yards a week, building toward 1500 cubic yards per week by mid-summer, according to Bob Crosse, Webb operations manager. "Prudential Plaza" not only denotes a venture partner and prestige Prudential buildings in other cities, but the word "plaza" hints at the variety of development to occur in the square block, including a 24-story office tower; open, landscaped areas; stores and shops and the 600-car underground parking garage.

Architects have inset the complex, seen in black and white in the photo of downtown Denver below, while in the rendering on the left they depict the landscaped, 55-foot setback that will front the three-story retail building.
Spring Came Late To Oak Brook — Eastern Airlines Didn’t Wait

Eastern Airlines’ new computer reservations center in Oak Brook, Ill., above, has an all-seasons landscaping of crushed rock, boulders and evergreens, while at time of Webb Corporation annual meeting (April 24) in the community the trees had only started to bud around the firm’s Briarwood Lakes Villa sales project (below).

Phoenix Contracting Office Building Three Hospitals In Arizona

What’s new in hospital construction? If Phoenix Contracting doesn’t know, probably nobody does. The Home Office construction staff is currently building 890 beds at three Arizona locations — Phoenix, Sun City and Tucson.

Hospitals are generally ranked in size by the number of beds, but the University of Arizona facility is really a larger project than its 300 beds indicate because of costly laboratory and teaching equipment being installed for the College of Medicine. It actually has 2,400 rooms. In dollar amount — $18,455,884 — it is believed the largest building contract awarded in Arizona history.

Maricopa County’s 490-bed hospital is virtually complete under a $10,628,583 contract. The 100-bed Boswell Memorial Hospital in Sun City, being built for approximately $4.5 million, will be completed this fall. The University’s hospital will be finished early in 1971.

Envelopes Win Design Awards

Excellence in Design Awards have been received by Marie Martel, Webb Corporation graphic arts director, for envelopes designed for brochures describing Rosenzweig Center and Sun City. The awards — one in two-color competition and one in four-color — were by Industrial Arts Methods magazine.
Five New Directors, Two From Outside Firm, Bring Webb Board Number To Authorized Eleven

Five new directors — two from outside the Webb Corporation and three corporate officers — were elected at the firm’s annual meeting in Oak Brook. They were Patrick L. O’Malley, Chicago, president of the Canteen Corporation; Jarl Nerdrum, Los Angeles, vice president of the Bank of America; Exec. Vice-Pres. Edward T. Davies; Treasurer W. J. Miller and Howard P. James, president of the subsidiary Sahara-Nevada Corporation.

Mr. O’Malley has been president and chief executive officer of Canteen Corporation since 1962. Previously he was with Coca-Cola Company for 30 years as vice-president and general sales manager.

Mr. Nerdrum is vice-president and senior lending officer for the Bank of America National Trust and Savings Association. He has been with Bank of America 45 years.

Mr. Davies, Mr. Miller and Mr. James have 25, 26, and 9 years Webb service respectively.

Reelected were Joseph Thomas, partner in Lehman Brothers, New York City; Roy Drachman, Tucson realtor; John B. Milliken, partner, Los Angeles law firm of Parker, Milliken, Kohlmeier, Clark & O’Hara, and the following Webb officers: Chairman Del Webb, Pres. R. H. Johnson, and Exec. Vice-Pres. F. P. Kuentz.

First Quarter Earnings Show Increase

First quarter 1970 Webb Corporation earnings were 13 cents per share, up from 11 cents for the first quarter of 1969, an 18 per cent increase. Gross revenue for the first three months was $69,463,722 compared to $51,469,031 for the same period last year. Net earnings were up 22 per cent, from $926,559 to $1,136,497.

Results for 1969 were restated to include acquisition of the Newporter Inn.

Said Pres. R. H. Johnson: “1970 continues to look like a good year for our company.”

Mayor Gets Close Look At Phoenix Civic Plaza

PHOENIX MAYOR John Driggs is briefed on progress of Phoenix Civic Plaza convention center by Webb Supt. Roland Beaulieu, right, and Project Engineer Jim Vey. In mid-May, work on the two-year, $15.6 million project was on schedule, with approximately 50 per cent of structural steel in place.

A Premiere Benefit

FIRST PUBLIC Las Vegas appearance of Bob Hope was on behalf of University of Nevada, Las Vegas. The benefit included the moment (above) following Mr. Hope’s introduction by Mr. Webb, his longtime friend, with Mrs. Webb in left foreground. Following the event, Roman J. Zorn, University president, wrote Mr. Webb, in part:

“This is a somewhat belated but very sincere ‘thank you’ for making possible our ‘Evening with Bob Hope’ UNLV benefit dinner April 9. The program was a tremendous success and certainly this was largely due to your good offices in involving Bob Hope. The tangible results are one hundred eleven ‘full ride’ scholarships for Rebel athletes...”

The benefit was held in Hotel Sahara’s Space Center, donated for the evening by the Webb Corporation.

Art Museum Award

ART MUSEUM Operations Manager Gerry Hutchins holds Quality Construction award presented by Ceramic Tile Institute to Webb Corporation, general contractor for the Pasadena, Calif. museum (in background). Tile subcontractor was Selectile Company, Inc., Los Angeles.
Hockey, Skeet Muscle In On Bowling-Golf Monopoly

At a time when bowling and golf usually get sole Webb Spinner attention, skeet and hockey devotees also are stirring up activity.

From Kansas City, Rita Denton puns: "Skeet shooting competition has started with a 'bang.' May 7 was the first meeting in a grueling schedule to determine a winning three-man team and high overall gun. Complete results will be available the last of June, including excuses and alibis."

Team members: Jim Comer, Don Kosman and Ed Nelson; John McAllister, Phil Williams and Jim Deibel; Ed Rayben, Jim Dodson and Jon Ancell.

From Sun City, Ariz. and the Home Office, 11 brave men have collected an assortment of bruises, slashes and black eyes (usually self-inflicted) and two wins over Arcoa in an amateur hockey league. Mike Britt captains a crew that includes co-founders Don Cars tensen and Dick Puebla, as well as Russ Shephard, Ken Allen, Mike Shephard, Jim Friedman, Chuck Weidenhof, Bob Miller, Dick Mergener, Bob Nether ton and George Henry.

The team had been playing at 10 p.m. each week, but when photographer Dave Parker arrived one Thursday in mid-May for a photo only two Webb players were on hand. Either too many bruises, or the late hours seem to be taking a toll?

Home Office Bowlers Crown Champs

Sahara-Tahoe, manned by John and Ruth Morton and Mabel and Rollie Seitz, is the new Home Office bowling team champ with an 80½-55½ won-lost record.

After three years as champions, the Mountain Shadows team of Deane and Bob Whitacre and Pam and Jim Harrison was dethroned in final roll-off after winning the first half competition with a better record than Sahara-Tahoe — 89-47.

Bob Whitacre retired after two years as league president, replaced by Don Caldwell.

Other honors: High Average — Joyce Copeland, 155; Bob Whitacre, 182. High Series — Nancy Newton, 578; Harold Leonard, 665. High Game — Pam Harrison, 217; Vern Hixon, 244. Most Improved Average — Patti Wentzel, 13; Pat Metheny, 11.

Post Office Grows, Too!

While it may be no surprise to those who have watched the town's phenomenal growth, nevertheless it's worth noting that in 1969: (1) Sun City topped all Arizona cities in growth of postal receipts, with a 53.2 per cent increase over 1968. (2) Sun City was 12th among all Arizona cities in postal receipt income.
Webb Corporation Acquires Office Buildings In Cincinnati And Kansas City

Major office buildings in Cincinnati and Kansas City, Mo. have been acquired by the Webb Corporation from R. E. Dumas Milner, of Jackson, Miss., in a $12 million transaction.

Pres. R. H. Johnson said no Webb stock is involved in the acquisition, but that both buildings were acquired subject to long-term mortgages held by The Prudential Insurance Company of America.

Involved is the 25-story Kroger Building in Cincinnati and the 20-story Traders National Bank Building in Kansas City.

The Kroger Building offers 429,000 square feet, was opened in 1960 close to the central business district and has a 400-car parking garage. Traders National Bank was built in 1962, comprises 250,000 square feet and is located close to the Jackson County courthouse, city hall and federal office buildings.

Long-term ground leases on the

(Continued on page 3)

Choice Chrysler Property
New Detroit Development

The Webb Corporation has signed a joint venture agreement with Chrysler Realty Corporation of Troy, Mich., for development of an 800-acre Michigan residential community to be known as Wabeek.

Located in Bloomfield Hills 20 miles from downtown Detroit, Wabeek will have its own country club and 18-hole golf course, a swim and racquet club, extensive open areas

(Continued on page 5)

Webb, General Electric
Prototype Housing Partners

The Webb Corporation and General Electric under a $5,393,000 Air Force contract are building 200 industrialized prototype homes at George AFB, Calif.

The joint venture will develop a complete neighborhood for families of enlisted personnel. Involved is Webb's Los Angeles contracting office and the Urban Systems Programs office of GE's Re-entry and Environmental Systems Division

(Continued on page 4)

SALES OFFICE for Webb-Chrysler Wabeek country club development is baronial home of late Sen. James Couzens, former owner of the 800-acre estate.

HISTORIC occasion for housing industry was observed recently at George AFB, Calif. by, from left: Webb Pres. R. H. Johnson; Col. F. C. Blesse, commander, 831st Air Division; Architect Hugh Gibbs; Otto Klima, vice-president and general manager, Reentry and Environmental Systems Division, General Electric Company, and Architect Donald Gibbs. Principals here inspect a model home following ground breaking ceremony.
HONORARY Life Membership in United Brotherhood of Carpenters and Joiners of America was recently presented to Del Webb by Gordon McCulloch, second from left, president of the California council on behalf of the one-million-member national union. Watching is Webb Exec. Vice-Pres. E. T. Davies, left and George Zack, California council vice-president. The “gold card” given Mr. Webb — inscribed “For outstanding cooperation based on mutual confidence” — is only the third such lifetime membership in the 89-year history of the carpenters’ union. Ceremony took place in Los Angeles near firm’s Beverly Wilshire hotel expansion project.

Edward H. Nigro Heads Webb Hotel Group

Edward H. Nigro has been named president of the Sahara-Nevada Corporation, hotel-operating subsidiary of the Webb Corporation.

Prior to joining Webb, Nigro served nearly three years as deputy chief executive officer for the Howard Hughes Nevada hotel operations. Before joining Hughes he retired from the Air Force as Deputy Director of Plans at Air Force headquarters in the Pentagon with the rank of major general.

Nigro succeeds H. P. (Bud) James, who has become president of ITT Sheraton Corp.

Team Complimented On University Job

The Phoenix Contracting Division team of Jim Harrison as operations manager, Ed Webb as superintendent and John Schultz as office manager directed recent completion of the Biological Sciences Building at the University of Arizona. Vice-Pres. M. P. (Bill) Collins received a letter regarding the job from University staff architect Jim Witner. It read:

“The Webb team of Jim Harrison and Ed Webb have been the source of real satisfaction to me and to the division of the University which I represent.

“Their performance of the construction contract has, from start to finish, conveyed an impression of experienced competence. It has been most gratifying to work with such men as these, and as a result of their work, I would welcome an opportunity to again coordinate a University contract with the Del E. Webb Corporation.”

Hundley Managing Hotel Sahara-Tahoe

Monty Hundley, formerly hotel-casino controller and assistant general manager of the Sahara-Tahoe Hotel, has been named hotel general manager. The 29-year-old graduate of Northern Illinois University has been with the Sahara-Nevada Corporation seven years. He succeeds Earle Thompson, now president of the Parvin-Dohrmann Corporation.

Biological Sciences building recently completed at University of Arizona
Webb Corporation Acquires Office Buildings In Cincinnati And Kansas City

(Continued from page 1)

land underlying the Kansas City and Cincinnati buildings, and an option to purchase the land under the Kroger Building during the term of the lease, were also acquired.

"We feel there are adequate leasing opportunities in Kansas City and Cincinnati for a firm with our management and leasing experience," said Webb Vice-Pres. George Reeve. "We intend to make certain improvements and offer the type of well-maintained space provided tenants in our buildings in Oak Brook and the West."

The Traders National Bank Building will be owned by Campbell Development Co. and the Kroger Building by City Centre Development Co., both wholly-owned subsidiaries of the Webb Corporation.

The buildings are being operated by the Del E. Webb Building Management Co., with Bill Garrett directing Kroger Building operations and George Wilson managing Traders National Bank Building.
George AFB, Calif. Site Of Webb-General Electric Housing Venture

(Continued from page 1)

of Philadelphia.

General Electric has developed and will operate a factory in nearby Apple Valley for the prototype housing program. Major components may be used as the basis for a full-scale production facility for fabrication of future military family housing.

“Our firm will develop the site and erect the components,” said Exec. Vice-Pres. E. T. Davies, general manager of Webb construction.

Objectives of the contract are to determine the feasibility of using industrialization to: insure uniform quality housing, improve its durability and maintenance, shorten production time, provide employment opportunity for lower skilled workers — and do these things without sacrificing attractiveness and livability.

First units are expected to be completed in November, with total project completion set for September, 1971.

A typical George AFB unit will consist of 10 modules. Construction features will include: (1) One-piece cast plaster walls and ceilings; (2) Honeycomb floor panels; (3) Plumbing, heating, cooling and wiring centralized into a virtual plug-in unit.

The Air Force project will consist of 16 two-bedroom, two-story flats; 90 three-bedroom and 90 four-bedroom townhouse units and four four-bedroom, single family, single-story houses.

Directing Webb construction will be Ken Boone, manager of project operations; Dick Buck, superintendent and Ron Snow, office manager.

Webb earlier built 672 conventional housing units at George AFB, including 172 units recently completed by the Community Development division under a $3.3 million contract.
Wabeek (Beautiful Place) Webb-Chrysler Michigan Project

(Continued from page 1)

and three lakes for recreational activity.

"Many home sites will have lake frontage or lake views," announced Webb Exec. Vice-Pres. F. P. Kuentz, who directed negotiations with Chrysler Realty.

"Others will have a view of the fairways, or will adjoin 117 acres of golf course which will wind throughout the development."

Plans call for a mix of single family residential lots as well as cluster housing units. Lots from one-third acre to more than an acre in size are projected for single family home sites. In addition, cluster housing will be available for sale as well as rental units.

Construction of an 18-hole residential-type golf course is planned to begin this year with completion scheduled in 1971. Club house facilities are programmed for construction in 1971.

The Wabeek Estate is unique as the last major piece of prime property in the midst of a completely developed community of Bloomfield Township and West Bloomfield.

The developers have conceived a master plan for the new community that will retain the original character and beauty of Wabeek, an Indian name meaning "The Beautiful Place."

Wabeek will have a sales office on the property in the Couzens Estate house which will eventually be the center of a contemporary swim and racquet club.

Directing the Land Development division project for the Webb Corporation is Bill Doss, general manager; George Kirk, project manager; Ralph Nordman, project controller and Bill Raycraft, chief of operations. Doss and Raycraft hold the same positions in development of Oak Brook, Ill.

Chrysler Realty Corporation purchased the Wabeek property in 1968 from the estate of the late Senator James Couzens and spent two years developing a master plan with the firm of Vilican-Leman and Associates of Southfield, Mich. Development is programmed over a 7 to 10 year period with site improvements beginning soon.

Chrysler Realty was formed in 1967 as a wholly-owned subsidiary of Chrysler Corporation.

PASTORAL setting for future home and golf course development by joint Webb-Chrysler venture near Detroit is evident in photos above and below. Three lakes are indicated in accompanying master plan.

Wabeek Master Plan
Oak Brook, Ill. Opens Strategic 85-Acre Office Tract

An 85-acre site for offices, bordered on one side by a freeway and the other by forest and golf land, now is being developed in the firm's Oak Brook, Ill. community near Chicago.

"The tailor-made sites are for companies wanting larger acreage than usual," says Bill Doss, general manager. "Sites will average five acres. Cost will be approximately $100,000 per acre."

First Tract Already Sold
First sale in Corporate Plaza was made even before improvements were started. Net sales price was $391,000 for a tract just under four acres.

Corporate Plaza, as the tract is named, fronts the fairways of the York golf course, the International Sport Core's game preserve and the East-West tollway. A 100-foot-wide boulevard will bisect the entire length of the 85-acre tract.

Corporate Plaza is being offered to firms needing facilities for office, research or light assembly and warehousing. Other commercially-zoned land at varying prices is available in Oak Brook. The 10, 12 and 23-acre blocks may be sold in one piece or divided.

Already more than 70 firms — including many of the nation's largest — have located outlets in Oak Brook's rolling and forested "garden" industrial parks. Dozens more are in the community's several office buildings.

The 85-acre Corporate Plaza has been labeled: "The Park Avenue approach to office building locations."

Says Doss: "I doubt that even among the famous towers of Park Avenue can so many nationally prominent firms be found in one relatively small area as within Oak Brook's corporate limits."

Paint Firm Announces Oak Brook Office
Glidden-Durkee will locate regional headquarters for a 15-state trade paint distribution area in one of Oak Brook's several improved industrial parks, following purchase of a 3.7-acre tract from the Oak Brook Development Company.

W. G. Wickham, regional director for Glidden-Durkee, said: "Oak Brook near Chicago was a natural choice for location of our new facilities. Adjacent to two tollways, the area is within easy access of all the services and advantages of metropolitan Chicago."

Acre Home Sites Again Available
Acre-sized home sites are being offered for sale in Chateaux Woods, a new section of Chicago area's Oak Brook designed for custom homes.

Priced from $29,500 to $32,500, the twelve are the only lots of this size currently available in Oak Brook and the first acre-plus home sites offered since final sales in neighboring Ginger Creek in early 1969.

Chateaux Woods adjoins Chambord, a subdivision also being sold by Oak Brook Development Co., with 120 home sites up to one-half acre, priced from $12,500 to $22,500. A Swim and Tennis Club, exclusively for residents of Chambord, adjoins the property.

In Brook Forest, another Oak Brook custom home area, 322 home sites have been sold. Only 24 lots remain in unit five; they average one-half acre, and are priced from $18,000 to $33,500.
Arizona Sun City
Sales Are Outstanding

Sun City, Ariz. has completed an outstanding sales record in the first half of 1970 of 1201 new homes and apartments and 75 resale units. Total sales of the 1276 units represent a value of $33.3 million, according to Owen Childress, Sun City project manager.

Progress in the community of more than 15,000 includes completion and filling of a second sizable lake of 38 acres, with more than two miles of shoreline, and near completion of a 100-bed hospital and a fifth 18-hole golf course.

The Arthur Fullers of Elkhart, Ind. during June were honored as recipients of keys to the 8,000th home in Sun City.

Ten Million Gallons A Year!

The 10 million gallons of water used each year by the Webb Corporation’s Hotel Sahara in Las Vegas, Nev. come from two artesian wells on the property.

Hotels Don’t Wait, Go After Business!

Golf Means Customers To Las Vegas Hotels, Others

The Sahara-Nevada Country Club, just off the Las Vegas “Strip” and acquired last year by the Webb Corporation, is bringing business to the firm’s Sahara, Mint and Thunderbird hotels.

Thirty-six holes of free golf and cart fees on the 18-hole course are included in a “Las Vegas Golf Holiday” package being advertised in several golf, sports and athletic club publications.

The stunning 18-hole Edgewood-Tahoe course adjacent to the firm’s Sahara-Tahoe hotel at Lake Tahoe, Nev. is another business asset. So is the nine-hole course on the grounds of Webb’s Newporter Inn, Newport Beach, Calif.

A mid-length 18-hole course and country club facilities entice business to Mountain Shadows resort in Scottsdale, Ariz. and to the nearby Phoenix TowneHouse.

Valley Of Sun Hotels Offer ‘Perfect Pair’ Plan

“Perfect Pair Business Holiday Plan,” a cooperative venture of Del Webb’s TowneHouse and Mountain Shadows hotels in Phoenix and Scottsdale, is being advertised in business publications to perk up Arizona’s normally slow summer hotel business cycle.

Under the offer, a couple can check into one hotel, complete the five-day, four-night plan there or split the stay by checking into the other Webb hotel.

Included in the “package” are four breakfasts, two dinners, cocktails and entertainment and two rounds of golf on the Mountain Shadows course.

Mountain Shadows advertises other “packages” called “Honeymoon in Paradise” and “Passport to Paradise.” The hotel is also one of five Valley of the Sun resorts promoted by major airlines under a “Golf in Phoenix” offer.

Major Ft. Ord, California Project Completed By Webb Builders

A major expansion at Ft. Ord, Calif. — enough construction to completely support a full brigade — has been completed by Los Angeles-based Webb contracting personnel.

Total accommodations in the 27-building complex are for 3,180 men. Included are 10 dormitories, each with 78 rooms for 318 men; four mess halls and 13 other structures, including a gymnasium, chapel and post exchange.

Directing the job were Jim Craig as operations manager, Dick Buck as superintendent, “Andy” Anderson as assistant superintendent, Bill Messzik as engineer, Al Hernandez as field engineer and Wally Edmundson and Ron Snow as office managers.
'Hard Hats Shelter Warm Hearts'

Al Meiner will never forget Sun City, Arizona's Boswell Hospital, nor
the time he spent there.

It was while he was inspector for
Lowry & Sorenson, mechanical con­
tractor, that his son Kenneth was killed
by gunmen during a Circle K holdup.

And then workers of all trades under
pipe fitting foreman Chuck Hutchinson
pitched in $900 to help buy a flagpole
in Kenneth's memory.

Along with a donation by Mrs.
Lawrence Lohr of Sun City, in honor
of her husband, the pole was purchased
and erected recently with a crane
provided free by Hudspeth Crane Co.

Webb superintendent Harold Crum
called it a wonderful, cooperative ges­
ture. Phoenix Gazette columnist Orien
Fifer wrote: "Hard hats shelter warm
hearts."

Al Meiner will always remember

Six Of Eight Good Average

Builder-Architect, a monthly Ar­
izona magazine devoted to news of the
professions in its name, used two pages
of photographs in its June issue under
a headline: "Skyline Changes As Our
State Grows." Of the eight major proj­
ucts pictured, the Webb Corporation
was listed as general contractor for six.

Webb Team Goes Native

MAY 1 at Del Webb’s Kullima Hotel
construction site happened to be Friday,
Hawaii-wide aloha shirt-muumuu day
each summer, and annual Lei Day in the
Islands. Making use of an available
photographer were the above job per­
sonnel, from left: Archie Akou, office
manager; Marilyn Stringer, paymaster;
Bill Messzik, engineer; Gladys Koenig,
receptionist; Terry Green, timekeeper and
Joe Houston, superintendent.

Boswell Hospital, long after it opens
this fall.

FLAGPOLE, honoring memory of son of
inspector on Boswell Hospital job, is
hoisted into place.

Webb President Named
To National Committee

Webb Corporation Pres. R. H.
Johnson has been named to the national
Building Task Unit committee of the
Associated General Contractors of
America. Mr. Johnson, active in AGC
work for many years, was the first man
to serve consecutive terms as president
of the Southern California chapter, the
nation's largest.

Luncheon Guests

ACTOR Hugh O'Brien was bracketed at
recent San Francisco luncheon by Sid
Haag, right, board chairman of Del
Webb's TowneHouse in the Bay City, and
Bob Begley, TowneHouse general man­
ger.

Jack Would Coach
Trapshooting Team

News of Kansas City office trap­
shooting team in the May Webb
Spinner stirred memories for Jack
Hayden, Moon Valley sales director,
a many-time champion in Illinois and
surrounding states where he broke 98
and 99 targets (out of 100) regularly.
Recently, at age 76, he shattered 94
"pigeons."

He was also a coach of champions.
It is as a coach that Jack volunteers
to help organize a Webb Phoenix trap­
shooting team. If interested, Home
Office-Sun City marksmen may phone
him at 942-0071.

Webb Ranked 7th
Among U.S. Builders

For contractors reporting new work
in the United States during 1969, the
Webb Corporation has been ranked
seventh among the nation’s 400 largest
contractors in an annual survey pub­
lished by Engineering News Record.

Contracts signed by the firm during
1969, for third parties and joint ven­
tures, totaled $213 million. Sales of
homes at three Sun City retirement
communities and in Oak Brook, Ill.
are not included in this figure.

Among all contractors, including
those with new work outside the United
States, Webb placed 32nd on the list
of 400 largest contractors. The rating
was 13 notches higher for Webb than
the 1968 Engineering News Record
ranking.
Far East Hotel Management Serves Double Role

A contract to manage four hotels in the Far East not only provides new corporate revenue but will help Webb-owned resort hotels in Hawaii and western United States through reciprocal referral business.

Involved are Merlin Corporation hotels in Hong Kong and Singapore, and in the Malaysian cities of Kuala Lumpur and Penang.

Merlin hotels will total 1,780 rooms by the end of 1971, comprising the third largest hotel chain in the Far East.

The properties will be operated by Del E. Webb International Hotel Company, headed by E. H. Nigro, Sahara-Nevada Corporation president.

Directly involved in their management and other Far East operations is Robert C. Allen, who formerly headed the Hawaii Visitors Bureau. Also, he was responsible for establishing computerized reservations service in Hawaii and the Far East as vice-president for American Express Space Bank.

(Continued on page 2)

Webb Low Bidder On 17-Story Tower For Senior Citizens

The Webb Corporation is low bidder at $2,694,000 on a 17-story apartment building in Phoenix, a figure only $31,000 less than the second lowest bid. Six general contractors submitted proposals.

The project is sponsored by Arizona Odd Fellow-Rebekah Housing Inc.

The tower will rise at 222 E. Indianola, only two blocks from the Webb Home Office and just off North Central Avenue. It will contain 182 units and serve senior citizens with limited incomes.

Fellowship Towers reportedly is the first project ever constructed under combination Sections 202 and 236 of the Federal Housing Act of 1969.

Webb-Chrysler Wabeek Project Initiated As Trio Breaks Ground For Golf Course

Jack Nicklaus, Edwin Homer and Del Webb dug some Michigan cow pasture divots in mid-August, officially breaking ground for Wabeek.

Mr. Nicklaus was present as major design consultant for the Wabeek Country Club golf course.

Mr. Homer and Mr. Webb, as president of Chrysler Realty and chairman of the Webb Corporation, respectively, were dedicating transformation of 800 acres near Detroit into one of

(Continued on page 6)
Building Management Accredited Organization

The Institute of Real Estate Management, founded in 1934, has designated the Del E. Webb Building Management Co. as an Accredited Management Organization (AMO), based on high standards of ability and integrity established by the Institute. The AMO designation is held by only 392 property management firms in the United States.

AMO represents member firms in national matters pertaining to profitable operation of properties. An AMO firm is accredited for one calendar year; it must reapply and be re-examined annually.

Boosting Hotel Revenue Gets Priority Attention

Webb hotel management meetings in mid-summer concentrated on enticing new business and retaining loyal customers.

E. H. Nigro, president of the subsidiary operating all Webb hotels, emphasized cooperation and referral among all company properties as the first step in boosting volume.

Sales, promotion and advertising were other hotel operations receiving special attention.

New campaigns achieving quick public recognition were a 10-point program to increase Sahara convention business, in Lodging and Food-Service News, and a “Perfect Pair Business Holiday Plan” used by the Phoenix Towne House and nearby Mountain Shadows resort, in the Arizona Republic.

Hotels Chief Attraction For 15 Million Las Vegas Visitors

Las Vegas, Nev., reports drawing 15 million visitors during 1969, adding to the city’s claim, “Entertainment Capital of the World.” Chief drawing card are the 20 or so major hotels and casinos, including the Webb Corporation’s 1,000-room Hotel Sahara, 535-room Thunderbird and 350-room Mint Hotel. Less known attractions include the nearby 11,000-foot Mt. Charleston, and Hoover Dam and Lake Mead, even closer.

HOTEL SAHARA’S Gen. Mgr. R. D. Schofield, left, presented $50 bonus checks to hotel’s July Employees of the Month (from left): Reba Winters, waitress; Edith Penoyer, secretary; Mellia Lapid, change girl and Harry Sands, porter. Not pictured was Elizabeth Jennings, waitress, also honored at the Webb-owned resort in Las Vegas.

Webb Ranked High As 1969 Homebuilder

After learning it ranked seventh among general builders with 1969 contracts in the United States only, as reported by Engineering News Record in its annual “400 Largest,” the Webb Corporation has discovered it rates high in another category.

According to Professional Builder magazine, which reported on 275 of the nation’s largest homebuilders, Webb ranks third in volume of all type of contracting.

Webb ranked fifth nationally in number of multi-family units built in 1969, and first in non-residential construction volume.

Merlin Hotels New Management Contract In Far East

(Continued from page 1)

Merlin hotels, relatively new and patterned after U. S. hotels, cater largely to American travelers. They are the 180-room Hong Kong Merlin, the 169-room Penang-Merlin and the 260-room Kuala Lumpur, now being enlarged with a 400-room tower.

Webb will begin management this winter of the 270-room Singapore Merlin to open Nov. 1. A 500-room, 35-story tower topped by a revolving restaurant, to open late in 1971, will make the property the area’s largest luxury hotel.

The site overlooks Singapore harbor and off-shore islands.

The Hong Kong Merlin is in the midst of Kowloon’s busy shopping district and a three-minute stroll from the Hong Kong ferry.

The Kuala Lumpur Merlin is downtown in the Malaysian capital. Its 400-room addition will have a night club, French restaurant, bowling alley and convention and banking facilities.

The 15-story Penang-Merlin is on a resort island off the Malaysian coast.

The Merlin Corporation is publicly owned, with the government of Singapore holding an interest in Merlin properties there.

Nigro, who headed the Webb team completing final management arrangements, said negotiations were carried on with Lim Foo Yong, director of Merlin Hotels, and Allan F. C. Choe, head of Singapore’s Urban Renewal Department.
Hong Kong Tourist Boom Envy Of Entire Hotel Industry

Hong Kong, site of one of four Far East hotels just placed under management of Webb hotel people, is enjoying booming hotel business according to the Associated Press, world-wide newsgathering agency.

"There's such a demand for accommodations," reports AP, "that it seems impossible for hoteliers to go wrong.

"Within seven or eight years new hotels should double the number of rooms available, but so many tourists are flocking here that business likely will remain brisk.

"Big money, an estimated $100 million, is cashing in on the boom and building new hotels in the next four years. That's a lot of effort for a colony with a total area of 366 square miles whose four million regulars are largely poor Chinese who rarely see a tourist.

"A reputation as a free port and fascinating shopping center helps bring in almost a million visitors spending $300 million a year. This continuous stream keeps the hotels pretty full throughout the year.

"In 1969 average occupancy rate was 86.6 per cent. Four individual months of over 90 per cent occupancy included an incredible 99.6 per cent in October.

"Almost as striking was 73.2 per cent in January, worst month of the year.

"Many hoteliers elsewhere would lick their lips at the thought of a year-average that high. The average occupancy rate for American hotels is less than 70 per cent.

"Hong Kong has 50 hotels, and some tourists are annoyed because they cannot pick and choose. Tourist association officials admit the situation is unhealthy.

"Its research study on hotel requirements says an annual occupancy rate of 75-80 per cent would be 'reasonably satisfactory from any point of view.'

The first seven months of 1970 brought 28 per cent more visitors than in the corresponding period of 1969.

"Americans provide the most tourists, with the Japanese second," reports the AP.

Management Switch

CEREMONIAL paperwork signing, signifying switch in management of Merlin hotels, was attended by, from left: Francis Seow, solicitor general, Republic of Singapore; Don Stephenson, Webb vice-president; Chang Ming Thien, chairman, Merlin Hotels board of directors; E. H. Nigro, president, Sahara-Nevada Corp.; Ho Yue Hong, director, Merlin Hotels; Lim Foo Yong, director, Merlin Hotels; Robert Allen, vice-president, Del E. Webb International Hotel Company; Herb McDonald, vice-president, Sahara-Nevada Corp. and Milt Frampton, executive vice-president, Del E. Webb Hotel Co.
Motorola, American Airlines Work Completed

American Airlines

TERMINAL expansion project at International Airport in Los Angeles for American Airlines included not only three new, larger boarding gates to accommodate "jumbo" jets, but extensive baggage handling, ticket and waiting room facilities as well. Directing the job for Webb's Los Angeles Contracting division were Ed Smith, project operations manager; Lauren Holland, superintendent; Hubert Schroeter, engineer and Doug Hensler, office manager. In photo above a Boeing 747, plane on right, uses one of gates.

Motorola

THREE-STOREY administration and one-story assembly buildings in Scottsdale, Arizona, for the Government Electronics division of Motorola, have been completed by Phoenix Contracting division. Webb staff was spearheaded by Jim Harrison, project operations manager; Pat Metheny, superintendent and George Redhead, office manager.
Elsewhere, Webb Builders Guide Variety Of Contracts

California

WEBB photographer Dave Parker in late June found supervisory crews on California construction projects agreeable to photographs. Above left, “Red” Wilcox, office manager, and Jim Hastings, superintendent, surveyed plans for a third Webb-built research structure for Hughes Aircraft Co. at Santa Barbara. Immediately above, near one of three buildings underway for Hughes Aircraft at Fullerton, were Wayne Edwards, office manager; Morris DeConinck, field engineer; Marty Mikkelson, superintendent; Al Schafer, project engineer and Gary Fletchall, assistant superintendent. In photo on left, at Beverly Wilshire Hotel high-rise addition in Beverly Hills, were Bob Gray, superintendent; Mike Nesbit, assistant office manager; John Moore, office engineer; George Lord, office manager and Jim Haslinger, field engineer. All identifications are left to right. Handling project operations from the Los Angeles Contracting office were Ralph Wanless, Santa Barbara; Richard Young, Fullerton and Fritz Danielson, Beverly Hills.

Honduras

ROADWAY project through 99 kilometers of rolling brush and jungle is being built by Del E. Webb Honduras S.A., under separate sections and contracts. Excavation on one section is expected to be finished by the end of 1970. By early September paving was 20 percent complete and 10 of 14 post tension concrete bridge structures, like the one seen at right, were built. Excavation on the second Tela-Celba highway section was slightly more than 20 percent finished.
DIVOTS which inaugurated Wabeek Country Club golf course were dug by Jack Nicklaus, Chrysler Realty Pres. Edwin Homer and Del Webb, Webb Corporation chairman, pictured above, left to right. Nicklaus was present at the well-attended mid-August groundbreaking as course design consultant.

Wabeek Site Work Starts, Preliminary Prices Set

(Continued from page 1)

America's finest golf and custom home developments.

As a name for the Bloomfield Hills project, taken from the Indian language, Wabeek is well chosen. The historic Old Pontiac footpath from Lake Erie leads across the property.

Wabeek fairways will wind through and over rolling hills and around three lakes. The course is planned and coordinated by the firm of Dye-Nicklaus Design, with Pete Dye of Indianapolis as architect. Dye's 30 layout credits include a course for the University of Michigan.

Construction on the 6,200-yard course is expected to be completed in the fall of 1971, with first play set for late spring, 1972.

Meanwhile, preliminary grading and surveying is taking place on streets and residential sites.

Early home sites are expected to be priced in the $40,000 to $60,000 range, while sites developed later may sell for as high as $100,000.

Planned are 305 custom home sites and 705 "luxury" condominiums, for a density of 1.2 units per acre.

"We plan to leave the natural vegetation and terrain as undisturbed as possible," says F. P. Kuentz, Webb executive vice-president and general manager of the firm's Land Development division.

Other plans for the property 25 miles northwest of downtown Detroit include conversion of a large "mansion," which belonged to the late Senator James Couzens, to a tennis club.

One Cadillac Certain, Four Possible
In Del E. Webb Amateur Golf Classic

If the prize list is any indication, the Del Webb Amateur Golf Classic, scheduled for the Sahara-Tahoe Hotel and Edgewood Tahoe Country Club Sept. 20-22, will be one of the biggest amateur tournaments in the country this year.

Instead of the usual array of golf equipment, some of the prizes for this invitational event include an African Safari, a three-screen television set, a golfing vacation in Hawaii, his and hers Honda trail-bikes and a chance for $36,000 worth of automobiles.

The Sahara-Tahoe is offering a brand new Cadillac Eldorado, sticker price $9,261, to the golfer coming closest to the flagstick on the 170-yard, par 3, 17th hole. In addition, if any golfer scores a hole-in-one on that hole, every player in his foursome will receive an identical Eldorado.

Instead of offering major prizes for low gross or low net, the hotel will be giving away a major prize on each of the par 3 holes to the golfer coming closest to the hole.

M. D. Hundley, Sahara-Tahoe manager, said, "What we are trying to do is get away from the type of scoring that eliminates three-fourths of the field from any chance at a top prize before the first round is ever played. In this tournament, a 36-handicapper can hit just one good shot in two days and still drive away in a brand new Eldorado."

17th Hole A Real Dilly!

Hole runs parallel to Lake Tahoe; water also borders green on the right side. Minimum fairway from tee to green, mostly beach sand, except for the last 20 feet before the green. Three sand-traps containing white Monterey sand: left of the green and con-

toured around a large pine tree, right-rear of green and left-rear of green. Hole usually played against the wind which comes in off the lake. Golfer could end up with a 150-foot putt, depending upon pin placement.
Florida Resort Town
Compliments Sun City

Bradenton, Fla., a large Tampa suburb not far from Sun City, is concerned with drawing its own share of the retirement market.

The Bradenton Herald, however, recently featured the Webb Corporation’s resort-retirement town, using 21 photos with the article, including two in color on the magazine’s cover.

The story began: “Who are the happiest, busiest people in all the state of Florida? Right away, when someone asks this question, you automatically think of Del Webb’s Sun City Center.”

$Million Mark Topped
By 14 Sun City Salesmen

In just the first six months of 1970, 14 men each sold more than a million dollars worth of homes and apartments in Sun City, Ariz. Sales Manager Ken Parker said the group was led by Bob Meyers, with $1,591,400. Keith Winston was a close second.

Others were Les Kellogg, Tom Kaza-

Company-Made Commercial Stars 3300 Animated Golf Balls

Arizona’s Sun City introduced its fifth golf course to Phoenix area television viewers via a color commercial featuring 3300 “animated” golf balls.

The pellets really aren’t animated. But the way in which they were filmed provides a novel introduction to the newest 18-hole golf course at the Webb firm’s resort-retirement town.

Opening sequence involves about 750 balls spray-painted yellow, forming the number “5,” and about 2500 others used to spell out the words “GOLF COURSES SUN CITY HAS.”

The animated segment occupies five seconds of a sixty-second commercial featuring all Sun City golf facilities, and will be used on news and sports programs sponsored by Sun City.

“By making our own commercials we save time and money, and get exactly what we want,” says Harvey Shahan, advertising director for the Community Development Division.

His department also works with the Harwood Agency in preparing Sunday newspaper, magazine and billboard advertisements, and weekday radio “spots.”

Sun City, Arizona’s 10,000th Home Buyer Purchases Sight Unseen From Leawood, Kan.

Max and Velma Strong of Leawood, Kan. can take a bow and an assist for sale of the 10,000th home in Sun City, Ariz.

They helped persuade good friends of Leawood to buy in the resort-retirement town without ever seeing it.

Oh, Jay and Beth Danielsen had visited Arizona several times. They had even bought retirement property east of Mesa.

But when golfing buddy Max started boosting Sun City, high school principal Jay bought, even though it still is two years before he retires from North-east High in Kansas City.

The Strongs and the Danielsens will live side by side in a duplex, making it easier for the men to continue a golfing rivalry established at Santa Fe Hills Country Club in Kansas City and later at the Leawood South Course.

WHILE Max Strong, left, stakes out his Sun City homesite, Webb salesman Edward Ellis marks adjacent lot for Jay and Beth Danielsen, longtime friends of the Strongs. The Danielsens bought the duplex without ever visiting Sun City.

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Milt Frampton To Direct Webb Hotels Outside Of Nevada

Milt Frampton, a veteran of 40 years in the hotel business in the West, has been named executive vice-president and general manager of the Del E. Webb Hotel Co. to supervise operation of all Webb hotels outside of Nevada. Frampton has been with the Webb hotel division eight years, serving most recently as director of purchasing for Sahara-Nevada headquarters in Las Vegas.

A native of Fillmore, Utah, he began hotel work as a youth and for many years was with Utah Parks Company in hotel operations at such national parks as Bryce, Zion and the Grand Canyon.

Ramada's Largest In Oak Brook

The nation's largest and most luxurious Ramada Hotel is being built in Oak Brook by the Webb firm's Chicago Construction Division for Oak Brook Hotel Co. The 368-room property on 15 acres will have indoor and outdoor swimming pools, and putting greens adjoining a small stream.

Miss World Beauty Contest

On Mr. Webb's Itinerary

Del Webb is among judges of the finals of the Miss World-U.S.A. contest on Oct. 3 at Kings Castle Resort, Lake Tahoe, Nevada.

Others include Bob Hope, Buddy Hackett, Chuck Connors and Ray Bolger. The pageant, established in 1951, is open to girls 17 to 23.
Show Ends For Sidewalk "Supers"

Honolulu Hospital Is New Webb Construction Project

As construction moved into higher gear following spotty but serious summer labor strikes, the Webb Corporation was awarded a contract to build a six-story general hospital in Honolulu, Hawaii.

Earlier, Webb's Los Angeles and Honolulu office was low among five contractors bidding on this Straub Clinic Medical Center.

Work has already started on the 19-month project.
Architect is Stone, Marraccini & Patterson.

Other new construction work includes an office for Valley National Bank in Sun City, Ariz., a 17-story apartment building in Phoenix for Arizona Odd-Fellows, Rebekah Housing and an additional facility at the Hughes Aircraft Company's Malibu research center (see inside pages for renderings of these projects).

In modification of present facilities, the firm is remodeling sections of Hughes Aircraft buildings in El Segundo, Calif., and Tucson, Ariz.

A Festive McDonald's 'Top Out'

'Top-Out' of national headquarters for McDonald's Corporation in Oak Brook, Ill., included salutes by Roy A. Krac, McDonald's chairman (waving Webb construction helmet) and Ronald McDonald, the restaurant chain's clown character (atop final beam). Progress photos and a story appear on page 3.
Ford, International Harvester, Many Others Meet In Hotel Sahara's Huge Space Center

The Webb firm's 1968 construction of one of the world's largest resort hotel meeting halls is proving a wise investment, as large conventions help the Hotel Sahara ride out a national economic doldrum.

Bookings are excellent for the remainder of 1970, and 1971 appears as the hotel's largest convention year ever.

The Sahara is co-headquarters hotel this November for the American Dental Association conclave, expected to draw 18,000, and headquarters for the June, 1971 convention of Lions International, expected to attract 41,000 Lions.

Of the Sahara's 1971 conventions to exceed at least 1,000 guests, 15 are national in scope.

Sahara-Tahoe Caps Busy Summer With Exciting Golf Tourney

BUSIEST SUMMER since it opened in 1965 was capped by Hotel Sahara-Tahoe with a September Del Webb's Amateur Classic golf tournament. Prizes for closest to pin — African safari, week's golfing vacation in Hawaii, twin Honda cycles — are depicted in top photos. Immediately above, on left, Webb Corporation President R. H. Johnson and Singer Andy Williams team up. Center photo reveals Cadillac grand prize perched between 17th green of Edgewood-Tahoe course and Lake Tahoe. In photo on right Del Webb gives Cadillac keys to Mr. and Mrs. W. R. Patton, while Monty Hundley, hotel general manager, looks on. Patton's tee shot rolled to within 2½ feet of the 170-yard 17th cup.
Hardhats, Take a Bow!
Everything Clicks On McDonald’s Oak Brook Headquarters

Something funny happened on the way to building national headquarters for McDonald’s Corporation in Oak Brook — someone rediscovered spirit of cooperation and pride of craftsmanship.

To celebrate “topping out” of the eight-story building, McDonald’s and the Chicago Construction Division of the Del E. Webb Corporation hosted a steak fry. Guests were 150 workmen.

McDonald’s is happy with the contractor and with Salvatore Balsamo & Associates, project architect. Webb is happy with the owner, the architect and workmen who have helped achieve speedy progress to date.

And the workmen are just happy.

And if this esprit de corps isn’t unusual these days, McDonald’s doesn’t sell hamburgers and Webb doesn’t put up buildings.

The concrete was flowing so fast enough was pumped in one seven-hour period to pave a football field to a depth of nine inches.

At the Sept. 16 “top out” executives praised Tom Watterson, project manager for McDonald’s; Don Carlson, fieldman for Salvatore Balsamo and Bill Ringwald and Eddie Webb, project manager and superintendent for Del Webb, along with Robert Madder, assistant superintendent and George Redhead and Jim Basham, office managers.

These fieldmen, of course, passed on bouquets to craftsmen and the laborers. And then they all sat down to an on-the-job steak.

And if all this cooperation isn’t something else, then Oak Brook doesn’t know a polo ball! Well, you know what we mean...

Added Tourist Attraction

Singapore, site of one of four hotels Webb is managing in the Far East for Merlin Hotels, is a 220-acre island and free port at the tip of Malaysia. It is the stronghold of unusual entrepreneurs, who perform with a round basket, a flute and a deadly companion. When they whisk off a basket lid and a cobra dances upward to the music, the snake charmers hope to be rewarded with a few coins.
Here's How Webb Builders Change A City Skyline Or Its Meeting Facilities, Or A Pacific Hillside

NOTHING IS BETTER KNOWN in downtown Denver than the D & F Tower (immediate background), w neighbor, Prudential Plaza, is now well on its way to a 25 floor level. The block-square project is a joint Webb and PIC Realty, subsidiary of The Prudential Insurance Company of America. The new skyline ad clude offices, financial and retail businesses and parking, to open in late 1971. BELOW — When the $16 nix Civic Plaza is completed in 1971, Arizona's capital will take its place with other large American ci major convention centers. The aerial photo shows roofing over the major exhibit hall on which Webb work placing a decorative siding, while preparing to build 110-foot-high auditorium walls in the southwest corn
IN BEVERLY HILLS, Calif., a famous landmark gets a new face as Webb workmen now give definite shape to the Beverly Wilshire Hotel highrise addition. Under an $8.2 million contract, the hotel is being enlarged by 260 rooms, four floors of luxury apartments, a roofdeck swimming pool, a 1,000-seat ballroom and a four-level, 600-car underground parking garage. BELOW — On a hillside near Malibu, Calif., Webb will build the structure on the right, as depicted in an artist's sketch. It will be an addition to the Malibu research facilities of Hughes Aircraft Company partly seen on the left, also built by Webb.
Sparkling Arizona/Sun City Color Movie Now Available

“The Story of Arizona and Sun City,” a 27 1/2 minute color movie with stunning photography of outdoor Arizona, is now available for group showing.

It is narrated by Sen. Barry Goldwater, whose love for his home state is easily detected as he describes its attractions.

The movie was filmed and produced by the Community Development Division and will be shown continuously to visitors at Sun City’s sales office.

Highlights include aerial photography of the Grand Canyon, and scenes of Lake Powell, Canyon De Chelly, Monument Valley, a working cattle ranch, and nighttime copper smelting operations.

Barry Goldwater — Narrator

Valley National
Among 15 Sun City
Financial Facilities

BRANCH FOR Valley National Bank is among 15 banks and savings and loan offices built or planned for Sun City, Ariz. Valley Bank’s facility, depicted in artist’s rendering at right, has been started by the Webb firm’s Phoenix Construction Division. Architect is Doyle Flynn and Associates.

Sun Citians Flock To See ‘Caught In Del Webb’s Web’

The Sun City (Arizona) Players opened their season with an offering called “Caught in Del Webb’s Web,” and found they had to turn away 200 people anxious to see if the play lived up to its intriguing title.

It did, according to the Sun City Sun Citizen, which reported: “The 1,100 or so who squeezed into the auditorium — some of them standing — were treated to some extremely funny characterizations in the first scene and development of (author) Mrs. Althea Rautenberg’s serious points in the last two scenes.

“Over-all, the audience had no difficulty recognizing some of their own problems when they first came to the retirement community.

“There were the dismal prospects of unpacking, the misgivings of leaving the old hometown . . . the inundation of sales people peddling their wares, the untimely intrusion of neighbors, and, finally, being caught in Del Webb’s web.

“Being caught in the web is, alas, a happy circumstance, typified in the play by the principals being too happy and too busy even to return to their hometown for a visit.”

The Sun City Players, one of the first organizations formed in the retirement town, will next present “Come Blow Your Horn.”
Webb Starts 17-Story Fellowship Towers

TRADITIONAL first step toward most buildings, groundbreaking, was taken recently by Arizona Odd-Fellows, Rebekah Housing, Inc., sponsor of the 17-story apartment building pictured above. BELOW — Participants included, from left: Louis Hudiburgh, Arizona Grand Master, IOOF; Ida Holzer, vice-president, Arizona Rebekah Assembly; Phoenix Mayor John Driggs; Fred McDowell, Webb job superintendent, and W. E. Taylor, chairman of board of sponsoring organization. By first concrete pour in mid-October, 150 of 180 apartments had been reserved in the $97-$120 rental range. Webb was awarded the 17-month job, located three blocks from its Phoenix Home Office, as winner of competitive bidding. Architect is Roger Reeves & Associates, with Schuett & Co. as consultant.

FAN FARE

WALT DITZEN is a nationally syndicated cartoonist with a love of golf and a crackling sense of humor. Above is his salute to the famous Sahara Invitational, Oct. 27-Nov. 1, 13th year for the Webb hotel golf tournament in Las Vegas. Prize money this year totals $122,222.22.
Bob Bradley Heads Utah-Nevada Hotels

Robert (Bob) Bradley, resident manager of Del Webb's Sahara-Tahoe Hotel at Lake Tahoe, Nev., has been elected president of the Utah-Nevada Hotel Motel Association. He predicts an active year for the association, with stress on an in-hotel educational program through regional schools.

Bradley joined the Webb hotel organization as resident manager of Mountain Shadows in 1961, and assumed his present post in 1965.

500,000th Guest

BEST COUNT at Hotel Sahara's huge Space Center was that 499,999 people had visited the convention hall since it was opened two years ago. When Lt. Col. Art Till and wife Norma pushed the number to 500,001, Comedian Buddy Hackett was ready with a plaque and gold watch from the Webb-owned Las Vegas resort. (Note — The editor did a double-take when he saw the photo. He served with Lt. Col. Till in 1954-56 in California and France when both were with the 531st Fighter Bomber Squadron. "Hope you like the watch, Art." — Dick Kemp)

PACIFIC SOUTHWEST conference of Building Owners and Managers Association (BOMA) at Del Webb's TowneHouse in Phoenix was hosted by Webb Vice-Pres. George Reeve, right, also regional BOMA president, and Rex Maughan, left, Webb Building Management Co. vice-president and president of BOMA's Phoenix chapter. With them are James Green, BOMA International president, second from right, and Tom Laney, BOMA executive vice-president. In the only previous Phoenix meeting of the Arizona-California-Utah-Nevada group — in 1964 — Rosenzweig Center had only one highrise and Phoenix had not climbed to 20th largest city in the United States.

Honors Go To Directors Drachman, O'Malley

Roy Drachman, a director of the Webb Corporation and owner of Roy Drachman Realty Co. in Tucson, Ariz., has been elected national president of the Urban Land Institute.

He has been developer and owner with Webb in a number of shopping centers in the Southwest. He is past president of International Council of Shopping Centers and the American Society of Real Estate Counselors and a director of the National Municipal League.

In Chicago, Patrick L. O'Malley, also a Webb director, was presented the Great American Award by the National B'Nai B'rith.

O'Malley has been president and chief executive officer of Canteen Corporation since 1962. Previously he was a Coca-Cola Company vice-president.
Honolulu—Newest Webb Hospital Project

WITH APOLOGIES to shivering Webb construction men at such sites as Oak Brook, Kansas City and Denver, but with pride in our Company’s expanding Hawaii construction ventures, we publish this palm-dotted rendering of the Straub Clinic Hospital we have underway in Honolulu. Architect is Stone, Marraccini and Patterson.

First Modular Housing
For Military Approved
In Webb-G.E. Venture

The first factory-built modular homes for U. S. service families — four townhouse units assembled by General Electric and erected by the Webb Corporation — have been inspected and approved at George Air Force Base in Southern California by the Department of Defense and Air Force officials.

They are a part of a 200-family unit development which is also a trial run for a system designed to help relieve a national housing shortage.

General Electric is operating the housing factory at Apple Valley near George AFB.

All Webb Hotels Plan Exciting Windup For 1970

Two of the largest Webb Corporation hotels lead an exciting December promotion parade with “Super Sahara” celebrations at Las Vegas and Lake Tahoe.

The Las Vegas Sahara will warm up the premises considerably during December’s first half with it’s annual World Airlines Party, as 14 airlines host consecutive daily cocktail parties.

From Dec. 15-24 the Sahara captures the Las Vegas spotlight with its Super Sahara Celebration featuring a $5,000 cash drawing daily and the famous $100,000 Shower of Money twice daily.

At Lake Tahoe the Sahara Tahoe holds its own Super Celebration, followed by an airlines party winter carnival in February — an affair that draws considerable interest among skiers and snow buffs.

The Mint and Thunderbird in Las Vegas feature their own special holiday celebrations.

The Newporter Inn in Newport Beach, California offers “The Great Escape,” a New Year’s Eve promotion which includes a boat excursion and hunt breakfast.

The Sahara has opened its massive Space Center for New Year’s Eve. From this extravaganza to the more intimate dining, dancing and celebrating of a Mountain Shadows or a TowneHouse, thousands will toast in the new year at a Del Webb hotel.
January marks first full month of operation under Webb management for newest Company hotel, 320-room Newporter Inn, popular, Five-Star (Mobil Travel Guide) resort in Newport Beach, Calif. In Denver on brisk day, Colorado officials give warm reception to first major investment in city's Skyline urban renewal program — $23 million, 25-story Prudential Plaza office tower with underground parking and adjoining shops. Excavation begins immediately... World's most famous resort-retirement town — Del Webb's Sun City, Ariz. — marks 10th birthday, one-year sales record and population of 14,000.

Spotlight follows Webb officials to beautiful, wave-swept north shore of Oahu where hundreds watch groundbreaking for 500-room Del Webb's Kuilima hotel and golf course. Kuilima, like Denver project begun in January, is joint venture with PIC Realty, subsidiary of The Prudential Insurance Company of America... Other Spinner items: 1) Webb selected to manage first 660,000 square feet of Crown Center office-retail space in Kansas City for Hallmark Cards subsidiary; 2) Webb awarded contract to build major Ramada Inn in Oak Brook, Ill; 3) Lions International moving headquarters to Oak Brook.
MARCH

March's Spinner bulges with construction progress reports and photos on: 1) 856 units of housing on Hawaiian islands of Oahu and Kauai; 2) $5.2 million incinerator for Honolulu; 3) top-out on Walter O. Boswell Memorial Hospital in Sun City, Arizona; 4) excavation for 600-car parking garage for Denver's Prudential Plaza (where gold flakes were discovered); 5) completion of Phoenix Boy Scout headquarters expansion... New news includes low bid on twin, 13-story dormitories at University of Hawaii; naming of Jim Conner as corporate vice-president; increase in 1969 corporate net earnings over 1968.

APRIL

Webb builders step back to admire completed art museum for Pasadena, second such major Southern California facility (Los Angeles County Art Museum opened to high acclaim in 1965)... In Oak Brook, contracts exceeding $7 million call for new national headquarters for McDonald's Corporation... Property management expands with contracts to manage Tucson (Arizona) Federal Savings Tower and Cherry Creek Medical Center in Denver... As Phoenix enters its Centennial Year, a modern "Phoenix bird" arises on six blocks of original townsite in shape of huge steel framework for Webb-built convention center and concert hall.
MAY

Workmen push new office building in Rosenzweig Center Home Office complex to 18 stories before Phoenix cement truck drivers strike for two months . . . In Kansas City, Webb is stopped midway on $60 million construction at new International airport. In mid-May, eventual 201-day area-wide strike, longest in city’s history, is already 45 days old . . . While construction slowed by strikes in many areas, Webb hotels tool up to combat national economic slowdown in travel-entertainment spending by pushing direct mail, advertising and personal sales calls, introducing national reservation system and publicizing vacation, golf and business travel “packages.”

KANSAS CITY IDLED

NEW IN KANSAS CITY (ABOVE) WABEEEK VIEW (BELOW)

JUNE

Office building ownership upped with acquisition of 10-year-old, 25-story Kroger Building in Cincinnati and 8-year-old, 20-story Traders National Bank Building in Kansas City . . . After Chicago Tribune interview in April, in which Del Webb said firm was looking for more Oak Brook-type developments, major June announcement is joint venture with Chrysler Realty Corporation on 800 acres of choice wooded and pasture land near Detroit. Planned is swim and racquet club, 18-hole golf course and variety of estate size and townhouse homes, with emphasis on retaining vegetation and three existing lakes. Project is called Wabeek (Indian for “The Beautiful Place”).
1970 In Review

JULY
General Electric, modular home pioneer, and Del Webb, home builder all its 43 years, break ground on 200-unit development at George AFB, Calif. ... Edward H. Nigro named president of Sahara-Nevada Corporation, Webb hotel operating subsidiary ... Oak Brook opens 85-acre Corporate Plaza, bracketed by freeway and golf course, to sell office sites averaging five acres each at $100,000 an acre ... 27-building complex completed at Ft. Ord, Calif. — enough facilities to house, feed, train 3,180 men ... Del Webb becomes only third man awarded Honorary Life Membership gold card by 89-year-old Brotherhood of Carpenters & Joiners.

AUGUST
Chrysler Realty Pres. Edwin Homer, Golfer Jack Nicklaus, design consultant, and Del Webb publicize start of 18-hole golf course at Wabeek, rolling, lake-studded 800-acre Webb-Chrysler development near Detroit ... Webb low bidder on 17-story apartment building in Phoenix for Odd Fellows-Rebekah Housing ... Terminal expansion for American Airlines at Los Angeles International Airport and two buildings in Phoenix for Motorola are completed ... Milt Frampton named executive vice-president of Webb Hotel Management Co., directing hotels outside Nevada ... 14 Sun City, Ariz. men each top $1 million in sales during first six months of 1969.
SEPTEMBER

Employees unfamiliar with Far East bone up on Hong Kong, Singapore and Malaysian cities of Penang and Kuala Lumpur, as Webb International Hotel Company signs to manage those cities’ Merlin hotels and take advantage of increasing tourist travel between Far East and U.S. (and referral business between Merlin and Webb hotels). In shrinking world of jet travel one can fly Hong Kong-Los Angeles in 20 hours ... 10,000th home buyer in Sun City, Ariz., Max and Velma Strong, purchase sight unseen from Leawood, Kan. . . . Webb Realty & Management Co. designated an Accredited Management Organization.

OCTOBER

As Webb builders finish large Arizona hospitals (Maricopa County General in Phoenix and Walter O. Boswell Memorial in Sun City), they are awarded contract to build six-story Straub Clinic general hospital in Honolulu . . . Three months of intensive concrete pouring bring top-out on headquarters for McDonald's Corporation (the food chain locating in Oak Brook) . . . While most other Las Vegas hotels reflect national business slowdown, 1,000-room Sahara with many large bookings reaps benefits from 1968 construction of major convention center . . . $16 million Phoenix Civic Plaza convention center passes halfway construction mark.
1970 In Review

NOVEMBER
First of 200 modular homes being manufactured by General Electric and erected by Webb builders at George Air Force Base are approved... In Denver, 25-story Prudential Plaza tower reaches 11th floor level, and underground parking garage part of the $23 million joint venture nears opening... In Rosenzweig Center, Phoenix business-hotel complex and Webb Home Office, 20-story office is topped out, with January opening planned... New contract work includes Valley National Bank office in Sun City, Ariz.; a building for Hughes Aircraft Company at Malibu, Calif., and modification of Hughes facilities at El Segundo, Calif., and Tucson, Ariz.

DECEMBER
As 1970 ends we think of new horizons probed by Webb Corporation... of Webb people building and developing from Florida and Michigan to Colorado, Central America and Hawaii (and points between)... we think of our stockholders, even more widely dispersed, who have increased in number during 1970 by more than 30 per cent... we think of new responsibilities in property management in the United States and hotel management in the Far East, and the exciting challenges and possibilities these roles offer... from Chairman Del Webb, President Robert Johnson and the Webb Spinner staff, a Merry Christmas and a Happy New Year.
Webb Division Elevated, Enters Sales, Brokerage

In a continuing emphasis on expanding the Webb Corporation's commercial activities, Pres. R. H. Johnson has announced elevation of the Commercial Division to full Group status, headed by Group Vice-Pres. George Reeve. The new corporate structure now consists of four Groups: Construction, Development, Hotel and Commercial.

A key part of the new Group's activity is its subsidiary, the Del E. Webb Realty & Management Co., which now has under management contract more than 7,000,000 square feet of office, apartment, shopping center and industrial property for our own Company and for others.

The new Group will continue development and management of commercial and industrial properties for third parties, but will also expand into real estate sales and brokerage. The Commercial Group is now active in eight states and is seeking expansion in those states as well as new prospects in other areas.

During 1971, Webb Corporation co-owned office buildings will be opened in Phoenix, Oak Brook, Ill. and Denver.

Award-Winning Arizona Buildings Bear Bronze Webb Trademark

Two of the four structures honored in 1970 by the Arizona Aggregate Association for outstanding use of concrete were built by the Webb Corporation. The annual recognition included the top award for Excellence in Concrete which went to Walter O. Boswell Memorial Hospital, Webb-built facility at Sun City. Architect is Bricker & Hoyt, with Foltz, Hamlyn & Adam as structural engineers.

Another of the top four awards was for the Webb-built administration and assembly buildings for Motorola Government Electronics Division in Scottsdale, with Peter A. Lendrum Associates, architect, and Magadini Associates Consulting Engineers, Inc., structural engineering.

Early Christmas For The Hiskeys

AFTER SEVERAL lean years on the professional golf circuit, "Babe" Hiskey struck it rich at the Sahara Invitational golf tournament sponsored by our Hotel Sahara at Las Vegas. Hiskey with son Bryant, wife Eunice with Susanne and the Hiskey's oldest daughter D'Anne gather as Del Webb presents the winner's reward.

KANSAS CITY SHOOTERS (from left): Jim Deibel, Ed Nelson, Jon Ancell, Phil Williams, Jim Dodson, Jim Comer, Don Kosman, Ed Raybon and John McAllister.

A Kansas City Shoot-Off

Six weeks of blazing competition in the Del Webb Skeet League, Kansas City style, earned Jim Dodson, Jon Ancell and Ed Raybon a win over Phil Williams, John McAllister and Jim Deibel and a third place team of Jim Comer, Don Kosman and Ed Nelson.

Although the Webb boys from the Midwest had never shot competitive skeet before, everyone finished strong. Top gun went to Williams with 552 clay birds out of 600. Second gun Dodson broke 524 out of 600, Comer 508 out of 600, Ancell 508 out of 600 and Nelson 498 out of 600. Williams gunned 50 straight targets and added two additional 25 straight rounds. Comer, Dodson and Nelson also joined the 25-Straight-Club.