



The Official Newsletter of the
**Sun Cities Area
 Historical Society**

Fall 2016 Volume 25 Number 2

Jubilee Gala II

The Del Webb Sun Cities Museum
 prepares for 2016 gala event
 November 10 in Sun City!
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Invitation Enclosed ... See Page 5



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In the news ...



A former reporter looks back at the history of the Sun Cities' only daily newspaper.
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Selling Sun City



Museum's newest exhibit showcases the Del Webb Corporation's early efforts to promote its new retirement community.
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Visit us online
 Museum website gets a facelift.
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At last year's Gala fundraiser, right, Connie McMillin was recognized by 2015 President Bret McKeand for her contributions to the museum and community. Arizona Highways Publisher Win Holden, left, is the keynote speaker for year's Gala planned for Nov. 10 in Sun City.

Gala II at Palmbrook on November 10 promises dinner, entertainment and fun!

The Rhythm Tappers Jazzy Poms of Sun City West will strut their stuff in a short program at Jubilee Gala II to be held this year at Palmbrook Country Club the evening of Thursday, Nov. 10.

Highlights of the evening include presentation of two community awards and a talk by the keynote speaker, Arizona Highways Publisher Win Holden.

This second gala fundraiser for the Del Webb Sun Cities Museum, a non-profit run by the Sun Cities Area Historical Society, will also include dinner, a short meeting, prizes, awards and both silent and live auctions. Sun City's own Uncle Sam (Mike Lindquist) will be among the greeters.

The doors will open at 5 p.m. and silent auction browsers will be en-



President McKeand presents the "Spirit of the Sun Cities" award last year to the Sun City Poms.

tained by popular, local pianist Jim Sackett. There will be a no-host bar.

Dinner selections include prime rib au jus or glazed salmon with

herb butter. Sides are salad, oven roasted potatoes, green beans with sun dried tomatoes and ice cream cake ball.

Tickets are \$27 for members and \$30 for others.

First order of business is for Board President Ed Allen to hold a brief Annual Public Meeting of the Historical Society to elect a replacement for a departing Board member.

Prizes this year include jewelry from Setterberg's and artistic metal pieces from the Bell Metal Club, a vase from the Clay Club at Lakeview and items from other Sun City crafts clubs and local merchants. Board Member Heidi Speed will donate several themed food baskets.

Allen will emcee the event; Past President Bret McKeand will conduct the live auction of a framed life-size photo of young Mickey



The Jazzy Poms of the Rhythm Tappers of Sun City West will perform at the gala.

Mantle and Del Webb, part owner of the New York Yankees at the time. The photo was donated by Bob Mousaw of Sun City.

The second Jubilee Gala sponsored by the Museum will honor Michelle Dionisio, outgoing CEO and President of Benevilla. Ms. Dionisio will receive the Friend of the Sun Cities Award.

Sunshine Services will receive the second award for the evening, the Spirit of the Sun Cities Award.

Historical Society awards will be presented by Constance McMillin and Paul Hermann, respectively.

Guests will be able to use credit cards to pay for items at the Museum gift shop display table and the auction items.

Museum Board Member Yasmina Snider chairs the event assisted by board members, Tony Ashby and Pris Fenner, Vice President Gail Warmath, Past President McKeand, and Treasurer Tim Ericson. Other board members and docents have promised items for the auction.

To make reservations, complete the form and follow directions on Page 5. Reservation deadline: Nov.



Sun Cities Area Historical Society Treasurer Tim Ericson and Vice President Gail Warmath show off some items to be auctioned at the Nov. 10 Jubilee Gala II at Palmbrook Country Club. From left is a photo of Mickey Mantle and Del Webb, when Mr. Webb was part-owner of the New York Yankees, donated by Bob Mousaw of Sun City to be auctioned live. Early silent auction items include a decorative copper wall plaque from the Bell Metal Club and a vase from the Clay Club at Lakeview, new jewelry from Setterberg's, vintage jewelry (on the neck) and a small painting of a rural scene in Prescott.

2, 2016. **No tickets will be sold at the door.** There will be open seating for all except sponsors who will

have reserved tables.

Dinner is at 6 p.m. Information: 623-974-2568.



An official publication of the Sun Cities Area Historical Society © 2016 SCAHS 10801 Oakmont Drive Sun City, AZ 85351 (623) 974-2568 email: scahsm@gmail.com www.delwebbsuncities-museum.org

The Sun Cities Area Historical Society is certified by the Arizona Historical Society



The Sun Cities Area Historical Society is a nonprofit, 501(c)(3) organization dedicated to the preservation and presentation of the records and artifacts for Sun City, Arizona, (the world's first Active Adult Retirement Community), and its sister city, Sun City West. The Society's headquarters are located in the Del Webb Sun Cities Museum, in one of the five original Sun City model homes.

Museum Hours: 1-4 p.m. Monday/Wednesday/Friday Or by appointment Office Manager: Julie Glass

Board of Trustees Edson Allen President Gail Warmath Vice President Tim Ericson Treasurer

Bret McKeand Past President

Priscilla Fenner A.J. Kovac Toni Ashby Yasmina Snider Heidi Speed

Contributors: Edson Allen, Priscilla Fenner, Bret McKeand, Layout and composition courtesy of the Sun City Independent

Message from the President

Your museum has lots to offer: But bring a friend!

Do you remember your first visit to our historical house? How did you find out about it? Did you just happen to drive by – or did a friend tell you about it?

So many visitors mention that they never knew our museum existed -- and then go on to describe it as a hidden gem!

If you share that opinion, make sure you tell your friends about the museum, and better yet, bring a friend to visit!

If it has been a year or more since you last visited, we have lots of new things to share with you. "Sundome Jr." – Arizona's smallest theater – has proved immensely popular.

Many new arrivals to the Sun Cities hear about a "Sundome" but have no idea what it was. Well, they can still experience the impressive sweep of that magnificent theater. And they can sit in actual Sundome chairs while they watch a movie shown to



Edson "Ed" Allen 2016 President, Sun Cities Area Historical Society

prospects in the 1960s.

New this fall is the exhibit, "Selling Sun City to America." It showcases the many creative ways the Del Webb Corp. brought the concept of active adult retirement to the attention of the nation.

Two of our members, Hal Lind and David Verble, created a unique set of hinged panels that enabled us to add exhibit space to a corner of one room. That solution was as creative as the exhibit itself!

Looking back, we had a good year in many ways. Our week-long focus on Tanya Griffith and her portrayals of famous women set new attendance records.

Early on, we received notice that our house was being added to the National Register of Historic Places – the first site in the Sun Cities to be so honored.

We applied for, and just received a grant from the Arizona Historical Society, which will cover the cost of the "Selling Sun City" exhibit.

And after two of our most popular books, JUBILEE and the Del Webb biography, sold-out, our good friend Connie McMillin underwrote the printing of additional copies so proceeds from book sales can support the museum.

Coming up – our second JUBILEE Gala, Thursday, Nov. 10 at Palmbrook Country Club. Don't miss out on the fun – and bring a friend!

SCAHS Special Gifts

Oct. 2, 2015 through Oct. 3, 2016

The museum would like to thank the following for their contributions to the Del Webb Sun Cities Museum:

\$2,500 and above Constance McMillin Trust Dolores Miller Charitable Trust/ Dan Kamrath Recreation Centers of Sun City \$1,000-\$2,499 Arizona Historical Society Pulte Homes Sunshine Service \$500-\$999 Yucca 826 Chapter of Questers

Tempus West Valley Realty Independent Newsmedia Inc. USA \$50-\$499 Sun City Poms Moore Graphics Fairway Knitters Mark Stanley/Across the Valley Landscape Turquoise Questers of Arizona Kachina Questers Questers Ocotillo, Club 582



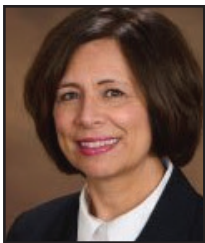
Join Us For A Special Celebration!

Jubilee Gala **II**

**5 p.m. November 10, 2016,
Palmbrook Country Club, 9350 W. Greenway Road, Sun City**

Join the Historical Society as it pays
tribute to Sun City and Sun City West
"History Makers!"

This year's honorees:



Michelle Dionisio,
retiring President
& CEO of Benevilla.



A special salute to Sunshine Service!

**Plus ... Special Veterans Day
Performance by the Jazzy Poms
of the SCW Rythm Tappers!**

Special Guest Speaker

Win Holden
Publisher,
Arizona Highways



Order Form

Tickets:	Quantity
Museum Member/ \$27	_____
Non-Member/ \$30	_____
Member table of 8/\$200	_____

Totals: _____

Prime Rib Au Jus Herb Butter Glazed Salmon
(Please state your preference and quantity)

Your name: _____

Phone number: _____

Guest's name: _____

Mail or bring in this form to the museum
10801 W. Oakmont Drive, Sun City, AZ 85351
weekday mornings, OR 1-4 p.m. Mon., Wed., Fri.

Credit Cards Accepted

Reservation Deadline: Nov. 2, 2016

Sponsorships Available!

Call (623) 974-2568

A fundraiser to benefit the Sun Cities Area Historical Society



An official groundbreaking ceremony was held in 1987 for the Daily News-Sun's offices located at 10102 W. Santa Fe Drive in Sun City. The newspaper moved from a smaller building on Santa Fe into the newly expanded offices and print facility.

EXTRA! EXTRA!

A former reporter looks back at life at Sun City's only daily newspaper

Memoir by P. Atwood Fenner

The eighties were great times for the Daily News-Sun. By then they occupied two stories of the building at 10020 W. Santa Fe Drive. The Freireichs were still in charge, and the paper was published six days a week. I survived moving to a new building and the first change of ownership.

The weekly travel section was frequently 16 pages and said to be second in size west of the Mississippi only to the Sunday *L.A. Times* travel section. Many of the news reporters wrote for the travel section in addition to their regular news and feature beats. There was also the *Total*, a weekly freebie.

Associated Press columnists appeared weekly as well as a few locals, and eventually there was a full page weekly of social news assigned to a part timer. And at one time the poets contributed to a full page dedicated for

Editor's note: P. Atwood Fenner for many years worked as a reporter for the Daily News-Sun. The newspaper was recently acquired by Independent Newsmedia Inc. USA. Ms. Fenner, a member of the museum's board of trustees, looks back at her time at the newspaper. Above, Ms. Fenner's official photograph taken during her stint with the DNS.



them each week. There were articles about clergymen coming to and retiring in Sun City as well as personality stories in many subject areas including sports. We were out in 116-degree weather to cover the Ringing of the Bell Ceremony every July 4th.

Dress was informal for reporters, and no one seemed to care whether we gals wore makeup or not. And the gents wore knit shirts or shirts and ties

as they saw fit.

I was hired to work 3 to 11 p.m. Fridays in the newsroom with pages for the Saturday edition; the rest of the week, I was upstairs with entertainment features and travel writing. The late afternoon shift one day a week was tricky as I am an early morning person and starting work at 3 p.m. wasn't easy for me just one day a week.

Before long I was assigned full time upstairs where my main duty was writing entertainment stories, especially about the Sun City Players. I took my mother with me when I reviewed plays all over the West Valley. (My friend was in a play direct from the Art Institute of Chicago School of the Theater.)

I also wrote about rodeos and the circuses that came to town – both the large one and one that still used elephants to set up its tents in the East Valley. Once I was even asked to cover a Monster Truck event – what a

horrible experience!

The Sun Cities are a gold mine for reporters who are never at a loss for interesting people to interview, and I had my share of the “pickings” including many ministers arriving to or retiring in Sun City. I covered Oral Roberts when he came to the Sundome, a church in a store front in Youngtown, ordinations and several revivals.

I also remember interviewing a Flying Tiger who after flying over China, walked the entire distance on the Great Wall and wrote a book about it. Another interviewee was a contractor who built cupboards in garages and patio enclosures for hundreds of Del Webb homes when they were new; he had made a living for years doing only small add-ons here.

Thanks to my Masters in Secondary Ed./Journalism (ASU didn't yet offer a complete Masters in Journalism), I enjoyed editing stories and laying out the pages of *Total*. I did this on the weekends and had Tuesdays and Wednesdays off, which I spent in the outback of Yavapai County learning and writing about mining, trapping, ranching and ghost towns.

The only hate mail I ever got was from a Sun Citian who knocked my story about trapping. I had spent a day with the trapper and his wife and interviewed a local rancher who was glad the trapper caught a few of the animals that preyed on his calves.

I also enjoyed writing about the Wildlife World Zoo when it opened. Its founder was a former teacher who had started years earlier with an aviary. I wrote about the Hassayumpa River Preserve when it was opened between here and Wickenburg by the Nature Conservancy.

Today only Rich Bolas, Steve Chernek and Tina Gamez remain in the newspaper business here; Rich Bolas is editor of the Daily News-Sun and the other two work in the editorial department for Independent News Media.



The Daily News-Sun and its sister publications (Surprise Today and Peoria Today) were sold in July to Independent News-media Inc. USA, publisher of the Sun Cities and Sun City West Independents. The building was sold to Royal Oaks Retirement Community.

Another highlight of my career at the News-Sun, which ended in 2001 when I went back to teaching English, journalism and drama on the Navajo Reservation, was scooping all but the Arizona Republic when a cave was discovered on the Kartchner Ranch near Benson.

Earlier, I had written about a similar “living” cave in Texas so I knew what questions to ask during my phone interviews with the men who had found the cave and wanted to preserve it for the public. They had kept it a secret, and the Nature Conservancy had bought the property and kept it safe until the State of Arizona was able to fund the purchase and later open it and a Visitor Center.

My travel adventures found me in Alaska and China where I discovered that one of my female ancestors had a glacier named after her and had written stories about how “barbaric” things were in Shanghai, when she traveled alone in her long dresses and large hats enroute to Japan where she hosted her brother’s social events when he was commercial attaché to Japan.

I was terrified when I was asked to do phone interviews with the three AP syndicated columnists. But after much preparation of what I hoped

were intelligent and original questions, I survived. And Ann Landers (not her real name) complimented me on my interview with her.

Low lights include being lied to by a young woman I interviewed about her job working on a cure for diabetes in Chicago. She had even lied to her grandparents in Sun City West. I had gone on vacation and was informed about the “lies” as other reporters had caught them and checked on her story by phone while I was gone. I almost lost my job over this catastrophe. I’m still devastated over this. A new rule was made that there must be two sources for every story.

As the Germans say: “Vee get so soon old ... but so late schmardt.”

I’m still working on smart!

Daily News-Sun Timeline

- 1960 - Burt and Ursula Freireich purchase the biweekly Youngtown News and the Sun City Sun from Mr. and Mrs. Syd Lambert. As the Shopping Center (now Grand Center West) expands, it becomes a weekly, located in space directly opposite the new Post Office.
- 1962 - They switch from a tabloid format to standard newspaper pages to accommodate advertising demands. Daughter Debra and son Elliott also work in the family enterprise.
- 1977 - As Arizona's 14th daily newspaper, it offers national as well as local news daily except Sundays. Now the Daily News-Sun.
- 1978 - Moving from their own building at 10327 Coggins Drive to 10020 Santa Fe Drive next to the Sun City Animal Hospital, it becomes the first newspaper completely produced in Sun City-Youngtown and is printed on a new six-unit offset press. A second story was added as needed.
- 1984 - The Ottaway Newspapers, a subsidiary of Dow Jones & Co., buys The Daily News-Sun. Burt and Ursula retire after 24 years. Coverage now includes Surprise, Sun City West, El Mirage and Peoria.
- 1987 - Ground is broken for a 23,000 square-foot office building which places all departments under one roof on Santa Fe Drive with room to add more presses as needed when growth demands it.
- 1997 -- Sold to Thompson Newspapers Inc.
- 2000 - Sold to Freedom Communications
- 2010 - Sold to 1013 Media.
- 2016 - Independent Newsmedia buys the paper, but not the building. The Daily News-Sun is now located in offices at 17220 N. Boswell Blvd. Sun City, Arizona 85373.



Selling Sun City to America

New exhibit showcases early Del Webb promotional efforts

With all the retirement communities here in Arizona, Florida, and throughout the nation, it's hard to imagine a time when that was a brand new concept.

Well into the 1900s, most people retired in the communities where they had lived and worked all their lives.

It was common knowledge that "older people do not move away from their families."

The opening of Sun City on Jan. 1, 1960 unveiled a new and exciting form of retirement that broke that mold -- and 1300 homes were purchased that first year.

The challenge for the Del Webb people was to expand that enthusiastic response on a national scale. The museum's newest exhibit features the many creative ways America was sold on Sun City!

Here are a few of them...

■ Full-page ads in LIFE, LOOK, and the SATURDAY EVENING POST presented the new, carefree life found in Sun City.

■ The "Sun City Special" driven by Roger Ward, placed third in the 1961 Indy 500.



■ Christmas cards with scenes of warm, winter Arizona were given to residents to send to family and friends back home.



Former board members Hal Lind and David Verble worked this summer to install moveable panels in the Freeman Room to display the many promotional items that helped to fill up the new "active retirement" community in the 1960s and 70s.

This includes reinstallation of wall-mounted monitor that streams dozens of full-page newspaper ads aimed at making Del Webb's new lifestyle inviting to those ready to retire.

Visit the Del Webb Sun Cities Museum via computer

Much of our history consists of photographs, brochures, newsletters and other documents. All are paper and subject to deterioration with time. Most of the material in our museum is one-of-a-kind, and could not be replaced.

Six years ago, volunteers began the mammoth project of scanning these items so they could be preserved on a computer. Digitizing them led to other advantages as it made it much easier to search by subject: Enter "Sundome" and a list of photos, programs, newsletter mentions, etc. appears. This made it easier to respond to the stream of requests received from reporters, students and professors, authors, and others from around the globe.

Once a majority of items had been scanned, we introduced a website, telling about the Historical Society and Museum, and offering ac-



Visit www.delwebbsuncitiesmuseum.org.

cess to these documents. Allowing others to search our computer files lessened the task for volunteers and office staff. A process was set up whereby we receive compensation, for instance, for photos that people

site at www.DelWebbSunCities-Museum.org. Featured information will change frequently to give you reasons to keep checking back.

wish to use.

This summer, our website underwent a facelift. The research emphasis of the past has been retained, but we are adding more news and information in an effort to attract people to visit the museum.

Check out the new web-



A photograph of Beardsley, Arizona, from the Library of Congress.

Welcome to Beardsley, Arizona!

While a Beardsley Road, a Beardsley Park Rec Center, and a Beardsley Canal all exist today, the town founded by William Beardsley has disappeared.

It was to be a central farming community for the 160,000 acres Beardsley hoped to irrigate by damming the Agua Fria River in the early 1900s.

Beardsley, AZ was located where Beardsley Road intersected Grand Avenue before Sun City West existed.

The many problems Beardsley experienced with his grand project resulted in few people moving to the new community. It did have a post office from 1936 to 1940, but the town became mainly a sheep-

shearing station.

Beardsley's Agua Fria Water & Land Company evolved into today's Maricopa Water District, with its headquarters along Grand Avenue in what was once Beardsley. The MWD owns a major share of the water rights in Lake Pleasant, and provides water and power to an area of approximately 60 square miles.



Unlock the _____ Mystery _____ of History

The past comes to life at the only museum in the nation devoted to the world's very first active adult retirement communities! Located in the first of five model homes built in Sun City, the museum offers a living tribute to the history of Sun City and Sun City West, and to the enduring spirit of those who pioneered an exciting new lifestyle!

Become a Member!

Show your support for the museum and its efforts to preserve our community's unique heritage!

- Gold Circle \$100
- Silver Circle \$50
- Turquoise Circle \$25
- Copper Circle \$15
- Clubs/Organizations \$25
- Businesses \$50

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

email: _____

Make checks payable to Sun Cities Area Historical Society, and mail to 10801 Oakmont Drive, Sun City, AZ 85351. SCAHS is a nonprofit, 501(c)(3) organization.

Special offer

Join at the Gold Level (\$100) and receive a FREE copy of "Images of America: Sun City"

(Limited offer; while supplies last.)



Exhibits, Historical Artifacts and More!



Tours, Volunteer Opportunities

Speakers Bureau

Meeting Facilities



Call or Stop By Today!

10801 Oakmont Drive, Sun City, Arizona
(623) 974-2568 * delwebbsuncitiesmuseum.org
Museum Hours: 1-4 p.m. Monday/Wednesday/Friday



Volunteers always welcome at museum

“I didn’t know that!”

Those four simple words are a powerful motivation for our docents as they welcome guests and tell them about the past.

Best of all, you don’t need a super-size memory as the museum walls are filled with interesting facets of the past – and as a guide or docent you merely need to point them out.

Many other volunteer opportunities exist at the museum:

- Helping in the office
- Scanning and miscellaneous office duties
- Planning events
- Maintaining the building and grounds
- Giving talks to local groups
- ... and more.

Whatever role you perform, we can guarantee you’ll learn interesting facts about our history that will be new to you.

And you will find satisfaction in passing the stories on to friends who will be quick to admit, “I didn’t know that!”

Phone: 623-974-2568 for more information.

Looking for yard service?

Call Mark Stanley as he donates his time and services to the museum. Our yard has never looked better!

Across The Valley Landscape, Maintenance & Irrigation. LLC

Yard Care Service

by
Mark Stanley

602-757-7183



Welcome to Sunshine Service

People, meeting needs of people is what Sunshine Service is all about. Sunshine Service lends medical and children’s equipment to residents of Sun City and we have been doing so for over 52 years. We are a charitable non-profit Arizona corporation and are funded by voluntary contributions and memorial gifts.

Sunshine Service, Inc has received local, state and national recognition. Awards received include the George Washington Honor Medal for services to the sick and handicapped from the Freedoms Foundation of Valley Forge in Pennsylvania.

“The Cleanest and Most Sanitized Equipment Around”

While the equipment is available for the use of all residents or visitors staying with residents, the equipment must not be taken out of Sun City on a permanent basis. As a matter of control, equipment is loaned only to Sun City residents.

Records show that as the population of Sun City grew, so did use of our medical equipment. Savings for Sun City residents have been calculated periodically; in 2015, it was estimated that residents saved over two million dollars in cost of equipment for that year alone.



New Knee Scooters Arrived!



Some Of The Many Items We Carry:

- Arm Exerciser • Bath Bench • Bed Rails • Bedside Commodes • Companion Chair Crutches • Foot Massager • High Chairs • Hospital Beds • Lift Chairs • Overbed Tables • Pack-N-Play • Ramp • Aluminum • Rollaway Beds • Strollers Trapeze Walkers • Weights • Wheel Chairs Translator Chairs • Knee

Monday-Friday • 9am-4pm
9980 W. Santa Fe Dr. • Sun City 85351-3197
623-974-2561

Sun Cities Area Historical Society/
Del Webb Sun Cities Museum
10801 Oakmont Drive
Sun City, AZ 85351



SUN CITY
ARIZONA
RECREATION CENTERS
OF SUN CITY



**Fall is always full of fun times in the
Original Fun City - Sun City AZ!**

Toll Free 1-844-4 SUN CITY or visit suncityaz.org

