

Del Webb's Sun City, Arizona:

The Community That Changed a Nation

Retirement and rocking chairs were synonymous prior to January 1, 1960. Those ending their work lives were excited by the idea of quitting the daily grind -- but often after leaving work, they found themselves bored to tears.

The Del Webb Corporation and its top officials were innovators, and had an idea that would eventually change the definition of retirement as the world then knew it.

Keeping a close eye on the small age-restricted community of Youngstown, they saw potential. They knew there needed to be more to make it attractive; so they went

A special collection of original advertisements created by the Del Webb Corporation to promote Sun City and introduce the concept of active-adult retirement living to the world!

to work.

The partnership between Del Webb and Jim Boswell was a natural fit. Del was a builder and Jim owned several huge tracts of land in the northwest part of the Phoenix Valley, adjacent to Youngtown.

Coming together, they invested a little over a million dollars into opening Sun City: Complete with a shopping center, five model homes, recreation center, golf course/pro shop and a hotel/restaurant complex.

This "small town in miniature" was unique. Clearly unlike anything anyone had seen before. Not only was it different, but it came with huge obstacles to overcome. The short-list is daunting:

- 1). People didn't move away from their families.
- 2). Land scams were abundant across the country.
- 3). There was no blueprint on how to make it work.
- 4). Why would seniors want to live with other seniors?

We know from our collected history, building Sun City was a

Continued on Page 2

Special Commemorative Edition brought to you by

myhomegroup®
Your Orange Real Estate Agents!



See our ad on the back page



The Community That Changed a Nation

Continued from Front Page

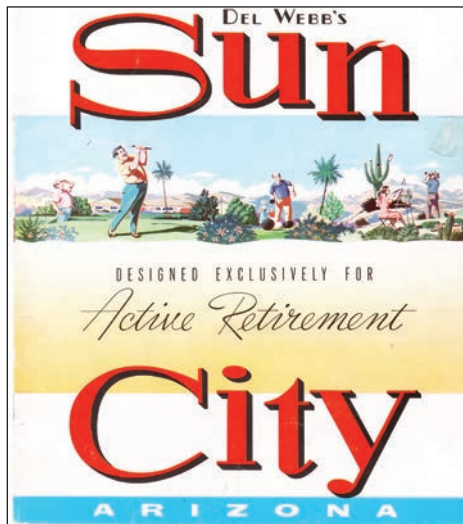
work in progress. Stops and starts, shifts in direction and even plans to walk away from the concept marred those early years.

They never quit, they simply attacked every problem aggressively and engaged the residents.

The Del Webb Sun Cities Museum has an amazing collection of Sun City memorabilia. As we began showcasing more of it, we have come to understand it is too good to leave tucked away in closets, cabinets and cupboards.

Those early years were exciting. The challenges were a constant. One thing we know is, the Del E Webb Corporation (DEVCO) used print ads remarkably well.

The museum has all of the original advertisements. Sadly, we are only able to display a handful of



them.

Rather than leave them buried, we have partnered with the Nixon Realty Group to bring more of this amazing collection to life. This newspaper is being produced and paid for by them to insure that Sun City history live on.

In 2010, marketing, advertising

and sales people from the Pulte/Webb division visited the museum and saw these ads. They were stunned and delighted. They were that darn good then -- and they remain as powerful today!

Notice how the advertisements depict retirees *before* they moved to Sun City: Senior citizens, sitting in rocking chairs and playing bingo.

Those same retirees after moving to Sun City take on a whole new look: They're smiling, enjoying outdoor barbecues with new friends, participating in myriad activities and, most important -- looking much younger!

And it worked! Before Sun City, retirement meant a gold watch and being sent out to pasture.

Sun City -- and the advertisements used to promote the community -- gave retirement a whole new

meaning. And the success of Sun City spawned an entire industry -- the active adult retirement industry -- that continues to thrive to this day.

And much of that success started with the image created by the ads contained in this newspaper.

Now it's your turn to enjoy them.

Before you turn the page, stop and think about ads you see today. About how you have to change the channel or quickly turn the page. These ads will make you long for the "good old days."

Advertising and marketing were just one of the ways Sun City became "The Community That Changed A Nation."

Bill Pearson

Del Webb Sun Cities Museum
Marketing Committee Chair and
Board Trustee

Del Webb Sun Cities Museum preserves and promotes history of the Sun Cities

When the Del Webb Corporation unveiled the nation's very first master-planned active-adult community on Jan. 1, 1960, few at the time were able to comprehend the impact the community would have on the world.

Sun City's immediate success would not only spawn an entire new industry catering to what was then an untapped consumer market, but it would literally re-define what it means to be retired in America.

Those first visitors to Sun City in 1960 saw the only buildings constructed up to that point: A shopping center, recreation center, golf course pro shop, restaurant -- and five model homes.

Those five homes still stand and the very first one -- located at 10801 Oakmont Ave. -- is today home to the Del Webb Sun Cities Museum. Owned and operated by the Sun Cities Area Historical Society, the museum's mission is to preserve, protect and promote the history of Sun City and its sister-city, Sun

The Del Webb Sun Cities Museum is located at 10801 W. Oakmont Drive in Sun City.



City West.

The museum's Board of Trustees recently added to its mission the goal -- and responsibility if you will -- of reinforcing the unique role Sun City played in creating the "active-adult retirement" community.

Sun City, indeed, was a "community that changed a nation."

The museum contains a large collection of photographs and artifacts pertaining to the history of the Sun Cities. And although it is a museum featuring revolving displays and exhibits, the house today appears fairly close to what it looked like back in 1960 when those first pio-

neers visited the community.

One of the museum's newest exhibits showcases a collection of innovative advertisements created by the Del E. Webb Corporation to promote the new community to potential home buyers. A sampling of those advertisements are included in this special edition.

The museum is totally supported by memberships, contributions and sponsorship support. Annual memberships begin at \$25.

Reservations are required to enter the building and may be made by visiting www.delwebbsuncitiesmuseum.org or calling 623-974-2568.



Note to readers:

The advertisements reproduced in this newspaper are all original advertisements created during the 1960s by the marketing team at the Del Webb Corporation.

Every effort has been taken to restore and repair the items to their original condition, but unfortunately, modern technology cannot repair all damages incurred over time.

Please excuse the occasional blemishes and distortions here and there. Instead, step back in time and imagine you're seeing these ads for the first time in your local newspaper!

Many more advertisements are available for viewing at the Del Webb Sun Cities Museum.

10801 W Oakmont Drive
Sun City, AZ 85351* 623-974-2568

Email:
scahsm@delwebbsuncitiesmuseum.org
www.delwebbsuncitiesmuseum.org



If you're on the freedom side of fifty and yet the "freedom" is not quite what you expected . . . discover Sun City . . . discover a Wonderful New Way of Life.

Sun City has the answer to post-retirement boredom. Whatever you enjoy doing most — golf, swimming, shuffleboard, painting, square dancing, or just sitting and visiting — you'll find wonderful, active friends at Sun City who thoroughly enjoy the same things! Don't let these wonderful years be trying ones. Try . . . and enjoy . . . an active and interesting life. In fact, try it today! Drive out and see for yourself!

MODELS OPEN DAILY 8 A.M. TO 6 P.M.

DEL WEBB'S
Sun City

Northwest of Phoenix out Grand Avenue



Built by DEL E. WEBB DEVELOPMENT CO.
A SUBSIDIARY OF
DEL E. WEBB CORPORATION
COMMUNITY DEVELOPMENT DIVISION



the

Arizona field that GREW SUN CITIES

SUN CITY, ARIZONA BEGAN IN A COTTON PATCH little more than two years ago. And grew and GREW and G-R-E-W... until it crowded cotton out of the field and boredom out of the lives of thousands of "over-fifty" people in America... and multiplied itself in two states and three locations!



SUN CITY, CALIFORNIA



KERN CITY, CALIFORNIA

NEXT TIME YOU VISIT CALIFORNIA... if you go near Bakersfield, drive out and see Del Webb's KERN CITY... opened October, 1961. If you should take the Canada-to-Mexico highway (395) south of Riverside, stop in the beautiful Menifee Valley where SUN CITY, CALIFORNIA is even now under construction.



SUN CITY, FLORIDA

SHOULD YOU HAVE OCCASION TO VISIT FLORIDA... Tampa, to be exact... see SUN CITY, FLORIDA, which opened over the New Year's holiday, 1961-62.



Del E. Webb, originator of a new Way-of-Life, opened the nation's FIRST Active Retirement Community... Sun City, Arizona... January 1st, 1960, with model homes and all facilities complete and ready for use. The only requirement was that every home-buyer must be "over-fifty"... retired, semi-retired or planning to retire; partners could be of any adult age.

YOU KNOW SUN CITY NOW... one of Arizona's chief attractions, a thriving and self-sufficient city of 5,000 of the finest people in the nation... and still growing. It was the FIRST; now there are FOUR.

No need to remind you to see SUN CITY, ARIZONA... for where is the Arizonan who isn't proud of the town which introduced America to the bold new concept of ACTIVE retirement?

THESE ARE THE FACILITIES OFFERED

Championship Golf Course
Shuffleboard
Complete Town Hall
Agricultural Project
and sensibly-priced, top-quality HOMES and COOPERATIVE APARTMENTS

Lawn Bowling

Riviera-size Swimming Pool
Putting Green

Fully-equipped Arts & Crafts Center
Modern Shopping Center

(In Sun City, Arizona, prices start at \$9,750)

THE ARIZONA REPUBLIC
April 8, 1962

DEL WEBB'S Sun City

Just 12 miles NW of Phoenix out Grand Avenue



Built by DEL E. WEBB DEVELOPMENT CO.
A SUBSIDIARY OF
DEL E. WEBB CORPORATION



BIGGEST "BACKYARD GARDEN" IN THE NATION



Where You Can Grow a Lot or a Little
As a Privileged Citizen of

DEL WEBB'S
Sun City

The ACTIVE Community for ACTIVE Retirement

The corn's taller... the squash is bigger... everything grows faster and better at Sun City, along with the enthusiasm of its "gentlemen farmers" for the "Ag" Center and all the other facilities provided for their active, new way of life.

No dogs dig up their radish rows... no "under-aged" hands play havoc with tomato plants... and all the equipment, water and advice they could need is at their service.

Come out and see how their garden grows... and take time to take a look at the CHAMPIONSHIP GOLF COURSE... RIVIERA-SIZE SWIMMING POOL... CLUB HOUSE... RECREATIONAL AREA... ARTS & CRAFTS CENTER... and the BEAUTIFUL HOMES all around priced from just \$8,750.

12 Miles Northwest of Phoenix Out Grand Avenue



DEL E. WEBB DEVELOPMENT CO.



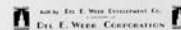
ARIZONA DAYS AND WAYS MAGAZINE, NOVEMBER 13, 1960 5

Never a dull moment at Sun City

The days just aren't long enough at Sun City. There are so many things to do — so many activities to take part in — so many interesting, congenial people to enjoy. As an example, this calendar shows just a few of the activities for the month of July — all planned and scheduled by the lucky folks who live in Arizona's happiest town.

1964		JULY		1964	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2	3
			Camera Club Field Trip Art Class	Swim Club Meeting Bridge & "500"	Ladies Bridge Lapidity Meeting
5	6	7	8	9	10
*Church Services Organ Concert	Ceramics Club Lawn Bowling Meeting	Agriculture Meeting Goren Bridge Club	Men's Club Camera Club	Leathercraft Club Coin Club	Mosaics Club Latin Dance Club
12	13	14	15	16	17
*Church Services Organ Concert	Gymnastics Rock Hound Club	Art Club Meeting Goren Bridge Club	Stitch & Knit Lawn Bowling Club	Lawn Bowling Instruction Shuffleboard Club	Mosaics Club Ladies Bridge
19	20	21	22	23	24
*Church Services Organ Concert	Charity Sewing Copper Enameling	Ceramic Molding Goren Bridge Club	Stitch & Knit Camera Club	Coin Club Bridge & "500"	Lapidity Latin Dance Club
26	27	28	29	30	31
*Church Services	Swim Club Dance Class	Art Work Shop Goren Bridge Club	Drivers License Class Art Class	Drivers License Class Home Owners Board Meeting	Ladies Bridge Lawn Bowling Club

The problem in Sun City is how to do everything you'd like to do and still save time for that championship golf course, the Riviera-size swimming pool, the arts & crafts center, shuffleboard, lawn bowling, the shopping center, etc. Be as lazy as you like, but you'll never be bored in Sun City! Drive out today and see for yourself.



Models Open Daily
8 A.M. to 8 P.M.

Models furnished by Lou Register

DEL WEBB'S
Sun City

12 miles NW of Phoenix out Grand Avenue

a NEW BEGINNING ...for a NEW as thousands attended last Sun DEL WEBB'S Sun

DEBUTING 6 B
Priced from only
DOUBLING the
DUPLICATING its

WAY-OF-LIFE day's Grand Opening of the NEW

City

RAND NEW HOME DESIGNS
\$9,150 (including all improvements)
Size of America's Happiest, Friendliest City
Complete Facilities for ACTIVE RETIREMENT

TODAY — Come Visit the Nation's Fastest Growing Town
12 Miles NW of Phoenix out Grand Avenue — and up the Avenue
of Palms.

Built by DEL E. WEBB DEVELOPMENT CO.
A SUBSIDIARY OF
DEL E. WEBB CORPORATION



IN LOVE ALL OVER AGAIN

It's the twinkle in their eyes and the radiant glow about them that tells you. They're each amazed that the other could have developed such a delightful sense of humor, have learned so much and have become so attractive in such a short time. Actually, it didn't happen in a flash anymore than had the former sparkle of their partnership dulled in a moment.

As the children were growing up, they had begun to take each other for granted as people will. Then the children were married and gone and she took up club work and he filled his life with his job. And then he was retired.

Suddenly they were free, but they'd forgotten how to play together—they had no common interests—and they found that with him retired, they were now on the sidelines of life in their town. And then they discovered Sun City.

Now their life is full again, they've learned to play together again, they're working together again in the various activities. They've discovered each other since they came to Sun City and they're in love all over again.

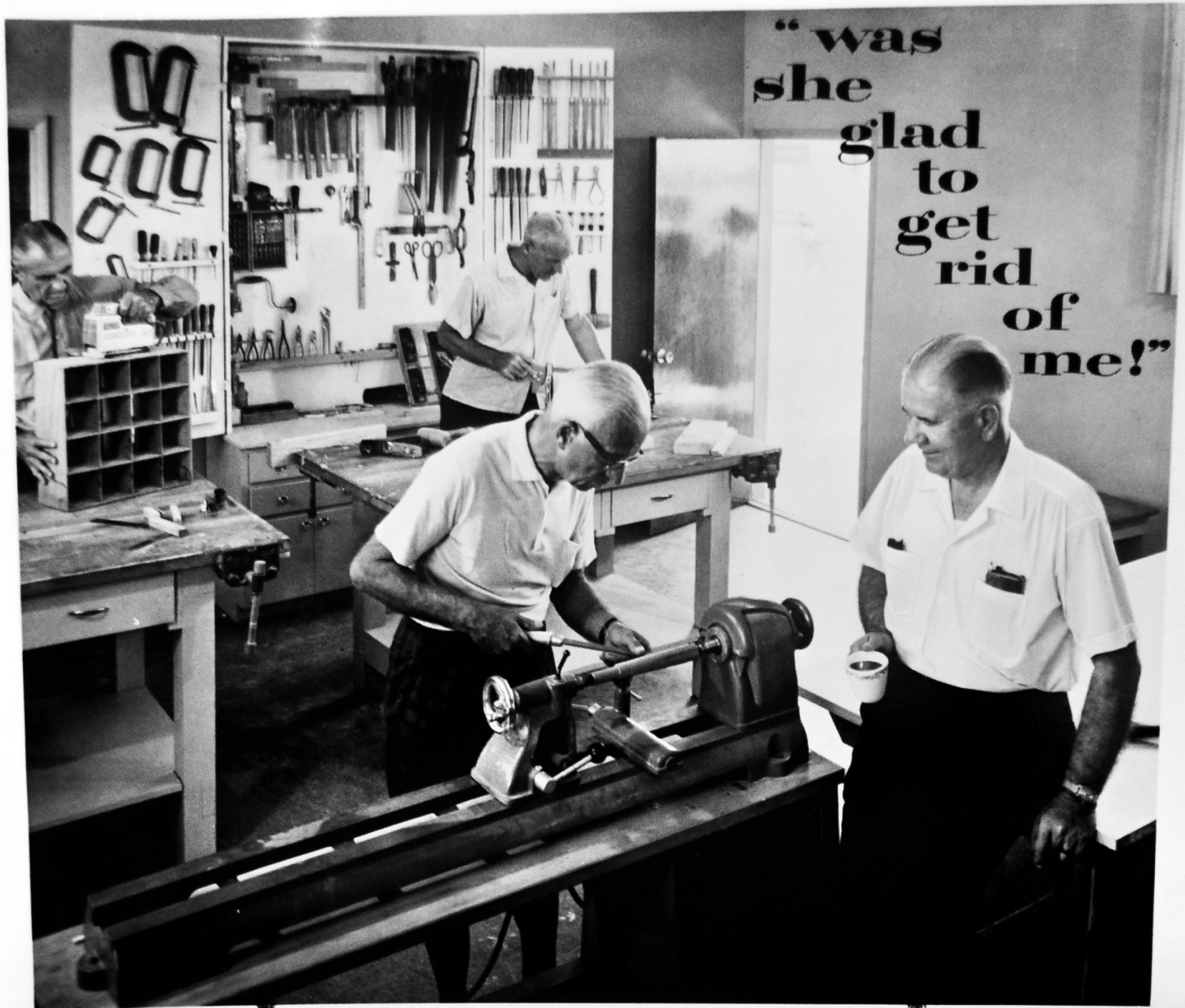
Almost every day you'll see them swimming, playing golf, shuffleboard or lawn bowling. They take an active part in the clubs and social gatherings held in the Town Hall. She goes shopping or gets her hair done at the big shopping center while he works in his garden at the Agricultural Center. Then afterwards many times they have dinner at the HiwayHouse. Sometimes they just relax the day away reading or writing letters on the patio of their home. And it all costs so little. The homes and cooperative apartments are priced from just \$9,950. They pay just \$20 each per year to use all the facilities, except for the golf course which they play at greatly reduced rates. Yes, they think they're very lucky people and they are. You can be too, if you're over fifty or are an adult partner of someone who is. Come out and see what we mean.



DEL WEBB'S
Sun City

12 Miles NW of Phoenix out Grand Avenue

Built by DEL E. WEBB DEVELOPMENT CO.
A SUBSIDIARY OF
DEL E. WEBB CORPORATION



**"was
she
glad
to
get
rid
of
me!"**

When they launched me with that gold watch, I couldn't wait to get going with all of the things I'd always planned to do. Well, you guys know what happened — two months later, I'd done them all twice and was bored stiff. Then I went the route of T-V and tinkering around the house, and getting groucher all the time. I was playing hob with my wife's life, too . . . in her way all the time . . . worrying her with my griping . . . she didn't even feel free to have her friends in any more. Finally, I decided, O.K., I'll get me a sales job or something. Then I see this ad: "active living" it says, "reserved for folks lucky enough to be 50 or more . . . do what you want when you want." Frankly, my wife had been dropping some pretty broad hints about this place . . . so I figured what the heck — we'll go look. Month later we moved in. Man, this is the answer. She has her home to herself again . . . her own friends and she belongs to a dozen clubs. And me? Well, I wouldn't give 2c for a day anyplace else.

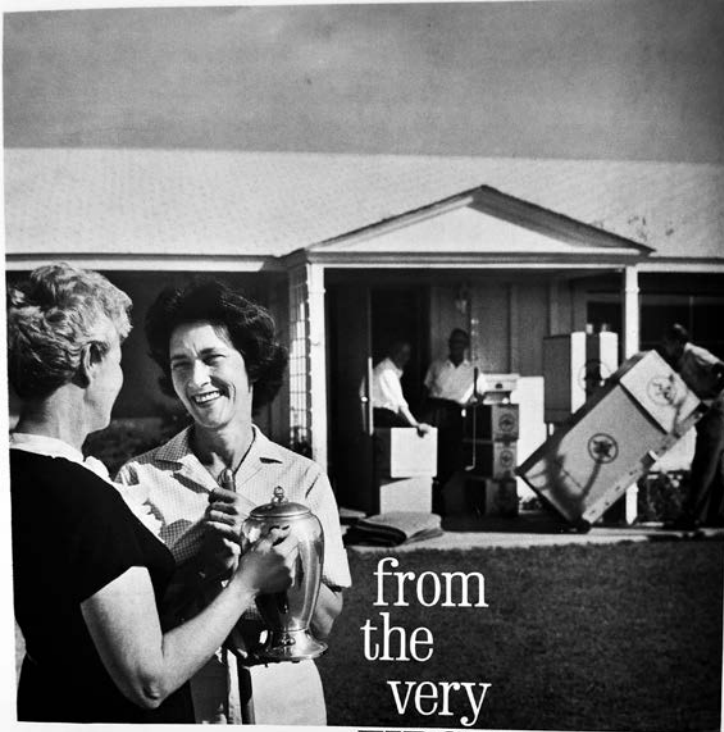
So now, you're reading an ad like he read . . . and maybe you'll follow his lead and come out, too. Here's a preview for you. Right at the entrance is a big shopping center and Del Webb's HiwayHouse. You drive down the avenue of palms and you see the golf course winding all around the neighborhoods of those homes and cooperative plan apartments that are priced from just \$9,950. Then you'll see the big Town Hall and all around it the swimming pool, shuffleboard, lawn bowling and the many studios and workshops that make up the fully-equipped Arts and Crafts Center. And you know what? Full use of all the facilities costs just \$20 per person, per year, with the exception of the golf course which residents play at greatly reduced rates. And don't miss the chance to stop and talk to some of the residents . . . because the kind of people who live here is actually the most important part of Sun City . . . you'll like them all.

Sun City

12 Miles NW of Phoenix out Grand Avenue

Built by DEL E. WEBB DEVELOPMENT CO.
A DIVISION OF
DEL E. WEBB CORPORATION

Glad



from
the
very
**FIRST
DAY**

**DEL WEBB'S
Sun
City**

12 Miles Northwest of Phoenix on Grand Avenue

DEL. E. WEBB CORPORATION

"Stop a minute and have a cup. We have lots of time to get you unpacked."
"No," it's the spirit of Sun City where words like 'neighbors' and 'sharing' and 'friendship' take on real meaning again. She'll stop for that cup and some fellows from down the street. They'll join the gang at the swimming pool in the afternoon. By the time they go to Sun City's Kings Inn for dinner, they'll have toured the Arts and Crafts Center and the Town Hall, used their hand at shuffleboard and lawn bowling, met dozens of people and been invited to join many of the clubs. And when they go to bed tonight, the cartoons will still be unopened, but they'll be happier than they've been in years. They'll know there'll be a coffee pot brewing for you, too, the day you move into this wonderful town. Sun City couples live on as little as \$300 a month and even less is required by single people or those who pay cash for their homes or cooperative apartments (priced from just \$9,950). Come for a visit, the Welcoming Mat is always out.

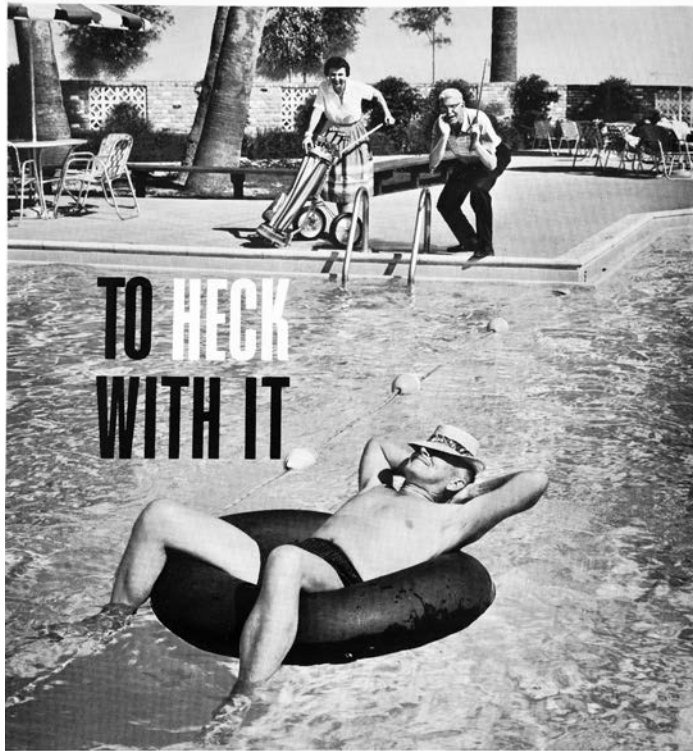
it's
all
yours
now.
Rover. old boy

"You've been sneaking into that chair of mine for years — well, be my guest from here on. When we moved here yesterday, my rocking chair retirement ended."
Rover's master has plenty of interests to fill his days now... and so has his mistress. In fact as they put it, this town's changed the retirement problem from 'what to' which. No longer will they wonder WHAT to do with each day. Now it will be WHICH of the many clubs and classes and social gatherings they'll attend... Which of the many recreational facilities to use... Which of the fully-equipped workshops and studios they'll visit. It's a problem that seems to make them both very happy.
Yes, Rover, that rocker's all yours now... too bad you can't play shuffleboard. But you're doing what you want to do and that's what this town's all about. But how wonderful to be a human being, lucky enough to be 50 or more and have everything you could want and friends by the block-full waiting just outside every day.
Let's take a look at this town of theirs — oh, sure they've only been here one day, but it's their cause there are no newcomers in this friendly city — everyone belongs from the very first day. It's a complete city within itself... with a shopping center and a medical center and Del Webb's Hiway House... and a beautiful golf course winding all over town. They pay just \$20 per person, per year for full use of all the facilities with the exception of the golf course which they play at greatly reduced rates. And the homes? Well, both the private homes and the cooperative plan apartments are priced from just \$9,950, reserved for folks from just 50, and partners of any adult age. (No minimum for dogs' ages.)

**DEL WEBB'S
Sun City**

12 Miles NW of Phoenix on Grand Avenue

DEL. E. WEBB CORPORATION



**TO HECK
WITH IT**

**DEL WEBB'S
Sun
City**

12 Miles Northwest of Phoenix on Grand Avenue

DEL. E. WEBB CORPORATION

"Had 18 holes in before noon yesterday. Then the big square dance last night. Today, I intend doing absolutely nothing. Not beating a city that's famous for active living, you say? But that's the idea behind Sun City: do exactly what you want, just be yourself. People here are great, too. Lots of fun, finally, make you feel a part of everything from the very first day. Tomorrow? Well, maybe I'll join the fellows in the woodworking shop... or attend a couple club meetings in the Town Hall... or work in my garden at the Agricultural Center... or maybe just float around in the pool again. It's up to me. Man, I'm having the best time of my life." And so are more than 7000 other folks from just 50, and their adult age partners, in this beautiful city. It all costs them so little, too. With homes and cooperative apartments priced from just \$9,950... with taxes less than 1/2 what they are in neighboring cities... with real low rates on the golf course and all the rest of the facilities costing each person just a nickel a day, even couples can live on less than \$300 a month. Think it sounds like the life you'd like? Well come on out and take a look. It is!

Shakespeare and Hamburgers: Unusual combination? Oh, not at all in this city of hearty individualists. Music, literature and art are enjoyed just everywhere. Around the bookshelves and the stereos of living rooms. At club meetings in the Town Hall. In the studios of the Arts and Crafts Center. On a sun-washed patio as the Drama Club rehearses King Lear. Among an easel-equipped group on the pool terrace analyzing the techniques of Picasso or van Gogh. On the golf course, too, with Hemingway, Faulkner, Guinness or Gunter getting into the talk now that business no longer need direct fairway conversation. It's all part of the complete living this special town offers, where you have the time and the freedom and the inspiration to write that book, or to study music again, or to discover and develop your latent talents.

**SHAKESPEARE
& HAMBURGERS!**



**DEL WEBB'S
Sun City**

12 Miles NW of Phoenix on Grand Avenue

DEL. E. WEBB CORPORATION

Everything in this beautiful and complete city says 'quality' and 'good taste' from the welcoming avenue of palms leading from the entrance to every piece of equipment, every home. Yet, it all costs so little. Full use of all the facilities costs just \$20 per person, per year, and residents play the golf course at greatly reduced rates. The homes and cooperative apartments are priced from just \$9,950. And right in town, there's a big shopping center, Del Webb's Hiway House and a medical center, too. The life you've always wanted is waiting for you here if you're lucky enough to be 50 or more (other household members may be of any adult age).



"The Best Move we ever made!"

Mr. Dudley Diggs, former plant engineer for the Westclox Division of General Time Corporation, speaks with the authority of conviction.

"Margaret and I planned that, as soon as I retired, we'd leave Illinois and tour the west until we found the place we'd want to live for keeps, where winters are mild and sunny. When the time came, we started our tour. Sun City, which we'd read about in the Chicago Tribune, was at the top of our list. Well, we arrived in Sun City, looked around, and sure up the list then and there. No advertising could have prepared us for the spacious charm of Sun City; the friendliness of the people; the quality and beauty of the homes; the low cost of what we considered luxury living; the facilities for work and recreation. We took a second look at the stage in the Town Hall . . . and that clinched it, for both Margaret and I are ham actors from 'way back. We moved to Sun City pronto. How did it turn out? We correspond . . . some talk of moving here themselves. But you know, you have to be LIVING IT, as we are, to grasp the actual value and meaning of Sun City's economical active RETIREMENT!"



12 miles northwest of Phoenix out Grand Avenue

DEL WEBB'S Sun City

Facilities, which residents enjoy for a low \$20 per person per year, (except for the golf course, which they play at greatly reduced rates) include: Championship Golf Course • Riversize Swimming Pool • Shuffleboard • Lawn Bowling • Putting Green • Complete Town Hall • Fully-equipped Arts & Crafts Center • Agricultural Center • Modern Shopping Center . . .

and TOP-QUALITY HOMES and COOPERATIVE APARTMENTS FROM 19,950

Built by DEL E. WEBB DEVELOPMENT CO. A SUBSIDIARY OF DEL E. WEBB CORPORATION



"Where else could you have so much for so little?"

And Mr. Frank Pridmore, a drummer who, during the thirties, was with Rudy Vallee's band, is well qualified to make comparisons.

"Most of our married life," says Frank, "Edith and I lived out of trunks; home was wherever the band stayed long enough for us to unpack our clothes and hang them in a hotel room closet. Naturally, retirement meant a lot to us . . . a real home, and normal living. It was important that we pick the right home in the right place at the right price. We read about SUN CITY in the Reader's Digest . . . came to look . . . and had the sense to stay, thank heaven. Our home suits us to a T. The freedom we have to live as we please with us, too . . . and with so many friendly neighbors and all the activities, we completely escape the boredom Edith and I, used to change and travel, might have experienced anywhere else. That's not all. Our retirement income stretches to include privileges and pleasures we couldn't afford in any other community. SUN CITY is giving us the only kind of retirement people like us could enjoy . . . variety-packed active RETIREMENT!"




12 miles northwest of Phoenix out Grand Avenue

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and TOP-QUALITY HOMES and COOPERATIVE APARTMENTS FROM 19,950

Built by DEL E. WEBB DEVELOPMENT CO. A SUBSIDIARY OF DEL E. WEBB CORPORATION







Nobody's on the Sidelines

EVERYONE'S of ACTIVE LIVING in

Sun City

YOUR FAVORITE SPORT'S OUTSIDE YOUR DOOR

On the Championship Golf Course • In the Riversize Swimming Pool • On the Shuffleboard • Modern, Active, Lawn Bowling and Tennis Courts

Complete Equipment for Your Favorite Creative Activity has been provided...




In the Fully-Equipped ARTS & CRAFTS CENTER and at the special AGRICULTURAL PROJECT

EVERY CONVENIENCE IS RIGHT AT HOME

with Shops and Services of Every Type in the COMMERCIAL CENTER and convenient accommodations for your guests at Del Webb's Vacation Home Hotel

THE BEAUTIFUL TOP-QUALITY HOMES are PRICED FROM JUST \$8,750

and it's ALL RESERVED Exclusively

Nobody's on the Sidelines

EVERYONE'S of ACTIVE LIVING in

Sun City

THE FAMOUS COMMUNITY that CHANGED the NATION'S VIEWPOINT on RETIREMENT

- Where ACTIVITIES are Unlimited
- THE LIVING'S WONDERFUL
- YOUR BEST FRIENDS ARE RIGHT NEXT DOOR

12 miles northwest of Phoenix out Grand Ave.

Built by DEL E. WEBB DEVELOPMENT CO. A SUBSIDIARY OF DEL E. WEBB CORPORATION

Sun City AGRICULTURAL CENTER

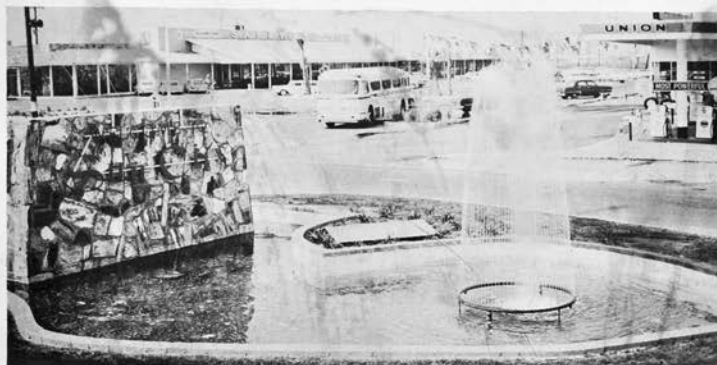
EXCLUSIVELY FOR SUN CITY RESIDENTS

for AMERICA'S SENIOR CITIZENS

The Del Webb Corporation celebrated the second anniversary of Sun City by unveiling six new model homes on Jan. 29, 1961. The new model homes were located at Peoria and 105th avenues. Sun City's second recreation center can be seen at the right.



BEGINNING TOMORROW...a BIG 3-DAY GRAND OPENING PARTY



Celebrates the NEWLY ENLARGED DEL WEBB'S Sun City SHOPPING CENTER

**DRIVE OUT
for the
OPENING CEREMONIES**

10 A.M., Thurs., Apr. 6

Featuring **DEE FISHER**
(Famous Disneyland Organist)
at the **WURLITZER**

Peoria High School Band •
Sun City Merry Makers • and Special Guests •
with Walt Ditzen, Arizona's Famous Cartoonist
as Master of Ceremonies

**Then Take a Tour of This
COMPLETE CITY**

for ACTIVITY UNLIMITED

... a Championship, 18-hole Golf Course ... a Brand New Swimming Pool ... a Brand New and Complete Town Hall ... a Brand New Arts & Crafts Center completely equipped for various creative activities ... Shuffleboard, Lawn Bowling, Croquet, Horseshoes and Archery ... An Agricultural Project and Corral.

for LUXURIOUS LIVING

... Six Brand New Home Designs displayed along the Avenue of beautifully furnished Models ... with prices from just \$9,150, including all improvements.

Just 12 Miles Northwest of Phoenix out Grand Avenue

Built by **DEL E. WEBB DEVELOPMENT CO.**
A SUBSIDIARY OF
DEL E. WEBB CORPORATION

**DOUBLING the SIZE
DOUBLING the SERVICE**
For Residents of **SUN CITY**
and Its Neighbors



THE ARIZONA REPUBLIC
HOME & GARDEN
MAY 7, 1961

Active Retirement's Success Story in Sign Language

JANUARY, 1960
Sun City
Pop. 0

January 1, 1960—
Sun City is Opened with complete and completed facilities ready and waiting to realize the dreams of Senior Americans for an Active Way of Retired Life

FEBRUARY, 1960
Sun City
Pop. 1000

MAY, 1960
Sun City
Pop. 1500

AUGUST, 1960
Sun City
Pop. 2000

NOVEMBER, 1960
Sun City
Pop. 2500

Come on Out and join the Fun
This afternoon from 2:30 to 4:30
in the NEW Sun City

LAWN BOWLING TOURNAMENT
The Sun City Lawn Bowling Club invites you to come and watch or participate in one of the world's oldest known sports.
Singles — Doubles — Triples
RESERVATIONS AND TICKETS

SUN CITY MERRY MAKERS
Continuing Home and Home in a delightful show on the Patio of the Town Hall

MARIA SOTOS and her CHACHOS
The Valley's most popular Musical Group to entertain you at Sun City's beautiful new Cooperative Apartments

Join us for the...

2nd Big Day
Celebrating the
2nd Birthday
of...

**DEL WEBB'S
Sun City**

The Nation's Original Active Retirement Town

New Year's Day and Sun City's BIRTHDAY...and 5,000 Sun City celebrants ask you to come, join in the fun. Bring your family, friends, holiday visitors; why not have New Year's dinner in the beautiful dining room of Del Webb's HiwayHouse Motor Hotel?

SUN CITY BIRTHDAY OFFER
MOVE AT DEL WEBB'S EXPENSE
Buy a HOME in Sun City between December 31st and January 31st and ... If you live in the Phoenix area, Del Webb will MOVE you for FREE. All packing, moving and unpacking included! If you live outside the Phoenix area ... Bring in a SNOW SHOVEL and receive a crisp \$100 BILLS!
This is our special GIFT-OFFER to all who buy Sun City homes during this BIRTHDAY MONTH.
Moving by Valley Transportation & Warehouse Co., Inc.

WINTER VISITORS ...
Tour Sun City today or any day ... tell the folks back home about America's famous town that pioneered ACTIVE RETIREMENT living. View the lovely homes and cooperative apartments, the winding fairways. Facilities include:
CHAMPIONSHIP GOLF COURSE • RIVIERA-SIZE SWIMMING POOL
SHUFFLEBOARD • LAWN BOWLING • PUTTING GREEN
COMPLETE TOWN HALL • FULLY EQUIPPED ARTS & CRAFTS CENTER
AGRICULTURAL PROJECT • MODERN SHOPPING CENTER
Discover how little it costs to own a home and enjoy the Sun City Way of Life. Five thousand happy Sun City residents will tell you that, privilege for privilege, they live more economically in Sun City than they could anywhere else.

This Afternoon in the TOWN HALL
Highlights and Hijinks at 2 o'clock
Recaps-in-brief of all the "hits" ever presented in Sun City ... with the **MERRY-MAKERS** and a great cast of popular Sun City stars

Arts & Crafts Display
in the Arts & Crafts Center All Day ... 9 to 5
Paintings, mosaics, ceramics, original jewelry ... rare examples of cabinetwork and other skills. See gifted artists and craftsmen "at work": Director, Mr. Bill Polzin.

No Charge for Admission

Just 12 Miles NW of Phoenix out Grand Avenue

Built by **DEL E. WEBB DEVELOPMENT CO.**
A SUBSIDIARY OF
DEL E. WEBB CORPORATION

ARIZONA REPUBLIC
January 1, 1962
#316



Sun City Gives Us the Best of Two Worlds Now, Before We Retire!

WE'RE BUILDING AN EQUITY IN THE FUTURE, TOO!



"Why would anybody want to move to Sun City before they retire?"

"That's the question our friends asked when we moved to Sun City last year. Jim's only 52, and a good ten years away from retirement.

"We have the same answer for all of them. 'Plain common sense.' We're saving money and enjoying the 'country club' life at the same time.

"It's the resort atmosphere we enjoy the most. The golf and swimming, lawn bowling and shuffleboard, bridge games and concerts in the Sun Bowl, hobby shops and clubs. All the things we enjoy doing are right at our fingertips.

"But fun is only half the story. The other half is the money we save by living in Sun City. If we had joined a country club in Phoenix, we'd be spending twice the money for much less than Sun City offers. And I can't stand to waste money."

"When Jim was transferred to Phoenix five years ago, our two youngest were still in college and living at home. With all the hobbies and home activities of college kids, we needed plenty of room.

'After they graduated and left home, we didn't need the big house any more . . . and

we had an opportunity to sell at a profit. Our friends were scattered all over the Valley, so we weren't committed to the neighborhood. And if we could find a place convenient to shopping and activities for me, we could avoid the expense of a second car.

"Sun City was perfect. Only half an hour's drive to work for Jim, no farther than Scottsdale or Paradise Valley. And I could use the golf cart for transportation all around Sun City.

"We bought a beautiful 2 bedroom, 2½ bath home — the Villarosa model — just right for the both of us. The price? Only \$23,590, including lot and landscaping. And when you see the quality of construction and the custom features, you'll see why it was such a bargain at the price."

"By the time we're ready to retire, our home will be paid for. That way, we won't have those 'retirement budget blues' to worry about, like some of our retired friends.

"See what I mean by plain common sense? Take taxes, for instance. We pay less than 50% of the taxes we paid in Phoenix, because Sun City's tax rate is so low. Add up how much we'll save in ten years, and that's a lot of money."

"We figure Sun City is the best of two worlds for us. We can visit our friends in Phoenix and still enjoy the new friendships we are making in Sun City. We can shop in Sun City, or drive in to Phoenix. And while Jim works all day, my days are filled with exciting things to do and exciting people to do them with."

"Sun City has so many benefits, I'm surprised more people like us — people who haven't retired yet — don't take advantage of the opportunity to save money and still enjoy the tremendous facilities. It costs me $5\frac{1}{2}\%$ a day to use all of the recreational facilities. We're so near the golf course, Jim plays at least 9 holes every day . . . for only 47¢ a round. We go to the Saturday night dances, Play bridge. Have outdoor barbecues. We're busy doing something all of the time . . . yet we're saving money.

"We figure to save over \$30,000 in ten years at Sun City . . . and get more "country club" living in now, while we can really enjoy it, to boot."

If you're 50 or over — RETIRED OR NOT — you owe it to your happiness, your pocketbook and your future to investigate Sun City now!

- Enjoy a multi-million dollar resort for just \$20 a year assessment . . . only 5½¢ a day!
- Play golf on two fine 18-hole courses for only 47¢ a round, annual basis.
- Save 50% in taxes over surrounding Phoenix area communities.
- Beautiful homes, apartments and Villas from \$12,590 to \$25,990 . . . including lot and landscaping.
- You receive an insured title to your property . . . it is yours to sell as you see fit.
- Excellent financing is available, and there's a substantial discount for cash buyers.

A WONDERFUL VACATION WEEK FOR 2 - ONLY \$35


Find out about our special "Off Season" Summer Vacation Offer! One full week in a lovely furnished apartment with full use of all resort and recreation facilities, including two free golf games — only \$35 for two! Call collect (602) 933-0173 for details!

Drive out today...just twelve miles northwest of Phoenix out Grand.

**Retired or Not, Your Best Buy is in
Exciting Sun City...
America's Most Famous
Resort-Retirement Community.**



DEL WEBB'S Sun City



Sold by: DEL E. WEBB DEVELOPMENT CO.
 A DIVISION OF
DEL E. WEBB CORPORATION



AMERICA'S HAPPIEST FRIENDLIEST TOWN

DEL WEBB'S Sun City

Invites you and your weekend guests

To the Gay, Fun-Filled Two-Day Party

TODAY—2:30 P. M.
WESTERN SHOW
Starring **GENE DIFFEY & HIS WESTERNERS**

in a Full 2-Hour Show of Foot-Tapping Entertainment
Well known in Las Vegas and San Francisco for his performances there, Gene Diffeys has recorded with Tommy Duncan and Sheb Wooley and has co-starred in recordings and live programs with Marty Robbins.

TOMORROW—2:30 P. M.
BARBERSHOP FESTIVAL
Harmony on Parade

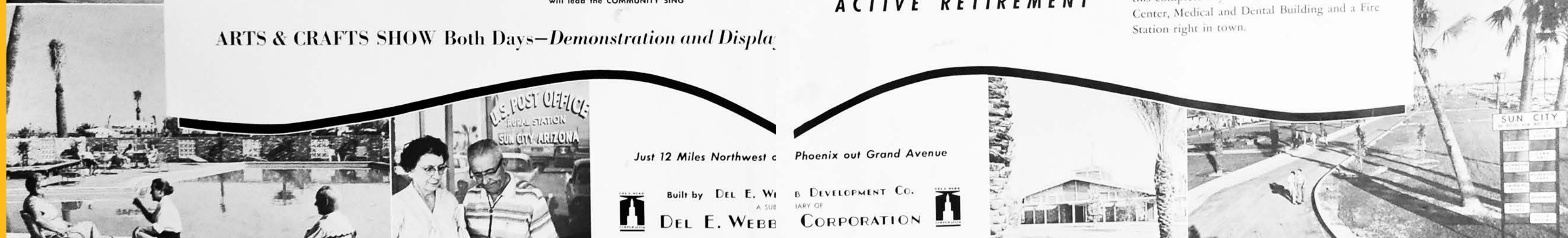
Presented by the Phoenix-Saguaro Chapter of the SPEBSQSA and the Phoenix-Kachina Chapter of Sweet Adelines. Featuring favorite quartets from both the men's and women's group, as well as appearances by each full chorus. Lloyd Steinkamp, Master of Ceremonies will lead the COMMUNITY SING.

BOTH PROGRAMS WILL BE HELD IN THE AIR-CONDITIONED TOWN HALL and Both are Free of Charge, of Course

Before or After the Shows... Take a Tour of This Town That's Nationally Famous for ACTIVE RETIREMENT

SEE its Fine Championship Golf Course ★ Riviera-Size Swimming Pool with Sunning Terrace and Bathhouse ★ Recreational Park with Croquet, Horseshoes, Lawn Bowling and Shuffleboard Courts ★ Separate Club Rooms and Spacious All-Electric Kitchen in the Town Hall where the shows are being held in the 800-capacity auditorium which boasts a full-size stage ★ Fully-equipped Arts & Crafts Center ★ Beautiful Top Quality Homes priced from just \$9,750 (and cooperative plan apartments with equally modest prices) ★ Notice, too, that this complete city has its own modern Shopping Center, Medical and Dental Building and a Fire Station right in town.

ARTS & CRAFTS SHOW Both Days—Demonstration and Display



Just 12 Miles Northwest c Phoenix out Grand Avenue

Built by **DEL E. WEBB**

DEL E. WEBB DEVELOPMENT CO.
A SUBSIDIARY OF
DEL E. WEBB CORPORATION

Remember when first spread in January, 1960?
... It was officially named "Sun City" and it introduced an active way of life that's changed the entire nation's viewpoint on the subject of retirement.


Remember when ground was first broken in November, 1959?
... It didn't even have a name yet but it already held the fulfillment of retirement dreams for thousands.

Remember when the 2nd East was opened in January, 1963?
... Expanding the facilities and doubling the size of this most nationally famous town, the new Sun City extended this wonderful way of life to thousands more of those lucky enough to be fifty or more.

AND NOW JUST LOOK AT

DEL WEBB'S

Sun City



It's Arizona's fastest growing town... and just becoming one of the state's most famous attractions... this complete and beautiful city that's the new hometown of almost 5000 of America's happiest, friendliest and proudest residents.

AD #993
ARIZONA TOPICS
OCTOBER, 1963

Have and Sing YOUR FAVORITE MUSIC
2:00 to 3:30 P.M. Today in the Town Hall directed by Gene Gordon
Dino Quartet
A Quartet of Four Baritone Basses that will sing and sing whatever you request
COMMUNITY SING
at 10:00 a.m. in the Town Hall

Come Out for a Visit and take a tour of its outstanding facilities for **RECREATIONAL FUN** Championship 18-hole Golf Course • Riviera-Size Swimming Pool • Shuffleboard • Archery • Lawn Bowling • Putting Green and Complete Town Hall.

for **CREATIVE ACTIVITY** Fully-equipped Arts & Crafts Center with everything you need for wood working, leather and lapidary work, for ceramics and mosaics, photography, jewelry making, sewing and knitting and painting.

Agricultural Project — a spacious plot of earth for residents to engage in small scale farming and gardening.

for **WONDERFUL LIVING** Top-quality homes and cooperative plans apartment with unbelievably modest prices in neighborhoods where the fairways wind all about.

Just 12 Miles NW of Phoenix out Grand Ave.
Built by **DEL E. WEBB DEVELOPMENT CO.**
DEL E. WEBB CORPORATION



Relaxation

* A NEW WORD for the modern retiree's way-of-life, combining REAL relaxation with REAL action... and it requires the zestful, independent-minded philosophy shared by the 6,000 "over-fifty" residents of SUN CITY to define its vitally up-to-date meaning. They are people who are aware that they have EARNED THE RIGHT to lead their own lives, and enjoy... each in his own way... mature companionship and full use of such exceptional, on-the-spot facilities as a Championship Golf Course... Riviera-size Swimming Pool... Shuffleboard, Lawn Bowling and Putting Green... complete Town Hall... fully-equipped Arts & Crafts Center... Agricultural Center... and modern Shopping Center.

THEY LOVE LIVING, BUT THEY'RE THRIFTY, TOO... these Sun Citizens. They live in beautiful homes or cooperative apartments priced from just \$9,950 (benefiting by lower property tax rates, too). And FACILITIES are low-cost beyond belief: just \$20 per person per year, except for the golf course, which residents play at far less expense than at a public course or private country club. If YOU are "over-fifty" (partner of any adult age) and feel that, frankly, it's time you declared your right to be yourself and enjoy life as you please... come, meet your kind of people, in Sun City. You'll be a welcome visitor any time... and YOU CAN AFFORD TO STAY for a lifetime!

12 miles NW of Phoenix out Grand Avenue

Built by **DEL E. WEBB DEVELOPMENT CO.**
DEL E. WEBB CORPORATION



Have Fun visiting

DEL WEBB'S

Sun City

Where visitors receive a friendly welcome from SIX THOUSAND happy residents "over-fifty" who live exactly as they please... on retirement budgets... and enjoy exceptional facilities:

Championship Golf Course • Riviera-size Swimming Pool
Shuffleboard, Lawn Bowling and Putting Green
Complete Town Hall • Fully-equipped Arts & Crafts Center
Agricultural Center • Modern Shopping & Medical Centers

Top-quality HOMES and COOPERATIVE APARTMENTS
from \$9,950

12 MILES
THWEST OF
ENIX
GRAND
NUE

WRITE for FREE, Full-Color "Story of Sun City":
Sun City, P. O. Box 555-AG3, Sun City, Arizona

Built by **DEL E. WEBB DEVELOPMENT CO.**
A SUBSIDIARY OF
DEL E. WEBB CORPORATION

Imitated..... but NEVER EQUALED

DEL WEBB'S

Sun City

ACTIVE RETIREMENT for INDIVIDUALISTS, in...



THEY'RE TRUE INDIVIDUALISTS, these 5,000 people who live in the nation's original Active Retirement community. They came to Sun City because they felt they'd EARNED the right to live as they please; and they had the initiative to break with an out-moded pattern-of-living that made them captives of boredom, after retirement. Now, these mature, independent people have fun... working and playing creatively, with purpose, and sharing the most privileged way-of-life of our time (imitated but never equaled) with friends of their own kind. Sun Citizens share exceptional, low-cost facilities:

CHAMPIONSHIP GOLF COURSE • RIVIERA-SIZE SWIMMING POOL
SHUFFLEBOARD • LAWN BOWLING • PUTTING GREEN
COMPLETE TOWN HALL • FULLY-EQUIPPED ARTS & CRAFTS CENTER
AGRICULTURAL CENTER • MODERN SHOPPING CENTER

Residents have full use of facilities for just \$20 per person per year, except for the golf course, which they play at greatly reduced rates.

If you have never visited this complete city... one of America's most famous communities... come out and get acquainted. You who are lucky enough to be "over-fifty" (partners of any adult age) will feel instantly at home, among friends. And, whether you are retired, semi-retired or planning retirement, you can afford to own a home in Sun City, with the most freedom to lead your own life... and with everything to make it worthwhile... to be found anywhere today, except in another Del Webb ACTIVE RETIREMENT community.

Top-quality HOMES and COOPERATIVE APARTMENTS
from \$9,750

12 miles NW of Phoenix out Grand Avenue

Built by **DEL E. WEBB DEVELOPMENT CO.**
A SUBSIDIARY OF
DEL E. WEBB CORPORATION

Share Musical Fun
WITH THE BARBERSHOPPERS AND SWEET ADELINES
this afternoon at 2:30 in the Sun City TOWN HALL
Hear the ADELINES, in costume, perform the irresistible numbers that won them SECOND PLACE in the recent 4-STATE WESTERN CONTEST
No Charge... Everyone Welcome

PEOPLE WHO LIKE PEOPLE...



FALL IN LOVE WITH SUN CITY

The most UN-retiring people you've ever met, Sun Citizens are busier now than ever before . . . developing hidden talents . . . sharing new interests . . . doing things they've always wanted to do, with companions of their own choosing. If you like people, come to Sun City and have the time of your life — now!

You can choose from over 100 clubs and organizations at Sun City . . . everything from fun to philanthropy, camper trips to card games. There are no strangers here. Almost any hour of the day or evening there's something going on at Sun City . . . and someone to do it with. Here's a sampling of the variety of Sun City Civic Association clubs you can join . . . many more groups meet informally.

Hiding Your Talents? Maybe you've been hoping all your



life for time to develop a creative talent YOU knew you had, but no one else did. Sun City has clubs, many with professional instructors, for people who want to paint, make ceramics and mosaics, do needlework, make their own clothes, paint china, knit, work in leather or silver,

create beautiful pieces from wood . . . even learn puppetry and decoupage. What a wonderful opportunity to develop your artistic talents for both pleasure and profit!

Cards, Anyone? The name of the game is — you guessed it — bridge! At last count, there were eleven different bridge clubs. You'll find a game going on, almost any hour, day or night, at Sun City. . . 18 beautifully-decorated homes, apart-



Don't Overlook The Outdoor Fun Brigade! There's a Sun City club for just about every outdoor sport and game. Enjoy poolside fun with the swimming club. Test your skill in a shuffleboard tournament. Learn lawn bowling . . . Sun City has top teams, yet beginners are always welcome.

Moonlight And Roses . . . Or Swing and Sway? Take your pick!

Whether your style is ballroom, Latin, round, square, rhythm or the new hop-skip-and-jump dances, you can always find a Sun City dance club to show you how — and sponsor parties. Friday and Saturday night dances are regular events at Sun City. One group



sponsors dances every season — and invites the whole town! Another gives an annual New Year's Eve Party . . . and even provides a free ride home — if you need it.

Is There a "Camper" in the Family?

DEL C. WEBB CORPORATION
COMMUNITY DEVELOPMENT DIVISION

Got A Green Thumb? Many Sun Citizens prefer freedom from gardening (and that's part of Sun City's appeal) . . . but for those who can't resist the urge to hoe and grow, land has been set aside for Agriculture Club members to stake out their claim . . . cultivate . . . and watch for next year's canning crop. The Rose and Garden Society, with over 300 members, adds glorious color to the beauty of our landscape.



National Organizations are well represented at Sun City. You'll find Rotarians, the V.F.W., P.E.O., a Masonic fellowship, Eastern Star, the DAR, Daughters of the Nile, N.A.R.C.E., A.A.R.P., Republicans and Democrats, and, of course — the Grandmothers' Club of America!



That's Not All . . . for newcomers there's a weekly Koffee Klatch. There are clubs for shutterbugs, coin collectors, rockhounds and lapidaries . . . others just for fun, like the Dutch Treat Club (for singles), and the Live Wires. There are clubs for helping others such as the Men's Club, Senior Women's League, the Sun City Women's Club. Our 30 *unretired* teachers have a club. We even have a Take-Off-Pounds-Sensibly Club!

12 Miles Northwest of Phoenix out Grand Avenue

AN AFFAIR TO REMEMBER

At the Swinging New Country Club World of Sun City!



THE ALL NEW 1967 HOME SHOW

AND OPEN HOUSE NOW AT **Sun City**

DEL WEBB'S
America's Finest Resort — Retirement Community

Everyone's Invited to Sun City's All-New Showing. Homes to Capture Your Imagination... Apartments to Catch Your Fancy... Villas to Win Your Praise... All-New Facilities to Enliven Your Life. See it Now... Adjoining a Lush New Golf Course — In Arizona's Most Beautiful City!

SEE the Excitement at the greatest Home Show and Open House in Sun City history! Here it is... bigger and better than ever before... a collection of fifteen — count them *fifteen* — enchanting new models around a beautifully-landscaped Plaza. *SIX* eye-stopping new homes... *FOUR* wondrous apartments... *FIVE* magnificent Spanish Villas... every one glamorously decorated to show the great new features of architectural design that makes each residence excitingly different.

SEE Just-Built Facilities! To make life in Sun City even more rewarding that it is now! A new Town Hall... the 7500-seat Sun Bowl... a professional building... a magnificent private Country Club and Golf Course... the new Plaza Del Sol Shopping Center... and more, all adding to the "live-ability" of America's finest resort-retirement community... Sun City!

SEE imaginative Country Club Living! Three magnificent 18-hole golf courses, playable every day of the year. Bridge clubs and choral groups... Saturday night dances... health clubs and social clubs and civic organizations... luncheons at the King Arthur Room of the Kings Inn. A world for the best that life has to offer... at a price you can afford to pay.

... **Bring The Whole Family**... See Arizona's Greatest Home Show and Open House... An Affair to Remember in Sun City!

IF YOU'RE 50 OR OVER — retired or not — you can save money by deciding to live in Sun City... and have a lot more fun to boot! Yes, Sun City is country living on a budget... and here's the proof.

You can buy a wonderful home, apartment or Villa in Sun City for as little as \$12,590 all the way up to a

modest \$25,990... and you get lot and landscaping as well! In dollar-for-dollar value, there isn't another community in the entire Valley of the Sun that can compare.

Save 50% on Taxes! Sun City residents pay taxes that are 50% lower than surrounding communities.

Enjoy Country Club Living on a Budget! As a Sun Citizen, you enjoy the use of all Sun City facilities — swimming, arts and crafts centers, lawn bowling, shuffleboard for 5½¢ a day. And you play golf on either of two fine 18-hole public courses for as little as 47¢ a round, annual basis. Own your own golf cart, if you wish... they're legal on Sun City streets. Sun City lets you live for yourself... stay young-at-heart... find pleasure in the day-to-day rewards of living. You can enjoy it now... with warm and friendly people who share your interests.

Excellent Financing Is Available! You can get a conventional loan on lender approval, at modest terms. Or you can pay cash... and receive an impressive 2% cash discount before construction — 1½% after construction is started, or 1% on a completed home. And once you see these homes, we're convinced you'll agree that Sun City homes are the best home buys in the nation.

If you're 50 or over — retired or not — you owe it to your happiness, your pocketbook and your future to investigate Sun City. Do it now... during this spectacular home show... and discover what you've been missing!



Built by DEL E. WEBB DEVELOPMENT CO.
A DIVISION OF
DEL E. WEBB CORPORATION
COMMUNITY DEVELOPMENT DIVISION



See The Newport! Colonial simplicity in a home sure to appeal to your sense of thrift. 2 bedrooms, 1 bath... only \$15,290.



See The Chateau! Living fit for a prince in the traditional elegance of France. A 3 bedroom, 2½ bath mansion at a special price of only \$25,990.



See The A-23C Apartment! A spacious apartment that brings the outdoors indoors in every room. Your dream came true in a 2 bedroom, 2 bath duplex at \$20,290.



See The S-S Spanish Villa! Luxury living in the continental manner in a Spanish Villa. The enchantment of Old Spain under the Arizona sun... at a modest \$25,990.



See Sun City's New Sun Bowl! New 7500-seat center of culture, the magnificent Sun Bowl is a perfect setting for outdoor events.



See The Town Hall Swimming Pool! A huge, Riviera-size heated pool, complete with sun deck and palm trees, lets you swim every day of the year.



See Sun City's Third Golf Course! A private course for members of the new country club. The par-three seventh hole is one of the sportiest in the valley.



See The New Plaza Del Sol! Sun City's second shopping center. Take an exciting tour through colonnades and modern shops... a delight for shopping or browsing.

12 miles Northwest of Phoenix: Out Grand Avenue.



NOW-YOUR DREAMS OF ELEGANCE COME ALIVE



for only \$26,290 at...

DEL WEBB'S
Sun City

ARIZONA'S MOST BEAUTIFUL CITY

"Magnifique" Is The Word for "Le Chateau"! From the wind-driven Brittany Coast to the sun-lapped Cote D'Azur, all the heritage of French splendor is wrapped up in the courtly elegant Chateau.

The Price is So Practical, Too! Three bedrooms and two-and-one-half baths of luxury — with superbly planned built-in all-electric kitchen, refrigerated air conditioning, double carport, golf cart storage, breakfast area, generous closets and storage areas, covered lanai, decorative wrought iron entry courtyard, double front doors, entry gallery and more — all yours for only \$26,290! That's all you pay for this jewel of a home . . . and that includes lot and landscaping. When you add the resort wonders of Sun City — two 18 hole golf courses that you can play every day for only 47¢ a round, annual basis . . . multi-million dollar recreational facilities that

you can enjoy for only 5½¢ a day — it becomes a value that you really can't afford to miss!

Seeing Is Believing! See this magnificent home and fourteen other beautifully decorated models on display. Ask to see the Rancho Estate model home, too . . . on a full acre with horse privileges. Prove to yourself that you can live better, enjoy life more and get more value for your dollar at Sun City than any other place in America!

If You're 50 Or Over — Retired Or Not — You Owe It To Your Happiness, Your Pocketbook And Your Future To Investigate Sun City Now!

Built by DEL E. WEBB DEVELOPMENT CO.,
A SUBSIDIARY OF
DEL E. WEBB CORPORATION
COMPANIES FOR DELICIOUS DEVELOPMENTS

12 Miles N.W. of Phoenix Out Grand

A beautiful, exciting home for entertaining! Here, in the spacious living room, sliding glass doors open to the covered lanai overlooking the garden.





WEDDING...in Sun City?

Why, of course. Although Sun City is no "lonely hearts club", it is designed to attract lively, fun-loving, interesting people. And when some are single . . . and get to know each other, and laugh together, and work together, and play together, and rediscover the wonderful world of sharing interests and being important to each other . . . well, weddings sometimes happen. Now, we're not promising anything, of course, but

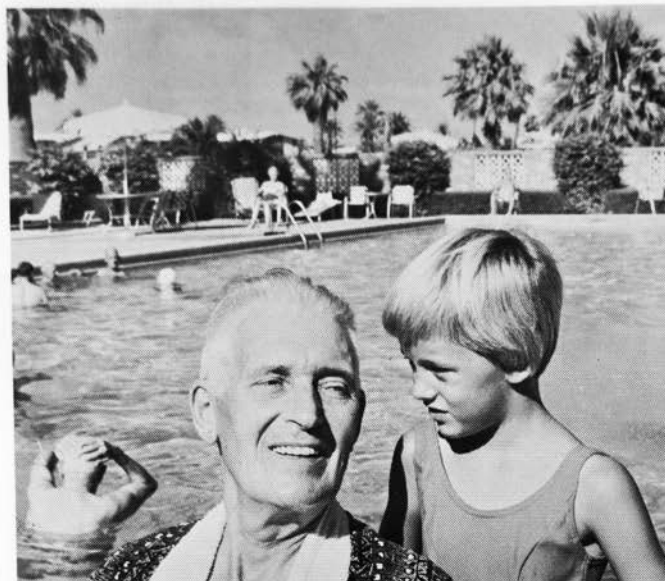
if you're on the freedom side of fifty and single — well, it's an interesting thought, isn't it!

Married or single, we do promise you'll find genuine companionship and have the best time of your life in this friendly town. Come out for a visit . . . see all the wonderful facilities that can be yours for just a nickel a day. The welcome mat is always out!

for lively adult living
DEL WEBB'S
Sun City
 WHERE ACTIVE RETIREMENT ORIGINATED

Sun City is just 12 miles Northwest of Phoenix out Grand Avenue

Built by DEL E. WEBB DEVELOPMENT CO., INC.
 DEL E. WEBB CORPORATION
 COMMUNITY DEVELOPMENT DIVISION



"Grampa, are you rich?"

"...not rich, sweetheart, just lucky. Here at Sun City, all the things we have such fun with during your summer vacation each year cost only a nickel a day."

Yes, he is lucky . . . and smart! That "nickel a day" is *factual* information, not just the way you'd express it to a child. He (and his family and friends when they visit) enjoy all the wonderful Sun City facilities on a modest retirement budget.

But don't take our word for it. Come see it all for yourself. The welcome mat is always out.

for lively adult living
DEL WEBB'S
Sun City
 ARIZONA'S MOST BEAUTIFUL CITY

Sun City is just 12 miles Northwest of Phoenix out Grand Avenue

Built by DEL E. WEBB DEVELOPMENT CO., INC.
 DEL E. WEBB CORPORATION
 COMMUNITY DEVELOPMENT DIVISION



**MOVE AT
 DEL WEBB'S EXPENSE**
 Only 3 Days Left

to buy a HOME in Sun City and . . . if you live in the Phoenix area . . . be MOVED by DEL WEBB for FREE. All packing, moving and unpacking are included. If you live outside the Phoenix area, bring in a SNOW SHOVEL and receive a crisp \$100 BILL. This is our special GIFT-OFFER to all who buy SUN CITY homes during this BIRTHDAY MONTH . . . Offer ends Wednesday at midnight, January 31st. Moving by Valley Transportation & Warehouse Co., Inc. Agents for North American Van Lines

Travelers from around the GLOBE
 Come to See
DEL WEBB'S
Sun City

The Town that Pioneered the
 ACTIVE WAY-OF-LIFE
 for "Over-Fifty" individualists

Acclaimed as one of the most interesting communities in America, Sun City is the home of 5,000 individualists . . . people like you, here because they resolved to do MORE, rather than less, living after fifty. (Partners are of all adult ages.)

Their homes and apartments overlook beautiful avenues and winding fairways . . . and these homes reflect real zest for living. Everyone is free to do what he pleases, when he pleases, with facilities to make each day worth living. These facilities include:

CHAMPIONSHIP GOLF COURSE PUTTING GREEN
 RIVIERA-SIZE SWIMMING POOL LAWN BOWLING
 SHUFFLEBOARD COMPLETE TOWN HALL
 FULLY-EQUIPPED ARTS & CRAFTS CENTER
 AGRICULTURAL PROJECT MODERN SHOPPING CENTER

Sun City's hospitably happy residents welcome visitors; you'll find your favorite clubs and organizations engaged in promoting customary worthwhile activities. Fellow club-members will be glad to meet you.



If you are an "over-fifty" life-loving individualist looking for a Way-of-Life that is as complete as it is economical, you owe it to yourself to discover Sun City.

Top-quality homes and cooperative apartments from \$9,750

Just 12 Miles Northwest of Phoenix out Grand Avenue
 WRITE for FREE, Full-Color "STORY of SUN CITY"
 SUN CITY, P. O. Box 355-AR-2, Sun City, Arizona

ATTEND A FEAST-OF-JAZZ
 . . . when the Phoenix Parks Recreation Orchestra presents the
HISTORY OF JAZZ
 this afternoon at 2:30 o'clock in the Sun City
TOWN HALL
 NO CHARGE . . . Everyone Welcome

Built by DEL E. WEBB DEVELOPMENT CO., INC.
 DEL E. WEBB CORPORATION

Vacation Fun NEVER ENDS AT DEL WEBB'S Sun City

THE REMARKABLE COMMUNITY FOR ACTIVE RETIREMENT RESERVED EXCLUSIVELY FOR SENIOR CITIZENS

The Beautiful, RIVIERA-SIZE SWIMMING POOL, complete with bathhouse and cabana, rivals those of the leading resorts.

The Refrigerated, air-conditioned CLUB HOUSE provides complete facilities for your social functions and club meetings.

The Completely Equipped ARTS & CRAFTS CENTER invites the enjoyment of your favorite creative activity in cool, air-conditioned comfort.

...and the Living is Wonderful as you'll see on the STAGE OF MODEL HOMES all beautifully furnished and air-conditioned.

Priced from just \$8,750
 FIVE FLOOR PLANS
 FIFTEEN EXTERIOR DESIGNS

Drive Out Today
 Just 12 Miles NW of Phoenix out Grand Ave.

Built by DEL E. WEBB DEVELOPMENT CO., INC.

AMERICA'S
Happiest
Friendliest
Liveliest
RETIREMENT COMMUNITY
DEL WEBB'S
Sun City
IS NEW ALL OVER AGAIN

Just 12 Miles Northwest of Phoenix out Grand Ave.

Built by **DEL E. WEBB DEVELOPMENT CO.**
 A SUBSIDIARY OF
DEL E. WEBB CORPORATION



Read the Feature Article
 about Sun City in the
 March 14 LOOK Magazine
 Now on the Newsstands



The outdoor Sun Bowl amphitheater opened in January 1967. A sell-out crowd of over 7,500 turned out to see Liberace. Over the years, some of the biggest names in show business have performed at the Sun Bowl, including Guy Lombardo, Lawrence Welk, Jimmy Durante, Roger Williams and more.

Be Our Guest
 at the **GOLF CLINIC**
 on the Championship Course
 AT **DEL WEBB'S Sun City**
 MONDAY AFTERNOON from 2 to 4 O'CLOCK
Get Pointers on Your Game
 from THREE of America's Great Champions!
 NO CHARGE... Everyone is Welcome!

TIPPING YOU OFF from the TEE-OFF...
 MR. DAVE MARR, Sun City's own famous golfer and the present Seattle Open champion...
 MR. LIONEL HEBERT of Kern City, California, former PGA champion... and MR. DAVE RAGAN of Sun City, Florida, Hague & Hague Mixed Foursomes champion, 1961 runner-up in the Bing Crosby National and 1962 winner of the Los Angeles Pro-Am.

MONDAY...
 a great day for you golfers who want to be better golfers; it's your chance to meet three champions and get their personal advice on your own game and how to improve it.

While you are here... see why 5,000 Senior Americans now call SUN CITY "home"...
 Inspect the sensibly-priced, top-quality homes and cooperative apartments occupied by "over-fifty" Americans with partners of all adult ages from nearly every state in the nation. Retired, semi-retired or planning to retire: they all love to live in Sun City.
 When you see the facilities, you'll realize that these senior Americans have bought Sun City homes not only for companionship but ACTIVE companionship. These facilities include: CHAMPIONSHIP GOLF COURSE • RIVIERA-SIZE SWIMMING POOL • SHUFFLEBOARD • LAWN BOWLING • PUTTING GREEN • COMPLETE TOWN HALL • FULLY-EQUIPPED ARTS AND CRAFTS CENTER • AGRICULTURAL PROJECT • MODERN SHOPPING CENTER... and where but in Sun City can you buy so much good living for so little? Except, of course, in another Del Webb town.
 Satisfy your curiosity and improve your golf game. Meet the three "Golf Greats" Monday afternoon at 2, on the Sun City Championship Golf Course practice tee.
 12 Miles NW of Phoenix out Grand Avenue
 built by **DEL E. WEBB DEVELOPMENT CO.**
 A SUBSIDIARY OF **DEL E. WEBB CORPORATION**

LIBERACE

IN PERSON
 2 P. M., Sunday, March 17th
 At The **SUN CITY SUN BOWL**

FEATURING:
 Florian Zabach — King of the Violin
 Gale Sherwood — Special Guest Star
 Music conducted by
 Dr. Gordon Robinson

TICKETS \$5.00 — \$4.00 — \$3.00
 Available At All Community Box Offices
 CALL 277-6205 For Location Nearest You

America's Most Famous
 Resort-Retirement
 Community

DEL WEBB'S Sun City
 Directions to Sun Bowl: 1½ Mi. South of Sun City entrance on 107th Ave.
 Prepared by HAYWOOD (GAIL) Advertising
 Sun City Arizona 850 810-439 242
 2 col. 4 x 10" Liberace Show
 Arizona Republic and Phoenix Gazette
 Sun Mar. 17 thru Mar. Mar. 19
 Sun Mar. 13 thru Mar. Mar. 16

GUY LOMBARDO

AND HIS ORCHESTRA
 BRINGS THE SWEETEST MUSIC
 THIS SIDE OF HEAVEN TO THE
 NEW **SUN CITY SUN BOWL**
SUNDAY, FEBRUARY 5th
 Concert 2-3 P.M. Dance 3-6 P.M.
ADMISSION \$1.50
 Tickets available
 at all Community Box offices around the Valley.
 Presented by the Sun City Council of Organizations.

**AMERICA'S
 FINEST
 Resort-Retirement
 Community**

DEL WEBB'S Sun City
 12 Miles N.W. of Phoenix out Grand to Entrance
 Then Follow 107th Avenue 1½ Miles South to Sun Bowl

How would you like to enjoy a gourmet lunch at the Kings Inn... go on a shopping spree in either of two fine shopping centers... play bridge... then top it off with an evening of dancing at the Town Hall?

How would you like to swim every day in a huge, Riviera-size pool... bask in warm sunshine under clear, smog-free skies... hear the happy laughter of others — just like yourselves — having the time of their lives?

How would you like to paint a portrait in oils... make ceramic accessories for your home... use power tools to make your own furniture — all in Sun City's arts and crafts center?

How would you like to go lawn bowling for the fun of it... enjoy a morning walk... ride your own bike around town... drive your own golf cart to the course... play shuffleboard to help you keep your waistline slim and trim?

ALL YOURS... 5½¢ A DAY!



Tee off on Sun City's two full-size 18 hole golf courses... a sporty challenge to any handicap. You can play every day of the year at Sun City... for only 47¢ a round, annual basis.

Retire in Sun City and Enjoy All the Wonderful Recreational Facilities of a Multi-Million Dollar Resort — Only 5½¢ a Day!

Wouldn't you like to live this kind of life? As a Sun Citizen you can... for only 5½¢ a day! Yes, \$20 a year is all you pay to participate in the wonderful world of Sun City activities... with the friendliest people you'll ever meet.

Play two sporty 18-hole Sun City golf courses every day for only 47¢ a round, annual basis.

But recreation is only one part of the story.

There are the beautiful homes and apartments that include every modern convenience. Take your pick of 15 different and exciting plans from \$12,990 to \$26,290. Including lot and landscaping. Excellent financing, or substantial discounts for cash. And property taxes in

Sun City are 50% lower than taxes in other Phoenix area communities.

Here are two modern shopping centers... seven stately churches... over 100 social, civic and service clubs. And here are the new Rancho Estates... one full acre with horse privileges.

Being a Sun Citizen is a unique experience. Your friends will tell you that you look ten years younger... and you'll feel even younger than you look. Why? Because the Sun City atmosphere gives them a young-at-heart outlook that makes them the envy of the over-50 set across the nation.

But don't make up your mind about Sun City from what we tell you. Visit Sun City and see for yourself.

AMERICA'S MOST FAMOUS
Resort-Retirement
Community

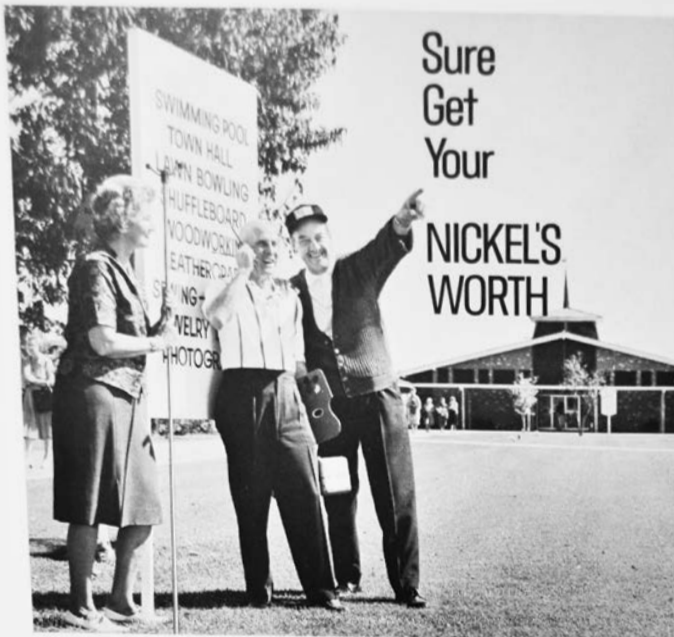


DEL WEBB'S
Sun City

Developed by Del Webb Enterprises, Inc.
A SUBSIDIARY OF
DEL WEBB CORPORATION

**If You're 50 or Over — RETIRED OR NOT — You Owe it to Your Happiness,
Your Pocketbook and Your Future to Investigate Sun City... Today!**

Drive out Today — 12 Miles Northwest of Phoenix out Grand Avenue.



"Ever see anything to match it? Something to do everywhere you look. Hard to believe it costs us each just a nickel a day to use it all. Why the equipment in our arts and crafts center alone must have cost a fortune, and we have all those shuffleboard courts and the lawn bowling green. The swimming pool outdoes anything I ever saw at an expensive resort. And how about our Town Hall — big auditorium, full-size stage, separate club rooms, all-electric kitchen. We sure have it made as Sun Citizens."

How right they are. Why even the big nickel of the "good old days" never bought this much. Sun City's

homes and apartments are real easy on the budget, too — from just \$9,950. Property taxes in Sun City are less than one half what homeowners have to pay in Phoenix, Scottsdale or Mesa. Even the championship golf courses (two of them) offer greatly reduced rates to residents. Of course, the best things in Sun City don't cost a cent! Like the companionship of the friendly, interesting folks living all around you... You can't buy that anywhere, but it's yours for the asking at Sun City.

But don't just take our word for it. Come see it all for yourself. The welcome mat is always out!

for lively adult living
Sun City

WHERE ACTIVE RETIREMENT ORIGINATED

Sun City is just
12 miles Northwest of Phoenix
out Grand Avenue

FREE SPICE RACK
If you've never visited
Sun City, drive out today
and ask for your free
unlimited Spice Rack.
Offer limited to supply.



your
retirement
nickel
buys
a
lot
of
little
things

A package of gum, a candy bar, one shoe string, a cigar, two cigarettes, an apple, an orange, a banana, half-a-cup of coffee, one 5¢ stamp, five 1¢ stamps, fifty paper clips, one razor blade, a lead pencil, a hair ribbon, etc.

unless of course, you live in Sun City where...



A NICKEL A DAY BUYS A FORTUNE IN FACILITIES.
An Olympic swimming pool, lawn bowling greens, shuffleboard courts, arts & crafts center, Town Hall — and you can even play the Championship Golf Course at greatly reduced rates.



You'll find a whole new wonderful way of life at SUN CITY where...

YOUR RETIREMENT DOLLARS ARE WORTH SO MUCH MORE. No other communities offer so much.

✓ **COMPANIONSHIP OF CONGENIAL FRIENDS.** A nickel or a million can not purchase friendship. In Del Webb's Sun Cities companionship and friends are absolutely free. The many clubs, the facilities, the pleasant neighborhoods are ideal for quickly meeting many new friends. Friendships are happiness. You'll see happy people in Sun City.

✓ **VALUE IS BUILT IN AND SUSTAINED.** Solid construction and "know how" (the kind that has earned the Del E. Webb Corporation a reputation as one of the nation's leading construction firms) are

built into your home or apartment. The pride of ownership you see everywhere in Sun City, sustains this value.

✓ **CONTINUED GROWTH GUARANTEES SECURITY OF INVESTMENT.** Some retirement communities come and go. Sun Cities grow and grow. Thousands of new residents every year are enjoying Active Retirement in Sun City, Arizona — Sun City, Florida — Sun City, California and Kern City, California. The investment of your hard earned retirement income is secured in the solidly established and rapidly growing Sun Cities.

With Sun City folks it's a case of the "Most for the Money" being a must. Why settle for less? Get the most for your nickel. By all means — be choosy. The over 12,000 happy residents of Del Webb's Sun Cities would say you are wasting your time to look further.

Sun City
12 miles NW of Phoenix Out Grand Avenue

Built by Del E. Webb Development Co.
DEL E. WEBB CORPORATION

Models furnished by Law Register

Bring them out to
DEL WEBB'S
Sun City



• **The trip that turns
Visiting friends and relatives
into Valley Neighbors**

Thousands of retired and semi-retired Americans have driven through this gate to take a look at the New Way of Life that changes Retired Living to ACTIVE Living. Almost 4000 of them have chosen this beautiful and complete city for their new home... the best place in the world to spend these best years of their lives...

Bring your holiday visitors out to see the nation's most famous retirement town... with its 18-hole championship golf course, riverside swimming pool, fully-equipped Arts & Crafts Center, complete Town Hall and Recreational Park. Every building (including models of the lovely homes priced from just \$9,750) is air conditioned and walk-ways are covered.

Just 12 Miles N.W. of Phoenix out Grand Ave.

Built by **DEL E. WEBB DEVELOPMENT CO.**
DEL E. WEBB CORPORATION

— and on Tuesday, July 4,
Come for the Program of

BARBER SHOP SINGING

with all your favorite old and new songs

PHOENIX KACHINA CHAPTER
of SWEET ADELINES

with a 24 Piece Chorus

COOPER BELLES

The popular quartet which has appeared at Sun City and throughout Arizona and California.

COMMUNITY SING

Directed by Lloyd Decker, Jr.

Begin at 2:30 P.M. in the Air Conditioned NEW TOWN HALL.
No Admission Charge

**365 Vacation days
a year in Sun City**



**Tour this famous community and you will
see people living year 'round the way
vacationers live for two weeks a year.**



**DEL WEBB'S
Sun City**
America's Most Famous Retirement Community

IN SUN CITY YOU DON'T BUY "FUTURES"... IT'S ALL HERE NOW.

Resort Living for \$20 a year.
The cost of this large heated pool and all of Sun City's elaborate resort facilities—including three other pools, a sparkling 25-acre fishing and boating lake and four recreational centers—costs just \$20 a year per person.

Golfers' paradise.
Sun City has four beautiful 18-hole courses (one private). Sun Citizens can play golf every day for less than \$10 a round, almost gratis. With more golf courses per capita than any other city in the U.S., Sun City is a golfer's paradise. (A title course is under construction.)

Well-equipped shops and studios.
Arts and crafts are very big in Sun City. Look over the fine facilities in Sun City's two recreational centers and you'll see why. The Sun City woodwork shop is probably better equipped than any home shop you could ever afford.

The 7,500-seat Sun Bowl.
This outdoor amphitheater has a busy schedule—nationally famous entertainers, public meetings, special events. Sun City's own music series... there's always a great variety of things happening at the Sun Bowl.

Here's why you can live better for less money now in Sun City than anywhere else in Arizona.

For people who like people.
Spend your parties... it's part of the social scene in Sun City. With over 100 clubs, clubs, centers and hobby organizations to choose from, people who like people never run out of things to do... new people to meet... or old friends to enjoy.

Who needs yard work?
Spend less on lawn care! Many Sun City residents come and go as they please without the worries of lawns, gardens or exterior maintenance. All Sun City garden apartments and duplexes offer this convenience, and the cost is nominal.

A safe, sure home investment.
Sun Citizens keep on their property and Sun City is a carefully designed, totally planned community. This means that Sun City homes will be in demand in the future as they are today. Every street is a quiet, tree-lined street in Sun City.

Another advantage...
If Sun City you can see your golf cart drive it whenever you please. This means you can use it to reduce car expenses... even eliminate the need for a second car. Golf carts are also available on a rental basis.

These are the main reasons Sun Citizens chose to live in Sun City...the reasons for Sun City's growth from a cotton field to a thriving city of 14,000 people in just 10 years...the reasons you should investigate Sun City for yourself, now!

DECADE-OF-PROGRESS

1960 1970

Del Webb's Sun City

America's Most Famous Resort-Retirement Community

Del Webb Corporation
1001 E. McDowell Avenue, Phoenix, Arizona 85006

Free Sun City Tour Guide and Map

Drive to the Sun City Sales Pavilion located on Del Webb Boulevard, 1/2 mile north of Grand Avenue. Get a free, scenic four-page map and tour showing the four main and major points of interest. It provides a convenient plan to see all the sights and serves as a souvenir of your visit.

"Exposition for Living" Home Show

Visit Arizona's most famous home show! It's a truly magnificent display of modern living, including four-story frame garden apartments, three elegant patio houses, four new-style duplexes and seven lovely single-family homes... all hand-drawn and displayed beside a sparkling 33-acre lake.

NOT RETIRED but really living in Sun City!

Howard Kruger is a long way from retiring from business, yet he and his lovely wife Dorothy are really enjoying life in Sun City. He is grocery buyer for all Circle-K Food Stores...she is a full time secretary. They enjoy their work and they enjoy the unexcelled recreational and sports facilities at Sun City, as well as their wonderful neighbors. Sun City is so near—why should you wait to retire before enjoying it, too?

Del Webb's Sun City

12 miles NW of Phoenix out Grand Avenue

Del Webb Corporation
1001 E. McDowell Avenue, Phoenix, Arizona 85006

Sundial

...newest of 5 giant recreation centers, features Arizona's largest indoor pool.

Sundial, a \$2,800,000 facility, has 81 rooms including a 1,800 seat auditorium, art-crafts studios, indoor shuffleboard courts and a landscaped indoor pool (both refrigerated).

What does it cost to use this great facility?
Sun Citizens may use all the facilities at Sundial and those at four other similar recreational centers for only \$20 a year per person.

The other recreational centers are Lakeview, Oakmont, Fairway and Mountain View.

Who owns and operates these recreational centers?
The Sun City residents. These lavish facilities were built by the Del E. Webb Development Co. and are deeded, at no cost, to the Sun City residents who operate them through their own organization, The Recreation Centers of Sun City, Inc.

Check these facts about Sun City!

- Over 200 clubs and services, including two tennis courts, eight miniature golf courses and four other recreational centers.
- Four 18-hole golf courses, including one private.
- Large indoor pool, shuffleboard courts, and the 1,800-seat auditorium.
- Sun City has better security than any other city.
- Home agents (like golf courses).
- Cost of living is lower than in any other city.
- Large indoor pool, shuffleboard courts, and the 1,800-seat auditorium.
- Sun City has better security than any other city.
- Home agents (like golf courses).

Del Webb's Sun City

America's Most Famous Resort-Retirement Community

Del Webb Corporation
1001 E. McDowell Avenue, Phoenix, Arizona 85006

IN SUN CITY YOU DON'T BUY "FUTURES"... IT'S ALL HERE NOW.

More than anywhere in America, Sun City offers what people desire most in resort-retirement living.

In 12 years, 24,500 people and 214 businesses and services have invested \$329 million in Sun City. Sun City is a mature community having a major hospital, fully-developed business facilities and the most complete arts, crafts and recreational facilities, anywhere.

Here are 32 reasons why people live in Sun City:

1. Sun City is a planned community.
2. Sun City has a major hospital.
3. Sun City has a major shopping center.
4. Sun City has a major recreation center.
5. Sun City has a major business center.
6. Sun City has a major cultural center.
7. Sun City has a major educational center.
8. Sun City has a major religious center.
9. Sun City has a major social center.
10. Sun City has a major entertainment center.
11. Sun City has a major sports center.
12. Sun City has a major arts and crafts center.
13. Sun City has a major music center.
14. Sun City has a major dance center.
15. Sun City has a major theater center.
16. Sun City has a major concert center.
17. Sun City has a major opera center.
18. Sun City has a major symphony center.
19. Sun City has a major ballet center.
20. Sun City has a major circus center.
21. Sun City has a major rodeo center.
22. Sun City has a major fair center.
23. Sun City has a major carnival center.
24. Sun City has a major amusement center.
25. Sun City has a major theme park center.
26. Sun City has a major water park center.
27. Sun City has a major zoo center.
28. Sun City has a major botanical center.
29. Sun City has a major museum center.
30. Sun City has a major library center.
31. Sun City has a major university center.
32. Sun City has a major research center.

THE SUN BOWL PRESENTS:

It's Showtime!

Del Webb's Sun City

America's Most Famous Resort-Retirement Community

Del Webb Corporation
1001 E. McDowell Avenue, Phoenix, Arizona 85006



Summertime is funtime is tourist time.

Tourists love to see the fresh, new and the famous. Sun City is all these and one-of-a-kind, too.

Sun City is the perfect spot for an afternoon for your tourist friends. It has everything: nine golf courses, five recreational centers, the Sun Bowl amphitheatre, four enticing shopping centers, beautiful streets and residential areas, and private country clubs.

Sun City presents the most spectacular home show in America, "It's Showtime." Included in the show are six entirely different Modes of Living: Chalet Apartments, Garden Apartments, Patio Apartments, duplexes, the Foursomes, and nine single family homes.

The variety and quality of the interior decorating presents a brilliant show in itself. Every woman will delight in this spectacular display.

People interested in landscaping will see original designs and varieties of plants, trees, shrubbery, flowers on display that are unparalleled in America.

So treat your tourist friends to a memorable afternoon: an afternoon in which they will see people living in an environment that most people dream about.

Lakeside Recreation Center is one of five such centers in Sun City. Residents may use all five for less than 10¢ a day per person.



This giant indoor pool is not in a beautiful landscaped, air-conditioned room.



The ten air-conditioned shuffleboard courts at Lakeside are in Sun City first. Sun City also has fifty-nine outdoor courts.



Sun City has seven golf courses (two private) and two more nearing completion. Residents may play the public courses at very low annual rates.

CHECK THESE FACTS ABOUT SUN CITY:

- Over 200 stores and services, including two shopping centers, are within five minutes of Sun City.
- Over 100 shops, restaurants, and service organizations are in Sun City.
- Four large lakes, 24 acres of water, and the 36-hole Sun City Golf Course.
- Sun City has 1000+ homes, many with swimming pools, tennis courts, and other amenities.
- Over 1000+ homes, many with swimming pools, tennis courts, and other amenities.

FREE! YOUR GUIDE AND MAP.

Come to the Sun City Open House before you start your Sun City tour. It's located on the main road, 1/2 mile north of Grand Avenue. Get your free guide and map. It shows the Sun City area and identifies major points of interest.

FREE! AN EXCITING COLOR FILM ABOUT ARIZONA.

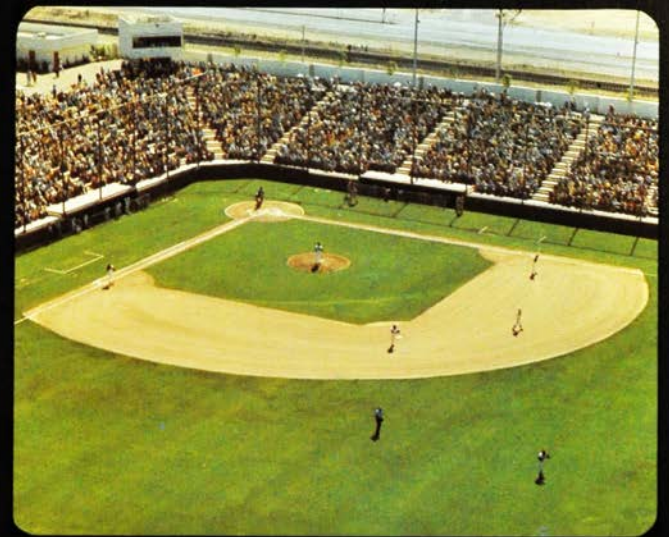
Come to the Sun City Open House before you start your Sun City tour. It's located on the main road, 1/2 mile north of Grand Avenue. Get your free guide and map. It shows the Sun City area and identifies major points of interest.

Sun City

America's Most Famous Resort-Retirement Community

Equal Housing Opportunity Developer

IN SUN CITY YOU DON'T BUY "FUTURES"... IT'S ALL HERE NOW.



Sun City Stadium (capacity 4,000) hosts major league baseball in the spring and semi-pro softball, under the lights, all summer.

America's most famous resort-retirement community is in Arizona: it is SUN CITY

Tourists are always astounded and delighted as they tour this famous community. Its continuous growth, particularly major new facilities, amazes even Valley residents who haven't been out for a year or so. For instance, do you know that Sun City has seven golf courses, a symphony orchestra, four major recreational centers, two country clubs, two lakes and four shopping centers, to mention a few of its amenities.

No trip to Arizona is complete without a visit to one of the world's remarkable communities, and one of Arizona's most notable tourist attractions.

Treat your tourist friends to a delightful surprise... a scenic tour of Sun City.



Sun City

America's Most Famous Resort-Retirement Community

Equal Housing Opportunity Developer

Equal Housing Opportunity Developer

Sun City TAXES ARE LOWER

If you're lucky enough to be 50 or more you can live in Sun City next year and **save all that money**

Oh, the good old days ... The Del Webb Sun Cities Museum exists to preserve, promote and celebrate the history of Sun City. But if we could only bring back grocery store prices from years' past! At right, an A.J. Bayless Supermarket advertisement from the 1960s.

A.J. BAYLESS MARKETS

CHUCK ROAST 35¢

CHUCK STEAK 45¢

CLUB STEAK 95¢

RUMP ROAST 69¢

RIB ROAST 75¢

CHUCK ROAST 45¢

STEW MEAT 69¢

GROUND BEEF 3:89

SLICED BACON 59¢

SIRLOIN STEAK 85¢

FREE! 3-PRICE PLACE SETTING MELMAC DINNERWARE

GRAPES 19¢

BANANAS 2:25

CABBAGE 5¢

LEMONADE 10:50

MEXICAN DINNERS 2:89

TURKEY or VEAL DRUMSTICKS 59¢

ALL MEAT WIENERS 49¢

JUICY, TENDER T-BONE STEAKS 95¢

ROUND STEAKS 69¢

LARGE "A" EGGS 39¢

ICE CREAM 69¢

CAKE MIX 29¢

MARGARINE 29¢

COFFEE 55¢

CRISCO OIL 29¢

NIBLET'S CORN 15¢

HAIR SPRAY 67¢

WAX PAPER 2:45

DOG FOOD 5:49

ALUMINUM FOIL 59¢

MARSHMALLOWS 25¢

COOKIES 49¢

ICE CREAM 69¢

HAIR SPRAY 67¢

CRISCO OIL 29¢

NIBLET'S CORN 15¢

HAIR SPRAY 67¢

CRISCO OIL 29¢

NIBLET'S CORN 15¢

HAIR SPRAY 67¢

Thank You To Our Sponsor!



Tim & Amy Nixon: The Nixon Group
Your Orange Real Estate Agents!



The Nixons: Local Realtors and big supporters of 'The Community That Changed a Nation!'

By Bill Pearson

I'm going to be overly direct here; the first article I wrote for this page of the newspaper was a "soft sell."

I presented it from a historical perspective as I touted Tim and Amy Nixon being singularly responsible for this newspaper being printed.

That is still the case, because without them stepping up financially, the museum could not have afforded to produce it. The difference is, things have changed for them, at least regarding the real estate company they were working for.

It happened exactly at the moment we were putting these remarkable ads togeth-

er and going to print: The Nixons had left their previous firm and were embarking on a new direction.

Leaving the other company was a shock and I immediately put a hold on the newspaper. I wasn't sure of the impact so we took a time-out to let the Nixons get their feet back on the ground.

Within days they re-established themselves and told me to move forward with this project. They believe in supporting the community and especially in helping people understand the history of Sun City. They have easily been the museum's best business partner in the past year or two.

Here's where it gets excit-

ing: The company they went with, My Home Group, has agreed to let them open a Sun City office. They have plans to have a small community gathering spot complete with photos and ads from the museum. It is exactly how Sun City grew -- by nurturing a sense of community.

Unfortunately we've drifted from those tenets. The idea that residents, organizations and local businesses work toward a common good is a tough sell. It's frustrating because we know it works. If you visit the museum you will see how well it worked. Our newest exhibits showcase the concept.

One of the museum's goals is to rekindle those partner-

ships. We can't do it alone. That's why when people like Tim and Amy step up, we open our arms and make sure they are recognized for their support.

If you will be selling your home, buying a home or referring friends or relatives, please think about using the Nixon Group. Not only are they great Realtors, they deeply care about the values that make Sun City a special place to live.

Bill Pearson is a past president of the Del Webb Sun Cities Museum and current member of the museum's Board of Trustees.



Tim and Amy Nixon

"YOUR ORANGE REAL ESTATE AGENTS"

Tim Nixon: (623) 219-7149 Amy Nixon: (602) 824-8787
thenixongroup@gmail.com

The Nixon Group@My Home Group

We Are Never Too Busy For You or Your Referrals!!!

