



The  
**H**OUSES  
That  
**W**EBB  
BUILT

*Prepared for Sun City's*

**"30th"**

*Anniversary January, 1990*



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## 1960

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When Sun City opened on January 1, 1960, 5 newly constructed homes (plus a shopping center, recreation center and golf course) awaited the 2 mile long line of prospective buyers.

These 5 homes are all on a golf course and the lowest priced home sold for \$9,750 — then the lowest price in America for a golf course home!

The first homes range from 947 to 1,600 square feet, not including the carport and patio areas. The houses are constructed of concrete block and have ceramic tile kitchens and baths; landscaping was included in the basic price of the house.

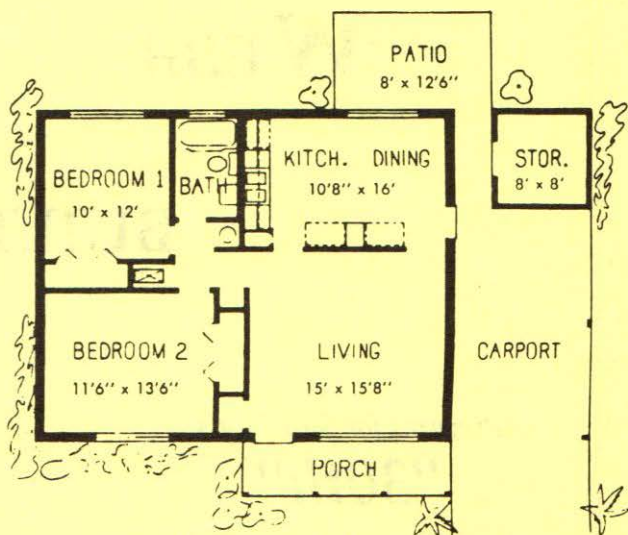
After selecting one of the floor plans, the buyer had a choice of 3 different exteriors, thus 15 elevations were available. This practice was continued throughout the city whenever new models were built.

### KENTWORTH

2 Bedrooms  
1 Bath  
Porch  
Patio

947 sq. ft.

Plan 1-C

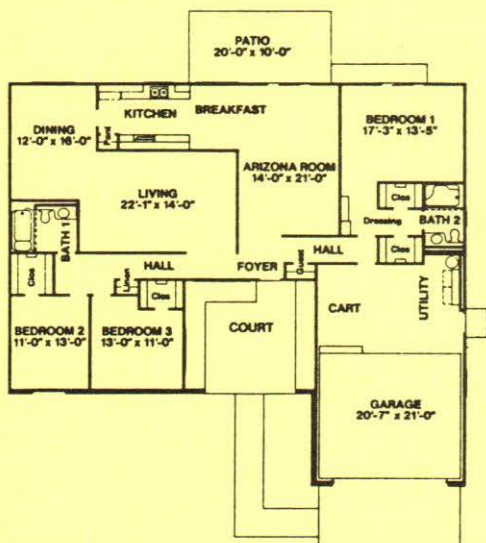


Most sets had at least 8 floor plans and sometimes as many as 6 exteriors so about 270 different houses can be available to buyers in Sun City. This does not include the many multiple dwellings, each with 3 to 4 elevation choices.

During the early 1970's DEVCO built 6 "modes of living" — single family homes, patio homes, patio apartments, garden apartments, foursomes and chalets. Mediterranean and Spanish villas as well as cooperative apartments had already been built south of Grand Avenue. There is a wide choice range for the prospective buyer — a selection not readily found in many areas of the southwest.

Homes in the last building phase have 905 to 2,132 square feet. There are no one bedroom single homes and most dwellings have 2 baths, some homes have 2 1/2 baths.

"Modified" is a key word in Sun City. Most homes have been modified to suit the owners' taste. All dwellings are named and have floor plan numbers, yet all are unique and geared for indoor/outdoor living in sunny Arizona.



## CASTILLO

3 Bedrooms  
2 Bath  
Dining Room  
Arizona Room

2,132 sq. ft.

Plan 768

## 30 YEARS OF A GREAT IDEA

Sun City, Arizona's 30th Anniversary Event, January 14 - 20, 1990

Sponsored by the Del Webb Corporation, Sun City Ambassadors, and the Sun Cities Area Historical Society in cooperation with many Sun City businesses such as Recreation Centers of Sun City, Inc., Valley National Bank, APS, CBS Properties, and the Northwest Valley Chamber of Commerce.

### Sunday, January 14

Sun Cities Churches to dedicate their services to the 30th Anniversary tribute. Kick-off celebration at 2 p.m. at the Sun Bowl, 107th Avenue south of Peoria. Big band leader Bob Crosby teams up with honky tonk pianist Jo Ann Castle, formerly of the Lawrence Welk Show, for this concert. They will be joined by the Pat Trapani orchestra.

During the concert Valley National Bank will present awards to three individuals who have made outstanding contributions to the community.

Tickets in advance are \$3, \$4 at the door. Seating will be provided. Please consider this a donation. No rain date. Tickets are available at the following Sun City locations: Sun City Visitors Center in the Promenade shopping center; Gilbert Ortega's and Freed's at the Grand Center; Garden Cafe, Enterprise Rent-A-Car, Ask Mr. Foster Travel, CitiBank, and the Residents Gallery at Thunderbird Plaza; Heritage House, Hair Barn, CBS Properties and Tom Tate's at the Sun Bowl Shopping Center; the Cheese House and Sun City Silvercraft at Greenway Terrace; Stone's Shoes and the Framing Loft at Bell Camino; the Shoe Rack, Ken Meade Realty, Trantina's State Farm, and Anthony Jewelers at LaRonde Center; Sun City Bank, and Thunderbird Travel on Bell Road; Bob Kenney's Worldwide Travel on Union Hills; and at Stone's Shoes at Mercado del Sol center in Sun City West, and Osborn's Apparel at the Crossroads.

### Monday, January 15, 10 a.m. to 4 p.m.

Sun Cities Arts and History Day will be concentrated near 107th Avenue, south of Grand Avenue, where it all started 30 years ago. Open house and antique show at the Sun Cities Area Historical Society's new location (Sun City's first model home, 10801 Oakmont). Open houses at three other original models: 10807, 10813, and 10829 Oakmont. Antique car show and arts/crafts exhibit at Grand Center (107th and Grand).

The following craft clubs will host open houses in their facilities throughout the day: Lapidary, Silvercraft, and Ceramics at Oakmont Recreation Center (107th Avenue and Oakmont); Silvercraft and Ceramics at Bell Recreation Center (99th Avenue just south of Bell Road); Silvercraft at the Lakeview Recreation Center (107th Avenue and Thunderbird).

The Sun Cities Art Museum will open up on their normal day off and present a showing of Arizona tapestry, water colors from the Far East, and paintings by Diana Tollefson. Monday also marks the start of the Sun City trivia contest in the local newspapers.

### Tuesday, January 16, noon - 4 p.m.

Volunteer and Strawberry Festival, a tribute to the service clubs and volunteers, will be held at the Sundial Recreation Center (103rd Avenue and Boswell). Event will feature strawberry shortcake, volunteer organization exhibits and cabaret entertainment.

Maricopa County Board of Supervisors member, Carole Carpenter will be the keynote speaker at 1:30 p.m.

Tuesday, January 16, noon - 4 p.m. (Continued)

KTAR Radio will broadcast live all day from the event. Stop by to see your favorite radio personalities...Pat McMahon, Preston Westmorland, and Michael Dixon. The Sun City 30th Anniversary Senior Softball tournament begins at Sun City Stadium on Grand Avenue near 111th Avenue, 10:30, noon, 1:30, and 3 p.m. games.

Wednesday, January 17, 10 a.m. to 4 p.m.

Lively Arts Fun and Food Fair at the Thunderbird Plaza (99th Avenue and Thunderbird Road).

10 a.m. - Singing with Dutch Schultz, Sun Cities Poms; 10:30 - Sun City Spinners, Flute Tones playing old favorite songs; 11 a.m. Happy Round Dancers, Leilanis, Polka band; 11:30 Sun City Twirlers, Cameo Consort featuring baroque recorders, Polka band; Noon - Sun City Circle Dancers, Sun City Steppers; 12:30 p.m. - Squarettes, Renaissance harps, banjo band; 1 p.m. - Fairway Ladies Round Dancers, Kealohas; 1:30 - Tuesday Night Twisters, Sun City Male Chorus, Rhythm Ramblers; 2 p.m. - Sun Country Western, Aerobics with Rose Schwartz, Rhythm Ramblers; 2:30 - Dutch Schultz with country dance music, Choraliers; 3 p.m. - Latin and Ballroom dancing with the Latin Dance Club, Edith Burdin Recorder quartet, Sun City Concert Band; 3:30 - Ken Apgar with Ballroom dance music, Sun City Concert Band.

Food Fair from 10 a.m. to 3 p.m. featuring food from the Salad Bar, Chang Lee and At Lasta Catering.

The Sun City Organ Club will also present a performance at 2 p.m. at the Fairway Recreation Center featuring 1960 era music. Performance will be followed by the showing of the 1960 Academy Award winning movie, Butterfield Eight starring Elizabeth Taylor.

Senior softball tournament continues at the Sun City Stadium with games at 9, 10:30, noon and 1:30.

Lawn Bowling tournament Sun City vs. Sun City West played at 1:30 at Lakeview Recreation Center.

Thursday, January 18

Sport and Health Day

Senior softball semi-finals at 12:30 and 2 p.m., with finals at 3:15. Games played at Sun City Stadium.

8 a.m. - 300 bicyclists ride through the community starting at Marinette Recreation Center and ending at the Sun Bowl at 9:15 for cake and coffee.

9 a.m. - Tennis tournament Sun City vs. Sun City West at Bell Recreation Center.

9:30 a.m. - Shuffleboard tournament Sun City vs. Sun City West at Sun Dial Recreation Center.

10 a.m. and 2 p.m. - Canadian-American lawn bowling tournament at Fairway Recreation Center.

10 a.m. - Outdoor aerobics demonstration at Bell Center

1-3 p.m. Bocce tournament Lakeview and Marinette Recreation Centers. Sun City vs. Sun City West teams.

All Day - Mini Golf. All who participate may register for Sundome ticket drawing.

"For the Health of it", health screenings, education and demonstrations at the former TG&Y store located at the Grand Center.

7 a.m - 1 p.m. - Full Cardiac Risk Assessment \$28, includes cholesterol, HDL/LDL, Triglycerides, Glucose, Electrolytes, Liver Function and Cardiac Risk Ratio (do not eat 10-12 hours in advance of this test). Finger stick testing method, \$7 each, for the following: total cholesterol, triglycerides (requires fasting) and blood glucose (requires fasting).

8 a.m. - 2 p.m. Free Blood Pressure Screening

9 a.m. - 2 p.m. Free low impact aerobics demonstrations presented by Sun Health Corporation. Free Pulmonary Screenings.

10 a.m. - 2 p.m. Exhibits by the Handicapables Club, Cura Care Home Health Care and Valley View Hospital.

Friday, January 19

Golf outings at Lakes West and North golf courses. AM and PM shotgun starts with luncheon. \$1 per round, plus \$10 for luncheon. Sun City Rec Center is allowing outside play for this day. Flyers have been distributed to 150 courses and RV parks in the Valley.

10:30 - Aqua Suns synchronized swimming performance at Lakeview Recreation Center (107th and Thunderbird).

Futurist Forum

Robert Theobald, author of Rapids of Change: Social Entrepreneurship in Turbulent Times and 15 other books, will speak in the Sundial Auditorium at 2 p.m. An economist, Theobald is usually described as a futurist and has presented speeches in 49 states. He will comment on what role the senior population will play in decades to come. Admission is free but by ticket only. Tickets are available at the Sun City Visitors Center, the two Sun City libraries, the ASU campus in Sun City, and Rio Salado campus at Sun Ridge.

1-2 p.m. - Master Swimmers demonstration at Sundial Pool.

Saturday, January 20

Closing Day Parade from the Grand Center to the Sun Bowl Shopping Center. Parade route is approximately two miles. The parade includes high school marching bands, floats, horses, bicycles, antique cars and trucks, horse-drawn carriage, and much more. Enjoy cake at the Sun Bowl following the parade, and dance to live music, view the Sun Cities Poms, and sing along with a trio. Bring your lawn chairs for maximum comfort.

# Sun City at 30:

DAILY TIMES-CALL  
MONDAY, MAY 28, 1990  
Longmont, Colorado

VF  
-  
30th  
ANNIVERSARY

## Ad-libbing a new lifestyle

By JULES LOH  
AP Special Correspondent

**S**UN CITY, Ariz. — The "Song of the Sun City Pioneers" is sung to the tune of "Home on the Range."

Never mind that the Pioneers' home is in the desert. To them the song is a palm and they sing it with the unatashed gusto of the saved, especially the line that celebrates Sun City as "the place next to heaven's own door."

Not many Pioneers left now. Only 200 or so remain of the original 1,500 who risked their life savings in 1960 on what was then a largely untried venture in America.

Back then, the idea of an exclusively age-segregated retirement community — no young adults, no toys in the yards, no school buses — seemed to most gerontologists and social thinkers and to a great majority of the elderly themselves to be a sadly "natural, unhealthy and unfulfilling way for people to live out their years. Critics called them "elephant graveyards" and predicted they would have no future.

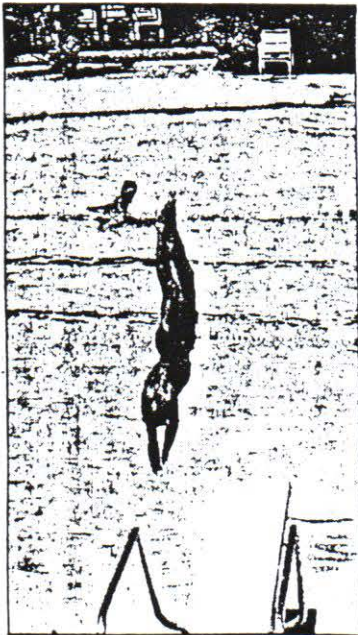
But here sits Sun City, at the ripe old age of 30.

Its inhabitants, out on its 18 golf courses, seem in robust health, and adequately fulfilled at its 10 recreation centers, libraries, shopping centers, and at the southwest's largest concert hall (which provides 45 parking spaces for the handicapped). If Sun City is a manufactured rather than a "natural" community, the residents don't seem to mind. Nor can its success as a chosen way of retirement, despite the conventional wisdom of three decades, be denied.

What began as a smattering of modest homes built on an 8,600-acre cotton field northwest of Phoenix is today, together with its sister community next door, Sun City West, the nation's largest single residential development, covering 23 square miles.

It has become a model for 85 or more imitators across the land. Its very name, conjuring up a glittering Camelot where the inhabitants never really grow old, has become a generic term for the concept of what its builder, Del E. Webb, christened "active adult retirement." Sun City was the first of a kind.

And if you care to step behind its surrounding wall, wander through its 300 miles of streets, which look as if they have just been laundered,



A resident dives into the pool with senior swimmers at the Lakeside Center in Sun City.

knock on 35,000 doors and ask 65,000 residents representing all 50 states and 53 foreign countries what they think of the place, you will be hard put to find a single one who disagrees with the sentiment in the Song of the Pioneers.

"A few might," says Steve Hornacek, a retired grocer from Connecticut who has lived here practically from the start, "but some people wouldn't even be happy in heaven."

Demographic charts show that during the next decade the nation's largest population growth will come from the 50-65 age group, 7 million people. After that, when the first baby boomers reach 65 in 2011 and for the next 20 years, the elderly will number 75 million.

If those figures cause politicians and gerontologists to tremble they also cause Sun City's developers to salivate. Though Sun City answers the needs of only a minuscule segment of the retirement market, plenty of retirees to fill it seems assured. Two more Sun Cities have already opened, in Tucson and Las Vegas, and a third is planned in southern California.

Sun City, teetering at the brink of middle age, is one place to look for answers to some of the questions bedeviling a nation growing steadily older.

There is no doubt Sun Citians are content, but what about their neighbors outside the walls? And what happens inside the walls when the "young elderly" become the "old elderly" in a large community aging together? Right now in America those 85 and older are increasing more than three times as fast as the population as a whole. What happens when a spouse dies, leaving a mate alone among the equally frail?

"When you think of all the research that says older people don't want to move from their homes and don't want to live in age-segregated communities," says Katie Sloan, "Sun City becomes something of a phenomenon."

Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of those on the verge of retirement don't even want to leave their own homes much less move to a new one out of state, and that only a handful, 12 percent, would prefer an age-segregated neighborhood — even fewer if it's very far away.

"Older people seem to have a heartfelt urge to stay in place," she says. "Home represents a form of independence and security."

Moving away signifies giving up some of that. Those attracted to a Sun City are pretty much a rarity."

Who are these rare birds, then, ready to flee the nest at their advanced age, and what are they looking for?

What they're looking for, apparently, and finding in Sun City, is precisely what Sloan says keeps the majority home. Questioned at random, Sun Citians list a sense of independence and security among the most valued assets of their new way of life.

And, yes, they are a special breed.

"They are more affluent than the average, better educated, outgoing, the sort of people who get along well with others, make friends easily, have done some traveling, are healthy and athletic," says Robert Bechtel, a psychologist at the University of Arizona in Tucson who studies housing for the elderly.

"That's a generalization, of course, but what you find at Sun City are a great number of elderly yuppies."

Deborah Sullivan, a sociologist at Arizona State University at Tempe, specializes in problems and patterns of the aging and uses nearby Sun City as a research lab. She has discovered there something else that might explain in part why some are less reluctant than others to leave home for a new place in the sun.

"I found that 36 percent of the people aged 77 to 81 in Sun City were childless compared to 19 percent in the nation as a whole," she said.

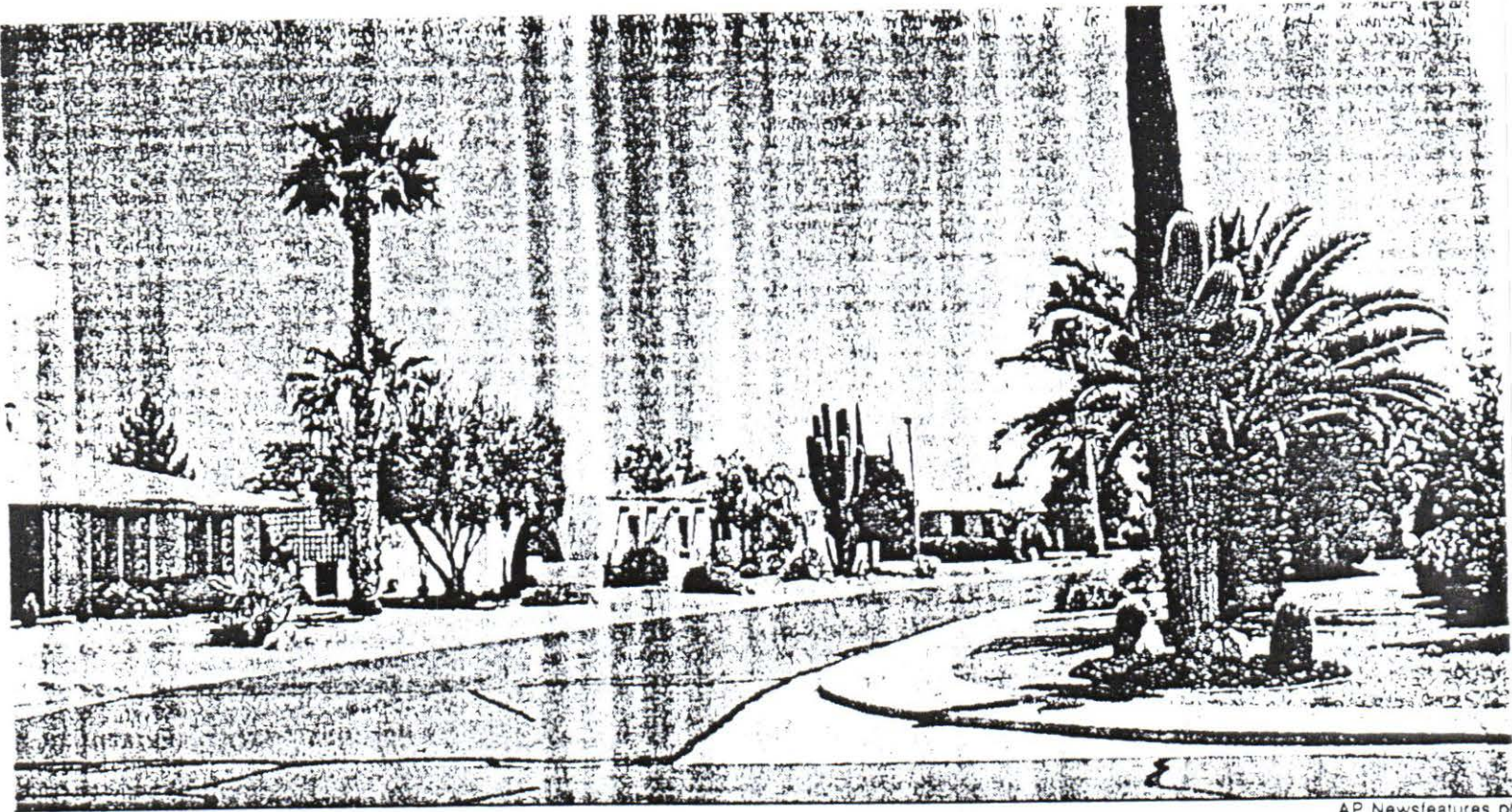
"That age group's childbearing years were during the Depression and World War II, so their productivity was low to begin with. Still, nearly twice the national average represents quite a piling up of childless people in Sun City."

No children, of course, is the way of life in Sun City. A reporter could find no Sun Citian who admitted to missing the daily presence of children. Most, on the contrary, said they fully supported the rules that prohibit home ownership by anyone younger than 55 and ban visits for more than 90 days by anyone younger than 18.

DAILY TIMES CALL Longmont, COLO

OVER

May 28, 1990



AP Newsfeatures p1

Sun City, Ariz., homes feature rock lawns, cactus and palm trees which require low maintenance.

When Sun Citians found the rules difficult to enforce they petitioned the county zoning board, successfully, to give them the force of law. Only 3 percent refused to sign the petition.

"We buy a lifestyle as well as a home," said one. Another agreed, but said he was certain many who signed felt pressure from their neighbors to do so.

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale, pay cash. Nearly every household has a late-model car, or two. The second car is often a golf cart equipped with headlights and other requirements for street driving — to the supermarket and hairdresser as often as the golf course.

Phoenix residents see Sun City's upper middle class affluence as an obvious boon: A total net worth within those walls of \$8 billion, bank deposits of \$4 billion, state and county taxes of \$32 million yearly.

Even so, many in Phoenix and other towns in this valley hold unvarnished resentment toward Sun City and all it represents.

"They have it made out there behind their walls and don't give one tiny damn about the rest of the world," said Howard Grimes of nearby Glendale, who is 69 and retired. "I wouldn't care if they all moved away tomorrow."

The reasons are obvious. During one 12-year period Sun Citians united to vote down 17 of 19 school bond issues until neighboring towns, whose youngsters were on double and triple shifts for lack of schools, found a legal way to allow Sun City to get out and form their own district. They voted against a county transportation project, a beautification project, and fought for nine years to avoid property taxes on its golf courses, swimming pools and clubhouses, valued at \$12 million, until it lost the battle last year in the state supreme court.

Resentment has grown so deep that last fall the Del Webb Corp. mounted a \$250,000 advertising campaign called "Sun City Cares" to change the image by stressing

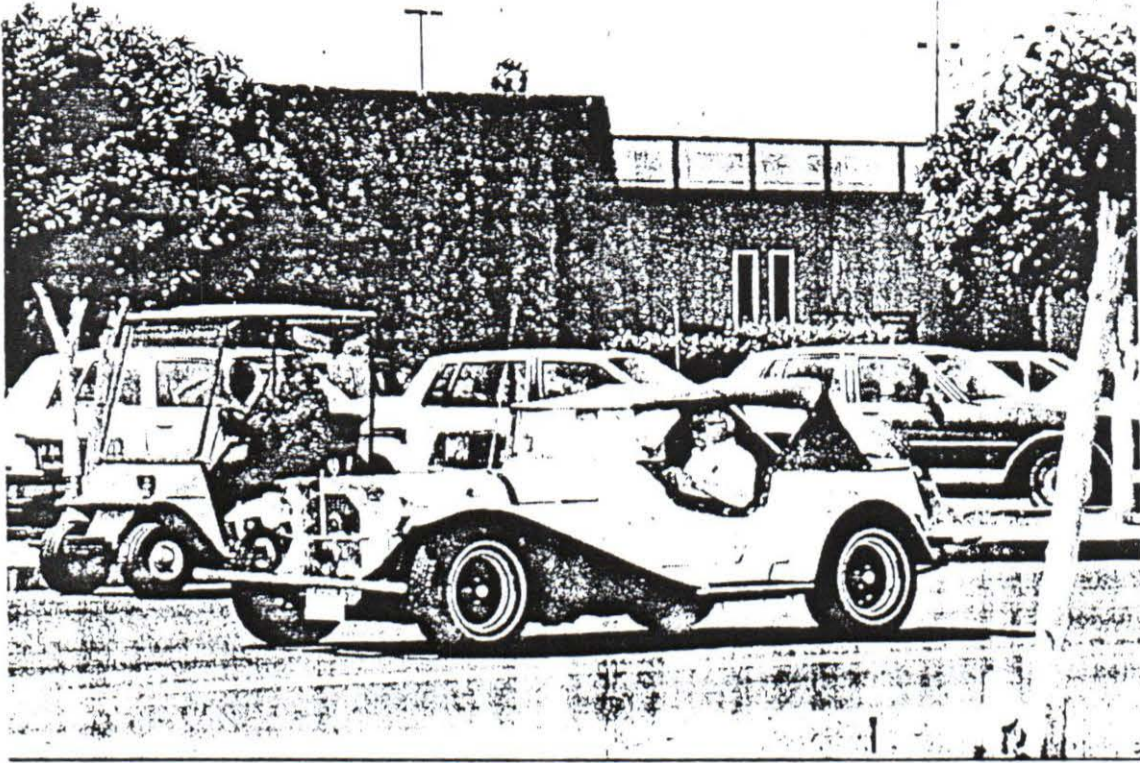
the work of Sun City's network of volunteers, which is prodigious, and nearby schools a major beneficiary.

Clearly Sun City represents a potent political force. Eighty percent of its voters are registered Republicans (as opposed to 50 percent in the state as a whole, including Sun City) but it would be a mistake to take their votes for granted.

Eight years ago one of their own residents, president of a local Republican club, ran for county supervisor and lost, narrowly. His opponent was a 34-year-old lawyer, a Democrat, a female. Four years later the winner, Carole Carpenter, won reelection with 70 percent of the vote.

Carpenter, for her part, feels Sun City's locally tarnished reputation is somewhat of a bum rap. She says she sees no great concern by others in the county for nursing homes and long-term care for the elderly in a state that has no Medicaid program. "It's a two-way street," she said.





Senior citizens drive their golf carts in traffic along with fancy automobiles in Sun City.

Sun City's developers themselves shoved aside those predictable and essential needs for years — ironically, as part of a way to rescue itself from foundering.

About five years after it opened, Sun City's house sales fell to the point that Webb (who died in 1974) believed his venture would fail as so many had before, notably in Florida. He figured, as had many in Florida, that his house prices, then about \$9,000, were too high and decided to solve the problem by adding an adjoining trailer park, a routine Florida solution.

He polled his residents and discovered many would leave if he did that, so he went the other way. He opened a new section of more expensive homes. Sales went up. The secret, he discovered, was a feeling of exclusivity.

"Retirement is an unfamiliar change for everybody," said Deborah Sullivan, the Arizona State sociologist. "A vacation away from home is not, especially for the financially well fixed." What Sun City became, then, and remains today in its promotion, is that familiar playland for those who can afford it, a resort.

Nursing homes just didn't fit the picture. They were as welcome as a skunk at a picnic. Eventually, though, Sun Citians aging in place became older, frailer. Now their average age is 73, with three-quarters of them over 75.

Eventually the residents themselves demanded long-term care, opening a floodgate for entrepreneurs. Today more than 25 services for varying degrees of care cluster around Sun City, nine of them inside the walls along with a 350-bed not-for-profit hospital. A corps of 1,300 volunteers provides services for patients and families. About 250 doctors and dentists opened offices nearby.

Availability of geriatric care became a lure rather than a turn-off, and so did a wider selection of more elaborate houses with each new Sun City addition. "For sale" signs tend to remain longer on homes in the original section where the young-old are less willing to move in among the old-old and the homes there are less commodious.

In general, though, tranquility prevails in Camelot. Perhaps after the next 30 years Sun City's critics and champions will find the answer to the final question, the one that troubles Sun Citians the least.

That is, whether the forces that shaped their place on heaven's doorstep also work for the benefit of all of society.

# "TODAY IS TOMORROW'S HISTORY"

## *Historical Society keeps Sun City's past alive*

by Jane Freeman

Little did we realize when a small group of Sun Citians convened at the First Federal Savings and Loan community room on Oct. 12, 1984 to begin work on *Jubilee*, a book celebrating Sun City's 25th anniversary, that we were about to start the Sun Cities Area Historical Society.

Twelve foresighted people committed themselves to launch the project: Mildred Baker, Emil Fischer, Jane Freeman, Dorothy Koehn, Wesley Matthews, Lester Merydith, Col. Paul Morrill, Florence W. Otter, Helen Randall, Glenn Sanberg, and Eugene and Rita Wright.

All the materials collected for use in the two-year *Jubilee* project were retained for the society's use. Additional historical information and memorabilia was solicited and received by the boxloads: documents, photographs, Sun City Christmas cards, songbooks.

This vast storehouse of historical data chronicled the advent of retirement living -- but we needed a home. Temporarily, the

archives were stored in a private home and office space provided by the *Daily News-Sun* in Sun City and at the Plaza del Rio Development in Peoria, a neighboring community.

The stated purpose of the historical society -- which officially incorporated in May 1986 -- is "as a vital guardian of the important record of the past -- to collect, preserve, organize and display these historical items in special exhibits from time to time (and) to acquire a permanent headquarters where such can be developed and maintained."

We adopted as our motto "Today is tomorrow's history" -- an offshoot of a comment made by Dr. Noel Stowe, Chairman of the A.S.U. Department of History's Local History Project, when he spoke to the group at an organizational meeting: "Your most basic, important goal is to capture a sense of today for tomorrow."

Over the next three years, while groundwork was being laid for a

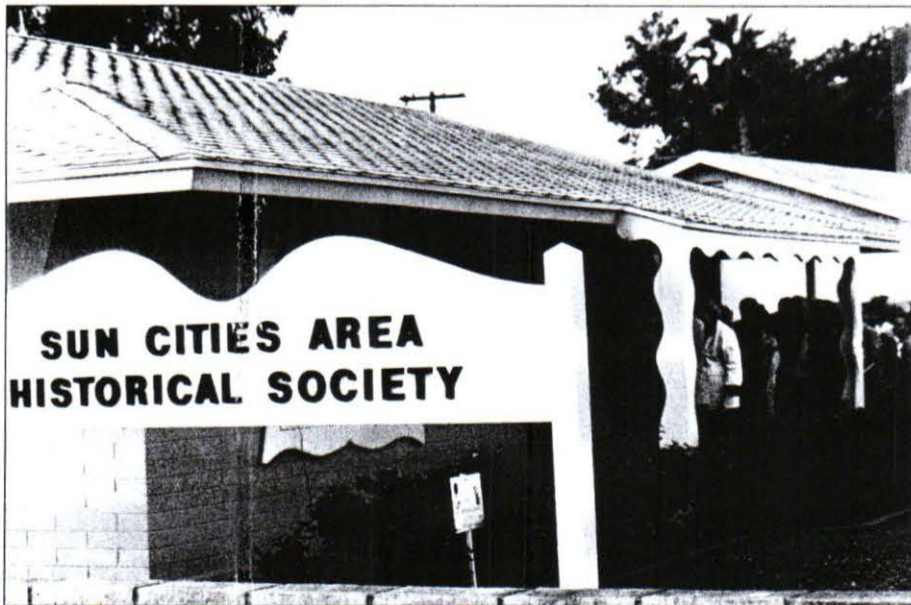
viable society, some memorable events occurred:

- In October 1987, we produced our first official publication, Emil Fischer's book, *The Churches of the Sun Cities*. Comprised of pen-and-ink sketches of exterior and interior views of the then-existing 37 churches and synagogues, this book received acclaim from many Valley architects for Fischer's talent in reproducing the unique and diverse contemporary architecture found in these Sun City structures. Both this book and *Jubilee* are available for purchase at the historical society and the Bell Center Library.

- Public meetings were held, featuring guest speakers who had an early association with Sun City -- James G. Boswell II, Hank Raymond, Owen Childress, John Meeker.

- And last but not least was the acquisition of a permanent home for the society. On April 20, 1989, the J.G. Boswell Foundation made available a matching grant of \$30,000 which enabled us to purchase the first model home built in Sun City (December 1959) at 10801 Oakmont Ave. The sale was finalized on April 26 and we officially moved in on Oct. 10. Our dream had come true, but the work was just beginning.

The Del Webb Corporation gave the society \$5,000, along with



MORRIS BERMAN PHOTO

THE FIRST model home built in Sun City now serves as the permanent residence of the Sun Cities Area Historical Society. Residents lined up to tour the facility when it officially opened on Jan. 15 during another historical event -- Sun City's 30th anniversary celebration.

"Our life had become frustrating," Bob said. "We worked in Rochester (New York) during the week and spent weekends at our cottage on a lake. We were so fed up with fog and ice and cold weather that it took me only 20 minutes to make up my mind when Kodak offered me early retirement." Lillian, who worked for the same company, made up her mind in 15 minutes.

The Parkhursts lived in their mini-motorhome as they toured Florida, Texas, California and Arizona looking for a place to put down new roots. A visit with relatives in Sun City West and a pleasant week in one of Del Webb's vacation apartments convinced them that Sun City was the answer.

When asked what impressed them most, the couple responded in unison, "The weather." Then Bob added, "And having citrus trees in our back yard. I've been squeezing oranges all morning."

Jackie and Phil Morris are newcomers to Sun City, although Phil will not retire for two years. Meanwhile, he and Jackie are getting ready by demonstrating creative talents in altering their new house. The backyard has been revamped and the Arizona room is being transformed into a homey spot, complete with a cozy fireplace in one corner.

Early Sun City pioneers express few regrets at having left family and friends in faraway places. By all accounts, their younger replacements are equally content with their decisions.

"This place is all it's cracked up to be and better," said Bob Parkhurst. "No more waiting for the fog to lift or trying to keep road-salt from eating the doors off my car. Out here it's instant sunshine!"

Phil Morris seconded Bob's evaluation. "This is it," he said. "A home we can afford in a place that's clean and friendly and safe." He looks forward to the day when he'll have more time to enjoy it all, but meanwhile, his job and remodeling keep him busy. Any spare time is spent with Jackie watching a yellow flame lick the walls of their new fireplace.

### Continuum of a Mature Community

Sun City is a people-driven place — a pleasant road down which couples travel in their retirement years. They enter, fresh and excited, eager to make new friends and pursue the interests they never had time for until retirement.

As the years flit by, a slower pace takes over. It's not really an *adjustment*; it's an *evolution* that folks like the Dodts, Swansons and hundreds of other happy pioneers accept willingly. They almost welcome it.

But there is no void in the rec centers, on the golf course or at the craft workbenches, because the people-driven society of Sun City is renewing itself with Parkhursts and Morrises and others like them who come to experience the full life that this active retirement community affords.

It's an adjustment, an adaptation, a process. As the exuberance of one age-group subsides, the enthusiasm and energy of a new generation fills the gap. That's the way it is, and that's the way it ought to be in this modern Utopia on the desert. ☼



## Energy Tips

By George del Castillo  
APS Sun City Office Supervisor

As Sun City residents celebrate the 30th anniversary of the beginning of our nationally acclaimed active retirement community, this may be a good time to reflect on the good old days and how things have changed for better or worse over the past three decades.

For example, Sun City's first model homes — priced from \$8,500 to \$11,300 — are now only memories of a bygone era. Gone, too, are low energy use and costs. For the record, in 1960, APS' average residential customer statewide used less than 4,000 kilowatt-hours (Kwh) annually and the unit cost of electricity was less than three cents per Kwh.

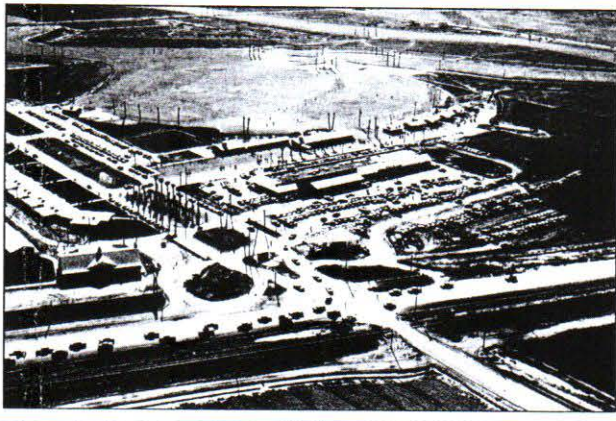
Thirty years ago when the Del E. Webb Corporation approached APS to serve the community, the builder wanted Sun City to have clean skies clear of utility wires and poles. And we accommodated that request by installing a then state-of-the-art underground electric distribution system.

Unfortunately, the quality of underground cable produced by cable manufacturers in the early 1960s and ensuing years was not what it is today. Many technological improvements have been made over the years not only in the quality of the cable but also in underground installation techniques. The underground cable installed in the Sun City communities in the early years (even as late as 1979) has not lived up to its life expectancy. In recent years, some of this cable, subject to moisture, erosion and lightning damage, has resulted in cable faults which caused power outages.

The number of these cable faults is unacceptable to APS' high standard of service reliability and we are doing our best to improve the entire system. We have embarked on a long-range cable replacement program that includes wrapping new, better-quality cable in conduit, making improvements in cable detection and equipment (including more and improved lightning arrestors) and adopting improved trenching specifications — all of which are aimed at ensuring longer cable life and improved electric service.

*Arizona People Serving You!*  
**APS**  
Arizona Public Service Company

PHOTOS COURTESY OF THE SUN CITIES AREA HISTORICAL SOCIETY



ON GRAND-OPENING day, left, cars lined Grand Avenue trying to get into the new retirement/resort community. And during its three-day opening, more than 100,000 visitors walked through the model homes. Photos and other memorabilia of such momentous occasions are being preserved by the Historical Society.



the Del E. Webb Foundation awarded us a \$25,000 grant, which meant we had met our matching grant and could pay for the house.

The headquarters was officially opened and dedicated on Jan. 15, 1990 during another historical event — Sun City's 30th anniversary celebration.

Now the real work begins — sorting and cataloguing archival material. Volunteers are being recruited to help keep the house open on a regular schedule and to help with clerical duties. Working committees have been established and persons interested in serving on one or more of the following are most welcome: Finance, Mem-

bership, Nominating, Operations, Public Relations, Planning and Property.

Current and future goals of the society include planned displays and exhibits, the presentation of regular programs, and the ongoing task of fund-raising.

Thanks to the Sun Cities Area Historical Society, researchers and people interested in the history of the past and the years to come now have access to a selection of books, maps, photographs and model-home information — all chronicling the development of the Sun City area. In addition, there are videocassettes, early films of Sun City, a clipping file of important events and people,

early advertising and promotional materials, memorabilia (such as key chains and ash trays), and other items of nostalgia.

Unlike a library, though, archival materials will not circulate, but will be available for use in the reading room.

Membership is open to anyone interested in preserving today's history for tomorrow. For more information, contact the historical society at 10801 Oakmont Ave., Sun City, Az. 85351 or phone 974-2568.

*Jane Freeman is past president and one of the founders of the Sun Cities Area Historical Society.*

SUN CITIANS weren't afraid to get their hands dirty, especially if it meant having all the grapes they could pick and carry from nearby vineyards. Grape Festivals were sponsored by DEVCO and the J.G. Boswell Co. from 1965 to 1981.



PHOTO COURTESY SUN CITIES AREA HISTORICAL SOCIETY

# SUN CITY -

## 30 years old and still growing

by Betty Latty

In January, while ringing in the new year, Sun City rang out its third decade.

Five years have passed since the community's silver rite of passage, celebrated with great fervor in 1985.

Now, at age 30, a maturity-mark once disparaged or embraced by a younger generation, depending upon its perspective, Sun City is celebrating again.

Its entry into a fourth decade, now made with the recognition that the community must actively create a future, was launched with a mid-January week of events that combined entertainment, a strawberry fest that saluted volunteers, showcases of the arts and athletics, and a parade.

While looking forward, Sun City also took time to look back and remember some of the things that put its residents in the national spotlight during the past 30 years — and some of the amenities added when growth demanded a response. Anyone here on that fa-

mous New Year's Day in 1960 when Del E. Webb and his sales staff introduced Sun City should remember it well.

Mostly, the day became a circus, those old-timers agree, because the response by retirees who came to look and remained to buy was, in the understatement of the year, "overwhelming."

Webb salesmen, if they had time to think, surely must have figured they had died and gone to heaven; would-be home buyers literally hung on their coattails, probably the hottest prospects they'd ever encountered.

From the beginning there was a sense of camaraderie among the pioneering residents, a fellowship bonded by experiences with Arizona culture shock (Our winters are great, we have no need of heaven, and our summers are so hot, we have no fear of hell). They discovered that cute little cacti are not always nice and that gardening by midwestern guidelines was inoperative.

The sociability — coffees, breakfasts and a lot of potlucks — brewed

the sense of community which led to the founding, also in 1960, of Chapter No. 4 of the American Association of Retired Persons (AARP); it later grew to be the largest in the country. (Neighboring Youngtown, which preceded Sun City by five years as a retirement community, lays claim to Chapter No. 1.)

But probably the first major happening was recognition of Sun City by postal authorities — on April 4, 1960, a contract post office substation was opened in Grand Center, and mail sent from there bore a Sun City postmark, one of the first created in Arizona for a number of years.

As Sun City attracted more people, clubs were formed — bikers, walkers, joggers, bowlers — but life on the desert brought other thirsts. Sun Citians missed entertainment, art, music and theater. It didn't take long to rectify the situation. The Sun City Players went into their acts in 1961. A year later, the Sun City Women's Chorus and Men's Chorus added song to local programs.

LANDMARKS, cont. page 18



SUN CITY'S 30-year history is filled with memorable events. While the United States was celebrating its bicentennial, Sun Citians had their own Liberty Bell cast, made out of residents' personal contributions, such as jewelry and metal items, left. Other community efforts included participation in square dancing, poolside and outdoor Easter services, below.

PHOTOS COURTESY SUN CITIES AREA HISTORICAL SOCIETY

LANDMARKS, from page 16

By 1968, the Sun City Symphony had given its first performance; years later, its expansion to being mutually claimed by sister community Sun City West resulted in the name changing to the Sun Cities Symphony. Eventual formation of the Sun Cities Fine Arts Society brought an annual series of world-class chamber-music programs to the Valley. Art interests were met, too, when the Sun Cities added their own museum officially in 1980.



Religion lifted its voice early in Sun City, as well; Webb had allocated land for churches in the original planning, and the various denominations represented in the community soon began to make plans for houses of worship. This 30th anniversary year also is one of celebration by the first structure, United Church of Sun City, which was developed through the efforts of Dr. Walter Witt, whose name is on its fellowship hall. United Church led the paths to social service, and founded Sun Valley Lodge, the first nursing home. Its other programs proved to be forerunners of those which much later became Interfaith Services.



The building of the Sun Bowl in 1966 gave the community an open-air amphitheatre, an all-occasion meeting spot for special events.



NO, THIS isn't your average Sun City resident. It's the man who made Sun City a reality — Del E. Webb. This photo was taken in 1968, six years before he died.

PHOTO COURTESY SUN CITIES AREA HISTORICAL SOCIETY

Recreation centers were added, keeping pace with growth — and so were hobby clubs, formed by woodworkers, silverworkers, lapidary buffs, ceramists and seamstresses.

As the retirees aged, their medical needs grew. So on Nov. 6, 1970, the Walter O. Boswell Memorial Hospital formally was dedicated, with two floors open for business. Nearly 5,000 people attended the ceremony.

There were bumps along the road, though, for Sun City. By 1970 the retirement community began to draw some flak from the national media, and *Life Magazine* published a feature story with pictures that called attention to the existence of loneliness, increasing widowhood and anti-children images. Problems that existed in Anytown, USA, were not escaped in Sun City. Few can forget the furor created when a local couple took in their ill daughter and her young school-aged children, defending their right to care for their family.

LANDMARKS, cont. page 20

LANDMARKS, from page 19

Factions arose regarding government. Unincorporated Sun City was — and is — under jurisdiction of Maricopa County, but periodic drives touting benefits of incorporation have been made throughout the three decades. And watchdog organizations like the Home Owners Association (HOA) and the Sun City Taxpayers Association (SCTA), although not empowered to govern, actively try to protect the residents' interests.

In 1974, Sun Citians and their erstwhile heaven received another blow when Del Webb — founder, mentor, and some say, savior — died on July 4. He was 74. Webb

### *Sun City's Liberty Bell — located at Bell Rec Center — is one of only two in the United States*

would be honored posthumously when Sun Citians commissioned a bronze statue of him and installed it in 1981 at Bell Recreation Center. A memorial rose garden and a small ramada were dedicated nearby in 1987.

Webb's statue is adjacent to a unique attraction — Sun City's Liberty Bell, cast in 1976 in honor of the nation's bicentennial by the Dutch firm whose predecessors had cast the original. Sun City's bell was processed from personal contributions of residents — jewelry, knickknacks, all kinds of metal items — which were melted down by a Philadelphia foundry for shipment to Europe.

The Sun City bell is one of two in the United States, and the only one physically used (It is rung, by tradition, every Fourth of July); the other, encased, is in California.

Sun Citians also loved their sports and embraced the women's

softball team that became the Sun City Saints, following them to several playing fields until they found a home in a new ballpark built by Webb at 111th Avenue and Grand. Sun City Stadium also attracted major-league baseball's spring-training teams, including the Milwaukee Brewers. (Del Webb, once an aspiring semi-pro pitcher, was a part-owner of the New York Yankees when Sun City was opened. The team was sold five years later.)

The Saints flourished, and so did a dance troupe called the Sun City Pom Poms who got their start in an all-resident variety show at the Sun Bowl. They gained fame during weekend appearances at the ball diamond. Their reputation has garnered attention from presidential circles and show-business celebrities, while also promoting Sun City as an active retirement community. This pom squad, which went through several name changes, celebrated its 10th anniversary with founder Corinne Leslie in the spring of 1989.

As Sun City flourished in its early decades, so did its need for services — and retirees realized that they themselves comprised one of those vast untapped resources they'd read about. For law enforcement, they created the volunteer Sheriff's Posse of Sun City. To keep streets and medians clear of trash and brush, they formed the Sun City Prides.

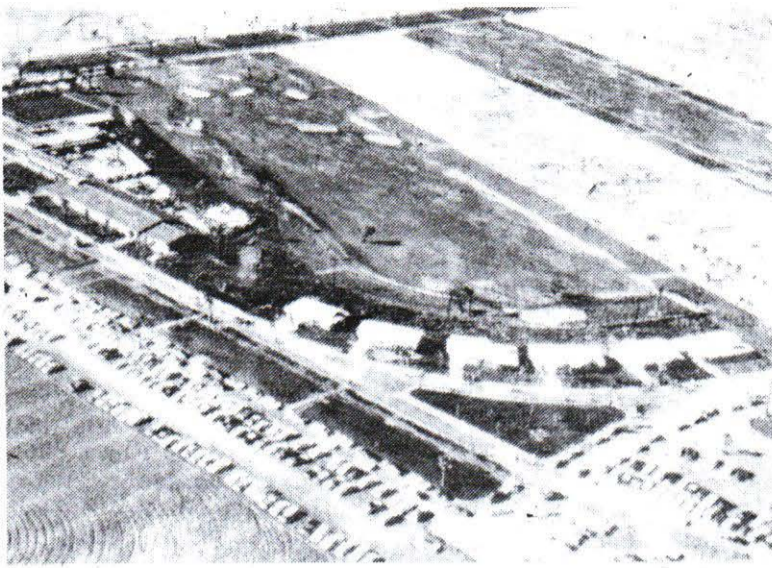
Volunteers staffed the hospitals, nursing homes and libraries, supported social-service agencies by physical work and fund-raisers, and looked around for more to do. They shared knowledge, ventured outside boundaries and became teacher's aides in nearby schools and tutors in Laubach literacy sessions, and led 4-H programs.

Sun Citians' response to increasing needs of local agencies required coordination. In 1982, the Volunteer Bureau of the Sun Cities Area was created to make those matchups — and now also has an office in Sun City West.

Call them landmarks, call them highlights — those events of the past 30 years have shaped a generation that might never have been acknowledged as still vital were it not for that calculated risk taken Jan. 1, 1960. ❁

Sun Life

March/April 1990



LEFT, SUN CITY OPENS JAN. 1, 1960; RIGHT, SUN CITY FOUNDER DEL E. WEBB

## Sun City marks 30th year, asks "Where to from here?"

By Paul Markey  
For Arizona Senior World

From cotton and lettuce fields to the largest planned retirement community in the world — that's the unrivaled success story of Sun City 30 years after its inception.

But while the community celebrated the past during a festive January, its leaders were pondering the question, "Where to from here?"

The decade of the Nineties and beyond will see additional pressures on communities like Sun City as life expectancy rises, more workers retire earlier and baby boomers reach retirement age.

Demand for the Sun City concept will continue, predicts Martha Moyer, Del Webb Corporation manager of community and public relations for Sun City West. She quotes a California survey that showed Phoenix ranks among the preferred locations for retirement.

Californians now comprise about a third of the residents moving into Sun City West, which will ultimately have a population around 25,000.

Webb is continuing to build smaller-scale Sun Cities in Tucson and Las Vegas while exploring additional Sunbelt locales.

But what about the original Sun City's future after three decades? If the demands upon its Interfaith Services are any measure, people's needs may outrun available help. The goal of this vital organization is to help older people maintain their dignity and independence in their homes as long as possible. Bob Pangburn, executive director, says, "Seven

years ago, there were 264 people on our service list. In 1989, we served 3,500." That included 300 contacts daily and 7,500 home visits.

Expanded assistance to the growing number of homebound or handicapped people is limited only by financial resources. This year's budget is \$846,000, although as Pangburn explains, "we are able to deliver \$4 worth of services for every \$1 invested because of a host of volunteers."

Much financial support comes from the Sun City Community Fund which raises about \$300,000 a year. This Fund also supports local transportation and other needs.

Operating through the years without a municipal government, Sun City is under the Maricopa County government umbrella but relies on local volunteers to fulfill most community functions. Just months ago, it again asserted its independence by assuming full management of the Sun City Fire Department.

The community's claim to the Volunteerism Capital of the World is well founded. The seven large recreation centers, representing an annual budget of \$9.4 million, are governed by a nine-member volunteer board. Volunteers sustain many other groups such as:

- Prides, keeping streets litter-free;
- Sheriff's Posse, performing police duties;
- Sunshine Services, supplying medical equipment of residents;
- Ambassadors, promoting Sun City nationally.

The largest organization is the Homeowners Association, which

guards the interests of its 23,374 members and Sun City in general. Watchdogging tax issues for Sun Citizens is the Taxpayers Association.

Del E. Webb, an Arizona developer, always viewed Sun City as the most satisfying achievement of all his extensive construction projects, ranging from New York's Madison Square Garden to the Phoenix Civic Plaza. While building Luke Air Force Base, he dreamed of developing a complete city geared for senior citizens.

When the Webb Development Company launched the dream city, early growth was phenomenal. During the first month, January 1960, 400 homes and apartments were sold. Ten years later, there were 15,000 residents, a figure that doubled by 1974. Now population exceeds 46,000.

No hard-sell was necessary, according to John Dodt, one of Webb's first salesmen whose wife Nina was a pioneer hostess at the model homes. The environment and recreation were too attractive.

Residing here since 1961, the couple credits Sun City for their longevity. "TLC," Nina says, explaining, "Tender loving climate." For his 90 years, John attributes an outdoor active life; and his wife, ten years his junior, agrees. "I'm still golfing three times a week," she proudly proclaims.

All the amenities that originally attracted the Dodts and others continue today. Busy golf courses, swimming pools and crafts centers testify to the lifestyle enjoyed by Sun Citizens. A place, it is said, where people are too busy to retire.



# Looking back

## First Webb building superintendent recalls Sun City's early beginnings

Once Del Webb started work on Sun City, the construction crews never looked back —

And the face of the Northwest Valley changed, almost overnight.

Tom Gilbreath, who was Webb's first construction superintendent in Sun City, started work in 1959, preparing for the Opening Day, Jan. 1, 1960.

At that time construction men were working on, but hadn't completed, the Grand Center shops, the Safeway store and the Highway House.

Construction of the model houses and the apartments behind the Highway House was continuing, as well.

"Del Webb spent \$1 million in Sun City before any houses were sold," says Mr. Gilbreath. "Across in Youngtown, you couldn't even buy a hamburger."

Some 300 to 400 houses were sold on opening day. Mr. Gilbreath recalls the long lines of people waiting to see the homes.

"We started with six models, the cheapest was under \$10,000 and the highest price was \$15,000."

"Now, there are 21 models, in Sun City West.

"A lot of the home sales were done by mail — just like buying a house out of the Montgomery Ward catalog."

He recalls a shopper talking to an "oldtimer," who was looking out on the houses that were going up.

"I remember when that was nothing but a cotton field," the oldtimer said.

"Really? When was that?"

"Two days ago."

Mr. Gilbreath says the construction force, numbering nearly 600 workers, was on a roll. "We did eight houses, complete, and four apartments, per day."

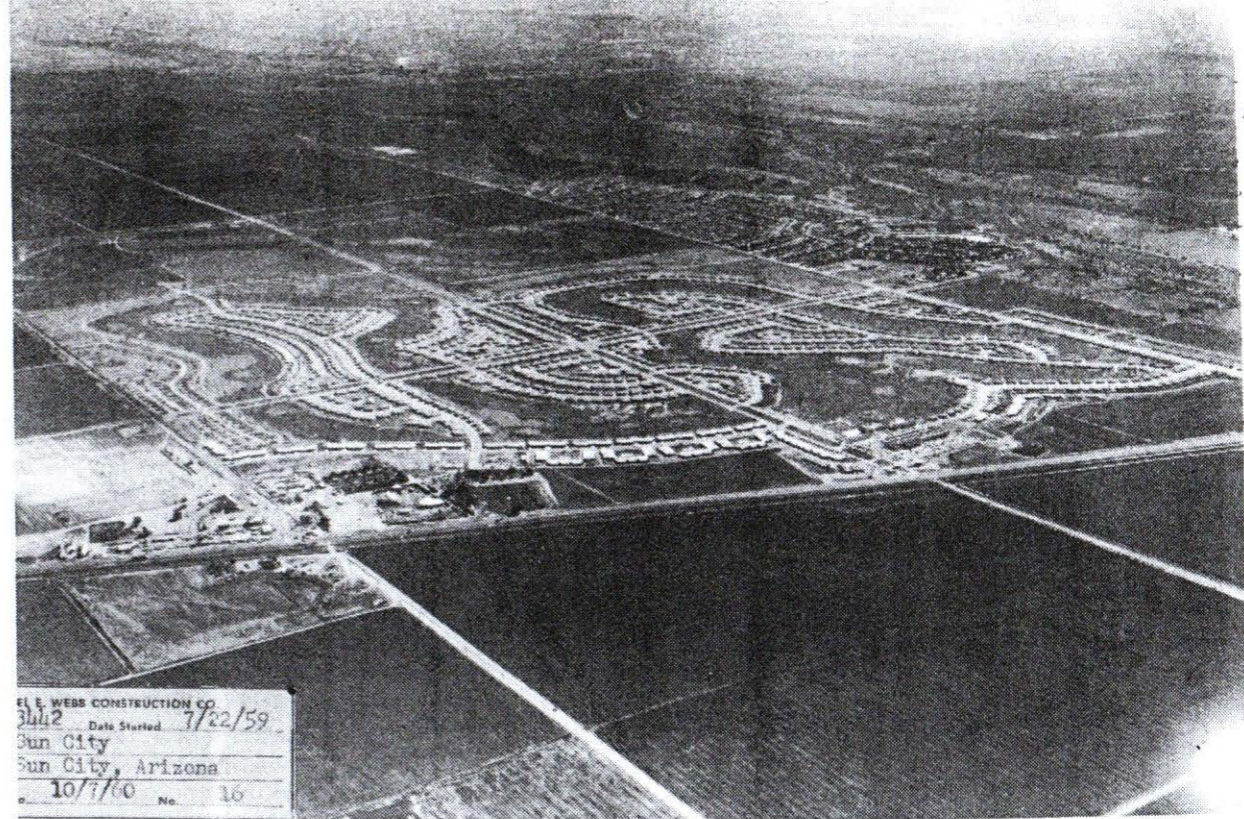
The work orders were simple. "That meant we had to be working on 260 houses, altogether, in order to finish eight per day — and half that many apartments.

"We'd dig footings one day, pour concrete the next, put down the foundations, rough in the plumbing, then pour the slabs, right on to turning the key."

Subcontractors were hired for everything except the concrete work, says Mr. Gilbreath. Webb did the concrete work for the project.

The construction started with all-masonry exterior walls. "There were all the masons you could think of," says Mr. Gilbreath. "After I left, the masons went on strike, and while they were out, the supervi-

**THE WAY WE WERE.** Sun City (right) as it appeared in the summer of 1959, five months before it officially opened. Below, Webb officials discuss plans for the Highway House Motel and Restaurant. It was not uncommon for new residents to live at the motel until their new Sun City homes were completed. The Highway House later became the King's Inn Hotel and was recently torn down to make room for Smith's Food and Drug Store.



sors decided they could do without them. They went to an all-frame construction.

"They had to do something — people had to eat."

Webb bought construction material in by the train load, he recalls, with the trains delivering the orders to a railway siding on 98th Avenue.

As general supervisor, Mr. Gilbreath had two assistant supervisors, each with a foreman in the field, for each phase of the work.

There were Veterans Administration and Federal Housing Administration inspectors assigned almost full-time to the work, as well.

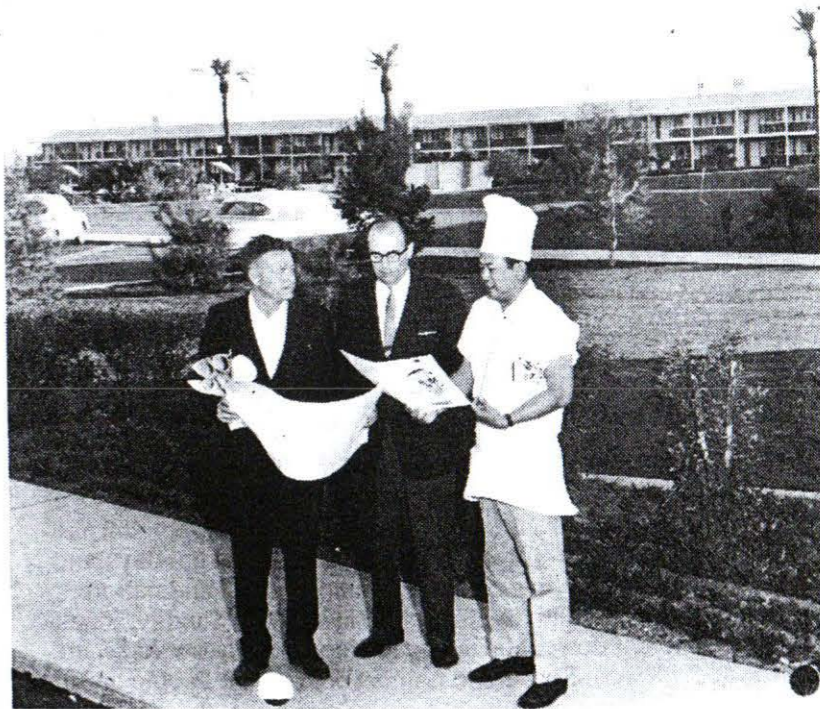
"We had to use two-way radios with a central station. It's commonplace now, but was something new in 1960."

Mr. Gilbreath stayed with the Sun City project until the building crews had finished 5,000 units. He then transferred out to Sun City, Calif., where he worked for about two years.

There were other jobs and projects to occupy his attention, in Western and Midwestern states.

"Finally, I got tired of running around and came back to Arizona where I had kept my home," he says.

Construction jobs around the Valley kept him busy for a while, before he retired about eight years ago.



# Celebrations mark community's anniversary

THE SUN CITIES INDEPENDENT, Jan. 24-30, 1990



## Lively Arts and Food Fair

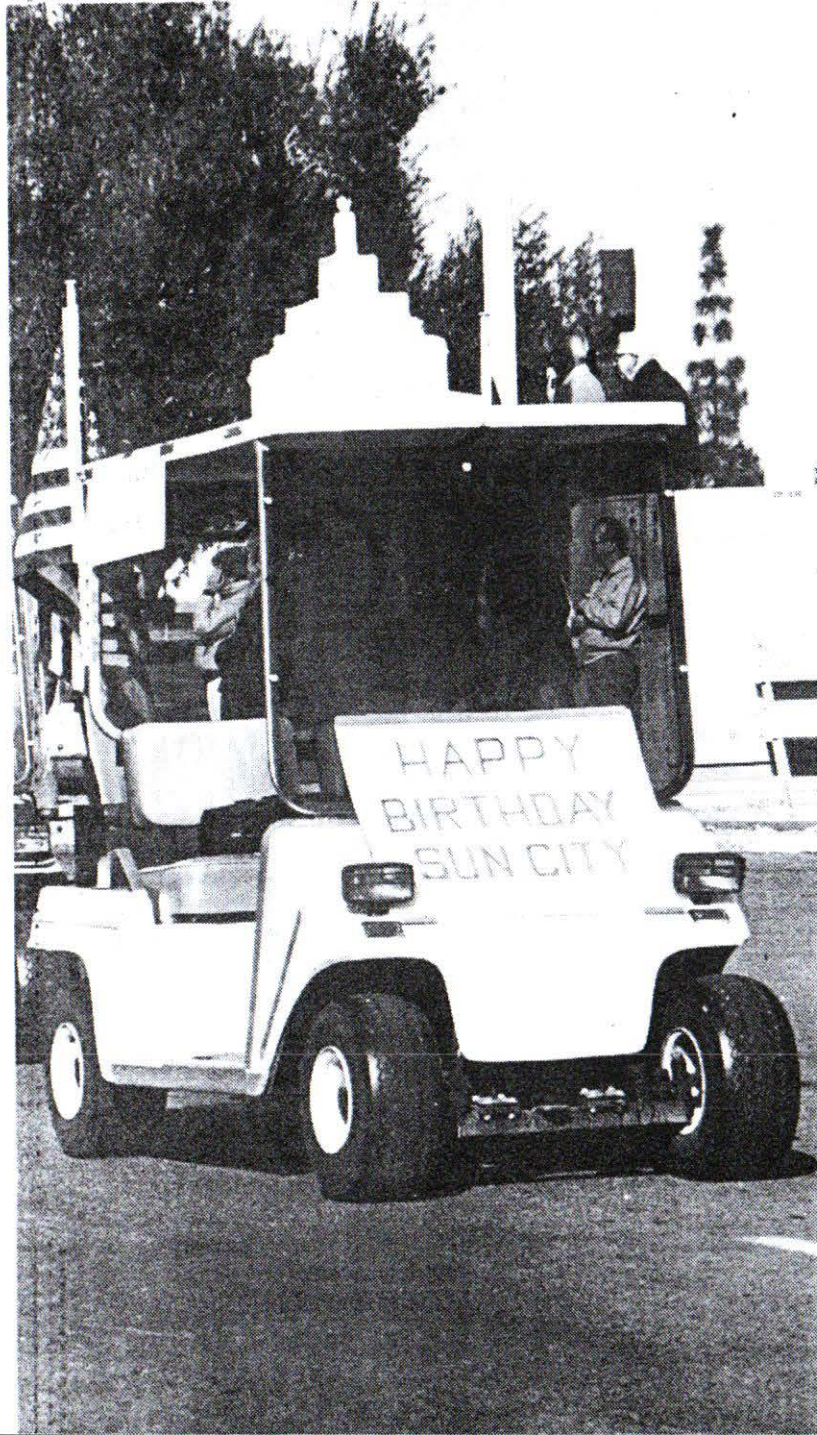
An arts and crafts festival and food fair was held Jan. 17 at Thunderbird Shopping Center.



## Sun Bowl kick-off ceremony

Anniversary week began with a special concert Jan. 14 at the Sun Bowl. More than 4,500 residents attended to hear music by the Pat Trapani Orchestra. During the ceremony, special awards were presented to three people in honor of their contributions to the community. Red Pope, Valley National Bank, center, presents the awards to Jane Freeman, left, Leslie Corrinne, second from left, and Jerry Svendsen, right.

# Happy Birthday, Sun City!



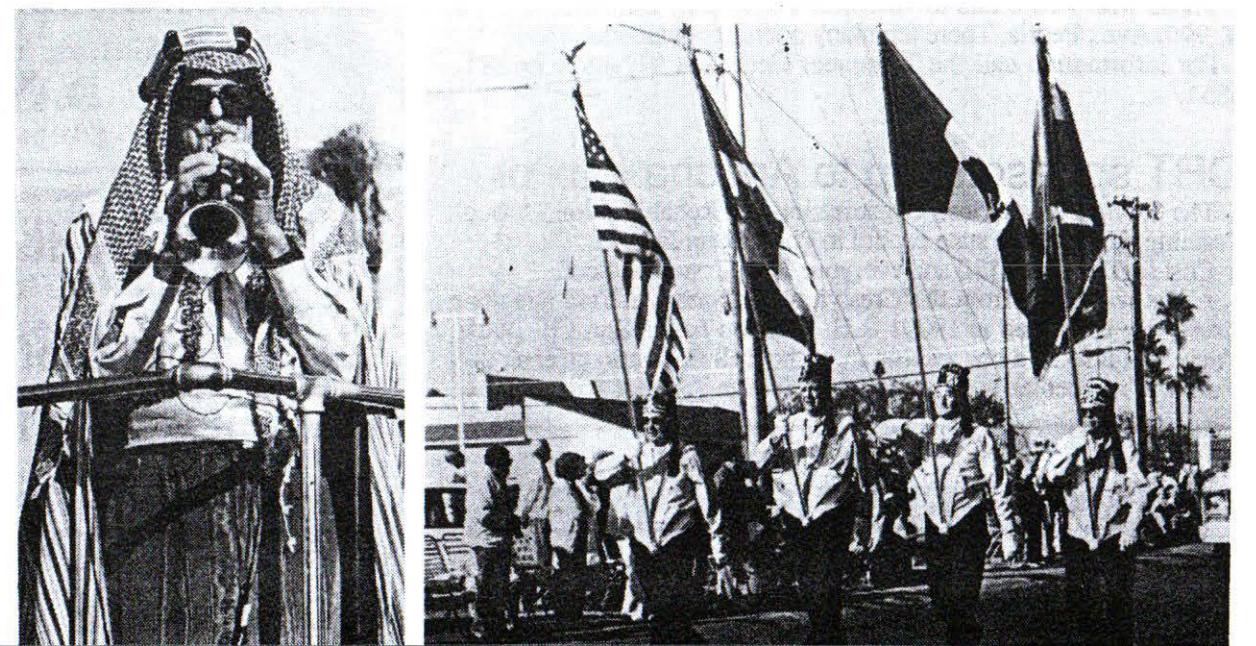
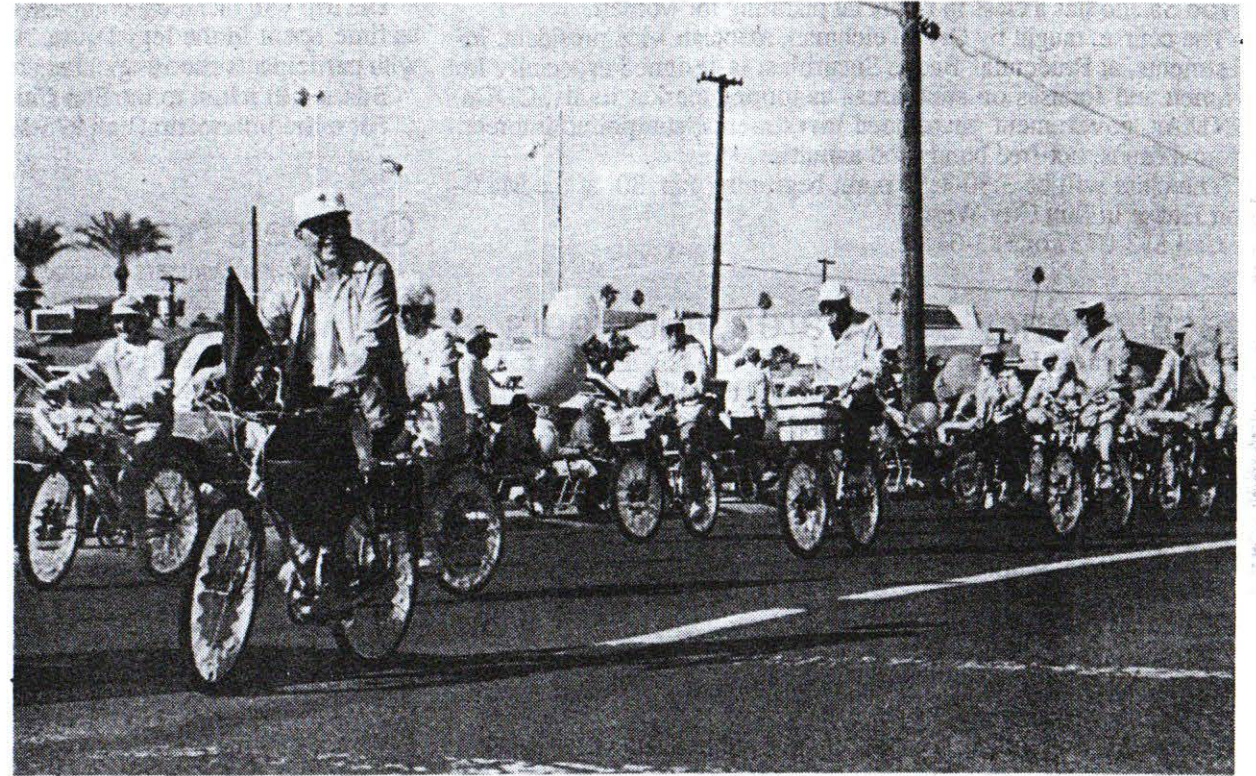
*Sun City's 30th anniversary parade, held Jan. 20 along 107th Avenue, included more than 40 participants. Among those entered in the parade, clockwise, from upper left, the Michigan Club of Sun City, a combined entourage of Sun City Bike Clubs, several American Legion posts and the Shriners.*

Photos by Tyson Kuhrts/Independent

## Parade winners

The following entrants received judges awards for excellence in the 30th anniversary parade.

- Northwest Valley Chamber of Commerce birthday float
- Sun City Pioneers in antique cars
- CBS Properties/Antique Car Club
- Paradise Valley High School "Studebaker" float
- Six Sun City Bicycle Clubs
- Shriner's Legion of Honor



# Sun City residents jam Strawberry Festival

By JACQUE PAPPAS  
Daily News-Sun staff

SUN CITY — The gusto of strawberry festivals held in Sun City years ago was brought back to life Tuesday on a day set aside to salute the community's service clubs and volunteers.

An estimated 10,000 area residents attended the day-long Strawberry Festival at Sundial Recreation Center that featured lively cabaret entertainment.

Strawberries shipped in Monday from New Zealand were served with fresh whipping cream and shortcake to more than 3,500 people who purchased tickets for \$1.

But those who did not get to eat the strawberry shortcake did not miss out.

They were entertained by a variety of local talent from colorful dance numbers by The Sun City Steppers to a medley of "Annie Get Your Gun" sung by Lucille Hays.

Bob Harris, chairman of the festival events, said the strawberry shortcake was prepared by Furs Cafeteria in Sun City and transported to Sundial by an American Red Cross local chapter. The Sun City Prides helped assemble the dessert.

"This has been terrific. It's like a shot of adrenaline in Sun City's heart. Everyone once in a while needs something like this to get them pumped up and excited," Harris said. "What's really neat is that there is a real interest in the volunteer



Daily News-Sun photo by Stephen Chernet

**CHAIRMAN HONORED** — Rose Larsen, right, chairman of the Strawberry Shortcake Festival, was dubbed Strawberry Queen by locals Susan Ready and Jim Hauer.

groups. In addition to being puckered up for the strawberries, the people showed an interest in the resources."

Many of the local service clubs set up booths at the festival and distributed information to interested residents.

"A great number of people have come by our booth here. Residents here have a real interest in what is going on," said Bob Cory, member of the Sun City Fire Prevention Volunteers. "I think people are really happy to see the Sun City Fire Department formed its own department."

The volunteer hours donated by service clubs from Lion and Lioness Clubs to Rotary Clubs to Telephone Pioneers of America to the Sun City Library, were tabulated by the anniversary committee.

Sun Cities residents have volunteered more than 6.7 million hours of their time since 1979, the anniversary committee estimates. About 733,000 of those hours were in 1989.

In addition, Sun Cities volunteer groups contributed more than \$7.6 million to charities throughout the Valley.

Rose Larsen, who was chairman of the Strawberry Festival committee, came up with the idea to decorate the auditorium

with red and white checkered tablecloths and colorful centerpieces.

She organized more than 70 volunteers and coordinated matching uniforms.

"I pictured them all in little red aprons and red bows," Larsen said. "I wanted it to look nice for everyone."

The Strawberry Festival is one of several activities during a week-long program of celebration activities for the 30th anniversary of Sun City.

Maricopa County Supervisor Carole Carpenter, who was the keynote speaker at the festival, presented awards to Del Webb Corp. and to the Sun City Home Owners Association for all Sun Citians.

"You are known world-wide for your active senior lifestyle. You have a lifestyle that many people half your age admire," Carpenter said, praising locals for their more than 90 percent voter turnout at the polls.

"I ask for communities across the Valley outside Sun City to reach in and take advantage of the expertise here and I ask Sun City to offer their expertise and community spirit to the Valley," Carpenter said. "There are so many things that the Valley can gain from you and we need them."

# Turn back

## Webb models reopen doors for anniversary

By JACQUE PAPPAS  
Daily News-Sun staff

SUN CITY — More than 100,000 people filled Oakmont Drive 30 years ago this month as they took a peek at five model homes that showcased Del Webb's concept of active retirement living.

Thousands of residents toured the original homes again Monday as part of a week-long series of events celebrating Sun City's 30th anniversary.

The Sun Cities Area Historical Society's new office officially opened to the public after a ribbon-cutting ceremony with local dignitaries.

The office, 10801 W. Oakmont Drive, was the first model home built in Sun City. It remained



Daily News-Sun photo by Stephen Chernek

**T-BIRD WATCHERS** — Robert and Dorothy Thorne of Surprise admire a pink 1956 Ford Thunderbird, on display in front of the Sun Cities Area Historical Society, 10801 Oakmont Drive. The home was the first Sun City model home.

open Monday along with two other original homes built along Oakmont Drive and South Golf

Course.

Memorabilia — from old telephone books to a fifth an-

niversary ashtray to a 1979 trophy of the Sun City Saints — See Home, A3



Daily News-Sun  
**LANDMARK** — The Del E. Webb Construction Co. placed a plaque in the cement in the driveway of the original homes.

# Home tour shows off Sun City originals



**HISTORY ON DISPLAY** — The Sun Cities Area Historical Society's new headquarters opened to the public Monday. Visitors to the house at 10801 W. Oakmont Drive viewed photographs from Sun City's past.

— From, A1

was on display at the society office.

"We've been in Sun City a long time and it's nice to come here and see old familiar places and faces," said Milton Semrau, who moved to Sun City with his wife, Iome, in 1971. "I've just enjoyed walking around here (the society office) and looking at all the old photographs on the walls."

Hostesses were stationed at each home and shared tidbits of information with the thousands who visited the Sun City landmarks.

"I like to tell people about some things in Sun City that they may not know. And that's what the historical society is going to be all about — documenting history," said Rita Wright, secretary of the board.

The historical society honored its co-founder Jane Freeman by naming the office conference room after the Sun Citian.

In addition to the open houses, antique cars were on display and a variety of clubs had craft shows in the former TG&Y store at the Grand Center.

Betty Joachim, who chaired Monday's events, said she was happy with the big turnout.

Area residents, people from out of town and many from throughout the Valley came to the second day of anniversary events in Sun City.

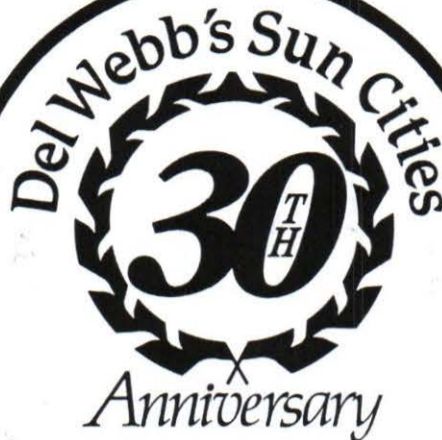
Carol Heimann, of Phoenix, walked through the homes Monday with her two daughters ages, 6 and 9.

"My daughters just loved seeing the old cars. I think more people who live in the Valley should come out here. I don't think they all realize that the people out here are active," said Heimann, whose mother, Mary Grangaard, lives in Sun City.

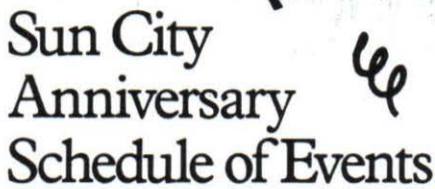
Touring the homes, along with those who had never visited Sun City before, were some people who have lived in the retirement community since 1960.

"I have been here since March 1960 and I think this anniversary is terrific. I have donated quite a few articles, photos and old phone books to the historical society because I think things like this should be preserved," said Rae Conn, who still lives in the home she bought 30 years ago on Pebble Beach Drive. "I've seen Sun City grow from nothing and now we need to work to keep it going strong."

Daily News-Sun photo by Stephen Cherek



Del Webb's Sun Cities  
30<sup>TH</sup>  
Anniversary



## Sun City Anniversary Schedule of Events

### Sunday, January 14

Kick-Off Concert featuring big band leader Bob Crosby and honky tonk pianist Jo Ann Castle, accompanied by the Pat Trapani Orchestra. The 2 p.m. concert takes place at the Sun Bowl Amphitheater, 10220 N. 107th Avenue. Tickets are \$3 in advance, \$4 at the door and are available at the following Sun Cities locations: Sun City Visitors Center (Promenade); Gilbert Ortega's, Freed's, (Grand Center); Garden Cafe, Enterprise Rent-A-Car, Ask Mr. Foster, Resident's Gallery (Thunderbird Plaza); Heritage House, Hair Barn, Tom Tate's (Sun Bowl Center); Cheese House, Sun City Silvercraft (Greenway Terrace); Stone's Shoes, Framing Loft (Bell Camino); Shoe Rack, Anthony Jewelers (LaRonde) and Stone's Shoes (Mercado del Sol).

### Monday, January 15

Sun Cities Arts and History Day 10 a.m. to 4 p.m. See where it all began, just south of Grand Avenue, west of 107th Avenue. Tour the original Sun City model homes and the Sun Cities Area Historical Society (10801, 10807, 10813, 10829 Oakmont Avenue) which will also feature an antique display. Antique car and craft show at the Grand Center (Grand and 107th Avenues).

### Tuesday, January 16

Volunteer and Strawberry Festival from noon to 4 p.m. at the Sundial Recreation Center (103rd Avenue at Boswell). Salute those who have helped the Sun Cities earn the designation of "Volunteerism Capital of the World." Maricopa County Supervisor Carole Carpenter will speak at 1:30 p.m. KTAR Radio will broadcast live from the event so stop by and visit with your favorite radio personality. Strawberry shortcake, cabaret entertainment, and volunteer displays all afternoon. Seniors softball tournament begins at the Sun City Stadium (near 111th Avenue and Grand Avenue) at 9 a.m., and continues through Thursday January 18.

Sponsored by:

The Del Webb Corporation  
Sun City Ambassadors  
Sun Cities Area Historical Society

In cooperation with The Recreation Centers of Sun City, Inc., Valley National Bank, APS, CBS Properties and the Northwest Valley Chamber of Commerce.

### Wednesday, January 17

Lively Arts Fun and Food Fair 10 a.m. to 4 p.m. at the Thunderbird Plaza (99th Avenue and Thunderbird). More than two dozen entertainment groups will take over three stage areas indoors and out. Enjoy music, dance, and singing while experiencing the tempting treats offered at the food fair. Lawn Bowling tournament, 1:30 p.m. at Lakeview Recreation Center.

### Thursday, January 18

Our sport and health focus features bicycling, tennis, swimming, shuffleboard, outdoor aerobics demonstration, bocce tournament and mini golf play throughout the day. See flyers in community for times and details. "For The Health Of It" health fair at the Grand Center (107th and Grand Avenues) 8 a.m. to 2 p.m. A variety of free and for-pay health screenings such as blood pressure and cardiac risk assessment, demonstrations and exhibits. Senior softball finals at 3:15 p.m. Sun City Stadium.

### Friday, January 19

Golf outings at Lakes West and North Golf Courses. 10:30 a.m. performance by the Aqua Suns synchronized swimming group at Lakeview Recreation Center (107th Avenue and Thunderbird). Futurist Forum featuring Robert Theobald, author of Rapids of Change: Social Entrepreneurship in Turbulent Times, and 15 other books. An economist, Theobald is usually described as a futurist. Admission is free but by ticket only. Tickets are available at the following Sun Cities locations: Sun City Visitors Center (Promenade), ASU campus (Bell Professional Bldg.), Rio Salado Campus at Sun Ridge (Bell and El Mirage Roads).

### Saturday, January 20

Closing Day Parade along 107th Avenue from Grand Avenue to the Sun Bowl Amphitheater. At 2 p.m. witness more than two miles of floats, marching bands, horses and more. Following the parade dance and sing along with a variety of local entertainment while enjoying anniversary cake at the Sun Bowl.

# Dance party

## Sun Bowl show opens birthday bash

By JACQUE PAPPAS  
Daily News-Sun staff

SUN CITY — Sun City's 30th anniversary celebration kicked off with a bang Sunday as nearly 4,500 people danced, sang with and listened to Big Band and honky-tonk music.

The concert at the Sun Bowl, featuring Jo Ann Castle and Bob Crosby, was reminiscent of the retirement community in the early 1960s when the outdoor amphitheater was often packed with an enthusiastic crowd.

Castle, a pianist and entertainer formerly with the Lawrence Welk Show, got residents on their feet as she sang, made jokes and tickled the ivories.

"He (Welk) would have said this is vonderful, vonderful," Castle said, giving an update on the entertainment legend.

"He is 86, he's very, very retired and doing fine. He shoots pool every day in his office."

Castle, who walked on stage with the assistance of a cane, was recently released from the hospital and is recovering from an illness that "affected all of her vital organs."



**HIGH STEPPING** — Sophia and Marino Bruno dance to the music of Jo Ann Castle and the Pat Trapani Orchestra. Castle and bandleader Bob Crosby performed to a near capacity crowd at the Sun Bowl for a concert kicking off a week-long series of events for Sun City's 30th anniversary.

The crowd gave her a standing ovation and Castle burst into tears.

"I love this place. You all are so wonderful," Castle said. "This concert was great therapy for me."

Big Band leader Bob Crosby led the Pat Trapani Orchestra in nearly a dozen tunes from waltzes to Dixieland numbers.

Sunday's event was the first of a week-long series of events in tribute of the retirement community's 30th anniversary.

Prior to the show, Valley National Bank presented three Recognition of Significant Contribution Awards to Corrine Leslie, Jane Freeman and Jerry Svendsen.

Leslie is founder and chor-

### Tuesday's anniversary events

Sun City's 30th anniversary celebration continues Tuesday with a number of events.

The Volunteer and Strawberry Festival is scheduled from noon to 4 p.m. at the Sundial Recreation Center as a tribute to the many local volunteers.

Maricopa County Supervisor Carole Carpenter will be the speaker at 1:30.

Cabaret music will be featured during the festival.

Senior softball tournament games will be at 10:30 a.m., noon and 1:30 and 3 p.m. at the Sun City Stadium, 111th and Grand avenues.

KTAR radio will broadcast live from the event all day.

eographer of the Sun City Pom Pons.

Jane Freeman is co-founder of the Sun City Historical Society and is co-author of "Jubilee," a 272-page book that details the

history of Sun City.

Jerry Svendsen is editor and publisher of Sun Life Magazine and former Sun City public relations manager for the Del Webb Corp.



# Sun City ages well in 30 years



Del Webb Corp.  
It was a modern-day land rush when Sun City opened in 1960. During that weekend, more than 100,000 inquisitive people visited, and 237 homes were sold.

*"It is one of the most incredible feats of its kind"*

## Sun City ages well in 30 years

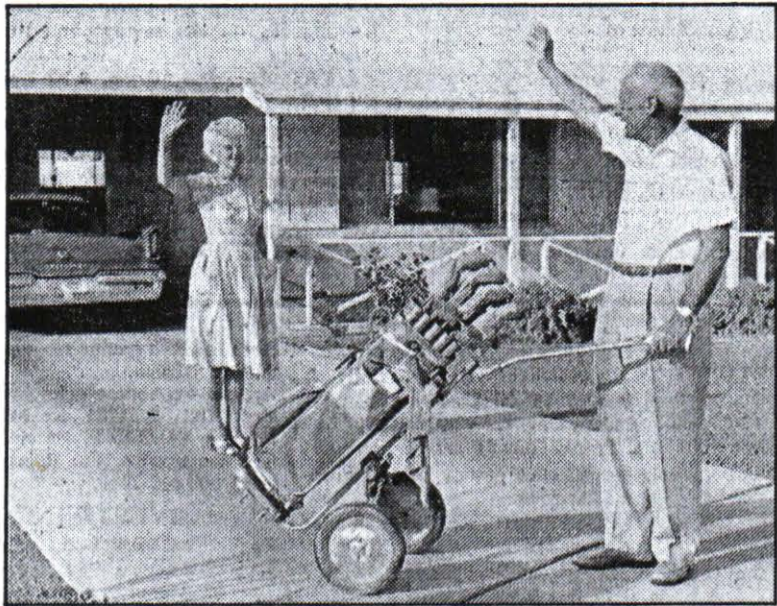
By Phyllis Gillespie  
The Arizona Republic

Uprooting thousand of retirees from the Midwest and plopping them down in the middle of an Arizona cotton field seemed like a harebrained scheme in 1960.

Today, as Sun City celebrates its 30th anniversary, the Del Webb Corp. still is cashing in on that original idea of an active-retirement community.

Del Webb's Sun City, with 46,000 residents, remains the largest retirement community in the country with restrictions that say at least one member of the household must be at least 55 years of age and no one under the age of 19 can reside there for longer than three months a year.

And the corporation still is defying the experts.



Del Webb Corp.

The Del Webb Corp. lured people to Sun City in the 1960s with advertisements that promised an active-retirement community.

Besides the original Sun City, three other Sun Cities are bucking the current home-buying slump, and a fifth Sun City is about to be announced for southern California.

"When you think of the research

that says older people don't want to move from their homes and that they don't want to live in age-segregated communities, I don't see how Sun City has survived," said Katie

— See SUN CITY, page A16

— SUN CITY, from page A1

Sloan, housing specialist for the American Association of Retired Persons in Washington, D.C.

"They have not only survived, they have prospered. I don't know how they do it, but they're doing something right."

Sloan, who is not a fan of age-restricted housing, is not the only national expert on senior housing who is amazed by the Sun City phenomenon.

"I think it is one of the most incredible feats of its kind," said George R. Genung Jr., executive director of the National Council on Senior Housing of the National Association of Home Builders in Washington, D.C. "They are far and away the leader in their field. It's incredibly difficult to sell to that market."

### Only 10% want to move

Research shows that only 10 percent of the people who retire are willing to move away from their homes, he said.

Genung, who has visited the Phoenix area many times and is familiar with Sun City, attributes the success of the community to a variety of reasons: luck, guts, hard work, outstanding marketing, good planning and business savvy.

"People think of Sun City the same way they think of the Empire State Building — it's big, and it's unique," Genung said.

Del Webb was lucky because he had 20,000 acres of cotton fields at his disposal from his partner in the venture, J.G. Boswell III. The land remained under cultivation until it was needed for more homes. By 1978, when the community was completed, 8,900 acres had been used.

Sun City West, just two miles northwest along Grand Avenue, started in 1978 and has a total of 5,700 acres; Sun City Tucson began three years ago and has 1,000 acres; and Sun City Las Vegas started a year ago and has 1,050 acres. Houses are still being sold in these communities.

"I think the way they planned it, taking the land as they needed it, reduced the risk," Genung said. "They had capital resources that most developers don't have, and they got the land at a reasonable rate. A smart entrepreneur, Mr. Del Webb."

Webb and his senior staff also had guts.

The Urban Land Institute in Washington, D.C., and a half dozen top developers in the country had told them:

"Old people want to be with their family, not together in an isolated community. . . . Financially, such a project would fail because of 'cannibalism' (more people would die than move in)."

But interviews with Florida retirees and the advice of a Phoenix psychiatrist indicated that an "active-retirement community," although never attempted before, would work.

### Amenities key

Those Floridians also said they had watched builders promise wonderful amenities in other retirement developments and never produce them.

So, before a single home was sold, the corporation spent more than \$2 million on a shopping center, a golf course and recreational facilities. Then five model homes were built, ranging in price from \$8,500 to \$11,750.

Sun City opened at 8 a.m. Thursday, New Year's Day, 1960. It was a modern-day land rush, with people waiting in long lines for hours to sign contracts with salesmen sitting on the floor of a tiny office.

More than 100,000 inquisitive people visited Sun City that weekend. By Sunday, there was a 2-mile-long traffic jam on Grand Avenue.

During that weekend, 237 homes were sold. By the end of the month, 400 had been sold, and an additional 675 were being planned. By the end of 1960, 2,000 homes had been sold.

Webb executives had estimated that 1,700 homes would be sold in the first three years.

A major advertising campaign and national media coverage about this extraordinary occurrence in a cotton field kept the customers rolling in.

Since Sun City began, an estimated 80 to 90 other active-adult communities have sprung up across the country, mostly in the Sun Belt, according to an independent study conducted for the Webb corporation.

### 'We still have the flagship'

"We still have the flagship of retirement communities in the world," boasted Sid Menk, 73, president of the Sun City Ambassadors, the local booster club. "Any of our seven recreation centers would be the envy of any retirement community in the country."

Genung said that during the past 30 years, Webb has managed to maintain its leadership position in the active-adult-housing market by remaining flexible, by changing or improving its product as the demand arises.

For example, the 346-bed, acute-care Walter O. Boswell Memorial Hospital was built in 1969 to accommodate Sun City's burgeoning population. It was named in memory of one of the three Boswell brothers who originally farmed the land where

Sun City was developed.

But while Del Webb marketing was busy espousing the wonderful lifestyle of its communities, the neighbors don't think much of the Sun Cities.

The Del Webb Corp. began a \$250,000 advertising blitz last fall called "Sun Cities Care" to counteract the unfavorable impression Valley residents have of the retirement communities.

The ad campaign came on the heels of a Valley-wide opinion poll that indicated that people believe residents of the Sun Cities do not contribute to the educational system and that they are isolated in their communities and are not willing to get involved in neighboring communities.

The corporation would not divulge the exact results of the poll.

### Origins of reputation

Deserved or not, the Sun Cities gained this image for a variety of reasons.

As a community without children, Sun City voters united to defeat 17 proposed bond issues in surrounding school districts from 1962 to 1974. Only two were approved.

The Peoria Unified School District, where youngsters were attending classes in double and triple shifts because of a lack of schools, finally asked Sun City to leave the district.

Later, the Dysart United School District asked Sun City West to leave for the same reason.

For the past couple of years, the Sun City Taxpayers Association has been fighting a state law that says areas outside of school districts still should pay some school taxes. An Arizona tax-court judge ruled in the association's favor in July.

Incorporation elections have failed twice in Sun City and once in Sun City West. Consequently, Maricopa County pays most of the bills for law enforcement and street improvements. Private contractors and improvement districts, paid for with resident fees, provide other services such as fire protection and street lighting.

The Recreation Centers of Sun City Inc., which has private golf courses, clubhouses and swimming pools valued at more than \$12 million, fought for nine years to avoid paying property taxes. It lost that battle last year in the Arizona Supreme Court.

### A bum rap, expert says

Jay Butler, director of the Arizona Real Estate Center at Arizona State University, said he thinks Sun City residents are getting a bum rap.

"The people out there get put down for living in their isolated, walled community," Butler said. "On the opposite side, young people like to live in apartment houses with other young

people. People like to live with people like themselves.

"Unfortunately, the only time you hear about Sun City is when it's something negative, like forcing a dog out of a condominium complex."

Genung said that because no one had ever done anything like it before, Sun City was a learning experience. There was some bad with the good.

For example, because it was so large, it tended to be sterile and isolated, with few facilities initially for aging residents. The later Sun Cities were scaled down, and more space was set aside for the ailing.

"They (the Webb executives) were the pioneers," Genung said. "They taught everyone how to do it, and they're still on the cutting edge."

"The industry owes them a vote of thanks. We all benefited from what they have taught us."

Menk, always a Sun City booster, agreed, saying that moving to Sun City probably adds 10 or 15 happy years to a person's life span.

"Sun City is not a mausoleum where people are filed away," he said. "This is a place to live."

## A week of anniversary celebrations

The weeklong 30th-anniversary celebration for Sun City begins today. Here is a list of major events.

### Today

• Sun City and Sun City West churches will dedicate their services to the 30th-anniversary tribute.

• Kickoff celebration at 2 p.m. at the Sun Bowl, 107th Avenue south of Peoria Road. Performances by Bob Crosby and Jo Ann Castle will be preceded by remarks from Del Webb Corp. General Manager Phil Dion and an aide to Gov. Rose Mofford. Crosby is a brother of the late Bing Crosby and a big-band leader. Castle is a honky-tonk-piano player.

### Monday

Arts and history day, all events 10 a.m. to 4 p.m.

• Open house and antique show at the Sun Cities Area Historical Society's new location, an original Sun City model home, 10801 Oakmont Ave.

• Open house at three other original model homes at 10807, 10813 and 10829 Oakmont Ave.

• Antique-car show and arts and crafts at the Grand Center and Oakmont Recreation Center.

### Tuesday

• Sundial Recreation Center Volunteer and Strawberry Festival, a tribute to the service clubs and volunteers, noon to 4 p.m. The event will feature strawberry shortcake, volunteer-organization exhibits and cabaret entertainment. Maricopa County Supervisor Carole Carpenter will speak at 1:30 p.m.

• Senior softball tournament begins at Sun City Stadium, beginning at 10:30 a.m.

### Wednesday

• Senior softball tournament continues at 9 a.m. at Sun City Stadium.

• Lively Arts Fun and Food Fair, Thunderbird Plaza, 99th Avenue and Thunderbird Road, 10 a.m. to 4 p.m.

• Continual show of local entertainment featuring the Pom Poms; square, round, folk, tap, jazz, Latin, Hawaiian and ballroom dance performances. Music will include Baroque recorders, chorale singing, polkas, banjo and concert.

• The Sun City Organ Club will present a performance at 2 p.m. at the Fairway Recreation Center featuring 1960 music. This will be followed by the 1960 Academy Award-winning movie *Butterfield 8*.

• Lawn-bowling tournament, Sun City vs. Sun City West, 1:30 p.m. at Lakeview Center.

### Thursday

Sports and health day.

• Senior softball tournament, Sun City stadium, semifinals at 12:30 and 2 p.m. Finals at 3:15 p.m..

• Three hundred bicyclists will ride through the community beginning at 8 a.m. at Marinette Recreation Center and will end up at the Sun Bowl at 9:15 a.m. for coffee and cake.

• Tennis tournament, Sun City vs. Sun City West, 9 a.m. at Bell Recreation Center.

• Shuffleboard tournament, Sun City vs. Sun City West, 9:30 a.m. at the Sun Dial Recreation Center.

• The Canadian-American Lawn Bowling Tournament, 10 a.m. and 2 p.m., at Fairway Recreation Center.

• Outdoor aerobics demonstration, 10 a.m. at the Bell Center.

• Bocci tournament, 1 to 3 p.m. at the Lakeview and Marinette Recreation centers.

• Minigolf, all day at all minigolf-course locations.

• Health screenings, including glucose and cholesterol and blood pressure, 7 a.m. to 2 p.m., at the Grand Center in the former TG&Y store.

### Friday

• Golf outings at Lakes West and North golf courses, morning and afternoon shotgun starts with luncheon. Sun City Recreation Centers is allowing outside play for this day. Call the golf courses for more information.

• Aqua Suns synchronized-swimming performance at Lakeview Pool, 10:30 a.m.

• Master-swimmers demonstration at the Sun Dial pool, 1 to 2 p.m.

• Robert Theobald, author, economist and futurist, will speak in the Sundial Auditorium at 2 p.m. Theobald will comment on the role of senior citizens in the decades ahead.

### Saturday

Closing-day parade at 2 p.m. from the Grand Center, south on 107th Avenue, to the Sun Bowl Center at Peoria Avenue. Live music, sing-along and Pom Poms entertainment will follow at the Sun Bowl. Bring your own chairs.

# Roll out the birthday cake; Sun City marks 30 years

Starting Sunday, Sun City will celebrate its 30th anniversary with a series of events.

Representatives from the Del Webb Corp., Sun City Ambassadors, the Sun Cities Area Historical Society, and local volunteers and businesses have planned activities for the weeklong celebration.

Many stores and restaurants will "roll back" the prices of some items to reflect the 1960s, when people from across the nation were attracted to what is now considered the premier retirement community.

The list of events follows:

**Sunday, Jan. 14:** Anniversary kick-off concert featuring Bob Crosby and Jo Ann Castle begins at 2 p.m. at the Sun Bowl, 107th Avenue and Clair Drive. They will be joined by the Pat Trapani orchestra. Seating will be provided. Tickets are available by a number of CBS Property Services stores.

**Monday, Jan. 15:** Sun Cities Arts and History Day from 10 a.m. to 4 p.m. with the focus of activities near 107th Avenue south of Grand Avenue. Activities include an open house at the Sun Cities Area Historical Society's new headquarters, 10829 Oakmont Drive; an arts and crafts display and an antique car display at Grand Center, 107th and Grand avenues; and tours of three original model homes, at 10807, 10813 and 10829 Oakmont Drive. The Sun Cities Art Museum, 17425 115th Ave., will be open and display Arizona tapestry, watercolors from the Far East and paintings by Sun Citian Diana Tollefson.

**Tuesday, Jan. 16:** Volunteer and Strawberry Festival at the Sundial Recreation Center. The event, noon to 4 p.m., is a tribute to the many local volunteers and will feature cabaret entertainment. Maricopa County Supervisor Carole Carpenter will be the featured speaker at 1:30 p.m. Senior softball tournament games will be at 10:30 a.m., noon and 1:30 and 3 p.m. at the Sun City Stadium, 111th and Grand avenues.

**Wednesday, Jan. 17:** Arts, Fun and Food Fair from 10 a.m. to 4 p.m. at Thunderbird Plaza, 99th Avenue and Thunderbird Boulevard. A continuous showcase of entertainment will be featured on three stage areas and will include dance and musical entertainers from the Sun Cities

area. The Sun City Organ Club will present a performance at 2 p.m. at Fairway Recreation Center, 10600 W. Peoria Ave. The performance will be followed by a showing of the 1960 Academy Award winning movie, "Butterfield Eight," starring Elizabeth Taylor. Senior softball tournament continues with games at 10:30 a.m., noon and 1:30 p.m. Lawnbowling tournament, Sun City vs. Sun City West, begins at 1:30 p.m. at Lakeview Recreation Center, 10626 Thunderbird Blvd.

**Thursday, Jan. 18:** Sport and Health Day with a series of sporting competitions at various recreation centers, including tennis, bocci, shuffleboard and softball tournaments. Mini golf will hold open play all day and all who participate will be eligible for a Sundome ticket giveaway. At 8 a.m., 300 bicyclists will ride through the community, starting at Marinette Recreation Center, 9860 Union Hills Drive, and ending at the Sun Bowl, 107th and Clair Drive. There will be a tennis tournament at 9 a.m. at Bell Center, 16820 N. 99th Ave. and a shuffleboard tournament at 9:30 a.m. at Sundial, 14801 N. 103rd Ave. From 10 a.m. to 2 p.m., a Canadian/American lawn bowling tournament will be at Fairway, 10600 W.

Peoria Ave. An aerobics demonstration will be at 10 a.m. at Bell Center and at Sundial. Bocce tournament will be at Lakeview and Marinette centers from 1 to 3 p.m. The Sun City Handicapables Club, Cura Care Home Health Care and Valley View Community Hospital will man exhibits from 10 a.m. to 2 p.m. Health screening demonstrations will be from 7 a.m. to 2 p.m. at the former TG&Y store at Grand Center, 107th and Grand.

**Friday, Jan. 19:** Golf outings at Riverview and Willow Creek golf courses. The Aqua Suns will present a 10:30 a.m. performance at Lakeview Center, 107th and Thunderbird. A "Futures Forum" will begin at 2 p.m. in Sundial Auditorium featuring noted author Robert Theobald. Admission is free, but by ticket only. Tickets are available at the Sun City Visitors Center, the two Sun City libraries, the ASU campus in Sun City and Rio Salado campus at Sun Ridge. The Masters Swimmers will give a demonstration at 1 p.m. at Sundial pool, 14801 N. 103rd Ave.

**Saturday, Jan. 20:** Closing day parade begins at 2 p.m. at the Grand Center and will travel south on 107th Avenue to the Sun Bowl, where cake and entertainment will be provided.

THE SUN CITIES INDEPENDENT, Dec. 27, 1989-Jan. 2, 1990

# Ring 1990 in with cheer, celebrate Sun City's 30th year

The new year and the new decade will resound with activity, as Sun Citians kindle a celebration worthy of the 30th anniversary of the nation's premier retirement community.

To celebrate Sun City's anniversary, a series of festivities is scheduled for the week of Jan. 14-20, beginning with a Jan. 14th kick-off concert at the Sun Bowl.

The 2 p.m. concert will feature band leader Bob Crosby and honkytonk pianist Jo Ann Castle.

During intermission, there will be presentations to three Sun City individuals who have made a significant impact on the community.

Tickets for the concert are \$3 and are available at the Sun City Visitors Center in the Promenade Shopping Center, 99th Avenue and Bell Road.

After Jan. 1, tickets will also be available from selected merchants at Greenway Terrace, Thunderbird Plaza, LaRonde Shopping Center, Sun Bowl Plaza, Bell Camino Center and Grand Center.

In addition to being the former director of the Bobcats, Mr. Crosby is referred to as the originator of Dixieland Swing.

Pianist Jo Ann Castle, also familiar to many, has appeared as a regular performer on the Lawrence Welk Show.

Both entertainers will be accompanied by the big band sounds of the Pat Trapani Orchestra.

The week-long festivities will continue with Sun Cities Arts and History Day on Jan. 15. Activities will focus around Oakmont Recreation Center, Grand Shopping Center and Sun City's origi-

nal five model homes.

There will be tours of the model homes, an antique show, an arts and crafts display, an antique car display and an open house at the Sun Cities Area Historical Society's new headquarters. The Sun Cities Art Museum also will be open.

On Jan. 16, from noon to 4 p.m., the Volunteer and Strawberry Festival will take place at the Sundial Recreation Center, featuring a tribute to the thousands of volunteers who helped the Sun Cities earn the designation of the Volunteerism Capitol of the World. Carole Carpenter, Maricopa County Board of Supervisors, District 4, will be the keynote speaker at 1:30 p.m., in the Sundial auditorium.

The day's festivities will include live cabaret entertainment.

The senior softball tournament will begin at the Sun City stadium on this date.

Strawberry shortcake tickets may be purchased at the Sun City Visitors Center, Value Drug in Shadow Square, AL MART Cards at Greenway, Viva La Cards at the Promenade, Thistle Cards at LaRonde Shopping Center and through most service clubs.

The Lively Arts Fun and Food Fair will be held from 10 a.m. to 4 p.m., Jan. 17, at the Thunderbird Plaza Shopping Center on 99th Avenue and Thunderbird. The food fair will be complemented by a continuous showcase of entertainment, including dance and musical entertainers from the Sun Cities area, to be featured on three stages. The senior softball tournament will continue and

a lawnbowling tournament will be played at Lakeview.

Sport and Health Day will be held from 7 a.m. to 2 p.m., Jan. 18, with a series of sporting competitions being staged at the various recreation centers. Tennis, bocci, shuffleboard and softball are among the sporting events to be held, with participants vying for a trophy provided by the Del Webb Corporation.

Mini golf will hold open play and all who participate throughout the day will be eligible for a Sundome ticket giveaway.



Other activities for the day include an all-bicycle clubs ride in the morning, an aerobics demonstration at 10 a.m. at Bell Center, and a master swimmers demonstration at 9 a.m. at Sundial.

Health screenings and demonstrations will be held

from 7 a.m. to 2 p.m., at the former TG&Y store at Grand Center on Grand Avenue.

On Jan. 19, anniversary festivities continue with golf outings at various Sun City golf courses.

At 10:30 a.m., the Aquasuns will perform at the Lakeview Recreation Center. The afternoon will be highlighted by a Futures Forum featuring author Robert Theobald. The forum will be presented at 2 p.m. in the Sundial auditorium.

Anniversary festivities will conclude on Jan. 20, with a parade beginning at 2 p.m. at Grand Center and concluding at the Sun Bowl, where cake and entertainment will be provided.

By announcement day, early two miles of high school marching bands, floats and cars had registered for the parade.

Anniversary co-chairman Martha Moyer, of the Del Webb Corporation, says she has been tremendously cooperative from many Sun City businesses and organizations.

"The Sun City Ambassadors have been instrumental in the implementation of the event," she says, "and businesses such as CBS Properties, Valley National Bank, APS, along with many others, have really gone the extra mile."

According to Ms. Moyer, many of the costs associated with the overall event are being sponsored by the Del Webb Corporation. "But you can't do it alone," she adds.

"It has been extremely gratifying to experience the willingness of so many individuals and organizations to make the anniversary week a great success."

## Sun City's 33rd Anniversary: Moments in time

Where were you when Sun City was being developed? The following chronological time capsule of the community's growth was compiled from the book, "Jubilee: The 25th Anniversary of Sun City," available at the Sun Cities Historical Society.

### 1920s

Goodyear Tire and Rubber Co. purchases land where Sun City now exists and intends to use the land to grow cotton. Goodyear establishes a company compound on the land (eventually becoming the town of Marinette) for its employees.

### 1936

The land, now known as Marinette Ranch, is sold to the J.G. Boswell Company. Cotton is grown and harvested at a record pace, but the industry eventually dwindles and dies by 1950. By the late 1950s, very little is left of the town and evidence of the once-thriving town (with a population one time as high as 15,000) is now hard to find.

### 1959

Del Webb Company purchase of the land where Marinette once existed from the Boswell Company. Webb plans to build a



James Boswell, owner of the land where Sun City now exists. Del Webb purchased the land from the Boswell Company.

new concept: a community designed specifically for retired citizens.

### 1960

Jan. 1 — Sun City officially opens. Optimistically, Webb officials expected about 10,000 visitors over the first few days.

Much to everyone's surprise, more than 100,000 people lined Grand Avenue and packed the then-tiny community to view the newly-opened model homes on the VERY FIRST DAY!

Jan. 1-3— During the first three days, 237 homes were sold and before the end of the first month, the 400 homes that Webb had initially planned to build had been sold. A second group of nearly 700 homes was added to the community.

January — Oakmont Recreation Center, the first recreation center in Sun City, opens at 107th and Oakmont Drive.

January — North Golf Course (first nine holes), Sun City's first golf course, opens.

December — The Sun City Civic Association, forerunner to today's Recreation Centers of Sun City, Inc., was formed.

December — The Sun City Chorus, directed by Otto Highfield, presents its first Christmas concert, a tradition that continues today.

### 1961

January — Town Hall Recreation Center (later renamed Fairway) opens at 107th and Peoria avenues.

### 1962

December — South Golf Course opens.

July — Sun City first full-service permanent post office opens on 103rd and Coggins, in a building which is now the home of Menke Funeral Home.

### 1963

January — Hiway House changes its name to the King's Inn.

April — Sun City Home Owners Association is organized.

### 1964

December — The only vote on incorporation in the community's history is held. Voters reject self-government 2,558 to 1,036.

### 1965

January — The community celebrates its fifth anniversary with a parade down Peoria Avenue.

February — The Sun City Saints, a professional women's softball team, begins playing in Sun City.

### 1967

January — Sun Bowl, an outdoor amphitheatre, opens.

March — Sun City Country Club opens.

June — Town Hall South (Mountain View) Recreation Center opens.

### 1968

May — Community Center (Oakmont Recreation Center) and Town Hall (Fairway Center) associations unite to establish one recreation center association serving all Sun City residents. The new association, called Sun City Community Association, would charge annual dues of \$20 per person.

November — The Sun City Symphony Orchestra presents its first concert at Mountain View Recreation Center.

### 1969

January — Construction of Boswell Hospital begins.

### 1970

January — Lakeview Recreation Center opens.

September — Lakes East Golf Course opens.

November — Riverview Golf Course opens.

### 1971

July — Sun City Stadium, a professional, state-of-the-art baseball stadium, opens at 11th and Grand avenues.

October — Lakeview Lanes opens.

November — Palmbrook Country Club opens.

### 1972

February — The Lakes Club, the largest private country club, is virtually destroyed by fire one month before it prepares to open. The building is reconstructed and

OVER

ANNIVERSARIES  
VF

The Sun  
Cities  
Symphony  
Orchestra,  
led by  
Jennings  
Butterfield,  
held its first  
concert in  
1968.



officially opened seven months later.

March — The San Francisco Giants begin playing a portion of their spring training games at Sun City Stadium.

May — Sun City Community Association is changed to the Recreation Centers of Sun City, Inc.

May — More than 2,000 residents pack Sun City Stadium to watch the Sun City Saints play a softball team from the University of Tokyo, Japan.

## 1973

April — Sundial Recreation Center opens.

December — Willowbrook Golf Course opens.

## 1976

April — Bell Recreation Center opens.

May — Sun City's post office moves from 103rd and Coggins to the present, larger facility at 98th Avenue and Bell Road.

July — The Sun City Liberty Bell, made from scraps of metal contributed by residents, is officially dedicated at the Bell Recreation Center.

## 1977

May — Ownership of the recreation centers is turned over to residents of the community.

## 1978

October — Union Hills Country Club opens.

October — Sun City West opens.

## 1979

April — Quail Run Golf Course opens.

November — Marinette Recreation Center opens.

## 1981

November — A statue of Del Webb is dedicated at Bell Recreation Center.

## 1984

February — The Maricopa County Board of Supervisors establish a senior overlay age-restriction ordinance for Sun City.

The law requires that at least one member of each household be at least 50 years of age and restricts anyone under the age of 18 from living in the community.

## 1985

January — The community celebrates its 25th anniversary with a month-long series of events and activities, including a parade down Boswell Boulevard.

April — The Milwaukee Brewers complete their final spring training game at Sun City Stadium and announce plans to move to a new facility in Chandler.

April — President Ronald Reagan honors the Sun City Prides, chosen winners of the 1985 President's Volunteer Action Award.

April — The Sun Cities Art Museum opens its present permanent facility between Sun City and Sun City West.

## 1987

September — Memorial Garden, the home of the Liberty Bell and the statue of Del Webb, is completed at Bell Recreation Center.

## 1988

July — The Arizona State Legislature enacts a school tax on Sun City. After a year of battling state lawmakers and pursuing the matter through the courts, the tax is eventually rescinded and a lesser tax is enacted.

September — The Sun City Fire District cancels its contract with Rural/Metro and establishes its own local fire department.

## 1990

January — The Sun Cities Historical Society opens its headquarters in the community's first model home on Oakmont Avenue. The facility is restored to its original condition and serves as a museum for historical material pertaining to Sun City.

January — The 30th anniversary of the community is marked with a parade down 107th Avenue.

## 1991

January — The Senior Professional Baseball League and the Sun City Rays unexpectedly fold and cancel the remainder of the season.

## 1992

January — Citizens for Self-Government begins a drive to incorporate Sun City. In July, CSG turns over 3,260 signatures to county officials, thinking they have more than enough to merit a community election on the issue in November. A number of signatures, however, are ruled invalid by county officials and CSG ends up 120 shy of the amount needed for a November election.

September — The Sun Cities Solar Sox begin their maiden season in the Arizona Fall League. The six-team league is owned and operated by Major League Baseball and features top Minor League prospects. In December, the Solar Sox capture the league's first championship title.



January 19, 1990

Jane Freeman and Rita Wright  
c/o Sun Cities Area Historical Society  
10801 Oakmont Avenue  
Sun City, Arizona 85351

Dear Jane and Rita:

Thank you both for playing such an integral role in the 30th Anniversary Celebration. I'm sorry the weather wasn't a little nicer on dedication day, but at least it wasn't raining.

The new headquarters of the Sun Cities Area Historical Society is a tremendous addition to the community. I'm sure the permanent location will serve to pique the historical interest of local residents

Again, thank you both for all your ideas, support and dedication to making the 30th Anniversary Celebration a memorable one.

Sincerely,

A handwritten signature in cursive script that reads "Martha".

Martha Moyer  
Manager  
Community & Public Relations

MM:as





# SUN CITY

STILL ACTIVE AFTER

30 YEARS

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THE ARIZONA REPUBLIC / THE PHOENIX GAZETTE



HAPPY 30th  
SUN CITY, ARIZONA

# Sun City's success far exceeded expectations

By Connie Cone Sexton  
Staff writer

SUN CITY — Planning and getting Sun City off the ground in late 1959 involved many anxious days, say those involved in its early years.

One story has it that on the eve of the community's grand opening, a couple of Del E. Webb Corp. employees headed for a pub in Peoria to mull over what might happen that next day — Jan. 1, 1960.

While staring into his drink, one man wondered, "Do you think anyone will show up?"

The other man shrugged his shoulders and said, "And if they do, how am I going to sell a 30-year mortgage to a 60-year-old retiree?"

They needn't have worried. Opening day surprised them all, even Del Webb himself.

About 100,000 people flocked to the northwest site near 107th and Grand avenues to satisfy their curiosity about a place that would house only senior citizens. That first weekend, 237 people signed purchase contracts after touring the five models.

Cars were nearly bumper to bumper on Grand as they headed to the development.

Many had been intrigued by Webb's local and national promotion of the Sun City lifestyle.

A month before the opening, a double-page ad ran in *The Arizona Republic* promising "An Active Way of Life!"

Webb's promotion of a recreation center, golf course and other amenities at the development proved the lure for those looking for a place to retire.

Webb officials were ecstatic at the turnout that opening day, said Tom Ryan, Webb's current vice president for project planning and development.

Ryan, who worked on the infrastructure of Sun City, said it was an exciting time during the early stages of the community.

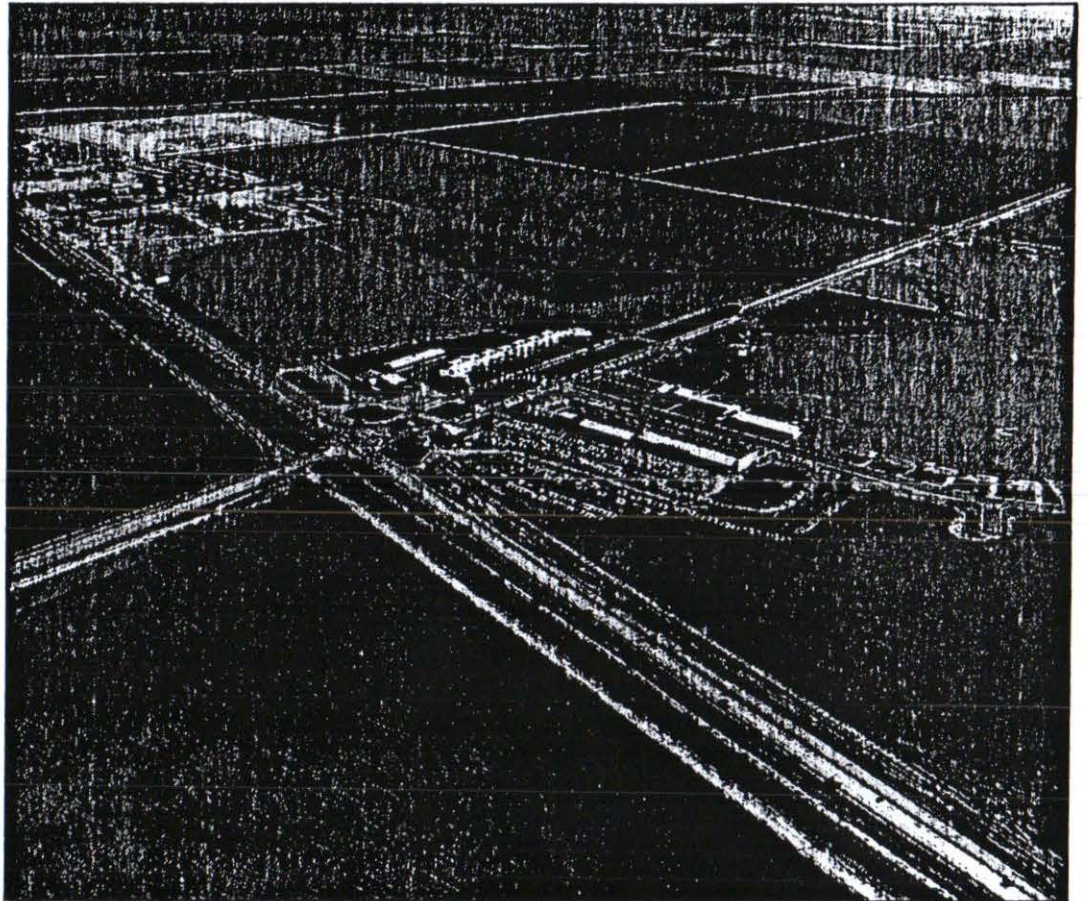
"In the very beginning, everyone was a little bit unsure of the success of an active retirement project of this size. It seems a little bit funny now, looking back at it. They were pioneers in those days," he said.

"While everyone believed in the concept, they were a little bit in doubt as to how far it would go."

The Sun City of today, with its 46,000-plus residents, is not the Sun City that Webb expected to emerge.

Sun City, which jumps the Santa Fe tracks at Grand Avenue and continues north for several miles, originally was going to be developed in two parts. Webb planned to use the area south of Grand as the "retirement community"; the area to the north was to become a conventional community.

The general plan for the north side was dotted with flags noting See **GENERAL**, Page **SC-4**



File photo

Cars were nearly bumper to bumper on Grand Avenue (upper left) as about 100,000 people flocked to the grand opening of Sun City on

Jan. 1, 1960. At right are the five original model homes, which brought in 237 purchase contracts the first weekend.

# ■ GENERAL

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the placement of elementary and high schools. Space for an industrial park also was included.

"The original thinking was that probably the best we could hope for is to just be able to use the area south of Grand for retirement," Ryan said.

He said that although people were thrilled with the early success of Sun City, Webb officials were not sure the interest would continue.

"Everybody said, 'Well, that was great. Now what?' They were wondering if it would continue like it did. There was still concern up until 1965 or '66," Ryan said.

But Webb decided to forge ahead and crossed Grand Avenue with the intent of enlarging the retirement area.

"It became apparent that the project would go on and on and on. So the planning north of Grand was done by '66 or '67 and by '68 we crossed Grand," Ryan said.

"That first plan (in the early '60s) was just a contingency plan. Everyone hoped that the retirement community would go on forever but there had been no track record, no one else to look to."

By the early 1970s, Ryan said, people around Webb withdrew their concerns about whether a major retirement development would work.

The employees were happy it became a success and didn't regret being cautious, Ryan said.

"I think anyone who would have predicted at the time it opened that it achieved its size today are full of smoke. I don't think anyone associated with Webb ever thought it would be what it is today."

Fred Kuentz, who was chairman and executive officer of Del E. Webb Development Co., agrees.

"It would be nice to say we were that smart. I don't think anybody realized or thought about

it," he said.

Kuentz, who retired in 1986, said he remembers the turmoil in deciding to build north of Grand Avenue.

"When we realized we were really rolling and going and knew we were going to go north, we were very nervous. We had the railroad (to worry about). They historically divide communities," he said.

The Santa Fe track is just north of Grand Avenue.

Leaping that barrier proved successful from the start, Kuentz said.

"We had tremendous response. That would be an incredible response even today, much less back then," said Kuentz, who went to work for Webb in 1949.

Though Sun City was a bit remote, Kuentz didn't worry much about isolation. "We had a tremendous piece of property," he said.

Kuentz, 69, moved to the Valley from New Jersey in 1958 to view the property and help Webb decide whether to push ahead with the retirement development.

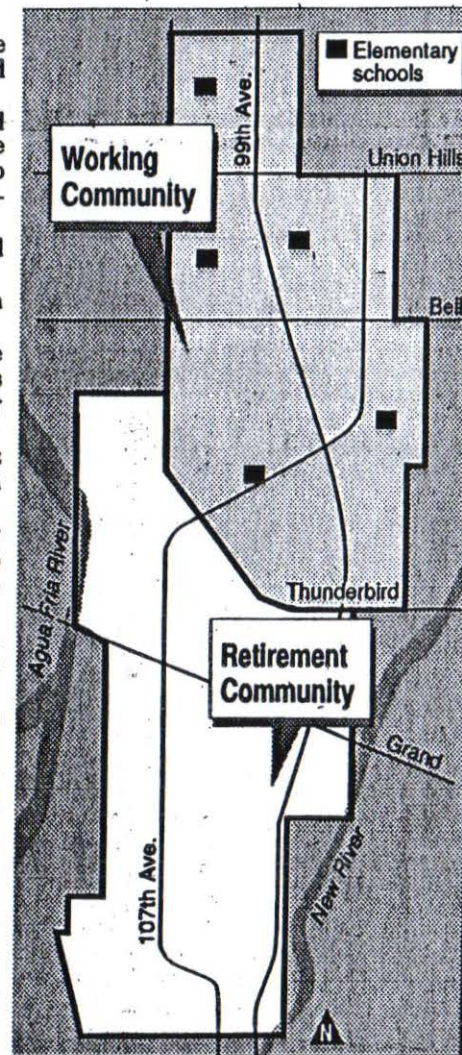
"Before we really decided to go with Sun City, a number of us did some traveling around," he said.

The group found prime examples of what to avoid in Florida, Kuentz said.

"They had huge signs (promoting planned retirement developments) saying 'Coming soon, a shopping center,' 'Coming soon, a library,' 'Coming soon, something else.' But the lots were under water," Kuentz said.

Such a promotion was not what Webb had in mind. He wanted to let prospective buyers see the homes in person before they bought one, Kuentz said.

Webb believed that retirees would want more than just a rocking chair and a little home to feel cozy in. They would want to get outside and enjoy the weather and activities.



# Sun City observes birthday

A variety of events will be held next week to celebrate Sun City's 30th anniversary.

## Sunday

Morning: Sun City churches plan to dedicate their services to the 30th anniversary.

2 p.m.: Kickoff celebration at the Sun Bowl, 107th Avenue south of Peoria Avenue.

Phil Dion, chairman and chief executive officer of Del Webb Corp., is scheduled to speak.

Bob Crosby and Jo Ann Castle will perform. Crosby, a big-band leader, is the brother of the late Bing Crosby. Castle, a honky-tonk pianist, has appeared on the Lawrence Welk show.

During intermission, Valley National Bank will present awards to three people for their outstanding contributions to the community.

## Monday

10 a.m. to 4 p.m.: Sun Cities art and history day activities.

An open house and antique show will be held at the Sun Cities Area Historical Society's new location — the first Sun City model home — 10801 Oakmont Drive. Open house also will be held at the

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## ■ CALENDAR

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other three models on Oakmont Drive (10807, 10813 and 10829).

An antique car show and arts and crafts exhibit will be at Grand Center, 107th and Grand avenues, and Oakmont Recreation Center, on 107th Avenue just behind Grand Center.

The Sun Cities Art Museum, 115th Avenue and Bell Road, will be open on its normal day off and will have a showing of Arizona tapestry, watercolors from the Far East and paintings by Sun City resident Diana Tollefson.

## Tuesday

Senior softball tournament begins at Sun City Stadium, Grand Avenue, just west of 111th Avenue. Game times are 10:30 a.m., noon, 1:30 and 3 p.m.

Noon to 4 p.m.: Volunteer and Strawberry Festival. Sundial Recreation Center, 103rd Avenue and Boswell Boulevard. The event, a tribute to service clubs and volunteers; will feature strawberry shortcake, volunteer organization exhibits and cabaret entertainment.

A speech from Maricopa County Supervisor Carole Carpenter will be given at 1:30 p.m.

## Wednesday

Senior softball tournament continues at Sun City Stadium. Game times are 9 and 10:30 a.m.; noon and 1:30 p.m.

10 a.m. to 4 p.m.: Lively Arts Fun and Food Fair. Thunderbird Plaza, 99th Avenue and Thunderbird Road.

Continuous showcase of local entertainment featuring the Sun City Poets by Leslie; square, round country, folk, tap, jazz, Latin, Hawaiian and ballroom dance performances. Music will include old favorites, baroque recorders, choral groups, polkas, banjo and concert music.

1 p.m.: Lawn bowling tournament. Sun City vs. Sun City West players. Lakeview Recreation Center, 107th Avenue and Thunderbird Road.

## Thursday

Sport and health day.

Senior softball championship tournament at Sun City Stadium. Semifinals at 12:30 and 2 p.m. Finals at 3:15 p.m.

7 a.m. to 2 p.m.: Health screenings, including those for glucose, cholesterol and blood pressure. Grand Center, 107th and Grand

avenues, in the former TG&Y store.

8 a.m.: Three hundred bicyclists will ride through the community, ending at the Sun Bowl about 9:15 a.m. for cake and coffee.

9 a.m.: Tennis tournament. Sun City vs. Sun City West players. Bell Recreation Center, 99th Avenue and Bell Road.

9:30 a.m.: Shuffleboard tournament. Sun City vs. Sun City West players. Sundial center.

10 a.m.: Outdoor aerobics demonstration. Bell Center, 99th Avenue, just south of Bell Road.

1 to 3 p.m.: Bocci tournament at two centers: Lakeview, 107th Avenue and Thunderbird Road, and Mainette, 99th Avenue and Union Hills Drive. Players will be from Sun City, Sun City West and Sun City Tucson.

## Friday

Golf outings and luncheon at two golf courses: Lakes West, 10433 Talisman Road, and North, 12650 N. 107th Ave. Morning and afternoon shotgun starts. \$1 per round; \$10 for luncheon. Outside (public) play is being allowed for this event by the Recreation Centers of Sun City Inc. Information: 876-3000.

10:30 a.m.: Agua Suns synchronized swimming performance. Lakeview center, 107th Avenue and Thunderbird Road.

1 p.m.: Master swimmers demonstration. Sundial center, 103rd Avenue and Boswell Boulevard.

2 p.m.: Lecture by Robert Theobald, author of "Rapids of Change: Social Entrepreneurship in Turbulent Times." Sundial Auditorium, 103rd Avenue and Boswell Boulevard. Theobald will speak on what role the senior population will play in future decades.

## Saturday, Jan. 20

2 p.m.: Closing day parade.

Parade will run about two miles, from Grand Center to Sun Bowl. Scheduled to appear in the parade are the Sun Cities Saddle Club; Sun City Bicycle Club; an APS antique truck; a Valley National Bank horse-drawn carriage; marching bands from Maryvale, Sunnyslope, Glendale and Tolleson high schools; Maryvale ROTC cadets; and floats from the Northwest Valley Chamber of Commerce, Civitan Club, National Organization for Women and Boswell School of Nursing.

## ■ OTHER SUN ..... From SC-6

Sun City West had 638 sales of new homes last year, making it one of the Valley's most successful developments, according to Del Webb officials.

Just as Sun City West was a spinoff of its predecessor, so Sun City Tucson takes after it.

Although the style is basically California stucco, like Sun City West, the exteriors of the Tucson homes have a mild southwestern flavor. They have more Mexican tile, longer roof eaves and more desert landscaping.

"A lot of people have stated that this is the prettiest Sun City, and we think so, too," said Richard Vandermeer, vice president of

sales and marketing for Sun City Tucson.

It is part of the Vistoso planned community, 10 miles northwest of Tucson. To the east are the Catalina Mountains and to the west are the Tortolita Mountains.

Sun City Tucson had 158 sales during 1989, the least of the three sales offices. These buyers are special, Vandermeer said, because they prefer being further from the metropolitan area, amid the mountains and desert.

Sun City Las Vegas, eight miles northwest of the Las Vegas Strip, surpassed all sales expectations, said Ed Southard, vice president of sales and marketing for that community. Sales of 1,010 units

last year in Sun City might make Del Webb the leading home builder in the booming Las Vegas market, he said.

Future retirees can look forward to other Sun Cities.

The company has 5,700 acres near Interstate 17 north of Phoenix between the Pioneer Road and Desert Hills interchanges. It probably will be developed as Sun City West is closing out in the mid-1990s, Dion said.

It also has land in northern California and is looking for possible sites in Texas, the mid-Atlantic states and even the Midwest, he said.

# Rockers a rarity in Sun City

## Sedentary lifestyle not what residents seek

By Phyllis Gillespie  
Staff writer

When retirees move to the Sun Cities, they don't bring their rocking chairs. They bring their sports gear, social calendars, prayer books and plenty of money.

When Del E. Webb Corp. opened Sun City in January 1960, the company offered very modest homes. The 1,000-square-foot, two-bedroom model cost as little as \$8,000, with air conditioning extra.

One hundred dollars a week was a good paycheck for a man back then, and women were just breaking into the work force in significant numbers. Couples' retirement pensions reflected these facts.

Times have changed, and so have the buyers in the Sun Cities, according to Paul Del Bell, director of marketing for Del Webb Corp.

"We've kind of gone upscale over the years," he said. "The homes are more modest in Sun City. Their pensions were less when they retired, although everything in Sun City is still very nice and well-maintained."

While there are many similarities among residents in the original Sun City and its three younger sisters, there also are many differences, according to Del Bell's research.

There are about 46,000 residents in Sun City — the country's largest developed retirement com-

"We've kind of gone upscale over the years. The homes are more modest in Sun City. Their (retirees') pensions were less when they retired, although everything in Sun City is still very nice and well-maintained."

— Paul Del Bell,  
Del Webb marketing director

munity — and 26,000 homes. The median age is 71.8 years, the majority of the residents are high school graduates, and the majority of them came from the Midwest.

The last new homes were sold in 1978, but resale prices average about \$70,000, Del Bell said.

The average sale price for new Sun Cities homes ranges from \$114,103 in Sun City West to \$114,555 in Sun City Vistoso, near Tucson, and \$115,588 in Sun City Summerlin, near Las Vegas.

One of the other research methods Del Bell said is used by the corporation is psychographics, a

technique that goes beyond simple demographics and evaluates a person's values and belief structures.

Using psychographics, Del Webb researchers have come up with three profiles of Sun Cities residents — belongers, belonger-achievers and achievers.

Belongers tend to be conservative and middle class, according to the research. They express strong belief in family and country, and are economically comfortable and secure with limited discretionary income. Their net worth usually is about \$250,000 or less.

Belonger-achievers, according to the psychographics, are a hybrid of upper-end belongers and lower-end achievers with a net worth of between \$250,000 and \$500,000.

These complex belonger-achievers are the emerging working class who have a strong identity, but not the income levels, of a more upscale social class, the research shows. These people are strong candidates for current fashions in housing and for midpriced amenities for their homes.

Achievers, with a net worth of \$400,000 or more, tend to be economically successful, highly motivated and fun-loving. They are physically and psychologically healthy and well adjusted.

Market research has found that achievers seek houses that reflect their social status. The home must  
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## ■ RESIDENTS ..... From SC-7

make a statement about their wealth and outwardly directed, successful lifestyles.

"These highly interactive individuals enjoy entertaining frequently in a prestigious environment," research documents state.

Although Del Webb Corp. does little market research in Sun City, it has determined: "There is a preponderance of belonger and belonger-achiever residents in Sun City. This is in contrast to the more upscale lifestyle found in Sun City West."

According to other research about residents of the two Phoenix-area Sun Cities:

■ The residents come from all 50

states and 50 foreign countries.

■ About 1 million rounds of golf were played in 1988 on 17 courses in Sun City/Sun City West.

■ Residents of the Phoenix-area Sun Cities spend more than \$200 million on retail purchases and pay about \$36 million in state and county taxes annually.

■ The net worth of the 64,000 residents in the two Sun Cities is more than \$6 billion. Deposits in area banks surpass \$2 billion.

■ Sixty-three percent of the Phoenix-area Sun Cities residents are members of a religious group.

■ More than one-third of Sun Cities residents engage in volunteer activities.

# New world filled with laughing Hula boys, pool parties

By Connie Cone Sexton

Staff writer

SUN CITY — Ina Dodt glanced at her 90-year-old husband and recalled the day he donned a skirt and danced the hula for a group of her friends.

Such antics were common for those living in Sun City during its early years. It was a time hula dances, backyard barbecues and festive parties were mainstays in the community.

"I was chairman of the golf association and had to plan for a luncheon," Ina said, remembering the occasion in the early 1960s.

"I decided to have the 'hula boys' entertain — six or seven of the men who lived out here. John was a hula boy," she said, tapping her husband's arm.

"Well, they got up on stage and started to dance. The girls at the luncheon laughed and applauded and then took the artificial flowers at their tables and threw them at John, at all of them. I'll never forget that."

The Dodts, sitting across from one another in their Sun City home of 29 years, exchanged a few chuckles.

"It was a new world out here," John said, adding that the early retirees thought of themselves as pioneers, ready to carve out a niche in the retirement community.

Ina was about 50 in the early 1960s when they came to the community. "You wouldn't realize what the first Sun City was like. We had parties around the pool. I was a hula girl, too. We put on dances. It was wonderful."

John said that during those first few years the community had only about 2,000 people, compared with today's population of about 46,000. "We knew so many people by their first names, what they did, everything," John said. "It was a special time. We were sort of a family back then."



Russell Gates, Staff photographer

The Dodts moved to the Valley in 1958 from Champaign-Urbana, Ill. Right away, the summer heat took hold.

"First time we came out here I burned my arm on a car door," John said. "I didn't want to turn around and go home, though. We thought we'd stick it out."

Some time after settling in

Scottsdale, John and Ina heard about Sun City.

"We came out here cold. We didn't know what we were going to see. But the more we saw, the more we liked," Ina said.

John liked it so much that he went to work as a salesman for Del Webb Development in Sun City.

Although they rented a house

first, their own home was finished in December 1961.

Through the years, John continued in the real estate business and retired just last year, at the age of 89.

Ina was one of Webb's hostesses, answering questions of those touring the models.

Hula dances, barbecues and parties were mainstays during the early days of Sun City. They were wonderful times, say pioneers Ina Dodt (above, far left) and her husband, John (group photo, second from right). The growth of the community is indicated by copies of the small, thin Sun City phone book from 1961, held by Ina, and the 1990 issue, about 2 inches thick, displayed by John.

"One time, our janitor came in while I was sitting in the model No. 2 waiting for people to come in. He said, 'My, you look homely.' We both laughed. He said: 'I didn't mean to say that. I meant to say you look at home.'"

Ina said she enjoyed meeting so

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## ■ PIONEERS

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many people.

"We had pensioners (those retiring on a pension) coming out at first. The pensions were about \$300 a month and I told people they could live on that amount with some of the houses costing less than \$10,000. I told them they couldn't have a ball on \$300 a month but you could live well," she said.

During his stint as a salesman for Webb, John said he met the developer himself.

"Del Webb was a wonderful man," John said. "We didn't get to see him much. But I sold four houses one day and he was here, and he patted me on the back and said 'Keep up the good work.'"

Evelyn Parry said she wouldn't have moved anywhere else to retire.

Parry, whose husband, Lester, died five years ago, said the couple enjoyed the lifestyle and friends they made.

"We came here in 1960 and our

home was ready in July," she recalled.

Lester didn't sit idle.

"He worked for Del Webb Corp. as their 'key' man. His card said 'Inspection Counselor,'" Parry said.

His job was to meet every family that bought a new Sun City home and help them do a walk-through inspection, she explained.

"He welcomed them to Sun City," Parry said proudly. "He assured them that even though they might have been uprooted from their families back home, all was well," and that they wouldn't have to worry about being lonely, she said.

Parry said living in Sun City during the first few years was exciting. "It was easy for my husband to make friends. He had done a lot of traveling, and most everyone here was from somewhere else," she said.

"It didn't take long for it to feel like a community," Parry said.

Del Webb's Sun Cities

30<sup>TH</sup>

Anniversary



30th ANNIVERSARY CELEBRATION  
JANUARY 14-20 CALL THE  
SUN CITY VISITORS  
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DETAILS

## 5 New Models on Sale Beginning January 20.



Join the Sun City 30th Anniversary celebration now and save money on our 5 new models at Sun City West. One is sure to suit your lifestyle perfectly, and, even better, you'll save money with our 30 year anniversary special sales prices.

And what great value. These exciting new homes range from a very manageable 1,100 to nearly 2,000 square feet, priced from the high \$60's. And all offer the countless features, luxuries and amenities that have made Del Webb homes among the most successful and demanded in the Southwest.

Come join the celebration. And save.

 Del Webb's  
Sun City West

30 years of leadership.

# Area preserves history with pieces of the past

By Connie Cone Sexton  
Staff writer

**SUN CITY** — Sun City's roots are being stored in a museum along Oakmont Drive.

Pictures, memorabilia, maps and other records of the past 30 years have been gathered to preserve Sun City.

The community's first model home, 10801 W. Oakmont Drive, has been converted for use by the Sun Cities Area Historical Society.

Members of the group have been scouring the community for the past five years, collecting items from residents to chronicle the Sun Cities' history.

Glenn Sanberg, society president, said being in the first model home is ideal.

Next week, during a week-long celebration of Sun City's 30th anniversary, the house will be open to the public for tours. A ribbon-cutting ceremony is scheduled for 10 a.m. Monday.

Built in 1959 by the Del E. Webb Development Corp., the house has two bedrooms, a bathroom, a kitchen and a living room. A third bedroom, a second bath and an Arizona room were added to the frame house.

Sanberg said hopes for the house include having it filed with the Arizona State Historic Property Inventory and eventually with the National Registry of Historic Places. Such listings will have to wait 20 years, however; the mandatory age for historic properties is 50.

"But at least we have the house and can work to make it happen," Sanberg said.

He said residents will be amazed at the size of the society's collection.

The James G. Boswell Foundation supplied the members with maps and original blueprints of the area. And Del Webb officials provided blueprints of the original homes. There are even ashtrays that were handed out at the fifth anniversary celebration of the community and the first trophy given to the Sun City Saints softball team.

Sanberg would like to convert the front of the house for exhibits and meetings. "We want the public to know we are here and to help us. We can use volunteers and certainly any old pictures or other items they might have," he said.

The society organized after Sanberg and resident Jane Freeman put together the book "Jubilee: The 25th Anniversary of Sun City, Arizona."

Freeman, who is no longer on the society board but stays active in the group, would like to hear from people who lived in the area before Sun City was developed.

And it's not just the old pictures or items that the society needs but recent ones, too.

"We've kind of adopted as our slogan 'Today is tomorrow's history.' It's important to always be collecting information. It's difficult for us to see the importance of what we are living now, but we

need to think ahead and think of the people to come who would want to know how we lived."

Freeman said it hasn't been easy collecting material. Too many times when a resident has died, family members just come in and discard items, not knowing the value of old drama programs or old photographs.

Even the Del E. Webb Co. was about to toss many of its papers until Freeman rescued some of them.

"They were literally cleaning house when they moved out of their offices," she said. "I just happened to go by the office, and they said they were cleaning out their files. So we took them and spent a whole summer sorting photographs and papers. Nothing was dated; nothing was identified. Del Webb has been very cooperative, and they even come to us for information now."

Freeman would like to round up information on the first five model homes. "We'd like to get some backup copies of those," she said. "And I'd love to get the menu that was used at the former Melody Lane Coffee Shop, which was at 107th Avenue and Grand."

Freeman stressed the need for continued support from the residents. "I hope the people in Sun City do take an interest and stop by," she said. "Even if they don't think it will directly affect them, they should think of the satisfaction they've had living here."



File photo

Jay Woods (left), Les Merydith and Glenn Sanberg of the Sun Cities Area Historical Society browse through memorabilia.

# Del Webb set for senior boom

## It's foremost retirement community developer

By Phyllis Gillespie

Staff writer

The baby boomers, born between 1945 and 1964, are 76 million strong.

By the year 2000, when the first boomers reach age 55, nearly 22 percent of all people living in the United States, or 55 million, will be older than 55.

When that happens, Del Webb Corp. figures that it will be in the best position of any housing development company in the country to capitalize on this extraordinary phenomenon.

"We want to take advantage of our pre-eminent position in the active adult community development business," said Phil Dion, chairman and chief executive officer of the Phoenix-based corporation.

The streamlined, restructured corporation is focusing all its energies and resources on community developments and especially retirement community developments.

Sun City West, northwest of Phoenix, and Sun City Las Vegas were among the top sellers last year in their respective housing markets.

The future has not always looked so rosy for the corporation.

In 1988, the company posted a \$15 million loss from discontinued and continuing operations. It was far worse in 1987, when the company lost about \$97 million.

However, just last month Donaldson, Lufkin & Jenrette, a New York investment banking firm, put its seal of approval on the corporation's financial turnaround. An in-depth report on the company recommends holding Webb stock in the near term and buying it for the distance.

The company's history during its first 60 years was a story of continuous growth and diversity.

It all started in 1928 when Del Webb moved to Phoenix for his health. The young carpenter, a high school dropout, took over an abandoned job to install

"We want to take advantage of our pre-eminent position in the active adult community development business."

— Phil Dion  
Chief executive officer, Del Webb Corp.

shelves in a Bayless store.

It took off from there, growing into a major national general construction company.

"When Sun City started 30 years ago, our sole business was primarily large structures like the Pentagon, Madison Square Garden, the Forum in Los Angeles or the Kansas City (Mo.) airport — major, major projects," said Dion, who joined the corporation in 1982 as senior vice president for administration.

The company even built the town of San Manuel for the Arizona copper industry.

Del Webb built the first major gaming resort in Las Vegas, the Flamingo, and went on to build most of the other major resorts and hotels in Nevada. At the same time, he also was doing most of the major construction projects for that famous recluse and wheeler-dealer, Howard Hughes.

The association with Hughes led Webb into the Las Vegas market, not only as a builder but as an owner of major casinos and hotels.

Del Webb Corp. was the first public company in the gaming business and the largest gaming company in the 1960s and 1970s, Dion said. The gaming business  
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led the company into the recreation business, such as its Lake Powell projects and rafting on the Colorado River.

Constructing large office buildings moved the company into commercial real estate ventures, Dion said. It also was a major conventional home builder by 1960.

In the late 1950s, Del Webb entered a 50-50 venture with J.G. Boswell III, a cotton grower with vast land holdings in the northwest Valley. Boswell put up the land and Webb did the building and financing. Boswell was bought out in 1983.

The success of Sun City is legend. A total 263 homes were sold on opening day, Jan. 1, 1960, and 100,000 people visited the model homes that New Year's weekend.

The corporation continued to prosper for 25 years.

A slowdown in the economy and the corporation's overextension into so many diverse areas finally caught up with it in 1987. That's when it began restructuring and divesting its leisure, construction and commercial real estate operations.

Its main focus now is planned communities, especially senior-adult communities.

# Sun City as city: The issue never dies

By Connie Cone Sexton

Staff writer

SUN CITY — They say if you miss a bus, wait a while. Another one probably will come along.

Sort of like the incorporation issue in Sun City.

All is quiet, and then swoooosh. The roaring debate rattles into view, lingers a bit and then departs, leaving plenty of emotional residue.

The argument over whether to incorporate Sun City has come up several times since the formation of the community three decades ago.

An election in 1964 wound up 2,558 to 1,036 against incorporation. And in 1971, the margin was even wider: 5,563 voters said no, with only 258 votes for the issue.

Each election and every campaign has left the community fractured and sometimes apathetic, observers say.

Supporters of the idea believe that Sun City should have control of zoning issues, street repair and police protection instead of relying on Maricopa County officials for guidance.

Opponents of the proposal say the community is fine the way it is. Why, they ask, should they risk the unknown?

It's been about five years since any strong push for incorporation has been waged. In the interim, supporters of the idea have been trying to come up with a new recipe for success.

Les Merydith, a member of Citizens for Self-Government, which has pushed for incorporation, had hoped to use the momentum of Sun City West's recent exploration of incorporation.

But during the Nov. 14 special election to decide the issue, 57 percent of the voters defeated the measure.

Merydith, who has kept in close contact with incorporation supporters in Sun City West, said that community would try again.

Supporters of incorporation say the facts are plain and simple. Incorporating would allow the community its portion of state shared revenue funds. Merydith estimates that the amount for Sun City — based on its full-time number of residents — would be close to \$8 million.

Nat Jampel, a member of the Town Meeting Association, said he is "violently opposed" to incorporation.

He supports the county's work in his community and said there is no reason to abandon that plan.

Like Merydith, Jampel was pleased to see the incorporation issue come to a vote in Sun City West, although his reasons are different.

Jampel, who has lived in Sun City for 16 years, sees the defeat as a solid statement, proving to Sun City residents that opposing incorporation is what the majority of people want.

See ■ INCORPORATE, Page SC-27

## ■ INCORPORATE From SC-14

"I wasn't surprised that the people in Sun City West are as intelligent as those in Sun City," he said.

Merydith said his principal reason for supporting incorporation is the money the community could receive to run its own government. But over the years, he said, another reason has emerged.

"Being a city would give us the ability to communicate with the outside world. When I first moved here, people in Sun City were admired and respected. The attitude was very favorable, but in

recent years that has changed. People in the outside world have looked upon us with ridicule and hostility," he said.

He points to the public's dismay over Sun City residents fighting the so-called Sun City school tax for unorganized areas. The tax has been ruled unconstitutional.

"When the public accused us of not supporting education, there was nobody to speak up for us. We were tagged as being slackers, and we had nobody to step for us and say, 'I'm the mayor, and here are the facts.'"

# Political showdowns belie laid-back image Tax watchdogs remain vocal

By **Connie Cone Sexton**  
Staff writer

**SUN CITY** — Political activists wanting to stay zealous in their later years might consider Sun City for retirement.

There always seems to be a cause to embrace.

During the past five years, while some retirees settled farther back in their rocking chairs or headed to the golf course, others jubilantly took to the streets to circulate petitions, shake hands or make impassioned pleas for their various causes.

## School tax

Sun Citians quickly joined arms in 1988 trying to get the Legislature or the courts to compromise on the so-called Sun City school tax, asking that it be eliminated or made more equitable.

Members of the Sun City Taxpayers Association and the Sun City Homeowners Association labeled the tax as unfair, saying the Legislature arbitrarily had decided to tax them.

The tax, aimed at those living outside organized school districts, was designed to add to the state's education fund.

The tax, which went into effect July 1, 1988, was to be implemented gradually. During the first year, homeowners in the unorganized areas paid 50 cents per \$100 of assessed valuation. The tax was to increase 50 cents each year until 1997, when it would reach a maximum of \$4.72 per \$100 assessed valuation.

In July, Arizona Tax Court Judge William Moroney ruled that the tax was unconstitutional because it raised more money than was needed for its stated purpose of funding education.

Moroney's decision might be appealed, however, by the Arizona Department of Revenue.

Nevertheless, SCTA members have hailed the ruling as victory.

## ValTrans

Spirited local debate emerged in late 1988 in the discussion of

ValTrans, a \$8.4 billion mass transit referendum that was proposed by the former Regional Public Transportation Authority. The issue was defeated at the polls March 28.

Although many Sun Citians had supported the mass transportation plan, many more residents questioned whether it would benefit their community.

ValTrans called for 103 miles of elevated rapid transit lines connecting Sun City to Mesa and Glendale to north Scottsdale. The system also called for 29 miles of freeway bus lanes and 1,500 new buses. A 30-year, half-cent increase in the county sales tax would have financed the plan.

Voters Against Senseless Transit, a citizens group with several Sun City members, vocally opposed ValTrans.

Some observers said the residents' reaction to the plan paralleled their view in 1987 to the Rio Salado Project, a proposal to clean up and develop the Salt River into a recreation channel. During that campaign, Sun Citians also hedged on support of the redevelopment plan, saying they would not directly benefit from the program.

## Rural/Metro fire protection

Fire protection was a priority topic during fall 1988 as controversy erupted over who should manage Sun City's Fire Department.

After months of financial figuring and research, members of the Sun City Fire Board decided they were at least as capable as the Rural/Metro Corp., which had provided fire protection to the community for more than two decades.

On Sept. 20, an overflow crowd of about 500 residents jammed into the Sun City fire station on 99th Avenue and Bell Road to listen to members of the fire board and Rural/Metro officials explain their side of the story.

Citing Rural/Metro's financial inefficiency and "unbending" con-

## ■ POLITICS From SC-16

tract negotiations, the board voted 4-1 in favor of starting a department Jan. 1.

Fire board members who presented the new department a year ago have reported financial savings with the arrangement.

## Sun City future

During recent years, residents have begun to wonder about the future of Sun City.

A campaign was waged in 1988 by local resident Jim Jacob, who said the age limit in Sun City should be lowered to help increase home sales.

He organized the 45 Years Overlay group, which proposed dropping the age restriction in Sun City from 50 to 45.

His effort was jolted in 1989 with changes in the Fair Housing Act. Communities wanting to maintain senior age restriction zoning would have to have at least 80 percent of the population being 55 or older.

Jacob said his movement is still valid.

"The average age is getting older and older. If we don't want the reputation of being an old folks home, we've got to do something."

"Sun City isn't like it was 10 years ago. We had a younger population and a push from Del Webb to get people to move here. Now the advertising is gone and we have large numbers of people moving into life-care homes," Jacob said.

See ■ POLITICS, Page SC-22

F.H. Jr

# Berry big party to honor Sun City volunteers

By Betty Latty  
Staff writer

No matter how you slice it, dishing up shortcake for 5,000 people is a berry big idea.

But the magnitude has not fazed Sun City's 30th anniversary celebrants, who will salute the community's volunteer forces with a Strawberry Festival and Cabaret from noon to 4 p.m. Tuesday in Sundial Auditorium, 14801 N. 103rd Ave.

Tickets to the event, which is open to the public, are \$1 each.

Get-togethers over strawberries are not without precedent in Sun City. In the late '60s and early '70s, the then Del Webb Development Co. recognized Mother's Day every year with a festival that included strawberry sundaes.

This year's festival chairman, Bob Harris, says he loves strawberries almost as much as he does Sun City and its myriad volunteers. A berry fest seemed a natural as a means of honoring the local work

crews, Harris said.

"I've always been impressed with Sun City, and so proud of all the people here," he said. "I attribute a lot of Sun City's success to the volunteering that's done."

It also seems fitting that the festival committee turned — where else? — to volunteers to get the festival and its entertainment under way.

First, the berries. They're out of season? No problem. The committee members, headed by Harris and Mort Prince, coaxed the local Furr's Cafeteria and its suppliers to reach out and touch New Zealand and — pow! — fresh strawberries. Stemmed. The cost is expected to be offset by ticket sales, Harris said.

Then, there was the matter of baking 5,000 little white cakes. They also needed glaze, and bona fide whipped cream. They found someone who will provide the real thing.

"Nothing is too good for these

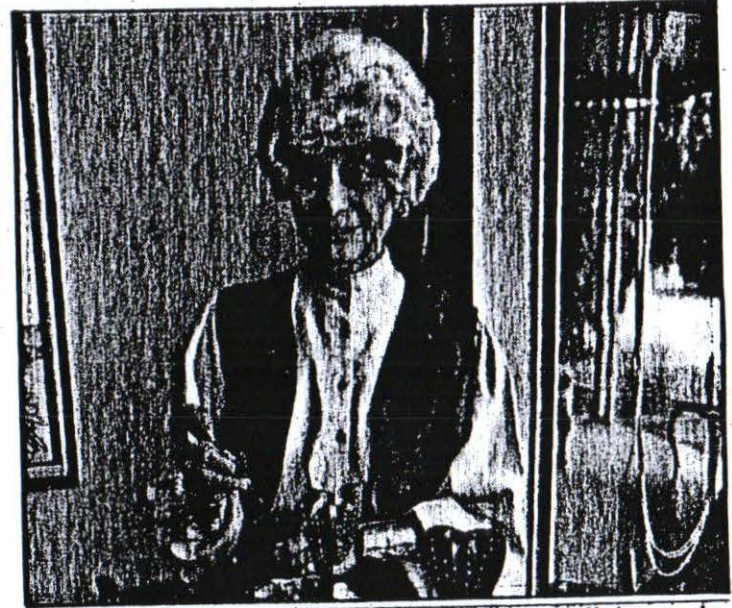
folks out here," said Joe Castillo, manager of Furr's. Castillo's staff will bake and assemble the shortcakes. The shortcakes will be transported to the Sundial by local American Red Cross volunteers.

Meanwhile, other preparations have been coordinated by Rose Larsen of Meals on Wheels. Larsen's dedication has earned her the festival committee's "Honorary Strawberry" award. The honorary berry will be introduced to the shortcake-eaters during Tuesday's afternoon program.

"It's a fitting tribute," said Susan Ready of the Bell Rec Center volunteers. She has lined up cabaret entertainment for the event. "Rose has put her heart, soul and guts into this thing."

Larsen, in addition to overseeing details such as servers, hostesses, telephone committees (through Sa-

See ■ **FESTIVAL**, Page 3C-26



Russell Gates, Staff photographer

"Honorary strawberry" Rose Larsen shows some of the aprons and flower arrangements she makes as a volunteer.

guaro Life Member Club, Telephone Pioneers of America), and red and white tablecloths, made red aprons for the hostesses, and floral arrangements for each of the 60 tables.

"It's been work, but a load of fun," Larsen said.

The afternoon's entertainment roster includes keyboard artist Kenneth Apgar; music by the C-Notes, who are Grace Schulz, Alice Muehl, Shirley Wardrop and Jeanne Read; songs by Lucy Hays, and a performance by the Sun City Steppers. Maricopa County Supervisor Carole Carpenter has been invited to speak, and Jim Hauer will serve as emcee.

About 60 local agencies who depend on volunteers are expected to exhibit brochures and during the festival, said Charlotte Farmer, board president of the Volunteer Bureau of the Sun Cities Area. Those displays are coordinated by Peg Britton.

Tickets for the Strawberry Festival and Cabaret, under direction of Adam Sellman, are available at the Sun City Ambassadors Visitors Center, 10001 W. Bell Road in Promenade Shopping Center; and Sunshine Services, 9980 W. Santa Fe Drive. Members of the area's service organizations also are selling them.

If turnout for Tuesday's festival is as successful as the committee expects, Harris said he hoped it would serve to revive the custom of an annual strawberry fest in Sun City.

Such an event could foster community spirit and call attention to Sun City and its amenities, Harris believes, adding that "a festival like this becomes unique when the berries are out of season."

# Man finds paradise in desert

By Jeff Neils

Staff writer

Paradise is where you find it.

And Bob Turner has found it in Sun City after leaving the tropical splendor of Hawaii 10 years ago.

Some might question the move. But for him, Sun City is a retiree's dream.

After operating a successful computerized tenant property-rental screening business in Honolulu for 15 years, Turner gave up island life on the Pacific Rim for retirement desert dwelling.

He hasn't been disappointed.

"While Honolulu was a very nice place, and we loved every minute of it, Sun City has so much more to offer," he said.

"There's so much to do" that residents have to budget their time to fit in the variety of activities, he said.

Turner, 73, is "bullish on Sun City. He is a virtual walking and talking brochure for what he calls the nation's "pre-emptive retirement community."

"We have seven recreation centers," he said. "We have 11 golf courses, with 36 miles of fairway, from tee to green. There's the Sun Dial Auditorium. It has a huge ballroom. We have probably the largest indoor swimming or exercise pool anywhere. "We have health spas and workout rooms. We have so much."

But what Sun City really means, Turner and others here said, is new promotion and advertising to spread that message.

Ken Masada, owner of a real estate company, concurs.

Even as Sun City celebrates its 30th anniversary, Masada said, "We need to make people more aware Sun City is out here."

Although its founder, Del E. Webb Corp. has shifted its business focus to Sun City West, Masada said it needs to channel some of its advertising money to Sun City to reclaim some of the lost promotional luster.

Sun City actually is "much more of an industry," he said. "It sells resort retirement living," he said.

The need for continued self-promotion has led to formation of the Ambassadors, a volunteer business-promotion group, which in November opened a 1,350-square-foot visitors center at the corner of 99th Avenue and Bell Road.

Masada and Turner are active in the 3-year-old group.

"We're now in the process of rallying support for community businesses," Masada said.

Masada said the center should be doing more to sell Arizona as a retirement haven.

With "36 billion on deposit," retirees are the "core group of people with the most money to spend. They are a tremendous asset to the state of Arizona," he said.

"They bring in money, they attract business and they don't bring in crime."

PHOTO BY JEFF NEILS

The Arizona Republic / The Phoenix Gazette

SC 24



# Longtime Realtors still tout community

By Jeff Nies  
Staff writer

The date was Jan. 1, 1960.

And Realtor Ken Meade needs only to pop in a videotape on his VCR to turn back the clock and relive the auspicious debut of America's foremost retirement development northwest of Phoenix.

Meade, 64, has vintage footage showing cars filled with eager buyers backing up traffic on Grand Avenue awaiting their chance to buy home sites at Del Webb Corp.'s showcase retirement community.

Some of the houses that year went for as low as \$8,000.

On film, one excited buyer is quoted as saying that he has the best property on his block, a golf course lot, costing less than \$12,000.

There were ads telling people they could move to the area and retire on as little as \$300 a month, Meade said.

"They had a national contest to give it a name," he said.

And Sun City emerged as the winning entry.

"Sun City — it was built on promotion that Del Webb was able to generate. We've had phenomenal success," said Meade, a one-time Del Webb broker. Meade, who lives in Sun City West, operates a realty firm with offices in Sun City and Sun City West.

Like many, Meade is an Arizona transplant. He moved his family from Long Island to the Valley in 1958.

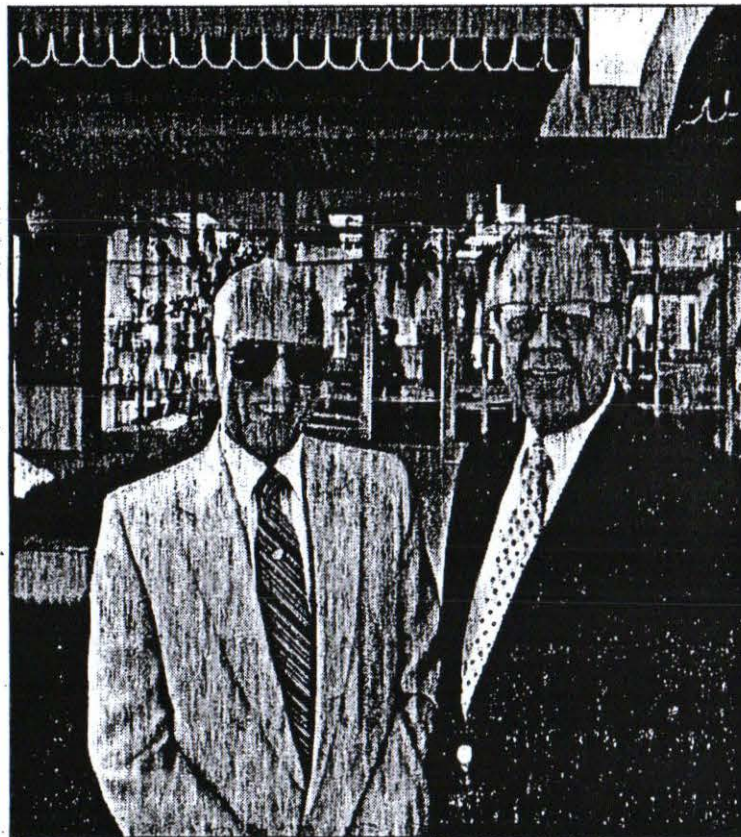
Back then, he purchased a small three-bedroom home in Phoenix for less than \$9,000, financed by the sale of his \$17,000 home in New York.

Fast forward 30 years.

"We've seen (home) prices rise and rise and rise," fueled by inflation, population growth, and accelerated natural land appreciation and property values, Meade said.

But after peaking in 1985, the

See ■ MEADE, Page 5C-26



Russell Gates, staff photographer

Bob Turner (left) and Ken Meade have witnessed three decades of Sun City development.

## MEADE

From SC-24

Sun City housing market, like others in the Valley, has begun to recede.

"A few things have been happening in Sun City that have contributed to the slide. And one of those is age," he said.

Meade, who has been selling Sun City real estate for 15½ years, said the community is going through "something similar to a generational cycle. We've gone through the first wave of retirees, and we're working on the second wave.

"We've been going through a phase where our age goes up and where the death rate increases naturally. I think in 50 years, people will be able to sit around and write about this, and we'll be able to see what's happening now."

What's been happening is the natural aging process of a well-defined community and its residents. Del Webb completed lot sales in Sun City in 1978, and has turned its attention to the development of Sun City West.

"All of their money is concentrated on that property," with Sun City benefiting from some "spillover," Meade said.

Bob Turner, a 10-year Sun City resident and active in the Ambassadors, a volunteer community and business promotion group, said the housing market has been affected by a number of factors, lack of promotion being the primary one.

But Turner, 73, said he doesn't think "affordability of housing is a major problem."

Sun City still offers the retiree "the best money value you can get," because of its varied amenities, widespread shopping outlets and services, he said.

Typical two-bedroom homes, including many 1,500-square-foot dwellings, run from \$55,000 to \$77,000. Turner said he bought his second home in Sun City for \$75,000 in 1985.

"There are lots of homes more expensive than that," he said.

Homes, off golf courses, on lake

**"A few things have been happening in Sun City that have contributed to the slide. And one of those is age."**

— Realtor Ken Meade

tive landscaped lots are readily available.

In addition, 1,500 condominium units have been built in the community since 1979, he said.

In fact, there is a relative housing glut in Sun City today, Meade said.

"We now have an extra 1,000 homes for sale," about 80 percent more than three years ago, he said.

Still, that total represents less than 5 percent of all residential property in Sun City. Another development changing the face of the Sun City housing scene is the proliferation of life-care centers.

"We have 23 of them within eight miles of Sun City," Meade said.

"Those places are naturally trying to attract customers from Sun City. It puts an extra burden on the resale market."

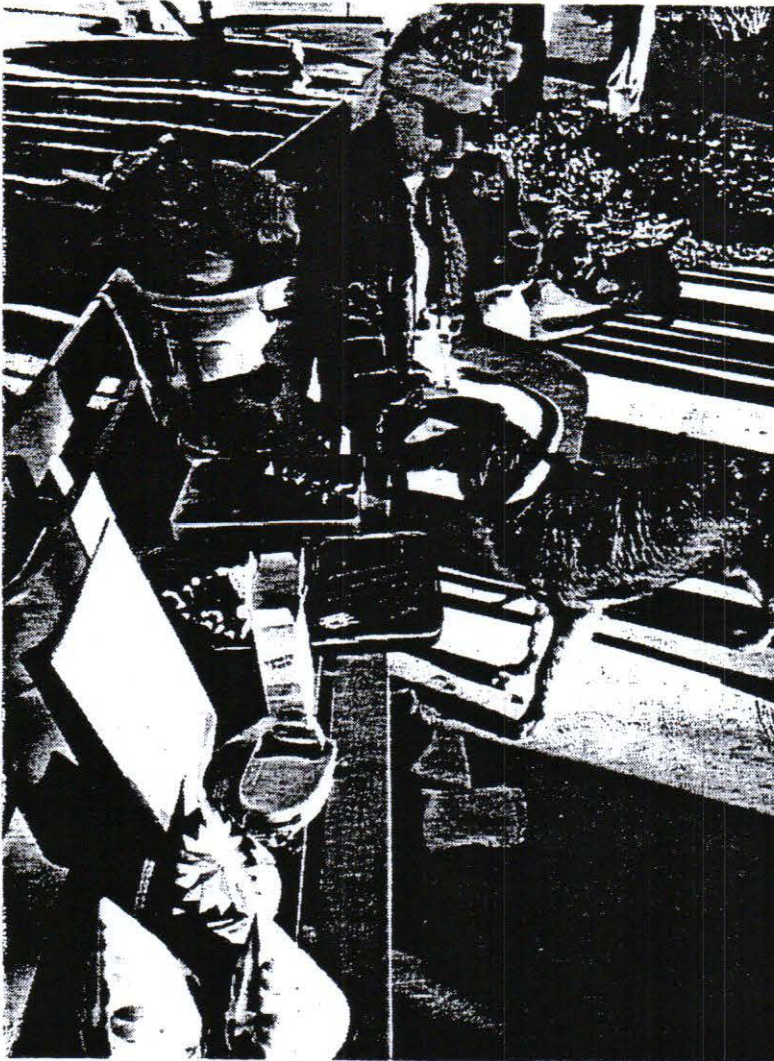
Nevertheless, he said about 1,600 previously owned homes are sold yearly in Sun City and Sun City West with home sales at his agency up 8.3 percent over a year ago.

Feb. 12, 1990

The Arizona Republic / The Phoenix Gazette

SC24

# It's party time ...



**PARTY ANIMALS.** The First Annual Sun City West Dog Park New Year's Party was a "howling" success. The doggie social event took place at 4 p.m. Dec. 31. The park is located next to Hillcrest Golf Course. Several regular users of the park organized the event, including "Gena" Stefanoff (below).

Photos by Laurie Hurd-Moore



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# ANNOUNCEMENT

er 2 •

• SERVING SUN CITY, SUN CITY WEST, YOUNGTOWN, ARIZONA • PHONE 972-6101 •

• Jan. 10-16, 1990 •

## Celebrations mark Sun City's birthday

Parade, lecture, sporting events lead the festivities

The holidays may be over, but the real celebrating is about to begin in Sun City.

This year marks the 30th anniversary of the nation's most famous retirement community. To honor the occasion, clubs and organizations throughout the community have planned a number of birthday celebrations.

Over the next two weeks, a variety of events have been planned to salute Sun City and its founder, Del E. Webb. Events such as concerts, sporting events, arts and crafts festivals, a "great ideas" forum and, of course, a parade, have been scheduled.

The celebrating will begin with a Jan. 14th kick-off concert at the Sun Bowl.

The 2 p.m. concert will feature band leader Bob Crosby and honkytonk pianist Jo Ann Castle.

During intermission, there will be presentations to three Sun City individuals who have made a significant impact on the community.

Tickets for the concert are \$3 and are available at the Sun City Visitors Center in the Promenade Shopping Center, 99th Avenue and Bell Road.

Both entertainers will be accompanied by the big band sounds of the Pat Trapani Orchestra.

The week-long festivities will continue with the following festivities:

- Sun Cities Arts and History Day on Jan. 15. Activities will focus around Oakmont Recreation Center, Grand Shopping Center and Sun City's original

### Sun City 30th Anniversary Celebration Events

• Jan. 14 — Kick-off concert at Sun Bowl, 2 p.m.

• Jan. 15 — Arts & History Day. Tours conducted through first model homes.

• Jan. 15 — Volunteer/Strawberry Festival, noon-4 p.m., Sundial Recreation Center.

• Jan. 17 — Lively Arts and Food Fair, 10 a.m.-4 p.m., Thunderbird Plaza Shopping Center.

• Jan. 18 — Sport & Health Day. Sporting competitions will be staged throughout the community.

• Jan. 19 — Great Ideas Forum, 2 p.m., Sundial Recreation Center.

• Jan. 20 — 30th anniversary parade, 2 p.m., beginning at Grand Shopping Center.

five model homes.

There will be tours of the model homes, an antique show, an arts and crafts display, an antique car display and an open house at the Sun Cities Area Historical Society's new headquarters.

• On Jan. 16, from noon to 4 p.m., the Volunteer and Strawberry Festival will take place at the Sundial Recreation Center, featuring a tribute to the thousands of volunteers who helped the Sun Cities earn the designa-

See EVENTS, Page 14

## Poms strut their stuff down Central



THE SUN CITY POMS represented the Sun Cities in fine fashion during the Fiesta Bowl Parade held Dec. 30 in downtown Phoenix. Sponsored by Blue Cross/Blue Shield, the 17-member organization marched down Central Avenue, performing bits and pieces of its famed routine along the way.

## • EVENTS

From Page 1

tion of the Volunteerism Capitol of the World.

Carole Carpenter, Maricopa County Board of Supervisors, District 4, will be the keynote speaker at 1:30 p.m., in the Sundial auditorium.

The day's festivities will include live cabaret entertainment.

Strawberry shortcake tickets may be purchased at the Sun City Visitors Center, Value Drug in Shadow Square, AL MART Cards at Greenway, Viva La Cards at the Promenade, Thistle Cards at LaRonde Shopping Center and through most service clubs.

A senior softball tournament, sponsored by the Sun Cities Senior Softball League, will be held at the Sun City Stadium Jan. 16-18.

The Lively Arts Fun and Food Fair will be held from 10 a.m. to 4 p.m., Jan. 17, at the Thunderbird Plaza Shopping Center on 99th Avenue and Thunderbird.

The food fair will be complemented by a continuous showcase of entertainment, including dance and musical entertainers from the Sun Cities area, to be featured on three stages.

Sport and Health Day will be held from 7 a.m. to 2 p.m., Jan. 18, with a series of sporting competitions being staged at the various recreation centers.

Tennis, bocci, shuffleboard and softball are among the sporting events to be held, with participants vying for a trophy provided by a Del Webb Corporation.

Mini-golf will hold open play and all who participate throughout the day will be eligible for a Sundome ticket giveaway.

Other activities for the day include an all-bicycle clubs ride in the morning, an acrobatics demonstration at 10 a.m. at Bell Center, and a Master Swimmers demonstration at 9 a.m. at Sundial.

On Jan. 19, anniversary festivities continue with golf outings at various Sun Cities golf courses and at 10:30 a.m., the Aqua Suns will perform at the Lakeview Recreation Center.

A "Futures Forum," featuring author Robert Theobald, will be held 2 p.m. Jan. 19 in the Sundial auditorium.

Anniversary festivities will conclude on Jan. 20, with a parade beginning at 2 p.m. at Grand Center and concluding at the Sun Bowl.

Nearly two miles of high school marching bands, floats and cars had registered for the parade.

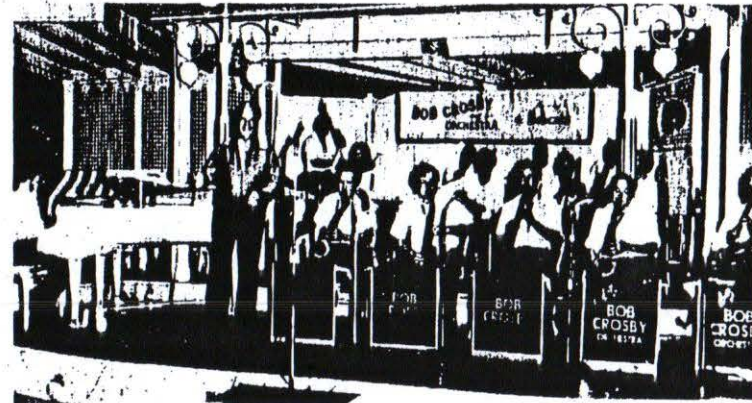
Anniversary co-chairman Martha Moyer, of the Del Webb Corporation, says there has been tremendous cooperation from many Sun Cities businesses and organizations.

The Sun City Ambassadors have been instrumental in the implementation of the event," she says, "and businesses such as CBS Properties, Valley National Bank, APS, along with many others, have really gone the extra mile."

According to Ms. Moyer, many of the costs associated with the overall event are being sponsored by the Del Webb Corporation. "But we can't do it alone."

"It has been extremely gratifying to experience the willingness of so many individuals and organizations to make the anniversary week a great success."

**BOB CROSBY** and his orchestra will help set the mood for a week-long series of anniversary events when he performs in concert 2 p.m. Jan. 14 at the Sun Bowl. The concert will serve as a kick-off celebration for Sun City's 30th anniversary.



## Strawberry fest pays tribute to 30 years of volunteerism

More than 4,000 tickets have been sold for the Strawberry Cabaret, a celebration event for Sun City's 30th anniversary.

The Cabaret program will take place from noon to 4 p.m. Jan. 16, at Sundial Recreation Center, 14801 103rd Ave.

Tickets for the Strawberry Cabaret are \$1, and may be purchased at the Sun City Visitor's Center, Sunshine Services, Inc., Hallmark, Greenway Plaza and

Viva La Carde.

Entertainment is being coordinated by Susan Ready, Sun City Library. James Hauer will be master of ceremonies and Margaret Whitehead will appear as Mizz Strawberry.

There will be performances by keyboard artist Kenneth Abgar and singer, Lucy Hays.

Other presentations will be by the "C" Notes and the Sun City Steppers.

# Turn back

## Webb models reopen doors for anniversary

By JACQUE PAPPAS  
Daily News-Sun staff

SUN CITY — More than 100,000 people filled Oakmont Drive 30 years ago this month as they took a peek at five model homes that showcased Del Webb's concept of active retirement living.

Thousands of residents toured the original homes again Monday as part of a week-long series of events celebrating Sun City's 30th anniversary.

The Sun Cities Area Historical Society's new office officially opened to the public after a ribbon-cutting ceremony with local dignitaries.

The office, 10801 W. Oakmont Drive, was the first model home built in Sun City. It remained



Daily News-Sun photo by Stephen Chernek

**T-BIRD WATCHERS** — Robert and Dorothy Thorne of Surprise admire a pink 1956 Ford Thunderbird, on display in front of the Sun Cities Area Historical Society, 10801 Oakmont Drive. The home was the first Sun City model home.

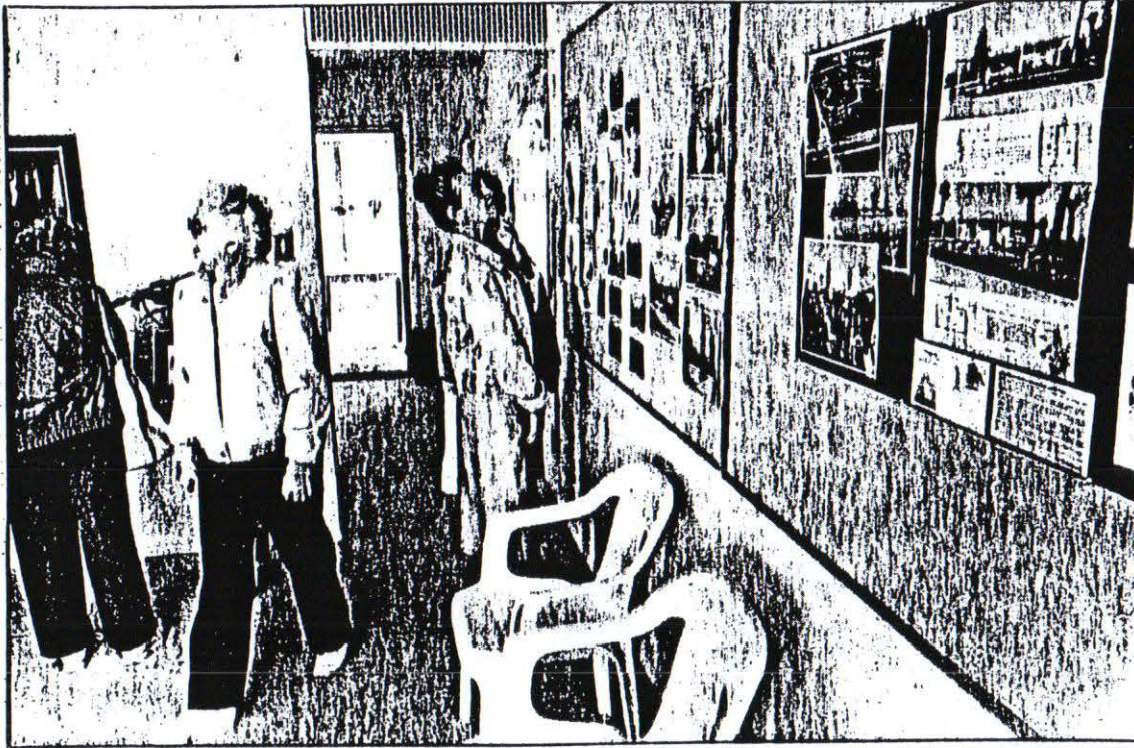
open Monday along with two other original homes built along Oakmont Drive and South Golf

Course.

Memorabilia — from old telephone books to a fifth an-

niversary ashtray to a 1979 trophy of the Sun City Saints — See Home, A3

# Home tour shows off Sun City originals



Daily News-Sun photo by Stephen Charack

**HISTORY ON DISPLAY** — The Sun Cities Area Historical Society's new headquarters opened to the public Monday.

Visitors to the house at 10801 W. Oakmont Drive viewed photographs from Sun City's past.

## Wednesday's anniversary events

Sun City's 30th anniversary celebration continues Wednesday with a number of events.

An Arts, Fun and Food Fair will be 10 a.m. to 4 p.m. at Thunderbird Plaza, 99th Avenue and Thunderbird Boulevard. A continuous showcase of entertainment will be featured on three stage areas and will include dance and musical entertainers from the Sun Cities area.

The Sun City Organ Club will present a performance at 2 p.m. at Fairway Recreation Center, 10600 E. Peoria Ave. Their performance will be followed by a showing of the 1960 Academy Award winning movie, "Butterfield Eight," starring Elizabeth Taylor.

Senior softball tournament continues with games at 10:30 a.m., noon and 1:30 p.m. Lawnbowling tournament, Sun City vs. Sun City West, begins at 1:30 p.m. at Lakeview Recreation Center, 10626 Thunderbird Blvd.

— From, A1

was on display at the society office.

"We've been in Sun City a long time and it's nice to come here and see old familiar places and faces," said Milton Semrau, who moved to Sun City with his wife, Ione, in 1971. "I've just enjoyed walking around here (the society office) and looking at all the old photographs on the walls."

Hostesses were stationed at each home and shared tidbits of information with the thousands who visited the Sun City landmarks.

"I like to tell people about some things in Sun City that they may not know. And that's what the historical society is going to be all about — documenting history," said Rita Wright, secretary of the board.

The historical society honored its co-founder Jane Freeman by naming the office conference room after the Sun Citizen.

In addition to the open houses, antique cars were on display and a variety of clubs had craft shows in the former T&Y store at the Grand Center.

Betty Joachim, who chaired Monday's events, said she was happy with the big turnout.

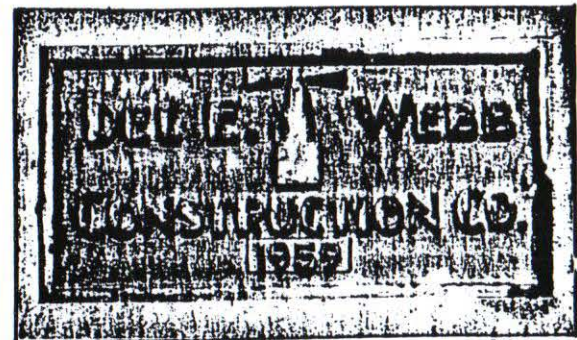
Area residents, people from out of town and many from throughout the Valley came to the second day of anniversary events in Sun City.

Carol Heimann, of Phoenix, walked through the homes Monday with her two daughters ages, 6 and 9.

"My daughters just loved seeing the old cars. I think more people who live in the Valley should come out here. I don't think they all realize that the people out here are active," said Heimann, whose mother, Mary Grangaard, lives in Sun City.

Touring the homes, along with those who had never visited Sun City before, were some people who have lived in the retirement community since 1960.

"I have been here since March 1960 and I think this anniversary is terrific. I have donated quite a few articles, photos and old phone books to the historical society because I think things like this should be preserved," said Rae Conn, who still lives in the home she bought 30 years ago on Pebble Beach Drive. "I've seen Sun City grow from nothing and now we need to work to keep it going strong."



Daily News-Sun

**LANDMARK** — The Del E. Webb Construction Co. placed a plaque in the cement in the driveway of the original homes.



Sun City residents will be celebrating the community's 30th anniversary with a variety of activities this week. A kick-off celebration was held Sunday at the Sun Bowl and featured the big band sounds of Bob Crosby and his Orchestra. This week's celebrations will include sporting events, stimulating lectures and a parade. For a complete listing of anniversary events, see Page 3.

## A look into the future

Author examines role of seniors in the 1990s during special 30th anniversary 'ideas forum'

By PEG KEITH  
Sun Cities Independent

The 1990s will bring more changes and challenges than anyone can imagine, says Robert Theobald, economist, author and futurist.

He predicts, as well, a future full of opportunities for Sun Citians. For it will be left up to retirees, he says, to work for

### Anniversary update

• Full listing of this week's celebrations.  
See Page 3

compassionate, fundamental change in society.

Mr. Theobald will be the featured speaker during a special Sun City anniversary-week lecture, scheduled for 2 p.m. this Friday, Jan. 19.

The futurist will present a lecture titled, "Rethinking Aging — Possibilities, Potentials and Pit-

falls," at the Great Ideas Forum to be held at the Sundial Recreation Center Auditorium.

Mr. Theobald says Sun Citians have a great deal to offer their fellow Valley residents.

"My sense is that the fact that the people are living in Sun City makes it a much bigger challenge," says Mr. Theobald, citing image and pre-conceived attitude that exists outside the community.

A former resident of Wickenburg, he has observed a perception outside the retirement community that in Sun City it is easier to be isolated from the concerns of the world.

There's an attitude, he feels, that some of those no longer in the workplace could find it difficult to meet future challenges.

"I hope we can find ways for the people in Sun City to be more effective in letting people know that they're around, and have many skills," says Mr. Theobald.

The speaker for the Great Ideas Forum is an internationally known author and consultant; is chairman of the board of Knowledge Systems, Inc., and founder of Action Linkage.

Action Linkage is an international networking organization made up of people involved in health, education, communication, peace and other areas of human endeavor.

Knowledge Systems is an organization dedicated to creating and disseminating information capable of leading to fundamental and compassionate change.

Mr. Theobald speaks of "practical visionaries." In his view, people (including seniors) have the energy to manage their problems and to realize future goals. He admits that living in Sun City brings with it a larger challenge, because it is easier to become isolated from the concerns of the world.

"However, there are enormous challenges and tasks that older people can effectively accomplish," he says.

It's his belief that in the years to come, society will increasingly need the special understanding and abilities of older people, as the world will not be so well off, not so luxurious as it has been in the past.

Mr. Theobald is not sure the stereotype of the retiree as a person who drops out of society holds true. He sees, rather, an older person, like his mother, who remained interested and concerned as the years passed.

"I have always thought that it was more a question of character and what people bring into it than a question of age," he says.

"It seems to me that it is obviously a networking issue: how can people in Sun City show that they are available? How can people who are in need, outside, find them?"

A surprising amount can be done, says Mr. Theobald. He suggests computer billboards where needs and helpers could be readily identified and brought together.

"My sense is that the 1990s will be a time of extraordinary change. It will be more traumatic than we yet realize," says Mr. Theobald, noting the break-up of European Communism.

"I really see it as a much more complicated occurrence," he says. "The whole industrial era is undergoing change."

His talk, for the Great Ideas Forum, is one of the features of the Sun City 30th anniversary celebration.

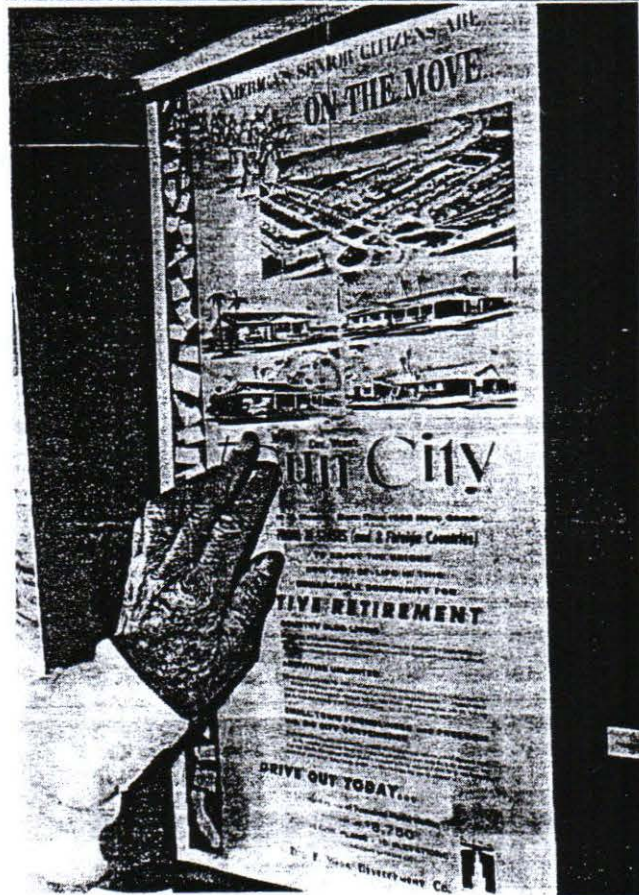
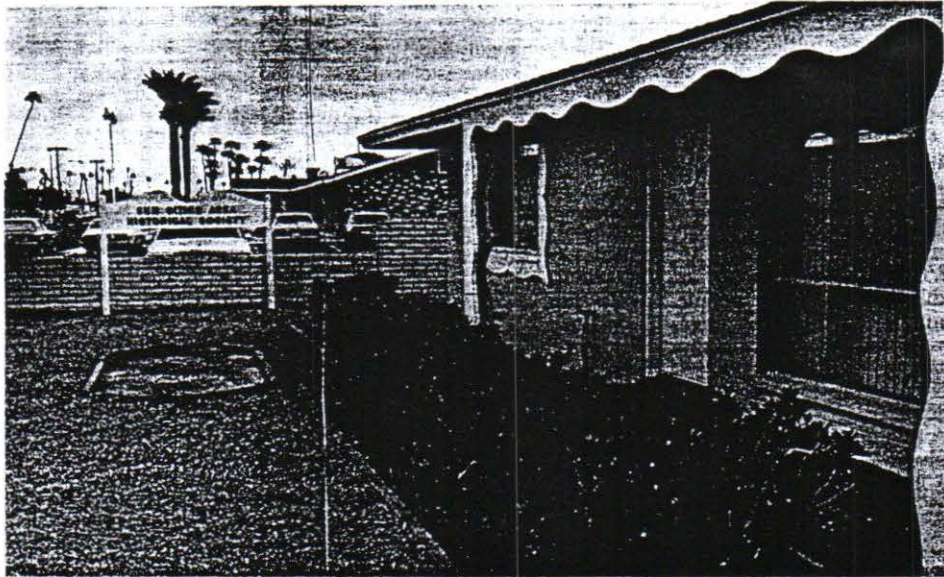
"The talk is about the challenge to the 1990s — what the older people can do," he says.

Giving, in a sense, he says, is not a matter of choice.

"I do not think it is appropriate," he continues, "for people to say 'We have earned our money and now we can play.'"

Free tickets to attend the Sun City Great Ideas Forum featuring futurist Robert Theobald are available at the *Sun Cities Independent*, the *Sun Life Magazine*, Arizona State University-Sun Cities office, Bell and Fairway recreation centers libraries, Rio Salado Community College-Sun Ridge office, and the Sun City Visitors Center.





**HISTORY IN THE MAKING.** As Sun City celebrates its 30th anniversary this month, the newly-opened Sun Cities Historical Society headquarters and museum will serve as the centerpiece of activities. The building, located at 10801 Oakmont Ave., houses historical data, photographs, old advertisements for Sun City and other items. The home originally served as the very first model home for the Del Webb Corp. when it opened Sun City and was purchased by the Historical Society last year. It has been restored to its original condition and is now open to the public.

Laurie Hurd-Moore/Independent



**BOCCE CLUBS MARK ANNIVERSARY.** *The Sun City and Sun City West Bocce Clubs recently marked the anniversary of Sun City by competing against each other in what will become an annual tournament. Surrounded by members of the clubs, Vincent De Francis, president of the Sun City club, accepts the winning trophy and congratulations from Orval Stamm, president of the Sun City West club.*

## Special salute to Sun City



*The flags were flying high by both young and old during Sun City's 30th anniversary parade, held Jan. 20 along 107th Avenue between Grand and Peoria avenues. A number of local clubs and businesses participated in the parade. Curious onlookers lined the parade route to help celebrate the community's birthday. The son of Channel 5 newscaster Roger Downey saluted Sun City in his own quiet way. The senior Downey was one of five people judging parade floats.*

## Sun City Stadium Features SC's 30th Anniversary Softball Tournament

by Stan Steciak

Sun City Stadium, former spring training home of the American League, Milwaukee Brewers, will present a softball tournament. The 12 team De Web Sun Cities Senior Mens League will play in a three day tournament, January 16, 17 and 18, 1990. This is part of an extended program celebrating SC's 30 wonderful years of existence.

The Senior League now plays its games in SCW. The 12 teams are made up with senior men from the Sun Cities and they play slo pitch softball. Needless to say, they are tremendous ball players. Many players have been featured in articles on The Wester sport pages.

On Tuesday, Jan. 16, team play will begin at 10:30 a.m. Horne Furn-

iture will face Ace Radiator. At noon, Thunderbird Travel will meet Beall's Fashions. The 1:30 p.m. game will pit Ath Elite Sporting Goods against Lund Cadillac. In the fourth and final Tuesday game at 3 p.m., Sun City Bank will take the field against Mull Realty.

On Wednesday, Jan. 17, four seeded teams, namely: Spa Land, Denny's TV, Meade Realty and Quinn & Loe Clothes will play the winners of Tuesday's games. These contests will start at 9 a.m.

On Thursday, the 18th, the final four teams (winners of the previous day's games) will meet in the semi finals at 12:30 p.m. and 2 p.m. The winners will then play each other in the Champ-

ionship game, scheduled for 3:15 p.m. Sports fans will enjoy this game.

The Sun City Stadium, at 111th Avenue and Grand Avenue, was also the home of the Sun City Saints, girls fast (very) pitch softball team. The Saints were an excellent team, known all over the United States.

Admission to the Stadium for the Tournament is free. Director Bob Vosbrinck, long time League player and manager, urges all residents to come out and root for the local teams. New residents will be pleasantly surprised with the fine play of the seniors. Also, this is a great opportunity for you to see the colorfully uniformed teams and the inside of this outstanding stadium.

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Monday, Jan. 15, 1990 Daily News-Sun, Sun City, Ariz.

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## Sundial hosts Strawberry Cabaret

SUN CITY - Northwest Valley hostesses wearing red and white aprons and bows will serve strawberry shortcakes Tuesday during the Strawberry Cabaret in Sundial Auditorium, 14801 N. 103rd Ave.

The berries are being flown in from New Zealand.

Chairman Rose Larsen first rounded up the hostesses and then made the aprons.

To find the helpers, she called

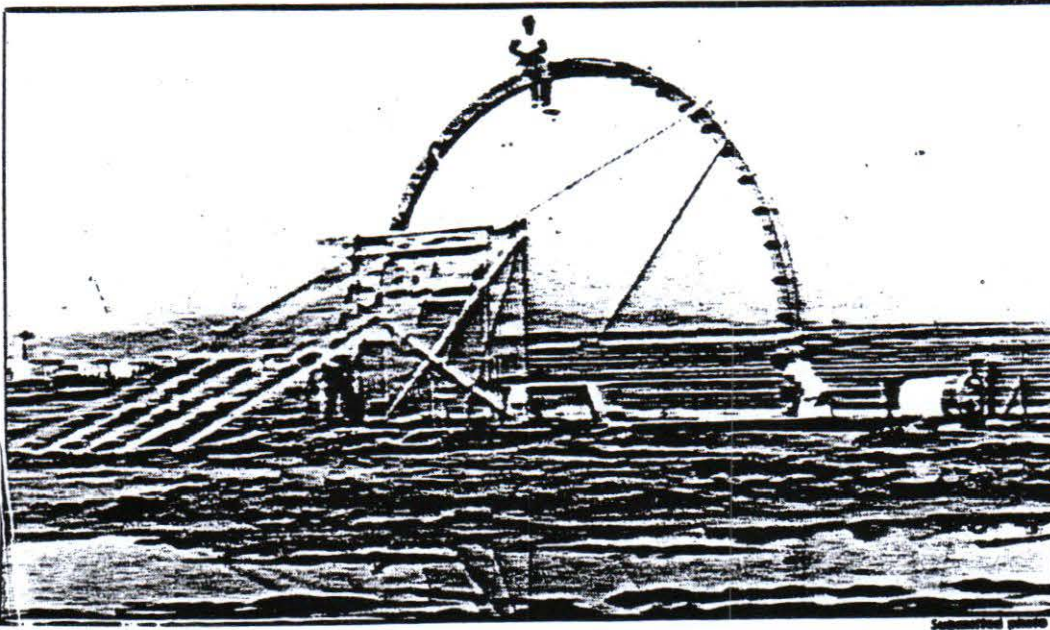
on Interfaith Services, 79ers Lionesses, Sun City Prides, Volunteer Bureau, Telephone Pioneers (Saguaro Club), Meals on Wheels, Sun City Library and the Altrusa Club of the Sun Cities.

Entertainment will be provided by Kenneth Apgar; Lucy Hays; the "C" Notes (Alice Muehl, Grace Schultz, Shirley Wardrop and pianist Jeanne Read); and The Sun City Steppers (Norma Denny producer).

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Daily News-Sun, Sun City, Ariz. Thursday, Jan. 11, 1990

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### A look back...

Construction workers started building the Sun Bowl in September 1966 on what was once an empty field. The entertainment amphitheater was completed in November of 1966. The Daily News-Sun will take a look back at the 30 years of Sun City with a special anniversary section to be published on Friday.

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# Tickets On Sale For Kick Off Concert

WESTER 1-4/10-90

Tickets are now available for Sun City's 30th Anniversary kick-off concert featuring Bob Crosby and Jo Ann Castle. The event will be held on Sunday, January 14 at 2 p.m. at the Sun Bowl. Seating will be provided.

This event is the first in a series of 30th Anniversary events scheduled for the week of January 14-20. Other activities include:

**Monday, January 15 -** Sun Cities Arts and History Day with the focus of activities around the original five model homes, Oakmont Recreation Center and Grand Shopping Area. Activities include an open house at the Sun Cities Area Historical Society's new

headquarters, an antique show, an arts and crafts display, antique car display, tours of the original models. The Sun cities Art Museum will also be open on this day.

**Tuesday, January 16 -** Volunteer and Strawberry Festival at the Sundial Recreation center will feature a tribute to the thousands of volunteers who have helped the Sun Cities earn the designation of the Volunteerism Capitol of the World. There will be live cabaret entertainment during the festivities. Maricopa County Board of Supervisors member Carole Carpenter will be the event keynote speaker. Her talk begins at 1:30 in the Sundial auditorium.

Tickets for strawberry shortcake are available at the Sun City Visitors Center, through most service clubs and at Value Drug in Shadow Square, AL MART Cards at Greenway, Viva La Cards at the Promenade and at Thistle Cards at the LaRhonde shopping center. The event will run from noon until 4 p.m. Senior softball tournament begins at the Sun City stadium.

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## How is your Sun City I.Q.?

How's your knowledge of Sun City? The Sun Cities Area Historical Society has compiled a list of trivia as part of this week's 30th anniversary celebration.

Many of the answers can be found in "Jubilee," the 25th anniversary history of Sun City, or in stories in the Daily News-Sun. Some questions and answers have grown out of tradition.

### Questions:

1. Sun City officially opened on what day in what year?
2. How many building phases were there? What are the north and south boundaries?
3. Sun City has how many clubs chartered with the recreation centers?
4. What was the News-Sun's first motto?
5. Who was Les Perry?
6. What two colleges have branches in or near Sun City?

### Answers:

1. Opening day was Jan. 1, 1960.
2. Three major building phases: the first, from Grand Avenue south to Olive Avenue; the second, Grand north to Bell Road; and the third, north of Bell to Beardsley Road. Quail Run and Sun City east of 99th Avenue were completed at the same time as Phase III, north of Bell.
3. At last count, the recreation centers of Sun City had 185 chartered clubs.
4. "Aggressively provincial."
5. Les Perry was the "key man" for Del E. Webb Development Co. He officially opened new homes and presented the keys to homeowners.
6. Arizona State University and Rio Salado Community College.

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## LIFE ENRICHMENT —REACH FOR IT!

### What A Party!!

By Jerry Svendsen

It was quite a party, huh?! Congratulations to Martha Moyer of the Del Webb Corporation and June Scott Darby of Sun City Ambassadors who co-chaired Sun City's week-long 30th Anniversary Celebration. And more accolades and applause to the hundreds of volunteers, performers, participants and all people involved.



One gets the feeling Sun City would enjoy celebrating each anniversary and life itself every January. True, it takes time and creative energy to produce a week of activities. It also raises the community's activity level while bringing positive publicity and visitors.

Maybe we could have several weekends of events — several Sun Bowl programs, golf, tennis, softball, lawn bowling, etc. tournaments, a parade, forum (series?). Let's go to work on this — in our spare time.

Jo Ann Castle, of Welk TV Show fame, is recovering from a grave illness and had considered cancelling her Sun Bowl appearance. But the show goes on and so did Jo Ann, with an assist to the stage and to her piano. She then proceeded to put her audience in stitches for 45 minutes. Her courage and comedy (and hot piano) brought her a standing ovation.

Several hundred came to hear futurist, author Robert Theobald at Sundial Center Auditorium. Said one resident, "Let's have a forum annually. It's good to have dynamic discussion, the-sharing of differing views about life, our world, where it is headed, and what we as individuals can do." Do you agree? Send your thoughts and suggestions to Sun City Ambassadors, Inc., P.O. Box 2481, Sun City, AZ 85372.

Sun Health Auxiliary President Gerry Paterson wrote in the organization's January newsletter, "I recently attended a meeting where Mariene Klotz of Channel 3 presented a most interesting program around volunteerism, and I quote here: 'When love and skill are combined expect a masterpiece.' That is what our Auxiliary volunteers are, each one a small part of a whole masterpiece." Volunteerism. That, to a great extent, is what makes Sun City and all our fine Northwest Valley adult communities masterpieces.

.....

The speaker forgot what he was going to say at the Sun City Del Sol Rotary Club meeting last Thursday. He then reminded us there are advantages to losing one's memory. One is that you are assured of meeting new friends everyday. Also, on Easter Sunday you can hide your own Easter eggs. The other advantages, well, I've forgotten them.

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## This Week In Brief

### Webb discusses Sun Cities image during open forum

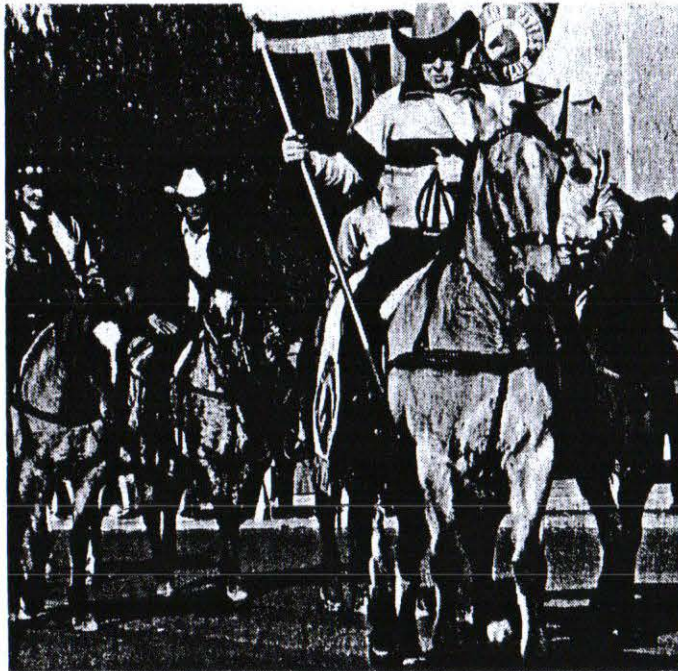
The Madison House Town Hall Forum, at 1 p.m. Jan. 25, will feature a talk by Martha Moyer, manager of public and community relations, Sun City West.

Ms. Moyer's topic will be "Showing Phoenix We Care," which deals with an image study made by the Webb corporation last year.

She says the forum will provide an opportunity for Sun Citians to learn how others see them, and about the impact of the study on the community.

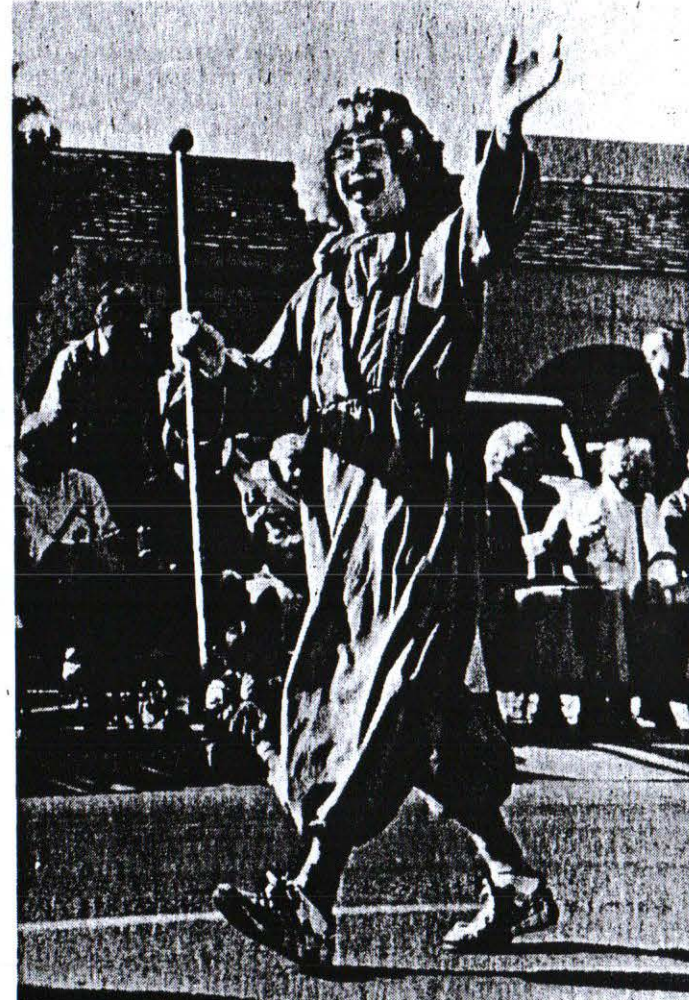
Madison House is at 18626 Spanish Garden Drive, Sun City West. Call 584-1999 for information.

# Sun City celebrates 30 years!



*An anniversary parade held Jan. 20 capped off a week-long series of birthday celebrations for Sun City residents. The parade began at the Grand Shopping Center and made its way along 107th Avenue to the Sun Bowl. More than 40 different clubs and businesses participated in the parade, which featured clowns, bike clubs, floats and antiques cars. For a full recap of the week's anniversary events, see Pages 8-9.*

Photos by Tyson Kuhrt/Independent



# Celebrations mark community's anniversary



## Sun Bowl kick-off ceremony

Anniversary week began with a special concert Jan. 14 at the Sun Bowl. More than 4,500 residents attended to hear music by the Pat Trapani Orchestra. During the ceremony, special awards were presented to three people in honor of their contributions to the community. Red Pope, Valley National Bank, center, presents the awards to Jane Freeman, left, Leslie Corrinne, second from left, and Jerry Svendsen, right.

## Strawberry/Volunteer Festival

A day-long festival honoring volunteers in the Sun Cities was held Jan. 16 at the Sundial Recreation Center. Several local organizations and residents were honored for their contributions and special tribute was paid to the community by Maricopa County Supervisor Carole Carpenter. Among the groups participating in the event was the Sun City Prides. Vi Knoll, left, and Dorothy Toney were on hand to answer questions.



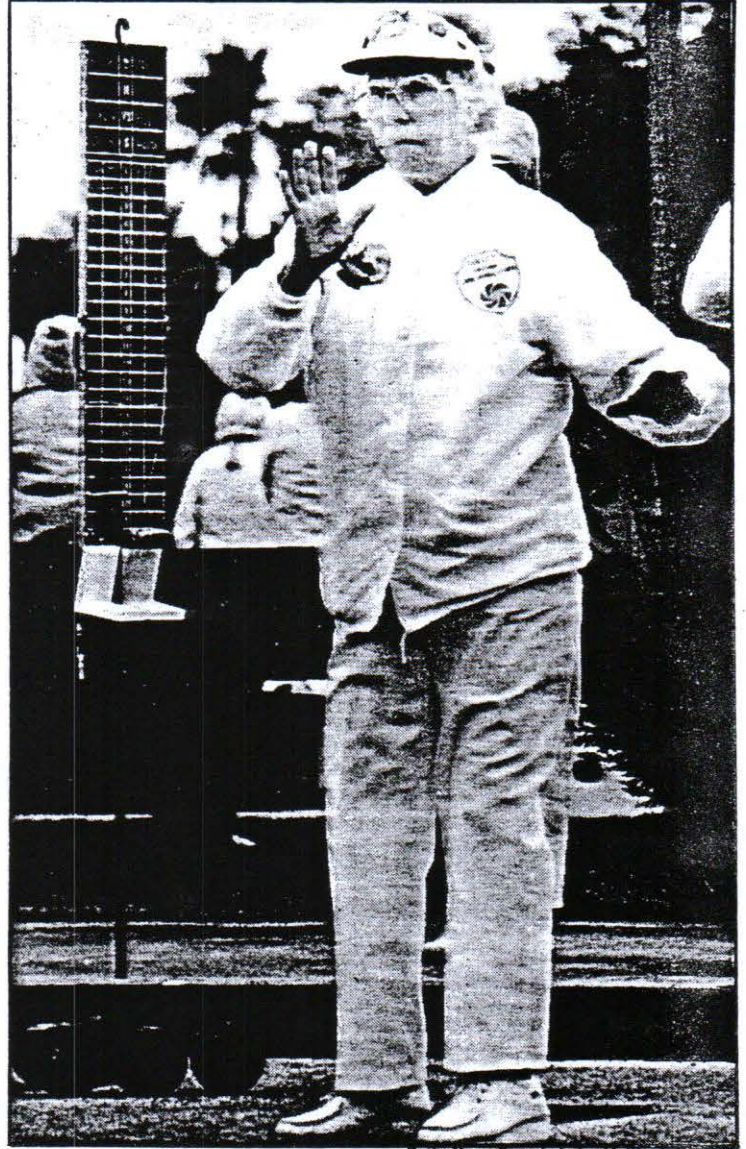
## Lively Arts and Food Fair

An arts and crafts festival and food fair was held Jan. 17 at Thunderbird Shopping Center.





**BUNDLED BOWLERS** — Sun Citian Bert Venables (above) keeps his head warm while lawn bowling in a tournament Wednesday afternoon at Lakeview before rain hit the Valley. Eleanor Sand of Sun City (right) tries to coax her bowl closer to the jack during the same tournament, which was held to celebrate Sun City's 30th Anniversary.



Daily News-Sun photo by Mollie J. Hoppes

# Sun City 30th anniversary events to continue throughout this week

## Wednesday, Jan. 17

• Throughout the day, a continuous showing of local entertainment, featuring square and round dancers, folk, tap, jazz, ballroom, Latin and Hawaiian dancers, performances by the Pom Pons, with music by chorale singers, polka and banjo groups and appearances by concert performers and baroque recorders.

• The senior softball tournament will continue, at 9 a.m. at Sun City Stadium, beginning at 9 a.m.

• The Lively Arts Fun and Food Fair will take place 10 a.m.-4 p.m. at Thunderbird Plaza, 99th Avenue and Thunderbird Road.

• The lawn bowling tournament, with Sun City facing off against Sun City West,

will begin at 1:30 p.m. at Lakeview Center.

• The Sun City Organ Club performance will begin at 2 p.m. at Fairway Recreation Center. Music from the '60s will precede a showing of the award-winning movie "Butterfield 8."

## Thursday, Jan. 18

• Senior softball tournament, semifinals at Sun City Stadium, 12:30 and 2 p.m.; finals, 3:15 p.m.

• City-wide bicycle clubs with estimated 300 participants will ride through the community, rolling off at Marinette Recreation Center at 8 a.m. The ride will end at 9:15 at the Sun Bowl with refreshments for riders.

• Mini-golf events will continue throughout the day

on all local courses.

• Tennis tournament, Sun City West vs. Sun City, begins at Bell Recreation Center at 9 a.m.

• Shuffleboard tournament, Sun City vs. Sun City West, will take place at the Sundial Center, at 9:30 a.m.

• Lawn bowling tournament (Canadian American) will be 10 a.m. to 2 p.m. at Fairway Recreation Center.

• Aerobics demonstrations outdoors at 10 a.m. at Bell Recreation Center.

• Bocci tournament will be played at Lakeview and Marinette recreation centers, 1 to 3 p.m.

## Friday, Jan. 19

• Shotgun starts morning and afternoon (the latter with luncheon) for golf outings,

Lakes West and North courses. Sun City Recreation Centers permits outside play. For information, call golf courses.

• Author, economist, futurist, Robert Theobald will speak at 2 p.m. at the Sundial Auditorium. Tickets are available at the Sun Cities Visitors Center, Bell and Fairway Recreation Center Libraries, *Sun Life Magazine* and the *Sun Cities Independent* offices.

## Saturday, Jan. 20

• The anniversary parade will begin at 2 p.m. from the Grand Shopping Center, 107th and Grand avenues, and continue south on 107th Avenue, to the Sun Bowl, just south of the Peoria and 107th avenues.

# Dance party

## Sun Bowl show opens birthday bash

By JACQUE PAPPAS  
Daily News-Sun staff

SUN CITY — Sun City's 30th anniversary celebration kicked off with a bang Sunday as nearly 4,500 people danced, sang with and listened to Big Band and honky-tonk music.

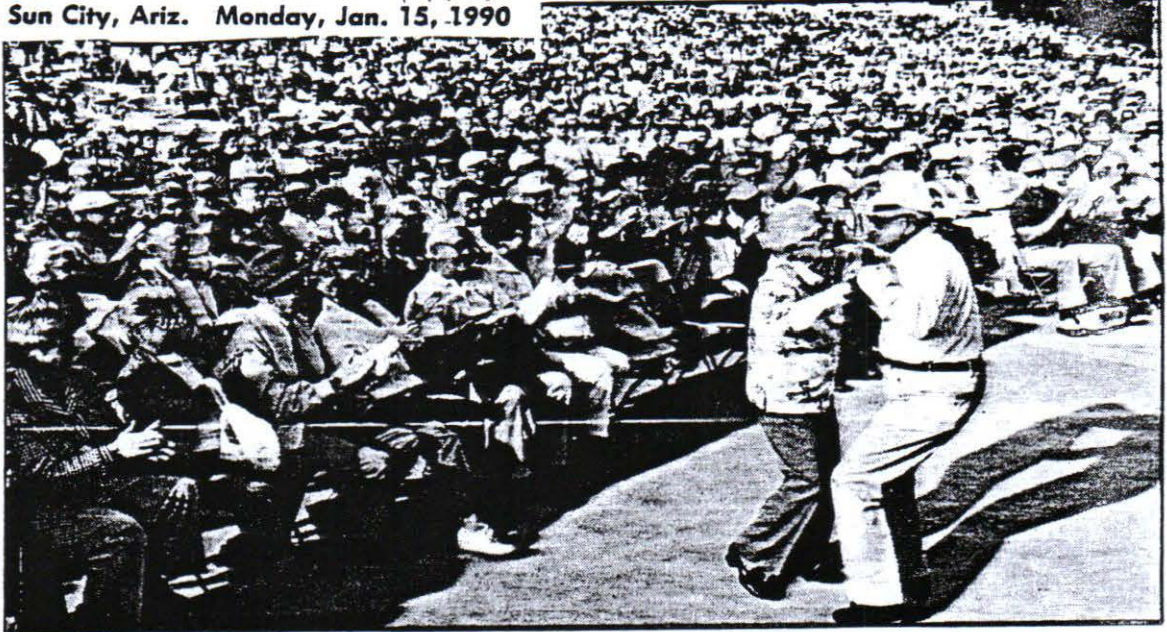
The concert at the Sun Bowl, featuring Jo Ann Castle and Bob Crosby, was reminiscent of the retirement community in the early 1960s when the outdoor amphitheater was often packed with an enthusiastic crowd.

Castle, a pianist and entertainer formerly with the Lawrence Welk Show, got residents on their feet as she sang, made jokes and tickled the ivories.

"He (Welk) would have said this is vonderful, vonderful," Castle said, giving an update on the entertainment legend.

"He is 86, he's very, very retired and doing fine. He shoots pool every day in his office."

Castle, who walked on stage with the assistance of a cane, was recently released from the hospital and is recovering from an illness that "affected all of her vital organs."



**HIGH STEPPING** — Sophia and Marino Bruno dance to the music of Jo Ann Castle and the Pat Trapani Orchestra. Castle and bandleader Bob Crosby performed to a near capacity crowd at the Sun Bowl for a concert kicking off a week-long series of events for Sun City's 30th anniversary.

The crowd gave her a standing ovation and Castle burst into tears.

"I love this place. You all are so wonderful," Castle said. "This concert was great therapy for me."

Big Band leader Bob Crosby led the Pat Trapani Orchestra in nearly a dozen tunes from waltzes to Dixieland numbers.

Sunday's event was the first of a week-long series of events in tribute of the retirement community's 30th anniversary.

Prior to the show, Valley National Bank presented three Recognition of Significant Contribution Awards to Corrine Leslie, Jane Freeman and Jerry Svendsen.

Leslie is founder and chor-

### Tuesday's anniversary events

Sun City's 30th anniversary celebration continues Tuesday with a number of events.

The Volunteer and Strawberry Festival is scheduled from noon to 4 p.m. at the Sundial Recreation Center as a tribute to the many local volunteers.

Maricopa County Supervisor Carole Carpenter will be the speaker at 1:30.

Cabaret music will be featured during the festival.

Senior softball tournament games will be at 10:30 a.m., noon and 1:30 and 3 p.m. at the Sun City Stadium, 111th and Grand avenues.

KTAR radio will broadcast live from the event all day.

eographer of the Sun City Pom Pons.

Jane Freeman is co-founder of the Sun City Historical Society and is co-author of "Jubilee," a 272-page book that details the

history of Sun City.

Jerry Svendsen is editor and publisher of Sun Life Magazine and former Sun City public relations manager for the Del Webb Corp.

# '... it was like a big happy family

## Pioneers recall early days of SC business community

By PEG KEITH  
Sun Cities Independent

Sun Citizen

### Profile

#### Portraits Of Our Residents

Sun City is unique. Take the word of Steve and Ruth Hornacek, long-time residents of the retirement community.

They were employed here in the 1960s, and watched Sun City grow from the ground up, from show homes to units to phases.

Mr. Hornacek came to work at the Safeway store at Grand and 107th avenues on June 2, 1962, as a managerial transfer from the Safeway at 15th Avenue and Van Buren.

"I was tired of having a gun in my face and my back," he says, recalling some harrowing occurrences in that rough Phoenix neighborhood.

For the next few years, this transplant from Connecticut to Arizona commuted daily, driving from Phoenix to his work in Sun City, and back again.

"I remember looking out the store window at Grand Center, and seeing crop dusters across the street," he says. "The scene changed, from dusters to dozers to the hospital going up ... I never realized, then, that I would live out here."

A Pioneer, Mrs. Hornacek came to Sun City in August 1961.

She and her first husband, Henry Richlitz, moved from a suburb of Milwaukee.

As a postmaster in Wisconsin, Mr. Richlitz had received a recommendation to become Sun City's first postmaster.

The appointment was made by President Lyndon Johnson, but, unfortunately, Mr. Richlitz died before his nomination was confirmed.

Several years later, Ruth and Steve met, and later were married.

She was an employee of First Federal Savings and Loan and also had learned firsthand about the unique character of the community they were to call home.

Sun City grew fast, says Mr. Hornacek. "There were already 7-8,000 residents here, when I first came. No one expected this place to grow to 50,000. Everything was built small."

Safeway, he says, expanded once, frontward and backward, but there was no space for further enlargement.

The small-town feeling was an advantage, though. Business flourished with the familiarity and feeling of being part of something that was special and

totally different from any other community in the world.

"I got to where I knew so many of the people by their first names and it was like a big, happy family.

"We'd see the people in the store, sometimes several times a week. There was never a person who came through the door that I did not love. I enjoyed all my years out here."

Mrs. Hornacek adds a confirmation to the statement. "He really does love people," she says. "He built so much good will among the customers."

She found the same situation through her work with the financial institution.

In the Youngtown office on 111th Avenue, people came in just to get acquainted, when they changed their residences.

"We learned their life history. They brought their accounts and personal business, and when a spouse died, I was one of the first people they came to see.

"When you were in business in Sun City, the people treated you like family. I thoroughly enjoyed my work. Savings and loans were like a family."

It's different, now, she says. "The Sun City-Youngtown branch was the last to go on computers. We went through three or four systems, and every time we went on a new system, no one went home until everybody balanced."

Mr. Hornacek's retirement began in 1986; he worked his last year in the Safeway in Sun City West. Computers were already making huge changes in grocery stores.

"Now, computers not only work at the check-out counter, they make out the employee schedules, the hours that will be worked, the vacation times and handle office-to-store communications.

"Computers can tell what customers are doing; what every store is doing, what every regis-

**"When you were in business in Sun City, the people treated you like family."**

**- Ruth Hornacek**

ter is doing and what every clerk is doing."

His friendly manner was a familiar welcome to his store. In retirement it remains the same, as he smiles with good will and good wishes for the community.

"My husband will walk down the street and say 'hello,' to everybody," says Mrs. Hornacek.

"It doesn't hurt me to be pleasant, to say hello," is his reply.

"People here can be as happy and busy as they want," he says.

"There are as many facilities as you can think about. We love it. We don't long for anything here, and if you're tired of playing, there's lots of volunteer work."

In Steve Hornacek's opinion, nearly 95 percent of the people out here share his feelings of warmth and love for Sun City.

"But then, some people would not be happy in heaven."

Thursday, Jan. 18, 1990 Daily News-Sun, Sun City, Ariz.

# Rain doesn't stop softball tournament

By BOB VOSBRINCK

Special to Daily News-Sun

SUN CITY — All four seeded teams advanced into the semifinals at the Sun City 30th Celebration Senior Softball Tournament.

Winners were Spa Land, Meade Realty, Quinn & Loe and Denny's TV.

Spa Land 13

Sun City Bank 12

Spa Land sent eight batters to the plate and scored five runs in the first inning en route to the seesaw 13-12 win.

Sun City Bank tied the game at 5-5, but Ray Keller's 275-foot two-run homer provided Spa Land with a 7-5 lead.

The advantage would be short-lived as Sun City Bank rebounded once again, taking advantage of two errors to snare an 8-7 lead.

They would build the lead to 11-8 before Spa Land made a final surge for the victory.

Spa Land posted five runs on six hits to put the game out of reach in the sixth inning.

Meade Realty 10  
Athelite 7

Meade Realty scored a come-from-behind 10-7 win over Athelite Sporting Goods.

Joe Rottman delivered a bases-loaded triple in the sixth inning to move Meade into a 7-7 tie. One play later, Rottman scored the eventual winning run on a Jack Gierman single.

Quinn & Loe 14  
Thunderbird 3

Quinn & Loe established a 14-0 lead and never looked back at Thunderbird Travel.

Dick Poindexter went 3-for-3 in support of Don Goble, who obtained the pitching win.

Denny's TV 18

Ace Radiator 6

Bill Bromley and Mark Brace each had four hits to spark Denny's to an 18-6 romp.

*Bob Vosbrinck, manager of the Sun Cities Amazing 60's Softball Club, is serving as a correspondent for the Daily News-Sun during the Sun City 30th Anniversary Celebration Softball Tournament.*



# Sun City gala livens up

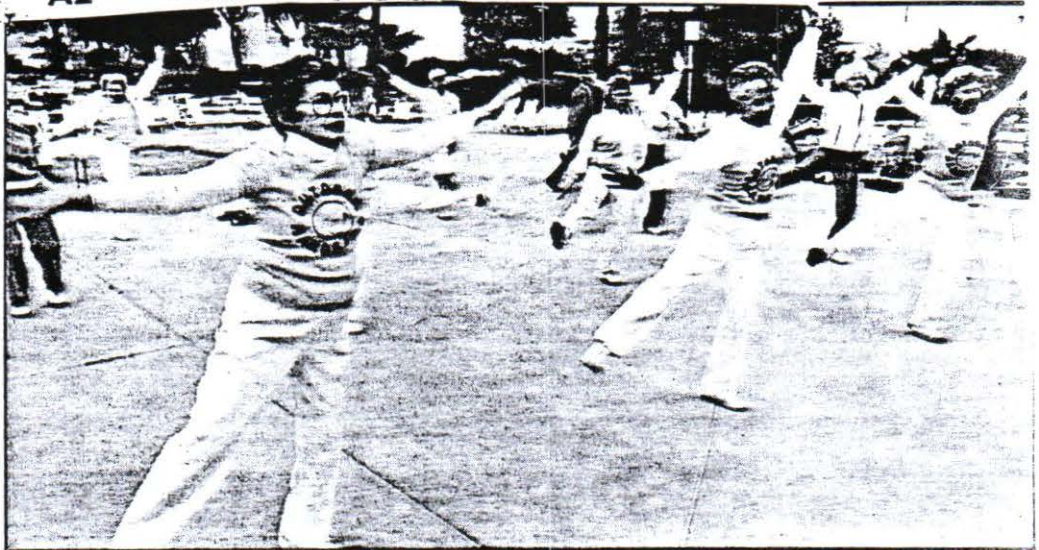
By JACQUE PAPPAS  
Daily News-Sun staff

SUN CITY — The Sun Cities spent Thursday living the active life as they celebrated Sun City's 30th anniversary.

Although heavy rains canceled some sporting events, many other friendly competitions between Sun City and Sun City West were played as scheduled during the day.

About 40 members of the Sundial Shuffleboard Club and Western Shuffles played an indoor tournament at Sundial Recreation Center.

See Damp, A5



Daily News-Sun photo by Stephen Chernot

**HIGH SPIRITS** — Under the threat of rain, 18 aerobic exercise enthusiasts demonstrated their sport at the Bell Recreation Center pool. The demonstration was one of the many Thursday events celebrating the 30th anniversary of Sun City.

# Damp conditions dull competition

—From A1

Jack Leahigh, chairman of the Sundial club, said there are about 500 people who belong to shuffleboard clubs in Sun City.

"We are very fortunate to have indoor facilities here. We can play in the rain, cold or heat," Leahigh said. "It's nice because we have been able to create a fellowship."

The Sun City Tennis Club played doubles games with members of the Sun City West Racquet Association.

Bill Halloway, a tennis professional with the Sun City club, said water was rolled off the courts to allow play.

"We just took it nice and easy out there. It has just been a fun day. We aren't keeping track of who is winning or losing, but just making sure people are having a good time," Halloway said.

Halloway, who has lived in Sun City for 17 years, said about 90 local residents partici-

pated in the tournament.

"I have seen play go down slightly as the community has gotten older, but we still have to draw numbers every morning to see who gets to use the courts at the prime times," he said.

Several other activities went as planned such as an outdoor aerobics demonstration at Bell Recreation Center.

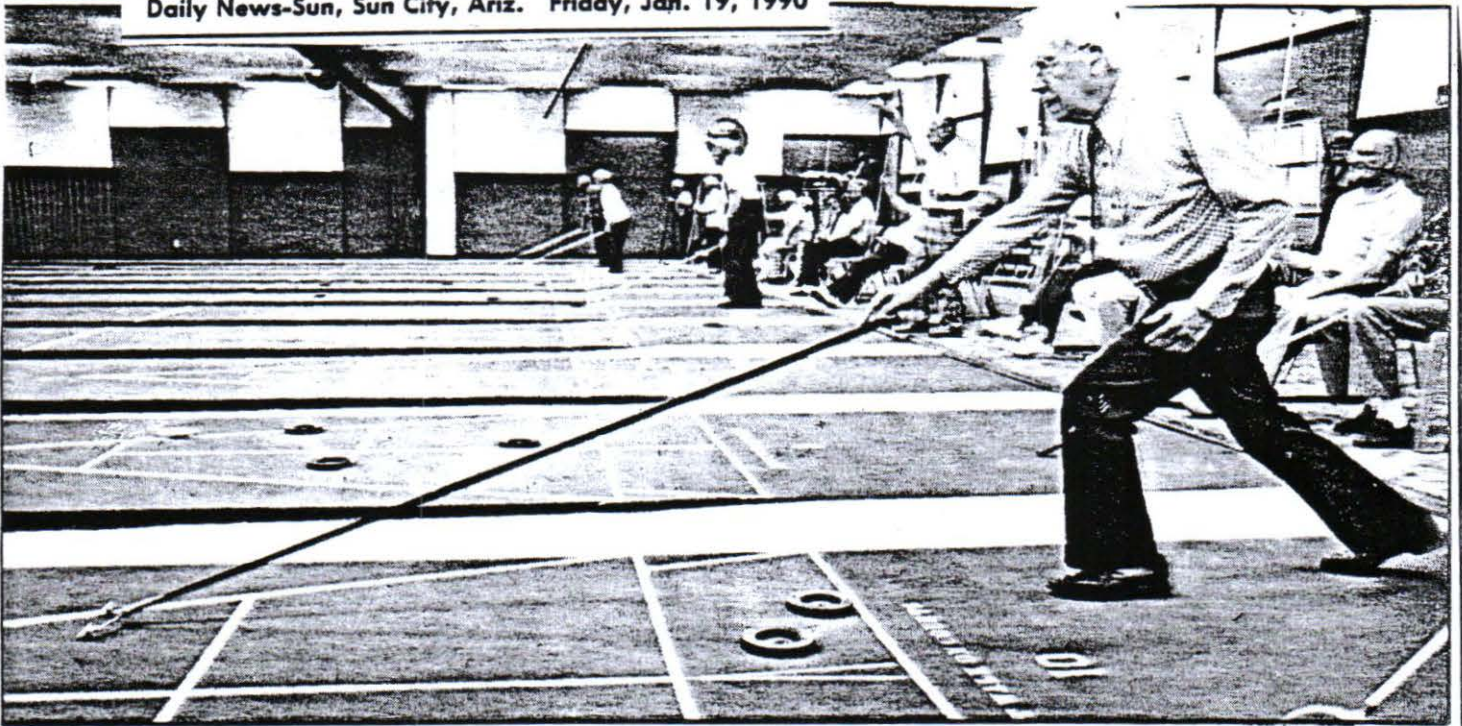
The senior softball semi-finals were canceled because the Sun City Stadium field was too wet to play on.

Games were rescheduled for this morning.

The Sun City and Sun City West bocce tournament was also rescheduled for 1 to 3 p.m. next Thursday at Lakeview and Marinette recreation centers.

Thursday, which was dubbed "Sport and Health Day," for the anniversary celebration, also featured health screenings and information segments at Grand Center.

Daily News-Sun, Sun City, Ariz. Friday, Jan. 19, 1990



Daily News-Sun photo by Stephen Chernick

**ANNIVERSARY SHUFFLE** — At Sundial Recreation Center, where Sun Citians squared off against the Western Shufflers of Sun City West in a shuffleboard tournament, Clarence Kocher follows through after shuffling a disc with his cue. The tournament was part of Sun City's 30th anniversary celebration.

## Birthday bash wraps up

A series of Sun City 30th anniversary celebration events will come to a close Saturday with a parade beginning at 2 p.m.

The closing day parade will feature bands, floats, horses, bicycles, antique cars and trucks and horse-drawn carriages. The parade will begin at Grand Center, Grand and 107th avenues, and end at the Sun Bowl, where cake and entertainment will be provided.

Bring your own chairs for maximum comfort.

**DAILY NEWS-SUN EDITORIALS**

## Get set for the Big 30

To the pioneers who have seen Sun City grow from a cluster of shops and model houses at 107th and Grand into a community of 45,000 retirees, it must seem like no more than a few short years.

But it will soon be 30. Sun City is in its prime. A whole week in January will celebrate the anniversary. It will feature a series of special events highlighting the history, the recreational and cultural features and the ambience of this world-known and much-copied retirement community.

This is a celebration that everybody ought to be in on, if at all possible. There's a committee, of course. Del Webb Corp. executives, members of the Sun City Ambassadors and the Sun Cities Area Historical Society have been meeting already. And you can be sure plenty of ideas have been flying around. But they still need help from the talent and the imagination that so many Sun Citians have.

First, suggestions are needed for events and activities that will fill the week with all the reasons why Sun Citians are so proud of their community. Every organized group and every individual who volunteers will be helping to showcase Sun City before the Valley and the state — emphasizing the lifestyle, the amenities and the civic pride that have made it so famous.

Now's the time to volunteer and get in on the initial preparations for the big week. It's easy. Just write to Sun City's 30th Anniversary, The Ambassadors, P.O. Box 2481, Sun City, Ariz. 85372 and say you want to be involved and how.

We remember Sun City's 10th and its 15th and its 25th as exciting times. The 30th should be a real whing-ding. And it will be if all those talented and imaginative people turn out to make it something special.

# Sun City to celebrate 30th

## Committee is seeking help from residents

Daily News-Sun staff

SUN CITY — Sun City's 30th anniversary celebration is being planned for January 1990 with a week-long schedule of events.

An anniversary committee of executives of the Del Webb Corp. and members of the Sun City Ambassadors and the Sun Cities Area Historical Society has been meeting for a month brainstorming ideas.

Although some plans have been made, the committee is

seeking help from local residents who are interested in helping with the celebration.

"We are calling on the Sun City volunteer spirit to help us produce seven days of events and activities designed to showcase the unparalleled active adult lifestyle," said June Scott Darby of the Ambassadors. "This will truly be a community-wide celebration."

The committee has tentatively decided to kick off the celebration at the Sun Bowl, 107th Avenue and Clair Drive, on Jan. 14 with a headline entertainer and conclude the following Saturday with a parade, said Martha Moyer, public affairs manager for Webb.

During the week, a schedule of

events will be developed to demonstrate the level and variety of activities found in the community, Moyer said.

She said other event ideas include Sun City sporting associations hosting competitive challenges for their counterparts in Sun City West, Sun City Vistoso in Tucson or Sun City Summerlin in Las Vegas.

Webb Corp. would provide awards for such competitions, Moyer said.

Moyer said other ideas include service clubs coordinating fundraising activities as part of the festivities; craft clubs hosting an arts and crafts fair; community entertainment groups producing a variety showcase; and state

clubs hosting anniversary parties for membership and out-of-state guests.

"The celebration ideas for the 30th anniversary are only limited by the imagination," Moyer said. "This will be a tremendous opportunity to showcase Sun City before a variety of media. With that in mind, it is important this anniversary celebration enjoys a high level of participation from groups and individuals."

Those interested in participating in any facet of the festivities are asked to send a description of how they want to be involved to Sun City's 30th Anniversary, c/o The Ambassadors, P.O. Box 2481, Sun City, Ariz., 85375.

# 'We've always had a good time'

Pioneers recall Sun City's early days -- the fun, the activities, the comradery

*Editor's note: In honor of Sun City's 30th anniversary, during the next four weeks the Independent's "Sun City Profile" will feature Sun City pioneers.*

Sun Cilian

## Profile

### Portraits Of Our Residents

By PEG KEITH  
Sun Cities Independent

John and Ina Dodt came to Sun City to enjoy their retirement, and that's just what they've been doing, for the past 30 years.

In fact, Mr. Dodt, 90, says he can't imagine living anywhere else.

The Midwesterners (they're from Indiana and Illinois) moved to Arizona in 1958, after he retired as a Railway Express agent in Indiana. She was a former model in Illinois.

The couple settled in Scottsdale where Mr. Dodt worked as an expediter in his brother's construction company.

Soon, he busied himself in acquiring a real estate license and in fashioning a new career.

When Sun City started, the Dodts both joined the Del Webb team. As a real estate agent, he sold the first house that was built in Sun City.

The purchaser was John G. McDonald, a motel builder from Denver. Mr. McDonald owned the house from 1960 until 1984. The second owner was Vera Jean Painter, owner of Jean's Sportstogs of Sun City.

The Historical Society of Sun City recently purchased the residence from Mrs. Painter and has

turned it into a museum.

It must be the Sun City ambience. The "first house" has maintained its charm, as have Sun City Pioneers, Mr. and Mrs. Dodt.

Mr. Dodt resumed his retirement last year, after racking up a total of 70 years on the job.

"If you're active, you'll live longer," he declares.

He insists that he'd never have made it this far, if he hadn't lived in Sun City. All the outdoors, all the fresh air and activity keep the body going, he declares.

His "retirement" years were built on activity. John was one of the first 10 Del Webb salesmen, and became a sales manager for the Webb organization.

Later, he organized his own real estate firm, Sun City Realty, with his partner, the late Hal James.

As one of the 1961 Pioneer Del Webb hostesses, Mrs. Dodt introduced visitors to the model homes.

"I never did sell houses out here," says Mr. Dodt.

"No, there was never any hard sell," his wife agrees, explaining that her husband would take the visitors around to several houses, and explain the good and the not-so-good.

Sun City just sold itself.

"Those days were the days when we did things," says Mrs. Dodt. "We've always had a good time."

Her ready smile, and his affectionate attention emphasize the words. "I didn't really retire until Jan. 1, 1988," he says,



**NO REGRETS.** Although Sun City Pioneers John and Ina Dodt moved to Sun City 30 years ago, they say they continue to enjoy the community as much now as they did when they first moved into their home. Working for the Webb Corporation, Mr. Dodt was the salesman who sold the very first Sun City home.

adding that he loved his work.

"He loved anything he did," Mrs. Dodt agrees.

Life in the retirement community wasn't all work. Mr. Dodt belonged to the Businessmen's Golf Group and enjoyed tournaments, which, for the most part were set in June, July and August, "the hottest part of the day, the hottest months of the year," he declares.

He quit golfing about seven years ago.

His wife, about 10 years younger than he, still golfs regularly, and describes herself as an avid bridge player.

Mrs. Dodt recalls the comradeship of helping build the community, the enjoyment and friendly ease in knowing almost everyone in Sun City, being on a first-name basis with newcomers and oldtimers.

There were style shows and dances and card games, and parties around the pool to keep folks occupied.

And hula dances.

The Dodts traveled to Hawaii shortly after they moved to Arizona, and both earned their proficiency certificates for the dances — the trademark of the Island Paradise.

"The Hula Boys were great out here," Mrs. Dodt laughs.

Life has changed, certainly.

"Sun City was smaller; that made for more friendship ... We had about 2,000 people in 1961," she says.

"But it's a dream for us to be living out here ... we wonder

how we could have been so lucky."

And he continues, "We fell into a big bowl of wishbones."

The Dodts have lived in the same house for 30 years. It fits their needs, as they've enlarged it to some extent, but preserved the restful, sweeping view of Fairway golf course.

They remain involved in community affairs as board members of the Pioneers Association, an organization made up of residents who have lived in Sun City since its early days.



**LOOKING BACK.** The Dodts were involved in a number of community activities during the early days of Sun City. Both were fans of hula dancing and were responsible for organizing the Hula Men, shown above. Although the group made for a nice photograph, the Hula Men has long since disbanded.

### BELL RECREATION CENTER

(99th Ave. So. of Bell Rd.)

### OPEN HOUSE

MON., JAN. 15, 1990 - 9 AM to 3 PM

Celebrating Sun City's 30th Anniversary

### SALES AND DEMONSTRATIONS

In the shops at the following clubs:

Bell Crafts/Enameling

Metal Craft

Woodworking

Lapidary

Ceramics

Stained Glass

Silvercraft

**THE PUBLIC IS INVITED!**

Del Webb's Sun Cities  
**30<sup>TH</sup>**  
 Anniversary

Sun City  
 Anniversary  
 Schedule of Events



**Sunday, January 14**

Kick-Off Concert featuring big band leader Bob Crosby and honky tonk pianist Jo Ann Castle, accompanied by the Pat Trapani Orchestra. The 2 p.m. concert takes place at the Sun Bowl Amphitheater, 10220 N. 107th Avenue. Tickets are \$3 in advance, \$4 at the door and are available at the following Sun Cities locations: Sun City Visitors Center (Promenade); Gilbert Ortega's, Freed's, (Grand Center); Garden Cafe, Enterprise Rent-A-Car, Ask Mr. Foster, Resident's Gallery (Thunderbird Plaza); Heritage House, Hair Barn, Tom Tate's (Sun Bowl Center); Cheese House, Sun City Silvercraft (Greenway Terrace); Stone's Shoes, Framing Loft (Bell Camino); Shoe Rack, Anthony Jewelers (LaRonde) and Stone's Shoes (Mercado del Sol).

**Monday, January 15**

Sun Cities Arts and History Day 10 a.m. to 4 p.m. See where it all began, just south of Grand Avenue, west of 107th Avenue. Tour the original Sun City model homes and the Sun Cities Area Historical Society (10801, 10807, 10813, 10829 Oakmont Avenue) which will also feature an antique display. Antique car and craft show at the Grand Center (Grand and 107th Avenues).

**Tuesday, January 16**

Volunteer and Strawberry Festival from noon to 4 p.m. at the Sundial Recreation Center (103rd Avenue at Boswell). Salute those who have helped the Sun Cities earn the designation of "Volunteerism Capital of the World." Maricopa County Supervisor Carole Carpenter will speak at 1:30 p.m. KTAR Radio will broadcast live from the event so stop by and visit with your favorite radio personality. Strawberry shortcake, cabaret entertainment, and volunteer displays all afternoon. Seniors softball tournament begins at the Sun City Stadium (near 111th Avenue and Grand Avenue) at 9 a.m., and continues through Thursday January 18.

Sponsored by:

- The Del Webb Corporation
- Sun City Ambassadors
- Sun Cities Area Historical Society

In cooperation with The Recreation Centers of Sun City, Inc., Valley National Bank, APS, CBS Properties and the Northwest Valley Chamber of Commerce.

**Wednesday, January 17**

Lively Arts Fun and Food Fair 10 a.m. to 4 p.m. at the Thunderbird Plaza (99th Avenue and Thunderbird). More than two dozen entertainment groups will take over three stage areas indoors and out. Enjoy music, dance, and singing while experiencing the tempting treats offered at the food fair. Lawn Bowling tournament, 1:30 p.m. at Lakeview Recreation Center.

**Thursday, January 18**

Our sport and health focus features bicycling, tennis, swimming, shuffleboard, outdoor aerobics demonstration, bocce tournament and mini golf play throughout the day. See flyers in community for times and details. "For The Health Of It" health fair at the Grand Center (107th and Grand Avenues) 8 a.m. to 2 p.m. A variety of free and for-pay health screenings such as blood pressure and cardiac risk assessment, demonstrations and exhibits. Senior softball finals at 3:15 p.m. Sun City Stadium.

**Friday, January 19**

Golf outings at Lakes West and North Golf Courses. 10:30 a.m. performance by the Aqua Suns synchronized swimming group at Lakeview Recreation Center (107th Avenue and Thunderbird). Futurist Forum featuring Robert Theobald, author of Rapids of Change: Social Entrepreneurship in Turbulent Times, and 15 other books. An economist, Theobald is usually described as a futurist. Admission is free but by ticket only. Tickets are available at the following Sun Cities locations: Sun City Visitors Center (Promenade), ASU campus (Bell Professional Bldg.), Rio Salado Campus at Sun Ridge (Bell and El Mirage Roads).

**Saturday, January 20**

Closing Day Parade along 107th Avenue from Grand Avenue to the Sun Bowl Amphitheater. At 2 p.m. witness more than two miles of floats, marching bands, horses and more. Following the parade listen to the sounds of the Sun City Concert Band while enjoying anniversary cake at the Sun Bowl.

*"It is one of the most incredible feats of its kind"*

# Sun City ages well in 30 years

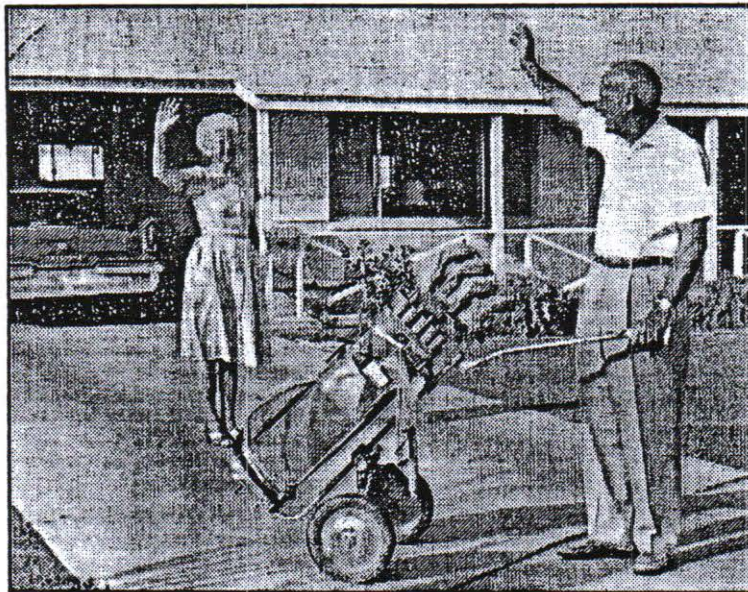
By Phyllis Gillespie  
The Arizona Republic

Uprooting thousand of retirees from the Midwest and plopping them down in the middle of an Arizona cotton field seemed like a harebrained scheme in 1960.

Today, as Sun City celebrates its 30th anniversary, the Del Webb Corp. still is cashing in on that original idea of an active-retirement community.

Del Webb's Sun City, with 46,000 residents, remains the largest retirement community in the country with restrictions that say at least one member of the household must be at least 55 years of age and no one under the age of 19 can reside there for longer than three months a year.

And the corporation still is defying the experts.



Del Webb Corp.

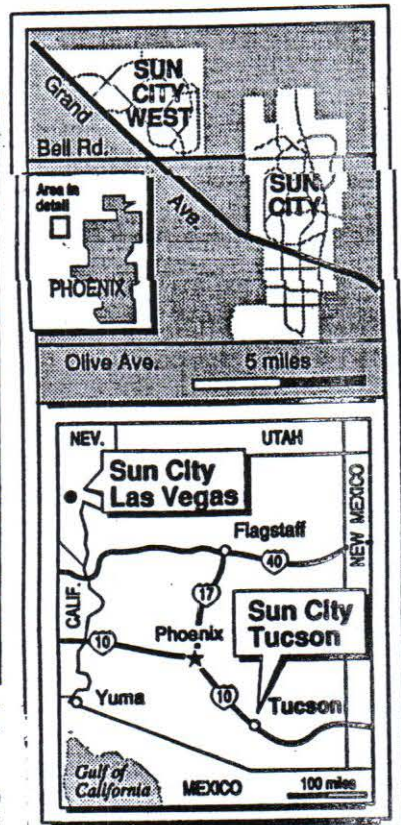
The Del Webb Corp. lured people to Sun City in the 1960s with advertisements that promised an active-retirement community.

Besides the original Sun City, three other Sun Cities are bucking the current home-buying slump, and a fifth Sun City is about to be announced for southern California.

"When you think of the research

that says older people don't want to move from their homes and that they don't want to live in age-segregated communities, I don't see how Sun City has survived," said Katie

— See SUN CITY, page A16



The Arizona Republic

## — SUN CITY, from page A1

Sloan, housing specialist for the American Association of Retired Persons in Washington, D.C.

"They have not only survived, they have prospered. I don't know how they do it, but they're doing something right."

Sloan, who is not a fan of age-restricted housing, is not the only national expert on senior housing who is amazed by the Sun City phenomenon.

"I think it is one of the most incredible feats of its kind," said George R. Genung Jr., executive director of the National Council on Senior Housing of the National Association of Home Builders in Washington, D.C. "They are far and away the leader in their field. It's incredibly difficult to sell to that market."

## Only 10% want to move

Research shows that only 10 percent of the people who retire are willing to move away from their homes, he said.

Genung, who has visited the Phoenix area many times and is familiar with Sun City, attributes the success of the community to a variety of reasons: luck, guts, hard work, outstanding marketing, good planning and business savvy.

"People think of Sun City the same way they think of the Empire State Building — it's big, and it's unique," Genung said.

Del Webb was lucky because he had 20,000 acres of cotton fields at his disposal from his partner in the venture, J.G. Boswell III. The land remained under cultivation until it was needed for more homes. By 1978, when the community was completed, 8,900 acres had been used.

Sun City West, just two miles northwest along Grand Avenue, started in 1978 and has a total of 5,700 acres; Sun City Tucson began three years ago and has 1,000 acres; and Sun City Las Vegas started a year ago and has 1,050 acres. Houses are still being sold in these communities.

"I think the way they planned it, taking the land as they needed it, reduced the risk," Genung said. "They had capital resources that most developers don't have, and they got the land at a reasonable rate. A smart entrepreneur, Mr. Del Webb."

Webb and his senior staff also had guts.

The Urban Land Institute in Washington, D.C., and a half dozen top developers in the country had told them:

"Old people want to be with their family, not together in an isolated community. . . . Financially, such a project would fail because of 'cannibalism' (more people would die than move in)."

But interviews with Florida retirees and the advice of a Phoenix psychiatrist indicated that an "active-retirement community," although never attempted before, would work.

## Amenities key

Those Floridians also said they had watched builders promise wonderful amenities in other retirement developments and never produce them.

So, before a single home was sold, the corporation spent more than \$2 million on a shopping center, a golf course and recreational facilities. Then five model homes were built, ranging in price from \$8,500 to \$11,750.

Sun City opened at 8 a.m. Thursday, New Year's Day, 1960. It was a modern-day land rush, with people waiting in long lines for hours to sign contracts with salesmen sitting on the floor of a tiny office.

More than 100,000 inquisitive people visited Sun City that weekend. By Sunday, there was a 2-mile-long traffic jam on Grand Avenue.

During that weekend, 237 homes were sold. By the end of the month, 400 had been sold, and an additional 675 were being planned. By the end of 1960, 2,000 homes had been sold.

Webb executives had estimated that 1,700 homes would be sold in the first three years.

A major advertising campaign and national media coverage about this extraordinary occurrence in a cotton field kept the customers rolling in.

Since Sun City began, an estimated 80 to 90 other active-adult communities have sprung up across the country, mostly in the Sun Belt, according to an independent study conducted for the Webb corporation.

### 'We still have the flagship'

"We still have the flagship of retirement communities in the world," boasted Sid Menk, 73, president of the Sun City Ambassadors, the local booster club. "Any of our seven recreation centers would be the envy of any retirement community in the country."

Genung said that during the past 30 years, Webb has managed to maintain its leadership position in the active-adult-housing market by remaining flexible, by changing or improving its product as the demand arises.

For example, the 346-bed, acute-care Walter O. Boswell Memorial Hospital was built in 1969 to accommodate Sun City's burgeoning population. It was named in memory of one of the three Boswell brothers who originally farmed the land where Sun City was developed.

But while Del Webb marketing was busy espousing the wonderful lifestyle of its communities, the neighbors don't think much of the Sun Cities.

The Del Webb Corp. began a \$250,000 advertising blitz last fall called "Sun Cities Care" to counteract the unfavorable impression Valley residents have of the retirement communities.

The ad campaign came on the heels of a Valley-wide opinion poll that indicated that people believe residents of the Sun Cities do not contribute to the educational system and that they are isolated in their communities and are not willing to get involved in neighboring communities.

The corporation would not divulge the exact results of the poll.

### Origins of reputation

Deserved or not, the Sun Cities gained this image for a variety of reasons.

As a community without children, Sun City voters united to defeat 17 proposed bond issues in surrounding school districts from 1962 to 1974. Only two were approved.

The Peoria Unified School District, where youngsters were attending classes in double and triple shifts because of a lack of schools, finally asked Sun City to leave the district.

Later, the Dysart United School District asked Sun City West to leave for the same reason.

For the past couple of years, the Sun City Taxpayers Association has been fighting a state law that says areas outside of school districts still should pay some school taxes. An Arizona tax-court judge ruled in the association's favor in July.

Incorporation elections have failed twice in Sun City and once in Sun City West. Consequently, Maricopa County pays most of the bills for law enforcement and street improvements. Private contractors and improvement districts, paid for with resident fees, provide other services such as fire protection and street lighting.

The Recreation Centers of Sun City Inc., which has private golf courses, clubhouses and swimming pools valued at more than \$12 million, fought for nine years to avoid paying property taxes. It lost that battle last year in the Arizona Supreme Court.

### A bum rap, expert says

Jay Butler, director of the Arizona Real Estate Center at Arizona State University, said he thinks Sun City residents are getting a bum rap.

"The people out there get put down for living in their isolated, walled community," Butler said. "On the opposite side, young people like to live in apartment houses with other young people. People like to live with people like themselves.

"Unfortunately, the only time you hear about Sun City is when it's something negative, like forcing a dog out of a condominium complex."

Genung said that because no one had ever done anything like it before, Sun City was a learning experience. There was some bad with the good.

For example, because it was so large, it tended to be sterile and isolated, with few facilities initially for aging residents. The later Sun Cities were scaled down, and more space was set aside for the ailing.

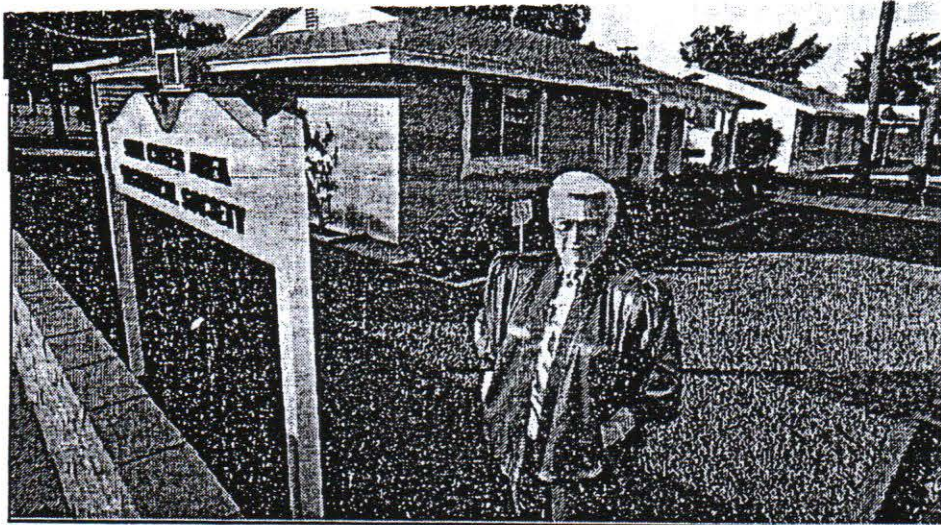
"They (the Webb executives) were the pioneers," Genung said. "They taught everyone how to do it, and they're still on the cutting edge.

"The industry owes them a vote of thanks. We all benefited from what they have taught us."

Menk, always a Sun City booster, agreed, saying that moving to Sun City probably adds 10 or 15 happy years to a person's life span.

"Sun City is not a mausoleum where people are filed away," he said. "This is a place to live."





Michael Ging/The Arizona Republic  
 Vera Jean Painter, who bought Sun City's first official residence in 1984, sold her piece of history last year to the Sun Cities Area Historical Society. It was converted into a museum that will be open to the public starting Monday.

## 225 'pioneers' still live in 'a real fun community'

### 1st house built in development now a museum

By Jeff Nies  
 Arizona Republic Correspondent

From the outside, the white, two-bedroom house at 10801 Oakmont Ave. seems an unassuming landmark for a cultural revolution led by Sun City developer Del E. Webb.

Sun City's first official residence has a single carport, desert landscaping and a backyard view of the 154-acre front nine of the 72-par North Golf Course.

Although she has never lived in the home, Vera Jean Painter is very much a part of its history.

Painter, owner of Jean's Sportsg, 12801 W. Bell Road, bought it in 1984 for \$50,000 from the family of the original owner, Denver motel builder John McDonald. He and, in turn, each of his two wives, occupied it for 24 years.

"I just thought it would be nice to own the first home in Sun City," Painter said.

At the time, "I also had (my) business at (Grand Center) on the corner of Grand Avenue and 107th Avenue. It was right across the street from the back door of my store."

Painter rented out the house while she owned it, never spending a single night there herself. She once considered moving her 94-year-old mother into it, but never did.

Last spring, she sold her piece of local history to the Sun Cities Area Historical Society for \$44,000.

"I sold it at a loss, but I felt like I made a donation to the Historical Society," she said.

Historical Society founders Jane Freeman and Glen Sandberg are grateful the property is now available for display and use as a local museum. It will be open to the



Michael Ging/The Arizona Republic  
 Mildred Toldrian, 82, is a pioneer of Sun City. When she and her now-deceased husband saw the community, "we were just amazed," she said. "We fell in love with it."

public starting Monday.

When new in 1959, the 950-square-foot Kentworth model home, built of brick, sold for \$8,500.

It was the prototypical starter house for an older but wiser generation — retiring grandparents of baby boomers, who bought into Webb's concept of an active lifestyle in their golden years, according to Sandberg.

Today, there are still 225 of the original residents.

One of them, Mildred Toldrian, 82, is a pioneer of both Sun City and Sun City West, where she moved when Del Webb Corp. opened it in 1978.

She and her now-deceased husband, Clarence, a 30-year Milwaukee postal worker, moved from Wisconsin to Phoenix in 1958

before being enticed to visit Sun City.

When they saw the place, "we were just amazed," she said.

"We fell in love with it," Toldrian said. "It was like country-club living, something we weren't used to."

On June 20, 1960, the couple bought a Brookside model home for about \$10,000 on a corner of a cul-de-sac at 12025 Hillcrest Drive.

"It was a two-bedroom, one-bath house, with a living room and nice kitchen area," Toldrian recalled.

The home was within walking distance of both Grand Center and the Oakmont Community Center, then the twin hubs of such Sun City socializing and recreational pursuits as golf, lawn bowling and swimming.

"We went swimming every day. If I went to the grocery store, I needed an hour and ...," she said, explaining that filling up her shopping cart was just an excuse for visiting with neighbors and making friends of new arrivals.

"It was a real fun community." Despite Sun City's growth from a small, tight-knit community of 2,000 to today's population of 46,000, Toldrian said she and her husband never wanted to move.

They lived together in the same house for 14 years.

After her husband's death in 1974, she stayed there four more years before deciding it was time to leave.

"I felt I had to do something different," she said. "I picked up all my good memories" and departed for Sun City West.

With the sale of her Sun City home, she purchased another in its sister community, where she maintains an active lifestyle.

"I like Sun City and Sun City West," she said. "There's so much to do. If you can't find something that interests you, then there's something wrong with you."

# Sun City ages well in 30 years



Del Webb Corp.

It was a modern-day land rush when Sun City opened in 1960. During that weekend, more than 100,000 inquisitive people visited, and 237 homes were sold.

# A week of anniversary celebrations

The weeklong 30th-anniversary celebration for Sun City begins today. Here is a list of major events.

## Today

• Sun City and Sun City West churches will dedicate their services to the 30th-anniversary tribute.

• Kickoff celebration at 2 p.m. at the Sun Bowl, 107th Avenue south of Peoria Road. Performances by Bob Crosby and Jo Ann Castle will be preceded by remarks from Del Webb Corp. General Manager Phil Dion and an aide to Gov. Rose Mofford. Crosby is a brother of the late Bing Crosby and a big-band leader. Castle is a honky-tonk-piano player.

## Monday

Arts and history day, all events 10 a.m. to 4 p.m.

• Open house and antique show at the Sun Cities Area Historical Society's new location, an original Sun City model home, 10801 Oakmont Ave.

• Open house at three other original model homes at 10807, 10813 and 10829 Oakmont Ave.

• Antique-car show and arts and crafts at the Grand Center and Oakmont Recreation Center.

## Tuesday

• Sundial Recreation Center Volunteer and Strawberry Festival, a tribute to the service clubs and volunteers, noon to 4 p.m. The event will feature strawberry shortcake, volunteer-organization exhibits and cabaret entertainment. Maricopa County Supervisor Carole Carpenter will speak at 1:30 p.m.

• Senior softball tournament begins at Sun City Stadium, beginning at 10:30 a.m.

## Wednesday

• Senior softball tournament continues at 9 a.m. at Sun City Stadium.

• Lively Arts Fun and Food Fair, Thunderbird Plaza, 99th Avenue and Thunderbird Road, 10 a.m. to 4 p.m.

Continual show of local entertainment featuring the Pom Poms; square, round, folk, tap, jazz, Latin, Hawaiian and ballroom dance performances. Music will include Baroque recorders, chorale singing, polkas, banjo and concert.

• The Sun City Organ Club will present a performance at 2 p.m. at the Fairway Recreation Center featuring 1960 music. This will be followed by the 1960 Academy Award-winning movie *Butterfield 8*.

• Lawn-bowling tournament, Sun City vs. Sun City West, 1:30 p.m. at Lakeview Center.

## Thursday

Sports and health day.

• Senior softball tournament, Sun City stadium, semifinals at 12:30 and 2 p.m. Finals at 3:15 p.m.

• Three hundred bicyclists will ride through the community beginning at 8 a.m. at Marinette Recreation Center and will end up at the Sun Bowl at 9:15 a.m. for coffee and cake.

• Tennis tournament, Sun City vs. Sun City West, 9 a.m. at Sun Dial Recreation Center.

• Shuffleboard tournament, Sun City vs. Sun City West, 9:30 a.m. at the Sun Dial Recreation Center.

• The Canadian-American Lawn Bowling Tournament, 10 a.m. and 2 p.m., at Fairway Recreation Center.

• Outdoor aerobics demonstration, 10 a.m. at the Bell Center.

• Bocci tournament, 1 to 3 p.m. at the Lakeview and Marinette Recreation centers.

• Minigolf, all day at all minigolf-course locations.

• Health screenings, including glucose and cholesterol and blood pressure, 7 a.m. to 2 p.m., at the Grand Center in the former TG&Y store.

## Friday

• Golf outings at Lakes West and North golf courses, morning and afternoon shotgun starts with luncheon. Sun City Recreation Centers is allowing outside play for this day. Call the golf courses for more information.

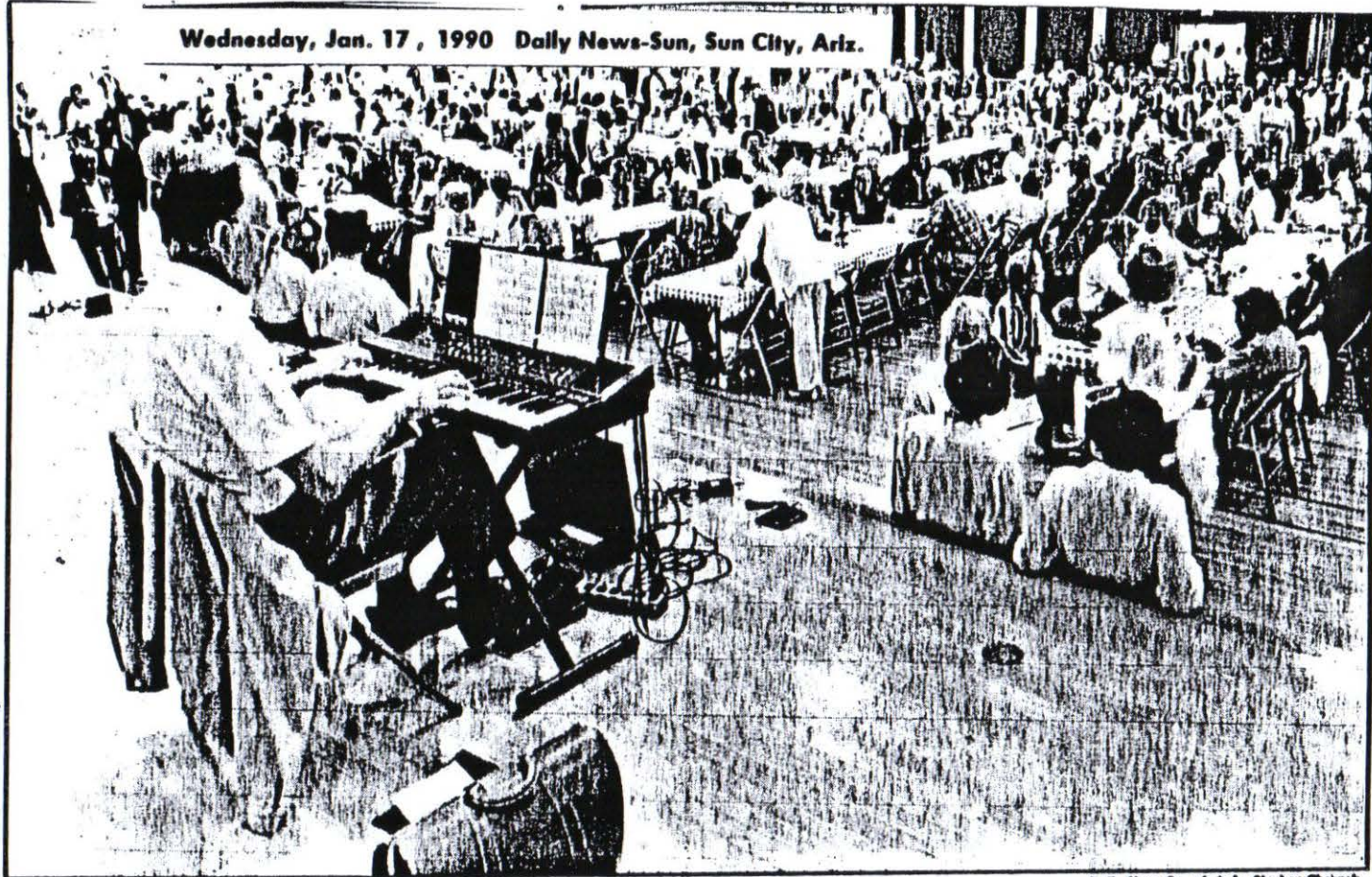
• Aqua Suns synchronized-swimming performance at Lakeview Pool, 10:30 a.m.

• Master-swimmers demonstration at the Sun Dial pool, 1 to 2 p.m.

• Robert Theobald, author, economist and futurist, will speak in the Sundial Auditorium at 2 p.m. Theobald will comment on the role of senior citizens in the decades ahead.

## Saturday

Closing-day parade at 2 p.m. from the Grand Center, south on 107th Avenue, to the Sun Bowl Center at Peoria Avenue. Live music, sing-along and Pom Poms entertainment will follow at the Sun Bowl. Bring your own chairs.



Daily News-Sun photo by Stephen Chetnik

**PACKED HOUSE** — Nearly 10,000 people came to Festival and volunteer recognition day, part of the Sun City Sundial Auditorium Tuesday for the Strawberry Shortcake 30th anniversary celebration.

## Volunteers jam strawberry bash

By JACQUE PAPPAS  
Daily News-Sun staff

**SUN CITY** — The gusto of strawberry festivals held in Sun City years ago was revived Tuesday on a day set aside to salute the community's service clubs and volunteers.

An estimated 10,000 area residents attended the day-long Strawberry Festival at Sundial Recreation Center that featured lively cabaret entertainment.

Strawberries shipped in

Monday from New Zealand were served with fresh whipping cream and shortcake to more than 3,500 people who purchased tickets for \$1.

But those who did not get to eat the strawberry shortcake did not miss out.

They were entertained with a variety of local talent from colorful dance numbers by The Sun City Steppers to a medley from "Annie Get Your Gun" sung by Lucille Hays.

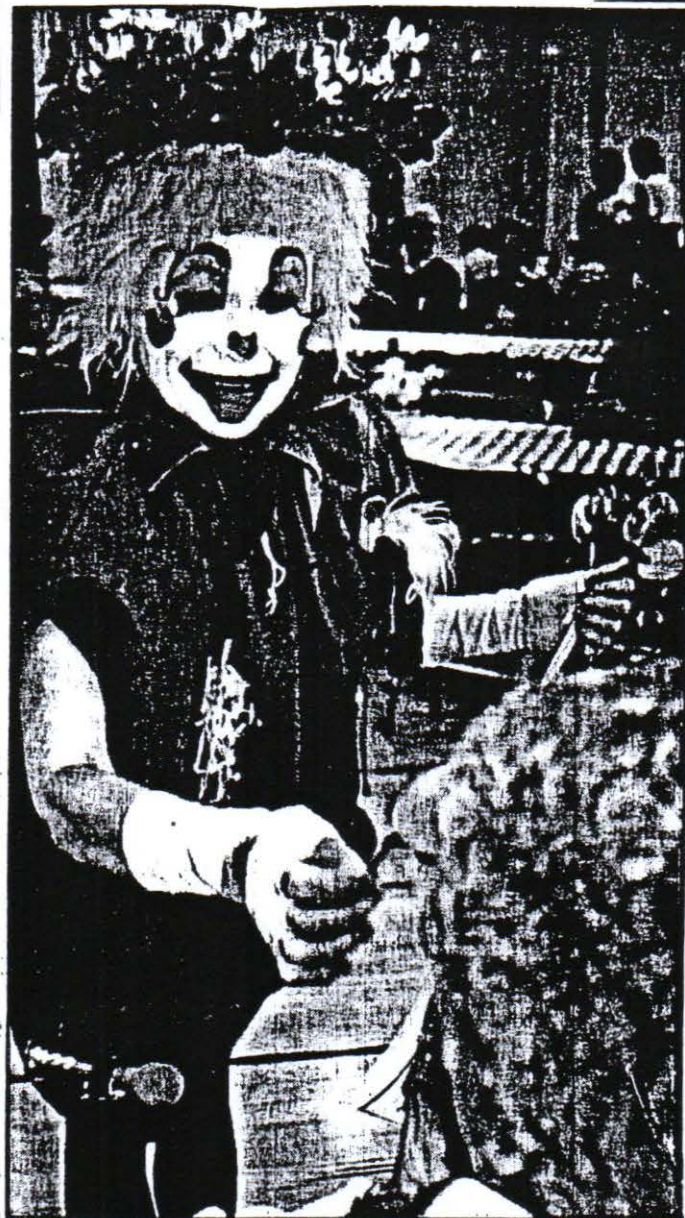
Bob Harris, chairman of the festival events, said the strawberry shortcake was prepared by Furr's Cafeteria in Sun City and taken to Sundial by an American Red Cross local chapter. The Sun City Prides helped assemble the dessert.

"This has been terrific. It's like a shot of adrenaline in Sun City's heart. Everyone, once in a while, needs something like this to get them pumped up and excited," Harris said. "What's

really neat is that there is a real interest in the volunteer groups. In addition to being puckered up for the strawberries, the people showed an interest in the resources."

Many of the local service clubs set up booths at the festival and distributed information to interested residents.

"A great number of people have come by our booth here. Residents here have a real in-See Festival, A5



**BE A CLOWN** — Margaret "Mizz Strawberry" Whitehead downs around with the audience Tuesday during the Strawberry Shortcake Festival and volunteer recognition day at Sundial Auditorium. The events are part of Sun City's 30th anniversary celebration.

# Festival attracts 10,000

## Friday's anniversary events

Sun City's 30th anniversary celebration continues Thursday with a number of events.

Sport and Health Day, which is open to the public, will feature a series of sporting competitions including tennis, bocci, shuffleboard and softball tournaments.

Mini golf will hold open play all day and all who participate will be eligible for a ticket giveaway for the Sundome Center for the Performing Arts. At 8 a.m., 300 bicyclists will ride through the community, starting at Marinette Recreation Center, 9860 W. Union Hills Drive, and ending at the Sun Bowl, 107th Avenue and Clair Drive.

There will be a tennis tournament at 9 a.m. at Bell Recreation Center, 16820 N. 99th Ave., and a shuffleboard tournament at 9:30 a.m. at Sundial Recreation Center, 14801 N. 103rd Ave. From 10 a.m. to 2 p.m., a Canadian-American lawn bowling tournament will be at Fairway, 10600 W. Peoria Ave. An aerobics demonstration will be 10 a.m. at Bell Center and at Sundial. Bocce tournament will be at Lakeview and Marinette centers from 1 to 3 p.m. Health exhibits will be on display from 7 a.m. to 2 p.m. in the former TG&Y story at Grand Center, 107th and Grand avenues.

—From A1

interest in what is going on," said Bob Cory, a member of the Sun City Fire Prevention Volunteers. "I think people are really happy to see that the Sun City Fire Department formed its own department."

The volunteer hours donated by service clubs from Lions and Lioness Clubs to Rotary Clubs to Telephone Pioneers of America to the Sun City Library, were tabulated by the anniversary committee.

Sun Cities residents have volunteered more than 6.7 million hours of their time since 1979, the anniversary committee estimates. About 733,000 of those hours were in 1989.

In addition, Sun Cities volunteer groups contributed more than \$7.6 million to charities throughout the Valley.

Rose Larsen, who was chairman of the Strawberry Festival committee, came up with the idea to decorate the auditorium with red and white checkered tablecloths and colorful centerpieces.

She organized more than 70 volunteers and coordinated

matching uniforms.

"I pictured them all in little red aprons and red bows," Larsen said. "I wanted it to look nice for everyone."

Dubbed the "strawberry queen," Larsen received a bouquet of carnations at the event.

The Strawberry Festival is one of several activities during a week-long program of celebration activities for the 30th anniversary of Sun City.

Maricopa County Supervisor Carole Carpenter, who was the keynote speaker at the festival, presented awards to Del Webb Corp. and to the Sun City Home Owners Association for all Sun Citizens.

"You are known worldwide for your active senior lifestyle. You have a lifestyle that many people half your age admire," Carpenter said, praising locals for their more than 90 percent voter turnout at the polls.

"I ask for communities across the Valley outside Sun City to reach in and take advantage of the expertise here and I ask Sun City to offer their expertise and community spirit to the Valley," Carpenter said.

• CHANGE From Page 1

# Back to the future

## Next 10 years will bring 'extraordinary change,' predicts author

By PEG KEITH  
Sun Cities Independent

Bob Theobald talks "back to the future," when he relates what's happening in the world today.

He says he doesn't know anybody who predicted what's happening in the world today. "The world has been coming loose," he says. "Now, we know it."

Neither can he tell what the world is going to be like 10 years from now, but he's convinced that people, no longer, can live out their lives set into familiar patterns, and that the world, already, is stranger than many people are willing to admit.

Mr. Theobald, author, futurist, speaker and consultant, spoke of the challenges of "extraordinary change," when

he delivered the address for the Great Ideas Forum at the Sundial Auditorium Jan. 19.

The forum was one of many events held last week in conjunction with Sun City's 30th anniversary. Organizers say they may continue the concept of a "great ideas" forum on an annual basis.

Not everyone is aware of the change, but those most aware of the depth of changes taking place are the ones who need to do something creative, he says, adding that there are millions of people who care about this country, and want to make things better.

"I'm not here to say that things are hopeless," he told the audience. But he believes in purposeful realism.

"Social Security is not going to work into the 21st Century, in its present form,"

he says. "The irreducible problem is that there's a limit as to how much workers will put out to support non-workers."

Chronological age is less important than physical vitality, he continues, noting that no longer is it an axiom that "I'll live until God takes me."

Now, it's becoming clear that you'll live until the doctor takes you, he says.

With a look at the older and younger generations, Dr. Theobald says that this is probably the last generation that will have a higher standard of living than its parents.

"I'm not arguing that people can't have a higher quality of life," he says. "We can do with a lot less. We're incredibly wasteful."

Although unable to predict the future, Dr. Theobald says

there are things happening in our society that will certainly shape the future:

- The environment is going

to constrain what we are going to do ... but we can

See CHANGE, Page 5



Tyson Kuhn Independent

**WHAT WILL TOMORROW BRING? No one can predict, says author Robert Theobald, but environmental problems and a lack of values, he says, will play a large part in shaping the world in the 1990s.**

promise our kids and grandkids a better life.

• There are temperature problems: what happens when you build very large cities in the desert?

• World war is no longer possible. (Small war is possible).

• We must return to a value-based culture: honesty, humility, compassion, love. We need to live with compassion and passion.

• Prohibition did not work. The war on drugs cannot be won. The only hope is decriminalization.

• Citizens of the United States are in grave danger of losing their civil liberties because of the war on drugs.

• The most dangerous drugs are cigarettes — they kill more people than illegal drugs — and alcohol, which kills more people than illegal drugs. Pharmaceuticals do more damage than illegal drugs.

• The abortion debate should be re-framed: find out how to make every conception a wanted one and have good contraceptive information available in the high schools.

• Hospice is one of the most "extraordinary" evolutions in our culture. It is a recognition that death is part of the life cycle.

• People are beginning to understand that there's a right to live with dignity, and to die with dignity.

• There's a level of desperation among the young that we don't understand.

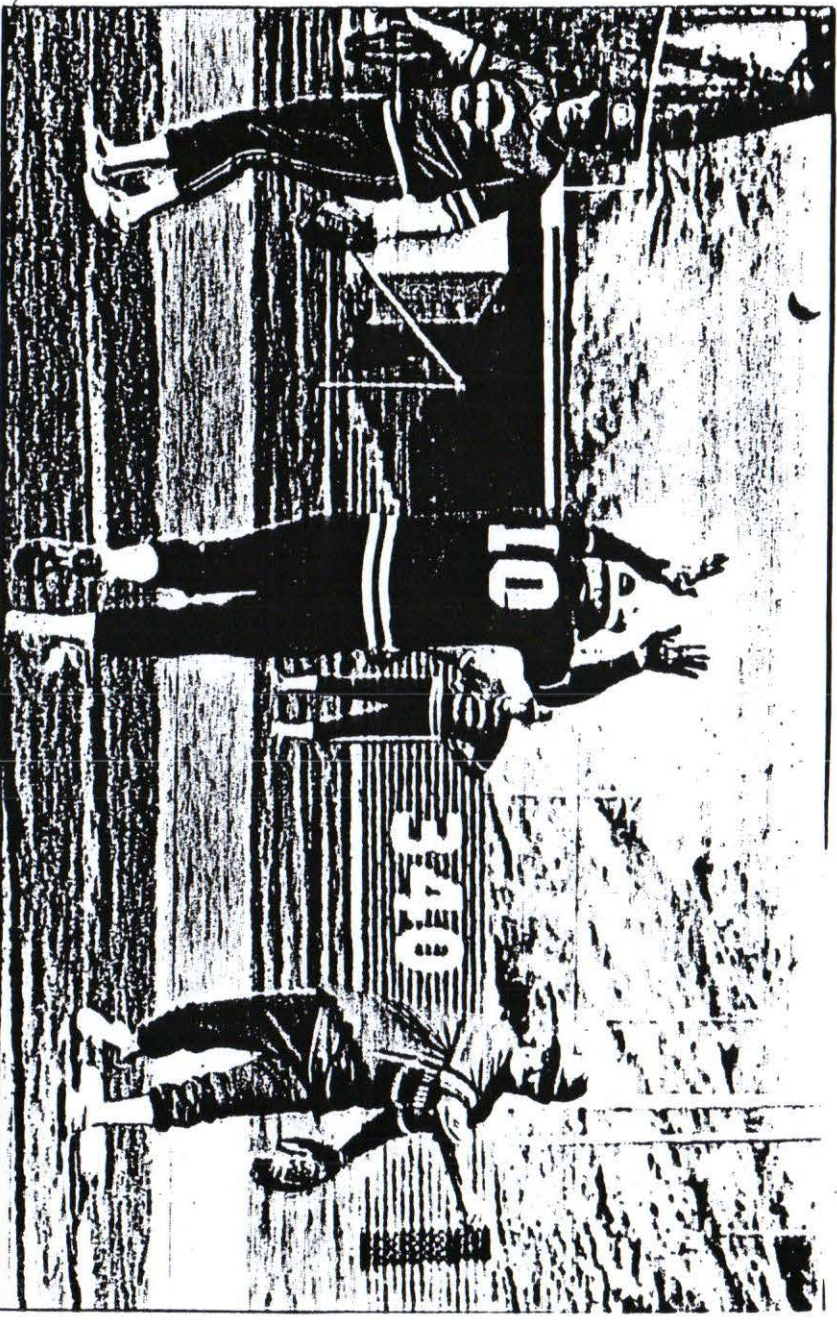
• It is not possible to rid the world of conflict. We should encourage a culture which understands conflict; to a world of "passionate debate," learning from each other.

• We are not giving our young people the support, the role models that they need.

• But, there's a growing sense of potential; that things are do-able.

Dr. Theobald says that if we could put together all the people who are ready to change, who are committed to change, and are working on it, then change would come much quicker and in a more positive form.

He says he will return to the Sun Cities, if he's encouraged to do so — not to blame, not to tell people how to rearrange their lives, but to work with them.



Daily News-Sun photo by Michael J. Hansen

**HEADS UP PLAY** — Alvin Reda of Ace Radiator (right) throws to first from second past Eldon Peterson (10) of Home Furniture during Tuesday's opening round of the Sun City 30th Celebration Softball Tournament at Sun City Stadium. Ace edged Home Furniture, 11-10. The tournament ends Thursday.

# Softball tournament starts

## Close games highlight first day at Sun City Stadium

By BOB VOHRINCK

**Special to Daily News-Sun**  
**SUN CITY** — The first day of the Sun City 30th Anniversary Celebration Softball Tournament on Tuesday saw Sun City Bank, Athalia Sporting Goods, Thunderbird Travel and Ace Radiator win their games and advance to the quarterfinals.

The final scores were Ace Radiator 11, Home Furniture 10; Thunderbird Travel 9, Beall's Fashions 7; Athalia 18, Lard Castles 14; Sun City Bank 12, Mull Beatty 7.

**Ace Radiator 11**

**Home Furniture 10**

Ace Radiator pitcher John Wintershaler was sailing along with an 11-3 lead when the Home Furniture bats came alive in the seventh and final inning of play.

In the inning, Home used five hits, a walk and an error to score seven runs. With runners on second and third and two outs, Wintershaler was able to record the final out on a ground ball hit back to him.

Leading hitters for Ace Rad-

ior were Dick Both and Brian Wank, who each went 3-for-3. Wintershaler was the winning pitcher. Don Klawitter was the losing pitcher for Home Furniture.

**Thunderbird Travel 9**

**Beall's Fashions 7**

Beall's made a late-inning run at Thunderbird when Bob Reutter blasted a 280-foot home run over the center field, but the rally fell short as Bud Johnson forced George Lawrence at second base.

Al Stankovic was the winning

pitcher. Ed Pritter had a double and three singles for Thunderbird. Bill Honsaker was the losing pitcher.

**Athalia 18, Lard Castles 14**

Athalia opened the scoring by knocking across three runs in the first inning. They added five more runs in the second, two in the fourth, five in the fifth and three in the seventh to go out in front 18-7.

Lard battled back in the seventh with seven runs on five

See Local, B4



## Local softball teams advance

—From B1  
hits and three walks to close within four. The inning ended as Harry Gove fouled out for the final out, preserving Athelite's victory.

Jim Wagner led the Athelite hitters by going 4-for-5. Bob Vosbrinck got the win. Howie Mullica was 3-for-3 and Jerry Launer was 3-for-4 for Lund Cadillac. John Andrulis was the winning pitcher.

Sun City Bank 12  
Mull Realty 7

Red Thomas, Duncan Jewell and Al Foster each had three hits for Sun City Bank. Charles Buckmelter was the winning pitcher. Bernie Ripplemeyer led Mull-Smith Realty with a perfect 3-for-3 outing at the plate.

The quarterfinals are scheduled for today at the stadium,

13440 N. 111th Ave., beginning with a 9 a.m. game between Sun City Bank and Spaland. Meade Realty plays Athelite at 10:30 a.m. At noon, Thunderbird Travel plays against Quinn & Loe, and at 1:30 p.m. Ace Radiator goes up against Denny's TV.

Semifinals and the championship game will be Thursday. Semifinal games are scheduled at 12:30 p.m. and 2 p.m. The championship starts at 3:15 p.m.

Admission is free to all games.

*Bob Vosbrinck, an official with the Sun Cities Senior Softball League, is serving as a correspondent for the Daily News-Sun during the Sun City 30th Anniversary Celebration Softball Tournament.*

# Looking back

## First Webb building superintendent recalls Sun City's early beginnings

Once Del Webb started work on Sun City, the construction crews never looked back —

And the face of the Northwest Valley changed, almost overnight.

Tom Gilbreath, who was Webb's first construction superintendent in Sun City, started work in 1959, preparing for the Opening Day, Jan. 1, 1960.

At that time construction men were working on, but hadn't completed, the Grand Center shops, the Safeway store and the Highway House.

Construction of the model houses and the apartments behind the Highway House was continuing, as well.

"Del Webb spent \$1 million in Sun City before any houses were sold," says Mr. Gilbreath. "Across in Youngtown, you couldn't even buy a hamburger."

Some 300 to 400 houses were sold on opening day. Mr. Gilbreath recalls the long lines of people waiting to see the homes.

"We started with six models, the cheapest was under \$10,000 and the highest price was \$15,000."

"Now, there are 21 models, in Sun City West.

"A lot of the home sales were done by mail — just like buying a house out of the Montgomery Ward catalog."

He recalls a shopper talking to an "oldtimer," who was looking out on the houses that were going up.

"I remember when that was nothing but a cotton field," the oldtimer said.

"Really? When was that?"

"Two days ago."

Mr. Gilbreath says the construction force, numbering nearly 600 workers, was on a roll. "We did eight houses, complete, and four apartments, per day."

The work orders were simple. "That meant we had to be working on 260 houses, altogether, in order to finish eight per day — and half that many apartments.

"We'd dig footings one day, pour concrete the next, put down the foundations, rough in the plumbing, then pour the slabs, right on to turning the key."

Subcontractors were hired for everything except the concrete work, says Mr. Gilbreath. Webb did the concrete work for the project.

The construction started with all-masonry exterior walls. "There were all the masons you could think of," says Mr. Gilbreath. "After I left, the masons went on strike, and while they were out, the supervi-

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***THE WAY WE WERE.** Sun City (right) as it appeared in the summer of 1959, five months before it officially opened. Below, Webb officials discuss plans for the Highway House Motel and Restaurant. It was not uncommon for new residents to live at the motel until their new Sun City homes were completed. The Highway House later became the King's Inn Hotel and was recently torn down to make room for Smith's Food and Drug Store.*

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sors decided they could do without them. They went to an all-frame construction.

"They had to do something — people had to eat."

Webb bought construction material in by the train load, he recalls, with the trains delivering the orders to a railway siding on 98th Avenue.

As general supervisor, Mr. Gilbreath had two assistant supervisors, each with a foreman in the field, for each phase of the work.

There were Veterans Administration and Federal Housing Administration inspectors assigned almost full-time to the work, as well.

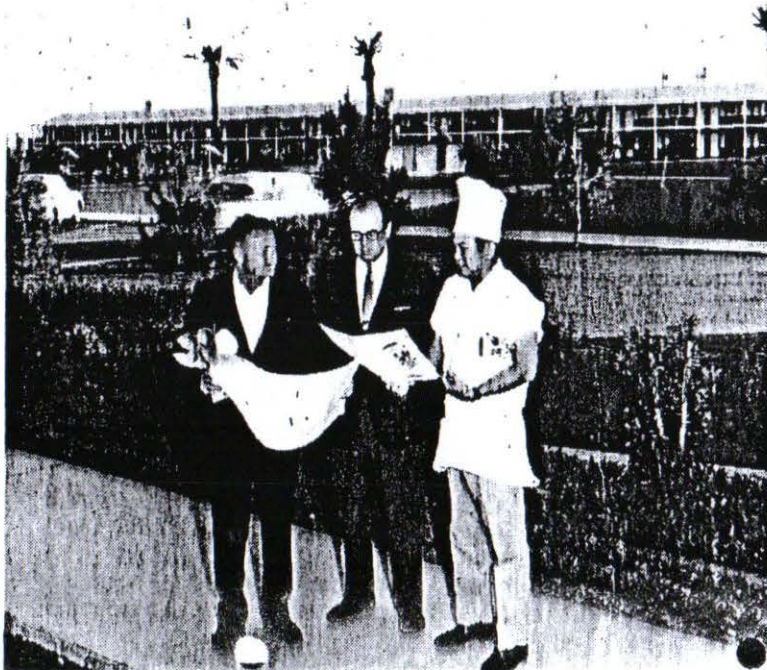
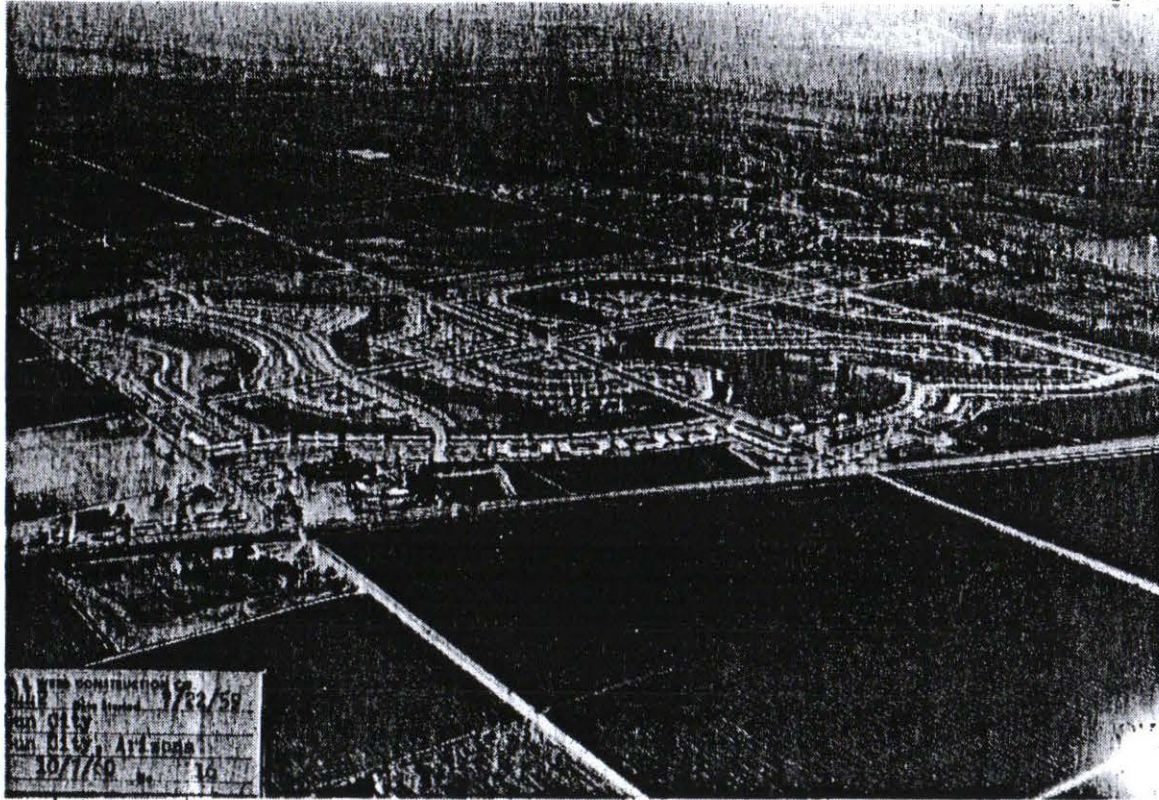
"We had to use two-way radios with a central station. It's commonplace now, but was something new in 1960."

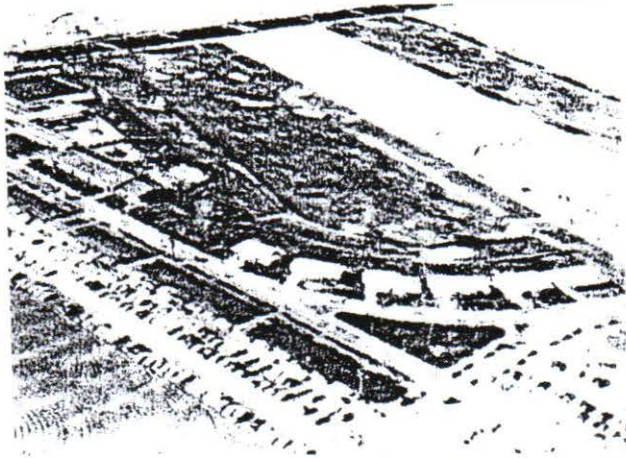
Mr. Gilbreath stayed with the Sun City project until the building crews had finished 5,000 units. He then transferred out to Sun City, Calif., where he worked for about two years.

There were other jobs and projects to occupy his attention, in Western and Midwestern states.

"Finally, I got tired of running around and came back to Arizona where I had kept my home," he says.

Construction jobs around the Valley kept him busy for a while, before he retired about eight years ago.





LEFT, SUN CITY OPENS JAN. 1, 1960; RIGHT, SUN CITY FOUNDER DEL E. WEBB

## Sun City marks 30th year, asks "Where to from here?"

By Paul Markey  
For Arizona Senior World

From cotton and lettuce fields to the largest planned retirement community in the world — that's the unrivaled success story of Sun City 30 years after its inception.

But while the community celebrated the past during a festive January, its leaders were pondering the question, "Where to from here?"

The decade of the Nineties and beyond will see additional pressures on communities like Sun City as life expectancy rises, more workers retire earlier and baby boomers reach retirement age.

Demand for the Sun City concept will continue, predicts Martha Moyer, Del Webb Corporation manager of community and public relations for Sun City West. She quotes a California survey that showed Phoenix ranks among the preferred locations for retirement.

Californians now comprise about a third of the residents moving into Sun City West, which will ultimately have a population around 25,000.

Webb is continuing to build smaller-scale Sun Cities in Tucson and Las Vegas while exploring additional Sunbelt locales.

But what about the original Sun City's future after three decades? If the demands upon its Interfaith Services are any measure, people's needs may outrace available help. The goal of this vital organization is to help older people maintain their dignity and independence in their homes as long as possible. Bob Pangburn, executive director, says, "Seven

years ago, there were 264 people on our service list. In 1989, we served 3,500." That included 300 contacts daily and 7,500 home visits.

Expanded assistance to the growing number of homebound or handicapped people is limited only by financial resources. This year's budget is \$846,000, although as Pangburn explains, "we are able to deliver \$4 worth of services for every \$1 invested because of a host of volunteers."

Much financial support comes from the Sun City Community Fund which raises about \$300,000 a year. This Fund also supports local transportation and other needs.

Operating through the years without a municipal government, Sun City is under the Maricopa County government umbrella but relies on local volunteers to fulfill most community functions. Just months ago, it again asserted its independence by assuming full management of the Sun City Fire Department.

The community's claim to the Volunteerism Capital of the World is well founded. The seven large recreation centers, representing an annual budget of \$9.4 million, are governed by a nine-member volunteer board. Volunteers sustain many other groups such as:

- Prides, keeping streets litter-free;
- Sheriff's Posse, performing police duties;
- Sunshine Services, supplying medical equipment of residents;
- Ambassadors, promoting Sun City nationally.

The largest organization is the Homeowners Association, which

guards the interests of its 23,374 members and Sun City in general. Watchdogging tax issues for Sun Citizens is the Taxpayers Association.

Del E. Webb, an Arizona developer, always viewed Sun City as the most satisfying achievement of all his extensive construction projects, ranging from New York's Madison Square Garden to the Phoenix Civic Plaza. While building Luke Air Force Base, he dreamed of developing a complete city geared for senior citizens.

When the Webb Development Company launched the dream city, early growth was phenomenal. During the first month, January 1960, 400 homes and apartments were sold. Ten years later, there were 15,000 residents, a figure that doubled by 1974. Now population exceeds 46,000.

No hard-sell was necessary, according to John Dodt, one of Webb's first salesmen whose wife Nina was a pioneer hostess at the model homes. The environment and recreation were too attractive.

Residing here since 1961, the couple credits Sun City for their longevity. "TLC," Nina says, explaining, "Tender loving climate." For his 90 years, John attributes an outdoor active life; and his wife, ten years his junior, agrees. "I'm still golfing three times a week," she proudly proclaims.

All the amenities that originally attracted the Dodts and others continue today. Busy golf courses, swimming pools and crafts centers testify to the lifestyle enjoyed by Sun Citizens. A place, it is said, where people are too busy to retire.

# Happy birthday, Sun City!



*Sun City's 30th anniversary parade, held Jan. 20 along 107th Avenue, included more than 40 participants. Among those entered in the parade, clockwise, from upper left, the Michigan Club of Sun City, a combined entourage of Sun City Bike Clubs, several American Legion posts and the Shriners.*

Photos by Tyson Kuhrtz/Independent

## Parade winners

The following entrants received judges awards for excellence in the 30th anniversary parade.

- Northwest Valley Chamber of Commerce birthday float
- Sun City Pioneers in antique cars
- CBS Properties/Antique Car Club
- Paradise Valley High School "Studebaker" float
- Six Sun City Bicycle

