

1970 Daily News-Sun, Sun City, Ariz.

## Top Vehicle Decorators

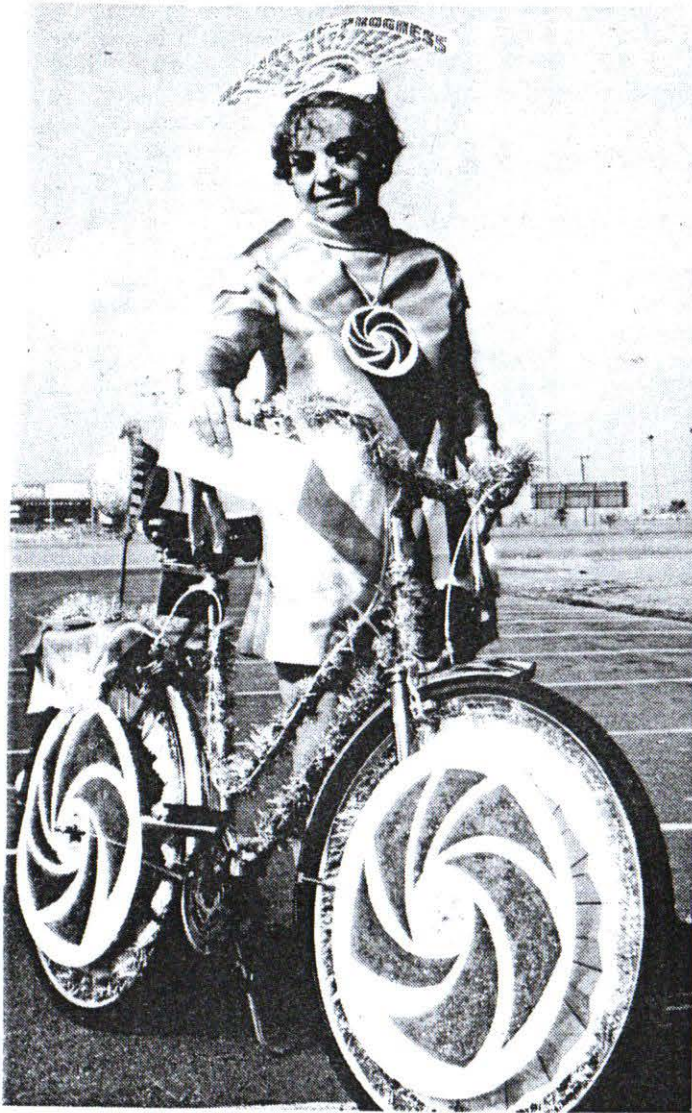
Del E. Webb Development Co. has announced winners in the vehicle decorating contest which followed a parade held here Saturday.

The grand prize in the bicycle division went to Mrs. Ted Eckel; and her husband won most appropriate 10th anniversary costume.

Most comical vehicle and rider was Walter Havens, and Curtis Kampman won most original vehicle decoration. Other winners were Duane Andrews, best male costume, and Greta Samuelson, best female costume.

Mrs. Selma Shikes and Mrs. Rosalie Thorner won the grand prize in the three-wheel division. Others were: Mrs. T.C. Peacock, most appropriate anniversary costume; Dorothy Johnson, most comical vehicle; Irene Harris, most original vehicle; Emil Rohde, best male costume, and Mae Bertoffe best female.

Others are Mrs. Jean Edwards and Mrs. Mammie Hutsell, most colorful anniversary costume; Mr. and Mrs. Bill Prinsloo, most comical vehicle and rider; Mr. and Mrs. Ev Stoffel, best male and female

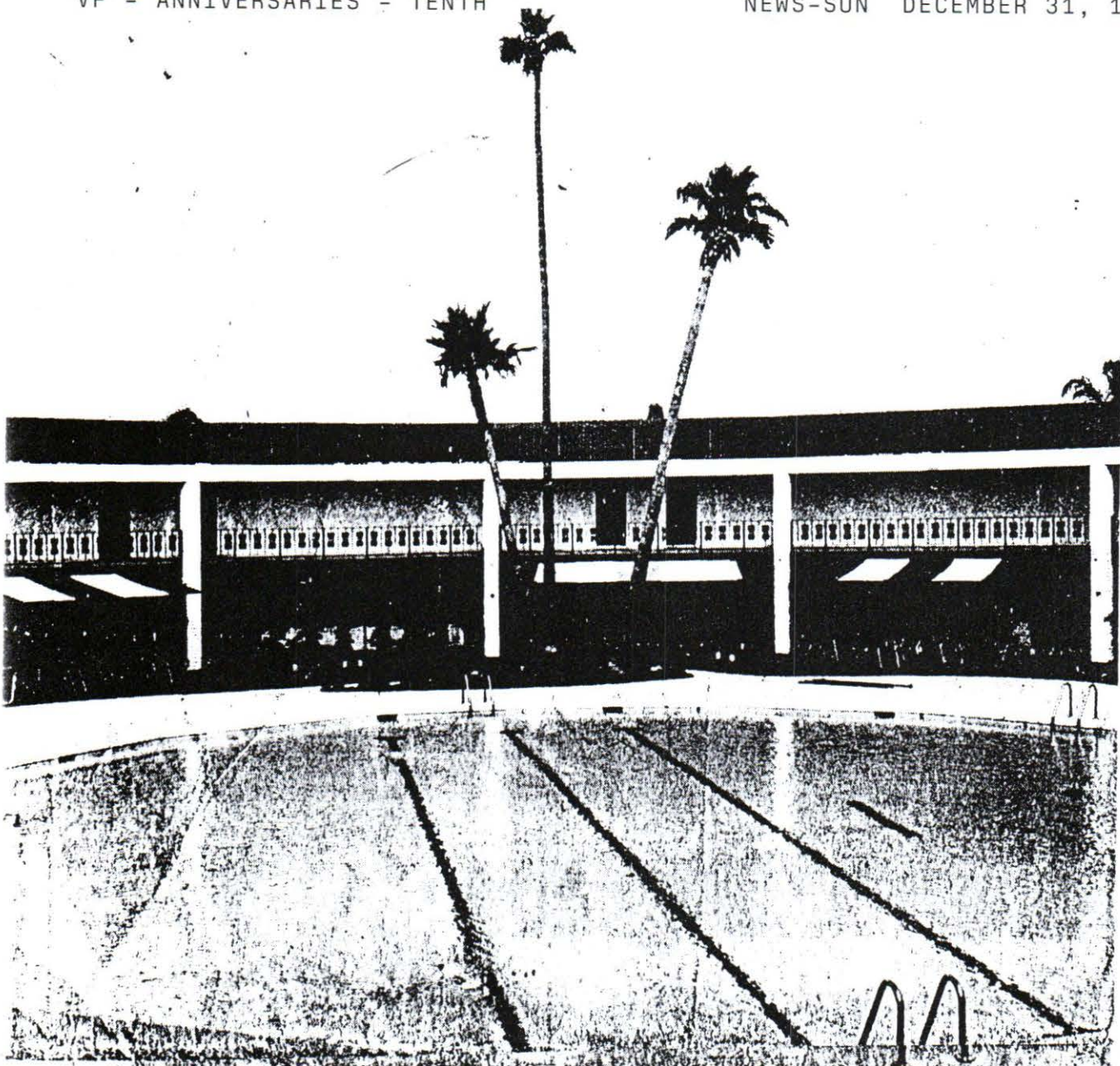


**GRAND PRIZE** of \$75 in two-wheel bicycle division of bicycle decorating contest went to Mrs. Ted Eckel who chose gold minidress and "decade of progress" sunburst on bicycle.

(News-Sun Staff Photo)



**BIRTHDAY CAKE** on top of Ted Eckel's head won him \$25 prize for most appropriate anniversary decoration in bicycle division of decoration contest held Saturday. Parade before contest started at Sun Bowl and ended at Grand Avenue Shopping Center. (News-Sun Staff Photo)



LAKEVIEW CENTER POOL will be setting for opening ceremonies Saturday, beginning with ribbon cutting at 10 a.m. Also scheduled will be poolside demonstrations by Sun

City Round Dancers and Sun City Sun Dancers plus diving shows and ballet routines performed by YWCA 'Gators. Center also includes two therapy pools.

## Lakeview Preview To Begin 10th Anniversary Activities

Sun Citians will start the community's month-long 10th Anniversary Celebration with a ribbon cutting and preview of Lakeview Center at 10 a.m. Saturday.

The \$1.7 million recreational facility occupies 15.46 acres on the northeast corner of Thunderbird Road and Del Webb Boulevard.

Focal point of the complex is a two-level arts and crafts building with main entrance off Thunderbird Road. The ribbon cutting will take place there with the president and board members of the Sun City Community Association and several Del. E. Webb executives taking part in the ceremony.

The program will be

followed by refreshments and conducted tours through the new facilities. Tours will start in the arts and crafts building which encircles a 75 foot diameter swimming pool.

The pool and deck area includes shower and locker rooms, two therapy pools, men's and women's massage rooms, pool mechanical equipment and storage, lapidary studio, woodworking shop, and billiards room with eight pool tables, one snooker table, and one billiards table.

The upper level has a large social area that can be separated into three smaller meeting or card rooms. Additional craft rooms, sewing studio, art studio, ceramics rooms, and a large

lounge with fireplace and entertainment center.

The landscaped grounds include two lawn bowling greens, 24-lane shuffleboard court, tennis courts, miniature golf course, lakeshore picnic grounds with shaded cabanas, floating boat dock, fishing pier, and a landscaped viewpoint hill.

A waterfall plunges from atop the hill into small pools below.

An entertainment program is planned for Saturday afternoon. On the Lakeview sun deck, Eddie Winn and his Orchestra will play hit tunes and old favorites. This 12-piece band has performed on radio, TV, at the Arizona State Fair, and in many night spots.

The world champion

barbershop quartet, the Western Continentals, will wander through the grounds singing close harmony.

Poolside, there will be exhibitions by the Sun City Round Dance Club and square dancing by the Sun City Sun Dancers.

Products of lapidary, mosaic, needlework, leathercraft, and ceramics clubs of Sun City will be featured in the arts and crafts building.

Activity on the lake will feature remote controlled miniature boats in both a show and racing put on by the Desert Model Boat Club.

In the Lakeview pool, diving exhibitions will be put on throughout the afternoon. The YWCA 'Gators will perform several water ballet routines.

# Sun Citians to ring in 1970 with birthday celebration

SUN CITY — Sun Citians will ring in 1970 with a month-long celebration marking this retirement community's tenth birthday.

Retirees will frolic in fun events ranging from a golf cart-bicycle parade and crazy hat contest to a whist tournament and fishing derby. Seniors will aim their cameras and golf clubs in other competition and cue in at the new \$1.7 million Lakeside Center's posh billiards room.

The town carved from lettuce and cotton fields does have something to crow about.

From a population of 2,500 when the community was 1 year old, the city now numbers nearly 14,000. The growth is amazing considering the residency restrictions—that one of a couple must be over 50.

Almost 50 per cent of the original 10,000 acres of land has been developed. With houses completed at a rate of six a day, projections indicate Sun City will have a population of more than 40,000 by 1980.

Pioneers—those who moved here those first few months in 1960—are reminiscing about the community's infant days.

Mrs. Robert Hill says she was the fourth person to sign for her home here.

"That was in September 1959," said Mrs. Hill. "We read about the plan for the town-to-be and drove out here. There was a cotton field and a little shed containing the plan for the development." She has a picture of herself at the cotton field to back her claim.

"It's the people here," Mrs. Hill said, explaining why she liked the community. "And the quietness—without the noise of a big city. It's easy on the nerves."

Neighbors—the John Ellises (he had a barber shop in operation here before moving in that first April) and Mrs. Wendell Frasers (she a native of France) head the list of first residents.

Pioneer Mrs. John Sam Turnbull declares Sun City "a wonderful place. We love every minute of it," and Mrs. George Baynes, added, "We've been in every state in the union. This is our choice."

A "Sing Out Sun City" musical program at 2 p.m. next Sunday in the Sun Bowl will honor the pioneers.

Before the community's opening in 1960 there were 11 businesses in the shopping center, a motor hotel, a nine-hole golf course, swimming pool and recreation center.

Today, the first shopping center has grown to 30 businesses, two other shopping centers have opened, a fourth is being started, and a fifth is on the drawing board.

Residents play golf on four championship layouts. The master plan calls for seven golf courses. There is also a 33-acre excavated lake for resident boating and fishing, four recreational complexes, a 7,500-person-capacity Sun Bowl for entertainment events. A \$5.5 million hospital is under construction.

Kickoff anniversary event will be the opening of the Lake View Center recreational complex at Thunderbird Road and Del Webb Boulevard. The circular, 2-level building with ramps instead of stairs houses two therapy pools, massage rooms, swimming pool, arts and crafts rooms, home entertainment center, lounge, and billiards rooms. Grounds boast lakeshore picnic areas with cabanas, a miniature golf course, a fishing pier and a boat dock.

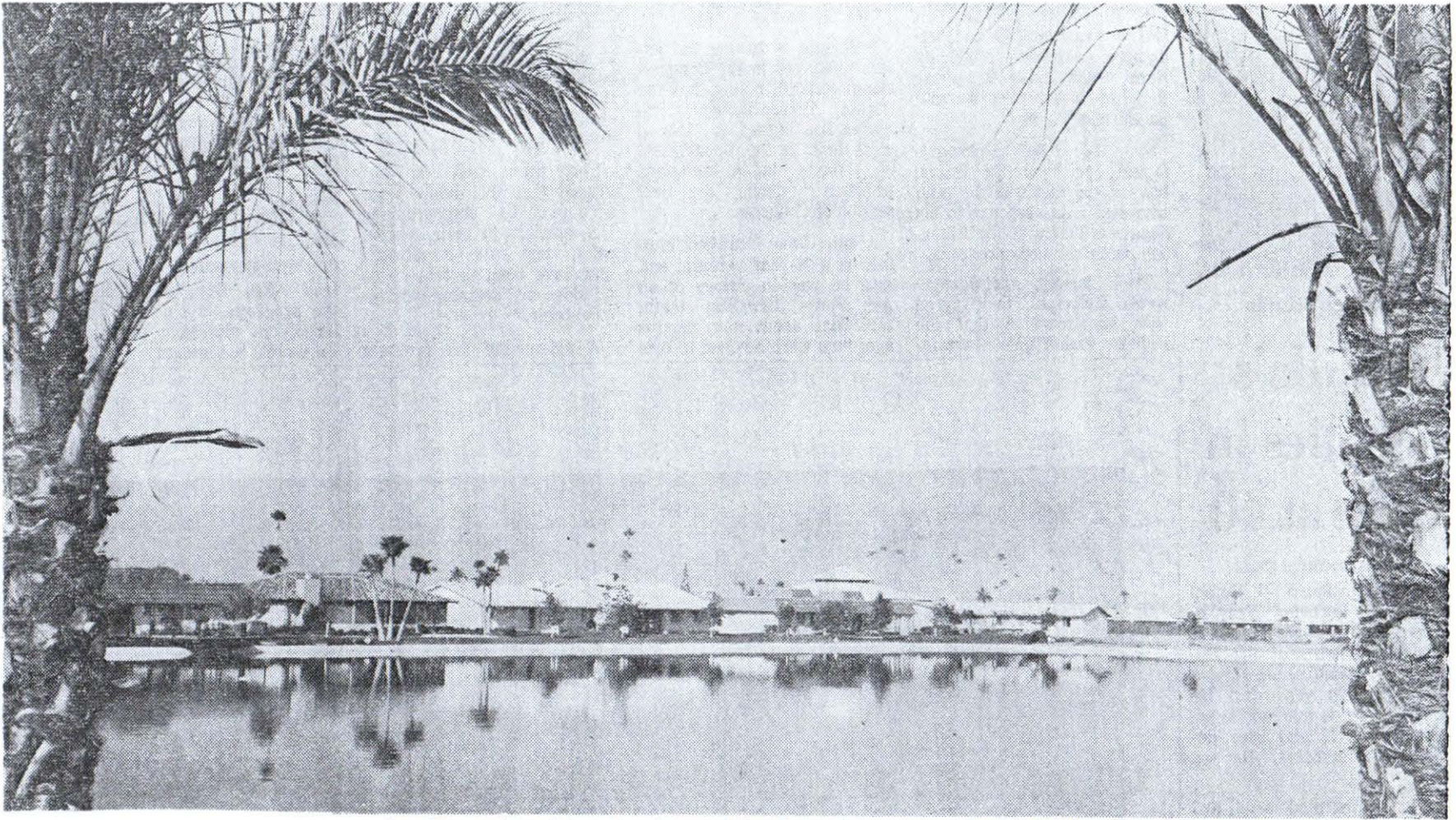
Sun Citians will preview the center next Saturday. The general public may participate in the grand opening program from 1 to 5 p.m. next Sunday. There will be band and barbershop harmony music, square dancing, arts and crafts exhibits and water ballet and a remote control miniature boat show and races on Sun City Lake.

The golf cart and bicycle parade will be at 10 a.m. Jan. 17 in the Sun Bowl. Prizes worth \$550 in merchandise will go to the resident angler landing the heaviest trout, bass and catfish from Sun City Lake during the fishing derby, Jan. 30 and 31.

Women are dreaming up creations — beautiful, original and funny, for the hat contest at 2 p.m. Jan. 31, in the Sun Bowl.

Republic  
Photo-Feature  
by Thelma Heatwole

LYER



Sun City residential section from a lake viewpoint.  
The 33-acre lake will be the scene of water ballet,

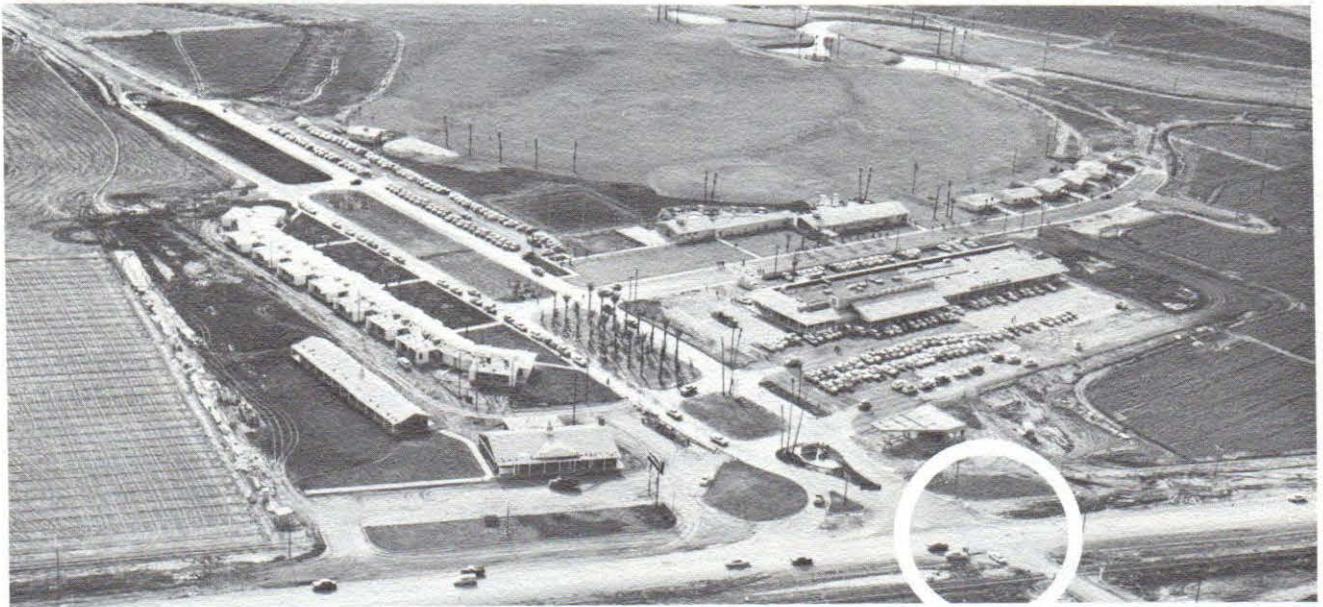
control miniature boat racing and fishing derby  
during opening of Lake View Center.

# The **WEBB** *Spinner*

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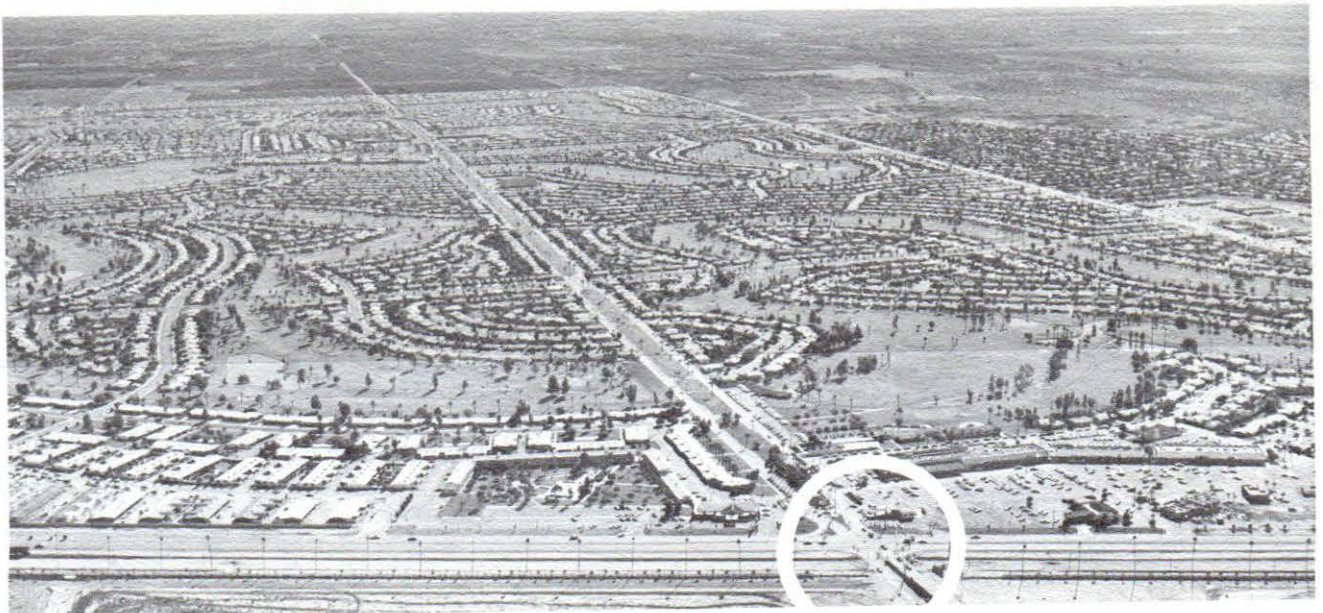
12 Pages



**1960**— Opening weekend at Del Webb's Sun City, Ariz. Jan. 1, 1960. Grand and 107th Avenue intersection is circled.

## Happy 10th Birthday, Sun City, Arizona!

**1970**— Note same corner 10 years later, and surrounding development. Founding of Arizona's Sun City was followed by establishment of growing Del Webb's Sun Cities in Florida and California.



## When Webb Launched Sun City In 1959, It Was Multi-Million Dollar Researched 'Risk'

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

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

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

In researching those two states Webb representatives found that while they did attract retirees, few if any developers were really catering to the market, says Webb Vice-Pres.



John Meeker

John Meeker, who directs construction and operation of the Sun Cities. (After all, sociologists had agreed nearly unanimously that grouping of retirees in living areas would fail miserably).

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

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

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

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

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

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

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

Model homes and apartments, a shopping center, utilities, roads, sites for 55 homes, a motel, a recreation



**DOCUMENTS** purchasing Boswell Ranch were signed in mid-1959 by J. G. Boswell II and Del Webb.

and hobby center with auditorium, and nine holes of a projected 18-hole golf course.

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

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

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

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

The rest of the success story is history.



**OPENING WEEKEND** at Sun City found Arizona Gov. Paul Fannin (now a U.S. Senator) at lathe in woodworking shop, while Phoenix Mayor Sam Mardian (right) looked on.



**LINE OF CARS** bringing visitors to Sun City on January 3, 1960, stretched two miles toward Phoenix.



**JACK DOUGLAS** came to Sun City to interview Del Webb and feature the town in his "America" television series.

## Sun City Most Famous Town Of Its Kind In United States

How famous is Sun City? *The most famous (retirement community) (planned community) (resort-retirement community) in America! Take your pick.*

How can we make this statement? Easy!

Name any other such town featured by virtually every major magazine in America, network television, thousands of newspapers and even made a "household word" for



**ROBERT PRESTON** cooled off in a Sun City pool as he starred in an hour-long color "special" on ABC-TV. **BELOW** — Encyclopaedia Britannica filmed Sun City activities, including *Rhythm Ramblers*, for its movie division.



## Sun City Like Camelot, It Has Something 'Special'

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

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

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

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

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

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

\* \* \* \*

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

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

*(Continued on Page 4)*



**LIFE MAGAZINE** spent a day photographing Sun City, setting up scenes like this chaise lounge brigade. **BELOW** — National Geographic, among dozens of magazines which have reported on Sun City, was attracted by a cactus landscape.



## Sun Citians Always Ready To Celebrate



**FIRST BIRTHDAY** for Sun City found cake being proudly held by Ralph Hawley, left, Civic Association president, and Tom Austin, first activities coordinator. **MIDDLE** — Five-division, hour-long parade, a grand ball and two days of festivities were scheduled for the town's fifth birthday. The

Melvin Phelps, voted Mr. and Mrs. Sun City Pioneer; presented a plaque to Del Webb which read: "From all residents for your valuable contribution to retirement." Mr. Webb then cut a seven-foot-high birthday cake. **RIGHT** — In 1962 TIME featured Sun City and Del Webb with a cover story.

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

There are many who vow when they retire to Sun City they will do nothing but soak up the generous Arizona sun.

Some do stick to a loafing schedule. But most get "wet to the neck" in hobby and club work, including those who never before rode a bicycle, swam, exercised, danced, played bridge or joined any organization.

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

First clubs were formed around hobby facilities. Not far behind were the Men's Club, Women's Club, Women's Chorus, Sun City Players, Merry Makers (later the Rhythm Ramblers)

and patriotic and service groups — Veterans of Foreign Wars, American Legion, Sons and Daughters of the American Revolution, Rotary, Lions, Kiwanis and Soroptimists.

Among Sun City's clubs are unique groups like the Hand Bell Ringers, 20 people who ring \$1200 worth of bells in melodious tones, and the '61 Club.

Named after the year it was formed, the '61 Club is limited to 100 couples and holds one function a year — A New Year's Eve party. "There is always someone to take you home if necessary," is their motto.

This group doesn't bother with elections or by-laws, an informality shared by the Bicycle Club, which does meet regularly for in-town and long distance trips. For the latter, a flagman leads the way, itineraries are planned, and cars accompany the group.

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

## Most Famous Town

(Continued from Page 3)

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

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

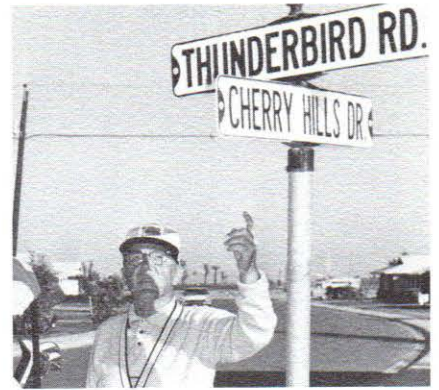
One Nebraska newspaper publisher moved there, renamed his regular column "The Kick In Sun City," and continued it from Arizona.

Internationally-recognized Arizona Highways magazine summed it up best of all when its editor wrote in 1967:

"The continual flow of tourists has pushed the community into the spotlight shared by the Grand Canyon, the Petrified Forest National Park and other major points of scenic interest which draw visitors from all over the world to Arizona."







**GOLF** has provided more recreation than any other Sun City pastime, and is now played on four 18-hole courses. An estimated 192,225 rounds were played in 1969, yardage which when converted to miles would equal more than three trips to the moon. Golf director since Sun City opening has been Fielding Abbott, on left in first photo, shown with John Meeker, center and Jack McPhee. Meeker is now a Webb corporate vice-president and director of its Community Development

Division; the late Jack McPhee was Sun City's first project superintendent. **CENTER** — Del Webb and his longtime friend Bob Hope once paid a surprise visit to Sun City's North Course, delighting fellow golfers and galleryites. **RIGHT** — Many Sun City streets are named for famous golf courses and golfers. Andy Grant, several times president of the Men's Golf Association, points up this fact for a Spinner photographer.

## Many Low Cost Facilities A Sun City Success 'Secret'

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

These facilities, along with the shopping center, motel and other improvements, prompted Ralph Hawley, a former Yale professor and the first Civic Association president to say:

"Most developers build the house, sell it and get out. This is the first time in my experience that a developer has contributed so much to the general welfare of the community."

The Webb Development Co. this month will give its fourth such complex, title free, to the Sun City

Community Association. Value of all such facilities to date is \$3 million, according to Owen Childress, project manager.

This arrangement means that Sun Citizens pay only \$20 each per year for use of the following facilities:

- Agriculture plots
- Art rooms
- Auditoriums (three seating 1800, used for dances, exercise classes, movies, etc., each with stage, dressing rooms for plays, etc. and kitchens for club and community meals).
- Bowling greens (4)
- Billiard rooms
- Ceramics, mosaic rooms

- Lapidary rooms
- Leathercraft rooms
- Library
- Miniature golf
- Photography rooms
- Sewing rooms
- Shuffleboard (4 courts)
- Swimming pools (4)
- Tennis
- Therapy pools (2)
- Woodworking rooms

A variety of season ticket plans are offered for play on the golf courses owned and maintained by Webb. Play can cost as little as 47 cents an 18-hole round for those who golf daily. Many do.

**FRIENDSHIP TABLE** placed several years ago across fence between yards of Harvey and Lou Leisy and John and Ruth Zilien, (all shown above) is symbol of warmth displayed between and among Sun Citizens. **CENTER** — One of annual events in Sun City is outdoor Easter Sunrise Service, seen here at Town Hall but now held in Sun Bowl. **RIGHT** — Single most photographed object in Sun City is carved, upturned palm trunk. Thousands of visitors have been photographed beside the "tiki" and their pictures published in newspapers throughout the United States.



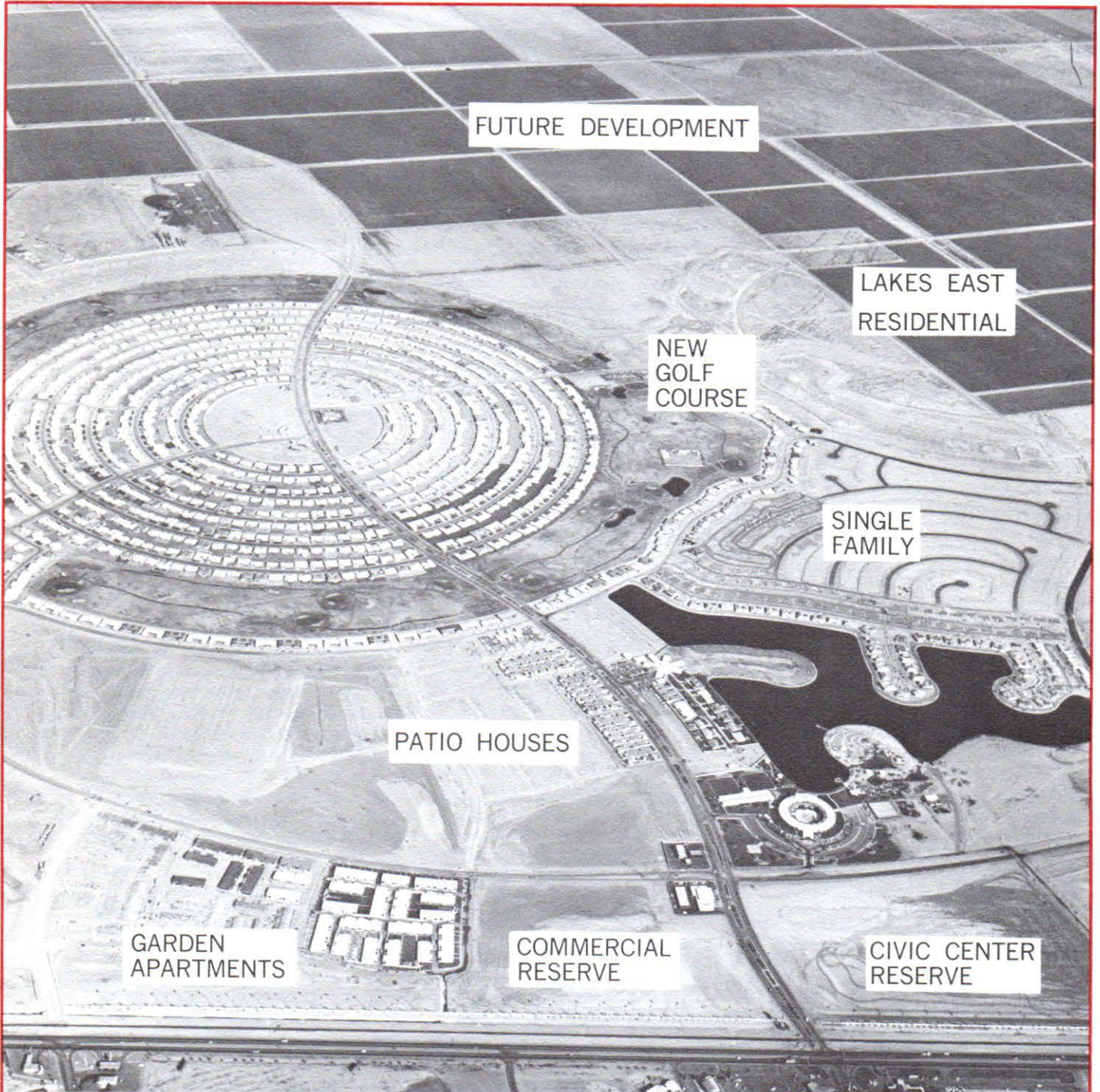


**OVERALL** aerial photo of Sun City includes newest area of home development, with a central circular street pattern, toward top of

above photo. For closeup of this section, see photo at right.

# Sun City, Arizona's Portrait – 1970

(With A Close Look At Its Newest Growth Area)



**SUN CITY, ARIZ.** in 1970 is getting too large for one photo, so we use an overall, oblique shot and a close-up of the newest area of development for a better concept of how the community has mushroomed. A circular street pattern within an 18-hole circular golf course has been well accepted, as have homes around the town's first lake. In the newest

growth section banks have already opened, a hospital is building, shopping centers and churches are planned and other golf courses and lakes will be added in future expansion. In the close-up above, several areas of proposed development are labeled. Considerable area for expansion is visible north and east of current construction.

## Someday, Someone Will Write: "The Town That Couldn't Retire"

Somebody eventually will write a story on Arizona's Sun City titled: "The Town That Couldn't Retire."

In it they will relate how people from all 50 states come to lounge in the sun. Except, when they get to Sun City they learn to ride a bike, play bridge, make a vase, or do other things they seemingly never dared try or for which they never had time.

Or, they take a job in Phoenix or in one of Sun City's 100-plus firms, or start their own business, or work part time, or try art and find they are so good they paint eight hours a day and sell everything they produce.

Or, they decide not to retire their executive talents, and stand for election in one of the town's civic or social organizations, serve on the nearest school board, in the state legislature or on the county zoning board, or go overseas for the "Businessmen's Peace Corps."

Or, they form churches to continue worship in their faith.

**Or, duffers release 40 years of suppressed golf in a frenzy of daily play.**

The most *heartwarming* part of such a story would be about how Sun Citizens "care for others."

This section will feature organizations like the Puppet Club, a 33-member sewing group formed and still led by Margaret Nygren, which in seven years has earned nearly \$33,000, every cent earmarked for welfare of needy children.

The story would have to include the Women's Club and Senior Women's League and their "Dress A Living

Doll" campaign and help with Dysart Center, a training and aid station for



Rev. W. Witt



Rev. E. Thistlethwaite

farm workers and the less fortunate in the nearby El Mirage farming community.

**And no story describing Sun City's "outreach" could be complete without including the United Church of Sun City and its tremendous aid to Dysart. (United—Sun City's first congregation—presently has 2,275 members representing 58 Protestant denominations, according to its pastor, Rev. Walter Witt.**

More than 100 women meet each Tuesday morning to sew for Dysart. Others instruct 100 families a year in English, sewing, cooking, citizenship, planned parenthood, first aid, etc.

United Church also sponsors the Sun Valley Lodge in Sun City, and supplies nearly 200 Gold Ladies to Sun Valley, which has inn-living, sheltered care and an infirmary for Sun Citizens. Other church activities include calling on all new residents, lip reading classes and sponsorship of an 80-member 4-H club.

(Activities of the town's 12 other congregations would also have to be included.)

**A writer might decide to expand "The Town That Couldn't Retire" from an article to a book.**

A chapter would have to be devoted to Sunshine Service, a unique, wonderful organization that earned its founder and president, Rev. E. Duane Thistlethwaite, a national Lane Bryant Service Award.

Sunshine Service is composed of 25 directors and about 500 district, sub-district and neighborhood chairmen, all dedicated to helping neighbors in case of accident, illness or bereavement.

Equipment — hospital beds, trapeze, hydraulic lifts, wheel chairs, traction, crutches, canes, walkers and other items — was purchased with more than \$30,000 in voluntary gifts.

**A chapter could be devoted to Sun City's Boswell Memorial Hospital, now being built with funds that include \$1 million in private donations (excluding the Boswell family's \$1.2 million grant and \$500,000 pledged by the Del E. Webb Foundation).**

Mrs. Rill Abrisch, Community Association secretary, estimates that more than 100 of the 125 Sun City organizations work for charity in one form or another.

Sometimes many aid one cause. Fourteen clubs in one year donated \$2,300 in teaching materials, scholarships and other school functions to nearby Peoria High School; 600 garments; 4,000 pounds of food and toys, and provided leadership in other areas.

Sun City also contains people who feel they've done enough in their 60 or 70-plus years. And who can argue with their right to relax completely?

**The warm Sun City story, though, is peopled by those who "came to play, but lived to work another day" (many of them for others).**

If an article or book is ever done on "The Town That Couldn't Retire," its foreword could include Margaret Nygren's favorite quote:

*"What happiness is, no person can say for another. But no one, I am convinced, can be happy who lives only for himself. The joy of living comes only from immersion in something that we know to be bigger, better, more enduring and worthier than we are."*



**PUPPET CLUB**, one of an estimated 100 or more organizations in Sun City which do charity work of some kind, by itself has earned \$33,000 in cash for children's welfare. Margaret Nygren, founder and president, displays handmade dolls and puppets.

## Webb People Give 10-Year Impressions

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

\* \* \*

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

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

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

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

**Les Parry**, who in introducing owners to their new homes has handed out nearly 60,000 keys: "My greatest impression is that Sun City is the



**THEY REMEMBER WHEN** — Webb employees when Sun City opened gather near first sales office, now used as dressing room by Sun City Saints softball team. They are, from left: Owen Childress, Les Kellog, Ida Sandler, Mary Jane Hawkins, Les Parry and Pat Pawlak.

most concentrated gathering of above-average, intelligent people ever assembled."

**Pat Pawlak**, assistant interior decorator: "My fascination with the community's growth."

\* \* \*

### Rock Lawns Very Popular

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

### Sun City Symphony Lauded

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

### Sun City's 'Big Five'

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



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



**FIRST** out-of-state residents to move to Sun City, Ariz., May and George Baynes, were honored guests at town's second birthday party. The Baynes have visited every state in continental United States and say, "There is nothing as nice as Sun City."

# What News Writers Think of Sun City

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

## 'Sun Citians Are Pioneers'

By Burt Freireich  
Publisher, Sun City News Sun

Because Sun City is unincorporated our office receives many queries ordinarily directed to City Hall or the Chamber of Commerce. Often we are questioned by persons considering a move to Sun City, concerned, rightfully so, about the big move from Ashtabula or Keokuk or Springfield, where they have had their roots for a half-century or so.

They are concerned about what they are leaving behind — old friends, children, grandchildren. My response is that Sun Citians are true pioneers — courageous enough to seek a better life. And here in the Arizona sunshine they find it.

There often is concern about moving to "an old folks home." They say,

## 'It Started With Cotton'

By Gene Ely, Publisher,  
Sun City Citizen & Youngtown Record

There is a light thread woven into the history of Sun City. And it is cotton.

Before the United States got into World War I our Egyptian supply of long stapled cotton was threatened by German U-Boats. Long staple cotton was a necessity as a tire fabric in those days.

One of the few places in the United States where this type of cotton could be grown was the arid Southwest. Frank Seiberling, then head of the Goodyear Tire and Rubber Co., ordered his brilliant young executive, Paul Weeks Litchfield, to buy land that Goodyear might raise its own long staple. Litchfield purchased land for three ranches, one located near Chandler, the largest centered around Litchfield Park, and the third at Marinette, the site of the present Sun City.

**As the cotton ranches prospered, Boswell Cotton Co. established a gin in Litchfield Park, and in 1937 it bought the Marinette ranch from Goodyear. In 1947 Boswell purchased the Santa Fe Ranch nearby from the Santa Fe Land Co.**

World War II saw major changes  
(Continued on Page 11)

"We're used to being around young folks and children."

**Well, "old folks home" does sound rather dreary. But when I ask folks what they think about "country club living," they generally like the sound of it.**

Sun City isn't totally free of problems, nor is any other place. It has some grouchy people, too. But it has, overall, the most cosmopolitan population to be found anywhere. There is no subject on which I editorialize that doesn't fall under the expertise of several of my readers.

Sun Citians get things done — both individually and collectively. As Sun City grows, and it is growing remarkably fast, the problems grow. But the community is blessed by capable and energetic residents who are willing to tackle and overcome these problems.

I have been associated with this com-

## 'People Greatest Resource'

By Thelma Heatwole  
Staff writer, Arizona Republic

Sun City is a beautiful community without blemish of slums or decaying homes, but its greatest resource is its people — many with fabulous pasts in government, international careers and top-line professions.

These senior citizens who have known most every vicissitude of life in their 50 to 99 years of living have provided many delightful feature stories. From the man that escaped his adversaries by feigning death five hours in a coffin to the survivor of the crash of the dirigible "The Akron" to the busy homemaker and church worker — Sun Citians are great.

And by no means is their import confined to the past. A case in point is Dysart Center in nearby El Mirage. The success of this haven and new hope for the less privileged is largely due to the concern and good works of Sun City retirees.

Inherent with my news beat, which  
(Continued on Page 11)



**NEWS-SUN** publishers, Burt and Ursula Freireich, stand at entrance to town they say contains many "true pioneers."

munity as editor since its population was but a few hundred. I have observed the amazing progress, and I remain a booster of the Sun City life. And I don't have to say good things about the community if I don't believe them. I just could remain silent and watch the News-Sun's circulation grow.

## 'Wait For Me, Bud!'

By Bud Lanker  
Staff Writer, Phoenix Gazette

"Before you go out to Sun City today, go up and get an interview with Saint Peter," the city editor told me.

Of course, it didn't really happen but the dream was very real. I knocked at the pearly gates and they were opened by St. Pete himself.

"A reporter, eh?"

"From the Phoenix Gazette," St. Peter said after I had identified myself. "We don't have many people here from the Gazette."

He told me all about Heaven and then asked me about myself and my work. "I cover Chandler, Avondale, Goodyear, Litchfield Park, Sun City and Glendale," I told him.

"I've heard a little about Sun City," St. Peter said. "Tell me more."

I told him about the beauty of Sun City, I told him about its many happy residents. I told him of the golf courses, the swimming pools, the flowers, the Sun Bowl, the shuffleboard courts, the lawn bowling greens, the lakes

(Continued on Page 11)



Thelma Heatwole



Bud Lanker

# Arizona's Sun City Gets More Than Its Share Of Landmarks In 10 Years



Lakeview Recreation Complex



Four 18-Hole Golf Courses



Sun Bowl, 7,500 Seats



Complete Shopping Centers



Attractive Homes, Streets



Boswell Memorial Hospital

## Ely-Sun Citizen

(Continued from Page 10)

in the Westside development. Mr. Litchfield established an aircraft factory at what is now Goodyear. To furnish housing for the plant employees, 150 homes were constructed by — you guessed it — the Del E. Webb Construction Co.

Incidentally, these houses cost a little less than \$4,000. I know, as we bought one of those houses at the end of W. W. II at the inflated price of \$5,600, furnished. We are living in it still, and couldn't be happier.

Another Westside development was the Luke training base. And who built a large portion of Luke AFB? Right, Del E. Webb.

In 1960, the Marinette Ranch, Boswell, and Webb got together.

The rest, as they say, is history. But first there was cotton.

## Heatwole-Republic

(Continued from Page 10)

has included the news front in Sun City — virtually since the community's inception, is a knowledge and understanding of its people. Almost without exception the Sun Citians have been gracious, pleasant and cooperative. It has been my good fortune to savor their wisdom and friendship.

My salute to Sun City is a wish for continued happy living in the community that is destined to grow and grow.

### One Way To Look At It

A sunny, mild climate won't make you happy, but some say it does permit you to be unhappy in comfort.

WIFE IN RETIREMENT — "I've got twice the husband and half the income."

## Lanker-Gazette

(Continued from Page 10)

where you can sail or row or just sit in an easy chair on the dock and haul in fat trout.

I told him of the many arts and crafts and the rooms provided for them in the community centers, the dancing clubs, the bell ringers and the countless other activities. I told him of the new man-made mountain with the waterfalls tumbling down its face.

"You're pulling my leg," St. Peter said.

"You've just got to see it to believe it," I told him.

"Well, I gotta get back to Sun City," I said to St. Peter.

The kindly old man stood up, called to St. Louie and said: "Take over the gates." He tossed his halo to St. Louie.

To me he said, "Wait till I get my hat, Bud. I'm going with you."

## Highlights Of Eventful 10 Years

Every community in the United States has a character of its own. Sun City's is formed by its people, its beautiful homes and other facilities, and its events.

The memory of some events never die. Jerry Svendsen, Sun City public relations director since 1962, recalls a few:

"There was the fellow who left his golf cart on the down grade. It began rolling into the lagoon. He caught up with the cart and jumped in, just as both went into the lagoon and submerged.

"Once a barbershop quartet was entertaining outdoors. I lifted one of the ladies up on a fence for a photo and cracked two of her ribs. She told me of this several days later—said she had brittle bones.

"Beginning in 1962 we invited new couples to drop by our office for coffee. I found I was being flooded, drinking seven-eight cups a day. Then we invited newcomers to once-a-month coffees to meet each other. Now these coffees are held twice a month, each drawing about 200 people.

"Long before Sun City had its own lake, I accompanied some residents to Lake Pleasant to photograph them catching an abundance of fish. It was one of those days. After several hours with no luck we found a dead carp, hooked it up and got at least one photo.

"Each year there are outstanding events to which we always look forward, such as the Easter Sunrise Service at Sun Bowl, the luaus at Town Hall, the ladies fashion show, the Rose and Garden Club's annual show, the Sun



**EMCEE** Jerry Svendsen, left, with New Christy Minstrels at Sun Bowl. Many celebrities and groups appear in this popular amphitheatre.

## Sun City - 1970

Sun City, Ariz. home and apartment sales total 2038 for 1969, according to Sales Manager Ken Parker, a new record! Population — approximately 14,000.

We have tried to report in these few pages some history of Del Webb's Arizona Sun City and its "active retirement" concept, so successful it prompted Sun Cities in Florida and California.

People from all walks of life and all economic levels have been drawn to its outstanding facilities and beautiful homes.

And these people have written friends, urging them to see and live in Sun City. It is this referral cycle, as well as "low pressure" salesmanship and teamwork of the entire Del E. Webb Development Co. staff, which enabled Sun City to surpass its 1968 sales mark (itself a record).



## Sun City - 1980

Sun City is entering a decade even more exciting than its first 10 years.

No one can foresee exactly what Sun City will be like in 1980, but some very good guesses can be made.

Its success is assured. Homes and streets will remain attractive. More golf courses and recreation facilities will be available.

New shopping centers and auxiliary services — theaters, bowling alleys, larger library, department stores, auto dealers, etc. — are virtual certainties.

There is little doubt population will be at least 30,000, possibly nearing 40,000 (the ultimate growth in current Webb Development Co. plans).

And there is every reason to believe Sun City will become even more famous than it is today — possibly for its geriatric medical research or as a tremendous pool of retired talent, but certainly as a model for other planned communities and an example that older people *do* live together successfully.

City Players with such 'mellodramas' as 'Only An Orphan Girl, or, Marry Me And I'll Tear Up The Mortgage,' the Grape Festivals that draw 3,000 people, the annual July 4 Fireworks Show (where last year our patriotic records were warped by the sun, providing some unusual renditions), the Father's Day Root Beer Bust, Arizona Day and many others."

### 'Only A Young Man'

United States Senator Carl Hayden (then 85), touring Sun City in 1963, said: "Only a *young* man like Del Webb (then 63) could have done such a fine job."

### Retire To A Second Career

"An easy life does not necessarily mean a long one — far from it. He who retires to a second career outlives the man who retires to the rocking chair." — Donald Robinson, M.D.



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# Sun City 8 Years Old

## 12,000 Neighbors to Fete 'Pioneers'

SUN CITY — Retirees are set to celebrate Saturday and Sunday as this community, carved from a cottonfield and desert, observes its eighth anniversary.

"Pioneers," the settlers here in 1960, and others, including the late comers, will swing Saturday night to orchestras in the Town Hall and Community Center, and drink their way through gallons of coffee.

Birthday cakes at each fun center will be inscribed, "Happy Eighth Anniversary, Sun City—Population, 1960, 0; 1968, 12,000."

**FEATURED SUNDAY** at 2 p.m. in the Sun Bowl will be a variety show, open to the public, headlined by Jo Ann Castle, rinky-tink piano player of the Lawrence Welk Show.

Pioneers, at the approach of the anniversary, recalled the "olden" days of Sun City.

The Joe O'Bryants bought their home in September 1959 before a model home was built. "There wasn't a building or a tree," Mrs. O'Bryant said. "We bought our home from a sketch."

**AS FIRST CITIZENS**, the O'Bryants were welcoming new residents, the Henry Wilsons, newly arrived from Leisure World at Laguna Beach, Calif. O'Bryant, formerly with the St. Louis Post Dispatch, advised the newcomers, "If you're lonesome here, it's your own fault."

The George Baynes of Seattle were the first out-of-state couple to buy a home here. They had planned to retire at Morro Bay, Calif., but paid Sun City a visit and bought a home within an hour.

"We watched Sun City grow from a cottonfield,"

Mrs. Bayne said. "We're as busy here as we were in Seattle."

**JUDGE RUSSELL WING**, formerly of Susanville, Calif., was the town's first president of the Civic Association, the predecessor of the Homeowners Association. He helped draft the original community regulations.

"We can look back and feel kind of happy about what we did," Judge Wing said. "We're sure going to that anniversary celebration."

The tremendous growth in Sun City is a cause celebre, but the end of the growth is not in sight.

**THE DEL E. WEBB CO.**, developers of the retirement community, recently announced plans for the initial development of 796 acres of land with approximately 4,000 home and apartment units, north of Grand Avenue here.

Owen Childress, Sun City project manager, said that the project is the first phase of a program for the eventual development of 6,300 acres held by Webb adjacent to the present Sun City boundaries. The completed project would boost the community's population to about 50,000. Childress said that home and apartment sales in 1967 totaled 842 units, valued at \$17 million.

Childress may also be termed a Sun City pioneer. He sold the first house here. He was working in the Webb Phoenix office, when a couple, noting the building of model homes in 1959, approached a construction worker and insisted on buying a home. Childress drove out from Phoenix to write the first advance sale.

**VERNER OLSON**, newly installed president of the

Homeowners Association, a policy setting organization, predicted that the retirement community would incorporate in 1970.

About 40 per cent of the residents are members of the Homeowners, Olson said. He tabbed immediate goals of HO as attainment of new sewage treatment facilities, now in process of negotiation, additional police protection, a Better Business Bureau, and authority to police certain violations.

Town Hall President Lin Price, a former Los Angeles

attorney, and Community Center President Leo Wilson, a business consultant from Long Island, will also have a hand in community plans for the new year.

**LES PARRY**, "key man" for the developers in Sun City, had his own measure of pride as he considered the anniversary milestone.

"I put all these people in their homes," he said.

It is Parry's job to deliver the keys to all residents of new houses. As of Jan. 5, he had handed over 5,133 sets of keys.

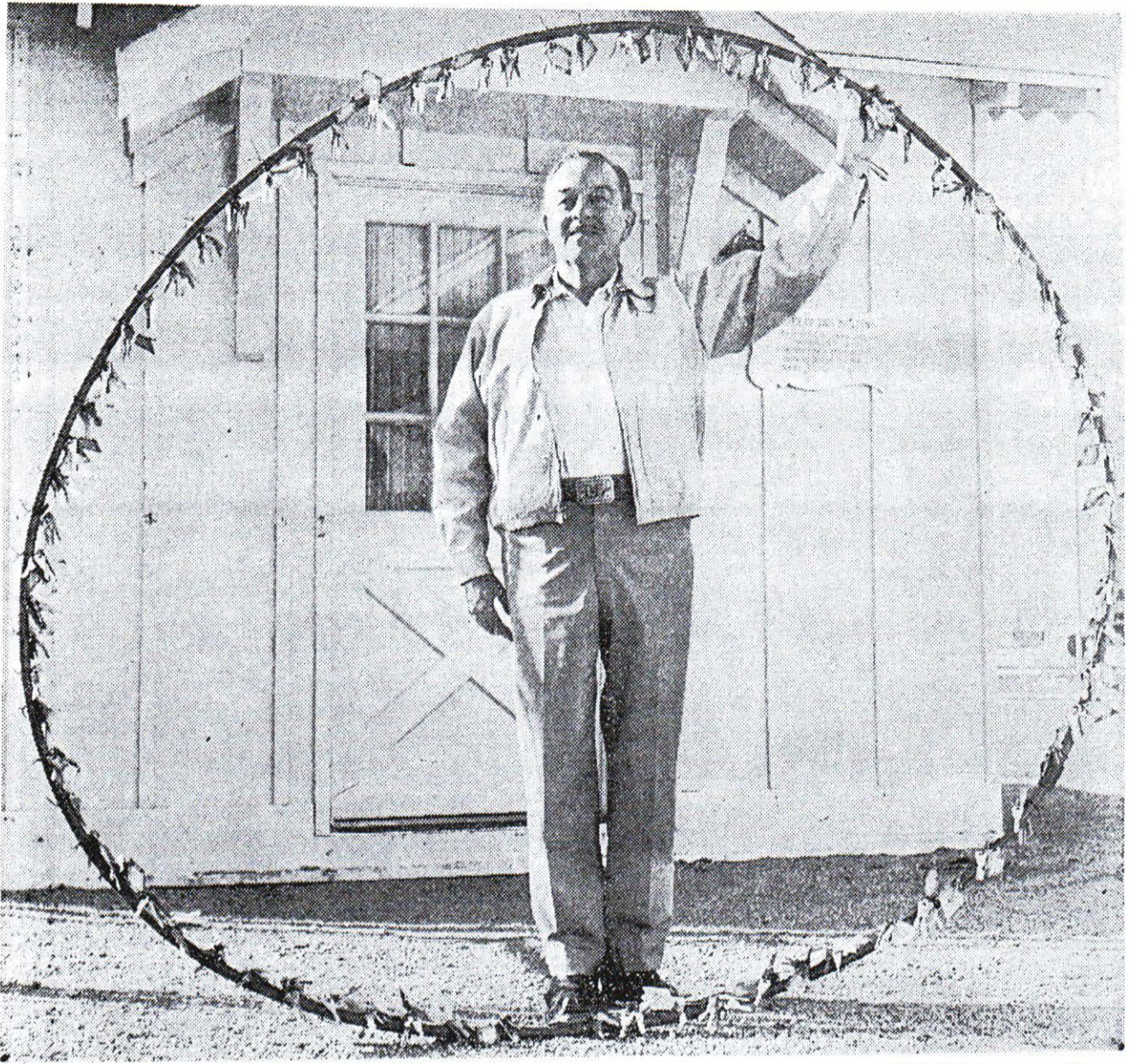


**BIRTHDAY TIME**—Judge Russell Wing, the first president of the Sun City Civic Association, gives a hand to Art Hanshaw, who places letters in sign proclaiming the celebration in Sun City.

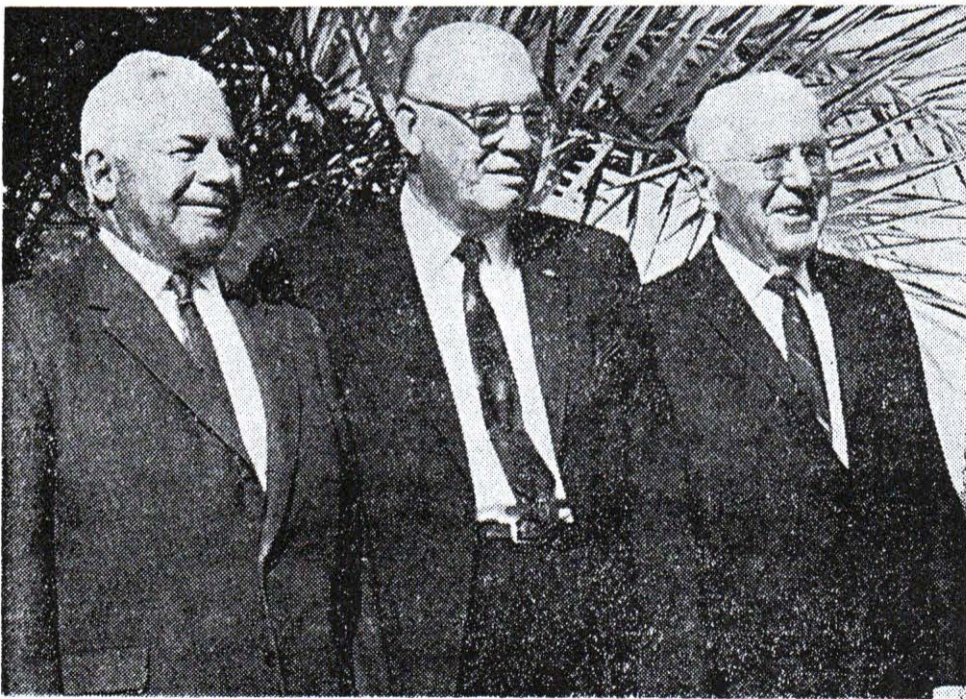
Republic Photo-Feature  
By Thelma Heatwole



← **SALUTE** — Mr. and Mrs. George Bayne, the first out-of-state couple to move to Sun City, anticipate the celebration of the community's eighth birthday.



**KEY MAN** — Les Parry, key inspector with the Del E. Webb Development Co., has met most Sun City residents. He has delivered thousands of keys to homeowners.



**LEADERS** — Joe Gitlin, left, of Community Center; Verner Olson, center, of Sun City Homeowners, and Lin Price of Town Hall are among leaders in the retirement community anticipating developments in the new year.

PHOENIX, ARIZ.  
REPUBLIC  
D. 146,624 — S. 215,445  
PHOENIX METROPOLITAN AREA

JAN 1 1967

# Sun City's Seventh Birthday

By HENRY FULLER

They are lighting seven candles on the birthday cake at Sun City today, marking another milestone in the history of one of the most successful retirement communities in the nation.

When you pause to consider that just seven years ago Sun City was a cotton field in actuality and a vision in the mind of Del E. Webb, the whole development appears the more fantastic today.



Fuller

Sun City is no boom town, thrown together with reckless speed to be forgotten by the contractor the day his last house is sold. Instead you find a town of more than 10,000 permanent residents, steadily growing in population by the influx of newcomers.

TODAY, THESE fine homes, six churches (four more to build soon), three golf courses, business and professional structures, hotel, recreation facilities and other improvements represent an investment of between \$90 and \$100 million — all in seven years.

This year just closed, when local and national home building was at its lowest ebb in many years, Webb erected and sold nearly 600 units, representing a 50 per cent increase in sales volume over the year before.

The population increased 10 per cent in 1966 and 65 percent of the home buyers paid cash for their property. Cash sales, it might be noted, are not affected quite so drastically by a tight money market and high interest rates.

We have written about the remarkable growth of Sun City on some of its previous birthdays. This time we found Webb in his Phoenix office and asked how he came to hit on the community idea in the first place.

**BOMBAST NEVER** has been one of the Webb traits, as his intimates will tell you. He offered a matter-of-fact explanation that the growing retirement and pension plans of American industry suggested the Sun Cities idea. There are units in Florida and California also, both patterned on Arizona.

"If you are going to work for wages, work for the railroads, because they are the only people who pay a pension, Dad told me as a boy," Webb said. "After World War II, profit sharing plans and retirement pension programs began to crop up in the employment patterns of all big American com-

panies. (The Webb firm has one of the best in the construction industry.)

"It came to me that at least some of these retirees of the '60s would constitute a favorable housing market by virtue of their retirement incomes. Many of them would want to spend their remaining years in a more temperate climate; like Arizona, California or Florida."

Actually, Webb had his planners kicking the idea around in the '50s. You don't get a project like Sun City off the ground from an overnight brain storm. It so happened he was a long-time family friend of the Boswell family that has one of the largest cotton-growing operations in the state.

**WHAT THE J. G. Boswell Co.** owned out past Peoria on the Wickenburg Highway answered requirements. Webb wanted land near, but not in, Phoenix. It must have water, available power, access to sewer facilities, highway ingress and egress.

Boswell had the land. Webb had the vision and the knowhow. He made a deal with Jim Boswell, second generation of the brothers who started the cotton empire. Thus was Sun City born as a joint project.

We could spin this out to great length if

(Continued on Page 2-F)

(Continued From Page F-1)

we plunged into a recital of the changes that have come about since Sun City's first birthday. Instead we are sticking to reasons, as we see them for its success.

First, in contrast to many developers, Webb sold only a house on a lot, and then contiguously. Lots are not sold at random through mail throughout the development — a concept that differs radically from a majority of Florida communities claiming to cater mostly to seniors.

**FROM THE** beginning, buyers in Sun City were limited to those where at least one adult was 50 years of age and with no school children. That rule still holds.

"The basic design of Sun City is privacy for homeowners, economy in housing prices and opportunities for activities by the residents," Webb said. "Residents maintain their independence and individuality through interests and activities of their own choosing."

Seven years has shown this philosophy is

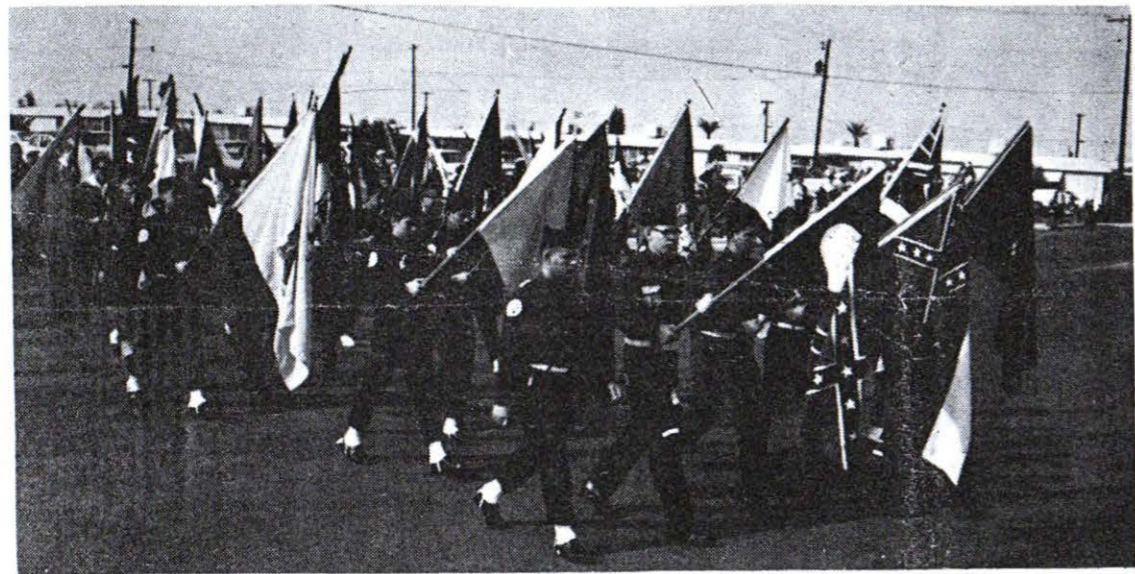
on the main road to success. How about that activity business? Well, four Sun Citizens have or are serving on the Peoria School Board. Ray Goetze, after two terms in the house, is a state senator-elect. Albert Lindgren, another resident, is a member of the Maricopa County Planning and Zoning Board.

**THE 28-MEMBER** Puppet Club has donated more than \$10,000 in cash and hundreds of garments to handicapped children in the Salt River Valley. There are 99 other organizations out there doing things like that. And let's not forget a hospital board has been incorporated and an architect chosen.

This birthday finds 4,900 homes or apartments completed on 2,250 acres. Another 300 acres now is being developed and there are 10,000 acres available.

Every winter as Eastern friends and relatives come to see us, we find them wanting to see Sun City. We enjoy the visit as much as they, for there's always something new under way out there.

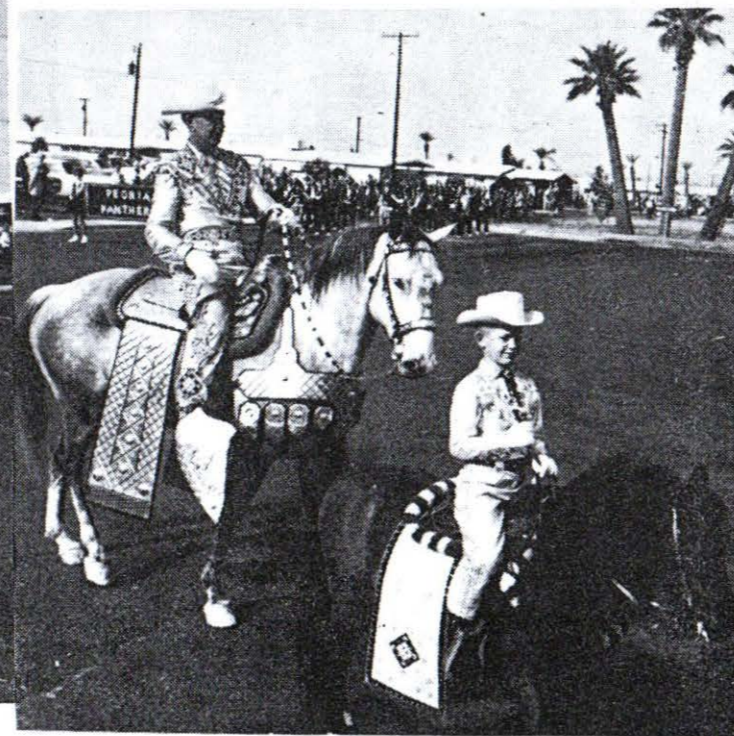
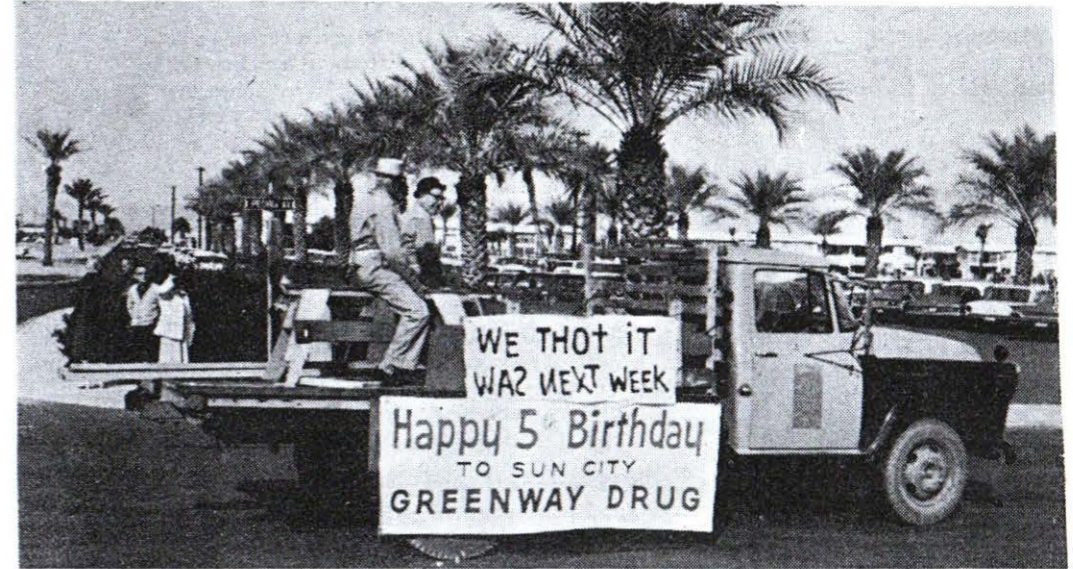
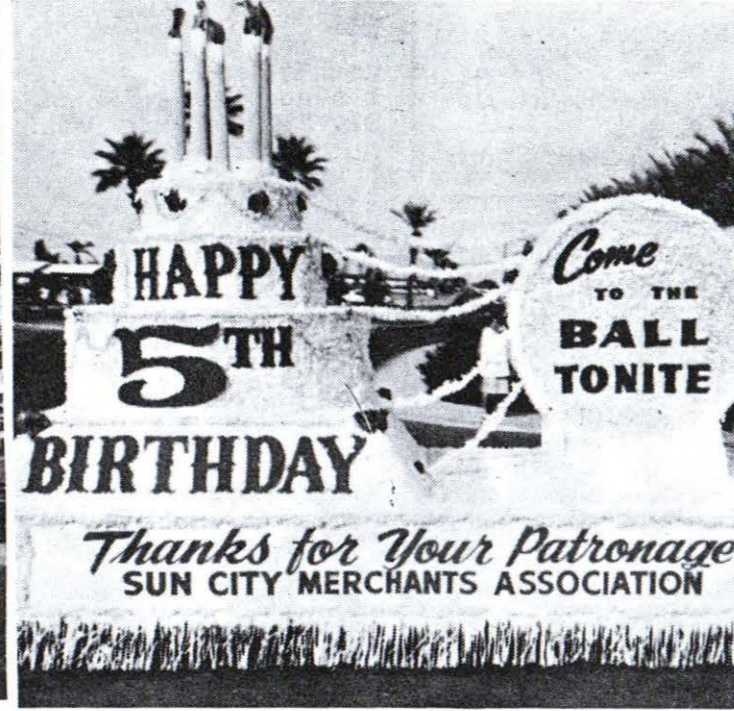
# Here Are Pictures of Sun City's Anniversary Parade



THERE WAS SOMETHING TO PLEASE everybody in the big Fifth Anniversary Parade January 9. Here are some shots of featured trophy winning entries. Above top are the fifty State Flags assembled by Tom Austin and carried by Explorer Scouts of the area. Below is the local musical group known as the Sun City Rhythm Ramblers. Next comes a reminder of what must have happened to others. It's Greenway Drug caught in the throes of construction 'cause they "thot it was next week". Bottom picture is the all-indian

St. John Indian School Drum and Bugle Corps in their colorful costumes. They are always a feature of a parade. On the right from top to bottom are Mr. and Mrs. Phelps, Sun City Pioneers, arriving in style in their covered wagon. Below, is Helen Collins and a companion on their Arabian steeds. Next is the elaborate float of the Sun City Merchants Association. Bottom picture is of Joe Golden and his Son Bruce with silver trappings on saddles and horses — Photo by Reckner





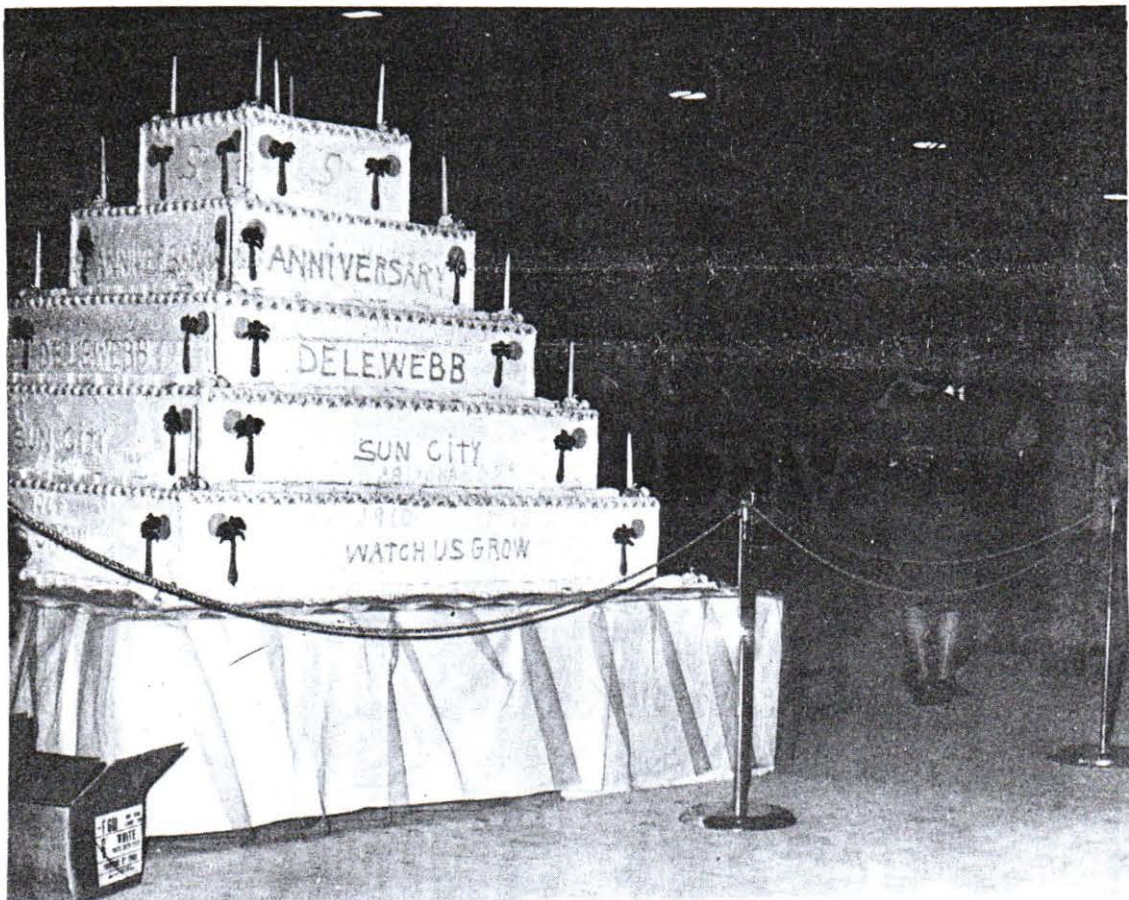
## Festivities Mark 5th Anniversary



FLAGS OF 50 STATES were carried by Boy Scouts past reviewing stand across from

Town Hall in Sun City's 5th Anniversary Parade.

(News-Sun Staff Photo)



THEY DANCED AROUND huge cake in Ball room Saturday night. Later, when dance

was over, cake was cut and sampled by most of those who attended.

(News-Sun Staff Photo)

# Throng Observes Sun City Birthday

By ED EMERINE

Rains ceased, clouds rolled away, the sun shone again, and thousands of people came to view the parade Saturday which marked the beginning of a two-day celebration to commemorate Sun City's Fifth Birthday.

Saturday night an estimated 2,000 to 3,000 people gathered in the new Snyder Transfer & Storage building for dancing, with Mr. and Mrs. Sun City, pioneers Mr. and Mrs. Mel Phelps, 12648 Augusta Dr., leading the Grand March, and everyone dancing to the "Anniversary Waltz."

Climaxing the Saturday events was the cutting of the seven-foot cake in the middle of the ballroom, and serving it to the celebrants.

From Sun City Shopping Center to Del E. Webb headquarters across from Town Hall, every street -- Oakmont, 103rd Ave., and Peoria -- was lined with spectators of every age (and apparently from almost every state in the Union).

Mr. and Mrs. Sun City were dashing models of yesteryears. He (Mel Phelps) wore striped trousers, cutaway coat, opera hat, Ascot tie, a large cravat and boutonniere. She (Mrs. Phelps) wore a black full length dress, leg-o-mutton sleeves, small bustle, gold lapel watch, "rope" of tiny jet beads, and small black bonnet shaped hat -- all belonging to her great-grandmothers. Her parasol, with collapsible handle, was of hand-loomed and woven black material, also a family heirloom.

Leading the parade were Mr. and Mrs. Del Webb, who alighted at the reviewing stand south of Town Hall and joined other dignitaries to watch the spectacle of bands, floats, horses, covered wagons, military marching men, Indians, school chil-

dren, and others, pass the stands.

Flags of all the 50 states, carried by Boy Scouts, added color, but one of the big hits was St. John's Indian School band from Komatke, Ariz. Homer Manakaja, full-blooded Cherokee, rode an Indian pony.

Peoria High School band Tolleson Wolverine band and pom-pom girls, and Colonial fife and drum corps -- dressed as American Pilgrims -- from Saguaro School, serenaded the reviewing stand and the thousands of spectators along the parade route.

Estimates of the Saturday afternoon crowd size varies, but the promoter of it all, Del Webb, smiled happily throughout and declared it was far greater than he had expected.

To the thousands on hand from Sun City and Youngtown were added thousands more from Valley towns and communities, as well as visitors from far away places. Only 1500 were expected at the ball Saturday, and twice that number showed up during the evening.

Well attended, too, was the Sunday afternoon program, "Sing Spectacular," in front of the Del E. Webb office on Peoria Ave.

The "sing" included Valley barbershop choruses, the Copperstatesmen, Sweet Adelines, male quartet, guys and gals quartets, and strolling singers.

When Sun City was born in January 1960, a three-day celebration was held, and more than 100,000 visited the area to see the "new way of life" offered by a "retirement community."

The Webb firm has now duplicated the Arizona success with Sun Cities in Florida and Kern City, Calif.

The population of Sun City, Ariz., is presently estimated at near 8,000 persons.





**BIRTHDAY GREETINGS** to Sun City were spelled out in this design by Sun City

**Merchants Association.**

**(News-Sun Staff Photo)**

Jan. 1965 SUN CITY - YOUNGTOWN NEWS-SUN

# Lue's Scrapbook

By LUE LEISY

10808 Alabama

Sun City

933-0374



The celebration of our Fair City's 5th anniversary last weekend brought flocking to mind many wonderful memories of that first thrilling year, and with it came a desire to read again all the "firsts" we experienced. So, dusting off my bulging Scrapbook, I spent an unusually rainy morning in the land of Nostalgia (which lies just North of Reminiscence.)

APRIL 1960: . . . the very first "official key day" with jolly Les Parry doing the honors as the first seven couples took possession of their homes. . . From then on each week saw more and more move-ins until, by mid-May, over 100 folks were busily making homes out of empty houses. It was at this time that Tom Austin, our hard working and ever thoughtful activities coordinator, came up with a unique idea for our first social get-together. Did you ever plan and execute a party for complete strangers? . . . Well that's just what we did! Under Tom's guidance committees were formed, all the people contacted (door to door yet!). . . a gold key was made and when George and Bernice Williamson of Prescott arrived in Sun City, they found over 100 people waiting at the center to greet them and wish them well, and to present them, as a lasting memento, a large golden anniversary card with all the signatures of the residents. . . Several other golden-wed couples from Sun City and Youngtown joined them in the Anniversary Waltz and each lady was presented with golden nosegays from the Webb company after which refreshments were served from a gaily decorated table.

JUNE: Sun City's very first potluck dinner was held June 4 in the Community Center; 141 residents shared delicious food and gay conversation. Tables were set up in the hall where the chilled air was a bit more acceptable than the slightly "warmish" temperature on the patio. All Sun City Sues dished out their very best in culinary art. A subject of much interest (and gastric indulgence) was a most unusual cake made and decorated by Margaret Slatten. The cake, representing the pool area, held tiny palm trees made of brown and green paper set in a brown background of frosting; ornamental umbrellas dotted the lounge around the lovely blue pool which boasted a miniature wooden diving board set jauntily upon a green gumdrop. "Hi-Neighbor!" in white frosting was engraved across the blue waves of the pool. . . . Tom Austin led the community sing, and it was unanimously agreed to adopt "Let the Rest of the World Go By" as the official Sun City theme song.

JULY: From almost every state and from all points of the compass huge moving vans are rolling down the highways. Their goal? The infant village of Sun City, newly born and hardly strong enough to howl yet, but with promise of a lusty lung capacity that will make itself heard as it grows. . . From the moment the Del Webb Co. announced that a new town was to be created for the enjoyment of retirees over 50, interest has more than pyramided and folks by the thousands have trekked to this sunny spot to see what is being offered. Once seen it couldn't be resisted by most lookers and now every day brings the thunder of moving vans hauling in their household furnishings.

Sun City has become in these few short months the mecca for people who wish to get away from the noise, smog, traffic and the rush and turmoil of big city life and who also want to substitute sunshine and gentle breezes for rain, hail, snow and

the bitter winds of long, hard winters "back home." Activity clubs are fast being formed under the skilled direction of Tom Austin and there will never be any real excuse for anyone in Sun City to lead a dull or uninteresting life. . . unless they choose to do so.

And still the great vans come barreling down our boulevard, the driver brakes to a stop and the helper leans out to ask, "Lady, where in heck is Augusta Drive?" . . . and the next one asks for Cherry Hills or St. Annes or Riveria because, as yet, very few street signs have been erected. . . and then, in the evening we note that more houses have suddenly bloomed into homes, with drapes up and lamps shining brightly from the windows; a car stands in the carport and a few pots of geraniums and ivy brought from "back home" are lined up by the patio and we know that we will have the excitement of meeting yet more friends and sharing a wonderful future with them. . . . a new life filled with many and varied interests where there are never enough hours in a day in which to indulge in them all.

And so there is thunder across the nation. . . the thunder of vans, rolling, rolling. . . because a

door has been opened. . . a light has been placed in a window . . . and someone says "Hi, Neighbor."

AUGUST: Many were the jokes played by neighbors on other unsuspecting neighbors and this is just one small example of those early days. . . When the Ziliens, John and Ruth, bought what they considered a very fine grapefruit tree and had it planted in their front yard, little did they think it would become the subject of mystery, amazement and much comment. . . This tree had two miniature grapefruit on the end of a branch and was talked about daily by its owners in the most glowing of terms. . . It has now become famous as the mystery tree of Augusta Drive.

One morning, without a bloom to herald such an event, two lovely, full-grown lemons appeared on the tree, much to the astonishment of everyone for blocks around. . . a few days later a large, ripe grapefruit and an orange appeared, and still another day brought forth two red plums and a cluster of cherry tomatoes!

(EDITOR'S NOTE: Lue Leisy's recollections of Sun City's first year will be continued in her column next week.)

22-A The Arizona Republic

Phoenix, Sunday, Jan. 10, 1965



Republic Photo by Larry Repp

**PARADE WATCHERS** — Some sat and some stood at yesterday's fifth birthday celebration of the retirement community of Sun City. An hour-long parade, including a covered wagon drawn by oxen, was the main event of the day. Del E. Webb, founder and developer of Sun City, helped to cut the birthday cake.

## Sun City Community Marks Fifth Birthday

SUN CITY—Senior citizens and visitors braved yesterday's cold to watch a parade in commemoration of the fifth birthday of this retirement community.

Del E. Webb, whose dreams led to the development of Sun City, sat among mayors of surrounding towns in the reviewing stand.

LATER, WEBB viewed the huge anniversary cake which was carved as a highlight of last night's anniversary ball.

"Of all the accomplishments of the Webb company," he said, "the development of Sun City is one of the most satisfying of my life."

The town, which was developed because of Webb's interest in retirement people, now boasts a population of about 9,000.

RESIDENTS SAT in lawn chairs along the main line of march on 107th Avenue; others sat in the seats of their cars or aimed cameras from stands erected for photographers. The biggest audience was at the reviewing stand on Peoria Avenue.

Mr. and Mrs. Sun City Pioneers, the Mel Phelps, attired in Gay 90s costumes, rode

in a covered wagon pulled by a yoke of oxen.

The Rhythm Ramblers, a Sun City group, played oldtime favorites. To solve the problem of parade winners, each participating unit was given an inscribed plaque.

TODAY'S EVENTS will begin with a musical program at 2:30 p.m. in front of the Webb development office.

Valley barbershop quartets will entertain.



Gazette Staff Photo

Mr. and Mrs. Melvin Phelps look over a promotional booklet similar to the one that attracted them to Sun City. Phelps will celebrate his 75th anniversary during the final day's activities.

#### BIRTHDAY PARTY NEXT MONTH

## **Sun City Pioneer Families Watch Community Grow**

Special to The Gazette

SUN CITY—Like doting parents, Sun City's pioneer families have watched their community grow in size and character for the past five years.

Early next month they plan to throw a birthday party to herald its precocious achievement.

A score of couples comprise the rooting section of early arrivals who came to town almost before there was one, but all share one thing in common; plaudits for their place in the sun.

"We haven't found any disadvantages," said Mrs. George C.

Bayne, 10237 Snead Circle South. And the Baynes bought their home "before the first Del Webb sales office even opened."

THE JOHN ZILIENS, of 12231 Augusta Drive, said their first glimpse convinced them "somebody was crazy to be planting palm trees in the desert." But this couple came back for a second look (they were the 11th couple to move in) and "it has been wonderful."

For Mr. and Mrs. Harvey Leisy, 10808 Alabama, it has been a continuous source of amazement that "there are so many wonderful neighbors and people." High on this couple's list of likes is the fact that "we have such a well-balanced life." Expounding on this point, Mrs. Leisy declared "you can go overboard either way: withdraw completely or go all out for a gay life, either of which palls after awhile."

MR. AND MRS Melvin Phelps, 12648 W. Augusta Drive, who were selected the official pioneer family for the anniversary celebration Jan. 9-10, chose Sun City after traveling "four and a half years looking for a place."

## Anniversary Celebrated By Sun City

SUN CITY — A giant birthday cake, designed to serve 1,500, will be an attraction at the community's fifth anniversary ball tonight.

Festivities commemorating the founding of this retirement community will include a parade featuring dignitaries, floats, flags, bands, old West vehicles and costumed horseback riders.

THE TWO-HOUR parade will start at 1 p.m. at 108th Avenue west of the shopping center. It will move east on Oakmont to 107th, then south to Peoria Avenue and 105th.

The Snyder Transfer and Storage Warehouse, recently completed as the first structure in Sun City's light industrial park, will be site of the anniversary ball at 8 p.m.

A ladder will be required to cut the first five layers of the giant cake. Harold Hass, owner of Betty's Bakery in Youngtown, and two other bakers worked two days to produce the cake, which stands 7 feet high and has a dummy core.

MR. AND MRS. Sun City Pioneer, Mel and Etta Phelps, 12648 Augusta Drive, will lead other celebrants in the grand march and the anniversary waltz. The dance is for Sun City residents and their friends.

## Pioneers Active In Anniversary Plans



PIONEER REPRESENTATIVES SELECTED — Al Greeley, President of Community Center, congratulates Melvin and Etta Phelps after they were selected "Mr. and Mrs. Sun City Pioneer" by other pioneers of the community. From left to right above are: Mrs. Robert Hill and Mrs. John

Zilien, whose husbands could not attend, Sam and Marge Turnbull, Garnet and Joe O'Bryant, the Phelps and Greeley, Harold and Anselma Bell, John and Dorothy Sell, and George and Naomi Klein.

## The Sun Citizen 5th Anniversary Set For January

Melvin and Etta Phelps, 12648 Augusta Drive, will represent all resident pioneers as "Mr. and Mrs. Sun City Pioneer" at the active retirement town's 5th Anniversary festivities in January.

The community's first 20 couples met with Community Center President Al Greeley at the Center to make the selection.

The Phelps will ride in the 5th Anniversary Parade aboard the Del E. Webb Development Company entry and will lead other pioneer residents in an opening waltz at the 5th Anniversary Ball.

Former restaurateur Phelps and Etta came to Sun City in the spring of 1960 from Seattle, Washington. Within a year of their arrival Melvin organized the Sun City ten-pin Bowling League, a group that now numbers 160.

*Four Years Ago...*

## A Baby Was Born

Four short years ago a baby was born. It was created from a concept that remained to be proven. Defying all established business principles there rose a shopping center, complete recreational facilities, streets, apartments and homes, all before a single one was sold! All this dedicated to a principle that the nation's senior citizens needed an "active retirement way of life.

Proof that it worked is our four-year-old Sun City, Arizona. A growing, prosperous community occupied by a cross section of Americana. It's called, "the town that changed America's viewpoint on retirement living."

Sun City is best described as a town built with a special aim of taking Senior Americans out of their rocking chairs and putting them on the golf course. It has succeeded remarkably well.

If the golf courses don't beckon (and many of our town's residents play golf daily on two 18-hole championship golf courses), there are a variety of hobby and recreational facilities to utilize every hour of the day. Here, then, is constant proof that the sunset of life is really worth living, for there is always something interesting to do.

Sun City residents who have made such good use of facilities, are so friendly and compatible in spite of the fact they come from every state in the union and five foreign countries, that 90 clubs and organizations have sprung into active being.

Although first homes were not occupied at Sun City until April, 1960, by the end of that year 1,618 homes and apartments were sold. Last January the population had topped 7,000, and this January probably goes over 8,000. A special census which must be taken if incorporation proceedings are carried by a vote of the people will settle this population figure once and for all.

Sun City has developed in many ways over these four years. Seven church congregations have formed, with three churches built, and land set aside for two more. Its self-run citizens groups have shouldered the problems of guiding the daily affairs of this unique town.

Sun City is celebrating this fourth birthday by opening its new model homes to the public

so that other senior citizens may make the decision to join their ranks. Certain changes are noted that are predicated on the desires of the early settlers. These come in the form of optional screened lanais, storage rooms for the electric golf cart, and certain appliances in the homes. This, we feel, is a sign of progress.

Homes are still being offered in Unit No. 4 and also in newly-opened Unit No. 5. Much has been said about these divisions, but it should be explained that they were planned only in the interests of economy in the mass building of new homes, rather than having the contractor jump from spot to spot, moving heavy equipment, and wasting man hours.

Webb Housing Director Tom Breen has this to say about the philosophy that led to the creation of Sun City: "The 'way of life' we promise senior citizens emphasizes independence for men and women who have reached an entirely new social strata after their places in normal community life have been taken over by others on their retirement."

"Such independence means the privilege of doing what they want, when they want, and with whomever they want. Many retirees enjoy the company of younger people and children, yet in our surveys we frequently heard the comment: 'I have reared my own children and don't care to rear those of someone else.'

"In the average community there certainly is no way of controlling the age bracket of our neighbors or the number of their children. This we can control, thus avoiding the problem of mixing conflicting living patterns, and, in many cases, forcing social contacts that actually constitute for our senior citizens an invasion of privacy.

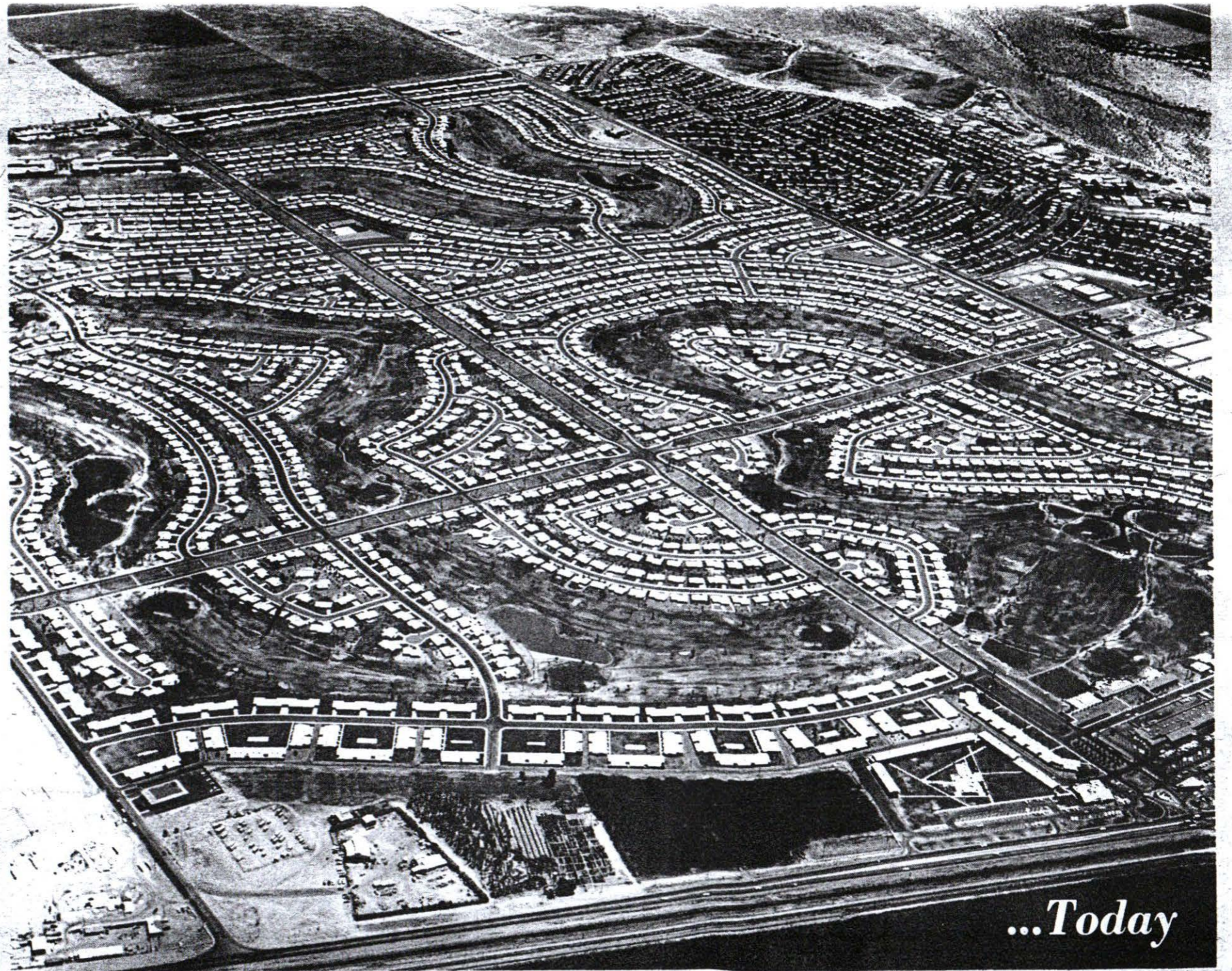
"The approach to design of our community has been governed by privacy for homeowners, economy in housing prices, and activity opportunities for residents. We believe senior citizens in our community will retain their independence and individuality."

Sun City, Arizona, is living proof that those principles have been applied successfully.

We salute you - our Sun City - on your FOURTH birthday!



OVER



*...Today*



# THIRD

## Birthday Celebrated By Sun City

A two-hour anniversary celebration Sunday will herald the entry of Sun City into its third year.

The Happy Third Birthday party will begin at 2 p.m. in Town Hall with Del Webb Activities Director T. G. Austin taking a look back and enumerating the steps of progress made by the infant city during its three years of phenomenal growth.

Spicing the program will be songs by the Sweet Adlines, ladies in old fashioned bathing suits, cake, community singing, the Pioneer Sun Citians, and music by the Merrymakers.

In recognition of the good work being done for Sun City by the Merrymakers, the Rolf Piano Co. of Phoenix is supplying the group with a new \$1800 Baldwin organ, so that they will now be able to offer organ-ashcan duets.

Activities Director Austin invites all Sun Citizen and their friends to take part in the gala celebration.

He will introduce the chairman of The Town Hall Board, David Gerig; Sun City Civic Ass'n, Louis Inwood; and Civic Ass'n (Inc.), Albert Greeley.

Members of the famous World War I Rainbow Division from Sun City and Phoenix will also be presented.

Progress in Sun City began early in 1962 when in February the HiwayHouse Motor Hotel opened 30 new units.

Twenty presently under construction and to be completed next month, will give the hotel a 100 unit total.

# Sun City, Year 1:

## Creating community from cotton field

By PAUL SCHAFFER  
Staff Writer

Business and professional men from huge metropolitan areas, women used to teaching or housekeeping—unlikely people to become western pioneers.

Yet 14 years ago, they concluded their business lives, venturing to a cotton field west of Phoenix to become part of a new life called Sun City.

Despite the difficulties, in their first year these strangers—both to the Arizona desert and to each other—built a community and, as Del Webb phrased it, "a way of life unprecedented in America."

Youngtown was an established community by the time construction began on Sun City. It wasn't long before Youngtowners—just

beginning their own dispute over incorporation—realized that the little community across 111th Avenue was destined for phenomenal growth.

THE FIRST lot in Sun City was purchased in October 1959 by Mr. and Mrs. J. W. Sullivan of Oklahoma City. But it should come as no surprise that work on Sun City's first nine-hole golf course began two months earlier.

Early in September 1959, Youngtown and Sun City were included in a new voting precinct reaching from Bell Road to Olive Avenue, from the Agua Fria to the New River. The same area now has 24 voting precincts.

While groundwork for Sun City was being laid, before the first residents moved in, incorporation

was the big newsmaker for Youngtown. The Youngtown Civic Club voted to distribute incorporation petitions to residents in mid-November and set a public hearing for Dec. 8.

YOUNGTOWN'S fifth anniversary celebration briefly interrupted the debate in late November as 1,100 joined in the festivities. But 300 Youngtowners attended the incorporation hearing and an informal vote went strongly in favor of it.

### WEATHER

U.S. Weather Bureau  
Youngtown Station

	High	Low	Precip.
Thurs.	68	47	—
Fri.	68	36	—
Sat.	68	34	—
Sun.	67	37	—

Meanwhile, the community nearby was still nameless. But on Jan. 8, 1960, E. A. Britton of Eugene, Ore., won a contest sponsored by the Del E. Webb Development Co. with his proposal, "Sun City." By that time, the first residents were arriving; in recognition of the new community, the Youngtown News became the Youngtown News and Sun City Sun.

Through the first nine months of Sun City's life, civic activity was minimal; community spirit had to be built first. The Webb company stepped in here to provide a variety of social events with Tom Austin, Sun City's activities director.

ONE OF the most popular events was "Chow Night," a community-wide

potluck dinner, which began in June 1960. The third one attracted 300 Sun Citizens to the community center in August and later ones were held outside.

Austin also announced a community-wide western barbecue for early in September. Club activities were beginning; one of the first was the Lions Club which planned to begin in September.

To answer the commercial needs of Sun Citizens, the Greenway Drug Store opened in March in the Sun City Shopping Center. The Post Office followed April 15; expansion plans for the shopping center were announced in September. Dr. Robert Stump opened an office in the Sun City Medical Center that month.

IN AUGUST Mr. and

Mrs. Burt Freireich purchased the biweekly Youngtown News and Sun City Sun from Mr. and Mrs. Syd Lambert. On Oct. 6 the paper began weekly publication.

The Sun City Lawn Bowling Club attracted 32 to its first meeting in October; the Mens and Ladies Golf Club began full activities in December when the back nine holes were completed on Sun City's course.

Religion was an important part of life to these Sun City pioneers, as much so as now; so plans for churches began to be drawn up.

IN EARLY October, the Arizona and Phoenix councils of churches granted a comity allowance to the United Church of Christ to form a community

church. Rev. Walter Witt was to be the organizing pastor of the church, temporarily known as the Sun City Community Church.

The parsonage was ready in late October, near the 3.1 acre church site on 107th Avenue. The first service was held at the community center Oct. 20 with a congregation of 150.

Even in July 1960, community planners were thinking big. Major expansion plans were announced, predicting 10,000 residents of Sun City by the end of 1961, with the south border at Peoria Avenue. A new community building was planned with a pool, arts and crafts and shuffleboard facilities, along with seven new models, apartments, a golf course

and another shopping center.

The Webb company provided Sun City's first attempt at mass transit: the "Shoplifter," a 25-seat capacity open trailer pulled by a jeep which began community transportation in September.

MAILBOXES provided the first government issue for Sun Citians. A healthy debate raged in Sun City and Youngtown before it was finally settled.

With families moving to Sun City at the rate of 40 each week by September, mailboxes at the post office were overcrowded.

Curbside mail delivery in Youngtown began early in October and similar service for Sun City was scheduled for Oct. 29. Then a wave of opposition startled post

## Sun City, Year 1 . . . ✓

office officials: Sun Citians, or at least some of them, wanted door to door service, not rural, curbside service.

PETITIONS were circulated and a vote was taken in early November. Finally the issue was settled when door to door service was granted to those who wanted it.

But as Sun City grew and grew, the residents recognized that some form of government was needed. Late in September, the first meeting of Sun City homeowners was held to discuss community problems, with the aim of electing a committee to represent them.

Three hundred fifty residents attended that meeting Sept. 30, electing a nine-man council known as the Sun City Civic Board and charging it with the responsibility of forming rules and regulations for the community.

RALPH Robuck Sr. headed the group. He was chairman of the advisory council which had drawn up a proposed community charter.

He was assisted by Carl Johnson, vice chairman; Col. W. M. May, secretary-treasurer, and Russell Wing, Leo Wilson, Eugene Butler, Herbert Huebach, F. Roy Lutz, and Mrs. Emilie Fraser.

Meanwhile, Youngtown's bid for incorporation was stalled when the county disapproved incorporation petitions June 24 for lack of valid signatures. But the drive began anew and the town of 1,600 set an incorporation vote for Dec. 6.

In the Dec. 6 election, Youngtowners voted almost 2-1 to incorporate. The county announced plans to appoint a temporary seven-member town council to serve until May 22 when the first town election would be held. John Snure was elected the first Youngtown mayor in December.

In Sun City, it was time for the proposed con-

stitution to face voters. It proposed an organization and articles of incorporation for a proposed entity—the Sun City Civic Association—which could operate community facilities.

THE ASSOCIATION was adopted by an overwhelming vote. A \$2 annual membership fee was adopted and an interim committee was formed to act as its board of directors until an election of officers Dec. 6.

From 13 candidates for the board, Ralph Hawley was elected the first president of the Sun City Civic Association. Fellow officers were Lynn Olson, vice president, and Leo Wilson, secretary-treasurer.

Other trustees were F. Roy Lutz, Eugene Butler, Col. W. M. May, Robert Fisher, Rev. Duane Thistlethwaite, and Homer Mack.

SO SUN CITY had not only community spirit but community leadership as well in this predecessor of the Homeowners Association. Before long it had its first problem to tackle. The Webb company announced in December that it wanted Sun Citians to assume responsibility for the recreation centers, beginning in January.

The association and many residents wanted to move slower, but together with the Webb company a solution was worked out and in late January the facilities were transferred to the residents of Sun City.

Now Sun Citians were in charge of both the government and the facilities of the budding community. Every future debate and problem would relate only to growth—the foundation was in.

And just as the Pilgrims took time to celebrate their new life, so did Sun Citians: Jan. 1-2, 1961, they joined in a celebration of their first anniversary together.