

Businesses protest new rules from OSHA

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MIXED REVIEWS:
Labor leaders praise
new ergonomics
regulations, but
business groups say
they will be too
costly

THE ASSOCIATED PRESS

WASHINGTON — Business groups are threatening court action to block proposed new rules intended to protect American workers from repetitive-motion injuries.

Businesses face an estimated \$4.2 billion in annual costs to fix job sites and pay workers recovering from injuries under the initiative announced Monday by the Labor Department's Occupational Safety and Health Administration.

"If OSHA persists in pushing

From A1

After lawmakers left town this weekend, the administration rushed to roll out its proposal.

"We are compelled to act. Employees are getting hurt. Workers are being sent home. People are suffering," said Charles N. Jeffress, assistant labor secretary for occupational safety and health.

forward this ill-considered regulation, then we will meet them in court," said Randel Johnson, the U.S. Chamber of Commerce's vice president for labor policy.

But labor leaders welcomed the initiative.

"Government action to prevent the crippling of working men and women is long overdue," said John Sweeney, president of the AFL-CIO, the nation's largest labor federation.

The new workplace ergonomics regulations, long promised by the Clinton administration, had been delayed for years as the Republican-controlled Congress, under pressure from business groups, repeatedly passed legislation requiring more scientific studies.

The House voted to put another hold on the rules this fall, but the Senate adjourned for the year Friday without acting.

See GOP requests, A5

Republicans on the House Education and Workforce Committee, including chairman Bill Goodling, R-Pa., said Monday in a written statement that OSHA should delay action until a National Academy of Sciences study is completed in 2001.

"An ergonomics regulation would be a substantial mandated cost on American companies and the economy," said the GOP statement.

Local pickets clash with Peoria police

NEVER TOO OLD:
Teamsters get support from Union Club

11-2-99

JEFF OWENS
DAILY NEWS-SUN

Sun City isn't your typical hotbed of labor unrest.

But there have been some hot heads reared in the community since the Teamsters initiated a strike against Valley supermarket giant Kroger early in October, sending picketers to Sun City Fry's grocery stores.

When the Teamsters want picketers at Sun City grocery stores, they call on the Union Club, and members of the feisty Sun City faction haven't hesitated to jump feet first into the fray.

Union Club President Sy Hubrig clashed with a Peoria police officer Tuesday morning as Hubrig and three other Union Club members picketed the Fry's store at 91st Avenue and Union Hills Drive.

And when the outspoken Hubrig feels he's being hassled by the man, he has no qualms about hassling the man right back.

"Police harassment is what it amounts to," Hubrig fumed Tuesday. "Police interference with the right of assembly is ridiculous."

Hubrig and his colleagues arrived at the store around 10 a.m., intending to picket until 1:30 or 2 p.m. Earlier in the strike, similar protests were

staged without incident at the Fry's on Grand and 107th avenues.

Hubrig claimed the store manager became furious, calling the police and decrying the presence of union people at the store.

Shortly before noon, a Peoria police officer arrived and told Hubrig and the others that they couldn't interfere with entrance and exit to the store by walking back and forth across the entrance. Hubrig said that when he argued his right to picket the store, the officer threatened to cite him and Union Club Vice President Sam Stockard, who had happened upon the scene.

"You want to arrest an old man?," Hubrig asked. "Go ahead."

Cool heads prevailed after the officer's supervisor was called to the scene. No citations were issued, and Hubrig and the picketers left around noon.

The manager of Fry's store 114 declined to comment on the incident.

A Peoria police spokesman could not be reached after numerous calls this morning.

Jim Nygren, Fry's director of labor relations, said Peoria police who were driving by responded on their own.

"We did not initiate the call," Nygren said, adding that the company would only call the police about picketers in a "rare situation."

Hubrig said he and others will probably picket the store again.

"We have a right to picket that store whenever we want," he said.

Popular SC gas station remodels

By JEFF OWENS
DAILY NEWS-SUN

Sun Citians who are ticked off that they can't top off this week at the station often offering the best deal on gasoline in town can cool off.

The ARCO AM/PM station at 10303 N.W. Grand Avenue is closed, but only temporarily.

The station, the only ARCO outlet in Sun City, closed Wednesday for about 10 days while new gasoline dispensers are installed.

"By the end of next week, we should be back in business," said Randy Proffitt of DST Builders, the California firm that is installing the new pumps.

The Valley's more miserly motorists have known for years that ARCO's gas is bargain priced, usually running a few cents under prices at Exxon, Mobil, Chevron and other major service stations.

Sun City motorists who prefer ARCO's low prices at the pumps were likely dismayed to find, upon approaching the station Wednesday, that it had been

closed down and fenced off, with no visible indication of when the station would be open again.

Several gas-thirsty seniors subsequently breached the chain link fence despite the presence of the DST crew, which has now fenced off all access to the station from both Grand and 103rd avenues.

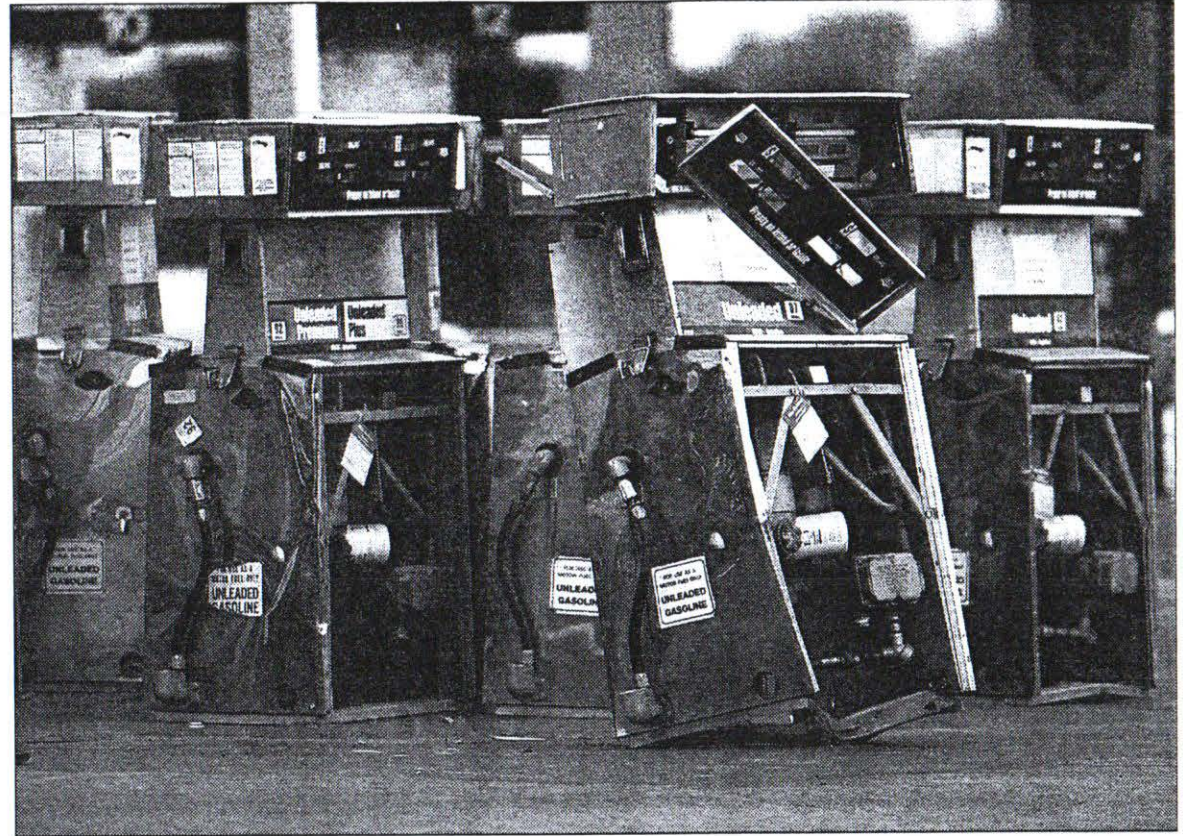
"When we leave the fence open, they come in," Proffitt said. "I don't know what they think."

At just over \$1.11 per gallon for unleaded this week, ARCO had Exxon, its neighbor across 103rd Avenue, beat by five cents.

Mobil, with several stations in Sun City, had its unleaded priced just shy of \$1.14 per gallon Thursday.

ARCO's unleaded plus and premium gasolines came in this week at just over \$1.21 and \$1.31 respectively, compared to Exxon's at \$1.27 and \$1.37 and Mobil's \$1.23 and \$1.33.

An attendant at the Exxon at Grand and 103rd avenues said that station did have more customers than usual Thursday morning.



Steve Cherek/Daily News-Sun

Old gasoline pumps stand behind the ARCO station at 103rd and Grand avenues. The pumps are being replaced.

"They're just here because they can't go there," he said, gesturing toward the vacant ARCO station. He said no

customers had complained about the gasoline price difference.

Los Angeles ARCO

spokesman Paul Langland said the Sun City AM/PM is one of 20 in Maricopa County being upgraded this year.

Wild birds store's Anniversary Open House, workshops

Wild Birds Unlimited is celebrating its 5th year store Anniversary on Saturday, Nov. 13, and Sunday, Nov. 14. Hours Saturday, 9 a.m. to 5 p.m. and Sunday, 11 a.m. to 4 p.m. Wild Birds Unlimited is a unique retail business that brings people and nature together by offering expert advice and products for backyard birdfeeding and nature enthusiasts.

"We are very excited to be celebrating our 5th year at Wild Birds Unlimited," stated Anne and Bob Blood, owners of the store located at the Promenade Center, 99th Avenue and Bell Road. "We want to take this opportunity to provide the members of our community with interesting and educational information about the hobby of backyard birdfeeding and bringing nature to their yards—all in a fun, festive and relaxing environment."

Workshops to be presented include: Saturday at 1 p.m.—Hummingbird Workshop by Carol Jansky, licensed hummingbird rehabilitator. On Saturday, also, the For the Birds Rehabilitation organization will have a table of information re-

garding rehabilitating injured and orphaned birds. Live birds (raptors, etc.) will be on display from 12 noon until 4 p.m.

On Sunday at 2 p.m., will be a Gambel's Quail Workshop by Jeanie Garrett, licensed rehabilitator.

In addition to these activities, everyone who visits the store can register to win a free Galileo Thermometer retail value \$99.99. Drawing will be on Sunday at 4 p.m.—do not have to be present to win!

Delilah (the store greeter!) invites everyone to join the 5th year celebration for cake, cookies and refreshments. For workshop reservations, call 977-7677.



Ken Meade

KEN MEADE REALTY CELEBRATES 15th YEAR!

the sales people there urged me to open my own business," said Ken "Quite frankly, without the support from those 16 people, I would never have opened my own Office." A number of agents who joined Ken Meade Realty when it opened are still with the Company today. Those agents include Lois Kottke, Mary Lou Faragher, Charlotte Murphy, Bill and Emmie Lou Fedoryk, Beth Emmons, Vern Bush and Ed Sowalskie.

"To me, the key word to succeed in this business, or any business, is attitude. I try very hard to keep a positive, upbeat attitude. I try to instill that in the people who work with me. I believe in the law of physics, or as Sir Isaac Newton stated, 'for every action there is an equal and opposite reaction.' We have a tremendously harmonious group of people considering our size. They cooperate and try to help one another daily, and this is not an easy chore with this many people."

In 1984 Ken said, "I would

like to be known as a quality and reliable Real Estate Office in the Sun City marketplace and possibly open another Office in Sun City West someday." Not only did Ken Meade open another Office, he's opened four more for a total of six, two in Sun City, two in Sun City West, one in Glendale, and recently one in Prescott. "When Ken Meade Realty was started in October 1983, we had seven Sales Associates that month and the original 16 within 60 days. Today, we have almost 400. Adding additional Offices was the only logical thing to do," Ken said.

In 1986, Ken Meade Realty was the third largest Real Estate Company in the Sun City area. In 1987 it became the second largest and in 1991, it became the largest. Today, not only is Ken Meade Realty still the largest in Sun City but is also rated 102nd in the Nation, and 6th in Arizona, according to National Relocation & Real Estate Vol. 14 #3, 1998. "We could not have accomplished

this without the positive attitude and hard work that our Sales Associates and Managers put into each and every listing and sale," Ken said. He goes on to say, "I still maintain our people are our greatest asset. The attitude and cooperation we display among ourselves, the harmony we maintain between offices, the way we present ourselves to our customers, is all part of the success story. I am very fortunate to have so many achievers working for me. Every year we hand out more million dollar and multi-million dollar plaques than the previous year."

"I am very proud of all of my Sales Associates, Managers, and Office Staff. In fact, I believe we have the very best Office Staff in town and the best Real Estate Managers in the Valley. We have come a very long way in 15 short years and we still try very hard to do what is right for every customer on every transaction," Ken said.

"In many ways, it's hard to believe it's been 15 years," said Ken Meade. "Starting a new real estate operation in a market area which many felt was already saturated with real estate companies took a lot of courage and self-confidence. But several friends and 16 agents, who were all supporters, convinced me to open my own office. They felt my experience with Del Webb

and knowledge of the local market would help lead to success."

Ken Meade, a Broker for 38 years, worked for Del Webb for nine years between 1974 and 1982 and was one of their leading salesmen selling more than 450 properties during this period. He then moved over to Mull Realty and served as the General Manager for over a year and a half. "Some of

After 1995

Sun City shopping centers sold to Texas firm

By BRUCE ELLISON
Staff writer

9/30/98

Two more Sun City shopping centers have changed hands in recent weeks as their former owner, the Teachers Retirement System of Texas, continues to dispose of physical real estate investments.

Sold in early September were the Greenway Terrace Center at the intersection where 99th Avenue, Greenway Road and 103rd Avenue

intersect, and the Sun Bowl Plaza, on both sides of 107th Avenue at Peoria Avenue.

Sale price for Greenway was \$6.5 million, while the Sun Bowl Plaza changed hands at \$1.3 million, according to data submitted to the Maricopa County Assessor's Office and compiled in part by the Arizona Business Journal.

In both cases, the seller was an entity named TRST Sun City Inc.,

based in Austin, Texas, and is a holding company for that state's teachers pension fund.

The same fund last fall sold Bell Camino Center, 107th Avenue at Bell Road, and LaRonde Centre, at North Thunderbird Boulevard and Del Webb Boulevard, for a total of \$9.6 million.

Earlier this year, two others of the fund's centers were sold: Grand Center, west of 107th Avenue, just south of Grand Avenue, and the

Thunderbird Plaza at 99th Avenue and Thunderbird Boulevard, where the major tenant is Trader Joe's.

Major tenants in the Greenway Terrace center include an ABCO Desert Market and Walgreen's; in the Sun Bowl, it's Walgreen's and a Safeway store.

Buyers are two limited liability companies with the same Phoenix address: Greenway Terrace LLC and M.B.S. Partners LLC, both at 4747 N. Seventh St. in Phoenix.

HOA drafts new covenants

First in a series
By TIM BAXTER
Staff writer

After a year of digging through the 57 varieties of deed restrictions in Sun City, the Home Owners Association believes it has developed a new set of covenants that would unite all of Sun City under a uniform code.

They're hoping the homeowners agree.

Throughout the week, the Daily News-Sun will have a series of stories detailing what's new in the codes and areas of special interest, such as what the Home Owners Association has done to ensure Sun City maintains its age-restricted status and how home businesses will be handled.

The old codes have a number of problems the Association has spent more than a year trying to overcome. For one thing, there are 57 differ-



ent sets of deed restrictions in Sun City, so the rules one homeowner has agreed to follow may be quite different than the ones governing their neighbors down the street.

As Del Webb built each part of Sun City, a set of deed restrictions would be drafted for that part. The resulting surfeit of restrictions has created problems as the Association has attempted to

maintain Sun City's high standards.

And the earliest deed restrictions date back to 1960, and don't reflect the dramatic changes in the world that have taken place since then.

When the earliest restrictions were drawn up, "RV" wasn't in the popular vernacular, let alone "jet ski," "ATV" or a number of other recent developments. Few people had golf cars then.

And federal, state and county regulations have changed considerably over the years, leading to places where the older deed restrictions no longer match the law.

So the Home Owners Association had a number of good reasons for revising the deed restrictions.

The Quail Run neighborhood will be the first part of Sun City to see the new restrictions. A letter of introduction and voters consent card was sent to homeowners

in the area late last week.

The letter and card will eventually be sent to every single-family home in Sun City. To consent to the updated covenants, each person on the deed signs the card, dates it and drops it in a mailbox. Postage is pre-paid. Filling out the card constitutes a vote for the new restrictions.

For the new restrictions to go into effect, 50 percent plus one homeowner in each of Sun City's 57 units must mail the cards back. Any units that do not have a majority of homeowners voting for the new covenants will remain under the outdated restrictions.

"This is the biggest project HOA has taken on in our 35-year history," said Jerry Swintek, chairman of the Home Owners Association Land Use Committee. "We want to continue to have the

► See Owners to, A5

owners

best and most affordable senior retirement community in the country; that's the whole goal of the revised deed restrictions."

Among the primary goals of the new restrictions was incorporating a senior overlay, expanding the definition of vehicles and equipment, revising the time and area where vehicles can be parked, redefining legal and illegal businesses, and codifying community standards.

For information on the new deed restrictions, call the Home Owners Association at 974-4718.



HERB WHITNEY
 Republic Columnist

86-4-11

Retirees facing loss of Safeway

When does a mere inconvenience for the young become a major hardship for the elderly?

The Safeway grocery store at Peoria and 107th avenues in Sun City seems destined to close, perhaps within a year. This will affect hundreds of retirees who either walk or ride golf carts there to buy groceries.

Is this reason to feel sorry for them? I think so, but consider this:

A year ago, I wrote a column about the devastation some Sun City West retirees felt when the apartments they were living in were unexpectedly turned into condo units for sale, not rent.

The retirees were given the choice of either buying the units they were renting or vacating the premises, a traumatic situation for people in their 70s and 80s, most with limited incomes and some with severe health problems.

Still, a woman in her late 20s called to criticize me for writing the column. She wondered why being forced out of an apartment was such a big deal.

I told her that maybe she needed to wait 40 or 50 years for the definitive answer.

Safeway is one of two grocery stores that serve the south Sun City area. The other is Smith's, 1½ miles directly north at Grand and 107th avenues.

"If Safeway goes, it won't be such a loss for me because I can still drive my car," said 78-year-old Philip Rothe, who lives a half-mile east of the store. "But it will be a hardship for others."

In addition to convenience, several retirees I talked to prefer Safeway over Smith's for a reason that the younger generation and most marketing experts just wouldn't understand — this Safeway store is a lot smaller.

"Some people who moved here to retire did so because Safeway was nearby," said Carol McKnight, who lives just north of the store. "A lot of us like a small grocery. When you go into Smith's, they hand you a map; I don't need that."

The Safeway outlet, which opened in 1965, covers 35,000 square feet. Smith's, which opened in 1989, covers a whopping 85,000 square feet.

Safeway spokeswoman Debra Albery said the company is looking for a site in the area to build a new and bigger store, possibly at Olive and 107th avenues, a mile south of the old store.

"That's one of our oldest and smallest stores, and we're not able to offer our customers the product selection our competitors can," Albery said.

Tom Spishak, a neighbor of McKnight's, shops at Safeway for the very reason that it is small.

Smaller can be better

"I go to Safeway 95 percent of the time, even though I live closer to Smith's," said Spishak, 75. "I drive my golf cart there, but going to Olive and 107th would be too far."

"As we get older, more and more we become creatures of habit. I like the people at Safeway, and I like their products. I like the family atmosphere of the smaller store."

Albery emphasized that the old store isn't losing money, although she offered no figures on the level of business there compared with other stores.

"If it were losing money, it would be closed by now," she said. "I understand the appeal of a neighborhood store, and I understand how no one of any age really likes change."

"But if we don't update what we have, we wouldn't survive."

Both McKnight and Spishak concede that their view that smaller is better won't draw much sympathy from readers of this column.

"You'll probably get some calls from people who think we're crazy," Spishak said. "But what we're showing is a little loyalty, a strong faith in a store that has treated us well."

"Maybe that's difficult for the younger generation to understand."

Herb Whitney writes about the West Valley. He can be reached at herb.whitney@pni.com via e-mail or at 444-7129.

Sun Cities boost county coffers

Communities give more than they get

By BRUCE ELLISON
Staff writer

Maricopa County spent about \$4.6 million directly in the Sun Cities in its last fiscal year, about 60 percent of the amount it collected in direct property taxes from the two communities.

In the first detailed accounting of exactly how much county supervisors spend to act as the "city fathers" in the unincorporated communities of 70,000 people, county officials took about six weeks searching records for each expenditure, and provided the list at the request of the Daily News-Sun.

Costs range from about \$9,000 a month to irrigate median strips to \$2,300 a year for electricity for each traffic signal, to \$24 to trim a tall palm tree.

The biggest single expense is for the Maricopa County Sheriff's office, which said it spent about \$1.6 million on the 50 people working in its District 3 substation on Bell Road — and allocating 75 percent of their time to the Sun Cities.

Numbers do not include what might be called county overhead — money spent by the supervisors that benefits everyone in the county for

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such services as running the courts and jail, parks and recreation, health services and the offices of county elected officials.

Rather, the \$4.6 million is cash for direct benefits to the Sun Cities such as electricity for traffic lights, making sidewalks more accessible to the handicapped, sheriff's patrols, water for irrigation, and road maintenance. They also include a small sum spent by the Flood Control District of Maricopa County to maintain drainage ditches in the two communities.

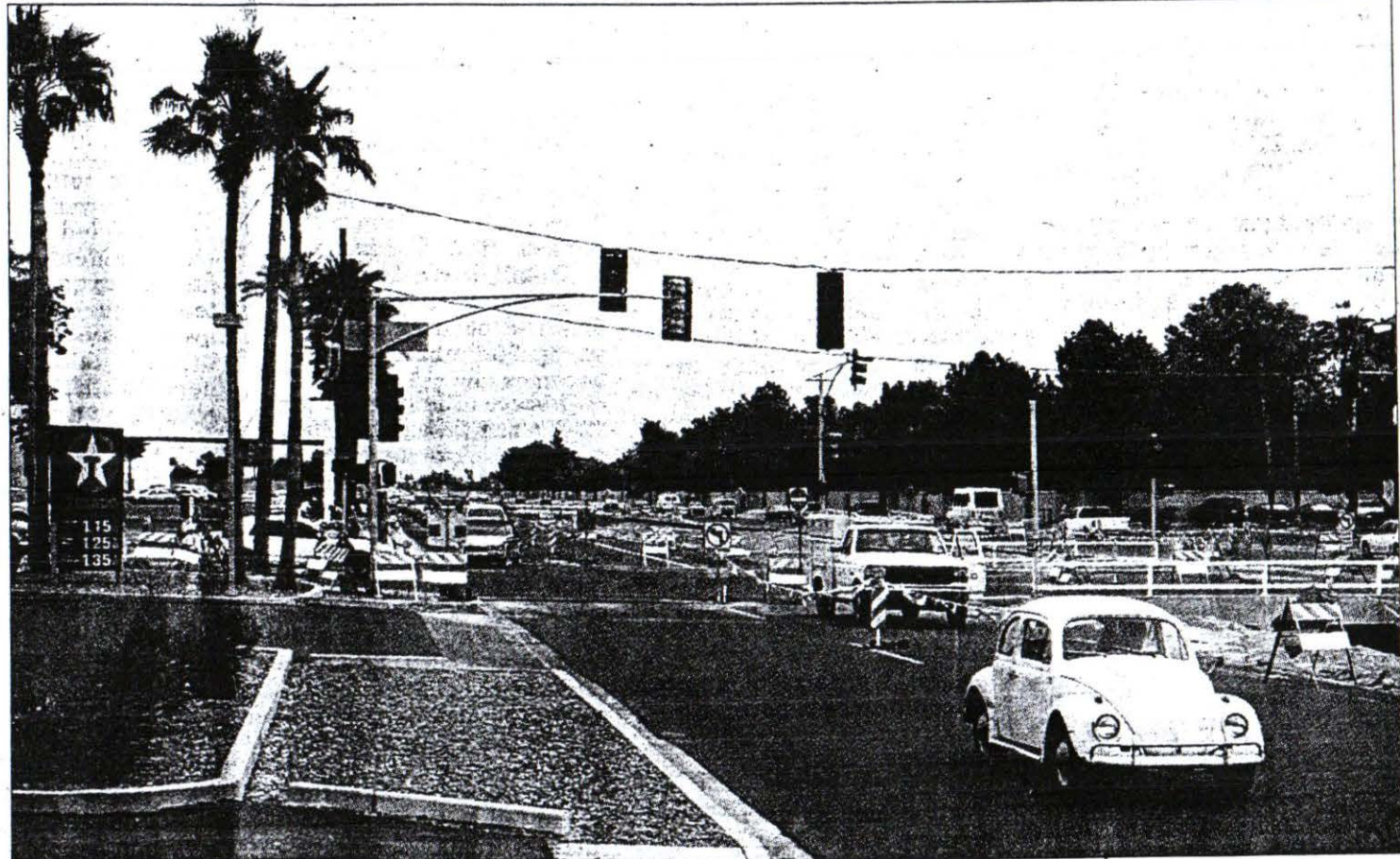
In incorporated cities and towns, most of those services are provided by municipal governments, not by the county.

The two Sun Cities are by far the largest urban areas under direct county jurisdiction, with about 30 square miles. Sun Lakes near Gilbert is much smaller, about four square miles and so are some winter-resident communities near Mesa.

Road maintenance, repair and improvement is the second biggest category of cost after law enforcement. There are 227 miles of paved roads in Sun City, 174 miles in Sun City West.

Sun City, which is about 15 years older than Sun City West, accounted for the bulk of the road maintenance money, since most of its roadways

► See Volunteers help, A3



Traffic at 99th Avenue and Greenway Road in Sun City will be tied up throughout the summer as crews from the Maricopa County Department of Transportation work on a \$1.4 million reconstruction of the intersection. Last year, the county spent \$1 million to reconstruct the intersection at Thunderbird Boulevard and 99th Avenue.

Bruce Ellison/Daily News-Sun

From A1

are nearing the end of their design life, and need more extensive, and expensive, repairs.

For instance, the county spent about \$1 million reconstructing the intersection at 99th Avenue and Thunderbird Boulevard last year and expects to spend about \$1.4 million on a similar project at 99th and Greenway Road this year. Intersection renovations at two other crossings at 99th Avenue are in the plans for future years.

Total road maintenance in the fiscal year that ended June 30, 1997, was \$1.2 million in Sun City, but only \$252,000 in Sun City West.

In this fiscal year, from July 1997 through March 31, 1998, the county spent \$544,000 on road maintenance in Sun City, and \$238,000 in Sun City West.

In the last fiscal year, each community received a major traffic signal upgrade. Sun City's was at 103rd Avenue at Thunderbird Boulevard in Sun City, at a cost of \$127,000. The Sun City West upgrade was at R.H. Johnson Boulevard and Camino del Sol with a pricetag of \$154,000. In both cases, left turn lanes and left turn arrows were installed.

While Sun City saw the rebuilding of an intersection, this year El Mirage Road, just outside the east wall of Sun City West, was repaved. Other work this year will resurface much of Granite Valley Drive in Sun City West.

It's a never-ending process, said one Department of Transportation official, made somewhat easier by the fact that the roads originally were built in stages, so major repairs aren't needed all at once.

Interestingly, about 30 percent of all the county-operated traffic signals are in the Sun Cities, and more are on the way to Sun City West, with two more lights planned on Deer Valley Drive.

As for tax revenues, the county levied a general property tax of \$1.6565 per \$100 of assessed valuation in its last fiscal year. Residential property goes on the tax rolls at 10 percent of its true market value, so a \$100,000 home would be listed at \$10,000 — and would be billed about \$165 in county property tax.

Commercial property pays at a 25 percent-of-value rate.

In 1997, the total assessed valuation of Sun City was \$237.9 million, the county treasurer said. In Sun City West, where property values are higher on average, the total valuation was \$201 million.

Combined with the \$1.6565 levy, those valuations would have produced \$3,950,000 in Sun City and \$3,663,000 in Sun City West, for a total of \$7.6 million.

The county's library district, flood control district and community college district all levy separate taxes and their spending is not included in the general county budget.

Street lights in both communities also are separate from the county budget — with street lighting improvement districts operated from a file drawer in the county treasurer's office collecting the taxes and paying Arizona Public Service Co. for power and services.

Road maintenance is provided under contract and by county em-

ployees. Those employees work from the new County Maintenance Building and shops on Bell Road in Surprise, under the direction of Henry Quinonez.

Quinonez has 24 full-time staffers under him, to cover an area that stretches from 67th Avenue west to the county line near Aguila — more than 60 miles — and from Indian School Road to the Yavapai County line — about 20 miles. The sheriff's District 3 substation nearby covers about the same area.



Quinonez

Six of the Department of Transportation employees spend most of their time in the Sun Cities, officials said.

Costs to provide services in the Sun Cities would have been considerably higher, the officials said, were it not for the volunteer efforts of the PRIDES and the sheriff's posses in both communities.

PRIDES — there are 315 members in Sun City and 362 in Sun City West — are volunteers with their own equipment who spend Saturday mornings trimming trees, picking up trash, and generally keeping the community neat and clean.

Kent Hamm, assistant county engineer and manager of construction and operations for the county transportation agency, said "costs to the county out there would be much higher if it weren't for the work those folks do."

D.J. Horton, president of the Sun City West PRIDES, said some estimates have suggested that the PRIDES in either community contribute work that might otherwise cost \$800,000 or \$900,000 a year.

It's the same way at the sheriff's office, where volunteer posse members — also numbering in the hundreds — provide more extensive patrol services than sworn sheriff's deputies.

They also have many more vehicles on the streets in the Sun Cities than sworn deputies have available.

The posses — the eyes and ears of the sheriff — operate with 15 vehicles and 170 volunteer deputies in Sun City, and with 13 patrol cars and 230 volunteer deputies in Sun City West.

The overall Maricopa County budget this year is \$1.6 billion.

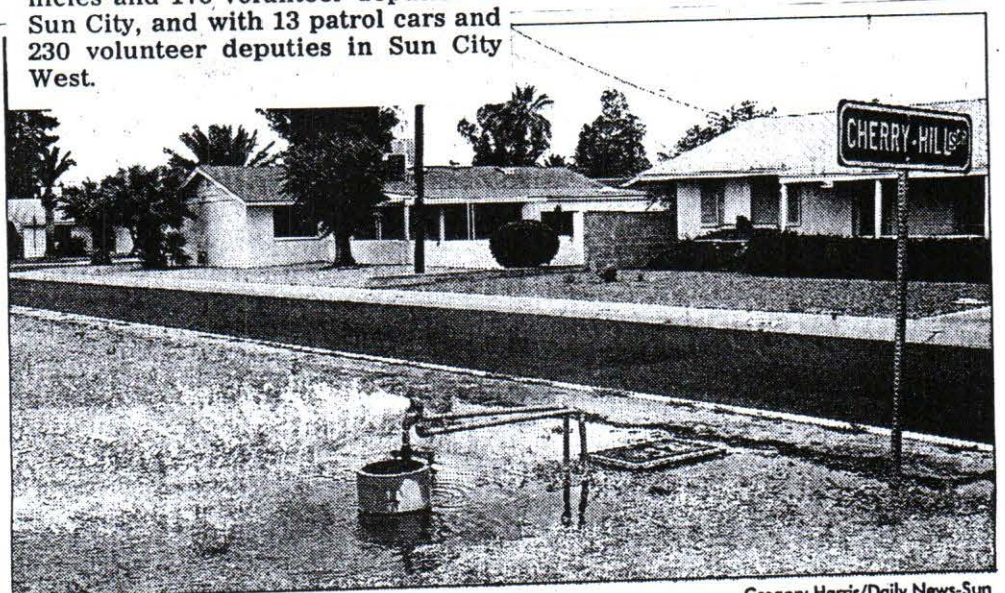
Fifty-seven percent of that is spent on health, welfare and sanitation for such things as long term care, the county share of welfare and operating the county hospitals.

Public safety — which includes both law enforcement in the sheriff's department, and the county jails, takes 24 percent.

Highways and streets get 7 percent, recreation, including some costs of the Bank One Ballpark takes 8 percent, and everything else comes to just 4 percent.

While some residents of the Sun Cities qualify for AHCCCS, the Arizona Health Care Cost Containment System, and particularly for its long-term care component, the numbers are small — just 349 from Sun City and 176 from Sun City West in January, for example, compared with 1,397 in Surprise.

Concerning irrigation water purchased from Citizens Utilities, Citizens' official Marvin Collins said the \$9,000 a month would buy more than 10 million gallons a month, one reason the county is trying to do away with some median strip landscaping.



Gregory Harris/Daily News-Sun

Water sprays from an irrigation faucet near Cherry Hills Drive on Alabama Avenue in Sun City on May 13. Some of the money the county spends in the Sun Cities goes to pay for the water used to irrigate the medians in the communities.

Retirees boost economy, governor's study finds

By JEFF OWENS
Staff writer

Never mind the conspicuous consumption of all those young urban professionals and the rest of the Pepsi generation — a new study shows that retirees over age 55 are among Arizona's most powerful economic resources.

The fast-growing senior sector provides an annual benefit to the state of \$307 million.

That figure comes from a just-released study on the costs and benefits associated with Arizona's retiree population. The \$70,000 independent study was commissioned by the Senior Living Cluster of the Governor's Strategic Partnership for Economic Development.

The study looked at two groups, those under age 55 and those over, and considered various economic indicators such as income, tax revenue, consumer spending, and health and medical care costs.

The group over age 55 was found to pump significantly more money into the system than the group under age 55.

"Those of us in the business community who serve the retirement-age population have long understood the tremendous economic power of this age cohort," said Sharon Harper, Senior Living Cluster chairwoman.

Harper said the study "has finally demonstrated what we have all speculated about for years ... that retirees contribute far more to their communities for government services than those under 55."

Taxes are a key factor in the economic difference between the two age groups — the public cost associated with those age 55 and over is higher, but that taxes paid by that group "more than offsets that cost," Harper said.

The study found that providing long-term care and assisted living

► See Over-55 residents, A5

Over-55 residents aid state coffers

◀ From A1

services to the 55-plus group costs \$281 per capita, plus an additional \$135 per capita in aggregate public cost, compared to \$146 per capita for those under 55.

However, the 55-plus group pay \$1,487 per capita in sales, income and property taxes, compared to \$1,027 for the other group. The resulting \$460 surplus more than compensates for the additional \$135.

That translates into an economic benefit of \$325 for every person age 55 or older in Arizona, a group which, at

944,075 people in 1996, totals 21 percent of Arizona's population.

Harper said the benefit negates concerns by some groups about the increasing costs of providing medical and assisted living benefits to those age 55 and over. "The facts do not support that concern," she said.

The study indicates that in 1997, state and local costs for medical and assisted living programs were \$265 million for those age 55 and over, and \$508 million for those under age 55.

Webb cash aids growth in Surprise

Money in bank saved city millions

By Lori Baker
The Arizona Republic

SURPRISE — Del Webb Corp. has pumped more than \$14 million into Surprise's coffers in the past three years, allowing the city to construct city buildings needed to cope with growth.

As a result, Surprise has saved millions of dollars in interest payments on funding the projects because it had cash from Del Webb to pay for the construction, City Manager Dick McComb said.

Much of the money paid by Webb since 1995 was well before the developer was required to pay fees for development of Sun City Grand, a 9,500-home active adult community in Surprise.

Based on the 1,690 homes sold so far, Webb would have paid the city about \$7 million in development fees and taxes rather than the \$14.3 million it has paid. Developers usually pay fees as homes are built, city officials said.

"The key is that Del Webb agreed to pay many of these fees up front, well in advance of when they would normally be required to make payment," McComb said. "This was needed to enable the city to carry out the numerous projects required to prepare for new growth."

Chuck Roach, Del Webb's senior vice president and general manager for Sun Cities-Phoenix, said his company's philosophy is to help out emerging cities where Webb is developing.

"Some smaller municipalities in the Valley that are faced with rapid residential growth are in a quandary because they don't have the budgets to handle the volume of that growth," Roach said.

"We recognize that our community development plans have a tremendous impact on the resources of the city, so we are providing these monies up front to Surprise to help the city prepare the infrastructure needed to accommodate growth."

More than half of the \$14.3 million paid by Webb — \$8.3 million — went toward construction of the city's wastewater treatment plant that will be completed in July. Two-thirds of the plant's capacity will serve Sun City Grand as the master-planned community is built, and the remaining one-third will be used for other Surprise developments.

Webb also has contributed \$1 million to the city for construction of a fire station near Sun City Grand — the city's second fire station, which is to open in July.

"This station is viewed by many as essential as the city's residential growth

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continues at a frantic pace to the west of the original (Surprise) square mile," Webb spokesman John Waldron said.

In addition, Webb has paid almost \$4.4 million to Surprise for building permits, planning, zoning and application fees and taxes for its 4,000-acre Sun City Grand development even though many of the homes in the age-restricted development will not be constructed for several years.

In addition to the wastewater treatment plant, fire station, fees

and taxes, Webb has paid Surprise:

- A first-year installment of \$58,400 for future water rights from the city's Central Arizona Project allocation.

- \$50,000 for enhancements of the Bell Road median adjacent to the Surprise City Hall complex near 124th Avenue and Bell Road.

- \$18,700 for a truck for the Surprise Police Department to be used by the Sun City Grand Citizen Patrol.

Sun City Grand continues hot sales pace

Recent numbers leading Webb + developments

SURPRISE — Del Webb's Sun City Grand had a record 349 home sales in its third quarter, surpassing every Sun City in the United States.

A total of 158 homes were sold in February, the best sales month in a Sun City in the Phoenix area since 1979, Webb spokesman John Waldron said.

"This is unprecedented for one site," said Chuck Roach, senior vice president and general manager of Del Webb Communities-Phoenix.

Since opening for sales in October 1996, Sun City Grand has sold 1,690 homes. More than 290,000 people have toured the community

in Surprise. Buyers have come from 47 states as well as Canada, England, Sweden and other countries.

One-half of Sun City Grand's home buyers are from Arizona. Other top states include California, Illinois, Michigan, Colorado and Washington.

In the first year, more than 1,000 homes were sold. When completed, Sun City Grand will have 9,500 homes and a population of 17,000.

Twenty-one models are open at Sun City Grand. Twenty-four floor plans are available, ranging from 1,097 to 2,986 square feet. Prices range from the low \$90s to the low \$200s.

Sun City Grand is the 10th active-adult community developed by Webb in the nation. Besides Arizona, other Sun Cities are in California, Texas, Nevada and South Carolina.

— Please see SURPRISE, Page 3

Newspaper ads reflect flavor of summer '77

By BRUCE ELLISON
Staff writer

Ah, yes. The good old days, back in late summer 1977.

Those senior-friendly sky-high interest rates on savings accounts and CDs were still two years off, as were the hefty cost-of-living hikes to come in Social Security payments. Inflation was rising, but Jimmy Carter would handle that.

The idea of a 21-percent prime rate was absurd. So were 16 percent CDs.

You could almost sing the old refrain, "Summer time, and the livin' is easy."

Food was cheap then, in the first weeks of the Daily News-Sun.

A.J. Bayless Markets, then a major factor in the greater Phoenix supermarket game, was offering ground chuck for 89 cents a pound, and beef liver at 29 cents.

A 46-ounce can of Sacramento tomato juice was 49 cents, lettuce was just 15 cents a head — and a six-pack of Bud went for \$1.19.

Safeway, when it sold such things as playpens and fertilizer in 50-pound bags, offered Del Monte ketchup, 20 ounces, for 59 cents, and three pounds of Jonathan apples for 49 cents.

They sound like bargains, but some food prices have gone virtually unchanged in two decades that saw consumer prices in general more than double.

Eggs. On sale then at 69 cents, and about the same now for Grade A large.

A 1.75-liter jug of Canadian Club was \$13.99, about what it costs on sale at Walgreen's; and the same size bottle of Early Times was \$9.99.

Quarts, the day's low-price leader, are no longer on sale. Alcohol has gone totally metric.

Need your hair cut? The Sun City Barber Shop, west of Kings Inn by what is now Smith's, would charge \$3.50. Today, it's doubled in most area shops, to \$7.

Freed's, a long-time advertiser in this newspaper, was holding a sale, this time a 34-hour extravaganza of an after-inventory clearance, with every item marked down.

Freed's then was on Grand Avenue — and Sun City West

was just a gleam in the eyes of Del Webb Corp. executives, with Hawley Atkinson telling the county supervisors that the community could go forward if Sun Citians weren't forced to accept sewage from there for treatment here.

Some things never change.

You could buy a brand new 1977 Chrysler New Yorker 2-door Brougham for \$8,139 from Bill Luke Chrysler-Plymouth.

You could buy four new Wilson woods for your golf game for \$99 from Kachina Fairways, El Mirage and Indian School roads.

If the ads are any indication, if you wanted to dine out, you went out of town.

A Big Mac at McDonald's on Bell Road in Phoenix was 49 cents. The Barn Steakhouse, still in business at 6508 W. Bell Road, offered two 8-ounce top sirloin steak dinners for just \$5.95 total.

Jerry's restaurant in Youngtown would feed you a filet mignon early bird special for \$3.75; and the Kings Inn, the Del Webb-operated hostelry-cum-restaurant at 107th and Grand avenues, offered prime rib for \$4.95.

Earl's restaurant, still operating at 99th and Peoria avenues just south of Sun City, was also in our pages, with a Sunday dinner special of baked ham or baked chicken, with soup or salad, potato and dessert at \$2.50.

Almost none of the real estate ads — including those of Del Webb Corp. which sold both new homes and operated a so-called resale department — had prices in them.

One of the few that did called itself "a top-condition retirement dream home," with two bedrooms, one bath, living room, dining area, two-car carport, covered patio and laundry area — and sprinklers — in Phase I, offered at \$45,000.

Jerry Letterly, whose store still operates next to the Youngtown post office, would customize your golf car to a high-speed souped-up model for \$66.50, "this month only."

The Dow Jones Industrial Average was in the mid-800s, a tenth of where it was a few

weeks ago; four-year CDs would pay 7.25 percent, and such then-upstanding institutions as Western Savings boasted of "strength and stability. That's our pledge."

Well, we know what happened to them, and to United Bank, Home Federal, Continantal Bank, Saguaro Savings, and all the rest.

Even the folks at Walter O. Boswell Memorial Hospital were worried about costs. Congress was trying to hold down spurting Medicare payments, and was mulling passage of something called the Hospital Cost Containment Act of 1977.

Warned Boswell's then-financial chief, Gary Turner (still with Sun Health), "the hospital will have to cut services significantly," and could face bankruptcy, were Congress to be so irresponsible as to put a cap on Medicare reimbursements.

Boswell's revenue that year: \$10.6 million; Sun Health's last year, \$110 million.

INS probe hits SC restaurant

Filiberto's owner may face criminal charges in connection with Valley-wide investigation of undocumented workers

By KATY BORNHOFEN
Independent Newspapers

The owner of Sun City restaurant may face criminal charges of hiring and harboring unauthorized aliens, following a six-month investigation by the Immigration and Naturalization Service.

Filiberto's Restaurant, 9510 W. Bell Road, is being investigated for alleged illegal hiring practices, according to INS.

Fourteen other Filiberto's in the

Phoenix area, including one at 8777 N.W. Grand Ave. in Peoria, are also being investigated.

At about 10 a.m. Sept. 17, INS officers executed criminal search warrants at the 15 restaurant outlets, the company's corporate headquarters in Mesa and eight Phoenix-area residences.

INS officials suspect the residences, including one adjacent to the Peoria establishment, were being leased by Filiberto's owners to house the company's allegedly

unauthorized workers.

The principal owner of the Sun City Filiberto's is Filiberto Tenorio, said Russell Ahr, INS special assistant to the district director. INS believes Mr. Tenorio is in the United States lawfully, Mr. Ahr added.

It is unknown if Mr. Tenorio owns any of the other restaurants. He was unavailable for comment as of press time. Calls to the Mesa

See ■ FILIBERTO'S, Page 3

headquarters were unanswered.

Mr. Ahr said Filiberto's owners claim each restaurant is an independent franchise, but officials have their doubts.

"If you want to go to work there (at any of the restaurants), there's only one place where you go (Mesa headquarters)," Mr. Ahr said.

According to INS, the searches could lead to the first criminal case in Phoenix brought against an employer for hiring unauthorized aliens.

The search warrants were issued by a U.S. Magistrate. The U.S. Department of Labor may look at the case for possible wage violations, Mr. Ahr said.

INS agents are working with the

U.S. Attorney's office on the investigation into Filiberto's hiring practices and the case is ongoing.

Undocumented workers were arrested at each of the 15 restaurants, Mr. Ahr said. More than 170 suspected illegal aliens, all of whom claimed to be from Mexico, were arrested in connection with the operation. At least 100 of those were arrested on the restaurants' premises, Mr. Ahr added.

The arrests were made with "particular concern and consideration for customers," Mr. Ahr said. Patrons were able to leave the restaurants at their own discretion when INS served the search warrants, he added.

Following the raid, the Sun City

Filiberto's was not able to maintain its usual 24-hour schedule, but expected to be back to business as usual within a few days.

Mr. Ahr explained, "We did not in effect shut down Filiberto's restaurants. If they happened to be left without employees, we presume the owner would not be able to operate and the owner would have closed down. The owners are at their own discretion to reopen as soon as they've got legal employees who can fill those positions."

According to INS, "Based upon an earlier review of the company's employment records and surveillance conducted during the current investigation, investigators determined that the restaurants were con-

cealing undocumented workers and paying some of their employees 'off the books.'"

Most of those taken into custody will be returned to their native countries, but some may remain in the Phoenix area temporarily to serve as witnesses if criminal charges are brought against the company and its owners.

The 1986 law prohibiting the hiring of unauthorized workers allows INS to pursue criminal penalties when the violations are particularly serious or where there is a pattern or practice of non-compliance.

INS may also seek criminal penalties when employers have engaged in fraud or knowingly harbored illegal aliens.

Lutheran Thrift Shop racks up mega bucks for area organizations

By TINA SCHADE
Staff writer

Only a few years ago, the Lutheran Thrift Shop was a tiny two-room store with 25 volunteers, selling mostly clothing and accessories.

Today, it is a sprawling showroom brimming with everything from Cadillac hubcap clocks to antique writing desks boasting a staff of 175 volunteers.

Tucked into the corner of the Sun Bowl Plaza at 107th and Peoria avenues in Sun City, the store is the brainchild of director and manager Dot Nelson, who turned her 10 years of experience in consignment into a philanthropic wonder.

Through the sale of merchandise, the store has generated more than a half-million dollars for area charities in just three and a half years.

This year alone, the store donated \$101,000 to 12 organizations, including the Martin Luther School, Interfaith Services and Habitat for Humanity.

One of the original and main beneficiaries, Pan de Vida Lutheran Church in Surprise, now holds services in a newly constructed sanctuary built from funds received by the shop.

"We used to hold our services in a small house, which was converted to a church," said the Rev. Mitchell Eickmann, pastor of Pan de Vida Church.

The membership of the church has tripled since that time.

"The funds shot quite a bit of life into the church," Eickmann said.

Donations to Pan de Vida, which total almost \$115,000 since 1994, have also provided children who attend

the church with the opportunity to participate in programs such as Vacation Bible School and multicultural camp.

Nelson attributes the success of the store to dedicated volunteers and quality merchandise.

"We have a great bunch of volunteers who are all eager and willing to make the place presentable and they are deeply appreciated by the management," Nelson said.

Russell Ray of Sun City, the thrift store's repairman for two years, is a perfect example of eagerness and willingness.

"I want everything clean. A cord has got to be clean," he said, handling a paint splattered electrical cord.

Items in need of additional attention may travel home with Ray, who gives the items that extra polish needed to make them shine "out on the floor."

Lylah Bentfield of Sun City, a volunteer since January of this year, has the same level of dedication.

"I like making the clothes wearable and usable for somebody else. I've been taking them home to get them in nice shape," she said, pointing to shelves of colorful clothing.

Romelia Calderon, a regular shopper at the Lutheran Thrift Shop, notices and appreciates the hard work of these volunteers.

"A lot of places you go and they don't have stuff nice and clean. Here they do," she said.

Calderon also values the low prices.

"I think they have good prices and real good stuff. I come here and I never go away with my hands empty," she said laughing.

► See Thrift store, A5

■ From A1

Customers are also offered a little something extra with their purchases, including a three-day guarantee on electrical appliances, new batteries in watches and free delivery for items more than \$100, within a 10-mile radius.

However, even with these incentives, occasionally an item may not sell. But its value is not lost.

Merchandise that might not see its way out of the store in shoppers' hands will be donated to St. Vincent de Paul church in Phoenix instead.

"So the Lutherans are giving to the Catholics," Nelson said lightheartedly.

The store has also extended neighborly love to the Olive Branch Senior Center, which is situated just a few doors down from Lutheran in the same mall.

Olive Branch will now enjoy the benefits of a new phone system, new kitchen tile and a food processor, thanks to donations received from Lutheran.

Although Nelson is sometimes surprised by the success of the program, she said somehow she shouldn't be.

"I feel this is God's store and we're working for him," Nelson said.

Lutheran Thrift Shop is open 9 a.m. to 4 p.m. Monday through Saturday and is located at 10737 W. Peoria Ave.

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Steve Chernek/Daily News-Sun

The Rev. Mitchell Eickmann is pastor of Pan de Vida Lutheran Church in Surprise. The church has received almost \$115,000 in donations since 1994 from the Lutheran Thrift Shop in Sun City. The thrift shop has generated more than a half-million dollars for area charities in the last three and a half years.

The Boston Store exits Sun City

By BRUCE ELLISON
Staff writer

The Boston Store, a shopping fixture on Bell Road in Sun City since 1986, is going out of business.

The Sun City store, which sells clothing, linens and other household items, is one of three in Arizona and five in California being liquidated by Boston Stores Inc., based in Compton, Calif.

The Bell Road store begins its going out of business sale at 9 a.m. Saturday, said Bill Pasley, Arizona operations manager for Boston Stores Inc. Pasley was the executive who in 1986 opened the store in the Sun Shadow shopping center on the north side of Bell Road between 99th Avenue and Boswell Boulevard.

During an after-Christmas sale Tuesday, employees at the Bell Road store declined to discuss the closure, but a local resident with a relative working at the store said employees were notified Tuesday morning of the decision. The store should be closed by Jan. 31.

Alan Klein, president of the chain, blamed "generally weak business condi-

tions" for the closings. "Business hasn't been strong," he said in a telephone interview.

"I don't think any of us are very happy with the kind of decisions we've had to make," Klein said. "It's not something you like to do."

Debbie Wilden, executive director of the Northwest Valley Chamber of Commerce, said "it is unfortunate to hear of any store leaving our area, especially when it is one as large as The Boston Store."

But, she said, the 99th and Bell site "is such a prime location that hopefully it won't take long to find another company" like The Boston Store to serve as a mini-anchor for the Sun Shadow complex.

The Boston Store chain was founded in 1934. A standard reference work shows that it had annual sales of about \$26 million in 1994, and employed about 450 people.

The three Arizona stores were said to be operating profitably, but no buyer came forward to take them over, officials said.

Store specializes in hard-to-find toys

By BRET McKEAND
Business Review

The Three Lynx Toy Shoppe, Sun City's newest toy store, has only one request of those who enter the establishment: Leave your serious faces at the door.

The store, located in the Greenway Shopping Center, is no place for those with sourpusses and cranky dispositions.

Owner Esther Goetz, a master of wisecracks, puns and jovial conversation, says it's a sure bet that even the most serious of shoppers will walk out with a smile on their faces.

"I just love to joke around," says Esther. "I think that's why I ended up operating a toy store."

The store has enjoyed a steady stream of customers since it first opened its doors in October. Although not "officially" open, Ms. Goetz has allowed curious passersby to stop in and browse while she and her friend, Bev Greenberg, unpacked boxes and set up shop.

The place is unlike traditional toy stores — shoppers won't find Barbie dolls, Power Rangers or brand-name latest-craze-of-the-day toys.

Instead, The Three Lynx specializes in hard-to-find specialty toys that are fun, educational and stimulating.

"There's nothing violent in this store," says Ms. Goetz. "Everything's educational, but fun."

The store features a wide array of coloring books, puzzles and games, hard-to-find puppets and dolls, stuffed animals, Erector sets, all types of "homework helpers" and even old-fashioned wood trains.



By BRET McKEAND/Business Review

Esther Goetz, left, and Bev Greenberg welcome visitors to the Three Lynx Toy Shoppe, the newest toy store to open in the Sun Cities. The store, located in the Greenway Shopping Center on 99th Avenue and Greenway, sells educational toys for children of all ages.

"Our trains aren't the kind a child can sit and watch go round and round. They have to get involved with these trains," says Ms. Goetz.

The name — Three Lynx — is a play on words which represents the relationship, or link, between children, parents and teachers.

"Without all three of them working together, it's a lost cause," says Ms. Goetz.

The establishment features toys for children of all ages — at prices beginning at 29 cents.

"We had a grandfather come in recently and he fell in love with this frog (a small, plastic wind-up model that jumps up and down). He said he just had to have that frog," recalls Ms. Goetz.

We had a grandfather
come in recently and he
fell in love with this frog.
He said he just had to
have that frog.

— Esther Goetz
Owner
The Three Lynx Toy Shoppe

Ms. Goetz says she had to leave Castle Rock at night because she "couldn't bear to leave and see all those sad faces."

Many of the children have since written

entering the business world, Ms. Goetz says she soon became bored with retirement living. A trip to a business seminar and a visit to a toy trade show "finished me off," she says, and the bug once again bit.

"Retirement lasted a pretty short time," she says with a chuckle.

No regrets so far, says Ms. Goetz. The customers have been friendly and business has been good.

Although the store is opening in time for the holiday shopping season, Ms. Goetz wants customers to know The Three Lynx will be open all year long.

"We're about 75 percent stocked," she says. "It looks bad but we know what we're doing," she says with a hearty laugh.

For additional information, call 933-0033.

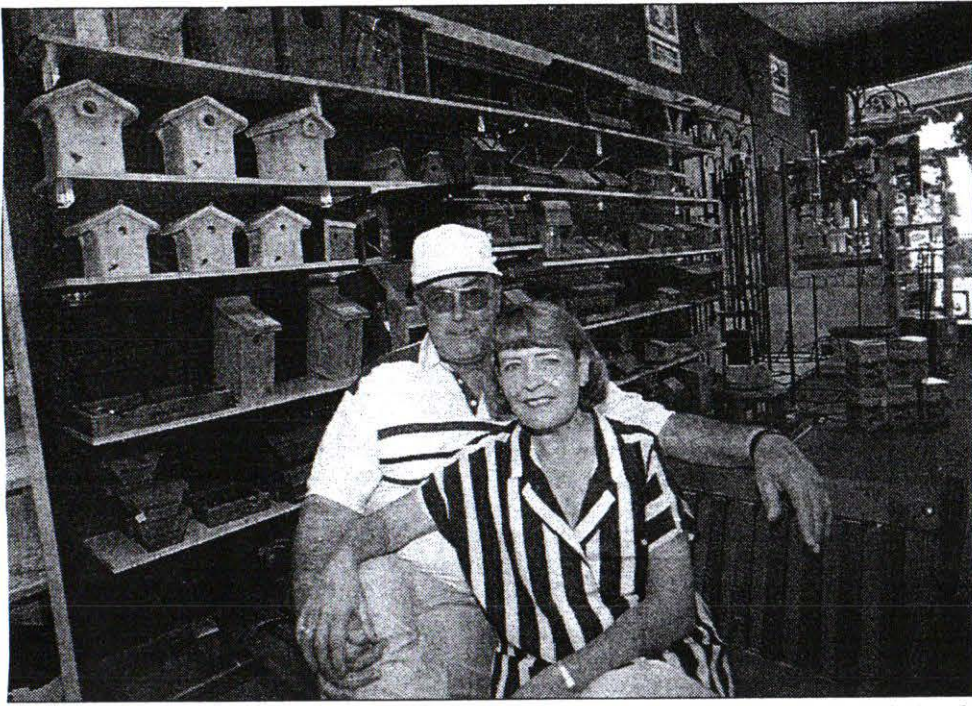
"A few days later he came back in and said he wanted another one for his son. It turns out his son was 44!"

The example is not unusual. Ms. Goetz

She tends to think many of her older customers buy toys under the guise of "they're for my grandchildren," when in fact they're buying them for their own enjoyment.

Ms. Goetz owned a similar toy store — also called The Three Lynx — for eight years in Castle Rock, Colo. She sold the store last year and moved to Arizona in February.

"In Colorado, we had so many kids come in the store all the time. I really became good friends with many of them and it broke my heart to leave them," she recalls.



Mollie J. Hoppes/Daily News-Sun

Bob and Anne Blood recently opened Wild Birds Unlimited in the Promenade Mall, 10001 W. Bell Road. They sell seed, feeders, nature gifts and books.

Love of nature leads pair to open bird lovers store

By J.J. McCORMACK
Daily News-Sun staff

SUN CITY — A Litchfield Park couple has opened a store designed to do for backyard bird watchers what golf courses do for golfers: provide a place for "birdaholics" to learn and excel in the pastime.

And if you believe the statistics indicating backyard bird feeding is twice as popular as golf, you can understand why Bob and Anne Blood opened Wild Birds Unlimited.

The store opened in June in the Promenade Shopping Center at 99th Avenue and Bell Road in Sun City.

With its array of bird feeders, variety of seed and corner library of books and videos, the store is a sanctuary for area residents who

want to identify and do right by the birds that flock to their back yards.

If the specialty products and the books can't help, the Bloods or their many contacts in wildlife management can.

"There's a little bit more to know about (bird feeding) than buying a feeder and sticking it in your backyard," Bob said.

The Bloods are nature lovers and wildlife photographers who, following a volunteer stint with the U.S. Fish and Wildlife Service at a wildlife refuge in northern California, began investigating business opportunities that would allow them to use their skills and expertise.

The investigation resulted in their becoming franchisees of the some

170-store Wild Birds Unlimited Chain. The Sun City store is the first Wild Birds store in the Valley. The couple chose a Sun City location for their franchise because bird watching and feeding are popular among retirees.

"People here have probably more time to enjoy backyard bird feeding," said Bob, a retired Air Force lieutenant colonel out of Luke Air Force Base.

The Bloods can help the casual bird watcher get started with a feeder and the right feed to attract a specific type of bird.

"Usually people have very specific choices when it comes to feeding. They get very persnickety about it,"

See First Wild, C2

First Wild Birds franchise opens in shopping center

—From C1

They get very persnickety about it," Bob said, explaining certain feeds attract finicky eaters, such as cardinals.

Generic bird food — the kind available at grocery stores — is gobbled up by pigeons and doves. Much of it is wasted by other birds that devour what they like and discard what they don't like.

The discarded seed can leave a mess that attracts other unwanted bird species and nuisance wildlife like coyotes. To protect the wild birds and keep them coming back for more, Bob recommends people keep their feeding areas clean.

"You're providing a restaurant for the birds," he said.

Wild Birds Unlimited carries "no-waste" feed containing black-oil sunflower and other seeds that generally don't get discarded by hungry birds.

When bird feeding is done right, it serves as a replacement habitat for birds whose homes in the wild are being encroached on by development, according to the Bloods.

Besides, Bob said, "birds don't become dependent on man. If men put out food, they'll eat it." If not, they'll find food elsewhere.

Bird enthusiasts do have to take care not to overfeed their

feathered friends, Bob said. Amounts need to be varied depending on the size of a person's yard and the behavior of the birds that feed in it.

Learning bird behavior is a natural by-product of bird feeding, Anne said, noting that she and Bob aspire through their business to "bring people and nature together."

One way to do that is by helping interested customers become certified providers of backyard wildlife habitats. The certification program is a joint project of the National Wildlife Federation and Wild Birds Unlimited.

Wild Birds Unlimited is open from 9 a.m. to 5 p.m. Monday through Saturday. For information, call 977-7677.

It's namaste for Maharani

By J.J. McCORMACK
Daily News-Sun staff

After nearly 33 years in business in the Valley, Maharani is saying *namaste* — goodbye in Hindi.

Dan and Maria Molina, owners of Maharani Creations in Sun City, Surprise and Scottsdale, will retire in June. To do that, they're closing the doors of their three remaining leisure apparel boutiques for women.

"We've been at it long enough," Dan Molina said during a working visit Tuesday to the couple's Sun City store in Thunderbird Plaza.

Maria was ringing up customers and Dan was lending a hand with inventory in the store which was crowded with customers hoping to cash in on Maharani's retirement sale.

In the back room, the Molinas took a break to share with a reporter the story of their business and personal successes:

The couple met in India after World War II. Dan, a native Arizonan, was working for an aircraft manufacturer. India was Maria's home, having journeyed there as a child with her Russian fur-trader parents from Chinese Turkestan when that remote part of northern China was wracked by war.

To escape the bloodshed, Maria's family organized a caravan that embarked on a 4½-month journey across the Himalayas into India. Bandits, melting snow and lack of food made the trek a treacherous one.

The Molinas early life together in India was marked by

an entrepreneurial spirit that had them selling technical books to colleges and introducing commercial radio to the developing country.

When the couple moved to the United States, Maria brought along 50 pairs of handcrafted Indian sandals or "jotees," as she called them. She had grown accustomed to wearing them daily and knew she wouldn't be able to buy them in her new home.

The open-toed and bejeweled sandals were a hit with family and friends and even strangers in San Diego, where the couple had settled. Maria wound up giving so many pairs away, she had to order more for herself. Soon, she was ordering hundreds of pairs at a time and selling them at cost. Dan sold one large shipment to San Diego boutiques from the trunk of his car.

During a visit to Scottsdale one year, a family friend suggested the couple open a store in that city's downtown shopping district where they could sell the coveted Indian sandals and other exotic Indian imports such as saris and jewelry.

The couple agreed, but only after the friend offered to run the store for them. Over lunch, they decided to call the store Maharani, the Hindi word for Queen.

"The next thing we knew we were signing a lease," Maria recalled, noting the original Maharani's was next door to the Trader Vic's restaurant in downtown Scottsdale. The restaurant, a city landmark for years, recently was torn down.



Steve Chernek/Daily News-Sun

Dan and Maria Molina will close their Maharani Creations boutiques in Sun City, Phoenix and Scottsdale.

It didn't take long for the Molinas to get more involved in running their store. Eventually, they moved to Phoenix and expanded their holdings when the store flourished.

"We expanded from shop to shop and mall to mall," Maria said.

At one time, eight Maharani's boutiques dotted the Valley. They moved their Scottsdale store and business offices to a prime 5th Avenue location in 1967.

A generous offer for the building housing the Scottsdale store is what led to the couple's decision earlier this year to retire.

The Molinas opened their Sun City store 20 years ago. The Surprise boutique opened less than a year ago. The manager there, Beverly Holm of Sun City West, has worked for the Molinas for 27 years.

Iris Smith, the manager of the Sun City store, is a 19-year Maharani's associate.

Today, imports are a minor component of Maharani's stock. The stores sell primarily sports and leisure wear that is both colorful and exotic.

"We became known for that sort of thing," said Maria, whose own closets are filled with Maharani's creations exclusively.

She's not worried about not having anything to wear in retirement.

"I have a horrible feeling what I have now will last me and I think two other lifetimes," she said.

The Molinas raised four children while making a name for themselves in retail, a livelihood they described as demanding yet rewarding.

SC kennel owners look to relocate

Veterinarian pulls lease from couple

By MIKE GARRETT
Daily News-Sun staff

SUN CITY — Joseph and Gabi Kiss, operators of Sun City Boarding Kennels and pet supply store will have to kiss their lease goodbye next month.

The Kisses have operated Sun City's only boarding kennel at 10026 Santa Fe Drive since 1969. They said their lease is not being renewed by landlord Dr. Douglas Hauser who operates Sun City Animal Hospital next door.

"He decided he would not renew our lease because he wants to take over the boarding, which we've been doing for 24 years," Joseph Kiss said.

Despite their long tenure, Hauser said he decided not to renew the Kiss' lease because he wants to operate his own kennel in conjunction with the animal hospital.

"We have nothing negative to say about the Kisses and I don't want to hurt them in any way," Hauser said. "There is nothing that they did wrong or anything of that sort."

"It's purely that we're building a new large hospital expansion that we feel we have to operate ourselves in order to carry on."

"We're in the planning stages for an addition to the facility for the boarding of animals, grooming and pet care supplies," Hauser said. "It will be a new 4,000 square-foot area that will double the size of the current building."

Hauser said construction should start in the next few months but don't know the expansion's actual cost yet.

The Kisses said they hope to relocate and open another kennel and pet supply store close to the Sun Cities after they close their operation in late September and come back from vacation.

"Somewhere around 83rd avenue and Union Hills would be an ideal spot," Joseph Kiss said.

"But (kennel boarding) permits are very difficult to come by," he said. "The permit stays with the place. We have not been able to get a permit so we could not relocate the boarding part."

"We could relocate the grooming and the pet shop but that would not be enough income for us at the present time."

Kiss said a permit is easier to obtain if they can locate their kennel adjacent to an established veterinarian.

"Everybody is asking us about it," Gabi said. "They said for us to call them as soon as we find another place."

"We've had very happy times here," Joseph Kiss said. "But 24 years is a very emotional thing to leave behind. We've had some very loyal customers although we've lost a lot of them (pets and their masters) over the years."

"So many of them shared their inner feelings and personal lives with us," he said. "They really opened up to us and we cried on each other's shoulders."

Kiss said Sun City pet owners take better care of their pets than the population at large. "Of course they can be very demanding about the care their pet receives. It's not easy to satisfy them."

The Kisses boarded up to 50 dogs and 22 cats at one time. Occasionally

they boarded pet rabbits and parrots. Frank Stazio, a 15-year customer, said he feels bad the Kisses have lost their lease.

"I think it will affect a lot of our Sun City residents who use these people's services," he said. "A lot of Sun City people are really going to miss them. I hope they can find another place in town."

"It's nice to have somebody right here in town," Stazio said. "I think my dog (a 4½-pound French poodle

named Tiny) loves them better than he loves me."

"He used to be nervous. Now when I come to pick him up, he acts like I'm taking him away from something."



Mollie J. Hoppes/Daily News-Sun

Gabi Kiss plays with her friend Peaches at the Sun City Boarding Kennels. Gabi and her husband, Joseph have operated the kennel for the past 24

years. They recently lost their lease and are looking for a new site for their business. Peaches is a 6-year-old terri-poo.

Centers thrive in foreclosure

By IAN MITCHELL
Daily News-Sun staff

In commercial real estate, foreclosure doesn't necessarily mean going out of business.

At least eight shopping centers in the Sun Cities have gone through foreclosure proceedings in the past decade, but leasing agents for those centers say business has improved in the years since lenders took over the properties to satisfy unpaid debts.

Mercado del Sol, at the northeast corner of Camino del Sol and Spanish Garden Drive in Sun City West, went through foreclosure proceedings in the early '80s, said Bruce Milton, manager of Prudential Mull-Smith's commercial investment division, which manages leasing for the center.

The shopping center is now owned by the Mercado del Sol Limited Partnership, Milton said, adding that the Califor-

nia-based partnership has owned Mercado del Sol since 1984 and is financially solvent.

In fact, leasing at the 46,600-square-foot center is going very well, Milton said. The center has an 11 percent vacancy rate, below the area and Valley averages.

Judy Jones, a leasing agent with Colliers Macaulay Nicolls, said occupancies are up this year at Sun Shadow Square, a shopping center on the northwest corner of Bell Road and 99th Avenue.

"The vacancy rate is definitely down substantially," Jones said. "We've done a lot of leasing in the last year."

Of the 134,200 square feet of space at the center she leases, Jones said only 7,804 remains unoccupied, a vacancy rate of about 6 percent.

Sun Shadow Square is one of seven major shopping centers in Sun City that have gone through foreclosure.

See Local businesses, A5

OVER

Local businesses improve after lenders take charge

—From A1

Since 1989, the center has been owned by Chartered Standard Bank, which foreclosed on the previous owners, Bell Road Venture Limited Partnership.

The other six Sun City shopping centers that have gone through foreclosure are owned by the Teachers Retirement System of Texas, a pension fund that took over the centers in 1989 after Zane May General Partners Inc., a Dallas firm, reportedly defaulted on its mortgage payments. Teachers Retirement System was the mortgage holder for Zane May's \$34.9-million loan.

The leasing and maintenance of the six centers is done by CBS Property Services Inc. under contract from the pension fund.

The foreclosure "was probably an improvement, because there was a lot of deferred maintenance because of the stress that the previous owner was under," said Randy Miller, director of leasing for CBS.

"Once it was foreclosed on, the pension fund came in and stepped up to the plate and caught everything," Miller said. "We've actually improved the property."

Landscaping, roof replacement and repair of the center's parking lots were some of the improvements CBS implemented, he said.

The six CBS-run centers are Bell Camino, northwest corner of Del Webb Boulevard and Bell Road; Grand Center, southwest corner of 107th and

Grand avenues; Greenway Terrace, northwest corner of 99th Avenue and Greenway Road; LaRonde Centre, corner of Del Webb and Thunderbird boulevards; Sun Bowl Plaza, corner of 107th and Peoria avenues; and Thunderbird Plaza, southwest corner of 99th Avenue and Thunderbird Boulevard.

Nan Fraser, owner of Nan's Fashions, said she has noticed "a great improvement" in the shopping centers since the foreclosure.

The shopping centers' vacancy rate was 31 percent when CBS began operating the property in 1989 and has dropped to about 14 percent, Miller said. "We'll be over 90 percent (occupied) by the end of the year."

Miller said the real estate bust in the late '80s contributed to Zane May's failure. The 1986 tax bill, which eliminated some real estate write-offs, also hurt the company, he said.

The average vacancy rate for shopping centers in the Sun Cities area is about 16.3 percent, according to Robert Kammrath, president of Kammrath and Associates, a commercial real estate research company.

Valleywide, about 16.6 percent of the space in shopping centers is vacant, he said.

Kammrath's company conducts an annual survey of retail space through site visits in May.

The Valley's vacancy rate is still the highest of any metropolitan market in the country, he added.

Sears shutter Sun City store

By MIKE GARRETT
Daily News-Sun staff

SUN CITY — Sears Roebuck & Co.'s corporate decision in January to close 20,000 stores and lay off 50,000 employees has finally caught up to its Grand Center catalog-appliance store.

The store at 10735 N.W. Grand Ave. will close its doors Wednesday because of that corporate business decision, not because of poor sales, owner Larry Ayers said Monday.

All but a handful of the store's appliance and electronics inventory has been sold during a going-out-of-business sale.

"Our monthly sales had been going up in a straight line and we did 49 percent more business our second year than in our first," Ayers said. He added 60 percent of his sales was floor merchandise, such as washers, dryers and refrigerators. The

rest came from catalog sales.

The store opened in January 1991 through the efforts of independent owner Ayers, CBS Properties leasing agent Randy Miller, and Bob Hart, who worked in Sears' controller department and profit-sharing pension fund 45 years before retiring to Sun City West.

"I feel very bad about the closing because Larry was a good guy to operate that business," Miller said. "He got hurt because of a corporate decision that affected all the little guys regardless of how well they were doing."

Miller said he has no retail prospects to replace Sears at the center.

"The center is almost fully occupied and the traffic generated by Beall's factory outlet will be a big selling point," Miller said. "That outlet is one of Beall's top ones in the country."

Replacing the popular Ayers

is another matter.

"Larry was outstanding for this market," Hart added. "He knew all his customers personally and went out of his way to help them. It's real sad to see after all the work it took to get him out here."

Hart said he began corresponding with Sears Chairman Edward Brennan in 1984 about the need for a Sun City satellite office, either as a small-market experimental store or retail catalog outlet. Sears finally decided to open the Sun City catalog office instead of going into the Arrowhead Regional Mall.

"I guess I'll have to go out and find a real job now," Ayers said. "I will always miss the people out here the most. I made some nice friends here."

"You know they were good friends because it hurt to see some of them pass away," Ayers said. "One of our regulars who came into the store

all the time just passed away. My staff and I have been taking his wife out to dinner twice a week since then.

"I know a lot of our customers will be sorry to see us go after the rapport we had built up," Ayers said. "A lot of them can't get to the Sears Metrocenter store or have to ride the bus and can't carry the big packages back with them."

Ayers said he doesn't know what he and his staff of five will do after the store closes.

"I may do some computer consulting and plan to brush up on my computer skills by taking a couple of refresher classes at Glendale CC," he said. "Sears wasn't trying to be mean to anybody. It was an economic business decision."

Ayers had originally thought about opening his own appliance store in the Sun Cities. "But without the Sears name and their advertising to

OVER



Mollie J. Hoppes/Daily News-Sun

Larry Ayers has been conducting a going-out-of-business sale at his Grand Center Sears catalog-appliance store.

pull people into the store, I would be very nervous about that," Ayers said.

In addition to the Sun City

catalog store, Sears is closing its stores in Snowflake, Safford, Casa Grande, Buckeye and Wickenburg, Ayers said.

APRIL 9, 1990

Cement concern

DEQ sets hearing

By JACQUE PAPPAS
Daily News-Sun staff

SUN CITY — Interest in a cement company's application to add crushing and screening facilities to its nearby site has prompted a state agency to have a public hearing.

The Arizona Department of Environmental Quality scheduled a public hearing for May 11 after the office received a number of calls and letters from area residents opposing the permit application.

Prabhat Bhargava, manager of DEQ's air pollution permits unit, said the office was flooded with requests for a public hearing last month from residents who thought the crushing and screening plant was to be built at 20047 N. 107th Ave.

The incorrect address, which would have put the plant just north of Beardsley Road, was issued in a DEQ public notice last month.

The correct address is 24004 N. 107th Ave., south of Jomax Road, where Blue Circle West Cement Co. has been operating for two years.

Mark Asa, special projects manager for the Blue Circle, said the company submitted a permit to increase its crushing and screening capabilities by 50 to 100 tons an hour.

The plant now has capacity to crush 400 to 500 tons an hour.

"We are not starting a new plant site," he said, "but will be increasing our production capacity a small bit."

The public hearing will begin at 7 p.m. May 11 in the Lakes East-West Golf Course meeting room, 10433 W. Talisman Road.

Written comment may be sent to 2005 N. Central Ave., Phoenix 85004.

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Serving the Northwest Valley

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MARCH 17, 1990

Gravel firm seeks to locate here

By JACQUE PAPPAS
Daily News-Sun staff

SUN CITY — A cement company is proposing to start up a gravel crushing and screening plant on North 107th Avenue just south of Beardsley Road.

Blue Circle West Cement Co. apparently submitted the proposal last year to the Arizona Department of Environmental Quality, which is now accepting written public comment on the proposed installation permit.

The proposed location is 20047 N. 107th Ave.

When contacted Friday afternoon, two Blue Circle executives said they were not familiar with the permit and one would not comment.

Prabhat Bhargava, manager of DEQ's air pollution permits unit, said the company submitted the original proposal on June 1, 1989.

But before the permit is ap-

proved by the DEQ, the public has until April 30 to submit written comments or request a hearing on the proposed plant.

"They have requested a sand and gravel processing plant at which there will be a crusher, screen and a diesel generator," Bhargava said. "Since it is an open operation and they would crush rocks, we must give it approval because the facility could emit particulates from

dust if it is not watered down enough."

Bhargava said the application proposes to crush 400 to 500 tons of rocks an hour.

"If we hear no comment and get no request for a hearing then the permit will most likely be approved about a week after (April 30)," Bhargava said. "But if a hearing is requested, it's a different situation."

Bhargava said there are 500

kinds of air pollution facilities in the state that require permit approval by the DEQ.

Written public comment may be sent to the DEQ, 2005 N. Central Ave., Phoenix, 85004. A copy of the proposed permit is available for viewing at the same address.

Richard Turner, acting assistant director of Maricopa County's Department of Planning and Development, said the

permit would not have to be approved by the county board of supervisors if the company extracts sand and rock on the proposed site.

"If it is state land there is no need to go through the county at any time," Turner said.

But if the land is privately owned and the company does not use sand and rock on the premises, they would need to get approval from the board of supervisors, Turner said.

O'Keefes succeed on ethics, education

By MIKE GARRETT
Daily News-Sun staff

SUN CITY — Surviving topsy-turvy real estate cycles is nothing new for Sun Cities Realtor John O'Keefe.

His company has been selling resale Northwest Valley houses for 20 years of peaks and valleys as the Sun Cities' oldest and largest continuous Realtor.

Celebrating his 20th year in real estate while trying to outlast the Valley's worst real estate down cycle in that time, O'Keefe/Better Homes and Gardens remains No. 1 in the market area with double the number of sales agents and offices of its closest competitor.

O'Keefe says the company is ranked in the top 20 nationally of all Better Homes and Gardens franchises after his main office was consistently No. 1 among all offices when he was affiliated with Red Carpet Realty.

O'Keefe started as a small mom-and-pop operation that has been passed on to the next generation and grew because the right decisions were made at the right time, the O'Keefes say. They have been willing to make changes to keep up with the times and have always stressed ethics and education.

O'Keefe has built his company from a one-room, 390-square-foot office on 111th Avenue in Youngtown with six sales agents to its current five (down from a high of eight in 1985) offices and around 250 agents. His company slogan has always been, "To dare is to do, to fear is to fail."

The soft-spoken O'Keefe now seems content to stay more in the background and let his daughter, Theresa, and son, Michael, run the company on a daily basis. Key executives remain John Caldamone, Francis McDade and Ethel Behnle, who has the longest tenure — 17 years — of any O'Keefe manager.

Realtor education remains the company's main building block.

"What has made us strong through the years and the main force behind everything has always been our educational training," said Theresa O'Keefe. "We bought the training school from our previous franchise (Red Carpet) and maintained our own in-house school.

"That's why we grow, why we're strong and why our people are good at what they do," she said. "We offer eight certified classes from the Arizona Department of Real Estate every month and invite all area Realtors to attend at no cost to them. Our managers do the teaching and we've always gotten good response from them.

"We figure if the local market is smarter it's that much better for all of us," Theresa said.

The ever optimistic John O'Keefe thinks the current real estate market bottomed out last winter and spring and is again showing upward mobility.

"It has been going up ever since," O'Keefe said. "We and the Sun City board didn't do as well last year as we had been up until about June when we started to beat our sales from the year before. About the time all the visitors were leaving, we were surprised when more sales started coming in."

O'Keefe said his best sales year was 1986, when his company switched affiliations from Red Carpet to Des Moines, Iowa-based Better Homes and Gardens, a move he said was one of the best he ever made and should lead to more 1986s when the cycle is rejuvenated again.

"The subdivisions around here are going to pick up steam. That's what's going to help us, along with Sun City and Sun City West," O'Keefe said.

He attributed that to lower interest rates and the promotional work of the Sun City Ambassadors and the Northwest Valley Chamber of Commerce. "I think the Ambassadors are doing a great job."

But the O'Keefes said the Realtors have to do their share of promoting the Sun Cities, something they have been doing through their computerized nationwide referral network.

"We have many places to refer to that work with us through our network," Theresa said. "All of the national Better Homes and Gardens markets refer to us. We send out information to them and they return it to us."

Networking referrals allow O'Keefe to contact a Midwest Better Homes and Gardens office to sell the house of a family from there looking to buy a Sun Cities house.

Michael O'Keefe started computerizing the company in 1980 and now oversees all the computer statistics and accounting.

"Each agent mails out a newsletter every month for anybody who joins the program," Michael said. "They send out a hundred or more newsletters to each person on the (Better Homes and Gardens) mailing list. We give them the (area) address labels and they keep the names up."

Sales agents "can put in an insert telling about the neighborhood or about Sun City or Sun City West or whatever their customer is interested in," Theresa said. "If somebody is thinking about moving out here but is still back in New York, they can be put on the home-front list to receive the newsletter list every month."

O'Keefe probably is the only area Realtor with its own mortgage company. The Advantage Mortgage Co. is a separate company established through O'Keefe's Better Homes and Gardens affiliation to prequalify Sun City area house mortgages.

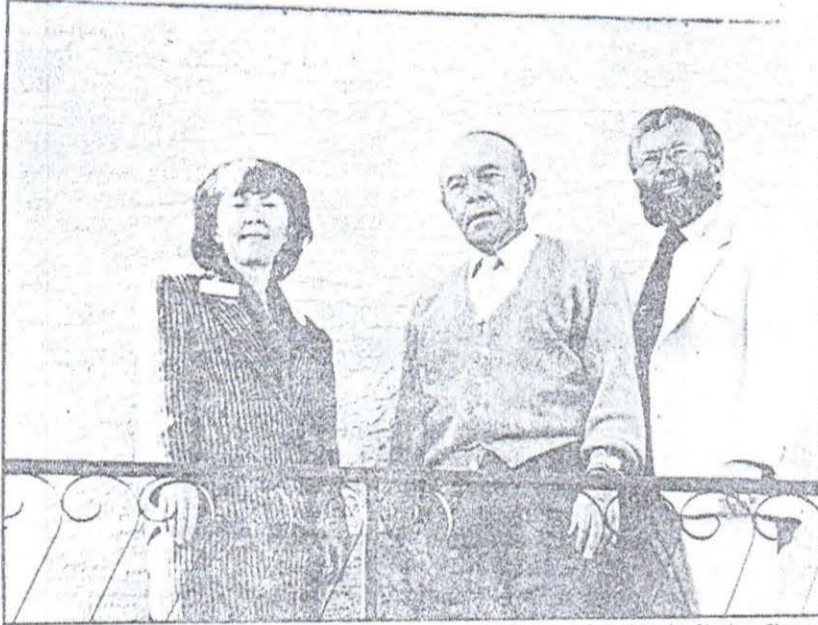
"Where this really helps us is that if one of our agents has a couple out looking at a home and they want to take a mortgage out on it, they would come in and prequalify for it," John O'Keefe said.

Theresa said the mortgage company, headed by Susan Pruett, greatly speeds up the closing process and helps stay on top of interest rates.

O'Keefe is also in the house auctioning business through Phil Arthur & Associates Auctioneers Co. to take advantage of the newest trend in house selling.

O'KEEFE
REAL ESTATE

Better
Homes
and Gardens[®]



Daily News-Sun photo by Stephen Chernek

FAMILY BUSINESS — Theresa, John and Michael O'Keefe, posing beneath their sign on the tower at the Village at Surprise, have been selling real estate in Sun City since 1970.

-THE SUN CITIES INDEPENDENT, Jan. 17-23, 1990

'... it was like a big happy family

Pioneers recall early days of SC business community

By PEG KEITH
Sun Cities Independent

Sun Citian

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 11th 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 register 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."

"When you were in business in Sun City, the people treated you like family."

-- Ruth Hornacek

Daily News-Sun Tuesday, Jan. 16, 1990

Accounting service offered in Sun City

By MIKE GARRETT
Daily News-Sun staff

SUN CITY — Even with a 45-year accounting and consulting career in Iowa City, Iowa, and San Diego, Rosa Nemerov decided she wasn't ready to retire in Sun City after moving to the community several months ago to marry a Sun City resident.

Her answer to retirement was to launch Rosa's Accounting and Consulting Service as a specialist in small business and personal financial administration.

Nemerov said she hopes to help small Sun City area businesses and residents organize their accounting and tax records.

She said she doesn't give financial advice and is not a certified public accountant. She prefers to make referrals in areas of non-expertise.

But she does do a lot of routine accounting many CPAs don't have time to do or don't want to be bothered with.

Her career includes 20 years of progressively responsible experience in small business financial planning and management, costs, credit and cash flow with expertise in grant administration and budget controls.

Nemerov said she is also skilled in starting business records for new companies, including banking and tax applications, setting up controlled accounting systems (computerized or manual) and training personnel to perform daily bookkeeping and administrative functions.

"I had a lot of clients who didn't know how to organize their income tax records," Nemerov said. "My big claim to fame is that I can save the client a lot of money because my rate is so much cheaper than CPAs. And I can save the CPA, the taxpayer and the attorney a lot of aggravation."

She has worked for CPAs in various capacities and also has



ROSA NEMEROV — Not ready to retire.

had her own consulting business.

"Now I'm just interested in clients. I was a small business development consultant in Iowa and I have applied for SBA (Small Business Administration) assignments in Phoenix, taking some of their updated tax law seminars. And I've signed up for AARP (American Association of Retired Persons-) sponsored Arizona IRS income tax law classes. I've always believed in taking self-improvement courses."

Nemerov also plans to be a Service Corps of Retired Executives (SCORE) volunteer.

She recommends that small businesses at least do quarterly cash flow reports so management will always be aware of any cash flow problems. "One of the main reasons businesses fail is because there is just not enough cash flow to run the business."

Doing quarterly cash flow reports and an asset-liability spread sheet will better prepare the business owner for his CPA and income tax statements, Nemerov said.

She first came to Sun City 3½ years ago when she met resi-

dent Jack Nemerov. Her late first husband had been a stockbroker in Iowa. Although now settled in her Sun City home near Sundial Recreation Center, Nemerov said she doesn't plan to retire any time soon.

She thinks she will be of significant help to the typical Sun City "mom-and-pop" shopping center business, especially in applying for small SBA loans.

In Iowa City she was chief accountant for a 250,000 square-foot-shopping center. "I had to interface with a Chicago computer and set up forms for all the shopping center stores to do their accounting records," Nemerov said.

Nemerov also was an active participant in Iowa's Commission on Aging where she said she gained a lot of experience working with retirees.

Also in Iowa, she worked as regional administrator for three Beverly Enterprises nursing homes.

Richard Summerwill, president of the Iowa State Bank & Trust Co. said Nemerov would be welcomed back to Iowa City anytime, saying she was Sun City's gain and Iowa City's loss.

"I worked with Rosa for, I would guess, 20 years. When I think of Rosa I think of somebody who is scrupulously honest and a very hard worker," he said. "She is someone who works all the time for the people she's working for and she always somehow found a way to make her job interesting."

Summerwill said Nemerov was a longtime bank customer and part-time employee who worked more with many of his commercial customers than directly for the bank. "If somebody needed a bookkeeping or an accounting job done, she would work with them.

— "We'd love to have her back."

Safekeeping BB1

Mini-storage facilities serve many

By MIKE GARRETT
Daily News-Sun staff

SUN CITY — The seven mini-storage facilities that serve the Sun Cities, Youngtown, Peoria and Surprise are generally well rented, well secured and used for a wide variety of purposes.

Some units are used to store antique cars, others for business purposes. Most all have storage restrictions written into the rental contracts.

All the mini-storage facilities offer five to 10 different sized units with rentals ranging in price from about \$10 to more than \$90 a month. Many were built around five years ago.

The mini-storage units serving this area:

- E-Z Store, 10515 N. 98th Ave, Peoria.
- Bell & Grand Mini Storage, 13331 W. Bell Road, Surprise.
- All-Star Self Storage (formerly Grand Avenue Mini-Storage), 8969 Grand Ave., Peoria.
- Peoria Mini Storage, 10700 N. 95th Ave.
- Thunderbird Mini Storage, 12800 N. 94th Drive, Peoria.
- Union Hills RV & Self Storage, 18900 N. 107th Ave., Sun City.
- Youngtown Mini-Storage, 13246 W. 113th Ave.

E-Z Store managers Walter and Mabel Kirk say monthly rental prices (including tax) for 368 units range from \$13.38 for a 5-foot by 10-foot unit to \$58.85 for a 10-foot by 30-foot space.

"We have a roofing company in here, furniture refinishers, guys who have pop machine and soap machine services and guys with cabinet shops," said Walter Kirk. "We also have a guy interested in renting a couple stalls for restoring automobiles."

Storage restrictions include hazardous materials. Anything flammable has to get written approval from the Peoria Fire Department, Kirk said.

Kirk said his customers like the eight-inch concrete walls and ceilings and added foam insulation on all the units.

"It's so cool in there it's why businesses stay here year around and they're able to work in there all summer long."

Kirk said many customers store their antique furniture in the units because of the cooler temperatures. Others store their antique cars there.

He said the aiseways are wide enough for semi-trucks or moving vans to drive through.

Youngtown Mini-Storage has 108 units ranging in price from \$14.75 for a five-foot by four-foot unit to \$63.15 for a 10-foot by 20-foot unit. Units are eight to nine feet high.

Three-year-old Youngtown mini-storage also has covered carports for motor homes and boats renting for

\$42.10 a month, manager Elaine Hansen said.

"People mostly store furniture, books and personal items in the smaller units," Hansen said. "But we have some businesses — carpet companies, florists, golf club repairs — that operate out of the facility."

"We have no storage limitations but haven't had any problems. Our units are all concrete, block masonry and metal."

Five-year-old Bell & Grand Mini-Storage has 840 units ranging in price from \$10.65 for a five-foot by five-foot unit to \$91.59 for a 15-foot by 20-foot unit, according to managers Eric and Eleanor Klopper.

Eric Klopper said many of his customers use the larger units to store their cars while they're away for the summer.

Restrictions include no explosives or flammable materials of any kind such as cans with gasoline in them, or street drugs, Klopper said.

"That's in our contract, which states that said premises will be used for the storage of personal property only and that the tenant will not place or keep any highly inflammable or explosive materials or goods that are contraband or prohibited by law."

Five-year-old Peoria Mini-Storage has 450 units with prices ranging from \$10.70 for a five-foot by five-foot unit to \$82.39 for an 11-foot by 30-foot unit, said Graham Ellis, who helps operate the facility with his father, Mickey.

Many of their units are used for storing and working on cars and feature two-door entrances.

Peoria Mini-Storage's rental contract also prohibits the storing of explosives or highly flammable materials or chemicals without written consent. Renters are also required to sign in.

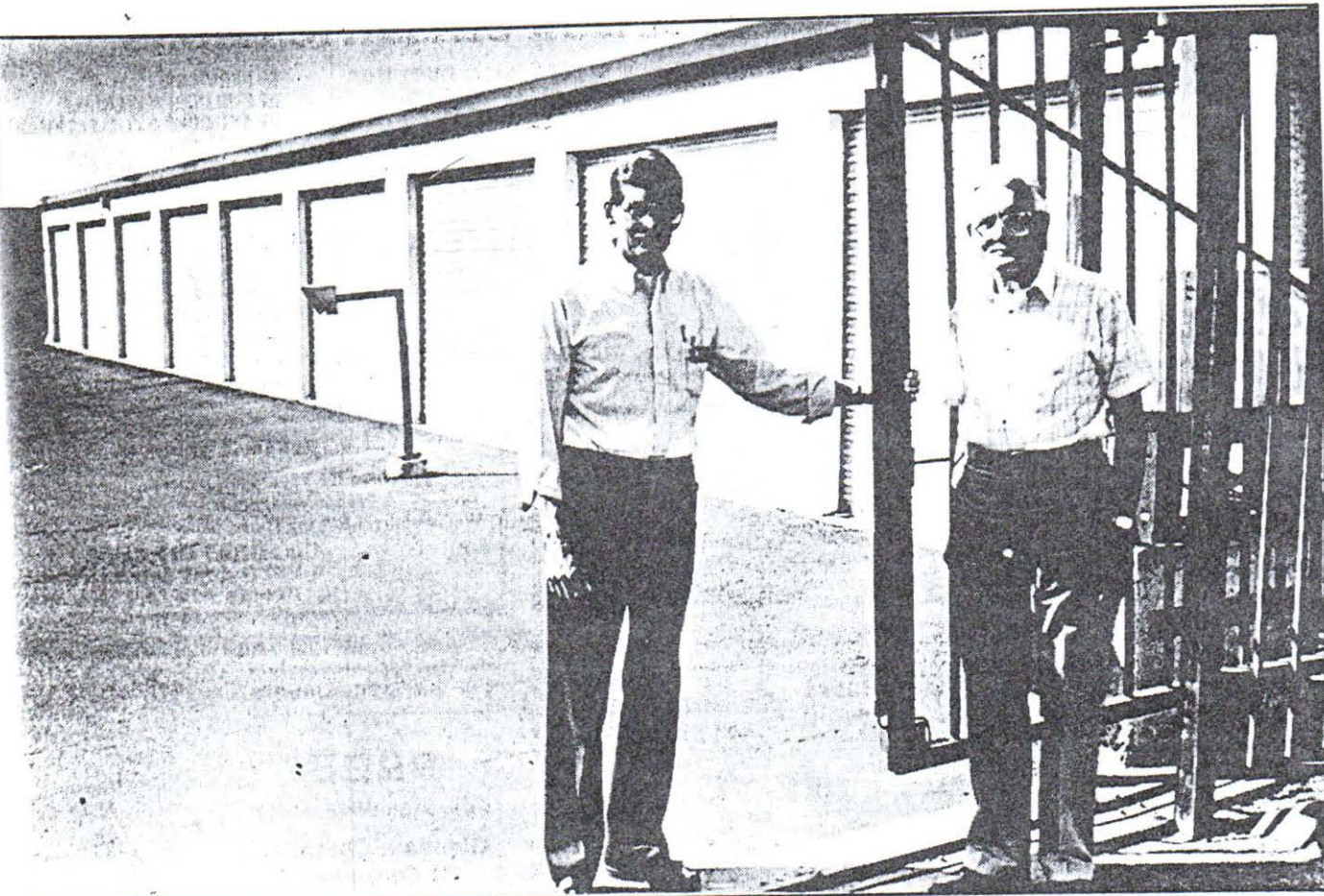
Five-year-old Thunderbird Mini-Storage on the Plaza del Rio campus recently reached the 400 occupancy mark in rentals out of a total of 552 units.

On-site managers George Farquhar and Roy Anderson say the smallest five-foot by five-foot unit rents for \$10.70 and the largest, most popular 10-foot by 20-foot unit for \$63.13.

'We have a roofing company in here, furniture refinishers, guys who have pop machine and soap machine services and guys with cabinet shops.'

Walter Kirk
E-Z Store

OVER



Daily News-Sun photo by Mike Garrett

GUARDING THE GATE — Thunderbird Mini-storage on-site managers Roy Anderson, left, and George Farquhar say their facility is

monitored by closed-circuit cameras 24 hours a day to keep outsiders from gaining unwarranted entrance.

Farquhar said more than 60 percent of his tenants are retired people who often require some help getting their belongings in and out of the units. The only storage restrictions are volatile materials.

While most units are used to store household items and a few for summer vehicle storage, Farquhar said that one woman uses her unit to store boxes of driftwood materials that are used to carve out figurines and decorative pieces.

Thunderbird is used almost exclusively by residents of Freedom Plaza and Casa del Rio retirement apartments on the Plaza del Rio campus.

Farquhar said many are storing antique furniture and family pictures to some day give to their grandchildren.

He said Thunderbird is the only mini-storage he knows of in the area to have separate alarms on each unit.

"We have 24-hour monitored access with an electronic gate. If anybody goes into a unit that does not belong there, the alarm sounds and it goes downtown. They in turn call the guard next door to check on why that unit was opened," Farquhar said. "Sometimes we have retirees coming out here at 10 to 11 p.m. to use their storage unit."

All-Star Self Storage is under new management-ownership.

A California buyer has purchased the facility, which is managed by City Property Management in Phoenix.

Spokeswoman Mary Wright said All-Star has 602 units with the smallest five-foot by five-foot unit renting for \$10.70 and the largest 40-foot by 50-foot unit going for \$85 a month.

The 25-foot by 40-foot unit warehouses have office spaces with their own telephone and air conditioning.

Outdoor recreational vehicle storage is also available with 23 rentals there now. All-Star is now being renovated and expanded to include a computerized main office and gate system.

Union Hills RV and Self Storage has 804 units including 110 recreational vehicle parking spots.

Union Hills features all-blacktop aisles and the units are sprayed for pest control, manager Gus Enright said.

"Every building is cleaned within a week after a customer moves out," Enright said.

The Sun City Lions Club also donates pallets to aid storage.

Union Hills has a computerized gate.

Storm drains and slanted roads keep the area from flooding during storms. Union Hills also has restrictions against smoking on the grounds and combustible materials.



Nick Van Nice, *The Phoenix Gazette*

Plans for the Thunderbird Plaza Center, 99th Avenue and Thunderbird, include a bookstore and arts and crafts stores.

New shops sought to revive 6 centers

By **Connie Cone Sexton**
The Phoenix Gazette

SUN CITY — Stores for shoes, video movies, women's and men's clothing, yogurt and crafts are possible tenants for six area shopping centers in receivership.

And the management group that has taken over the Sun City facilities is soliciting even more ideas for possible tenants.

On Tuesday, CBS Properties Inc. told members of the Sun City Homeowners Association it wants to lure a variety of businesses to bring new economic life to the area.

The centers, owned by Zane May Operating Partners, were put into receivership last month by a Maricopa County Superior Court judge.

According to court documents, Zane May allegedly had failed to make recent payments on a \$34.6 million loan it took out for the properties.

As the court appointed receiver, CBS officials are working to fill tenant vacancies at the sites.

The centers are being spruced up to get ready for new occupants and make conditions better for current businesses.

Company officials have toured each facility to discover what improvements are necessary, said Ron Roeske, vice president of community operations.

Work to be done includes:

■ Steam cleaning all sidewalks, store fronts, restrooms and canopy centers.

"We won't leave the center until it not only is appealing to new tenants but to you (the residents)," Roeske told the HOA members.

■ Dressing up the appearance of the properties, via minor painting jobs or repair.

■ Cleaning the exterior and interior of all vacant buildings to help market the properties. Pa-

per covering store fronts will be torn down. "People need to see in," Roeske said.

■ Landscaping improvements.

The once-over at the centers should be completed this month, CBS officials said.

Ron Simonsgaard, vice president of leasing, asked HOA members to brainstorm for ideas for tenants.

During an overview of what shops the centers now have and those they are targeting, suggestions from HOA members included a computer store, arts and crafts store, a bike shop, music and record store and an athletic clothing and equipment shop.

Of the six centers he is helping to revive, Simonsgaard anticipates competition for the Grand Center, southwest corner of Grand and 107th avenues. The draw will come from a new shopping center planned for the southeast corner of 107th and Grand avenues.

The Smith's food store and shopping center will replace the Comfort Inn across the street from the Grand Center.

"They're going to draw from a large area. We're not going to compete with them ... We're looking at some kind of a soft goods center," Simonsgaard said. He says he believes the Smith's store will enhance the corner and help lure customers to the Grand Center.

Occupancy is close to 100 percent at the Greenway Terrace center, northwest corner of 99th Avenue and Greenway Road, he said. About 1,500 square feet of space are vacant for a tenant, however.

The Bell Camino Center, northwest corner of Bell Road and Del Webb Boulevard, is in very good shape, being 100 percent leased, Simonsgaard said.

A senior citizens center could be added to the Sun Bowl Plaza,

Troubled shopping areas listed

The following is a list of Sun City shopping centers in receivership, their current tenants, those CBS Properties Inc. sees as potential additions and ones it is now targeting:

■ Grand Center, southwest corner of Grand and 107th avenues.

Current: Includes Liquor Barn, Sun City Drug, Freed's Furniture, McCrory Stores.

Potential: soft goods.

Target: deli, shoes, large size women's clothing stores.

■ Greenway Terrace, northwest corner of 99th Avenue and Greenway Road.

Current: Includes Abco, Walgreens, American Express, Radio Shack and First Interstate.

Potential: Drive-through bank.

Target: Kitchen, video stores.

■ Sun Bowl Plaza, southwest corner of Peoria and 107th avenues.

Current: Includes Safeway, Walgreens, Southwest Savings and Loan.

Potential: senior citizen center, hardware store.

Target: optical and medical

facilities, bookstore, hardware men's and women's clothing stores.

■ Thunderbird Plaza, southwest corner of 99th Avenue and Thunderbird Road.

Current: Includes vacancy where Bayless had been.

Potential: SuperRx Drugs (may make a deal), hardware and apparel stores.

Target: shoes, bank, bookstore, arts and crafts stores.

■ La Ronde Center, northwest and northeast corner of Talisman Road and Del Webb Boulevard.

Current: Includes Sun Foods, Revco, Alco Theatres, Security Pacific Bank, First Federal.

Potential: Stockbroker, restaurant.

Target: Bakery, bookstore, deli, video, appliance, yogurt and bed and bath stores.

■ Bell Camino Center, northwest corner of Bell Road and Del Webb Boulevard.

Current: Includes Safeway, Osco Drug, restaurant, travel business and shoe store.

Center is 100 percent leased.

"They're going to draw from a large area. We're not going to compete with them ... We're looking at some kind of a soft goods center."

— Ron Simonsgaard

southwest corner of Peoria and 107th avenues.

"That would bring in between 200 and 300 less-than-mobile

senior citizens to the center," he said. Other possible tenants include a medical office and a bookstore.

The loss of the Bayless store at the Thunderbird Plaza, southwest corner of 99th Avenue and Thunderbird Road, has hurt the center, residents said.

CBS officials said, however, it may make a deal with a drug store to come in that would fill the vacancy.

A sandwich shop and bed and bath store may be tenants at La Ronde Center on the northwest corner of Talisman Road and Del Webb Boulevard.

Although a specific center was not named, the CBS officials said Hancock Fabrics also might agree to signing a lease

7 Sun City shopping centers may be sold

By MIKE GARRETT
News-Sun staff

SUN CITY — Seven Sun City shopping centers are in Maricopa County Superior Court receivership and under new management while their Dallas-based owner either seeks new financing or sells the centers.

Phoenix-based CBS Properties Inc., which manages 14 million square feet of commercial property throughout the Southwest, assumed managerial control of the centers May 21 from Zane May Operating Partners.

Superior Court Judge Robert Pickrell appointed CBS President Jim Schlesing as receiver for the centers after signing the receivership order late last Thursday.

The centers include Sun Bowl Plaza on the southwest corner of 107th and Peoria Avenues; Plaza Del Sol Center (formerly Sun Bowl Plaza) on the southeast corner of 107th and Peoria; Grand Center at 107th and Grand avenues; Thunderbird Plaza at 99th Avenue and Thunderbird Boulevard; Greenway Terrace at 99th and Greenway Road; LaRonde Centre, 14600 N. Del Webb

Blvd.; and Bell Camino Center at Webb Boulevard and Bell Road.

CBS also manages the 1 million-square-foot Phoenix City Square on Central Avenue and the Olive Square Center at 43rd and Olive avenues.

"We've had a number of phone calls and we're simply trying to reassure everyone that we intend to really do our job so that those centers fill back up and everyone can do well," Schlesing said Tuesday.

The Sun City Home Owners office also has received some concerned calls from Sun City merchants regarding the centers' fate, spokeswoman Betty Van Fredenberg said.

The Teachers Retirement System of Texas board, which holds the mortgage deeds on the seven properties, apparently has not received a payment on its mortgage from Zane May in the past four months and foreclosed on the mortgage, sending it into receivership, Van Fredenberg said.

The complaint filed in Superior Court alleges that Zane May failed to make payments for January, February, March and

April on its \$34.6 million loan.

Zane May general partner Paul Zane Pilzer said through a company spokeswoman Monday that he couldn't comment on the matter on the advice of his attorney.

The Teachers Retirement System has held the mortgage on the centers since Zane May purchased the six centers in 1986 from Prudential Insurance Corp.

The court order also gave the receiver control over three bank accounts that handle all the rental income from the shopping center tenants.

"The Texas Teachers Retirement System hasn't foreclosed exactly," Schlesing said. "What happens is the court appoints a receiver during that process, whether or not Zane May is going to come through on its (outstanding) notes or not.

"The receiver's job is to operate the properties, collect the rent and so forth," Schlesing said. "To operate the properties is the most important thing as far as I'm concerned, because we know how important those centers are to the community of Sun City and we know how im-
See Receiver, A5

—From A1

portant the community of Sun City is to those centers."

Schlesing said Tuesday that CBS will take an active and aggressive marketing approach in operating the centers and filling them to capacity.

He indicated changes will be made as quickly as possible "so that nothing happens to hold up progress in filling up the centers.

"I can't comment on how they've operated in the past, but since I've been a receiver before, typically by the time I've been appointed, there have been gen-

erally problems getting some decisions made," Schlesing said. "Obviously, there have been some type of financial problems or the receiver wouldn't be involved.

"When I'm appointed I try to cut through all that and make sure we get back to some continuity and decision-making to solve problems quickly."

He said he will maintain open communications with the present tenants and keep them informed of any expansion plans or leasing activity.

Until Zane May resolves its financial problems with the cen-

information that has been very helpful in terms of how those properties have been operated."

Schlesing said CBS will conduct a complete market review of the Sun City area before considering any lease adjustments. Many Sun City merchants have complained of higher rents and lack of cooperation with Zane May, which maintains an office at Sun Bowl Plaza. Several, such as Value Drugs, have either moved to other, cheaper Sun City centers not owned by Zane May or closed their doors.

"We know we'll have to be competitively and fairly priced

in order to attract other users to Sun City," Schlesing said. "The biggest process we have already begun is setting up meetings with the various merchants associations."

Schlesing said CBS may establish a citizens group to get comments on developing its target market.

"What does the community of Sun City feel it needs out there to serve the community? Those are the types of users that our sales departments are going to address. We know one thing, for the centers to be successful all of

ters, Schlesing said CBS will continue to manage the centers for the Teachers Retirement System. Even if Zane May defaults to the teachers fund, Schlesing indicated CBS would probably continue to manage the centers indefinitely.

"We are one of the largest management companies in the Valley and I think that was one of the reasons we were selected."

He said a number of his staff people are former Del Webb managers who are familiar with the Sun City area and its shopping centers.

"We have a lot of background

our tenants need to be successful," Schlesing said.

He said CBS will actively work with the Northwest Valley Chamber of Commerce. Chamber officials said they just learned of the CBS takeover this week and hope to meet with CBS officials for discussions.

Bob Kammrath of Kammrath and Associates, a commercial real estate research company, said current Sun City vacancy rates are between 10 and 11 percent, which is better than the Valley as a whole. He said that Sun City centers should be performing better than the market.

Local motel taps skills, experience of retirees

By MIKE GARRETT
News-Sun staff

SUN CITY — The Best Western City Squire Motel of Sun City at 11201 N.W. Grand Ave. doesn't have any problems finding employees — they're right in its own backyard.

Best Western Sun City hires Sun City area retirees as front desk clerks, auditors and staff people. With the average age at 64, the motel has dependable, capable employees who can relate to its senior citizen guests, according to Best Western Sun City General Manager Gale Carter.

All employees at the 75-room motel are at least 50 years old, with the exception of desk clerk Lynn Yargus, who is under 30. But she fits in quite nicely with the others, Carter said.

"They find when they come here, that maybe they can be needed," Carter said. "Most are willing to do anything that we ask them to."

Nils Kindgren, vice president of Newmark Inc., managing agent for the motel, said, "We've got a natural desire for these active retirees to get involved in the hospitality industry. And, we have the natural need in this industry for people who care."

"Our employees don't see themselves as front desk clerks," Kindgren said. "They see themselves as ambassadors to the Sun City area. They use their skills, background and knowledge as public relations tools with our guests."

"We employ people who know how to deal with everyday challenges in the hospitality industry. Our staff has been known to disarm an occasional disgruntled guest by offering a friendly smile with a caring attitude."

One of the more popular employees and one with perhaps the longest tenure at the motel

is Howard Jensen, 75, who retired to Sun City in September 1975 with his wife, Ellyn, and took the front desk job on April 1, 1976.

The former pharmacist and office manager discovered he couldn't just retire.

"After about five months I told my wife, I've got to find something to do, I'm going to go bananas," Jensen said. "I don't want to sit around here like a lot of these other people do and just waste away."

Jensen works three eight-hour shifts a week and assumes managerial duties when Carter is not there.

"I have never been late for work any day or missed a day because of illness of any kind since I started working here," said the Nebraska native.

"I do it for several reasons," Jensen said. "It gives my wife a little freedom to do what she wants to on the days I'm working. Probably the most important reason I do it is not for the money so much but because it's good for me."

"I've seen so many people that come out here and say when I retire I'm not going to do anything and take it easy. I can name dozens of people I've known who have gone down the tubes and passed away a long time ago because they just got into a rut."

Jensen said too many retiree couples can't make the adjustments that a more docile lifestyle requires and they start bickering with each other.

Not only does Jensen say he likes the harmony prevalent with the other "retiree" workers at the motel, but he gets to meet a lot of interesting people.

"Hardly a day goes by where I don't run into somebody that came from the Midwest that knows somebody I know. It's kind of like old home week,"

Jensen said.

Carter and Jensen said many guests ask, "What makes you people so friendly?"

Carter said many of the guests are repeat customers (approximately 75 percent of them are senior citizen age) and look forward to seeing their old friends, asking for them by name at the front desk on their return trips.

In placing her local newspaper ads seeking employees, Carter specifically requests retirees to fill open positions. As a result, she has one worker with a doctorate's degree, a former 20-year bank vice president and a world traveler working for the motel. Best Western's oldest employee, Howard Geiges, 80, now works on a standby basis because of an eye problem. Even Carter's executive housekeeper, Adele Sanchez, is past 60.

Carter said the motel offers

three- to five-day shifts and three different shifts a day. She currently has openings for an auditor, bookkeeper and assistant maintenance man.

Another typical Best Western Sun City employee is Lorraine Lind, who started in 1984.

Lind moved to Sun City West three years ago from Ontario, Canada where she was an elementary and high school librarian.

"I work four days a week and play golf on Tuesday," said Lind, who was another retiree who needed to keep active with a job.

"I like it here and like working with people. I think it has been fun."

Like Jensen, she never knows who will walk in the front door. A former high school friend from Montreal she hadn't seen in 25 years was a recent motel guest.



BACK ON THE JOB — Top photo, Howard Jensen, 75, can relate to most of the Best Western Sun City Squire Motel guests because he has been where most of them come from. Jensen has been a desk clerk at the

motel since 1976. Above, Lorraine Lind retired to Sun City West in 1984 but said she needed more of a challenge than just playing golf and was hired the day after she applied. (News-Sun photos by Mike Garrett)

Daily News Sun Art. Jan. 9, 1988

Sun City's first travel agent returns to head new agency

By RICHARD MOORE
Travel editor

SUN CITY — Nev Willett is no stranger to Sun City.

In fact, he began the community's first business in 1960 when he opened Sun City Travel Service at Grand Center.

"We were (opened) a few weeks ahead of the Safeway store," Willett recalled. "Back then, there were less than a hundred occupied households in the Phase I development."

When he returns to the retirement community Monday to manage Phil Carr Travel Service's new agency at Sun Shadow Square, 99th Avenue and Bell Road, he said it won't be in the same unsettled spirit as the first time around.

"In 1960, no one was sure what would happen here," Willett said. "Of course Webb and his people were confident Sun City would mushroom, but nobody envisioned it would become the world's largest retirement haven."

He said that the continued growth of the Sun Cities to the north and west is what prompted Phil Carr's parent company to open its second local travel agency at the shopping center location.

"We talked with several planners and developers and looked at a number of other possible sites," Willett said. "Our target market potential is in north Sun City and its environs, particularly Sun City West and Westbrook Village."

He said the new 1,500 square-foot facility will be a full-service agency.

"Construction crews and decorators are putting the final touches to the interior, and the office furnishings are expected to be in place this weekend," Willett said.

About a third of the office space is being designed as a meeting/lecture area.

"This will serve a useful function for industry trade meetings, seminars and such," he explained. "We also intend to create an education center/library facility which will be open to the public."

Willett said that he and one



NEV WILLETT

other agent initially will be based in the new office.

"Of course, staff additions will occur as the volume of business increases," he said.

Willett became president of Phil Carr Travel in September 1985 when it was acquired by Hemphill Harris of Encino, Calif., a nationally known tour operator which offers programs and itineraries to practically all corners of the globe. It also is one of the nation's largest tour wholesalers.

Ironically, Willett sold his Sun City Travel operation to the California firm 2½ years earlier.

"After they (Hemphill Harris) purchased Sun City Travel in March 1983, I moved to Hawaii and worked as a contract representative for several tour operators and cruise lines," he said. "I stayed there for a couple years ... and returned to the Valley after Hemphill Harris acquired the Phil Carr operation."

Willett said he welcomed the opportunity to return to Phoenix and become part of the Hemphill Harris' Arizona operation.

"Our children still are living in the Phoenix area," he explained. "And after so many years living here, it was more difficult to be away than we thought it would be."

Although Hemphill Harris owns both Sun City Travel and Phil Carr, the two firms operate as independent companies, Willett said.

"The thrust of our parent organization has been to create a partnership arrangement," he said. "Over the years, both Sun City Travel and Phil Carr have established separate identities and have built a loyal clientele ... we don't want to change that."

Sun City Travel has two agencies — the original location at Grand Center and its second office at 10748 Bell Road which opened about eight years ago.

In addition to its new Sun Shadow Square location, Phil Carr has an office in Phoenix, Tempe and at the Sun Bowl Plaza.

Willett said one of the chief advantages to being affiliated with Hemphill Harris is the stronger buying power it has created for both agencies.

"Competition in the travel industry has affected all of us these past few years," he said. "As part of the Hemphill Harris organization, we've been able to offer more discounts and a wider range of products and services than before."

Willett said that while the volume of business at both Sun City Travel and Phil Carr has remained constant, neither firm is seeing the growth they would like.

He stressed that there are more travel agencies operating in the Sun Cities now than ever before.

"There are more slices to a bigger pie," Willett said. "But like everybody else, the size of our slice has remained the same."

He said his reassignment to Sun City from the company's Phoenix headquarters will enable him to reaffirm a hands-on client relationship, something he said he misses.

"Being part of management has been one thing," Willett said. "But the direct one-on-one relationship with the consumer is something I haven't had in a couple of years ... and is something I'm looking forward to."

Space to Sun Cities

Printshop uses satellite, caters to computer-wise customers

By MIKE GARRETT
Financial editor

SURPRISE — Jean and Cathy Moore have expanded their AlphaGraphics operation from LaRonde Centre to the Village at Surprise and their printing capabilities from the earth to outer space.

Their new AlphaGraphics Printshops of the Future location not only can take the printing needs of Sun City West, Sun City and Surprise residents to a satellite out in space, it will allow customers to help do their own printing.

The firm's three LazerGraphics copier terminals will enable computer-proficient customers to design their own letterheads, business cards, envelopes and other printing needs. That will save them time and money, says Jean Moore, who has owned and operated the LaRonde AlphaGraphics since 1981.

Moore said customers will get up to an hour's free time on the computers to get the hang of it. Thereafter, there is a \$12 an hour charge on the system. "That's where they can save on typesetting charges.

"Once they become computer-wise they can do their own typesetting, styles and formatting," Moore said. "They can be very creative and do their own artwork."

Moore said customers can use whatever type face they want in



Owners and operators of the AlphaGraphics from left, Jean and Cathy Moore and daughter-in-law and son, Nancy and Kevin Moore. (News-Sun photo)

the language the laser computer keyboard offers and change things as they go along.

He said laser printouts are almost as good or as good as a PMT (printed artwork).

The Surprise printshop was moved from its West Camelback location Oct. 17 and opened for business Oct. 20. The grand opening will be 4-7 p.m. Tuesday.

The Moore's son, Kevin, will manage the new location while Jean and Cathy will remain at the LaRonde site.

The new operation will be able to offer 24-hour business packages once it has the proper software, according to Moore.

"What it amounts to is we have pre-formatted 12 camera sets of business cards, letter-

heads, envelopes, business cards and memo pads.

"We can print business cards in 12 hours from the time they're in the system and business packages, letterheads and memos in 24 hours or less," said Kevin Moore.

Business customers traveling to another city served by AlphaGraphics franchises may want to take advantage of the AlphaLink satellite which links all the worldwide AlphaGraphics, Kevin said.

"You can come in here and if you have a convention going on in Atlanta, you can do your own setup and proof your job here just the way you want it and we can beam it right to one of our Atlanta shops through the satellite," he said. "You can fly there and pick up your job or have it delivered to your hotel."

Moore said it means going over to the laser-computer, pulling up a "laundry" list and typing in the customer's name, business name and address, phone numbers and other pertinent data. A type style and any other fancy screens are then selected.

"Within about three or four minutes, if we get all the information rolling, we can press a button and bring proof copies out of the laser and two minutes later, have the camera-ready copies. So within 10 minutes we've got camera-ready printing copies

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Merchants find Sun City tough sell

Third of three parts
By MIKE GARRETT
News-Sun staff

SUN CITY — To operate a successful business in Sun City, a retail merchant has to weather perhaps a 50-percent dropoff (or more) in revenues during the summer months.

He must generally stay open only 8 to 5, close on Sundays and stock items or provide a personalized service 90 percent geared to a retiree market comprised of mostly fixed incomes.

That's a tall order to fill, too tall for many undercapitalized area merchants who have had to move or throw in the towel.

That's not to say that many Sun City area merchants and shopping centers haven't been pleased with the business they're doing here. Greenway Terrace, for example, is 100-percent occupied, with most merchants doing increased business, according to its advertising coordinator, Clark McAllister.

The most stable Sun City businesses have been banks and savings and loans. Most unstable have been restaurants, despite the fact that surveys show Sun Citians go out to eat more than residents in other Valley communities.

Most merchants say Sun Citians will support their business if they get good, courteous service and value for their money. Despite the apparent affluency of the community, Sun Citians still look for bargains and don't hesitate to drive to other Valley shopping areas to find them.

"The success of a shopping center still depends on the tenants, not the landlords," says Gene Fazio, a Sun City barber nearly four years, who moved his shop from Royal Oak Mall to Beardsley Square in Sun City West last week amid rising over-

head and dwindling revenues.

"But tenants' longevity doesn't seem to be of much concern to the landlords because they aren't giving us any lease adjustments, particularly during the summer months," said Fazio.

"I wouldn't advise any businessman to come into Sun City now unless he gets some lease incentives to offset the summer."

Fazio said he has observed better than a 50-percent turnover rate at Royal Oak Mall in the four summers he's been there.

Fazio explained that most merchants he knows of have to pay triple net costs as part of their overhead. That means paying taxes on their business, rental taxes and insurance on their shops and most of the utilities and upkeep of their businesses.

During the summer months, when more utilities are used and revenues are at their lowest, that can be a real drain, he said.

"Most of the rental costs on a triple net lease usually go to the landlord," said Fazio. "That's his profit or it goes to pay for the existing financing etc. The tenant is still responsible for taxes for the first year and for the percentage of square feet that he occupies in his particular shopping center or mall. Also, he pays his own insurance to cover glass and his own equipment."

With the extra charges, Fazio said a tenant is probably paying \$14.50 a square foot instead of \$13, as was the case at Royal Oak Mall.

Yet Fazio said most Sun City merchants didn't start having serious problems until two years ago, when he feels the Sun City commercial market started becoming oversaturated.

"Now it's so rampant, it's ridiculous.

"Del Webb's problem in its

commercial division is that they are just about the only one left and they've gotten too complacent." Fazio noted that the new, larger centers Webb doesn't control will gobble up many of the older, smaller businesses as the pie gets smaller.

While Fazio struggled to make ends meet at Royal Oak, his former neighbor across the street, Phil De Jong of Arizona

'I think the previous problems stemmed from putting in businesses without thoroughly investigating their background or if they had enough assets to make it through the summer.'

Coin & Jewelry Exchange, said he "has been doing fantastic business" and has no complaints in the four years he has been at Royal Oak.

"I think one of the problems for the high turnover rate here has been the reluctance of many of the merchants to advertise," said De Jong. "I've advertised in the paper all along and I think that's the main reason I've done so well. I noticed that some of the businesses which closed here or moved on never did any advertising."

De Jong also wanted to dispel the theory that Sun City prices are higher than comparable goods or services in Phoenix

OVER

"Because of the competition here, I think Sun City merchants have better prices. I know I do a lot of my shopping out here."

New Royal Oak leasing manager Ron Rainier (for Tessier & Associates) hopes to rectify the high turnover rate by putting in more stable businesses.

"I think the previous problems stemmed from putting in businesses without thoroughly investigating their background or if they had enough assets to make it through a summer.

"I've turned down many businesses that wanted to locate here and could have filled the center," said Rainier. "Right now everyone is interested in coming to Sun City. But unless it's a substantial, viable business, I'm not going to let them come in here."

That will likely mean more chains like Dunkin' Doughnuts, with which Rainier is currently negotiating to move into the mall.

Lee Optical, a Diet Center, Arizona Gold and Silver and Foster Medical are other businesses that have either recently opened or are planning on locating at Royal Oak, according to Rainier.

The Promenade is another Sun City shopping center which has had a high turnover rate.

Bob Dierken, president of The Promenade Merchants Association and owner-operator of Sun City's only car dealer (Cars 4-U), thinks the Westcor-owned center is also turning around.

"We had our best May ever this spring," Dierken reports.

Negotiations are now underway for a seafood restaurant to move into the space vacated by Cafe Philadelphia and fill the void left by the Red Lobster at nearby Campana Square.

Negotiations are also underway, though there are some legal entanglements, to possibly reopen Grandma's Restaurant and Bakery, according to Dierken. Coldwell Banker is knocking down walls at the east end of the center getting ready to open.

"In the past we've had merchants in here who were just not good business people," said Dierken. "I can appreciate the Westcor people wanting to fill up the square footage. But we've had a lot of mom-and-pop, one- or two-people operations that have been way underbudgeted with no cash reserves.

"It's the American dream to own your own business. But they have everything they own tied up into that business and don't know how to run a business out here. Too many of the managers have been younger people who don't know how to relate to the older retiree."

As a result, Dierken said The Promenade merchants are redirecting their efforts, as the center gets ready to celebrate its second anniversary this weekend, by concentrating on showcasing its assets as perhaps Sun City's most attractive and exclusive center.

"We hope to make it a real status symbol to be located here," said Dierken.

Status may help the merchants but it won't help longtime Sun City residents on fixed incomes.

Even lower prices won't help many older Sun City retirees, particularly those in Phase I who have lived here 15-20 years, according to Mel Osburn, longtime owner-operator of Osburn's Fine Apparel shops in Sun Bowl Plaza and Bell Camino.

"The market is really tough out here," said Osburn. "The older consumer's dollar has really shrunk to a considerable degree and they don't have as much disposable income as they once had.

"Their retirement costs for food, shelter and health care have increased and that's where most of their income goes."

Osburn noted that while Sun City has a 5 percent annual turnover rate, that still leaves 95 percent of the residents who have gotten a year older and likely have less disposable income for buying optional items.

The best example of that is Phase I's Sun Bowl Plaza, which has lost six merchants — Liberty Bank, El Charro Restaurant, Antique Center, Lee Optical, Sun City Decorators and Plaza Barber Shop in the past few years, without anybody moving in to replace them.

So, while many residents consider Sun City to be heaven on earth, a number of its merchants are getting closed off at the pearly gates, discovering its avenues and streets weren't paved with gold after all.

New SC McDonald's garnishes itself with

By CAROL ANNE GAINER
View Editor

You deserve a break today ... at the newest McDonald's.

Located at 10040 Bell Rd. in Sun City, this uniquely-decorated fast food franchise is slated to open April 16, turning one's dining experience into a golf wonderland.

The 3,471-square-foot eatery will seat 106 people in its regular seating area—with a no-smoking section, found in all McDonald's—as well as its seven-stool breakfast bar. Surrounding it will be golf decor, which includes 1920s photos of golfing, exclusive etched glass booth dividers of golf scenes made by California artisans

and golf paraphernalia on the walls.

This particular decor was chosen for the Sun City location, as owners/operators Don and Dorothy Mellon explain, because it reflects what the community does.

"It's going to have a country club atmosphere," explains Don. Just as their store in Wickenburg has a Western theme and the other in Good-year has Arizona Highways magazines on the wall.

The Sun City restaurant's atmosphere also will be enhanced by a few "extras."

"We're providing newspapers for them (in a stand), free coffee and iced tea refills all

day long and a coffee corner," states Dorothy. "We'll leave a couple of pots on the burner for them to help themselves."

Don figures this kind of homey environment will entice the customers. "They like to sit and talk. They'll be there everyday," he says. "My goal: It'll be a friendly place, a meeting place."

And, Dorothy adds, "If they come in alone, they can go to the (breakfast) bar and meet people."

Some of the people the customers will meet may well be their own friends or neighbors, who the Mellons hope to have on their staff. "You should hire your customers. They're the

best employees," says Don. "They can work part-time, any hours, any days."

According to Dorothy, "... their standards and work ethics are higher than they are today."

If it sounds like the Mellons have done their homework, they have. They both agree that the community will make or break the place. Thus, they have strong hopes to make a go of it, and to do so they will stay involved in this restaurant as they have their other two.

Their past experience is a good indicator of just how in-

involved they've been, too.

"We've won Outstanding Store of the Year (from the McDonald's Corp.) for the last five years," Don nonchalantly states, immediately adding, "And that's all due to all our people."

"And we won the Most Outstanding Operator Award out of six states in 1981-82 for community involvement."

Because they love people and know that people make their business, they're not afraid to get involved.

In fact, Don, who started out years ago as a crew member at

golf memorabilia

one McDonald's, feels "it's my job as an owner to spend time in every store and find out the customer's view point."

And he is certain he'll get lots of viewpoints from the Sun City crowd. But it'll be a mutual trade-off. He and Dorothy want to educate them about the McDonald's many people don't seem to know much about: that it gets involved in the community; that it's constantly doing research to find out its customers' tastes and supply their needs; that it makes its share of contribution to non-profit fund-raising groups ("We provide igloos. We give them the first gallon of orange drink mix free. Then they purchase the rest of it at cost," explains Don.).

Moreover, to show their "sensitivity," as Don puts it, to their retiree-age customers, they offer anyone 60 years and older a free Golden Arches Membership Card, "to give the senior citizens a break." It entitles the cardholder to a free, regular-size soft drink or hot drink when they purchase a sandwich, and Don says they'll even honor the cards from out-of-state.

They're also contemplating "a Grandparents Day," states Dorothy, "but we don't know what to do. So they (the cus-

tomers) can offer us suggestions."

Keeping in tune with the times, the Mellons obtained their Sun City restaurant as a test store.

"You apply for being one as something the customers want," explains Don. "It's my job to market it."

The "it" he refers to are not the newly touted homemade biscuits that are receiving a glut of widespread publicity, but the newest McDonald line—salads. There are three: shrimp, chef and garden, with a choice of five dressings, accompanied by a package of croutons and bacon bits. They have a holding time of eight hours, so any that are left beyond that time period are tossed out.

As McDonald's research and test lab in Oakbrook, Ill., has shown, "There's a demand for salads," says Dorothy. "It gives you a more balanced choice, a variety."

And is also filling, due to its size. "It's a salad you wouldn't have to eat a hamburger after," says Don. "It's a meal."

They're also reasonably priced, which both the Mellons say is a strong selling point for a McDonald's being located in Sun City. "They can get a good meal at a good value."

Financial NEWS-SUN

FRIDAY, NOVEMBER 15, 1985

B6



Red Carpet-O'Keefe 15th anniversary master of ceremonies Ethel Behnle is flanked by the management and staff of the Sun City area's largest and most successful real estate company Thursday as she relates some reasons for the firm's success throughout its 15-year history.



Red Carpet-O'Keefe founder and president John O'Keefe, center, goes over the 15th anniversary itinerary with son Michael, left, and daughter Theresa. (News-Sun photos by Stephen Cherek)

Red Carpet-O'Keefe celebrates 15th year

OVER

By MIKE GARRETT
Financial Editor

It was like the parting of the Red Sea for the Red Carpet-O'Keefe Real Estate family in celebrating its 15th anniversary Thursday in the Village Tower headquarters office in Surprise.

In 15 years, John O'Keefe, his family and staff have built the company into the most successful Red Carpet operation in the country—and the top producing realtor in the Sun City area.

Thursday it was time to acknowledge that accomplishment and pass out the accolades for all the people who have passed through the company on the way to its "Promised Land."

O'Keefe built the business from a one-room, 390-square-foot office on 11th Avenue in 1970 with six sales agents to eight offices and growing. The Village Tower Office (and the Alabama office preceding it) has been the No. 1 Red Carpet office in the nation three of the past four years and in the top 10 the past 10 years.

In an emotion-filled speech, O'Keefe described briefly the path he and his late-wife, Eleanor, chose to take their real estate business. He named the people who were instrumental in getting the business off the ground.

O'Keefe stressed that he believes in hard work but in having fun doing it.

O'Keefe's is the classic success story of humble beginnings to business empire because the right decisions were made at the right time.

Moving to Arizona in 1960 after selling their Wisconsin dairy farm, the O'Keefes purchased three small drive-in restaurants in south Phoenix in the heart of the ghetto during the early '60s.

"In 1970, Eleanor and I were working 17-18 hours a day in our three drive-ins in a poor area of Phoenix," said O'Keefe.

"Theresa and Michael (his daughter and son, who are now co-owners in the company) had graduated from ASU so Eleanor and I decided to go into the real estate business."

Deciding whether to locate that business in Prescott or Sun City was relatively easy after a check of the census revealed that Sun City had grown from 0 population in 1960 to 18,000 in 1970 while Prescott had grown only 1,000 in the same decade.

The O'Keefes got their start by purchasing Home Realty in Youngtown on Oct. 15, 1970, from Mattie Owens, Fred Schofield, who founded it in 1962 and Hugh Bundy, who joined as a partner in 1964.

As a novice in the real estate business, O'Keefe related how he and Eleanor received their early training from their first two brokers—Owens and L.G. Edwards.

"At this time I was a licensed salesman so I needed a broker to take charge of my business for three years. You had to be an active salesman for three years before you could be a broker then. Mattie Owens agreed to be my broker until I found someone else," said O'Keefe.

The next spring, Edwards moved from Oklahoma to Sun City, got his broker's license and impressed O'Keefe with his knowledge and experience.

With a simple handshake (a policy which O'Keefe maintains today with his managers), Edwards took over as manager of the first Red Carpet office which O'Keefe purchased in June 1971.

"L.G. was an excellent manager. He taught Eleanor and me and many of my associates that

were privileged to work under him the ethics and professionalism that O'Keefe Real Estate stands for today.

"Our Phoenix brokers at that time said that O'Keefe would never make it in Sun City. I liked those odds.

"Eleanor was trained by Hugh Bundy to do the bookkeeping for our firm. She did a beautiful job and continued in this capacity until she passed away (in 1984). She wrote thousands of checks over the years and no one had to wait for a check."

O'Keefe noted that when he started the business, the prices of Youngtown homes were running \$11,000 to \$13,000 and Sun City homes from \$14-\$15,000 up to \$18,000 and a rare \$20,000 home. Now we recently sold one for over \$350,000, it's just hard to believe.

The sales figures also reflect the changes. In 1973, sales volume was \$5,654,465. This year projected sales are \$100,000,000.

O'Keefe said he never really had a vision as Sun City founder Del Webb had that his real estate business would grow like it has. "I might have been five years ahead of my time but I had

no idea when I started it could ever be like this."

When he started, O'Keefe recalled that his office rent was \$150, the telephone bill and advertising about \$75 a month and the previous owners told him rentals would bring in \$300 a month.

"They said all you had to do was go out and sell to bring in money and by golly that's what we did," O'Keefe said.

The company now numbers 80 sales associates who have been with the firm five or more years. All were recognized with a letter of commendation Thursday.

Ethel Behnle, Sun City West senior office manager, who has been with O'Keefe 12 years, noted that she flew in Wednesday night from the National Association of Realtors convention in New Orleans that after talking to 200 other realtors and listening to all their problems, "I

know I work for the best company in the nation, not just in the Sun Cities."

She added that of the other real estate companies she became acquainted with at the convention, only Red Carpet O'Keefe had its own real estate training school.

From the 11th Avenue office, other offices followed throughout the 1970s at 98th Avenue and Peoria, at 1122 Alabama Ave., at 11th and California, at 10220 Bell Road (the first Sun City office) the little 10-foot-by-10-foot office at King's Inn and then the Village Tower and Sundome Plaza offices. The next one will be at Union Hills and 99th Avenue.

"Over the years, many fine people have been instrumental in the growth and success of the business," said Behnle. "Some are retired or have passed on, but we will not forget their very fine contributions."

Each of the current O'Keefe managers—Behnle, John Schmidke (Village Tower), Florine McDade (Fountainbell), Bob Franks (Peoria), John Tift (Alabama), and Chuck Finch (11th Avenue) related anecdotes of how they got started with Red Carpet and the people who helped them get where they are today.

O'Keefe received a large plaque from his staff, managers, sales agents and family acknowledging his contributions to the company.

"You dared us to succeed and we took you up on that dare," said O'Keefe aide Judy Finch. "You made our goals a reality. Your motto of 'to dare is to do, to fear is to fail' is exemplified by your achievement." Amanda Duran also was honored for closing the largest single sale in the history of the company (\$7,797,000).

Not everyone is excited about first McDonald's

Gazette Northwest Bureau

SUN CITY — Residents won't have to drive to Peoria anymore for their Chicken McNuggets.

A shopping center opening at 99th Avenue and Bell Road later this year will feature the community's first McDonald's restaurant, in addition to an Arby's and Sun City Bank.

But not everyone is suffering from a Big Mac attack.

Representatives of the Sun City Home Owners Association say the area has enough banks and fast-food restaurants.

Director Mildred Berg said people are concerned there will be an increase in traffic and trash, but she believes it is probably too late to try to change the plans.

She said opinions vary on HOA's zoning committee, of which she chairs. Some dread the thought of two more fast-food places, while others welcome easy access to these eating establishments.

Property owner Gerald Williams said he believes the area can support another bank and several fast food restaurants — which "can be very tastefully done."

He said most people would prefer the shorter drive. Now they have to travel down Grand Avenue into Peoria for fast food.

Construction on the center, which also will include a Boston Store, major restaurant, Super X drugs/grocery, and tire store, will begin April 1 and should be completed by Nov. 1, Williams said.

The 85,000-square-foot facility will sit on more than 13 acres fronting Bell Road, on the north side between 99th Avenue and Boswell Boulevard.

HOA has requested that the restaurant, not yet contracted, pro-

vide space for meeting and banquet rooms. Directors said the Lakes Club in Sun City and Crestview Restaurant in Sun City West have the only banquet facilities available in the area, and more are needed.

Williams, former attorney for the Del E. Webb Development Co., said he will suggest banquet rooms to the restaurant owner, but he cannot require someone to provide such space.

Work also is planned later this year on the northwest corner of that property, bordering Boswell Boulevard, for a 3½-story apartment complex.

Owners of the property, Pacific Scene Inc., plan 186 one- and two-bedroom units, recreation facilities and a large community building.

Plan approval still must come from the Maricopa County Planning and Zoning Commission and the county Board of Supervisors. The property is zoned commercial, so must be changed to residential.

Jack Robinson, vice president of the company, said there will be mature landscaping, a fountain at the entrance and a general "courtyard appearance" to the 5.8-acre site.

He said part of the complex may have to be built underground to comply with zoning height regulations.

Berg said her zoning committee is opposed to the density and height of the planned apartments. She said HOA may ask the county to approve a less-dense zoning.

"It will create traffic problems and more people," Berg said of the proposal. "We are going to have some opposition here when the general public becomes aware of what's going in there."

— Susan Martin

appeared in Republic 11/23/69 (with body copy revisions)

47 New Stores & Offices in Sun City

Since "EXPO" **EXPOSITION FOR LIVING-1969** Opened. Present

Total of 149 Expected to Double by 1971.

DIRECTORY

SUN CITY MERCHANTS AND PROFESSIONAL OFFICES

Art Galleries
Resident Gallery of Sun City

Attorneys
(6 law offices in Sun City)

Accountants
Seely Mullins & Garrard, CPAs

Banks
First National Bank of Arizona
107th & Peoria
First National Bank of Arizona
Del Webb & Thunderbird
First National Bank of Arizona
Grand Avenue
The Arizona Bank
107th & Peoria
The Arizona Bank
Del Webb & Talisman
Thunderbird Bank

Barbers
Plaza Del Sol Barber Shop
Sun City Barber Shop

Beauty Salons
Laine Beauty Salon
Del Sol Beauty Salon
Finesse Beauty Salon
Raymond's Beauty Salon
Stevens Beauty Shop

Bottling & Brewing Equipment
Gus Weiss Supply Company

Buses
Grayhound Ticket Office
Sun City Bus Line

Cemeteries
Sunland Memorial Park

Chiropractors
Linder, Luella

Cigars-Pipes
Valley Smoke Shop

Clothing Shops
Bedel's Corner On Fashions
Claudine's Sportswear
Emily's Womenswear
Osburn's Apparel
Pomeroy's Men's Store

Cocktail Lounges
Stowaway Cocktail Lounge

Construction
DEVCO Construction

Dentists
(5 offices in Sun City)

Drug Stores
Drugmart
Greenway Drug

Food Stores
Carnation Icecreamland
Circle K
Safeway Stores, Inc.
10723 Grand Ave.
Safeway Stores, Inc.
10615 Peoria Ave.
7-11 Stores
Sweet Shoppe

Furnishings & Appliances
Baer's of Sun City
Masters TV & Stereo
Regester, Lou, Inc.
Saladmaster, Inc.
Sun City Decorators
Sun City Shade Co.

Gift & Flower Shops
Heritage House
McClellan Flower Shop

Golf Carts
Harry's Golf Cart Sales & Service

Hearing Aids
Sun City Hearing Aid Center

Hobby & Photo Shops
Hollett Studio & Camera Shop
Rock's Hobby Shop
Sun City Photo Shop

Hospital Supplies
Sunshine Service, Inc.

Insurance
Germond, Andy Insurance Co.
Equitable Life Assurance Co.

Investment Brokers
Braun, Monroe & Company
Refsnes, Ely & Beck
Shearson, Hammill & Co.
Westamerica Securities, Inc.

Jewelers
Paul Johnson Jewelry
Zuhl Jewelry

Liquor Stores
Kay's Liquor Store
Der Schnapps Shoppe
Sun City Liquor Store

Laundries
Plaza Del Sol Cleaners
Sun City Enterprises, Inc.
Sun City Quick-Clean

Medical Centers
Sun City Community Hospital

Mortuaries
Sunland Memorial Chapel

Motor Hotels
Kings Inn

Nurseries
McClellan Nursery

Nursing Homes
Sun Valley Lodge

Optometrists
Kay, John K., O.D.
Schmidt, Truman, O.D.

Physicians & Surgeons
(18 physician's offices and clinics in Sun City)

Osteopaths
W. C. Andreen
C. W. Millard

Post Offices
United States Post Office

Publishers
Oahu Publishing Co.
Sun Citizen
Sun City News-Sun

Real Estate
Arizona Title Insurance & Trust Co.
Del E. Webb Development Co.
General Offices
Del E. Webb Development Co.
Sales & Information Pavilion
Del E. Webb Development Co.
Sun City Resale Division
Germond Property Management
Sun City Homeowners Association
Sun City Realty
Transamerica Title Insurance Company

Restaurants
Howard Johnson's
Kings Inn
Melody Lane Restaurant
Peter Fong Chinese Restaurant
The Pizza Pro
Sir George's Royal Buffet

Thelma Del Delicatessen

Savings & Loan Offices
First Federal Savings & Loan Assn.
Southwest Savings & Loan Assn.
Sun Bowl Plaza
Southwest Savings & Loan Assn.
14640 N. Del Webb Blvd.
Western Savings & Loan Assn.

Secretarial & Answering Service
TELDICO

Service Stations
Atlantic-Richfield Station
Enco Service Station
103rd & Grand
Enco Service Station
Del Webb & Thunderbird
Gulf Service Station
Mobil Service Station
Standard Service Station
Union "76" Service Station
Grand & 107th
Union "76" Service Station
Peoria & 107th
Union "76" Service Station
Del Webb & Talisman

Storage
Snyder Transfer & Storage

Tailors
Robertson's Custom Tailor

Take-Out Food Service
Chubby Chicken Carryout

Travel Agencies
Diners-Fugazy Travel Agency
Lu Gaines Travel Agency
Sun City Travel Service

Utilities
Arizona Public Service
Sun City Water & Sewer Co.

Variety Stores
TG & Y

Veterinary Hospitals
Sun City Animal Hospital

Water Softening Services
Culligan Soft Water of Sun City

Miscellaneous
Chrysler Engineering Test Station
Portable Diesel Power
Reichert, Mary Research Laboratory Corp.

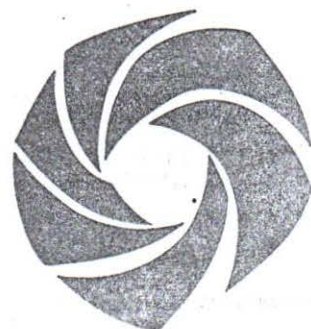
Almost Every Kind of Store or Service You Could Want is Available Now in Sun City!

According to the latest statistics, Sun City is growing six times faster than Maricopa County. To keep pace with this remarkable growth, over 47 new stores and offices have been added during the past year. Right now, plans are being completed to double the present total of 149 commercial establishments by 1971.

Included in Sun City's expansion plans are: ■ Sun City's fourth large shopping center at Del Webb Blvd. and Talisman Road. ■ An office complex at 103rd and Grand Avenue. ■ A home service center which will provide plumbing service, electrical service, a hardware store, lumber yard and a bicycle and golf cart shop. ■ Phase I of the Walter O. Boswell Memorial Hospital will be completed in

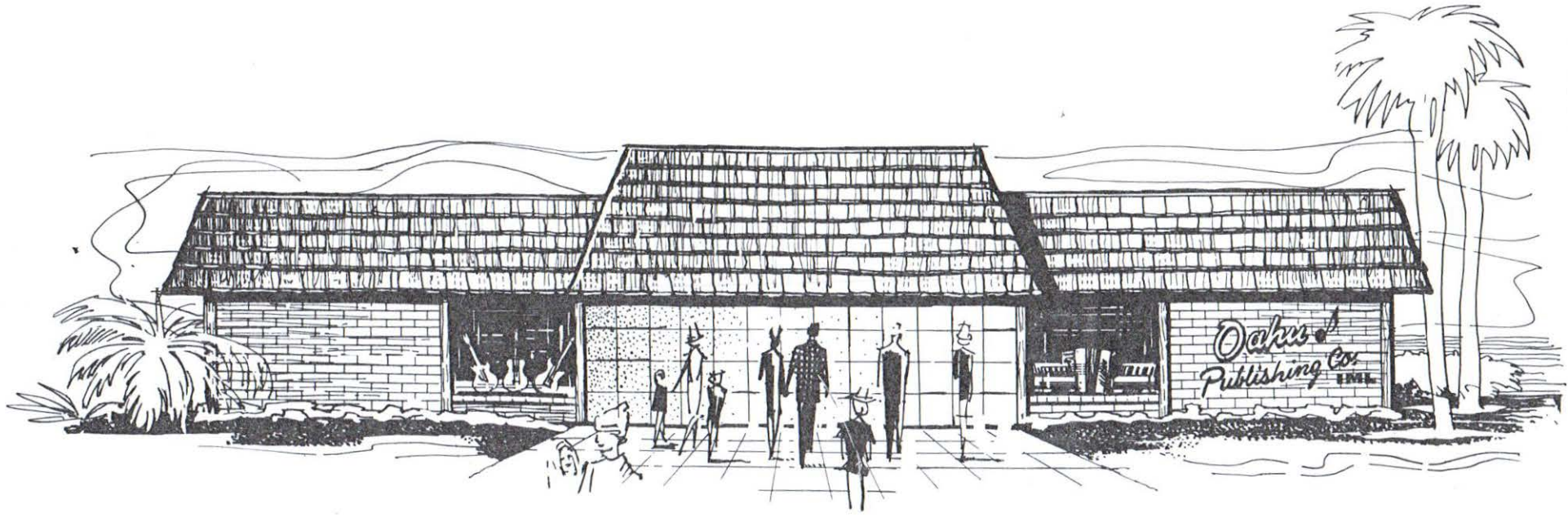
1970. ■ Near the hospital will be a new Medical Arts Building. ■ Two new banks and two savings and loan offices will be completed in 1970 giving Sun City a total of seven banks and four savings and loan companies. ■ Humble, Mobil and Union will soon open additional service stations. With all this, and more, living at Sun City will become even more convenient!

Drive out today, take the Sun City Tour. See 18 model homes, apartments and duplexes, see Sun City's four championship golf courses, its lovely residential areas, its sparkling new lake, its many other pleasant surprises... find out why more and more people are adding Sun City to the list of things their visitors *must see* in Arizona.



All-Star Variety Show at the Sun Bowl
2:00 P.M., SUNDAY, NOV. 23

DEL WEBB'S
Sun City



THE WEBB SPINNER Aug. 1969 p. 5



After the move and happy he moved it to Sun City, Harry Stanley and helped popularize.

Oahu 2,000 Miles Closer To Hawaii

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

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

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

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

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

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

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

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

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

Since opening his attractive headquarters, through which he sells and ships guitars, accordians and sheet music daily, Stanley has met several former pupils and a former Oahu dealer, all living in Sun City.

MAY 1960

You fit at fifty in Sun City

One of the world's leading inducements to retire at 50, or as soon as possible thereafter, was launched near Phoenix, Arizona in January of this year. It is Sun City, a brand-new community within 20 minutes' drive of downtown stores - or, better still, within a No. 2 iron drive of a championship golf course.

A unique feature of Sun City is that it taboos the pater of little feet. There are no nurseries, public schools, children's matinees, dens for cub scouts. Even the teen-

age problem is solved - largely for want of teenagers. Of course junior visitors under 50 are welcome as guests now and then on credentials of good behavior. But Sun City is intended and designed for senior citizens over 50. It stresses relaxation and wholesome activity, ignores work and drudgery. It's undoubtedly the most modern and first retirement city of its kind in America.

Sun City was created by Del E. Webb, Arizona contractor whose company is credited with many major

During three-day opening, 100,000 visitors and prospective buyers flocked to Sun City. Beyond shopping center is 18-hole golf course.



DVER

construction projects in the West, including Union Oil Center. He is also nationally known as co-owner with Dan Topping of the New York Yankee baseball team. The Del E. Webb Development Company designed the city, keeping in mind the active type of retiree. They chose the Arizona location because of its dry climate and 365 outdoor days of sunshine each year. On 20,000 acres of land purchased in a \$20 million transaction of one year ago, they are now completing the first segment of 585 homes. An additional 1,600 homes are planned.

Beauty, comfort, convenience and recreation are blended with low cost to make this retirement spot so genuinely attractive. Several years of nationwide research went into its planning.

Heart of the community is an excellent golf course, whose first nine holes of a full 18-hole layout were ready for play before the first resident moved in. Flanking this country club are other recreational incentives - an Olympic-size swimming pool, an outdoor archery range, lawn bowling, shuffleboard, horseshoe and croquet courts, a large golf putting green.

In the beautiful community center are a completely equipped woodworking shop, ceramic shop, sewing room, leather and wood carving, metalsmith and lapidary shops. A unique agriculture center will encourage such hobbies as growing prize flowers, vegetables, small crops - even prize livestock if the retirees desire.

Up and going is a complete, modern shopping center with supermarket, variety store, drug store, barber shop, laundromat, cleaning establishment, and the whole shebang. And greeting every motorist at Sun City's portals is one of the *Finest* of Union Oil service stations. The town has everything.

Costwise the news is equally good. The masonry homes, varying from two-bedroom-one-bath to three-bedroom-two-baths, range in price from \$8,500 to \$11,300. For less than \$10,000 you can have a home with the golf course in your front yard. All homes have central heating and cooling, built-in electric stoves and ovens. Everything's landscaped. Streets, walks, curbs and driveways are paved. The town has its own sewer system. Even the garbage cans are hidden underground. You can move in for as little as \$300 down. Monthly payments as low as \$68 include principal, interest, insurance and taxes.

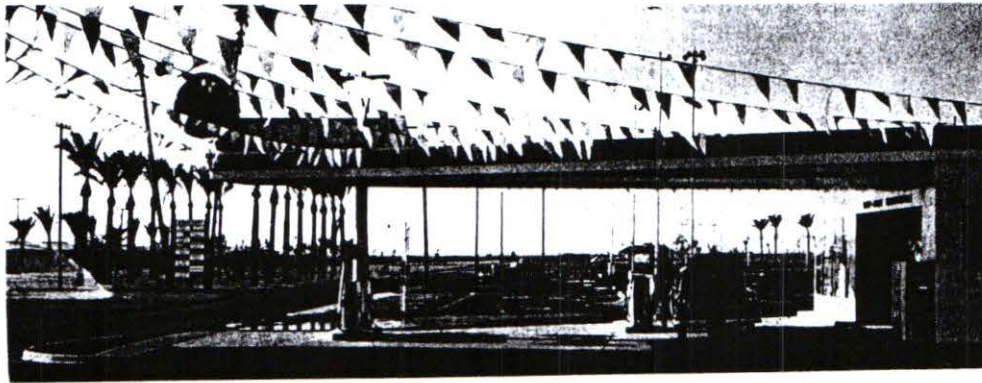
Will the venture succeed?

Well, during the opening three days in January, 100,000 visitors came to Sun City. In 72 hours 237 homes were bought by qualified retirees. Others took up temporary lodging in nearby motels until the houses they wanted could be build on the lots of their choice. *Newsweek* called the project an "Arizona miracle."

If you're haunted by gray hair, rheumatism or rubies on your service pin - remember Sun City!

/THE END

Offering everything that an active retiree might desire, SunCity includes one of Union's *Finest* service station outlets.



Though Dealer H. J. Collins, right, hardly qualifies as a resident, his 15 years of Union experience are most welcome.



SUN CITY, ARIZONABell Plaza Professional Building

Location: 10451 Palmeras Drive

Acreage: 4.945 acres

Description: Two-story office building containing 42,891 sq. ft. of gross leasable area.

History: Opened in March, 1974

Zoning, Evaluation, Current Status, and Future Plans: Commercial 2 (C-2). Medium restrictive value. Obtained for general commercial uses. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the year indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1975 | \$495,750 | \$133,852 | \$9,987 |

This property is 45.0% committed.

It is anticipated that this building will be 100% leased by July, 1977.

Principals: Del E. Webb Development Co. - Owner
Eighteen business firms - Tenants

Date Acquired: February, 1974

Purchase Price: \$1,926,341 (costs to date)

| | | |
|--------------------|-------------------|--------------------|
| <u>Book Value:</u> | Land | \$ 5,652 |
| | Land Improvements | 189,356 |
| | Building | 1,708,483 |
| | Equipment | 22,849 |
| | | <u>1,926,341</u> |
| | Less Depreciation | 50,154 |
| | Net Book Value | <u>\$1,876,187</u> |

Insurance: Policy #MSP-2885777 Buildings - \$1,405,000

Financing or Long-Term Debt: Used as collateral under revolving credit agreement.

Real Estate Taxes: See above.

SUN CITY, ARIZONALakeview Medical Arts Center

Location: 103rd Avenue and Thunderbird Blvd.

Acreage: Phase I - 4.81 acres
Phase II - 6.0 acres

Description: Medical Office Building complex. Phase I contains 40,105 sq. ft. of leasable area, while Phase II has 40,567 sq. ft.

History: Phase I opened in June, 1971. Phase II was completed in May, 1974.

Zoning, Evaluation, Current Status and Future Plans: Commercial 2 (C-2). Medium restrictive value. Obtained for general commercial uses. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the years indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1972 | \$ 337,260 | \$ 84,320 | \$ 6,130 |
| 1973 | 362,207 | 90,555 | 5,922 |
| 1974 | 559,385 | 100,690 | 8,609 |
| 1975 | 698,014 | 125,645 | 9,373 |

Principals: Del E. Webb Development Co. - Owner
Forty-four Medical and Dental Doctors - Tenants

Phase I is 89.9% occupied; Phase II is 87.2% occupied. It is anticipated that 100% occupancy will be attained by October, 1976 for Phase I and February, 1977 for Phase II.

Date Acquired: Phase I - June, 1971
Phase II - May, 1975

Purchase Price: Phase I - \$1,138,967 (original cost)
Phase II - \$1,712,405

| <u>Book Value:</u> | <u>Phase I</u> | <u>Phase II</u> |
|------------------------|--------------------|--------------------|
| Land | \$ 7,249 | \$ 8,884 |
| Land Improvements | 99,728 | 121,338 |
| Buildings & Structures | 1,048,615 | 1,578,191 |
| Equipment | - | 3,992 |
| | <u>1,155,592</u> | <u>1,712,405</u> |
| Less Depreciation | 154,287 | 89,697 |
| Net Book Value | <u>\$1,001,305</u> | <u>\$1,622,708</u> |

SUN CITY, ARIZONAProfessional Building

Location: 12630 North 103rd Avenue

Acreage: 1.43 acres

Description: Four two-story buildings containing 1,364 sq. ft. of gross leasable area and surrounding parking area, open center courtyard.

History: These buildings opened in November, 1965.

Zoning, Evaluation, Current Status and Future Plans: Commercial 3 (C-3). Medium restrictive value. Obtained for general commercial use. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the years indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1972 | \$ 145,080 | \$ 36,270 | \$ 2,752 |
| 1973 | 239,736 | 59,935 | 4,075 |
| 1974 | 260,832 | 65,210 | 5,673 |
| 1975 | 258,004 | 64,505 | 4,907 |

This property is currently 66.8% occupied. It is anticipated that 100% occupancy will be attained by July, 1977.

Principals: Del E. Webb Development Co. - Owner and Operator
Twenty-two business firms - Tenants

Date Acquired: November, 1965

Purchase Price: \$187,104 (original)

Book Value:

| | |
|--------------------------|-------------------|
| Land | \$ 2,155 |
| Land Improvements | 25,422 |
| Buildings and Structures | 231,257 |
| Equipment | 5,016 |
| | <u>263,850</u> |
| Less Depreciation | <u>84,928</u> |
| Net Book Value | \$ <u>178,992</u> |

Insurance: Policy #MXP-2885777 Buildings - \$337,000

Financing or Long-Term Debt: Lender - National Fidelity Life Insurance Co.
Total Loan Amount - \$200,000

SUN CITY, ARIZONAGulf Oil Company Service Station

Location: 11045 Grand Avenue

Acreage: .855 acres

Description: Single-story service station.

History: This service station was opened in March, 1964.

Zoning, Evaluation, Current Status and Future Plans: Commercial 2 (C-2). Medium restrictive value. Obtained for sales, service and amusement uses. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the years indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1972 | \$ 53,580 | \$ 13,395 | \$ 789 |
| 1973 | 98,205 | 24,555 | 1,670 |
| 1974 | 110,788 | 29,915 | 2,603 |
| 1975 | 111,455 | 30,095 | 2,290 |

Service station is leased.

No future change is contemplated.

Principals: Del E. Webb Development Co. - Owner
Gulf Oil Company - Tenant

Date Acquired: March, 1964

Purchase Price: \$47,997

Book Value:

| | |
|--------------------------|------------------|
| Land | \$ 1,289 |
| Land Improvements | 1,708 |
| Buildings and Structures | <u>45,000</u> |
| | 47,997 |
| Less Depreciation | <u>18,261</u> |
| Net Book Value | <u>\$ 29,736</u> |

Insurance: Policy #MXP-2885777 Building - \$100,000

Financing or Long-Term Debt: Lender - Western American Mortgage Company
Total Amount of Loan - \$59,211
Interest Rate - 6.007%
Dated - October, 1964
Term of Loan - 19 years, six months
Monthly Payments - \$430

SUN CITY, ARIZONAUnion Oil Company Service Station

Location: 10701 Grand Avenue

Acreage: Included in Grand Shopping Center No. 1

Description: Single-story service station.

History: This service station opened in January, 1960.

Zoning, Evaluation, Current Status, and Future Plans: Commercial 2 (C-2). Medium restrictive value. Obtained for sales, service, and amusement uses. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the years indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1972 | \$25,335 | \$ 6,335 | \$ 481 |
| 1973 | 39,410 | 9,855 | 670 |
| 1974 | 74,413 | 20,095 | 1,748 |
| 1975 | 53,073 | 14,330 | 1,091 |

Service station is leased.

No future change is contemplated.

Principals: Del E. Webb Development Co. - Owner
Union Oil Co. of California - Tenant

Date Acquired: January, 1960

Purchase Price: Included in Grand Shopping Center No. 1

Book Value: Included in Grand Shopping Center No. 1

Insurance: Responsibility of Lessee

Financing or Long-Term Debt: Included in Grand Shopping Center No. 1

Term of Lease and Income Expectation: Lease Expiration Date - January, 1980
Rental - \$544 per month plus \$.02 per gallon over 300,000 gallons per year (302,858 gallons pumped in 1975).

Real Estate Taxes: See above.

McDellan First Addition 8.35
Nursery 1.78
 14.55

Description: Single-story Shopping Center containing 70,727 sq. ft. of gross leasable area.

History: The original center was opened in January 1960. The first addition was opened in March 1961 and the Nursery was added in September 1966. The facade was remodeled in late 1973.

Zoning, Evaluation, Current Status, and Future Plans: Commercial 2 (C-2). Medium restrictive value. Obtained for sales, service and amusement uses. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the years indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1972 | \$ 762,145 | \$ 190,535 | \$ 14,462 |
| 1973 | 731,062 | 177,965 | 12,102 |
| 1974 | 1,057,621 | 277,640 | 24,155 |
| 1975 | 1,057,621 | 277,640 | 21,128 |

Property is currently 100% leased.
 No future change is contemplated.

Principals: Del E. Webb Development Co. - Owner
 Nineteen business firms - Tenants

Date Acquired: January 1960

Purchase Price: \$373,457 (Original Center Cost)

Book Value:

| | |
|--------------------------|-------------------|
| Land | \$ 21,933 |
| Land Improvements | 34,308 |
| Buildings and Structures | <u>1,037,066</u> |
| | 1,093,307 |
| Less Depreciation | 436,117 |
| Net Book Value | <u>\$ 657,190</u> |

located 109¹² Ave between Grand Ave & Oakmont Ave.

SUN CITY, ARIZONAMedical Center

Location: 10820 Oakmont Drive

Acreage: 1.02 acres

Description: Single-story building containing 3,905 sq. ft. of gross leasable area.

History: This property opened in December, 1960.

Zoning, Evaluation, Current Status and Future Plans: Residence R (R-5). Low restrictive value. No lot less than 5,000 sq. ft. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the years indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1972 | \$ 49,921 | \$ 12,480 | \$ 919 |
| 1973 | 50,742 | 12,685 | 863 |
| 1974 | 85,987 | 20,915 | 1,820 |
| 1975 | 85,499 | 20,795 | 1,582 |

This property is currently 100% leased.
No future change is contemplated.

Principals: Del E. Webb Development Co. - Owner
Three doctors and one business firm - Tenants

Date Acquired: December, 1960

Purchase Price: \$72,114

Book Value:

| | |
|--------------------------|------------------|
| Land | \$ 1,537 |
| Buildings and Structures | <u>70,577</u> |
| | 72,114 |
| Less Depreciation | <u>30,921</u> |
| Net Book Value | \$ <u>41,193</u> |

Insurance: Policy #MXP-2885777 Building - \$62,000

Financing or Long-Term Debt: Lender - General American Life Insurance Company
Total Amount of Loan - \$41,850 (3.1% of \$1,350,000 package loan)
Interest Rate - 6.500%
Dated - April, 1963
Term of Loan - 20 years

SUN CITY, ARIZONAUnion Oil Company Service Station

Location: 10701 W. Peoria Avenue

Acreage: .864 acres

Description: Service Station - single story.

History: This service station was opened in January, 1965.

Zoning, Evaluation, Current Status, and Future Plans: Commercial 2 (C-2). Medium restrictive value. Obtained for sales, service and amusement uses. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes on the land only for the years indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|------------|-----------------|--------------|
| 1973 | \$ 39,830 | \$ 9,960 | \$ 662 |
| 1974 | 39,830 | 9,960 | 858 |
| 1975 | 39,830 | 9,960 | 749 |

This service station site is leased.

No future change is contemplated.

Principals: Del E. Webb Development Co. - Owner
Union Oil Company of California - Tenant

Date Acquired: January, 1965

Purchase Price: \$868 (land only)

Book Value: \$868 (land only)

Insurance: Responsibility of lessee.

Financing or Long-Term Debt: Lender - First National Bank of Arizona
Total Amount of Loan - \$45,000
Interest Rate - 9.0%
Dated - October, 1974
Term of Loan - 15 years
Monthly Payments - \$456.42
Current Balance - \$42,444.25
Guaranteed Amount - None
Guarantor - None

SUN CITY, ARIZONAVacation Special Apartments - North

Location: Southwest corner of Del Webb Blvd. and Boswell Blvd.

Acreage: 51.88 acres

Description: 303 single-story vacation rental apartments

History: Opened for occupancy February, 1974

Zoning, Evaluation, Current Status, and Future Plans: Residence 1, Density 6 (R-1, D-6). Low restrictive value. No lot less than 6,000 sq. ft. for each dwelling unit. The Maricopa County Fair Market Value, Assessed Valuation, and Taxes for the year indicated are as follows:

| | <u>FMV</u> | <u>Assessed</u> | <u>Taxes</u> |
|------|-------------|-----------------|--------------|
| 1975 | \$7,693,356 | \$1,156,460 | \$86,291 |

Principals: Del E. Webb Development Co. - Owner and Operator

Date Acquired: February, 1974

Purchase Price: \$8,524,461

Book Value:

| | | |
|--------------------------|----|------------------|
| Land | \$ | 59,300 |
| Land Improvements | | 1,123,471 |
| Buildings and Structures | | 6,157,012 |
| Equipment | | 1,184,678 |
| | | <u>8,524,461</u> |
| Less Depreciation | | 857,855 |
| Net Book Value | \$ | <u>7,666,606</u> |

Insurance:

| | | |
|---------------------|----------|-------------|
| Policy #MXP-2885777 | Building | \$6,366,000 |
| | Contents | 1,180,000 |

Financing or Long-Term Debt:

Lender - First Federal Savings & Loan
Total Loan Amount - \$7,644,000
Interest Rate - 8-3/4%
Dated - February 1974
Term of Loan - 25 years
Monthly Payments - \$85,504
Current Balance - \$6,371,294.27
Guaranteed Amount - None
Guarantor - None

Real Estate Taxes: See above



PARKS & SONS of SUN CITY, INC.

SYDNEY PARKS - PRESIDENT
MEL PARKS—MANAGER

Specialists in Residential & Commercial Trash Collection

11217 NEVADA AVENUE • YOUNGTOWN, ARIZONA 85363 • (602) 974-4791
MAIL: P.O. BOX 1158 • SUN CITY, ARIZONA 85372

POLICIES:

The following is a list of important information for our customers that should answer most questions.

We can't operate on a part-time basis. Once service is started on a home, it is continuous. We can't stop and start service on a home unless it's going to be vacant for one year or more and we are notified in advance.

It would be cost prohibitive to give vacation rates. Your rates would be much higher because our expenses remain the same. We still must keep our same crews and trucks, and drive right by the house, so the fuel expense, etc. remains the same. We would also have to stop and check the cans because it would be almost impossible for a crew to remember (with it changing every week or month) which home is or is not to be picked up. If they didn't stop and check every can, there would undoubtedly be many more missed cans. Continuous service is also a protection for the homeowner. If someone puts something in your can, it is emptied. This helps keep our city clean.

Please—if you should sell your home, please notify our office so that there won't be any mix-up in your billing.

SAFETY POLICIES:

Please—All trash and rubbish will be picked up on a twice a week basis. To be sure of service, place your trash in your underground container, trash can, bag, etc. by 6:00 a.m. or the night before your regular pick up day.

All pick ups will be made from the area immediately surrounding your underground container, driveway, or alley, as we CANNOT come up on your property. *Please*—don't put anything you want to keep near the trash can. We don't want our men to accidentally pick up something not intended for the trash. Please label any boxes, containers, etc. (other than trash cans) that you wish to keep. Mark—*SAVE*—clearly so that our men can easily see it.

All trash and rubbish must be contained in regulation sized cans, (not over 35 gal.), bags or contained in boxes in a manner not to be considered unsafe not to exceed 75 pounds in weight.

Please—Trimmings must be contained or tied in bundles with sufficient rope or wire so that the employees can handle it by the rope or wire. Trimmings must be cut in 4 foot lengths or less, and not weigh more than 50 pounds.

Because cactus related injuries outnumber all others combined, we must have certain rules.

All cactus with stickers must be put in THROW-AWAY boxes. These boxes will not be returned. Century plants, palm fronds, etc. must be cut into 4 foot lengths or less, contained in throw away boxes, or tied in bundles not weighing more than 50 pounds.

Please, we cannot pick up any dirt, rocks, cement, motor oil, chemicals or construction materials.

HOLIDAYS

We observe six holidays a year—NEW YEAR'S DAY, MEMORIAL DAY, JULY 4TH, LABOR DAY, THANKSGIVING, and CHRISTMAS. Should your pick up day fall on one of these holidays you will receive only one pick up that week.

For any questions or comments, our office is open Monday through Friday from 8:00 a.m. to 4:00 p.m. located at 11217 Nevada Ave., Youngtown. All mail should be sent to P.O. Box 1158, Sun City, AZ 85372.

THANK YOU for your cooperation in helping us do our best to help keep this a beautiful community for all of us.

NEWS - SUN

OCTOBER 19, 1961

1,500 Acre 'Rose Garden' In Sun City's 'Front Yard'

By LUE LEISY

To many of you newcomers to the Valley of the Sun it's probably hard to believe that one can grow lovely roses in what once was desert country. We decided to find out a few interesting facts about one of Arizona's largest crops. James Madara of the Jackson, Perkins Co., was kind enough to extend to us an invitation to go with him on a tour of the fields while he explained how roses are born.

THE WORLD'S largest rose growers have 1500 acres of roses right in our community (about three miles out Lake Pleasant Road, turn right or go to Peoria and out on 83rd.) Although they have 6,200 acres, only 1,500 are planted to roses each year, with cotton, grain, and safflower used as rotation crops. In this way the fields are replenished and each year's rose planting is started in a fresh field.

All plant material from the crops and all discarded parts of the roses are ground up and blown back onto the soil, where it disintegrates and joins forces with commercial fertilizers

in producing strong healthy bushes.

JACKSON, PERKINS employs a minimum of 250 people with about 500 during the heavy work season from November through February.

They ship from 285 to 300 carloads of roses a year, each car averaging 25,000 bushes. Two weeks ago they dug and shipped 7 carloads east and will have another digging operation about the middle of November with the remainder of the crop dug in January. The largest shipments, about 7 million bushes, go to their company in New York State and to Newark, but they also ship to every part of the United States, South America, Guatemala, Panama City, Japan, Hawaii, the Phillipines, and Europe.

IN ABOUT two weeks, if you are driving out that way, you will come upon a strange sight, as several hundred head of sheep will be busily nibbling the leaves off the bushes. Because sheep seem to disregard the thorns and greatly enjoy the fresh, juicy leaves, this is a quick and efficient way in which to clean up the bushes prior to digging.

Jackson Perkins welcomes visitors, but asks that, as you drive around the blocks of roses, you do not leave your cars and, of course, they do not sell roses to individuals.

IT TAKES two full years from starting date to grow a rose for market. The process from a mere "stick" to a fully blooming rose is most fascinating. You have probably wondered, along with me, how the grower goes about getting all the "wild root stock" we have always heard about.

The procedure goes this way . . . sticks of new growth are cut about 8 inches in length. This stick is then "de-eyed", all eyes being removed for about 4 inches, the amount the stick will be down in the soil so that the roots won't come out the side of the shoot, but grow directly out the bottom.

These sticks, all 22 million of them (each year) are planted from 6 to 8 inches apart and are allowed to grow into hardy, well rooted specimens at which time the branches are cut back and they are "budded" with an eye from the variety of rose desired.

IT WAS amazing to learn the eyes are taken from the desired

specimen, packed in plastic bags and kept at 37 degrees until they are needed. The eyes, budded into the root stock, produce the sturdy rose bushes we buy for our gardens.

Of course, each year finds many roses being perfected and we found that there will be many delightful new ones in the next two years. These new roses, now blooming, and looking glorious, are kept "under wraps," as it were, until they are ready, then they are named and put on the market (but not before they are perfected). Driving around with Madara it seemed that every rose I chose was a new one and I won't get to know the names of same until 1963.

The trip was very worth while and we learned more about rose culture than we've ever known before. I can assure you, I'm about to take much better care of my roses in the future as they do need more fertilizer here than back home; but what is more rewarding and satisfying than to be able to pick a fresh, richly colored, highly scented rose?

"We're Here to Serve You!"

The early history and growth of Sun City businesses, 1960-1961

(Information compiled from back issues Daily-New Sun – Nov. 2001)

On opening day, January 1, 1960, visitors saw five model homes, a small recreation center and a nine-hole golf course. Across Oakmont Avenue, where the model homes were located, was the beginning of a shopping center, facing Grand Avenue. There was even a grocery store.

At the request of James G. Boswell, II, who was on the Board of Directors for Safeway, they agreed to open a store even though there were no residents. The store was open December 31, 1959 although it officially opened January 13, 1961. What lured Safeway to Sun City? Their lease gave them first refusal on future grocery sites for taking the gamble on the success of this new community. Furthermore, in lieu of rent, the store would give DEVCO a percentage of profits for a number of years.

Sensing the need for a "social spot" a small coffee shop opened on February 5 in the shopping center.

On February 19, the HiWay House Motel (later known as King's Inn) opened for business under the management of Donald Belton. The motel was one of many HiWay Houses owned by Webb. The motel was located on the southeast corner of 107th and Grand Avenues. The increased flow of traffic meant that a service station would be needed. A Union Oil Station opened across the street on the same day as the HiWay house. During the first year of operation, the number of gallons it pumped sent it soaring as one of the top ten stations in the greater Phoenix area.

People were moving in but there was no convenient spot to buy the many little things needed when settling into a new home. This need was met on March 4 when the TG&Y Variety Store opened under the

management of E. K. Fraser. Everything was to be had: picture hooks, nails, paint, hardware, cosmetics, fabrics, sewing supplies...a real variety store.

Shortly after the opening of TG&Y, Otho Greenway opened the Greenway Drug Store on March 18 - complete with a real soda fountain. Mrs. Greenway would fly to the Indian reservation in her own plane several times a year to secure artifacts and jewelry for her end of the store - a gift shop.

The same day the drugstore opened, another shop joined the celebration. The Desert Barber Shop opened, owned and operated by J. Edward Ellis, more popularly known as "Buzz."

The shopping center now had five major stores at the east end -- grocery store, variety store, drug store, coffeeshop and a barber shop. In addition, a small landscape nursery at the far end of the center, met the early landscaping needs.

Sun City became an officially recognized community in the United States Postal Guide on April 4 when a post office opened. It was located next to the drugstore. Rent was \$1.00 a year. The event was commemorated by the issuance of a multi-colored cachet cover.

On July 8, Arizona Public Service opened a Sun City office with John Powers as manager. Residents now had a local contact for their utility bills and problems.

Three years after the founding of Youngtown, Syd Lambert published the Youngtown News. When Sun City opened, he changed the name to the Youngtown News/Sun City Sun. During the summer of 1960, Burt and Ursula Freireich made a \$1,500 down payment to purchase the paper. Their first issue was published July 22. For the first nine months, the Freireich's operated out of their home. In April 1961, they would move into a small

space in the shopping center.

By mid-1960, the shopping center was running out of space. Plans for a 55,000 sq.ft expansion were announced on September 2. This would include an arcade that would separate the shops from a planned medical center. A target date for completion was set for January 1961. New stores would include Peoria Hardware and Tractor Co., Sun Control Blinds and Carpets, First National Bank, Brown's Furniture (from Glendale) and an architectural firm, Francis, Bricker & Rich, AIA.

It took some doing to entice a bank to open in a community with few residents, but the First National Bank was willing to gamble. It opened Nov. 27 in a temporary site until a permanent structure could be completed. The bank was to be located opposite the stores, on the north side of the parking lot. One day later, the Hiway House announced a major addition to include two two-story buildings providing additional motel rooms, 36 guest units and a swimming pool.

If the community was good enough for a bank, there must be something to the Sun City/Youngtown area. On Dec. 5, the Valley National Bank, with Taylor Smith as manager, opened in Youngtown on 111th Ave, one mile south of Grand Avenue and one block East of the Youngtown post office. George Swanson was general manager.

Thomas "Jack" Willett opened the Sun City Travel Bureau on December 1 with temporary offices in the lobby of the HiWay House. Mrs. Elmer Voss was in charge of selling bus tickets. Like the First National Bank, the Bureau would soon move to a permanent location across from it. As an opening special, a \$39.90 group tour was offered to the Rose Bowl Parade. The fare included round trip transportation, two nights at the Wilton Hotel in Long Beach, reviewing stand seats and visits to Movie Land, Disneyland and Knotts Berry Farm!

We come to 1961. By now the shopping center expansion was ready for business and March 2nd saw the opening of Masters Radio and Television with Robert Brown as Manager. This was closely followed, on March 9, by the opening of Maurmann's Jewelry store with Alan Maurmann as owner-manager.

With so many stores open, a Sun City Merchants Association was formed March 17. The first president was Charles Brice of Brice Hardware; vice president, George Swanson of First National Bank; and secretary, Alan Maurmann of Maurmann Jewelry Store. The Board of Directors included Otho Greenway of Greenway Drugs; Frank Brown of Brown's Furniture, and Charles Ricker representing Del Webb (DEVCO).

The shopping now covered 60,000 sq.-ft., plus space for 600 cars. A three-day event, April 6-8, celebrated completion of the expansion. Dee Fisher, official organist at Disneyland played and Walt Ditzen, a nationally syndicated cartoonist, served as master of ceremonies. Ditzen cartoons can still be seen at the Lakeview Bowling Lanes. Gifts and prizes were abundant: a Wurlitzer organ, all expense trips to Las Vegas, free phone calls to anywhere in the world, a Frigidair freezer, Zenith television, Eureka vacuum cleaner, and Sunbeam kitchen appliances. A carnival-like atmosphere prevailed with entertainment, a cake bake contest, food booths, music by the Peoria High School Band and by a local musical group, The Merry Makers. An auction was held with the proceeds going to the El Mirage Child Care Center. Free transportation was provided for Youngtown residents.

April saw the addition of several new businesses: Bedel's Fashions, owned by Madeline Bedell and her brother Thomas P. McDonell; Sun City Deli and Liquors owned by Andrew Hudson; Sun City Frame and Photo Shop with Homer Taylor, owner; along with Al Wilson and the law firm of

Lewis, Roca, Scoville, Beauchamp and Linton. Also appearing on the scene was the Sun City Realty Company with Ed Hasser and LeMar Lunsdtrom as partners. Soon after, the H.T. Germond Insurance Agency also opened.

On June 4 The First National Bank moved into its very own building. The Sun City Women's Club served refreshments, and each visitor received a miniature cactus garden.

The Continental Trailways Bus Company started daily bus service to Phoenix leaving at 9:30 A.M. and returning at 11:40 P.M. Round trips cost \$1.50 and busses left from the west side of the HiWay House. June 28 saw the opening of the First Federal Savings and Loan serving Sun City and Youngtown. Miss Pat Grady was the manager assisted by Mrs. Paul Jones and Mrs. Calvin Sichers.

Sun City was growing by leaps and bounds, and on July 6, 1961, Tom Breen, general manager of DEVCO, announced plans for a second shopping center to be located at 107th and Peoria Avenues. This would have a service station, grocery store, barber shop, beauty parlor, laundramat, and several small specialty shops.

A sign appeared on the empty lot on the southeast corner of Grand & 111th Avenue promised another, major filling station would open in the fall.

Living in a western state one had to wear "western," and July 27 saw the opening of Porter's, a pioneer Phoenix western-wear store next to Brice Hardware. They would feature casual and western sportswear and other western goods such saddles.

A story in the August 10th newspaper reported Youngtown had approved the building of Lundberg-Hansen Mortuary and Chapel on Michigan Avenue, one block, south of Grand Ave.

It was also announced that a Sun City-Youngtown ambulance would provide free service to any Glendale or Phoenix hospital.

Lundberg's officially opened six months later, January 25, 1962.

A third bank appeared on the scene in August - the Valley National Bank at 12026 N. 111th Avenue. Technically in Youngtown, it would serve both communities. This permanent brick structure was built in Mount Vernon architectural style. The Manager, Taylor Smith, held an open house with guided tours, refreshments and souvenirs -- an aerial photo of Sun City, ball point pens and golf tees. Whoever came closest to guessing the number of coins in a plastic vault would receive the equivalent in cash.

Baer's Furniture and Safeway both announced expansion plans on Sept. 21. Baer's would move to larger quarters at the west end of the shopping center. Robert Baer said this would double the present floor space and announced plans to move their drapery, fabrics and workshop to Sun City.

Robert Protti, Safeway manager, said the grocery store would take over the present Baer site as a stock room. The present stock room would be added to the sales area to feature fancy foods from all over the world such as smoked frog legs, rare macadamia nuts, South Sea Island Caviar, cocoa from India, syrup from England, marmalade from Scotland, and a good line of Kosher foods and fancy pickles.

An old-fashioned sweet shop and ice cream parlor opened December 5 with Phil MacConnell, formerly assistant manager at the HiWay House, as manager. Owners were Ed Hessen and LeMarr Lundstrom of the Sun City Real Estate business, and Gordon Koer, former restaurant owner and a Sun City resident. The shop had seating for about seventy people. Sandwiches, pastries, bulk candy and ice cream would be available. Catering was also offered.

Youngtown, five years older than Sun City, was beginning to attract more businesses that could serve both communities. George Beal, owner of

Beals's TV in Glendale, opened a store in November 1961 in a four-unit center located on 111th Avenue near Grand Avenue. The Circle K Market, Youngtown Medical and Denny's Paint store would occupy the other three units.

Earl & Betty McClellan moved their nursery to 111th and Alabama Avenues. The new location provided 2,500 sq.ft. of interior floor space and 5,000 sq.ft. in a lath house. The nursery supplied Sun City's landscaping needs for many years.

Located at 12255 111th Avenue were the Marinette Sanitation and Sunburst Water Companies. They promised the serve combined office would "better serve you."

Toward the end of 1961 Lou Register announced plans for a mobile service that would offer a full range of carpet, drapery and slipcover samples enabling residents to shop at home. Custom-made draperies were available for as little as \$159.00 for the Kenilworth model, and \$199.00 for the Montecello model.

Other early businesses included Berridge Nursery, One Hour Valet, Steven's Beauty Parlor (Mrs. Helen J. Stevens), Sun Control Blinds and Carpet, Twin City Health Center, Homer Lane, electrician and insurance agents, Cash, Sullivan and Cross.

Grocery prices reflected in the local advertising were indicative of the economy during 1960-61. Safeway advertised leg of lamb for 69-cents a pound; chuck roast, 49-cents; Palmolive Soap, four bars for 25 cents; a loaf of bread, 19 cents; margarine, 26 cents; two pound carton of cottage cheese, 39 cents; and a 1/2 gallon of ice cream for 59 cents. The Hiway House offered luncheons from 95 cents, dinners from \$1.60, and an "all you can eat" fish fry on Friday nights for \$1.50.

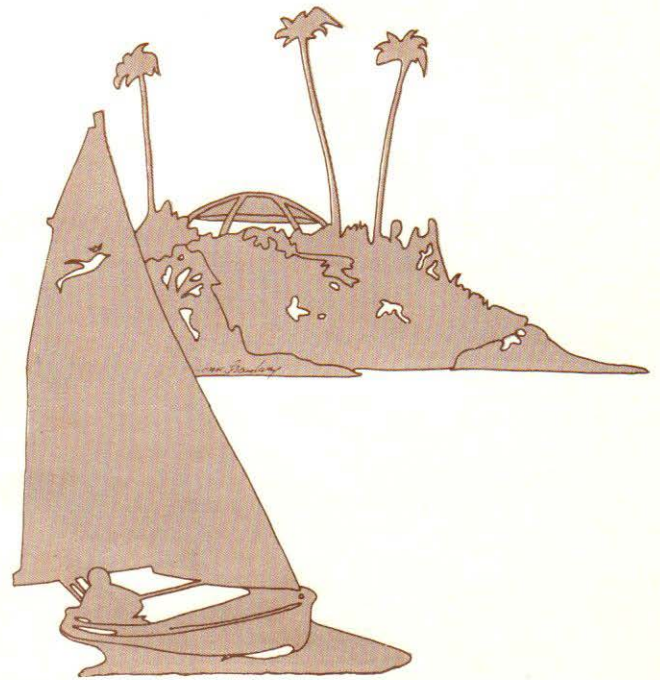
The March 10, 1961 edition of TIME magazine reported "A survey of

the 448 Sun City residents who applied for Federal Housing Administration (FHA) loans showed that the average Sun City resident has a net worth of \$54,658, a yearly income of \$7,878, a bank balance of \$7,160. These startling figures do not include the roughly 60% of Sun Citians who paid cash for their homes."

Shortly thereafter, a large advertisement appeared in the NEWS-SUN to the effect "wise merchants reach for fertile markets."

As of 2001, the incomes were up and the markets still fertile -- or are they?

Compiled by Jane Freeman, Co-author, JUBILEE September, 2001



SUN CITY NEWCOMERS' DIRECTORY

This directory is provided
by the
Del E. Webb Development Co.
to inform you of the
wide range of goods and services
available in
Sun City, Arizona



DEL WEBB'S
Sun City

America's Most Famous Resort-Retirement Community

UTILITY COMPANIES

| | |
|---|----------|
| Arizona Public Service Co. (gas & electric) 10765 Grand Avenue | 933-1331 |
| Mountain Bell Telephone Co. 13202 - 111th Ave. (Youngtown) | 973-7211 |
| Sun City Sewer Co. 15626 Del Webb Blvd. | 933-1961 |
| Sun City Water Co. 15626 Del Webb Blvd. | 933-1961 |

VARIETY STORES

| | |
|--|----------|
| T.G. & Y. Stores, Sun City Store Grand Center | 933-1521 |
|--|----------|

VETERINARIANS

| | |
|---|----------|
| R.A. Cairns, D.V.M. Thunderbird Plaza | 974-3675 |
| Sun City Animal Hospital R.L. Sigler, D.V.M. 10026 Santa Fe Drive | 974-3691 |

WESTERN UNION SERVICE

| | |
|---|----------|
| Sun City Travel Service Grand Center | 974-6061 |
|---|----------|

YARN & NEEDLECRAFT

| | |
|--|----------|
| Art Needlework Studio Thunderbird Plaza | 974-5160 |
| International Beads & Crafts LaRonde Centre | 977-7742 |
| Which Craft Sun Bowl Plaza | 977-0011 |

MISCELLANEOUS COMMERCIAL ENTERPRISES

| | |
|--|----------|
| Portable Diesel Power (industrial equipment leasing) Professional Bldg. (Suite 7A) | 933-5158 |
| Gus Weiss Supply (buying & resale to breweries) Professional Bldg. (Suite 9A) | 933-1957 |

PERSONAL PHONE NUMBERS AND NOTES

This directory includes business names, addresses and phone numbers in service on September 1, 1976.

ADVERTISING AGENTS

| | |
|---|----------|
| Saguaro Advertising Agency, Inc. Del E. Webb Development Co. Bldg. Bell Plaza | 977-8346 |
| 17220 Boswell Blvd. | 977-8347 |

AIR CONDITIONING SERVICE

| | |
|---|----------|
| Goettl Brothers Metal Products, Inc. 12909 - 99th Ave. | 933-1317 |
|---|----------|

AMBULANCE SERVICE

| | |
|---|----------|
| Associated Ambulance Service, Inc. Phoenix, Arizona IN CASE OF EMERGENCY CALL | 264-2881 |
|---|----------|

APPLIANCES

| | |
|--|----------|
| Acro TV & Appliances Sun Bowl Plaza | 933-0181 |
|--|----------|

ARTS & CRAFTS SUPPLIES

| | |
|--|----------|
| Art Needlework Studio Thunderbird Plaza | 974-5160 |
|--|----------|

G.A.F. Print Press

| | |
|----------------------------|----------|
| Greenway Terrace | 974-3693 |
|----------------------------|----------|

International Beads & Crafts

| | |
|--------------------------|----------|
| LaRonde Centre | 977-7742 |
|--------------------------|----------|

The Stained Glass Shop

| | |
|--------------------------|----------|
| LaRonde Centre | 977-8924 |
|--------------------------|----------|

Which Craft, Inc.

| | |
|--------------------------|----------|
| Sun Bowl Plaza | 977-0011 |
|--------------------------|----------|

ASSOCIATIONS & NON-PROFIT SERVICE GROUPS

| | |
|--|----------|
| Recreation Centers of Sun City, Inc. General Offices, Lakeview Center | 933-1321 |
|--|----------|

American Geriatrics Society, Western Div.

| | |
|---|----------|
| (Professional Association) Sun City Professional Bldg. (Suite 19A) 12630 - 103rd Ave. | 977-1877 |
|---|----------|

Boswell Hospital Foundation

| | |
|--|----------|
| Lakeview Medical Arts Center (Suite 58) | 977-3801 |
|--|----------|

Meals-on-Wheels

| | |
|---|----------------------|
| (Set fee, meals delivered to those unable to prepare their own, special diets require Dr.'s prescription) | 977-7211 ext. 258 |
|---|----------------------|

Recording For Blind

| | |
|---|----------|
| (Educational Material & Text Books) Sun City Professional Bldg. (Suite 9B) 12630 - 103rd Ave. | 977-6020 |
|---|----------|

Recorded Recreational Reading For Blind

| | |
|---|----------|
| (Newspapers, periodicals, light fiction) Sun City Professional Bldg. (Suite 12B) 12630 - 103rd Ave. | 933-0985 |
|---|----------|

Sun City Home Owners' Association, Inc.

| | |
|-------------------------------|----------|
| 10401 Coggins Drive | 974-4718 |
|-------------------------------|----------|

Sunshine Service, Inc. (Home Care &

| | |
|---|----------|
| Convalescent Equipment Supply) 9980 Santa Fe Drive | 974-2561 |
|---|----------|

Sun City Information Referral Service

| | |
|--|----------|
| (Provides name of local, County, State, Federal or private agency to help with your problem.) Sun City Professional Bldg. (Suite 2B) 12630 - 103rd Ave. | 974-6205 |
|--|----------|

Sun City Taxpayers Association

| | |
|---|----------|
| Sun City Professional Bldg. (Suite 18A) 12630 - 103rd Ave. | 933-7530 |
|---|----------|

AUTOMOBILE RENTAL

Avis (in Kings Inn Lobby)
107th Ave. & Grand Ave. 977-7621

AUTOMOBILE REPAIR

Sun City Auto Service
10014 Santa Fe Dr. 933-8291

BANKSNational Banks:

First National Bank of Arizona
Grand Center 271-1525
LaRonde Centre 271-1285
Greenway Terrace 271-1461
Sun Bowl Plaza 271-1535
99th Avenue & Bell Road 271-1571
Valley National Bank of Arizona
103rd Ave. & Thunderbird Blvd. 977-4261
Bell Road & Boswell Blvd. 931-7493

State Banks:

The Arizona Bank
Sun Bowl Plaza 262-2541
LaRonde Centre 262-2641
99th Avenue & Greenway Road 262-2716
Bell Road & Boswell Blvd. 262-2956
City Bank
Grand Avenue at 105th Avenue 933-1384
Thunderbird Bank
13250 Del Webb Blvd. 242-1111
United Bank of Arizona
99th Avenue at Thunderbird Blvd. 248-2350

BARBER SHOPS

Greenway Barber Shop
Greenway Terrace 974-1422
Lakes West Barber Shop
LaRonde Centre no phone
Plaza Barber Shop
Sun Bowl Plaza no phone
Sun City Barber Shop
Grand Center no phone

BEAUTY SALONS

Betty's Sun City Beauty Salon
Grand Center 933-1502
Cut & Curl
Sun Bowl Plaza 933-9755
Del Sol Beauty Salon
Sun Bowl Plaza 933-3792
Fashions Continental Beauty Salon
LaRonde Centre 977-2762
Finesse Beauty Salon
LaRonde Centre 974-3673
Golden Touch Beauty Salon
Sun City Professional Bldg. (Suite 16A)
12630 - 103rd Ave. 974-5230
Sun Beauty Coiffeurs
Greenway Terrace 974-2546
Valley Beauty Salon
Thunderbird Plaza 933-0996

BOOK DEALERS

Hunter's Book Store
Grand Center 977-2611
The Bookworm, Ltd.
LaRonde Centre 977-2911

SYMPHONY ORCHESTRA

Sun City Symphony Orchestra Association, Inc.
P.O. Box 419, Sun City, AZ 85351

TAILORING

DuBasik Tailoring
Grand Center 933-4949

TAX SERVICE

Dan Bassi, Tax Service
Bell Plaza - 10451 Palmeras Dr. 974-1212
Ben Birrell
Sun City Professional Bldg. (Suite 5B)
12630 - 103rd Ave. 974-9566
Singer Tax Center
Bell Plaza - 10451 Palmeras Dr. 933-1642

TELEVISION, STEREO & RADIO DEALERS

Acro TV & Appliance Co.
Sun Bowl Plaza 933-0181
Hassler's Home Entertainment Center
LaRonde Centre 977-4243

TELEVISION & RADIO REPAIR SERVICE

Sun City Radio & Television Service
Sun City Professional Bldg. (Suite 15A)
12630 - 103rd Ave. 974-9075

THEATRE, Motion Pictures

Alco Theatre
LaRonde Centre 977-3511

TITLE COMPANIES

Arizona Title Insurance & Trust Co.
LaRonde Centre 933-1351
Sales Pavilion
17400 N. Del Webb Blvd. 974-2577

TRASH REMOVAL SERVICE

Parks & Sons
11217 Nevada Ave. (Youngtown) 933-1621

TRAVEL AGENCIES

Phil Carr Travel
Sun Bowl Plaza 933-8226
Ford's World Travel
LaRonde Centre 933-8256
Jarrett's Travel
Greenway Terrace 933-8296
Sun City Travel Service
Grand Center 974-6061
Travel Particular
Thunderbird Plaza 974-3607

UNITED STATES POSTAL SERVICE

Sun City Post Office
Bell Road & 99th Avenue 974-3623
Grand Center Contract Station
Hollett's Studio & Camera Shop. 933-8121
Greenway Terrace Contract Station
Al Mart Cards & Gifts 974-2411
Sun Bowl Plaza Contract Station
Sun City Cleaners 933-6421

| | |
|--------------------------------------|-----------|
| Western Savings & Loan Assoc. | |
| Boswell Blvd. & Bell Rd. | .248-4639 |
| Grand Center | .248-4614 |
| 99th Ave. at Greenway Road | .248-4630 |

SERVICE STATIONS

| | |
|---|-----------|
| Atlantic Richfield Co. Products | |
| Venable's Arco Service | |
| 10303 Grand Avenue | .933-3107 |
| Gulf Oil Co. Products | |
| Sun City Gulf | |
| 14045 - 111th Avenue | .933-4993 |
| Humble Oil and Refining Co. Products: | |
| LaRonde Exxon Service | |
| Thunderbird Blvd. at Del Webb Blvd. | .977-7351 |
| Saguaro Exxon Service | |
| 10249 Grand Avenue | .977-4671 |
| Mobil Oil Corporation Products | |
| Dave's Mobil Service Center | |
| 13404 Del Webb Blvd. | .933-9927 |
| Wayne's Service Center | |
| 9906 Thunderbird Blvd. | .977-1001 |
| Standard Oil Co. Products | |
| Pete Nelson Sun City Chevron | |
| 10250 Olive Avenue | .933-8063 |
| Texaco Products | |
| Cunningham's Texaco Service | |
| 15030 - 99th Avenue | .977-5322 |
| Thunderbird Texaco | |
| 13249 - 103rd Avenue | .933-9916 |
| Union Oil Co. Products | |
| Al's Sun City Union Service | |
| LaRonde Centre | .977-3461 |
| Mike's Sun City Union "76" | |
| Grand Avenue at 107th | .933-1182 |
| Sun Bowl Union | |
| 10703 Peoria | .933-9122 |

SHOE REPAIR

| | |
|----------------------------|-----------|
| Center Shoe Repair | |
| Greenway Terrace | .974-3739 |

SHOPPING CENTERS

| | |
|-------------------------------------|--|
| Grand Center | |
| Grand Avenue at 107th Avenue | |
| Greenway Terrace | |
| 99th Avenue at Greenway Road | |
| LaRonde Center | |
| Del Webb Blvd. at Thunderbird Blvd. | |
| Sun Bowl Plaza | |
| Peoria Avenue at 107th Avenue | |
| Thunderbird Plaza | |
| 99th Avenue at Thunderbird Blvd. | |

SICKROOM SUPPLIES

| | |
|-------------------------------|-----------|
| Sunshine Services, Inc. | |
| 9980 Santa Fe Drive | .974-2561 |

STADIUM

| | |
|--------------------------------|-----------|
| Sun City Stadium | |
| 13440 - 111th Avenue | .977-3701 |

STOCKS & BONDS BROKERS

See Investment Securities

BICYCLES, PARTS & ACCESSORIES

| | |
|----------------------------|-----------|
| Double Wheel Store | |
| Greenway Terrace | .974-8577 |

BOWLING AND BILLIARDS

| | |
|---|-----------|
| Lakeview Lanes | |
| Thunderbird Blvd. at 105th Ave. | .933-1324 |
| Bell Recreation Center | |
| 99th Avenue at Hutton Drive | .977-8326 |

BUILDING MATERIALS

| | |
|-------------------------------|-----------|
| O'Malley's Building Materials | |
| 9902 Santa Fe Drive | .933-8248 |

BUS LINES

| | |
|------------------------------------|-----------|
| Continental Trailways | |
| (Sun City Travel Service)* | |
| Grand Center | .977-4289 |
| *Also Agents for: | |
| Las Vegas-Tonopah-Reno Stage Lines | |
| Sun Valley Bus Line, Inc. | |
| Tanner Gray Line of Phoenix, Inc. | |
| Greyhound Bus Lines | |
| Grand Center | .933-5716 |
| Sun City Bus Lines | |
| (for information call) | .974-7516 |

CAMERA SHOPS - PORTRAITS

| | |
|--------------------------------|-----------|
| Hollett Studio and Camera Shop | |
| Grand Center | .933-8121 |
| LaRonde Camera Shop | |
| LaRonde Center | .977-2062 |

CANDY SHOPS

| | |
|--------------------------|-----------|
| Famous Names Confections | |
| LaRonde Centre | .977-2512 |

CARPETS - See Home Furnishings**CEMETERY**

| | |
|---------------------------------|-----------|
| Sunland Memorial Park | |
| 15826 Del Webb Blvd. | |
| (weekdays: 9am - 5pm) | .933-0161 |
| Mausoleum (weekends) | .974-2131 |

CHIROPRACTOR

| | |
|---|-----------|
| Gary G. LeDoux, D.C. | |
| Sun City Professional Bldg. (Suite 26A) | |
| 12630 - 103rd Avenue | .974-2551 |
| Alwin F. Toensing, D.C. | |
| Sun City Medical Bldg. (Suite 3) | |
| 10820 Oakmont Dr | .977-1421 |

CHURCHES AND RELIGIOUS CONGREGATIONS

| | |
|--|-----------|
| All Saints of the Desert Episcopal Church | |
| 9502 Hutton Drive | .974-8404 |
| American Lutheran Church of Sun City (ALC) | |
| Sundial, Social Hall East | .977-6100 |
| Bellevue Heights Church | |
| (American Baptist) | |
| 9440 Hutton Drive | .933-9440 |

| | |
|--|-----------|
| Beth Emeth (Jewish Conservative Congregation) Lakeview Center, Upper Level | .977-1919 |
| Church of the Palms (United Church of Christ) 103rd Avenue at Boswell Blvd. | .977-2452 |
| Congregation of Beth Shalom (Liberal-Traditional-Reform) Sundial Center, Social Hall East | .977-4484 |
| Congregational Church of Sun City Western Savings Bldg. Bell Road at Boswell Blvd. | .933-2676 |
| Evangel Church (Assemblies of God) (First Federal Savings Bldg.) LaRonde Centre | .977-6044 |
| Faith United Presbyterian Church 16000 Del Webb Blvd. | .974-3611 |
| First Baptist Church of Sun City (Southern Baptist Convention) Peoria Avenue at 111th Avenue | .933-6600 |
| First Christian Church of Sun City 14001 Thunderbird Blvd. | .933-6693 |
| First Church of Christ, Scientist 101st Avenue at Clair Drive | .933-4112 |
| Reading Room, 106th Avenue at Peoria Avenue | .933-7113 |
| First United Methodist Church in Sun City 9849 - 105th Avenue | .933-0562 |
| First United Presbyterian Church of Sun City 12225 - 103rd Avenue | .974-3605 |
| Fountain of Life Lutheran Church (Missouri Synod) 15630 Del Webb Blvd. | .933-8246 |
| Grace Bible Church Alco Theatre LaRonde Centre | .978-1028 |
| Lakeview United Methodist Church Thunderbird Blvd. at 103rd Avenue | .933-6183 |
| Our Savior Evangelical Lutheran Church (Wisconsin Synod) 9825 - 103rd Avenue | .977-2872 |
| St. Christopher's Episcopal Church Peoria Avenue at 103rd Avenue | .933-4321 |
| St. Clement's Roman Catholic Church Del Webb Blvd. at Sunland Dr. | .974-5867 |
| St. Joachim Parish (Roman Catholic) 11625 - 111th Avenue | .933-1844 |
| Shepherd of the Desert Lutheran Church (LCA) 11025 - 111th Avenue | .933-1359 |
| Sun City Christian Church (Disciples of Christ) Lakeview Center, Hall 1 | .974-4398 |
| Trinity Fellowship (No denominational affiliation) First Federal Savings Bldg. LaRonde Centre | .977-0464 |
| United Church of Sun City (United Church of Christ) 107th Avenue at Sun City Blvd. | .933-0058 |

RESTAURANTS

| | |
|---|-----------|
| Cheese House (take out only) Greenway Terrace | .974-0843 |
| Del Webb's Kings Inn 10660 Grand Avenue | .977-7261 |
| El Charro Cafe Sun Bowl Plaza | .933-9903 |
| Fountainbell Restaurant Bell Road & Boswell Blvd. | .974-7551 |
| Greenbrier Cafeteria Greenway Terrace | .974-7436 |
| Howard Johnson's 10243 Grand Avenue | .933-9975 |
| Ice Creamland Sun Bowl Plaza | .974-8942 |
| The Jungle Hut LaRonde Centre | .977-7471 |
| Kentucky Fried Chicken 10101 Grand Avenue | .977-9641 |
| Lakeview Lanes Coffee Shop 10502 Thunderbird Blvd. | .977-2231 |
| Melody Lane Grand Center | .933-3091 |
| Seafare of the Atlantic LaRonde Centre | .977-5301 |
| Sing High Restaurant Thunderbird Plaza | .974-3601 |
| Sir George's Royal Buffet Sun Bowl Plaza | .933-1141 |
| Sirloin Stockade 10109 Grand Avenue | .977-4642 |
| Suntowner Coffee Shop 10801 Grand Avenue | .974-7565 |
| Sun Bowl Deli-Restaurant Sun Bowl Plaza | .977-7401 |

SCHOOLS

| | |
|--|-----------|
| Glendale Community College (Registration office only) Bell Plaza 10451 Palmeras Drive | .974-9939 |
|--|-----------|

SAVINGS AND LOAN ASSOCIATIONS

| | |
|---|-----------|
| First Federal Savings Bell Rd. & 99th Ave. | .248-4528 |
| Greenway Terrace | .248-4599 |
| LaRonde Centre | .248-4254 |
| Sun Bowl Plaza | .248-4584 |
| Thunderbird Blvd. at 99th Ave. | .248-4391 |
| Greater Arizona Savings & Loan Assoc. 10699 W. Bell Road | .933-1304 |
| Grand Center | .933-8221 |
| Home Federal Savings & Loan Assoc. Del Webb Blvd. & Bell Rd. | .974-4781 |
| Saguaro Savings & Loan Assoc. Thunderbird Plaza | .974-5829 |
| Southwest Savings & Loan Assoc. LaRonde Centre | .977-4231 |
| Sun Bowl Plaza | .933-8238 |
| Thunderbird Blvd. at 99th Ave. | .977-8339 |

PHYSICIANS AND SURGEONS, M.D.

For information concerning the Medical Doctors who have offices in Sun City, please contact the Maricopa County Medical Society 252-6094

Physicians and Surgeons, M.D. are also listed in your Sun City Home Owners Directory.

PHYSICIANS AND SURGEONS, D.O.

For information concerning Osteopathic Physicians who have offices in Sun City, please contact the Arizona Osteopathic Medical Association . . . 959-0460

Physicians and Surgeons, D.O. are also listed in your Sun City Home Owners Directory.

PRINTING

G.A.F. Print Press (also art supplies)
Greenway Terrace 974-3693

POLICE – MARICOPA COUNTY**SHERIFF'S DEPARTMENT**

For information or, IN CASE OF EMERGENCY
CALL 258-6941

SUN CITY SHERIFF'S POSSE 933-3751

RADIO BROADCASTING

Sun City Broadcasting Co.
(Station KWAQ-FM)
Sun City Medical Bldg.
10820 Oakmont Drive 974-3681
Sun City Professional Bldg. (Suite 6B)
12630 – 103rd Ave. 974-2530

REAL ESTATE

Del E. Webb Development Co.
Commercial Leasing and Land Sales Dept.
(Professional and Commercial Space and
Commercial Property)
Bell Plaza – 17220 Boswell Blvd. 974-7698
Del E. Webb Development Co.
Sales Department
17400 Del Webb Blvd. 933-0173
Del E. Webb Development Co.
Resale Department
(Residential Resale and Rental Listings)
Grand Center Office 974-7472
Greenway Terrace Office 974-7252
LaRonde Centre Office 974-7606
Sun Bowl Plaza Office 974-7196
Thunderbird Plaza Office 974-7680

RECREATIONAL CENTERS

General Office (Recreation Centers of Sun City, Inc.)
Lakeview Center 933-1321
Bell Recreation Center
Bell Rd. & 99th Ave. 977-4216
Fairway Recreation Center
10600 Peoria Ave. 933-5173
Lakeview Recreation Center
10626 Thunderbird Blvd. 933-1321
Mountain View Recreation Center
9747 – 107th Avenue
(for information, call general office) 933-1321
Oakmont Recreation Center
10725 Oakmont Drive 933-2162
Sundial Recreation Center
103rd Ave. at Boswell Blvd. 977-8371

Unity Church of Sun City

Sunday Services:
(First Federal Savings Bldg.)
LaRonde Centre 995-2473
Friday Classes: Oakmont Recreation Center
Willowbrook United Methodist Church
Bell Recreation Center, Social Hall 977-4576

CLEANERS AND LAUNDERERS

Becraft's Coin Pro Cleaners & Laundry
LaRonde Centre 977-5361
One Hour Martinizing
Greenway Terrace 977-8697
Plaza del Sol Cleaners
Sun Bowl Plaza 933-8037
Sun City Cleaners & Laundry
Grand Center 933-4911
Sun City Cleaners & Laundry
Sun Bowl Plaza 933-6421

CLOTHIERS (including Shoes)

Beall's – Women's Wear
Sun Bowl Plaza 974-9866
Bedel's Corner on Fashions – Women's Wear
Grand Center 933-2111
Daisy Patch – Women's Wear
LaRonde Centre 977-7811
Draper's – Women's Wear & Shoes
Greenway Terrace 974-2501
Fashions Continental, Ltd.
Women's Specialty Shop
LaRonde Centre 977-3333
Jean's Sportogs – Women's Wear
Grand Center 933-2934
LaRu Shoe Salon (Ladies' & Men's Shoes)
LaRonde Centre 977-4718
Maharani Creations – Women's Wear & Shoes
Thunderbird Plaza 977-6776
Osburn's Apparel & Shoes – Women's Wear
Sun Bowl Plaza 933-8231
Pomeroy's Men's Store
Greenway Terrace 974-9904
Sun Bowl Plaza 933-3161
Quinn and Loe, Men's Clothiers
LaRonde Centre 977-4965
Silvana's Fashions
Greenway Terrace 974-3636
Sunburst Distinctive Ladies' Wear
LaRonde Centre 977-9901
Tres Arcos – Women's Wear
Greenway Terrace 977-0577

CLUBS

Lakes Club of Sun City (Private Dining Club)
10484 Thunderbird Blvd. 974-7320
Palmbrook Country Club
9350 Greenway Road
General Office 977-8333
Dining Room (after 5pm) 977-7777
Pro Shop 977-8383

| | |
|--|-----------|
| Sun City Country Club 9433 - 107th Avenue | |
| Clubhouse | .933-1328 |
| Office | .933-8401 |
| Pro Shop | .933-1353 |
| Sun City Golf Courses (business office) 10327 Coggins Drive | .933-4222 |

COCKTAIL LOUNGES

| | |
|--|-----------|
| Fountainbell 99th & Boswell Blvd. | .974-7551 |
| Greenbrier Greenway Terrace | .974-7436 |
| Kings Inn 10660 Grand Avenue | .977-7261 |
| Stowaway Lounge Sun Bowl Plaza | .933-9922 |

CREDIT UNION

| | |
|---|-----------|
| Luke Credit Union Bell Plaza 10451 Palmeras Drive | .974-4735 |
|---|-----------|

C.P.A./ACCOUNTING FIRMS

| | |
|--|-----------|
| Waldo Brooks Sun City Professional Bldg. (Suite 4A) 12630 - 103rd Avenue | .977-9365 |
| Henry & Horne Bell Plaza 10451 Palmeras Drive | .974-3641 |
| Howard Monheit Sun Bowl Plaza | .977-1611 |

CURTAINS & DRAPERIES - see Home Furnishings**DENTISTS**

For information concerning dentists, types of practice, etc., who have offices in Sun City, please contact the Central District Office, Dental Society of Arizona264-3575
Dental offices are also listed in your Sun City Home Owners Directory.

DRUG STORES - see Pharmacies**FABRICS**

| | |
|--|-----------|
| World of Fabrics LaRonde Centre | .977-4892 |
| T.G.& Y. Stores Grand Center | .933-1521 |

FIRE DEPARTMENT

| | |
|---|-----------|
| Bell Road & 99th Avenue Station | .974-2321 |
| 11401 - 99th Avenue (south of Grand Station) | .974-2843 |
| IN CASE OF EMERGENCY, CALL | .939-3111 |

FLOOR COVERINGS - see Home Furnishings**FLORISTS**

| | |
|---|-----------|
| McClellan Nursery & Flower Shop Grand Center | .933-7913 |
|---|-----------|

FRAMES

| | |
|--|-----------|
| The Framing Loft Greenway Terrace | .977-9759 |
|--|-----------|

MUSIC AND MUSICAL INSTRUMENTS

| | |
|---|-----------|
| Hassler's Home Entertainment Center LaRonde Centre | .977-4243 |
| Oahu Music Co. 10333 Coggins Drive | .933-8283 |
| Washburn Musicland Thunderbird Plaza | .977-6700 |

NEWSPAPERS

| | |
|---|-----------|
| Sun City-Sun Citizen 10325 Coggins Drive | .933-3531 |
| Sun City-Youngtown News-Sun 10020 Santa Fe Drive | .977-8351 |

NURSERIES

| | |
|--|-----------|
| Beardsley (Trees & Plants) 3½ miles past Bell on Grand Ave. | .933-6111 |
| McClellan Nursery & Flower Shop Grand Center | .933-7913 |
| O'Malley's Garden Shop 9902 Santa Fe Drive | .933-8248 |

NURSES' REGISTRY

| | |
|--|-----------|
| Nurses Central Registry Lakeview Medical Arts Center (Suite 23) | .977-8335 |
|--|-----------|

NURSING HOME

| | |
|--|-----------|
| Sun Valley Lodge 12415 - 103rd Avenue | .933-0137 |
|--|-----------|

OFFICE SUPPLIES

| | |
|---|-----------|
| Sun City Office Supplies Bell Plaza - 10451 Palmeras Dr. | .974-4793 |
|---|-----------|

OPTICIANS

| | |
|--|-----------|
| Arizona Optical Dispensers LaRonde Centre | .977-2562 |
| Fashion Optics Greenway Terrace | .977-1232 |
| Lee Optical Sun Bowl Plaza (Opening Oct., 1976) | |
| Phoenix McLeod Optical Lakeview Medical Arts Center (Suite 42) | .977-3281 |

OPTOMETRISTS, O.D.

| | |
|---|-----------|
| Kay, John K., O.D. Grand Center | .933-5511 |
| Schmidt, Truman, O.D. 12611 - 103rd Avenue | .933-2013 |

PHARMACIES

| | |
|---|-----------|
| Revco Drugs LaRonde Centre | .933-0101 |
| Sun City Drugs Grand Center | .933-0141 |
| Value Discount Drug Center Thunderbird Plaza | .974-2548 |
| Walgreen Drugs Greenway Terrace | .974-2524 |
| Sun Bowl Plaza | .974-3603 |

PHOTOGRAPHERS & PHOTOGRAPHIC

EQUIPMENT - see Camera Shops - Portraits

- Rabbit Kiva (Authentic Indian Jewelry)
Greenway Terrace977-3297
- Zuhl Jewelry
Grand Center933-2921

JEWELRY SUPPLIES & JEWELRY

- Sun City Silver (silver, turquoise, etc.)
Greenway Terrace977-1827

KENNELS

- Magma Boarding Kennels
Call the Magma Shooting Preserve of Sun City
(day or night)583-0466
- Sun City Boarding Kennels
10026 Santa Fe Drive933-9011

LAUNDROMATS – see Cleaners and Launderers

LAWYERS

There are several law firms with offices in Sun City. Please consult the classified section of the Mountain Bell Telephone Directory for their names, addresses and telephone numbers.

Lawyers are also listed in your Sun City Home Owners Directory.

LIBRARY

- Sun City Community Library
(Main Library)
Bell Recreation Center974-2569
(Branch Library)
Fairway Recreation Center933-7433

LICENSE SERVICES

- Youngtown-Sun City Drivers License Bureau
11114 Youngtown Avenue
(Youngtown)933-0761
- State of Arizona Licenses
(License plates & title changes only)
Sun City Professional Bldg. (Suite 5A)
12630 – 103rd Ave.974-3683

LIQUOR STORES & PACKAGE LIQUORS

- Fountainbell Restaurant
99th Avenue at Boswell Blvd.974-7551
- Kings Inn
10660 Grand Avenue977-7261
- Sun City Liquors
Grand Center933-2381

MOTEL

- Del Webb's Kings Inn
10660 Grand Avenue977-7261

MOVING AND STORAGE

- Snyder Transfer and Storage
12815 – 103rd Avenue933-0108

FUNERAL DIRECTORS

- Lundberg's Mortuary
(Youngtown)933-2551
- Sunland Chapel & Mortuary
15826 Del Webb Blvd.933-8219

FURNITURE – see Home Furnishings

GLASS

- Bishop Glass Co.
10002 Santa Fe Drive974-2509

GIFT SHOPS (including greeting cards, etc.)

- Al Mart Cards & Gifts
Greenway Terrace974-2411
- Brown's Card and Party Center
LaRonde Centre977-3722
- Heritage House
Sun Bowl Plaza933-3811

Rabbit Kiva

- Greenway Terrace977-3297
- Residents' Gallery of Sun City
Sun Bowl Plaza933-4113
Thunderbird Plaza977-9613
- Sun City Gifts (Sun City Drugs)
Grand Center933-3551
- The Squirrel Cage
Thunderbird Plaza974-9976
- The Stained Glass Shop
LaRonde Centre977-8924
- The Village Shop
(Pottery, hand-crafted items)
Greenway Terrace974-6620

GOLF CARTS

- Harry's Golf Car Center
13213 – 111th Avenue933-4637
- Melex-Riviera Gasless Carriage
9922 Santa Fe Drive974-5859

GOLF COURSES – Miniature

- Bell Recreation Center
Lakeview Center
Mountain View Recreation Center
Sundial Recreation Center

GOLF COURSES – Private

- Palmbrook Country Club (Pro Shop)
9350 Greenway Road977-8383
- Sun City Country Club (Pro Shop)
9433 – 107th Avenue933-1353

GOLF COURSES – Public

- Lakes East (Pro Shop)
10433 Talisman Road933-1395

| | |
|------------------------------------|----------|
| Lakes West (Pro Shop) | |
| 10433 Talisman Road | 933-8254 |
| North Golf Course (Pro Shop) | |
| 12650 — 107th Avenue | 933-1551 |
| Riverview Golf Course (Pro Shop) | |
| 16401 Del Webb Blvd. | 977-8365 |
| South Golf Course (Pro Shop) | |
| 11624 — 103rd Avenue | 933-0171 |
| Willowbrook Golf Course (Pro Shop) | |
| 10600 Boswell Blvd. | 974-2595 |
| Willowcreek Golf Course (Pro Shop) | |
| 10600 Boswell Blvd. | 974-2567 |

GROCERS

| | |
|--------------------------------|----------|
| A.J. Bayless Market | |
| Thunderbird Plaza | 262-0366 |
| Circle K Convenience Market | |
| 12440 — 103rd Avenue | 933-1838 |
| El Rancho Super Market | |
| LaRonde Centre | 977-4293 |
| Lucky Discount Center | |
| Greenway Terrace | 974-0187 |
| Safeway Super Market | |
| Grand Center | 977-2101 |
| Sun Bowl Plaza | 933-5531 |

SPECIALTY GROCERS

| | |
|----------------------------|----------|
| The Cheese House | |
| Greenway Terrace | 974-0843 |
| Hi-Health Supermart | |
| LaRonde Centre | 977-8337 |
| Sun Bowl Deli | |
| Sun Bowl Plaza | 977-7401 |

HARDWARE STORES

| | |
|-------------------------------|----------|
| O'Malley's Building Materials | |
| 9902 Santa Fe Drive | 933-8248 |

HEARING AID

| | |
|-------------------------------|----------|
| Sun City Hearing Aid Center | |
| 10323 Coggins Drive | 933-4271 |

HOME FURNISHINGS (including floor coverings, drapes, etc.)

| | |
|---|----------|
| Alven's Interiors, Inc. (Decorator Service, furnishings, carpet, drapes, accessories) | |
| Greenway Terrace | 974-3643 |
| Baker Bros. Floor Coverings | |
| Thunderbird Plaza | 974-5871 |
| Creative World (Artificial turf, plastic plants, carpet, drapes) | |
| Greenway Terrace | 977-7522 |
| Freed's Fine Furnishings | |
| Grand Center | 933-0105 |
| Laura's Draperies and Bedspreads | |
| LaRonde Centre | 933-8261 |
| Mayo's Home Furnishings | |
| LaRonde Centre | 977-4221 |
| Mayo's Patio Shop | |
| LaRonde Centre | 977-5421 |
| Lou Register, Inc. (furniture) | |
| Sun Bowl Plaza | 933-8236 |
| Sun City Decorators | |
| Sun Bowl Plaza | 933-0125 |

HOME MAINTENANCE SERVICE

| | |
|--|----------|
| Sun City Management, Inc. | |
| (caretaker maintenance-inside & outside) | |
| Sun City Professional Bldg. (Suite 23A) | |
| 12630 — 103rd Ave. | 974-3647 |
| Burris Building Maintenance Co. | |
| (commercial & heavy cleaning for private residences) | |
| Bell Plaza — 10451 Palmeras Dr. | 974-2752 |

HOSPITAL

| | |
|-------------------------------------|----------|
| Walter O. Boswell Memorial Hospital | |
| 10401 Thunderbird Blvd. | 977-7211 |

HUNTING PRESERVE (Game Birds)

| | |
|---|----------|
| Magma Shooting Preserve of Sun City | |
| For directions & information call | 583-0466 |

ICE CREAM STORES

| | |
|---|----------|
| Baskin—Robbins | |
| Greenway Terrace | 977-6411 |
| Carnation Ice Creamland | |
| Sun Bowl Plaza | 974-8942 |
| Foxy's Ice Cream Bowl | |
| Grand Center (Opening Oct., 1976) | |

INSURANCE

| | |
|---|----------|
| Cash, Sullivan & Cross Insurance Agency | |
| Bell Plaza — 10451 Palmeras Dr. | 933-1306 |
| Denny Eggert, State Farm | |
| Bell Plaza — 10451 Palmeras Dr. | 974-9362 |
| Farmers Insurance Group | |
| Sun City Professional Bldg. (Suite 11A) | |
| 12630 — 103rd Avenue | 974-2597 |
| Frank R. Shamel | |
| Equitable Life Assurance | |
| Sun City Professional Bldg. (Suite 14A) | |
| 12630 — 103rd Avenue | 933-3354 |

INFORMATION

| | |
|--|--|
| Sun City— Information Referral Service | |
| (See Page 1 of this Directory) | |

INVESTMENT SECURITIES

| | |
|---|----------|
| Ben Birrell | |
| Sun City Professional Bldg. (Suite 5B) | |
| 12630 — 103rd Ave. | 974-9566 |
| Braun Monroe and Co. | |
| Sun Bowl Plaza | 933-8228 |
| A.G. Edwards & Sons | |
| Bell Plaza — 10451 Palmeras Dr. | 974-5811 |
| Shearson-Hayden-Stone | |
| Greenway Terrace | 933-0191 |
| Dean Witter & Co. | |
| Bell Plaza | |
| 10451 Palmeras Drive | 974-2533 |

JEWELERS

| | |
|----------------------------|----------|
| Arizona Turquoise & Silver | |
| Grand Center | 933-6005 |
| Paul Johnson Jewelers | |
| LaRonde Centre | 974-5869 |
| Sun Bowl Plaza | 933-3023 |