

Sun City resident led early tourists around community

By HELEN ALLEN
Staff Writer

After 24 years, Garnet Burnham is still introducing people to the Sun Cities.

But, it's no longer prospective home buyers.

The spry and spunky 80-year-old Sun Citian, one of the original Del E. Webb Development Co. hostesses, is proudly showing off the retirement communities to foreign visitors. And she still enjoys the job, now done on a free lance basis, as much as she did in the 1960s.

HER WORK with Devco, in which she hosted bus tours for prospective home buyers, ended last December due to a company age policy.

Most of the foreign visitors, she said, are from Japan, but some also come from England and Germany to look over or study the retirement community concept.

The Japanese are particularly interested in the Sun Cities and have become almost regular visitors, Mrs. Burnham remarked, as the country under-

goes a culture change.

YOUNGER Japanese families, she explained, no longer want to live with older members of their families. This, in turn, has caused a problem of what should be done with older family members.

For Mrs. Burnham, hostess work turned out to be the long-

Mrs. Burnham's services as a hostess were a "selfish way of getting acquainted with other people."

est job she has ever held. The Western Illinois University graduate said she had taught school for one year and then did some volunteer hospital work while raising three children.

Approaching Devco in early 1961 to offer her services as a

*** Resident, C21**

*Resident led tours

—From C20

hostess, she said, was, in reality, "a selfish way of getting acquainted with other people."

SHE WAS ONE of six Sun City women assigned to hostess duty, at first working Sundays on a volunteer basis. They were placed on Devco's payroll about 1½ years later.

Her duties in the beginning, Mrs. Burnham said, was to greet prospective home buyers in the model home sales area off Grand Avenue. She then became hostess coordinator for the vacation apartments.

The first vacation apartments, she said, were built east of King's Inn in the mid-1960s.

Del Webb, she added, then got the idea to provide bus tours of the retirement community for conventioners at three of the Valley's major hotels.

"WE WOULD drive to Mountain Shadows, Camelback Inn and Townehouse Resort and bring the folks back to Sun City in buses to tour our streets," Mrs. Burnham remarked.

The bus tours, she said, were later extended for prospective buyers to other parts of the Valley and also included a breakfast or dinner and entertainment.

"At times, we were using up

to 27 hostesses and, one week, I worked 54 hours," she commented.

THE VALLEY tours and entertainment, she added, were halted by Devco after about two years because of the high expense and also because they kept the visitors out of Sun City too long.

Mrs. Burnham recalls telling Devco officials the bus tours were "keeping people out of town so long they didn't

"At times we were using up to 27 hostesses and one week I worked 54 hours."
--Garnet Burnham

have a chance to buy a home."

The tours were then limited to visitors staying at the Devco vacation apartments and the confines of the Sun Cities.

HER RECORDS, Mrs. Burnham said, show 4,666 bus tours arranged by Devco between 1968 and 1981. Multiplying each tour by 40, she estimates about 190,600 people viewed the Sun Cities through the windows of a bus.

*** Tours, C25**

See OVER



Tours

Garnet Burnham volunteered her services to Del E. Webb Development Co. for a job as hostess to groups of prospective home buyers. Her method of getting acquainted with people turned into a 22-year career of shepherding almost 200,000 people through the retirement communities, by her reckoning.

Expanding Webb promises not to forget Sun City roots

By MIKE GARRETT
News-Sun staff

LAS VEGAS — As Del Webb Corp. prepared for the official opening this Saturday of the 1,050-acre Sun City Summerlin project, executives were saying they want to assure Sun City West residents that the company isn't abandoning them.

While Webb executives expressed elation Wednesday at a Summerlin preview with the 326 homes already sold in pre-sales, they also said their work in Sun City West is far from finished.

Webb Corp. Executive Vice President Paul Tatz, who heads the company's Sun City projects, addressed some of the concerns of Sun City West residents that have surfaced in the past year.

Tatz reiterated Webb's position on incorporation: "The incorporation issue is strictly a residents' issue. It's not regarded by the developer as an issue that it needs to involve itself in or will."

It's also an issue that will be limited to Webb's first two Sun Cities. Sun City Vistoso is within the town limits of Oro Valley, north of Tucson, and Summerlin is located entirely

within the Las Vegas city limits as part of the 25,000-acre Summerlin master-planned community project of Howard Hughes Properties.

Tatz said he wasn't surprised Sun City West residents are considering incorporation, as it's an issue that has been around since Webb started the first Sun City.

Tatz also defended Webb's efforts in response to resident charges the developer didn't do enough to prevent passage of the so-called Sun City school tax, charged on property outside of organized school districts.

The new property tax to benefit education in 1988 began charging 50 cents for each \$100 of assessed valuation on residential property. The tax increases to \$1 this year and will increase 50 cents each year except in 1997, when it will be capped at \$4.72 for each \$100 of assessed valuation. Business property was charged the full \$4.72 beginning in 1988.

"Webb lobbied very hard in the state Legislature," he said. "It went through with strong support but I think we did everything we could have as a

company."

Tatz said Webb will continue to support lobbying efforts and residents groups to try to get the Legislature to change the law so Sun Citians won't feel they're taxed without representation.

"It's not a case of them (residents) not wanting to pay taxes," Tatz said.

The school tax also will not be an issue at the other planned Sun City projects because they will be incorporated within other cities or communities.

Tatz said he also wanted to put to rest once and for all any resident concerns over a premature Webb pullout from Sun City West after the final recreation center and golf course are completed this year. He still places the final pullout date as either late 1992 or early 1993 and only "after the last house is built."

"That's our intent and always has been our intent. There will be no confusion on that issue," Tatz said. "We've built the first 9,000 homes and we'll build the last 4,000 in Sun City West."

"To have all the amenities completed and not capitalize on that with the rest of the home

sales would not be a very prudent business decision."

Tatz said Webb has continuing commitments beyond the project completion date.

"We will still have architectural approval on all commercial projects going into the community to make sure they're responsible and compatible to the community. That's something we have even yet for Sun City."

"We don't take that responsibility lightly. We make sure that the plans are extensively reviewed and are conducive to the community. We have also agreed ... to continue a liaison with the Sun City West recreation board after the buildout. It will be in an advisory capacity. If they ask for or want our help, we will provide it."

While Tatz said Webb will still see that Sun City West resident needs are met, he and marketing director Don Tuffs said the company will encourage residents of other Sun Cities to check out the newer Summerlin project and its Las Vegas culture and lifestyle.

Webb sales counselor Dean



Submitted photo

PAUL H. TATZ — says Webb will stay in Sun City West until the last house is built in the community.

Stewart said he has shown quite a number of Webb's seven single-family home floorplans and its three garden villa and three duplex models to residents of the first three Sun Cities.

Summerlin General Manager LeRoy Hanneman said the majority of the interest so far has come from California residents. Webb Chief Executive Officer Philip Dion said that approximately 25 percent of all Sun Cities sales are to Californians.

"For these people, it's a financial decision. They can buy a home in Arizona or Nevada for half of what it would cost in California. And those long-time Californians are cashing in on 30 years of equity to finance their retirement."

Roach finds himself where Devco action is

Second in a series of four
By MIKE GARRETT
Financial Editor

Chuck Roach, Del E. Webb Development Co.'s (Devco) senior vice president of finance and administration, was one of those fortunate people who found the right job in the right place at the right time.

But then how could anyone be too unhappy dealing with the kind of profit figures Devco has been reporting the past couple years?

Shortly after Roach took the Devco position in January 1983, the economy began to rebound, Fred Kuentz took over as president to boost morale and the company again began to spread its wings.

THE ENTHUSIASTIC Roach became Devco's newest senior vice president in less than five years, the first three with Webb's Hotel Group and corporate headquarters.

The southern California native graduated from Arizona State and immediately found an opening with the nationally known certified public accounting firm, Peat, Marwick, Mitchell & Co.

"That was basically how I became associated with Del Webb," said Roach. "Peat-Marwick is the outside auditors for Del Webb. I was assigned to do their audit and learned quite a bit about Del Webb."

"**OVER THE** seven years I was with Peat-Marwick I audited various divisions of Del Webb Corp., including the casinos, the construction division, realty and management operations and the parent company."

His first job with Webb after leaving Peat-Marwick was assistant treasurer of Webb hotels in 1979. "After a year and a half I transferred down to the parent company—Del E. Webb Corp. in Phoenix as the corporate cash manager. Subsequently I was moved up to assistant treasurer of the corporation."

Then he took over as Devco's vice president of finance and controller.

ONE OF HIS first responsibilities was helping in Devco's big Boswell buyout transaction in the spring of 1983.

"I saw Devco as a very nice spot to go in." While he enjoyed his work with the hotel group and at Webb Corp., he didn't like coming back to the office after his field work and doing cash management.

Roach said he finds a higher job satisfaction and excitement level going around and seeing things happen.

HE CAN NOW look out his window at Devco's new administration building and see construction activity going on all around him.

"I'm the type of person where job satisfaction is paramount above anything else. If I'm not happy with the job, I'll leave it."

When the Devco position opened up, Roach saw a favorable climate for change after the company had floundered through the recession years of 1981-82.

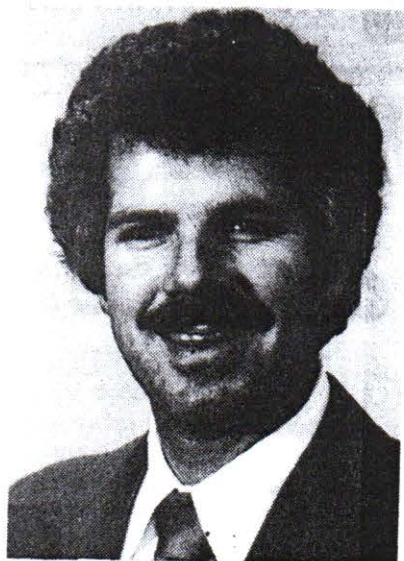
"**HAVING WORKED** close to Bob Swanson (Del E. Webb president and chief executive officer) while I was at the corporate office I had a pretty good feeling that additional changes were going to occur so I felt fairly strong that the opportunity to associate with really first class people and gain some knowledge here at Devco was right for me."

And Roach admits his wildest dreams have come true.

"I look down the road for both the company and myself and I see as much if not more growth opportunity right here than I did when I was first looking at coming out here."

"The pessimism is gone now from all indications I can see. As we're getting more into the corporate planning process and looking at growth opportunities for us as a company, I think in the future the growth opportunities are going to be there."

OVER



CHUCK ROACH

"WE'RE NOW investigating some of those opportunities and I'm the point man on doing some of that investigation. I find that very challenging and exciting."

When it comes to helping plan Devco's future growth, Roach takes a cautious one-step-at-a-time approach, knowing the company got into trouble before by expanding too quickly beyond its financial capabilities.

He doesn't foresee Devco moving out of Arizona for some time. Whether the company will expand to building something other than another retirement community will depend on several factors, including supply and demand.

"I'D COMMENT that I'm somewhat of a dreamer anyhow and that once we establish ourselves in another project and it's successful, then our parameters are going to broaden again and we will be given the opportunity to do something elsewhere, depending on what growth opportunity we want to take advantage of.

"As a primary example, some of the marketing information coming back to us and a lot of voices in the retirement industry are saying that there is an unmet demand for retirement housing around where people retire as opposed to trying to pull them

out of the Chicagos and that sort of thing and putting them down in the middle of Arizona.

"The fact of the matter is our research also shows that there are only about 5 percent of the retired people that are willing to pick up their roots and move to a new location, i.e. Florida, California, Texas and Arizona."

ROACH THINKS there may be a real viable market in and around some of this country's major metropolitan areas for retirement communities.

"But we're going to take our time and look around and consider the growth opportunities and we're going to focus on two-to-three good opportunities and look at those before we make a decision what we want to do."

With Phoenix the hottest (literally and figuratively) growth market in the country today, Devco wants to continue tapping this area's vast potential.

"WE JUST want to make sure that we maintain absolute control and accountability for our next project. We do not want to enter a growth mode and fail."

In his position, Roach naturally keeps a close eye on future economic trends. He attends numerous financial forecasting seminars to listen to noted economists like Bob Eggert in Sedona and Elliott Pollack of Valley National Bank so he can make more educated decisions on future housing trends.

"The consensus forecast says that essentially in 1985 we're going to have a dip. Specifically, the average on new home starts is going to go from 1.8 million in 1984 to 1.66 million in 1985."

WITH THE average business cycle expansion at 33 to 39 months, Roach figures that by 1986, the housing cycle may bottom out.

But Roach pointed out that Eggert and many economists still don't know what impact the huge federal deficit will have on the housing industry.

"One of the comments he (Eg-

gert) made was by far one of the most honest I've heard from an economist or politician regarding the deficits. And that is, everybody must understand that economists can look at history, at trends and at all these charts and everything.

"BUT THE fact of the matter is we have never had the kind of deficits that we're faced with today combined with the high interest rates and the economic expansion that we currently have. That's what scares everybody because nobody really knows. They don't know what impact it's going to have on consumer confidence.

Roach noted that the psychology of people's perception of economic conditions can have more of a negative impact than real economic conditions, that people won't buy a new home until they perceive better conditions to buy a home.

And that's why he said the average Sun City West home buyer waited until the recession was over before making a commitment.

"IT'S A discretionary purchase to buy a home in Sun City West, not a mandatory one."

Roach pointed to several examples of how quickly the marketplace is changing and explained ways Devco is moving to keep up with the recent trends, such as its new relocation assistance program and adjustable rate mortgages.

Devco will now offer lower mortgage rates and will go through a buyer's broker back home to create the best possible conditions to facilitate the sale so the customer can make the move to Sun City West.

It's obvious Roach is right in the middle of the action at Devco these days. But he wouldn't have it any other way.

Gamble changed retirement living

Sun City pioneered 'active' lifestyle;
Webb weighs spots for new ventures

By ROBERT BARRETT
Arizona Republic Staff

SUN CITY — When Del E. Webb and J.G. Boswell signed an agreement in 1959 for Webb to develop Boswell's cotton farm as an adult-retirement center, they were taking a gamble.

"Many people had doubts that the project would succeed," said Kenneth Parker, vice president of residential sales for the Del E. Webb Development Co.

Sun City opened to the public on Jan. 1, 1960. During the first weekend, 100,000 people toured the community, and 263 homes were sold, Parker said.

"That has become the date that changed retirement for-

ever," he told the Sun City Agua Fria Kiwanis Club last week. "Since then, our philosophy has changed very little. We feel adults want active retirement."

There now are about 2,400 adult communities with about 2 million residents in the United States, and "most of them are patterned after Sun City," Parker said.

What has changed since 1960 is the trend toward smaller adult communities — with about 46,000 people, Sun City is considered to be a large development — and the nature of home sales, he said.

After completing Sun City in 1978, Webb bought land to the

northwest and began to develop Sun City West.

The original maps show that Sun City West was to extend from El Mirage Road west along Bell Road, and across Grand Avenue to the Beardsley Canal.

Last year, 806 homes were sold in Sun City West. However, in 1982 the housing industry had a nationwide slump, and Sun City West was affected.

"We had 148 home sales in 1982," Parker said.

Webb pulled back, selling 6,000 acres of the proposed Sun City West development to Estes Homes. The 6,000 acres are on the southern side of Grand Avenue.

"Sun City West was scaled down for a population of about

— Gamble, Extra C

Gamble

Continued from Extra A

25,000," Parker said. "Management style now is to develop smaller communities."

Webb recently broke ground for a development in Tucson and is considering other locations.

"We're pursuing four or five locations in the San Diego area," Parker said. "Our research tells us San Diego County would be an ideal spot for our next development."

When it comes to actually

selling homes, the biggest competition — as well as the biggest help — comes from the residents, Parker said.

"Resales in the Sun Cities is our biggest competitor," he said, adding that last year, 2,000 homes were resales.

Webb began a Refer-a-Friend program in May 1984. When residents recommend Sun City West to friends who buy a home there, the residents receive a gift.

Parker said that Webb no longer owns property in Sun City and expects to complete the development of Sun City West in the mid-1990s.

'Refer-A-Friend' adds sales

With the largest sales force in the world of nearly 60,000, Del E. Webb Communities, Inc.'s "Refer-A-Friend" program has been a way of thanking the Sun Cities residents for introducing friends to their way of life.

Sun City area residents have been telling their friends about the recreational opportunities, great climate, shopping centers, churches and a hospital since its inception in 1960.

The program has accounted for more than 35 percent of Webb's 1,353 sales during the last 21 months.

Initiated in May 1984, the "Refer-A-Friend" program allows Sun City-Sun City West residents to receive a valuable prize if they refer a friend who purchased a new home in Sun City West.

Here is a typical example of how the program works.

Helen Morgan, a 17-year Sun City resident, enlisted her daughter and son-in-law in the program. Patricia and George Abbott lived in Hawaii until recently.

The retired naval officer and his wife visited Sun City on several occasions but had never visited Sun City West. On her last visit, Pat toured the Sun City West model home show with her mother.

"I couldn't believe how beautiful the models were," Helen said. "Pat found one she fell in love with right away."

Later that night, Pat called George in Hawaii and asked how he would like to live in Sun City West. His response was "let's make a change." They purchased a new home and Helen has a new refrigerator.

Since introducing "Refer-A-Friend," more than 10,000 names have been entered into Webb's "Refer-A-Friend" system. When Sun Cities residents refer home buying prospects they immediately receive an appreciation gift such as a cap, sun visor, key chain, license plate frame or some other gift.

The grand gift comes when that friend decides to purchase a new Sun City West home. Then the person who entered the name can choose from:

- 19-inch color TV
- 2-day, 2-night vacation at Del Webb's Wahweap Lodge on Lake Powell including an all-day cruise to Rainbow Bridge.
- microwave oven.
- standup freezer.
- washing machine.
- dryer.
- golf irons.
- \$500 Sundome gift certificate.
- other selected gifts.

Residents interested in dropping off a name can do so at the Sun City West Model Home Pavilion, 13323 Meeker Blvd. in Sun City West.

The rules are: One adult referred must be at least 50 years of age and none under age 19.

Only one gift is awarded per resident household. (If two residents refer the same buyer, first entry receives the gift).

Referrals must be submitted at least 30 days prior to purchase by the referred party.

Gift choice is subject to availability.

Current Sun Cities residents may not be referred.

The "Refer-A-Friend" program is unique in the building industry. According to Webb Senior Vice President of Sales Ken Parker, "it's a program which has worked remarkably well."

Parker said more than 70 percent of all new homes sold in Sun City West are a direct result of resident referrals. Obviously, Helen's story is just one of many.

Since 1984, the "Refer-A-Friend" program has awarded 454 grand gifts—128 to Sun City residents and 306 to Sun City West residents.

For more information about the "Refer-A-Friend" program, call 975-2270.

Perspective

Publishers notebook

Fred Kuentz retires, with love, from his town, his people



By EDWARD J. SOMERS
Daily News-Sun Publisher

gether with him for lunch and a
chat.

Del E. Webb Development Co. executives and employees gathered on Monday, along with community leaders, to honor Fred Kuentz, Devco chairman of the board, on his retirement.

A4 NEWS-SUN SATURDAY, FEBRUARY 15, 1986

This had to be one of the nicest retirement parties I've ever attended. It was a testimony to Fred's good nature and the love that was felt for him by the Devco staff.

The entire staff was extremely lighthearted, yet the event had its sobering moments as Fred reflected on his years with Devco and Paul Tatz contemplated how things would be without Fred.

It was totally obvious that Fred Kuentz is a man who was respected and loved throughout his company. His gifts were funny, fitting and taken by Fred with the good nature that he possesses an abundance of.

I thought that much of what Fred has meant to the Sun Cities was put very succinctly in his closing remarks.

Fred looked at Paul Tatz, who shared the head table with him, and simply said, "I'm charging Paul Tatz with taking care of my town and my people."

That sums up the way Fred felt about his community.

The Sun Cities were fortunate to have had him, and it's good to know he is passing the baton on to someone like Paul Tatz.

We will miss Fred but hope we do have an occasion to get to-

Devco plans corporate restructure

By MARIA ARELLANO
Staff Writer

PHOENIX—Effective Nov. 30, the Del E. Webb Development Co. (Devco) intends to restructure its Sun City headquarters into a limited partnership, according to Devco legal counsel.

Devco was closed Friday, and company officials could not be reached for comment.

In view of the restructuring, the Department of Real Estate is requesting that Devco submit addendums to their existing public reports reflecting the change in corporate structure, real estate records show.

Failure to comply immediately could result in an administrative fine, and ultimately suspension of future lot sales, said Roy Tanney, chief of subdivisions for the Department of Real Estate.

The restructuring move surprised at least one community leader.

Bob Williams, president of the Property Owners and Residents Association (PORA), said he was "totally surprised" and found the move disturbing.

"Until the move is explained to the people (by Devco), it's bound to be unsettling," Williams said.

George Seldin, Sun City West consumer advocate, and former PORA vice president, had a more reserved reaction.

"It's impossible until further details are available from Devco, to tell what effect it will have on the corporate structure and the residents," he said.

"I trust Devco will be forthright and candid in telling us why they did this," he added.

Parent corporation of the general partner which will be Del E. Webb Communities Inc. will remain the Del E. Webb Corp., but the Devco name will no longer exist.

The operation in Sun City West will become Sun City West Development Inc., according to a Nov. 15 letter written by Devco legal counsel Greg Nielsen.

The department of Real Estate may require Devco to formally amend its existing public reports, a lengthy and expensive

—From A1
process, rather than submit addendums to their public reports.

The department is requiring Devco to comply with completion dates of electric, telephone, water, sewer and streets in units 22 and 1E.

The requests were stipulated in a letter from the department to Devco legal counsel Tim Hoyt.

As first projected by Devco in reports filed with the department, completion dates in units 21 and 1E are six months behind.

A May 29, 1985 letter from the department to Devco asks that completion dates be adhered to "immediately."

That letter, addressed to Devco legal counsel Hoyt, states that "offsites," (water, sewer, etc.) have not been completed, and represent a change in Devco's original projections of completion dates.

The department subdivision representative who wrote that letter to Hoyt, John Rothermel, said to Hoyt that the change "will require that you notify us

in writing immediately of your new completion dates for these improvements, and requiring that you attach an addendum to each public report given to prospective purchasers advising them of the completion dates of the offsites.

"As far as I know, Devco has not complied with that letter," said Tanney.

However, if compliance is not met immediately, he said, the department could take formal administrative action, with the option of imposing a fine on the company, and ultimately, suspending lot sales.

He added that Devco may have complied with the May request, and that it was possible the department "just hadn't physically inspected the area." He said he had no idea why Devco never answered the May letter.

According to records filed with the department by Nielsen, attorney with the Phoenix law firm of Snell & Wilmer, the firm handling the change for Devco, the Del E. Webb Development Co., L.P. will be a Delaware limited partnership, registered to do business in Arizona as Del E. Webb Development Co., Limited Partnership.

Records also show that the sole general partner in the limited partnership will be Del E. Webb Communities Inc.

And, the sole limited partner

in the limited partnership will be Sun City West Development Inc., formerly known as Devco, Nielsen's letter states.

According to Nielsen, Webb Communities Inc. will have the same officers, directors and stockholders as the present Devco.

"The sole limited partner in the Limited Partnership will be Devco; however, the corporate name of Devco will be changed to Sun City West Development Inc.," his letter states.

Parker finds satisfaction in SC home sales

Third in a series on Devco's four senior VPs:

By **MIKE GARRETT**
Financial Editor

Most Sun Citians who purchased a home here know the name Ken Parker. It appears on some 20,000 Sun City title deeds.

Del E. Webb Development Co.'s (Devco) senior vice president of sales can look out over most Sun City and Sun City West homes and know he played an integral role in their sale.

Parker's sales career, encompassing nearly all of his 20 years with Devco, has given him a great deal of job satisfaction.

"I've had more personal satisfaction in sales," said Parker. The fact his signature is probably on some 20,000 deeds in the Sun Cities is a "personal accomplishment—not necessarily for what I did. But it makes me recognize or realize there are at least 20,000 people whose lives probably are richer and happier than if they had stayed home."

PARKER recalled how his railroad engineer father retired to a California avocado farm and died three years later.

"He was extremely unhappy and didn't understand the avocado business. He was away from his way of life. In Sun City there is a railroad club where people can talk all about railroading.

"There is someone here to share those memories, lifestyles and stories.

"**FROM THAT** standpoint, I think that we as a company have really done something for retired people."

The Winslow native and Arizona State graduate has passed through several transition stages in the Sun Cities over his 20 years. He started with Devco in 1964 as a salesman, then managed Devco's first resale department in 1965, was a Webb Home Realty assistant new sales manager, was project sales manager for the Sun City, Fla., project from October 1965 to November 1966, came back here with the same title, was promoted to vice president of sales in 1970 then senior VP in 1978.

He is particularly proud of Devco's new Silver Anniversary Edition homes and the response they've received both from the buying public and his peers in the industry.

BUT PARKER also remembers the dark days of the 1980-82 recession when Sun City West home sales almost dried up and nearly took Devco along with it.

He thinks the company is now structured and is flexible enough



KEN PARKER

to ride out any future housing recessions. Parker recalled how Devco might have gone under had he not taken steps as early as 1974 to begin limiting speculative home sales.

"The company and the project at that period of time (1974-79) was euphoric. We could do anything—spend money, build houses. It was not uncommon to the real estate industry in general."

"**ONE THING** I am thankful for and feel that I probably saved the company a lot of money was during that period in 1978-79; the idea nationally was buy real estate and become a millionaire. The interest rates were low and houses were appreciating 18-20-25 percent a year.

"We had people in our project here who wanted to buy from us 8-10-12 garden apartments, half a dozen duplexes and six or eight houses.

"I wasn't smart enough to know that a recession was coming, especially in the housing industry. But I was smart enough to know that the housing industry does cycle and the thing that bothered me most was, if we

allowed all of these speculative purchases and we then put those houses into the ground, started building and the bottom fell out, then we as a company would be in a precarious position because we'd have all these unsold units."

PARKER SAID he began in 1977 to check every buyer for name similarity in the files. If he discovered duplication, Parker then checked the buyer to see why they were buying a second piece of property.

"My formula was a little bit of anything is probably OK. It's only when it becomes excessive it becomes dangerous.

In 1977, he issued a memo that the only prospective buyer who could buy a house is one who intends to use the dwelling as his personal owner-occupied dwelling. There would be no selling to those who wish to speculate or use the house as a rental.

"**IF YOU DON'T** control what goes into the ground, you can't control whether it ends up as a completed property. The costs to the company are astronomical.

"If we could have done anything differently, I probably would have been even more concerned about speculative purchases. Some people came in and changed their names, put the houses in their aunt's or uncle's or cousin's names, anything to avoid our checking them out.

"I think we've learned from that experience not to overextend as a company upfront money without really measuring the current economic climate and its forecasts. In those days there was very little of that done."

Even with Parker's controls, Devco was saddled with about 600 unsold homes during 1980-81 when interest rates suddenly jumped from 8 to 14 percent.

"BUT IF I had not exercised the controls that I did, that number could have been 1,000-1,500 units and then there would have been a question whether the company could have survived."

It's now surviving quite well and Parker is encouraged by the Silver Anniversary models.

"In my 20 years with the company, we have had the most positive response to this series of models of any I can recall.

"THE REACTION from the residents has been particularly gratifying because they're our most critical observer. We took a great deal of time in designing them to contain those features that the residents like. One of the most important was the lightness and airiness of the models."

"What we try to do especially with these houses is let that openness into the house so they can enjoy it inside or out. Obviously, the exterior decor and architecture is more southwest than we've typically done previously.

"Sales activity on them has been about what we expected. November and December are typically not heavy sales months for our company, other than the residents who may choose another lifestyle or different model. Our real heavy selling season does not start until Jan. 15.

"ALL indications are these models will be accepted from opinions thus far presented to us, probably better than any other models."

That includes other Arizona builders and business people who have been out to view the models, something most builders don't do, according to Parker.

Most of the initial sales have also been in the four higher-priced models, an indication of the new affluency among this country's retirees, Parker said.

THAT INCLUDES the usual 20 percent of total sales which come from Sun City residents who move up into larger homes.

That new affluency has meant some changes in marketing techniques used to sell the homes. The house is now stressed as much as the Sun City lifestyle.

"I think we're probably selling a little more sizzle this time than we have before," said Parker. People buy suits, perfumes and aftershave lotions because of the sizzle. They think they look nice and that's what we've tried to do with our houses. "I think this time we have paid more attention to product detail in terms of the house or dwelling than we have ever done before—its architecture, and decorating. Some of our models in the past were decorated possibly to the extent of the decorators' desires and needs and this time we've decorated them to augment or accent the dwelling itself."

WHAT ABOUT changes in what retirees want in a home now as opposed to 20 years ago?

"One thing I have learned in my 20 years with this company is that people are the same, irrespective of lifestyle or eco-

nomic strata. We all have certain desires, likes and dislikes although the degree of affluency has changed dramatically. We used to sell to the butcher, baker and candlestick maker.

"But the sheer cost of housing has made it necessary for those people to seek other alternatives.

"WE'VE LOST a lot of that market. Obviously when you get to a more affluent person, they're a little more demanding of what you produce—architectural design and appeal was not as critical in 1965 as it is in 1985."

Parker pointed out that the average conventional retired buyer still wants a house around 1,700 square feet with two bedrooms, two baths and a leisure room. He said floorplans haven't changed much since 1965. But quality has been added, with additional features, tile roofs and larger square footage.

HE ADDED that the greatest deterrent to increasing sales activity is still people's cautious nature, along with problems selling their houses back home.

Parker also talked at length about his experiences with the Sun City, Fla., project which was nowhere near as successful as Sun City, Ariz.

"The problem we had in Florida was we were not necessarily competitive to the marketplace. Secondly, the project was remote in location. Thirdly, it was remote from the corporate structure.

Devco's master planner has grown right along with Sun Cities growth

By MIKE GARRETT
Financial Editor

First in a series of four on Devco's senior vice presidents:

Tom Ryan, Del E. Webb Development Co.'s senior vice president of planning and construction, has seen his role grow right along with the development of the Sun Cities—from consultant to master planner.

Ryan was on the scene as a consulting engineer before and after Sun City first became reality in 1960 and he's now the chief planner and developer of Sun City West.

The growth and development of the two Sun Cities is something in which the soft-spoken Ryan takes considerable pride.

HE HAS come a long way from his first job, which was the building of a football field in 1953 at an Army-Air Force base in West Germany.

That was when the Iowa native was serving in the Army Corps of Engineers on assignment in Germany after he graduated from Iowa State University.

"I've always wanted to go back and see it again," said Ryan of the football field project. "It was a major earth-moving project. We had to move about 200,000 yards of earth."

AFTER HIS two years in the Army, Ryan decided his future was in consulting engineering. He worked for a growing firm in Omaha for three years before he was transferred to Phoenix in 1959. After another seven years with the same company here, he decided there might be more personal rewards in housing or some other phase of construction.

His job had been basic civil engineering work on community facilities such as designing water and sewer systems for the Henningson-Durham (HDR) company. "I owe them a lot. They gave me an excellent background. I wasn't categorized in any one particular aspect. I was civil (engineering) and lucky enough to get a broad experience."

"I enjoyed it but there are certain rewards in executing something rather than doing it just by plans and turning it over to somebody else."

RYAN FIRST tried another Phoenix homebuilder for a couple years before he was hired by Del Webb in 1968.

By then he already knew what Sun City was all about.

"The first project I worked on when I got down here in '59 (with HDR) was the water system for New Life Unit 1, which was the first subdivision in Sun City. So actually you could say I was in on the initial planning for the first phase in Sun City as an outside consultant."

"**DURING** the first seven years I was with HDR I was actually doing design and engineering for Sun City. So I had a pretty good relationship with everyone here." It was his admiration for the Sun City project that led Ryan to take Webb's offer.

"In those days, Sun City was kind of looked upon as one more construction project. It was basically administered out of the Phoenix office. It didn't have the stature or presence it does now."

"One of the things I did when I was with HDR was a planning study on conventional housing north of Grand Avenue. There wasn't a great deal of confidence in the early '60s it would ever be what it is now as a retirement community."

THAT ALL changed around 1970 when Sun City really took off. At that time, according to Ryan, Devco decided to discontinue its third-party housing projects around the country and concentrate all its efforts on Sun City.

That required moving Devco's offices from downtown to Sun City in the first Devco headquarters building at 103rd and Coggins.

"At that time I was basically involved in the engineering and planning aspects of the land development as chief engineer," said Ryan. "We made the jump to Phase II in 1968 while we were still downtown. That again brought home to us that we needed to be out here on the grounds."

"**MY BASIC** planning and development work with Webb as far as an employee really began with Phase II when we crossed Grand Avenue."

In that respect, Ryan was instrumental in the development of Viewpoint Lake and "mountain" and the circular street pattern around Del Webb Boulevard.

"As far as I know, that was the first residential lake in Arizona. The Lakes in Tempe followed us."

OVER



TOM RYAN

RYAN ADMITTED the circular streets were a sales gimmick. "We never really had any grid pattern other than the major streets out here. But when we crossed Grand, the county allowed us a free hand with the arterial streets. There were problems with the street addresses and still are. There are probably people there who still hate me for that. But it kind of ran its course and we went on to something else."

The biggest headache for Ryan and Devco in Sun City's development was sewage disposal.

"That was a continuing daily problem for years. When the community was started it was isolated, more than you would ever believe now. The long-range plan was that the Sun City sewage would connect to the Phoenix system. But getting there turned out to be about a 20-year struggle."

IT WASN'T until 1982 that the last pump station was discontinued and Sun City's sewage was finally connected to a Phoenix plant via a gravity-feeder line down 99th Avenue, Ryan noted.

"Out of all this travail, we finally resolved that Sun City West would be dependent on no one. We would provide our own sewage treatment when needed and the initial planning of Sun City West was based on that."

Other than the sewage problem, Ryan's only other regret in his 16 years with Devco was the Marinette Center project.

"I DIDN'T make the decision (to build it) but I certainly participated in it. We made a mistake and if I had it to do over again, I would not have put all the money in the Bell Center," said Ryan. "The thinking at the time was that the community would realize that we had built a super-center to take the place of two smaller centers. It didn't turn out that way."

Sun Citians, aware that original plans called for a rec center to be built at 99th Avenue and Union Hills, cried out for Devco to build what was promised.

BUT SINCE Devco had spent all its earmarked rec center money on Bell, there wasn't any left for Marinette.

"We had to do something and what we did was very minimal. If we had to do it over again we would have built a smaller Bell Center and a bigger Marinette Center," said Ryan. "I think the community would have suffered from it but politically it would have been the smarter decision."

Ryan said Devco learned from its mistake by building the Sun City West community center before its neighborhood centers.

"I'M PROUD of what we've done. We made mistakes but we corrected them and we still built one of the finest communities in the world. It's a good feeling to be a part of that."

Ryan's responsibilities also grew along the way. In 1972 he was promoted to vice president in charge of all land development, the actual construction as well as land utilization.

After Sun City crossed Bell Road in 1974, Ryan was made senior vice president and last December he was given the added responsibility of planning and construction of housing.

AFTER DEVCO struggled through a recession year in 1975, housing sales again picked up enough to where Ryan became involved in the initial planning of Sun City West.

"In 1977 we were really into the Sun City West Master Plan because we were using up Sun City at a much faster rate than we anticipated. So we spent most of '77 getting the master plan prepared. In 1978 we broke ground on Sun City West."

"The first two years were unbelievable. I never really believed we could accomplish what we did in those two years."

"UP UNTIL this year, most of the development of Sun City West was actually done in 1978-79."

Then came the frustrations of 1980-82 when SCW home sales plummeted dramatically and Devco was forced to reorganize and subcontract all its construction work.

But the good times returned and Ryan is currently involved in re-evaluating the SCW master plan which is nearly finished. "It's more a matter of recognizing the changes in the marketplace than anything else and adjusting for the impact of the new water laws."

RYAN IS pleased at how well Devco's reorganization plan is working, pointing out he thinks its home construction quality is now second to none. "I've never seen better work."

He expects to keep busy with new and different challenges every day at least until Sun City West is fully developed sometime in the mid-1990s.

"Really, I can't think of a better company to work for in this area. It sounds pretty dull but I'm really looking forward to finishing up Phase I and getting into Phase II."

RYAN ALSO has another challenge he'd like to fulfill.

"I'd really like to build the perfect house."

If perseverance has anything to do with it, he just may succeed.

NEWS & SUN
SUN CITY

JUN 5 1982
MAR JON

Tuffs gets more Devco duty

By HELEN ALLEN
Staff Writer

Don Tuffs, Sundome manager, has taken on additional duties of coordinating public relations and advertising for Del E. Webb Development Co.

Tuffs assumed the additional tasks as a result of the recent dismissals of two Devco vice presidents, Jerry Svendsen and Jim Handley.

The public relations and adver-

tising departments at Devco still are in the process of reorganization, Tuffs said, and there is no certainty on the final outcome of how matters will be handled.

"WE HAVEN'T even given the department a name as yet," he added. "We will work into it slowly and see how much the agencies will handle."

Meantime, Tuffs will be coordinating the two functions with Cra-

mer Krasselt-Southwest, a national advertising firm based in Milwaukee, and Joanne Ralston and Associates Inc., a Phoenix public relations company.

Some changes which have taken effect at Devco, according to the new coordinator, include:

—KEN PLONSKI, who has been doing publicity for the Sundome, will now coordinate news releases for the Sundome and Devco.

—Steve Welch, who has been acting as an assistant manager of the Sundome, will be taking on more administrative functions.

—Ronn Broadway will serve as art director for both public relations and advertising for Devco and the Sundome.

—Barbara Jackson, a media buyer, also will be in charge of production control.

Devco fires Handley, Svendsen

Two Del E. Webb Development Co. vice presidents—Jerry Svendsen and Jim Handley—have been fired and their jobs turned over to private firms in Phoenix.

Svendsen's responsibilities in public relations will be shared by Don Tuffs, manager of the Sundome, and Joanne Ralston and Associates Inc., which has handled public relations for the Webb Corp.

Handley's duties in advertising will go to Cramer Krasselt-Southwest, a national advertising firm based in Milwaukee.

GEORGE REEVE, Devco president and general manager, said the firings were part of a company-wide reorganization designed to cut costs and rekindle interest in Sun City West.

Svendsen, who worked for Devco almost 21 years, said he was not surprised by the move and that it may have been due to a philosophical difference on public relations duties. "I'd rather be working with people rather than sitting in an office typing PR releases," he commented.

The Glendale resident plans a new career as a consultant in retirement planning.

"**I DO HAVE** good feelings" about Sun City and will continue to promote Sun City in seminars throughout the nation, Svendsen said.

Handley, with Devco 10 years, was still at Saguaro Advertising Agency Inc., the in-house agency established by Devco in 1972, this morning. "I'm helping out," trying to make the transition easier, he said with a laugh.

The Sun City resident has no immediate plans, but said he may take a vacation first.

"**ESSENTIALLY**, the reason that my position is being eliminated is that the part I do would be duplicated" by Cramer Krasselt's work for Devco, Handley explained.

The Phoenix agency did a marketing study and an advertising proposal recently. Their proposal could have been handled by either advertising agency, "but that was the decision they (Devco) made," he said.



JERRY SVENDSEN

Svendensen bids SC/SCW area au revoir, not goodbye

By JERRY SVENDSEN

I appreciate the opportunity of writing to so many friends in the Sun Cities and of reminiscing for a few paragraphs.

I recall those early days when my office was a temporary building on Peoria Avenue across from Fairway Center (then called Town Hall). I'd sometimes pause in my day's work to step out the back door and into the cotton fields that seemed to stretch to the South Mountains.

My main occupation early on was to write hometown newspaper stories about new residents, describing their new way of life in Sun City. I was in my mid-20s then and was adopted by more mothers than you can imagine, most of whom had left family in the Midwest. The interviews lasted far longer than they should have—cookies and coffee at each stop.

Those were exciting days for developer and pioneer residents alike as we set about shaping the town that would change America's viewpoint on retirement.

DURING THE 1960s I attended dances, block parties, luaus, Easter sunrise services and potlucks. Where a function was in Sun City, there I'd be with my camera. Many of those pioneer residents with whom I became well acquainted are now gone, but quite a few are still at home in Sun City. These lovely people will remain with me for as long as I live; as a Pioneer Club member, I plan to attend their periodic get-togethers.

In 1962, we opened the South Course; in 1963, there was the National Senior Open Golf Tournament; in 1964, new models; in

1965, a housing slump. In 1966, things picked up again—especially for me. I married Lynda, and late that year the Sun Bowl was dedicated. In 1967, Mountain View opened; in 1969, construction moved across Grand Avenue—and for the next decade plus, more models opening, premiere of Boswell Hospital, shopping center and recreation complex dedications.

Highlights for me personally were Western Days at Grand Shopping Center; anniversary celebrations, the Bicentennial with parade and Bell dedication (will be back in 2026 to help open the time capsule—will be only 91); 12 years of Sun Bowl events; all-resident variety shows; grape festivals, fireworks shows, fitness festivals; Fiesta Bowl parade floats; assistance in formation of the Walking/Jogging Club and Senior Softball League.

FOR YEARS it was my respon-

sibility to edit the Sun City Newsletter, activities calendar, to create special promotions, to prepare news and feature stories and to emcee vacation dinner shows for visitors (many of whom became residents). In all these ways, I came in contact with hundreds of Sun Citians. They worked with me, encouraged me, taught me, at times re-directed me—they helped me grow.

Then in February 1978, we began again with ground-breaking ceremonies at Sun City Wet. In October of that year we welcomed first residents. From that point on it was newcomers coffees, grand openings, of models, recreation center and Sundome, more vacation dinners, resident holiday variety shows, anniversary celebrations, and with staff reduced in the past year, the necessity of personally editing the activities calendar.

THE LATTER WAS a real pleasure (except for deadlines). It gave me the opportunity of meeting some more terrific people and viewing first-hand dozens of groups and individuals in action: jazzercise, yoga, arts and crafters, discussion groups, the Posse, Hospital Auxiliary, library volunteers and PORA. I observed their intensity of living, their concern for others and sense of purpose and involvement. Westers are people I learned to respect and like very much.

My departure from the Webb Co. really was by mutual agreement. The company has changed—I, too, have changed positively. My plans and desires for myself were different than those they had for me. The break should have come sooner, but it is hard to dissolve a two-decade habit. I feel grief for having to

leave that portion of my life behind, but am relieved and excited about the door opening to my future.

I will more than remember by friends in the Sun Cities. I will share my experiences, observations and lessons with others through my public speaking and seminars career. In my new work, I will speak at conventions, to employee groups and associations about leisure, health, communication and attitudes.

My present hour-long address is titled "Creative Long Life." To my many friends in the Sun Cities I wish you just that—creative long life. No reason for goodbyes. As a neighbor living with my family in Gelndale, the Sun Cities will remain familiar territory for me as I visit friends, attend events and address groups.

Reeve promises to help Sun Cities

George Reeve, new president and general manager of Devco, Thursday dispelled a rumor that J.G. Boswell Co. had become 51 percent owner of the Del E. Webb Development Co.

In an informal interview, Reeve answered questions about plans for Sun City and Sun City West.

Reeve, whose background is in real estate, said "We won't ignore the remaining real estate we own in Sun City."

Attention to approximately 20 parcels, the largest of which may be 20 or

30 acres, he said, will include determining whether "any services or needs are not being met" for Sun Citians and developing the land parcels to adapt to those needs.

The question he will ask is "What is the need in Sun City that's not being fulfilled?"

"I don't think that approach has ever been looked at. I don't know if Sun City has ever been asked, but we intend to find a way," he said, "by questionnaires or by going door-to-door."

Need analysis, he said, will be

followed by finding out "who can serve a need."

Speaking of Sun City West, Reeve said, "Sun City West is not for sale."

Informed of the community's request to Devco for a donation of a parcel of land between Phase I and II for the proposed Sun City West Helping Hands Center, Reeve said, "Let's not limit it to land."

Reeve said the request should include plans for a facility to house the community's social service and charitable organizations.

DevCo gets new president-manager



George Reeve

Del E. Webb Development co. has reorganized its top management.

Robert K. Swanson, chairman, president and chief executive officer of Del. E. Webb corporation, said George Reeve has been named

president and general manager of DevCo effective immediately.

Reeve, 42, will oversee all operations of Sun City and Sun City West. He previously served as executive vice president of Webb's Commercial Group.

Joe Aubin, who had been DevCo's acting general manager, has resigned.

The five-member DevCo board will be composed of Swanson, chairman; Reeve, Owen C. Childress, executive vice president of finance, Del E. Webb Corp.; J.G. Boswell and Jim Fisher, both of the J.G. Boswell Co.

Swanson said the major management changes "are reflective of both Del E. Webb Corporation and the J.G. Boswell Company's long-term commitment to the development of Sun City and Sun City West.

"DevCo will introduce a new home product line based on intensive market research in keeping

with Webb's historic pioneering approach to resort-retirement living," Swanson said.

"The new product line will involve 11 models, some of which will be unveiled this summer with the balance scheduled for late 1982," he said.

Reeve joined Webb in 1962 as a building porter-management trainee. Within four years, he became manager of operations for the firm's commercial ventures, responsible for more than \$50 million in property.

He was elected vice president of Webb in 1968 and executive vice president in 1971.

Active in civic activities, Reeve is an executive group member of the Urban Land Institute; and holds memberships in the Arizona Association of Realtors, National Association of Real Estate Boards and Central Arizona Chapter, Institute of Real Estate Management.




Editors Chair

We'll miss John Meeker

John Meeker has resigned as chief executive officer of the Del E. Webb Development Corporation. The rightness or wrongness of this decision is not a matter of public or editorial debate, because it's a fait accompli.

However it does call for discussion and comment. John Meeker is not just anybody. He has been the single and most influential factor in the existence and growth and success of Sun City. His greatest strength has been his greatest weakness.

He has been so single-mindedly devoted to our welfare that he assumed it as a personal rather than a corporate responsibility. He could not bring himself to delegate final responsibility and authority others. Thus, when things over which no individual could have controlled, went wrong, there was no escape from his self-assumed responsibility . . . John Meeker had to walk the plank.

In John's removal from the scene, Sun City has lost an understanding friend. This is not a casual commentary. Sun City cannot be understood objectively — for the outside; it can be appreciated and comprehended only from the inside— subjectively and sympathetically. Though not a resident, John has been an intrinsic part of Sun City from its very beginning. He has been its varying tides of strengths and weaknesses, and has been party to its creative growth.

John Meeker did not invent Sun City. Delbert Eugene Webb did. The dream was born in the genius of Del Webb. It was a daring and innovative dream. What he dreamed had never been envisioned before. True, Big Ben Schleifer invented the first retirement community when he built Youngtown, five years before Sun City came into being. But, what Big Ben saw was a limited and quiescent retreat into a placid and unchallenging escape from the world.

Del Webb saw clearly, before anybody else even suspected it, that a totally new and different generation of retirees was developing in our society, and their emphasis would be on continued activity. Del Webb conceived the idea, but John Meeker was the obstetrician. Out of the vast array of talents available to him, Del Webb recognized the capabilities of the young man whom he first knew as his caddy.

While Del Webb was putting together his international empire, he turned over to John Meeker responsibility for specific implementation of his dream of an "active retirement community." John dedicated

himself to every detail of that assignment. Surrounded and supported by men of unusual capabilities . . . Gerald Williams, Mike Britt, Owen Childress, Jerry Svendsen, et al, and, later, Joe Aubin, John made Sun City his life.

Paradoxically, he insisted on a low profile. He didn't want his community benefactions publicized. Without his singular and gracious dedication to the community it is more than likely that we would not now be benefitting from the too-often-taken-for-granted but extraordinary services of Boswell Hospital, Sunshine Services, Recording for the Blind, the availability of the Sun Bowl for community use (when its sale would have helped to relieve the corporation's cash-flow problems), and the exciting adventure of the Sundome. He refused to allow these executive actions to be personalized.

If I may be allowed a personal comment, it would be that John Meeker is a better man than he thinks he is. If he had been more confident of himself, he would have been more willing to give others final responsibility for their actions. Consequently, when things started to go wrong — for reasons which neither John Meeker nor anybody else could influence or control — some one individual had to bear the responsibility . . . and that one was John Meeker. That's the way corporations work.

Stepping into the DevCo hot-seat is Joe Aubin, exec, vp and now acting general manager. We don't know what Bob Swanson, CEO of the Del Webb Corporation, had in mind for ultimate administration of DevCo. We can only hope that Joe will be given ample time and opportunity to demonstrate his executive capacities. Joe is a gifted executive. He will not run a one-man show. He will call on the full capacities of his associates for ultimate performance. Above everything else, he understands Sun City. He has lived with our idiosyncracies and vagaries. He is an accomplished and sensitive listener.

It would be an extraordinary "outsider" who could do what Joe can do in helping our community fulfill its destiny.

We will miss John Meeker. Not enough of us have had the privilege of knowing him. When history writers the story of Sun City, Del Webb will be recognized as the inventor, and John Meeker will be acknowledged as the developer. Sun City is the visible evidence of his dedication and affection.

over

Meeker's departure

Last week's corporate announcement that John Meeker had resigned as Del E. Webb Development Co. president after more than a dozen years in that post surprised many in Sun City.

Perhaps it shouldn't have, given the large number of staff cutbacks in recent months as Devco strived to overcome sizable deficits brought about by a depression which has brought the nation's housing industry to a near-standstill.

But it surprised the News-Sun staff nonetheless, and we suspect that most Sun Citians were struck the same way.

Meeker occupied an unusual position in the Sun City-Sun City West community because his involvement was so personal. He was monarchical in his application of decisions which affected the community, but he was directly involved in the decision-making process.

Perhaps it was a fault that Meeker did little delegation of responsibility in his totalitarian approach to Devco's administration. But this is what brought him close to those affected and to the problems as they saw it.

John Meeker was accessible. Those who wanted to get their messages across to the "top guy" generally got to do so. There's no question that this made his job harder and stretched out his typical work day substantially.

But in his direct approach to "governing" Sun City and Sun City West—and in many respects this is what he did do—he held up high standards for the community and overall kept his staff and the community adhering to those standards.

His concern for the charitable efforts mounted by citizen volunteers was reflected, generally unknown to the public, in such behind-the-scenes support as \$1-a-year rentals in Devco offices. The matter of rents has been brought home sharply to

many non-profit public service organizations lately because of the sale of many office buildings by financially hard-pressed Devco; new owners have brought rentals into line with reality, thus creating chaos out of carefully constructed budgets.

On balance, Meeker's tenure as Devco's boss here must be assessed as a major plus for the community. We think that the vast majority of the local citizenry will join us in wishing him well in his future endeavors.

Financial

NEWS-SUN Friday, September 11, 1981

A8

Devco chief quit amid hard times for firm

By PHIL ANDREWS
Staff Writer

John Meeker, president of Del E. Webb Development Co. since 1965, resigned Tuesday as head of the troubled Del E. Webb Corp. unit.

In an announcement, Devco said Meeker quit to "pursue other business interests."

Although Tuesday was Meeker's last day at work, the announcement was not made until Wednesday.

MEEKER IS CREDITED with the expansion of Sun City, construction of the Sundome and building Sun City West. He had been with Webb, parent corporation of Devco, since 1946.

In his place, Joseph Aubin, Devco executive vice president, was named acting general manager.

Aubin has been with various Webb subsidiaries for the past 30 years. He was project manager in Sun City, Calif., and head of Inscor Development Co. in Hawaii, where he developed an 880-acre residential-resort community. Aubin joined Devco in 1975.

WEBB SPOKESMEN denied rumors that Meeker's resignation was part of a revamping of the corporation's upper echelons in the wake of financial troubles and the appointment of a new chief executive officer at Webb.

"He elected to resign," said Armand Rotonda, public relations director for Webb. "He wasn't fired."

Meeker was reported by a source to have gone to the Prescott area for a brief rest, and could not be reached.

THE SAME SOURCE, asking anonymity, said Meeker plans to go into business with his son.

Meeker is the second top executive to leave Webb in a year marked by a financially rocky road for Devco and its parent company.

In April, R.H. Johnson, Webb board chairman and chief executive officer, announced his retirement at the same time the giant corporation was announcing an \$833,000 loss for the first quarter of 1981.

JOHNSON HAD BEEN president of the corporation since 1964. He was named chief executive officer in 1973 and chairman after the death of corporation founder Del E. Webb, July 5, 1974.

Johnson was replaced by Robert Swanson, a former president of Greyhound Corp. Swanson earlier was executive vice president of General Mills Inc.

As Johnson stepped down and Swanson picked up the reins, sell-offs of major Webb holdings, which started in 1980, continued to make headlines.

THE FIRM HAD sold its Sun City shopping centers in 1980 to Prudential Insurance Co., as well as Rosenzweig Center, with the TowneHouse to Ramada Inns.

This year, it sold Mountain Shadows Resort to

Marriott Hotels and Newporter Inn in Newport Beach, Calif., to Amfac Inc. of Honolulu and Westgroup Inc. of Hollywood, Calif.

In Sun City, Meeker told the Daily News-Sun earlier this year that "Everything we have in Sun City is for sale," adding that negotiations were under way for the sale of other Devco properties.

AND, IN SUCCEEDING months, the Suntowner was sold to Bob's Big Boy Family Restaurants while Bell Plaza and Devco's headquarters building were sold to Travelers Insurance Co.

Other recent Devco property sales included that of the Sun City Professional Building to private investors.

The sale of properties and holdings last year averted an operating loss for the corporation in 1980 of \$4,624,000, or 49 cents a share, according to Webb's annual report.

EVEN WITH THE sales, however, net income in 1980 plunged 57 percent from 1979, to \$4.51 million from \$9.37 million.

Sales of holdings this year have boosted Webb from a loss in the first quarter to earnings of \$10.7 million in the second quarter, \$9 million of which was credited to the \$30 million sale of Mountain Shadows.

The corporation was, and continues to be, buffeted by rising inflation and interest rates, as well as declines in tourism prompted by the nation's recession and continued trouble with its planned Claridge Hotel and Casino in Atlantic City, N.J.

IN MID-YEAR, New Jersey withheld an operating permit for the completed casino until Webb sold its 50 percent interest. The New Jersey action was taken because of the pending federal indictment in Las Vegas against Webb and one of its officers on charges of fraud.

Webb reports that it expects to receive at least its equity in the Claridge from the sale. If the court case in Las Vegas is resolved in Webb's favor, and New Jersey grants the firm a casino permit, it does have an option to reacquire its interest in the Claridge.

In Webb's 1980 financial report, the company said that even a delay in the licensing process would create financial trouble for Webb, which had spent \$25.5 million on the hotel-casino through last year.

MEANWHILE, the nationwide decline in home sales because of skyrocketing prices and interest rates also hurt what analysts agree should be one of Webb's most profitable ventures—Sun City West.

According to records filed in Maricopa County Superior Court in June, Devco's 1981 losses in Sun City West totaled \$1,586,610 through May.

According to Webb's second-quarter report, earnings continued to suffer from a continued "severe drop in home sales" because of high home mortgage rates.

Meeker resigns



JOE AUBIN



JOHN MEEKER

John Meeker has resigned as president of Del E. Webb Development Co., the company announced today.

In a statement, the company said Meeker was leaving Devco to "pursue other business interests."

Joseph Aubin, executive vice president of the company, has been named acting general manager. Tuesday was Meeker's last day with the firm, a company spokesman said.

Aubin, former project manager of Sun City, Calif., and head of Inscon Development Co. in Hawaii, joined the company's Sun City staff in 1975.

Devco, 51 percent owned by Del E. Webb Corp. and 49 percent by J.G. Boswell Co., is builder of Sun City and is developing Sun City West.

M.D.

MR. JOHN W. MEEKER

President

Del E. Webb Development Co.
17220 Boswell Boulevard (P.O. Box 1705)
Sun City, Arizona 85372

Birthplace and Date: Brownwood, Texas - 5 June 1926

Educational Background: Phoenix Public Schools

Career Highlights: Following a tour of duty with the Air Force, joined the Webb Corporation in 1946 as a junior clerk; 1955 moved to Housing Division as operations chief; 1959 made supervisor of design and engineering for the new resort-retirement community being planned in Sun City, Arizona, responsible for complete layout of community, as well as homes, public buildings and golf courses; 1965 became president and director of Del E. Webb Development Co. Sun City. Under his guidance Sun City has grown from zero population to over 48,000 in nineteen years to become the 7th-largest population center in Arizona, and the largest resort-retirement community in the nation.

Serves on Board of Directors of Walter O. Boswell Memorial Hospital; President and Director, Sunland Memorial Park and Cemetery, and Saguaro Advertising Agency, Inc.

Memberships: Moon Valley Country Club, Kiva Club, Lakes Club, Homebuilders Association of Central Arizona, National Association Farm and Land Brokers, Phoenix Real Estate Board.

Hobbies: Golf and development planning.

DEL E. WEBB DEVELOPMENT CO.

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BULLETIN

This story has been distributed to media for release today.

Joseph S. Aubin, executive vice president of the Del E. Webb Development Co. has been named acting general manager of the firm, a subsidiary of the Del E. Webb Corporation.

Aubin succeeds John W. Meeker, who has resigned as president of Del E. Webb Development Co. to pursue other business interests.

Aubin, a 30-year veteran and native of Arizona, joined the company as an accountant and over the years held various executive positions in the Webb organization, including that of project manager of Sun City, California from 1965 to 1970. Prior to joining the Sun City, Arizona staff in 1975, Aubin headed the Inscon Development Company in Hawaii where he was responsible for the development of an 880-acre residential-resort community.

Del E. Webb Development Co., 51 percent owned by the Del E. Webb Corporation and 49 percent owned by J. G. Boswell Company, is builder of Sun City and is currently developing its sister resort-retirement community, Sun City West.

9/9/81

*Del E. Webb, on the cover of
Time magazine August 3, 1962,
with a shuffleboard court
behind him in the artist's drawing,
revealed nationally what and who he is:*

Del Webb, the hulking, slope-shouldered, long-striding, 63-year-old, who hates to be called Delbert, could not stand the life in one of his own Sun Cities for more than a few days, or a few hours.

Though he has earned some unexpected gratitude for his retirement centers, he is better known for more rough-and-tumble activities: as co-owner of the New York Yankees, as one of the largest single builders in the U.S.

THE JOURNEYMAN. A restless barnstormer by trade and temperament, he was born in Fresno, California. His mother was the daughter of a German farmer who built one of California's first irrigation systems. His father was the son of an English evangelist. But most of Del Webb's early exposure to religion came from his father's three sisters.

"Those old ladies were so religious, they squeaked," he says. "I had to go to Sunday School and church and goddamnit, I wanted to play ball. They thought baseball was trafficking with the devil, so when I finally went out to play, I had to do it now and then under an assumed name."

His father, a building contractor and amateur ballplayer, passed on to him the tools of his two trades, a carpenter's saw and a fast ball.

By the time he was 10, Del knew his way around the scaffolding or the infield with equal aplomb. "I can't remember not being captain of the team," he says. "When we choose sides for a pick-up game, I was always one of the guys who did the choosing."

When he was 14, his father went bankrupt and Del hit the road two years later. "I've been on the move ever since," he says. "It gets in your blood and you can't stop."

Weekdays he was a journeyman carpenter on construction jobs; weekends he played semi-professional ball. Webb hit nails and nailed hitters all over the West, from Calgary down to the Mexican border, developing at the same time a taste for old bourbon and young ladies.

During World War I, he worked on the Oakland shipyards. When it was over he married his childhood sweetheart, Hazel Church. The marriage broke up in 1952 and last year Webb married pretty brunette, Toni Ince, 41, buyer for the Bullock's Wilshire department store in Los Angeles.

20 BOURBONS A DAY. Del Webb's baseball days ended in 1925 with a crunch of cracked ribs and torn ligaments sliding home from second on a short single, followed by a bout of typhoid fever that brought his weight down from 204 pounds to 99 pounds.

When he was on his feet again, he landed a job with a small contractor in Phoenix. One day, when he was working on the construction of a new grocery store, his paycheck bounced and his employer disappeared. The owner asked Webb to take over the job and the Del E. Webb Construction Company was born.

Its total assets, one cement mixer, ten wheelbarrows, twenty shovels and ten picks. By 1935, this was a \$3,000,000 business.

With World War II, the Webb company moved into the big time and built most of the air stations and military installations in Arizona and Southern California. Among current projects: he is building with George A. Fuller Company, a \$62 million Minuteman Missile silo complex in Montana, and with Humble Oil Company, he is working on an estimated 375 to 500-million community

covering 15,000 acres southeast of Houston, which will house the employees of NASA's new center for manned spacecraft.

World War II also made another marked change in Webb's life. He was laid up with something the Army diagnosed as the flu and a doctor was routinely taking his personal history.

As Webb tells it, "When I told him I drank from 10 to 20 bourbons a day, he damn near dropped his teeth. He said I ought to cut down but I told him I'd damn well quit, and I did." And not another drop of whiskey has passed his lips since that day. "All that time I spent drinking, I could now spend working."

Del Webb works even when he plays. The New York Yankees, which he bought with Dan Topping and Larry Macphail, for \$2,000,000, in 1945 (he and Topping bought out Macphail's interest for \$2,000,000 in 1947), serve him well as a developer of new business via free passes, casual meetings in the ballpark and just plain publicity.

The golf course is another fertile source of new contracts and big deals; Webb belongs to no less than 14 golf clubs around the country, shoots in the high 70s.

NO SMOKING. Supervising his diversified \$75 million empire in which he stepped up recently from president to board chairman in a move to make more room at the top, Webb logs between 50,000 and 125,000 miles of flying a year. Last year he flew out to Los Angeles, talked to Long Beach officials about building their 1976 World's Fair, then to Santa Monica where his company is in charge of a \$55 million redevelopment program. Then he was off to Manhattan for Old Timers' day at Yankee Stadium.

He has three full-time hotel suites: In the Beverly Hilton (which he built), the Mountain Shadows Resort in Phoenix (which he also built) and Manhattan's Waldorf Astoria (which was built in 1930-1931 when he wasn't looking).

In each of them he keeps complete wardrobes as well as caches of clothes in half a dozen other hotels around the country.

All toll, he owns 150 suites, 90 pairs of shoes (plus 52 pairs of golf shoes), numberless outsized shirts (17 3/4 neck, 37 sleeve), snarles of 58-inch ties (normal length is 52) and "a helluva lot of hats."

Webb is a nut about smoking. All his desks bear metal signs saying "No Smoking" and he means it. And about standardization, Webb offices are run according to the blue book, which specifies even what kind of desk calendar pads are to be used and what kind of lettering must be on the door.

One employee who drove a tan car when Webb wanted all company cars to be black, found his sedan had been removed from the parking lot and repainted while he was at work.

Webb is too busy to spend much time at his retirement cities, but he did manage to spare a day last week to talk with a group of medical researchers about the establishment of a research center for gerontology at Phoenix' Sun City.

"When I see what we've built," he says, "it's the most satisfying thing that's ever happened to me. An old fellow came up to me once with tears in his eyes and thanked me for building Sun City. He said he was planning to spend the happiest years of his life here."

The mere thought of staying put so long makes Delbert Eugene Webb profoundly uneasy.

German magazine follows Time

(December 13, 1962, News-Sun)

(Editor's Note: The following review of the German magazine Stern's report on Sun City is the work of Ursula Freireich, News-Sun associate publisher, who translated the lengthy article from the German-language publication. Stern (Star) is modelled somewhat along the lines of the great American pictorial weekly, Life. Mrs. Freireich is a former German language teacher...)

Soon Sun Citians will be able to ascertain their blood pressure for 35 cents with a gadget to be installed on main street, announced the Nov. 4, 1962, issue of Stern magazine, published in Germany.

The future also has in store for the community, according to the same source, a medical institute for gerontology. The

publication continues that an authority in this field, Dr. Michael Dasco, has strong objections to retirement communities.

The doctor warns of the future when he feels many will be in hospitals and fears particularly for the psychological health of senior citizens. He urges that society should neither pity, ignore, nor poke fun at this age group but live with it.

"Life begins at 50" is the title of the article. Author Max Scheler spent time in Sun City recently to gather the information.

The cover in color depicts a group from the art class with easels and other paraphernalia in the midst of painting a desert scene with mountains and saguaros.

Inside, the six-page spread shows many photos in black and white. The parade

includes members of the Happy Hour club, the Golden Year club and the Silverhair club in old-fashioned long dresses in a running race.

The caption reports that the winner wore pants, and this was termed unfair by other contestants.

One photo displays the shoplifter. There's a group on horseback with the following notation: This is the way the pensioners of Sun City spend all their days. Now they are healthy. But will their cities be ghosttowns in 10 years filled with invalids?

In another frame are several women in squaw dresses doing a square dance. The caption says: It's Sunday every day here, there's dancing every day. And the ladies have developed a new form of coquetry: Each would like to be the oldest yet count as the youngest.

Another picture

features a group of pedal pushers. The caption tells that this group has many members, some of them overdo, heart attacks are frequent. And again there is the declaration that the blood pressure machine will be installed.

A view of the swimming pool at Town Hall with Ina Dodt in the foreground tells that the Del E. Webb Corp. is planning to build a similar development in Spain next spring. The writer states that the Webb organization expects Americans in that settlement.

Another shot shows women doing exercises. The accompanying text relates a day in the life of Lottie Armstrong, who began activities that morning at 7 a.m. with the bicycle riders.

While Mrs. Armstrong was keeping her figure trim, her husband, a retired pharmacist, was engaged in some art work.

In the afternoon the

Y.F. Sun City

✓ (1963)



BUYING Silver Dollars
WE PAY TOP PRICES
 •SILVER & GOLD COINS
 •SCRAP GOLD
 •STERLING SILVER
 •GOLD WATCHES
 •PROOF & MINT SETS
 •COLLECTIONS
 •ACCUMULATIONS

Bob's Coin Shop
 20 Years Experience
 9 Years
 As News-Sun Advertiser
 11116 Youngtown Ave.
 AT THE TRAFFIC LIGHT
 111th AVE. —NEXT TO
 DRIVERS LICENSE BUREAU
 Serving Sun City-
 Youngtown area
 977-8055

John Meeker named streets, designed homes

(John Meeker, now president, was "introduced" via this article from Webb Company writer, Dick Kemp, which was released nationally. The News-Sun printed it in August 1963.)

What's in a name?

Plenty, say disgruntled suburbanites throughout America, living on streets named after letters of the alphabet or states.

It's different in Del Webb Sun City retirement communities, though. One

man picked the titles, long before elected officials or citizen committees ever thought of getting into a street-naming squabble.

There, street signs sport such musical sounding words as Pinehurst, Pebble Beach, Thunderbird and Cherry Hills.

A new resident might even find himself on a street named after a favorite golfer, such as Hogan, Hope or Crosby Drive or Snead Circle.

Pleased residents can thank a 37-year-old one-time amateur golfer



In the years that followed the above article, John Meeker was seen often with Del Webb, as in one of many groundbreaking ceremonies that were part of the development of Sun City.

e with you

OVER

and caddy, who carried his love for the game from design of Sun City homes around winding golf courses to naming streets after famous golfers and golf courses.

He is John Meeker, who was never presented a college degree in engineering, landscaping, architecture, or interior design, but who now manages a department embracing experts in all these fields.

It was golf that brought Meeker to the Del E. Webb Corporation, builder of communities in Arizona, Florida and California.

By age 14, Meeker had developed a reputation as a very efficient caddy around courses in Phoenix, where he was born and raised. Beginning at 12 on Encanto's public links, by 14 he was working the Phoenix Country Club and carrying clubs for many a famous professional and amateur sportsman.

One golfer who made a practice of asking for caddy Meeker was Del Webb, who in 1941 had not yet purchased the New York Yankees, but who was known widely for his reputation as owner and operator of a top-notch construction company.

By 1944, John was 17, and very eligible for duty in World War II. After serving two years in the Air Force, Meeker joined a returning flood of job seekers his own age.

While deciding between further education or immediate employment, Meeker called on Del Webb. Room was made for an ambitious and bright young man, but the beginning position in 1946—as errand boy—meant starting at the very bottom.

In 1947, Meeker was made a junior accountant, then timekeeper and then office engineer.

A man on the move, he was sent as office manager to Kansas City where Webb builders were constructing a huge veterans hospital, then to San Manuel, Arizona, and on to work on the Sahara and Bagdad hotels in Las Vegas.

Back in Phoenix in 1955, Meeker was introduced into the firm's growing housing department, already responsible for homes in a number of

states and in Arizona, including five subdivisions in Phoenix.

"Here we learned to work with our salesmen—make small changes in home design from time to time to keep the market perked up."

Even now, Meeker's department keeps in close touch with buyers in all four Webb retirement communities. "They keep up a sharp market. Recently we sent out questionnaires to 1,100 residents and received 1,000 back. That's tremendous.

"As a result, the house we're building now is the best we've ever built."

The famous brother architect team of Charles and Arthur Schreiber helped plan early Sun City homes, but Meeker's department now designs all homes. In addition to homes and interior decorating, Webb planners designed Kings Inn motor hotels in Florida and California, and all community facilities in Sun City: Arizona, California and Florida.

Meeker, who carries the title of manager of design and engineering for the large Webb division, says building a home is more complex now than five years ago.

"Then we needed three sheets in a set of plans—now we must produce nine sheets. Reason is, houses are built better—require more instructions to a variety of craftsmen."

Meeker lives in a Webb-built home in Phoenix with his wife and family.

He is still a better-than-average golfer despite little practice, and last June won his division of the Riverside (Calif.) Air Force Base tournament with a 74 gross score.

Playing in the same tournament but in another division was Del Webb, who must have been proud to watch Meeker collect a handsome trophy.

As for John, he's glad he looked up the man whose golf clubs he carried at one time. And Sun Citians who are happy with their home and street name can thank John Meeker if they ever meet him.

They could be living on the corner of Utah and B street, if it weren't for the ex-caddy and his fondness for golf.

Caddy to kingpin

THE ARIZONA REPUBLIC
Wednesday, April 9, 1980 NW

Del Webb head climbed company's ladder

By Gail Reid
Northwest Valley Bureau

SUN CITY — John Meeker probably is one of the most revered and respected persons in this community of about 48,000.

In 1947, Meeker, then 21, decided to quit his job with the Del Webb Development Co. to "go back to school and become somebody."

But, after consulting with his boss — Del Webb himself — Meeker changed his mind and decided to stay with the firm.

Now, 34 years later, he is the company's president.

Meeker played a major role in the development and construction of Sun City — one of the nation's most successful retirement communities.

For a man who came from a family of "modest means," Meeker's success story comes straight from the pages of Horatio Alger.

While working as a caddy at the Phoenix Country Club, 14-year-old Meeker met Webb. Thereafter, Meeker worked as a caddy for the multimillionaire after school.

Despite the age difference, Meeker and Webb took a liking to one another, he said.

"He had no children and my father had passed away," he said. "I considered him my friend."

That friendship was an asset when Meeker was looking for work shortly after he was discharged from the Air Force in 1945. Webb offered him the chance to work for his development firm.

"He was a dynamic man who had the knack of reaching out and touching

people. He went out of his way to help me when I needed it."

During his 34 years with the company, Meeker has been involved in almost every phase of the business.

After starting in the mailroom, Meeker advanced from junior clerk in the accounting department to job engineer in the planning and design division of the housing department. In 1965, he was named company president by Del Webb and the board of directors.

Meeker, 53, says he grew up and grew wiser with the company.

"I was fortunate to get into a company that was growing. Although I was a little green behind the ears, I got a lot of encouragement and help."

Shortly after he joined the company, Meeker said he adopted Webb's philosophy to strive to do the best job possible.

"I cared about my work and got involved in it. I wanted to be the best and wanted to know the whys and hows about the company."

"If you care and try to do your best, you have to succeed," Meeker said.

For Meeker, success was easy, he said. Since few people wanted to give more to the job than was required, there were many opportunities for success, he said.

Meeker demanded the same success from the company as he did himself.

Ruling the company with an iron hand, Meeker usually got what he wanted.

"People like a strong leader and want to know where they are going. If they know where they are going, they will do a good job," he said.

"We have not always succeeded in doing the best job, but we have tried. And as a result we have gone above and beyond," he said.



John Meeker ... becoming somebody.

Meeker said he wants his company to build quality homes at an affordable price.

However, interest rates are challenging the company's ability to build homes that are not out of the price range of all but the rich, he said.

Meeker said he foresees having to foster the strength "to survive the downturn in the housing market and keep the company and its resources together."

"We want to continue to stay flexible and give the people what they want," he said.

Webb reiterates Sun City role

By STEVE HAWLEY
Staff Writer

Both the president of Del E. Webb Development Co. and the company's chief legal counsel Thursday reiterated Webb's promise to remain active in Sun City in the future.

Webb president John Meeker told an overflow Home Owners Association general membership audience in Alco Theatre that nothing will change once

Webb construction in Sun City is completed.

Meeker said the company will support both Sun City and Sun City West—currently under construction—even though Webb's new building will focus entirely on Sun City West.

MEEKER SAID he hopes the communities will cooperate with each other and that Webb will work to make this possible.

"We will encourage the two communities to communicate," he said. "We will suggest that the two communities co-sponsor some events."

Gerald Williams, Webb chief legal counsel, said the company will continue to operate the Sun Bowl, shopping centers, Lakeview Medical Arts Building and Sun City Stadium.

"WE'LL BE involved with you in those respects for years to come," Williams emphasized.

Two areas Webb will not be involved in once Sun Citians vote to incorporate or to remain unincorporated are bus service and maintenance of medians. Williams said Webb will continue subsidizing the bus and will maintain medians north of Grand Avenue until the issue is settled.

Maricopa County maintains medians south of Grand.

"WE HAVE committed ourselves to continuing the (bus) service and seeing to it that those who need it have it available," Williams said.

On medians Williams said: "We are going to continue them in their present status until the residents decide what they want to do."

"We are not contemplating any divorce at all," he said. "It's a movement of our construction energies."

MEEKER SAID Webb will wait until construction of the enclosed 7,000-seat Sun Dome in Sun City West is completed

to decide whether the Sun Bowl will remain in operation.

In answer to a question from the audience, HOA President Edward Prouty said the HOA is not supporting current efforts to establish senior citizen zoning in Maricopa County.

Prouty said recently that such an ordinance would open the door for a court test and could have wide-ranging effects.

THE SENIOR citizen zoning proposal would require at least one permanent resident in each household to be at least 50 years of age and no permanent resident under 18.

Also on hand were county supervisors Fred Koory and Hawley Atkinson, who outlined services provided by the county to Sun City.

Atkinson said Sun Citians provide the county with \$2 million in direct taxes and \$7.6 million through indirect county and state taxes.

In return, he said, Sun Citians receive about \$8 million in various services, both direct and indirect.

"We get a pretty fair shake from the county as far as what we get for what we put in," Atkinson said.

Meeting chairman Doug Morris outlined the various community services provided by Sun City organizations and 1978 HOA president Ellis Danner was presented a plaque by the association for his past service.

Sun City's aluminum wiring safe, says Webb rep

By DOUG FRERICHS
Staff Writer

Aluminum wiring is used in many Sun City homes.

But that wiring has been declared an "imminent fire hazard" by the U.S. Consumer Products Safety Commission, which is pursuing court action against 26 manufacturers of aluminum wiring and electrical connectors.

The suit demands that the firms publicize the "hazard" and somehow make repairs on circuitry installed in more than 1.5 million homes between 1965 and 1973.

Yet CPSC charges are only one side of a controversial issue.

Both the state fire marshal and the local fire inspector have declared that aluminum wiring is not substandard and is accepted by national and county electrical codes.

AND GEORGE Flagler, head residential architect for Del E. Webb Development Co., has in-

sisted that aluminum wiring in Sun City homes is safe.

The company has reverted to copper wiring in all new home construction but did use aluminum wiring in an unspecified number of Phase I and II homes when copper wiring was not available, Flagler stated.

He said he couldn't pinpoint which houses have aluminum circuitry without doing considerable research but added that homes involved are those primarily between Grand Avenue and Bell Road.

In its suit, the CPSC contends that aluminum can cause overheating at its termination devices, especially wall sockets, if the wiring is not connected according to rigorous specifications.

THE COMMISSION also documents its case partly through a Maryland study showing that 23 of 39 homes with all aluminum wiring had at least one receptacle heating to 167 degrees Fahrenheit

— above the maximum considered safe by Underwriters Laboratories.

CPSC also cites numerous housefires and several deaths attributable to aluminum wiring, a Wall Street Journal article has reported.

The problem has to do with the characteristics of aluminum when it is connected to other conductors, Sun City Rural-Metro fire inspector John Rowlinson explained.

The wiring is less flexible than copper and consequently difficult to attach to termination screws. It also can form an oxide skin and, if not attached tightly, can creep loose, causing shorts, Rowlinson said.

HE ADDED that overheating may occur if the wiring is connected improperly with copper wiring at the "pigtails" or places where the two wires are twisted together.

Specifically, the 1978 National Electrical Code, to be adopted by

Maricopa County, states that "conductors of dissimilar metals shall not be intermixed in a terminal or splicing connector where physical contact occurs between dissimilar conductors (such as copper and copper-clad aluminum, or aluminum and copper-clad aluminum) unless the device is suitable for the purpose and conditions of use."

State fire marshal Robert Ross said that "the wiring is safe, but there's danger in connecting spots if the connections have not been made properly.

"THE ELECTRICAL trade people supposedly have developed connectors that are safe and eliminate the problem of loosening connections caused by the inherent contraction and expansion of the wire."

Webb Co. has followed code rules wherever aluminum wiring has been used and has installed special fastening devices in all junction boxes, Flagler maintained.

"We try to be extremely careful in our construction, especially where welfare and safety are concerned," he said, adding that all wiring has been handled by Arthur Corp.'s electrical division, which Flagler said is comprised of licensed electricians who do an excellent job.

When contacted, an Arthur Corp. attorney said his firm could make no comment on aluminum wiring, pending outcome of the CPSC suit.

BUT FLAGLER said he has no qualms about the issue — "We've had no problems, except for one complaint on an overheated socket, and that was in a case of remodeling.

"In Sun City, there's a lot of remodeling which may involve rewiring; then problems with aluminum wiring and splices would be a potential. Since problems have been virtually nil, I'd assume that people are getting good electricians to do their work."

But a Jan. 30 Sun City housefire

has been attributed directly to a recircuiting job involving aluminum wiring.

THE FIRE occurred at the home of Mario Guerrina, 14044 Lakeforest Dr., and caused \$150 in damages before Sun City Rural-Metro firemen extinguished the blaze.

Investigation showed the house had been remodeled and that a section of copper wire had been spliced into the house's aluminum circuitry, the Sun City fire inspector said.

"The splices were made improperly and were wrapped with a substandard fabric tape which caught fire when the wiring shorted. Aluminum wiring was involved, but there might've been a fire under any circumstances," Rowlinson said.

The fire marshal said anyone with doubts should contact a qualified electrician to have sockets and other connection points checked.

Sun City's man of all seasons

By TIM CLARK
Staff Writer

The man's life has a certain storybook flavor to it, and those stories often have their bittersweet moments.

For John Meeker, 51-year-old president of Del E. Webb Development Co., 1977 was a bittersweet year.

The Webb company experienced its sweetest year ever in Sun City, selling 3,485 new homes. And Meeker believes twice that number could have been sold if "the product" had been available. You can't sell what you can't build.

THE YEAR 1977 also saw approvals for Sun City West, and Meeker is visibly excited about moving across New River to apply what the development firm has learned in 18 years of creating Sun City.

But 1977 had to be a bitter year for John Meeker the man, as opposed to John Meeker the construction executive. His wife Dorothy died after a long illness Sept. 4, the same day long-time friend and associate Bill Heavlin was found murdered in his home near Sun City.

MEEKER SHRUGS off queries about his reaction to those tragedies—"lousy" is as far as he'll go in describing 1977 in a personal sense—and he gives the ap-

pearance of a man looking ahead, not back.

His wife's passing has not, he says, driven him to seek refuge in his work, because he always has been so involved that it's hard to point to any change.

He does get started a little later each day, because he has to see his 11-year-old son off to school before getting into his car, with telephone, for the drive from Phoenix to Sun City.

When you can distract Meeker from talking about Sun City and the Del Webb firm, you'll find him talking enthusiastically about the home he has built on a mining claim near Walker, southeast of Prescott.

WITH THE HELP of a son and nephews, Meeker has done much of the work himself over the last seven years. Only the finishing touches remain, and the Meeker clan enjoyed Christmas holidays at the home.

An old mine shaft on the property dates back to the 1860s, and the mine itself was worked off and on until the early 1950s. Once the house is completed, Meeker speaks of trying his hand at the gold mining business.

Golf is the other major leisure activity for Meeker, who carries a 10 handicap. He once was a five-handicapper but the press of business allows him to play only

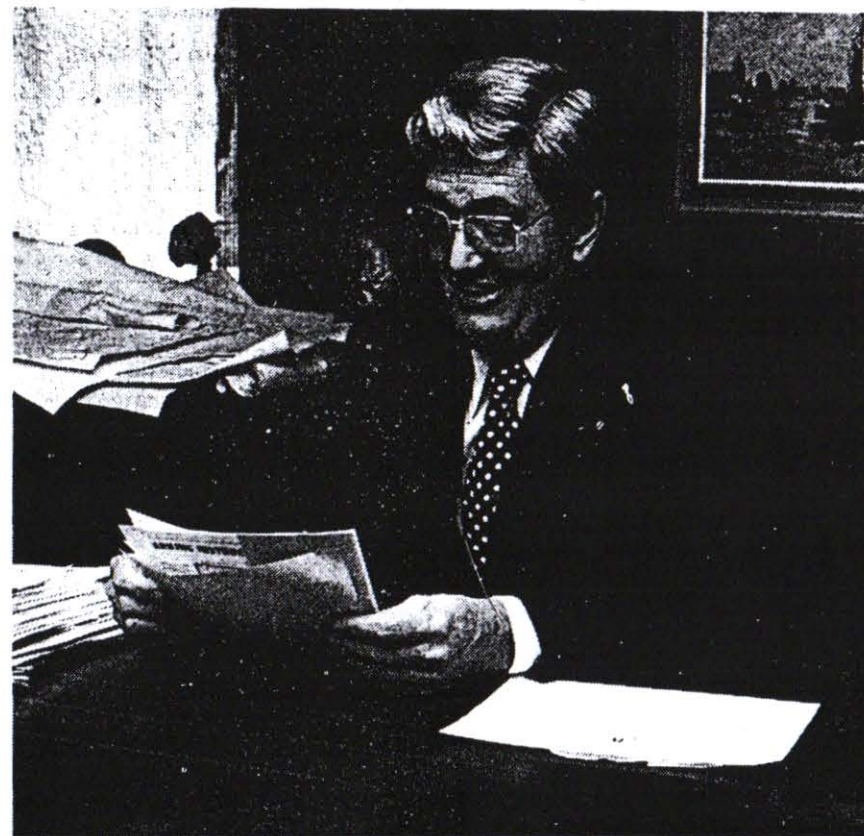
once in two weeks.

Appropriately, it was golf that allowed the 14-year-old John Meeker to meet construction executive Del E. Webb in 1941.

"THEY RAN OUT of caddies one

day, and I was the only one to be Mr. Webb's caddy," recalled Meeker. He carried Webb's golf bag regularly until he joined the Air Force in 1944.

over (Continued on 2-A)



John Meeker starts through stack of paperwork on his huge, half-moon shaped desk in Del E. Webb Development Co. offices. (News-Sun Photo)

John Meeker...

(Continued from 1-A)

Returning from the war in 1946, Meeker was planning to go on to school. Webb urged his former caddy to give the construction business a try first.

He started Dec. 16, 1946, as an assistant mail clerk, but during the next eight years he got a taste of all aspects of managing the construction business.

By 1954 he was working on local subdivisions in Phoenix, a job he considers good training for what lay ahead in Sun City.

Today Meeker estimates he has been involved in planning the construction of 35,000 units of housing, including some 22,500 to date in Sun City.

HE RECALLS a hot July day in 1959 when he, Owen Childress and Jack Ford spent hours and hours looking at flat land, cotton fields and irrigation ditches that Webb just had purchased.

"It was difficult even to imagine what we have here today," said Meeker of the agricultural land that is today Sun City.

Six months after that uncomfortable July day, motorists were backed up for miles along Grand Avenue as Del Webb's Sun City opened with 20 motel rooms, a small restaurant, 18 rental apartments, a nine-hole golf course and five model homes.

John Meeker was the first project operations manager here and supervised the golf course and model homes in that initial setting. He has remained intimately involved in Sun City's growth since that day.

HE IS GIVEN major credit for the concept of circling Sun City avenues and boulevards around the golf courses. He also is credited with generating the ideas for neighborhood shopping centers, the Sun Bowl, ball park, picnic area, indoor swimming pool and tennis courts.

However, Meeker is quite willing to share any credit with his Webb colleagues and, even more, with Sun City residents themselves.

He likes to talk about how Sun Citians themselves generated ideas for the hospital, for Sunshine Services and even for design of model homes. Before Sun City reached its present proportions, Webb passed out questionnaires so residents could comment on what they liked and didn't like about the new models.

"THE PEOPLE have, since the first day, kept immaculate care of their homes. They have a total sense of pride not found anywhere else," he commented.

Sun City's first year produced 2,200 home sales and competitors and imitators soon entered the market. Housing sales dipped to a low of 395 units in 1965, and that among other factors precipitated a major overhaul in the entire Webb organization.

Meeker, then 39, emerged as president of the Webb subsidiary that developed Sun Cities in Arizona, Cali-

fornia and Florida. He marks 1966 as a major watershed in Sun City's development, "the real beginning of Sun City."

Until then, he said, "The philosophy was to sell a home and a way of life, but the staff was almost totally uninvolved." In 1966 the developer, under Meeker's leadership, decided to create a retirement lifestyle through greater involvement in the community.

THE SUN BOWL was built and Webb promoted entertainment. Mountain View Recreation Center was built and, though modest by Bell Center standards, it was a step up from the two older centers.

The new philosophy was based on the premise, which Meeker still adheres to, that "the residents themselves are our best salesmen."

Meeker said his management style is activist. "I feel that someone, whoever is at the top, has to make the decision."

"I guess I'm a pretty expensive coordinator," he added.

However, some of Meeker's colleagues at Webb feel he has allowed subordinates to make more and more decisions. One perception is that Meeker has mellowed in recent years.

A publicity-shy man, he has spoken to more groups in 1977 than ever before. In his most recent talk, he spoke extemporaneously rather than from the prepared text he normally uses.

MEEKER HIMSELF alluded to a mellowing process when asked whether reports of a quick temper are accurate.

"I don't have the longest temper in the world, but I think that it's gotten better with age," he said.

He remains deeply committed to the Sun City retirement concept and to residents here. "We would not like to see any special interest group from within or without to guide the lives of Sun Citians, now or in the future."

Meeker said Webb is not going to pull out of Sun City when it finishes construction here and turns west to Sun City West. Webb offices will remain here and the firm will continue to operate the shopping centers.

He spoke of the Webb-funded study of options for Sun City's future. "We feel very strongly that the residents and they alone should make the decision. We may have and will express an opinion, but they will vote."

MEEKER PROFESSES few personal goals outside his work, but he has looked ahead to retirement and where he wants to settle.

Not surprisingly, he thinks he would like to live in Sun City some day and then perhaps take up some volunteer work abroad.

Maybe one day a president of Del E. Webb Development Co. will think of a retiree named John Meeker when he repeats, "The residents here are our best salesmen."

JERRY SVENDSEN**He's watched Sun City
grow from cotton fields**

By SUE CHILDRESS
Staff Writer

Jerry Svendsen has watched a city emerge from acres of desert cotton. He has observed its growth, felt its pain, and shared its joy. As publicity arm of the Del E. Webb Development Co., he could be called Sun City's official storyteller.

Svendsen came here 14 years ago as a public relations employe for the Webb Company. He was 25 years old and as green as the newly created position he filled.

To stimulate advertising and draw interested people to the retirement community, it was his job to meet new residents, interview them, take pictures, and send the stories to their hometown papers.

"THERE WERE 3,500 people when I came, two rec centers, one shopping center, and one golf course. We opened the second golf course on Dec. 2, 1962, in a terrible rainstorm," he said, thinking back in time.

Since he had no established pattern to follow, most publicity ideas were viewed with enthusiasm.

For example, in 1962, the Webb Company invited new couples to drop by Svendsen's office for coffee and conversation. "But before I knew it, I was drinking eight or nine cups of coffee a day. So I originated the newcomers coffees."

THIS, in essence, was a time set aside each month when new persons could gather together and get acquainted. Twenty-five Sun Citians attended the first coffee. Now the coffees are scheduled twice a month and anywhere from

200 to 400 people attend the affairs, he said.

Svendsen also was the originator of the Sun City Newsletter, a publication for homebuyers who had not occupied their places in Sun City. He wrote letters to the new people, they responded, and individuals had a chance to write their future neighbors.

In 1966 the Webb Company built the Sun Bowl. It was the role of the public relations department to coordinate entertainment, hire acts, and emcee the events.

It was then Svendsen became famous for his jokes:

"SAY, did you hear about the retired banker with a boat on Viewpoint Lake? He calls it float-a-loan."

When the Celebrity Series began in 1968, Svendsen took charge, as he did with the annual Lecture Series, now in its third season.

In 1972 he was host of Sun City Showcase for 26 weeks on KPAZ, channel 21, but the extra work became a bit cumbersome. "I do have visions of another show some day," he said with a smile.

"OVER THE years I have built up a tremendous rapport with Sun Citians," he continued, "not as a PR man but as a friend. Although it's basically a supervisory role now, I still enjoy giving talks about Sun City to resident groups. It gives me the opportunity to find out what Sun City is thinking.

"You know, I just told a group not too long ago that the ladies in Sun City don't look as old as they did 13 years ago."

The growth of Sun City? "IT HAS been a planned growth," he asserted.

"Sure it was more of a country atmosphere before—everybody knew everybody. But it had to grow with the market. It couldn't go backward or go stagnant.

"We had to build a more spacious home because of the demand. More and more people came from out of state, and they came here for something more.

"I've grown with the community," concluded the vice president, "I only hope Sun City has done as much for its residents as it has for me. We all get a lot of satisfaction out of putting these things on. We like to see people happy in their retirement years."



Publicist Jerry Svendsen cut teeth on Webb Development Co. job at 25, now is vice-president in charge of public relations.

(News-Sun Photo)

'Key man' greeted all

As a "key" man for the Del E. Webb Development Co., it has been Sun Citian Les Parry's job to greet homeowners as they come to Sun City to take them on an inspection of their new home.

Thus, when Sun City celebrates its 15th anniversary this week, so will the man with the keys. However, a lengthy stay in a Valley hospital will keep the 15-year employe from participating in the festivities.

Between interruptions of friendly nurses performing their routine tasks and occasional glances at a television special on caribou of the northland, Parry managed to discuss a wee bit of Sun City's background and history. His wife, Evelyn, filled in the missing pieces.

HE TALKED about his first office in the Grand Avenue Shopping Center when just a handful of salesmen and women composed the Webb staff. The office, he said, was shared by Greenway Drugs and the Post Office. All three were housed in the same building and were separated only by walls. "And look at the Webb offices now..." he said with a sigh.

Parry, who has seen Sun City grow much larger than anticipated, said the town had been planned around 1,680 homes. The land was purchased from the J. G. Boswell Co. on a lot basis with an understanding that the Webb Company was able to stop building whenever it began to feel a pinch. When the successful Sun City story spread, people came to see for themselves.

The Parrys were Wisconsin residents before their move to Sun City. When the cold, damp, snowy weather necessitated the move to a drier climate, he made his way out here, leaving his wife to sell the old home and take care of last-minute details.

Rather than remembering old stories or old times, Mrs. Parry

concentrated on telling her husband's story. Occasionally she shed a bit of light on herself.

"He's a well loved man," she said. "He's done so much for Sun City and would do almost anything for the people here to make their first weeks pleasant and comfortable ones. People would call on him at all hours of the day and night and he always lent an ear or a hand."

PARRY was the last individual to receive a 10-year service pin from Webb himself. "The date was Dec. 9, 1970, and the place was the TowneHouse." Today the pins are awarded through each department.

"What's so wonderful about Sun City?" Mrs. Parry queried. "It's where my husband and home are, and that's what's special. Even though the family is far away, you can always visit. And it's always special to see old friends here. Everybody knew everybody then and we had such great fun."

The only real difficulty in adapting to the Sun City of 1960 was the fact that none of the Parry nieces and nephews were nearby. Mrs. Parry solved the loneliness by taking on a Girl Scout troop and becoming its leader. She also became a volunteer for Northwest Hospital (now Glendale Samaritan Hospital) and was involved with the Federated Women's Club.

HER HUSBAND took pictures for the News-Sun, emceed a couple of shows here, played the black-faced Mr. Bones in the Sun City Amateur Players Minstrel Show, and drove the Shop-Lifter in the Phoenix Rodeo Parade.

When his official retirement begins in February, Parry and his wife will be able to enjoy the things that have surrounded them since their move to Sun City. "Now we'll have the time to really appreciate them (recreation facilities, activities, and warm Arizona sunshine)," she said.



Life in Sun City for Les Parry has been world of keys, hard work, interesting people, both good and bad times. Official key inspection man here for past 15 years, Parry looks forward to retiring in town he helped to start.

Phoenix, Friday, Jan. 10, 1975

The Arizona Republic A-17

Successor to Del Webb pushing plans for enlarging Sun City

SUN CITY — John Meeker, now president of the Del E. Webb Development Co., may well be termed a "pioneer."

He has been involved in the design of houses, golf courses and subdivisions here since the inception of Sun City.

Meeker was a youth, caddying at the Phoenix Country Club, when he first met Del E. Webb who later became the developer of Sun City. Meeker began regular employment with Webb (who died last year) in 1946 as a mail boy, and by 1959 had become the original manager of operations in the development of Sun City. He has been involved with the community ever since.

"Sun City has developed beyond our expectations," Meeker said here this week. "It is difficult to comprehend a development the size of Sun City."

Statistics are overwhelming.

Consider that Sun City as now developed and including the new area north of Bell Road, covers 9,000 acres. Total construction in homes and apartments by the Webb Co. since inception of Sun City amounts to \$490 million, Meeker said.

In addition there are \$50 million in commercial and other types of construction mostly built by the Webb Co.

Company officials place Sun City's assessed valuation at \$90 million.

They estimate that Sun Citizens will pay \$6.8 million in real and personal property taxes to the state and county in fiscal 1974-75. However, officials point out, this represents only about 44 per cent of the total identifiable revenue that local residents are producing for the state and county in taxes.

Sun Citizens also make substantial contributions in spendable income. Savings in Sun City banks and savings and loan firms are in excess of \$500 million, according to reports.

The Webb Co. is now pushing construction north of Bell Road, Meeker said. Development includes a \$5 million Bell Recreation Center with a 10,250-sq. ft. library, 16-lane bowling alley, a 650-seat social hall plus outdoor pool and tennis courts. Arts and craft shops will be located in a village setting. A third country club and golf course are also planned for Sun City.

Of added import, too, Meeker announced, is a semi-regional shopping center anchored with a major department store planned for south of Bell Road at 99th Avenue.

But planning goes further than development north of Bell.

"We are proceeding with planning for 12,000 acres of land west of the present



John Meeker

Sun City for a retirement center, Meeker reported. "First part of the new area to be developed will be north of Grand Avenue. Development of Sun City West, as it will be called, will depend on sale of the remaining area in Sun City. We probably will move into the area in about three years."

Meeker paid tribute to the contribution of various leaders who have evolved in Sun City. "They have helped make Sun City what it is today," he said.



This tranquil lake is located at the foot of View Point Hill in Sun City. It is a community focal point.

Webb official sees 'steady growth' for Sun City

By PAUL SCHAFFER
Staff Writer

Despite national shortages in everything from gasoline to nails, construction and growth in Sun City remain steady, according to John Meeker, president of the Del E. Webb Development Co.

Meeker discussed Sun City's present and future with the News-Sun in an exclusive interview Monday afternoon.

Present boundaries of the community enclose about

9,000 acres, on which Meeker estimated the total population will reach about 50,000. The final figure may be somewhat larger or lower depending on the density of population new residents seek; that is, whether the trend is toward single family homes or toward patio apartments, garden apartments and foursomes.

IN ADDITION, the Webb company owns 12,000 acres west of Sun City, tentatively being held for

retirement housing. But Meeker emphasized that no definite plans for "Sun City West" exist yet and that no such plans will be made until the present 9,000 acres are completely developed.

He said by that time, several years in the future, the Webb company will have drawn up a proposal for Sun City West to be considered by Sun City residents. Among the things residents might consider, Meeker speculated, is whether the

area should be a separate community or part of the original Sun City.

"We're not ready now, and we will do all the proper studies," Meeker said, repeating his statement that nothing is definite and that anything could change in the next few years, depending on the sales trend in the remainder of the present Sun City.

SUN CITY West is bordered roughly by Deer Valley Road on the north, Greenway Road on the south, Citrus Road on the west and El Mirage Road on the east, on both sides of Grand Avenue.

Meeker said despite a "credit crunch" for home buyers, and construction cost increases in excess of 10 per cent each of the past three years, Sun City growth continues. In fact, he said 1973 was "the greatest in our history," with sales of about 3,000 units totaling \$100 million.

The trend continues, despite slowdowns in homebuilding elsewhere, probably because "there is no other one facility to compare with it," Meeker said. He added that some people expect the fuel crisis to increase the number of people moving to this area.

ALTHOUGH prices of Sun City homes also have risen steadily, so that the latest models range from \$27,000 to \$70,000, Meeker attributed the increase primarily to rising construction costs.

"We're not building bigger houses," he said. "We are still building comparable size houses to our first ones, but the cost of material and labor have gone up tremendously."

In addition to the fuel shortage of which everyone is aware, Meeker said there have been shortages in lumber, nails, wallpaper, carpeting and drywall; in fact, just about every item used in housing construction has been in short supply at one time or another.

"WE'VE been able to

overcome them so far," he said, noting that the company has kept its head above water even during a diesel fuel shortage, although the future is "touch and go."

The company has initiated a carpool program for field and office workers in which a "substantial number" have cooperated, he said. The gas shortage was particularly serious for construction workers, who have to come to work before stations open and leave work long after most stations have closed.

"It's been vary hard on them," he said. "Some men just couldn't come to work."

SUN CITY bowlers have been wishing out loud for expansion of Lakeview Lanes for some time. In response, Meeker noted the present facilities "were built to be expanded"—into the area now occupied by billiard tables—but said the decision on when to expand must come from Recreation Centers of Sun City, Inc.

There will be room in Lakeview Lanes for an additional eight lanes once the tables are removed. Complicating the move are plans for the Sun City Library and construction of the Bell Road Recreation Center.

Meeker said the company's best estimate of completion for the Bell Road center is late fall 1975, depending on further construction and material supply difficulties. Plans now are in the "pre-preliminary" stage, he said.

MEEKER speculated that a three-way shift could occur in late 1975—library into the Bell Road center, pool tables from Lakeview Lanes to the Bell Road center, addition of the eight lanes at Lakeview Lanes—but said that decision would be made by the Rec Centers board and could be made earlier or later if it wishes.

As far as the Bell Road center itself, Meeker said he would like to see it under

construction "yesterday."

"When it goes, it'll be worth the little delay," he added.

ONE SMALL project the company is planning is a picnic area south of the shooting range north of Sun City, along 107th Avenue, near Calderwood Butte. Meeker said use will be restricted to Sun City activity card holders.

The company also hopes

to have construction begin next week on the widening of Bell Road. The project will be completed by summer, giving the highway four lanes, a median strip and left turn lanes through Sun City.

In facilities north of Bell Road, Meeker estimated the Fountainbell Restaurant will open in early February. All offices of the Del Webb

Development Co. will move to a large building north of Bell Road in March.

THE PRESENT administrative building, on 103rd Avenue north of the post office, will be leased. Portable buildings in use near there will be vacated and moved to Boswell Hospital for use by business office personnel.

Meeker said the company

(Continued on 5A)

Meeker tells Webb plans

(Continued from Page 1)

still is hoping plans for Beverly Corp. nursing facility in Sun City will be approved by the Maricopa County Comprehensive Health Planning Council. Plans for the Beverly facility, supported by the Webb Company, were sidetracked late in 1973 when the council gave greater priority to two other planned facilities.

However a review of that decision was granted and Meeker said he expected a final decision later this month.

"WE'RE hoping that it'll be approved," he said. "We're after the best for Sun City."

Regarding Sun City bus service, Meeker said no expansion is planned, indicating that present service—three minibuses running continuously with one on standby—is adequate to serve the demand.

Meeker foresaw some problems but indicated the Webb Company would aid supporters of a museum for Sun City, the most recent proposal coming in December from residents Mr. and Mrs. Albert Berglund.

THE WEBB president recommended that supporters be able to prove they have a bona fide group, then go to the Rec Centers board to ask for space. He said space in their facilities, if offered, would give the group a start, particularly with insurance coverage.

The big problem, he said, is not construction costs but the cost of perpetual care.

"You're not talking small dollars there," he said.

"The problem would take a lot of study." He added that the Webb Company will be willing to listen to anything.

REGARDING the perennial problems of schools and incorporation, Meeker refused to put the Webb Company in the position of advocating any particular solution.

"We have no axe to grind on incorporation," he said. "It's the people's decision." Meeker said no one can force it on residents, that it

is entirely up to them.

Costs ("Whether it will cost more or save them money") and government ("Whether or not they want to be politically controlled by themselves") will be the determining factors, Meeker said.

AS FOR the schools, Meeker said he is hopeful the newly formed advisory board to the Peoria School District can help in solving the problem.

"I'm a positive thinker; I think something can be done," he said, "but it will take a very hard effort. I have confidence it can be resolved to everyone's satisfaction." He noted that nothing firm can be decided until the state legislature completes its special session on school financing.

The best answer for critics of the retirement community concept—those who criticize towns such as Sun City for apparent sterility and lack of contact with the young—lies in Sun City itself, according to Meeker.

"I THINK the growth of Sun City speaks for itself," he said. "If they didn't like it, they would move; they don't have to stay. There's a ready market for resales."

But stay they do.

And the many letters Meeker says he receives from happy residents prove for him the validity of that concept.

Webb Bypasses Strike With Frame Construction

All-frame construction has been adopted by the Del E. Webb Development Co. in an effort to get new home building back into full swing.

John Meeker, company president, said his firm has switched to all-frame construction and this will be the method used in the next model homes.

A bricklayers' strike, which went into its 68th day yesterday, is the reason for the changeover. Work on an estimated 1,100 residential units has been delayed by the strike.

"OUR SALESMEN are calling the buyers directly on a sequential basis according to projected delivery date to inform them. If they want block, we will skip their house and build it when the strike is over," Meeker said.

Construction will proceed on those residents whose purchasers agree to the substitution. Meeker noted that his staff cannot make calls to all buyers at once and that those not called yet will be contacted in the near future. Those whose buildings are not due for construction before October will be contacted by mail.

Meeker pointed out that the present models have a frame front with decorative siding. So only the rear and two sides are of block construction.

"WE'RE STILL going to keep the decorative brick veneer on the front of the house," he said. "We will cover it up temporarily and come back later to put the brick veneer on after the strike is over."

A Webb letter prepared for buyers said of the frame

and siding construction: "We have determined that this type of construction is more equal to block both in insulating quality and appearance." Home sales prices will be unchanged.

Meeker said his crews are back in production now and he expressed hope that full production will be reached about mid-September.

"WE DON'T know how much lost time we can pick up on our delivery schedule. We probably won't know until October," he said. "But we are back pouring concrete, and we will have to see how fast we can rehire our carpenters."

One bright point on restaffing the carpenter crew, he said, is that the fall school term will start shortly and workmen like to get back into a settled job situation at that time.

8 The Arizona Republic Phoenix, Sunday, Aug. 17, 1969



Garnet Burnham, right, watches guests of Sun City's Vacation Special board the bus for sight-seeing tour

Sun City's hostess gives guests royal treatment

By AL DAVIS

SUN CITY — This retirement community has its own ambassador of good will.

She's Mrs. Reuben (Garnet) Burnham, official hostess for Del Webb's Sun City Vacation Special, which allows guests to spend a week here for \$50 apiece.

MRS. BURNHAM'S job is to greet these guests (sometimes in groups of more than 50) and give them the inside scoop on retirement living, an informative tour around Sun City and a 115-mile trip around the Valley of the Sun. Her narration is filled with humorous stories and poems.

"I want these people to feel at home in a relaxed atmosphere," she relates. "I try not to let them get bored."

When new guests arrive, Garnet greets them like old friends. "Right off this makes them relax and shows we do care," she says.

Her work begins early on a Monday morning with a new group gathering for a Continental breakfast at the Kings Inn. Afterward the group is taken for a bus tour of the sprawling Sun City, featuring such highlights as the Sun Bowl, shopping centers, recreation areas and a tour through

the hobby shops. Each guest then has a picture taken by Sun City's public relation department—to be mailed back to his hometown newspaper.

ON THIS two-hour tour, Garnet bubbles over with enthusiasm about retirement living, filling her narration with jokes and tidbits — "... golfers here wear two sets of trousers," she pops up — "That's in case they get a hole in one."

The same afternoon, she conducts the guests on a 115-mile trip around the Valley which includes stops in Scottsdale, Biltmore Estates, Mountain Shadows.

Mrs. Burnham turns on her hostess appeal again in the evening when the guests attend a chuckwagon barbecue at the Memory Lane Restaurant in Sun City. Here they are entertained by a square-dance group, the Rhythm Ramblers, made up of Sun Citizens.

"My job is not to sell," Garnet puts it. "I just let them know everything I can about the area and our easy way of living." She may not do any selling, but 17 per cent of the Vacation Special guests decide to make this their permanent home.

A NATIVE OF Peoria, Ill., Mrs. Burnham began her hostessing shortly after moving into Sun City

in 1960, by showing visitors through the Del Webb model homes.

"There were six of us then," she recalls. "We introduced the models and would pay visits to new residents. In '64 they sent the six of us to act as hostesses at the opening of Sun City in California."

"Then in 1966, after the apartment complex was built here, to house visitors, my job was to greet them, and they were invited to coffee one or two times a week."

In January of 1967, Mrs. Burnham says, guests were coming in such numbers in response to the Vacation Special, the corporation hired more women, opened an information office "... and I was put in charge as hostess coordinator of the Vacation Special."

THERE HAVE BEEN visitors from Asia, the Far East, South America, Europe—not to mention from all over the United States, Canada and Mexico.

When asked about her own social life, Garnet said that she likes to join games of golf and shuffleboard, but doesn't get much of a chance. "Actually, the tour is my social activity and it's great," she reiterated.

John Meeker named streets, designed homes

(John Meeker, now president, was "introduced" via this article from Webb Company writer, Dick Kemp, which was released nationally. The News-Sun printed it in August 1963.)

What's in a name?

Plenty, say disgruntled suburbanites throughout America, living on streets named after letters of the alphabet or states.

It's different in Del Webb Sun City retirement communities, though. One

man picked the titles, long before elected officials or citizen committees ever thought of getting into a street-naming squabble.

There, street signs sport such musical sounding words as Pinehurst, Pebble Beach, Thunderbird and Cherry Hills.

A new resident might even find himself on a street named after a favorite golfer, such as Hogan, Hope or Crosby Drive or Snead Circle.

Pleased residents can thank a 37-year-old one-time amateur golfer



In the years that followed the above article, John Meeker was seen often with Del Webb, as in one of many groundbreaking ceremonies that were part of the development of Sun City.

and caddy, who carried his love for the game from design of Sun City homes around winding golf courses to naming streets after famous golfers and golf courses.

He is John Meeker, who was never presented a college degree in engineering, landscaping, architecture, or interior design, but who now manages a department embracing experts in all these fields.

It was golf that brought Meeker to the Del E. Webb Corporation, builder of communities in Arizona, Florida and California.

By age 14, Meeker had developed a reputation as a very efficient caddy around courses in Phoenix, where he was born and raised. Beginning at 12 on Encanto's public links, by 14 he was working the Phoenix Country Club and carrying clubs for many a famous professional and amateur sportsman.

One golfer who made a practice of asking for caddy Meeker was Del Webb, who in 1941 had not yet purchased the New York Yankees, but who was known widely for his reputation as owner and operator of a top-notch construction company.

By 1944, John was 17, and very eligible for duty in World War II. After serving two years in the Air Force, Meeker joined a returning flood of job seekers his own age.

While deciding between further education or immediate employment, Meeker called on Del Webb. Room was made for an ambitious and bright young man, but the beginning position in 1946—as errand boy—meant starting at the very bottom.

In 1947, Meeker was made a junior accountant, then timekeeper and then office engineer.

A man on the move, he was sent as office manager to Kansas City where Webb builders were constructing a huge veterans hospital, then to San Manuel, Arizona, and on to work on the Sahara and Bagdad hotels in Las Vegas.

Back in Phoenix in 1955, Meeker was introduced into the firm's growing housing department, already responsible for homes in a number of

states and in Arizona, including five subdivisions in Phoenix.

"Here we learned to work with our salesmen—make small changes in home design from time to time to keep the market perked up."

Even now, Meeker's department keeps in close touch with buyers in all four Webb retirement communities. "They keep up a sharp market. Recently we sent out questionnaires to 1,100 residents and received 1,000 back. That's tremendous.

"As a result, the house we're building now is the best we've ever built."

The famous brother architect team of Charles and Arthur Schreiber helped plan early Sun City homes, but Meeker's department now designs all homes. In addition to homes and interior decorating, Webb planners designed Kings Inn motor hotels in Florida and California, and all community facilities in Sun City: Arizona, California and Florida.

Meeker, who carries the title of manager of design and engineering for the large Webb division, says building a home is more complex now than five years ago.

"Then we needed three sheets in a set of plans—now we must produce nine sheets. Reason is, houses are built better—require more instructions to a variety of craftsmen."

Meeker lives in a Webb-built home in Phoenix with his wife and family.

He is still a better-than-average golfer despite little practice, and last June won his division of the Riverside (Calif.) Air Force Base tournament with a 74 gross score.

Playing in the same tournament but in another division was Del Webb, who must have been proud to watch Meeker collect a handsome trophy.

As for John, he's glad he looked up the man whose golf clubs he carried at one time. And Sun Citians who are happy with their home and street name can thank John Meeker if they ever meet him.

They could be living on the corner of Utah and B street, if it weren't for the ex-caddy and his fondness for golf.

Sales And Office Personnel For Webb's Sun City Development Pictured



SALE AND DELIVERY OF HOMES to new residents of mushrooming Sun City and supervision of the new retirement community near Phoenix requires the combined efforts of the Webb group pictured above. They include salesmen, office personnel, and those in charge of activities, but not the Webb folks who are directing actual construction. Pictured, from left: (front row) Gay C. Lowe, Les Kellogg, M. J. O'Connell, Everett L. Karr, Joe N. Hall, Robert E. Ditzler and Walter F. Johnson; (center row) Patricia Pawlak, Ida Anne Sandler, Mary W. Garretson, Grace Summ, Joan Gaichen, Mary Jane Green, Rachel Eckenrod and Irene Anerney, and (back row) Jack Miller, Jack Hayden, Owen Childress and Tom Austin.

CONGRATULATIONS

YOU ARE NOW THE PROUD OWNER OF A NEW HOUSE BUILT BY DEL E. WEBB DEVELOPMENT COMPANY. THIS HOUSE WAS WIRED BY ARTHUR ELECTRIC AND SHOULD AN ELECTRICAL PROBLEM OCCUR, WE RECOMMEND YOU USE THIS INFORMATION SHEET TO MINIMIZE YOUR INCONVENIENCE.

TO TURN MAIN PANELS ON: (ELECTRIC PANEL IS AT END, FRONT OR REAR OF HOUSE, DEPENDING ON THE MODEL).

1. MAKE SURE ALL LOWER BREAKERS ARE "OFF".
2. TURN ON MAIN BREAKER (TOP OF PANEL).
3. TURN ON ALL OTHER BREAKERS.
4. IF ANY BREAKERS WON'T STAY ON, THEN TURN TO OFF POSITION, THEN ON AGAIN. (THIS IS WHAT IS KNOWN AS RE-SET). IF AFTER RESETTING - BREAKER STILL WON'T STAY ON - CALL DEL E. WEBB CUSTOMER SERVICE.

GENERAL INFORMATION:

1. NO POWER TO LIGHTS OR RECEPTICLES - CIRCUIT BREAKER IS OFF - RESET.
2. GARBAGE DISPOSAL RUNS ALL THE TIME OR DISHWASHER WON'T WORK - REVERSE LOCATION OF THE CORDS - THEY ARE PLUGGED IN UNDER THE SINK.
3. ELECTRIC WATER HEATER WON'T GET HOT - BE SURE TANK IS FILLED WITH WATER. CHECK BREAKER FOR ON POSITION. IF NO HELP, PUSH RESET BUTTON UNDER WATER HEATER ACCESS COVER. MAKE SURE BREAKER IS OFF BEFORE DOING THIS.
4. OVEN WON'T GET HOT - CHECK TIME CONTROLS - BE SURE DIAL IS SET ON MANUAL. OVEN WILL NOT COME ON IF ON ANY OTHER POSITION - THEN CHECK BREAKER AT PANEL.

5. OUTLET SPARKS WHEN PLUGGED INTO - TURN APPLIANCE OFF BEFORE PLUGGING IN (WHICH SHOULD ALWAYS BE DONE)..

6. OUTLET SPARKS OR TRIPS BREAKER WHEN APPLIANCE IS OFF - THE CORD OR APPLIANCE IS FAULTY, CHECK WITH YOUR APPLIANCE REPAIRMAN.

7. ARTHUR ELECTRIC HAS INSTALLED, AS SPECIFIED BY DEL E. WEBB DEVELOPMENT COMPANY, "BRAND NAME" NEW LAMPS AND TUBES BEFORE TESTING YOUR HOUSE OUT COMPLETELY. HOWEVER, WE CANNOT GUARANTEE THE LIFE OF A LAMP OR TUBE.

8. IF AFTER CHECKING THESE SOLUTIONS, YOUR PROBLEMS STILL EXISTS, PLEASE CALL CUSTOMER SERVICE AND A TROUBLE SHOOTER WILL BE DISPATCHED USUALLY WITHIN 24 HOURS.

NORMAL WORKING HOURS ARE: SUMMER 6:00 AM - 2:30 PM - WINTER 8:00 - 4:30 PM.

EMERGENCIES:

IF, WHEN YOU MOVE IN, ANY OF THE FOLLOWING FAIL TO WORK, WE CONSIDER THEM EMERGENCY CALLS AND WILL MAKE EVERY EFFORT TO RESPOND THE SAME DAY YOU CALL.

1. CENTRAL HEATING AND AIR CONDITIONING - (HAVE YOU CALLED FOR AIR CONDITIONING AND HEATING CUSTOMER SERVICE?).
2. RANGE OR OVEN.
3. WATER HEATER.

WE TRULY HOPE YOU ENJOY YOUR NEW HOME AND THE SERVICE YOU RECEIVE FROM ARTHUR ELECTRIC.

Joseph A. Zwaska
JOSEPH A. ZWASKA
Sun City Project Manager for Arthur Corp.



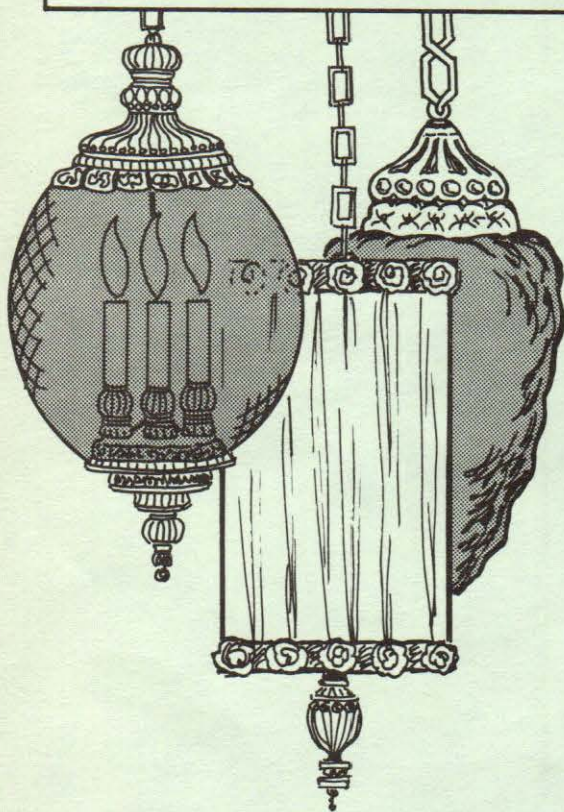
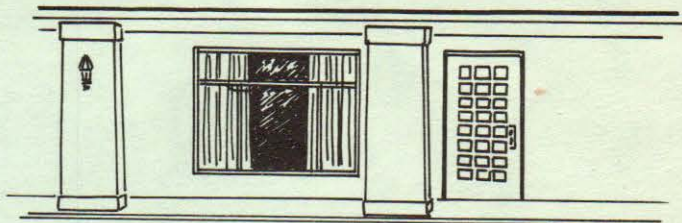
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Builder _____
Subdivision _____
Lot Number _____
Plan Number _____

5033 NORTH 7TH AVENUE / PHOENIX, ARIZONA

DECLARATION OF RESTRICTIONS, ESTABLISHMENT OF BOARD OF MANAGEMENT AND LIEN RIGHTS covering Tract B and Lots 33 through 71 inclusive, of SUN CITY UNIT FORTY, in instrument recorded November 6, 1973 in Docket 10385, Page 806, which recites as follows:

DECLARATION OF RESTRICTIONS, ESTABLISHMENT
OF
BOARD OF MANAGEMENT AND LIEN RIGHTS

KNOW ALL MEN BY THESE PRESENTS:

That ARIZONA TITLE INSURANCE AND TRUST COMPANY, a corporation, as Trustee, being the owner of all the following described premises situated in Maricopa County, Arizona, to wit:

Tract B and Lots 33 through 71, both inclusive, SUN CITY UNIT 40 according to a plat of record in the office of the County Recorder in Book 167 of Maps, at page 38 thereof,

and desiring to establish the nature of the use and enjoyment thereof, for the purposes of joint management among the grantees thereof, as to the units thereon and the surrounding premises and areas and other buildings does hereby declare said property subject to the following expressed conditions and stipulations as to the use and enjoyment thereof, and as to the establishment of a perpetual lien for the enforcement thereof, as follows:

8. All clothes lines, equipment, service yards, wood piles or storage piles shall be kept screened by adequate planting so as to conceal them from view of neighboring lots, streets, or golf course property. All rubbish, trash or garbage shall be removed from the tracts and shall not be allowed to accumulate thereon, and shall not be burned except by use of incinerator and then only during the hours so specified by the governing authority.

9. Each residential unit shall be a separately designated and legally described freehold estate consisting of a parcel and the improvements thereon, and an undivided interest in the common elements of the tract of which said parcel shall be a part.

A. That, in order to promote and maintain efficiency and cooperation for the full enjoyment of any of the grantees of the units on the above property, a Board of Management be, and the same is hereby established and created as follows:

B. The Board of Management shall consist of not less than three (3) Managers who shall choose a chairman from among them.

C. The initial Board of Management shall consist of one (1) representative from each of the first three (3) residential units sold and transferred, who shall serve until sixty per cent of the units on the above property have been sold, at which time such Board shall thereupon cause an election to be held among the owners of such units, who shall elect a new Board from among the owners of all the units. Thereafter, annual elections shall be held for the purpose of electing a Board of Management under such rules and regulations as shall be adopted by such Board or fifty-one per cent of the owners of such units. The Managers so elected shall serve for a term of one year, without pay. The Managers shall have the right to substitute or appoint new members to the initial Board of Management from time to time in the event one or more of the Managers shall become unable or unwilling to continue to serve in such capacity, or is no longer a resident of said property.

D. For the purpose of voting each unit shall constitute one voting unit, it being understood that the owners of each unit shall be entitled to one (1) vote among them regardless of the number of grantees who may own such unit.

E. A majority vote of the Managers shall entitle said Board to carry out action on behalf of the owners of the units.

10. The "common elements" shall be defined as including, but not limited to, land not otherwise specifically conveyed with individual units, community and commercial facilities, if any, swimming pools, pumps, trees, pavements, streets, pipes, wires, conduits, and other public utility lines. No building shall be constructed on any part of the common elements, except common laundry facilities, storage buildings, and covered carports.

11. No exterior additions, or alterations to any building, nor changes in fences, hedges, walls and other structures including, but not limited to color thereof, shall be commenced, erected or maintained until the plans and specifications showing the nature, kind, shape, height, materials, location and approximate cost of same, shall have been submitted to and approved in writing as to conformity and harmony of external design and location with existing structures in the property by an architectural committee composed of the Board of Management, or by a representative designated by the Board of Management. The members of such committee shall not be entitled to compensation for services performed pursuant to this paragraph. No such additions or alterations shall be permitted by any owner until the initial Board of Management has been established.

12. The Board of Management shall have the following rights and powers:

A. To levy monthly assessments, payable in advance, against each residential unit.

B. To use and expend the assessments collected to maintain, care for and preserve the common elements, buildings, grounds and improvements (other than interior of the buildings).

C. To pay taxes and assessments levied and assessed against real property, and such equipment and tools, supplies, and other personal property as are owned by the Board of Management for the common benefit of all unit owners.

D. To pay for water, insurance, sewerage and other utilities and expenses as shall be designated by the Board.

E. To enter into and upon the units when necessary, and at as little inconvenience to the owners of the units concerned as possible, in connection with the duties of the Board outlined herein.

F. To repair and replace facilities, machinery and equipment as is necessary and convenient, in the discretion of the Board.

G. To provide for the construction of additional recreational and other common facilities, from time to time, as in their discretion appears to be in the best interest of the owners and the project. Any such constructions, improvements or additions shall be authorized by a majority vote of the Board of Management at a duly called meeting at which a quorum is present.

H. To insure, and keep insured, all buildings and improvements on the property, and the owners thereof, against loss from fire or other casualty, and to purchase same and such other insurance as the Board may

deem advisable. Such insurance may, at the discretion of the Board, be taken in the name of the Board for the benefit of all the unit owners, or in such other manner as the Board may deem advisable. In the event any of such insurance proceeds are insufficient to repair or replace loss or damage, to levy an additional assessment in proportionate amounts as to each unit to cover such deficiency.

I. To collect delinquent assessments by suit or otherwise, and to enjoin or seek damages from the owners of the units for violations of the covenants herein contained on the part of the owners to be performed, or for violation of the rules hereinafter referred to.

J. To protect and defend the property from loss and damage by suit or otherwise.

K. To employ and dismiss workmen, maids, janitors, gardeners, lawyers, accountants and any others necessary to carry out the rights and powers herein granted and to purchase supplies and equipment, to enter into contracts and generally to have the powers of an apartment house manager in connection with the matters hereinbefore set forth, except that the Board, nor any officer elected thereby, may not encumber or dispose of the interest of any owner except in order to satisfy a judgment against such owner for violation of the owner's covenants imposed by these restrictions.

L. To make reasonable rules and to amend the same from time to time, and such rules and amendments shall be binding upon the owners when the owners of a majority of the units have approved them in writing. A copy of such rules and all amendment shall be delivered to each unit.

M. To create an assessment fund into which the Board shall place all sums collected by assessments or otherwise, the assessment fund to be used and expended for the purposes herein set forth.

N. To render to the owners semi-annual statements of receipts and expenditures.

O. To appoint officers and agents to carry out the business of the Board.

P. To enter into or renew agreements with persons or firms to manage the units and carry out the rights and powers herein granted to the Board.

13. In the event any common area or common element (exclusive of any party wall), carport, common laundry facility, or storage facility is damaged or destroyed through the negligent or culpable act of an owner or any guests, agents, or members of his family, such owner does hereby irrevocably authorize the Board of Management to repair said damaged area or element, resident's unit, carport, or storage facility, and the Board

shall so repair such said damaged area or element, unit, carport, or storage facility. The owner shall then repay the Board of Management in the amount actually expended for said repairs.

A. Each unit owner further agrees that these charges for repairs, if not paid within ten (10) days after completion of the work, shall become a lien upon said owner's residence unit and percentage ownership of the common elements and shall continue to be such lien until fully paid. The amount owed by said owner to the Board shall be a debt, and shall be collectible by any lawful procedure allowed by the laws of the State of Arizona.

B. Each such owner, by his acceptance of a deed to a residence unit, which such deed shall recite that it is subject to the covenants, conditions and restrictions herein set forth in this instrument, hereby expressly vests in the Board or its agents the right and power to bring all actions against such owner for the collection of such charges and to enforce the aforesaid lien by all methods available for the enforcement of such liens and such owner hereby expressly grants to the Board a power of sale in connection with said lien.

C. In the event of a dispute between an owner and the Board of Management with respect to the cause of damage or to the extent of repairs necessitated or with respect to the cost thereof, then upon written request of the owner addressed to the Board, the matter shall be submitted to arbitration under such rules as may from time to time be adopted by the Board. If no such rules have been adopted, then the matter shall be submitted to three arbitrators, one chosen by the Board and one chosen by the owner. These two arbitrators shall then choose a third arbitrator. If the two arbitrators cannot agree as to the selection of the third arbitrator, then by any Judge of the Superior Court of Maricopa County, Arizona. A determination by any two of the three arbitrators shall be binding upon the owner and the Board, who shall share the cost of arbitration equally. In the event one party fails to choose an arbitrator within ten (10) days after receipt of a request in writing for arbitration from the other party, then said other party shall have the right and power to choose both arbitrators.

14. There is hereby created a blanket easement, upon, across, over and under the above-described premises for ingress, egress, replacing, repairing and maintaining all utilities, including but not limited to water and electricity. By virtue of this easement, it shall be expressly permitted for the providing electricity company to erect and maintain the necessary telephone poles and other necessary equipment on said property and to affix and maintain electrical wires, circuits, and conduits on, above, across and under the roofs and exterior walls of the residential units.

15. The responsibility for maintenance of electricity, plumbing and other utilities shall remain with the owners of the units in the same

manner as is normal and customary with owners of single family residences.

16. Each lot and the common elements adjacent thereto shall be subject to an easement for encroachments, created by construction, settling and overhangs as designed or constructed by the original builder. A valid easement for said encroachments and for the maintenance of same, so long as it shall and does exist. In the event the multi-family structure is partially or totally destroyed, and then rebuilt, the owners of the units agree that minor encroachments of parts of the adjacent residential units or common elements due to construction shall be permitted and that a valid easement for said encroachment and the maintenance thereof shall exist.

17. An initial exterior maintenance assessment is hereby levied against each residential unit covered by these restrictions in a sum equal to six (6) times the estimated monthly assessment rate established by Del E. Webb Development Co. for each such residential unit immediately preceding the time of the initial sale thereof. The said initial assessment shall be paid by the initial purchaser of each residential unit on the above described property to the Board of Management through escrow at the closing thereof; provided, however, neither this initial assessment, nor any other assessment thereafter made, nor any lien established to assure collection thereof shall apply to the undersigned or to Del E. Webb Development Co., but shall apply only to the purchasers of said residential units and their successors. In addition, to the initial exterior maintenance assessment provided for herein, Del E. Webb Development Co., will collect a monthly assessment in the amount so estimated by it, for each purchaser of a residential unit commencing with the first full month following closing. Del E. Webb Development Co. shall collect and use such monthly assessment to help defray the expense of exterior maintenance until sixty per cent of the units are sold and a new Board of Management is elected pursuant to paragraph 9.C. hereof, following which said new Board of Management shall have the right to determine the amount of and collect an exterior maintenance assessment.

18. That for the purpose of enforcing these presents, the Board of Management and its successors are hereby granted, a lien against the interest of any grantee of any unit, his heirs, executors, administrators or assigns, to secure the faithful performance of each and every term and condition set forth herein, and in the event of non-performance or default by any such grantee, the lien against the interest of such grantee in said unit may be foreclosed by the Board of Management in the same manner as a realty mortgage and that any redemption thereafter shall, nevertheless, be subject to the lien herein created as to other or future events or non-performance or default; provided, however it is specifically understood and agreed that any lien herein created or which at any time accrues by virtue of the provisions hereof, and the terms hereof, shall at all times be subordinate and inferior to the lien and the terms and conditions of any bona fide mortgage in which a lending institution is the mortgagee,

whether such mortgage be now in existence or be hereafter made and placed against all or any portion of the described premises and the improvements thereon. It is the intention that the lien herein created shall be secondary and subordinate to any such bona fide institutional mortgage lien regardless of the time such mortgage lien is placed or record.

19. That none of the said units shall be sold or leased or underlet, and such sale, lease, or underletting shall be void unless the purchaser, tenant, or subtenant shall be first approved by the Board of Management. Said Board of Management shall be given notice in writing of any bona fide proposed sale; lease, or sublease, and shall at once deliver written notice thereof to the owner of each unit located on any portion of the above described premises. Said Board of Management shall have fifteen (15) days after receiving such notice to approve or disapprove the same. In the event of disapproval, said Board of Management shall purchase, lease, or sublease the same, as the case may be, on behalf of the disapproving owners of other units on the same terms and conditions as contained in the written notice of said proposed sale, lease, or sublease. In the event the said Board of Management shall neither approve nor disapprove the proposed sale, lease, or sublease within the said fifteen (15) day period, the same shall be deemed to be approved.

The provisions of this paragraph numbered 19 shall not apply to or be enforceable by the Board of Management or any person, partnership, association, or corporation (a) with respect to a sale, transfer or conveyance of any parcel of the above described premises to any person, partnership, association, or corporation by the undersigned or Del E. Webb Development Co. or pursuant to a judgment or foreclosure of a mortgage of record thereon by an institutional lender, or (b) where a proposed sale, transfer, conveyance or lease to any person, partnership, association or corporation by an institutional lender which has acquired title to any parcel of the above described premises by virtue of foreclosure by it of a mortgage of record upon such parcel has been disapproved by said Board of Management and said Board of Management has failed during said fifteen (15) day period to purchase or lease the same, as the case may be, on the same terms and conditions under which said institutional lender proposes to sell, transfer, convey or lease the same.

20. A. That all dividing walls now or hereafter constructed between any two (2) units on the above property shall be considered party walls, and shall be deemed to belong to the respective common owners as tenants in common, and shall be used for the common purpose of the units separated thereby. The preservation and structural repair of any one of said party walls, except for interior decoration, shall be the joint duty and obligation of the persons using the particular party wall. No structural changes in any of one said party walls shall be undertaken without the prior written consent and approval of the Board of Management and each of the users of the particular party wall.

B. In the event any such party wall is damaged or destroyed through the act of one adjoining owner, or any of his guests or agents or members of his family (whether or not such act is negligent or otherwise culpable) so as to deprive the other adjoining owner of the full use and enjoyment of such party wall, then the first of such owners shall forthwith proceed to rebuild and repair the same to as good condition as formerly, without cost to the adjoining owner.

C. In the event any such party wall is damaged or destroyed by some cause, other than the act of one of the adjoining owners, his agents, guests or family (including ordinary wear and tear and deterioration from lapse of time), then in such event, both such adjoining owners shall proceed forthwith to rebuild or repair the same to as good condition as formerly at their joint and equal expense.

D. In the event of a dispute between owners with respect to the repair or rebuilding of a party wall or with respect to the sharing of the cost thereof, then upon written request of one of such owners addressed to the Board of Management, the matter shall be submitted to arbitration under such rules as may from time to time be adopted by the Board of Management. If no such rules have been adopted, then the matter shall be submitted to three (3) arbitrators, one chosen by each of the owners and the third by the two so chosen, or if they cannot agree within five (5) days, then by any Judge of the Superior Court of Maricopa County, Arizona. A determination of the matter signed by any two arbiters shall be binding upon all parties involved in the subject dispute. The cost of arbitration shall be shared equally by the two owners involved in the dispute.

E. These covenants shall be binding upon the heirs and assigns of any owners, but no person shall be liable for any act or omission respecting any party wall except such as took place while an owner.

21. The right of partition or to seek partition shall not be available to any person, partnership, association or corporation owning any interest of any kind whatsoever in and to all or any portion of the above-described premises.

22. That any and all prior restrictions on said property, be and the same are hereby ratified, approved and confirmed.

23. The Sun City Home Owners Association shall enforce these restrictions upon receipt of a written request from the owner or owners of one or more of the units covered hereby. The association shall have the right to enforce these restrictions in its own name on behalf of the owner or owners who submitted the request to the Association.

The foregoing restrictions and covenants run with the land and shall be binding on all persons owning real property therein for a period

of thirty (30) years following the date these restrictions are recorded, after which time said covenants shall be automatically extended for successive periods of ten (10) years each. These restrictions and covenants may be amended, in whole or in part, at any time by a majority vote of the then owners of lots within the property herein concerned. Deeds of conveyance of said property or any part thereof may contain the above restrictive covenants by reference to this document but whether or not such reference is made in such deeds or any thereof, each and all of such restrictive covenants shall be valid and binding upon the respective grantees. Violation of any one or more of such covenants may be restrained by any court of competent jurisdiction and damages awarded against such violator, provided, however, that a violation of these restrictive covenants or any one or more of them shall not affect the lien of any mortgage now of record, or which hereafter may be placed of record, upon said tracts or any part thereof. The violator of any provision of these restrictions will pay all costs incurred in connection with any legal or court proceedings necessary to correct or prevent such violation.

Should any of these restrictive covenants be invalidated by law, regulation or court decree, such invalidity of any such restrictive covenants shall in no way affect the validity of the remainder of the restrictive covenants.

In the event any government ordinance or statute involving any matter herein contained is more restrictive than herein provided such ordinance or statute shall govern. In the event such ordinance or statute is less restrictive than herein provided these restrictions shall govern.

WEBB - DEVCO PERSONNEL

Auben, Joe - Exec. V.P. DEVCO

Bartlett, Gaylen - Property manager

Beall, George - V.P. Restaurant & hotel operations

Britton, Wally - Construction sup't

Childress, Owen - Executive V.P. Devco, Webb Comptroller

Handley, James - Advertising assistant & Public relations

Johnson, Robert H. - Pres. Webb Corp

Kemp, Richard - Public relations, editor- Webb SPINNER

Kuents, Fred - DEVCO President

Martinson, Del - Field superintendent

Meeker, John - DEVCO President

Parker, Ken - Senior V.P. Sales

Pote, Al - wrote S.C. Newsletter for prospective buyers

Reeve, George - DEVCO President

Rittenhouse, Tom - General mgr of construction & component mfg.

Roach, Chuck - DEVCO President

Ryan, Tom - V.P. Land development & site improvement

Shahan, Harvey - Advertising director

Svendsen, Jerry - V.P. Public relations

Tatz, Paul - Sr. V.P. Legal matters; DEVCO Pres

DEL E. WEBB DEVELOPMENT CO.

P. O. BOX 555 - SUN CITY, ARIZONA 85351



ADMINISTRATION OFFICE 977-7241
SALES OFFICE 933-0173
CONSTRUCTION OFFICE 977-4211

May 31, 1974

Dr. and Mrs. E. Burton Webb
250 S. 19th Street
Pocatello, ID 83201

Dear Dr. and Mrs. Webb:

On behalf of the entire Del E. Webb Development Co. staff, I wish to welcome you to your future home in Sun City.

One of our residents once said to me that he noted only two things missing in Sun City -- a dull moment and a total stranger. We feel confident that you will agree with his observation.

In the weeks to come, you will be receiving copies of our Newsletter to keep you posted on local activities and help introduce you to some of your neighbors-to-be. Upon your arrival, we hope you will attend one of our monthly get-togethers for Sun City residents. You will receive a personal invitation to this affair.

We are enclosing a copy of our Sun City Newcomers Directory which lists the numerous services and commercial outlets available in Sun City. We believe you will find this to be a most comprehensive and informative booklet and hope that it will serve as a helpful guideline to you in Sun City.

In the meantime, the Webb Co. staff will be happy to help you in any way possible, so please feel free to call on us.

Very truly yours,

O. F. Childress
Executive Vice President

OFC:lk
Enclosure

Mrs. Dancer
Utilities

POST OFFICE BOX 555
SUN CITY, ARIZONA 85351
TELEPHONE 602-933-0173

America's Most Famous
Resort-Retirement Community



Del Webb's
Sun City

JULY 30, 1974

DR & MRS E BURTON WEBB
250 S 19 ST
POCATELLO ID 83201

UNIT : 40
TRACT : B
LOT : 0036
JOB : 04145
SEQ : 0036

SUN CITY ADDRESS: 17050 107TH AVE

SALES AGREEMENT NO: 000929

DEAR DR & MRS WEBB:

YOUR NEW HOME IS SCHEDULED FOR COMPLETION ON AUGUST 13, 1974.
YOUR CLOSE OF ESCROW IS ALSO SET UP FOR THIS DATE.

PLEASE USE THE FOLLOWING OUTLINE AS A GUIDE TO BEGINNING YOUR "NEW
WAY OF LIFE" HERE:

1. MAKE A CHECK FOR PAYMENT OF BALANCE DUE SHOWN ON THE ENCLOSED STATEMENT. DETACH AND RETURN THE BLUE COPY OF THE STATEMENT WITH YOUR REMITTANCE IN THE ENCLOSED RETURN ENVELOPE.
2. CONTACT A CLOSING OFFICER AND SET UP AN APPOINTMENT TO INSPECT YOUR HOUSE AND ACCEPT KEYS. PLEASE GIVE AT LEAST FOUR WORKING DAYS NOTICE AND ALLOW TIME FOR HAVING THE HOUSE CLEANED.
3. SIGN TITLE PAPERS AND CLOSE ESCROW AT ARIZONA TITLE COMPANY (OPEN 8-12 AM, 1-5 PM, MON-FRI, NO APPOINTMENT IS NECESSARY). AT THAT TIME YOU MAY PAY FOR YOUR COMMUNITY FACILITIES CARDS.
4. NOTIFY UTILITIES COMPANIES AS TO TURN-ON DATES (LIST ATTACHED). SOMEONE MUST BE AT THE HOUSE WHEN UTILITIES ARE TURNED ON. THIS APPOINTMENT MAY BE MADE AFTER YOUR INSPECTION APPOINTMENT.

IF YOU CANNOT BE HERE ON THE DATE YOUR ESCROW WILL CLOSE, CONTACT US AND WE WILL HAVE YOUR TITLE PAPERS MAILED TO YOU. YOU CAN ACCEPT KEYS AT A LATER DATE BY CONTACTING A CLOSING OFFICER.

WE WISH YOU MANY HAPPY YEARS IN YOUR NEW HOME AND WANT TO BE OF SERVICE IN EVERY WAY POSSIBLE.

VERY TRULY YOURS,

Anita Hentz

ANITA HENTZ
CLOSING OFFICE

AH:BC
ENCLOSURES

SUN CITY UTILITIES

You will need to contact the companies listed below to arrange for utility service in SUN CITY:

<u>COMPANY</u>	<u>SERVICE</u>	<u>HOW TO CONTACT</u>
* Arizona Public Service Company 10765 Grand Avenue Sun City, Arizona 85351	Electricity	Telephone 933-1331 or visit Office in Grand shopping area from 8:30 - 5:00 P.M. Monday thru Friday
Mountain Bell 13202 North 111th Avenue Youngtown, Arizona 85363	Telephone	Telephone 973-7211 or visit office from 8:30 - 5:30 P.M. Monday thru Friday
* Goettl Brothers P. O. Box 484 Sun City, Arizona 85351	Heating Cooling	Telephone 933-1365 (SEE BELOW)
Parks & Sons 11217 W. Nevada Avenue Youngtown, Arizona 85363	Garbage Collection	Mail in attached card Telephone 933-1621
Sun City Water & Sewer Company 15626 N. Del Webb Boulevard Sun City, Arizona 85351	Water Sewage Service	Telephone 933-1961 Must apply in person 9:00 - 4:00 P.M. Monday thru Friday

Mail is being delivered to the individual residences in Sun City unless you arrange for a Post Office Box number. You are responsible for installing your own mail box or mail slot.

If you desire to make special arrangements for your mail to be held for your arrival, please write to the Sun City Post Office, 12420 - 103rd Avenue, Sun City, Arizona 85351

After living in your home and desiring demonstration of any electrical appliance, please call 933-1331, Arizona Public Service, Home Service Department.

* Request for electricity turn-on may be submitted after key inspection date is known. 24 hour advance notice is required by APS. Goettl Bros. should be contacted at the same time to start heating/cooling unit.