

Daily News-Sun, Sun City, Ariz. Tuesday, Nov. 8, 1988 Community A3

# 'Oh, they were good grapes'

## Sun Citians recall fun of picking grapes from once-plentiful vineyards

By P. ATWOOD WILLIAMS  
News-Sun staff

SUN CITY — Ask just about any Sun City pioneer and you will get a grape story — most golden with memories, some dark with tales of disaster.

Sun Citians used to pick grapes by the millions from vineyards near the retirement community. The pickings turned into annual social events, with Del E. Webb Inc. sponsoring a grape festival beginning in 1964.

The grape vineyard, provided by the J.G. Boswell Co., was bordered on the north by Cactus Road, south by Peoria Avenue and the east by Cotton Lane.

The Webb company used to print maps for pickers showing the location of the ranch office emergency station, parking and refreshments and the plots of the Thompson, perlettes, cardinals and exotic varieties of grapes.

Newspaper photographers followed the early morning pickers and recorded exhausted pickers, pickers drinking at the refreshment truck, those with kegs, boxes and pails and car trunks full of green and purple grapes.

Recalling those years, Lelia B. Riise, now past 80, describes how they ate many grapes and shared them with friends. To make raisins they put them on a flat board with paper underneath, out in the sun during the day. At night the raisins were covered or taken in to keep them away from the birds.

In a smaller Sun City backyard today, Lelia still tends to a small number of blackberry bushes as she reminisces about the Sun City grape harvest.

"Most people went to the vineyards for the fun and comradeship with the people that you'd meet," she said. "Have you been here? Are you getting Thompsons?" were common questions among the pickers.

The grape harvest meant something special to I. Andrew and Lelia Riise, who had been fruit growers in the Modesto Valley of California before moving to Rancho Estates in Sun City in 1973. In California they had strawberries, boysenberries, peaches, apricots and nectarines. They had permitted pickers to come into their orchards to pick and pay by the box.

Comparative newcomer Peggy Harman, of Sun City West, tells of her first harvest 11 years ago. Finding a deserted area she picked contentedly, only to discover that her first day's crop was full of tiny seeds. No matter, after being made into raisins they would be fine for cookies if they were ground up. The next day, she followed the crowds to get the better grapes — picked-over as they were.

Wes and Esther Brewster, who now live in Westbrook Village in Peoria, remember the open-handed generosity of the sponsors of the grape festival.

"Every time we went to the vineyards, it was so dusty that we spit mudballs for a week afterward. But we certainly enjoyed those grapes and the raisins we made. The grapes were so plump, sweet and tasty, and the raisins were great in oatmeal and baked goodies," Brewster said.

Allegra Saunders remembers getting up at midnight to join

the lines to the vineyard; she recalls how the people loaded their cars full. "Oh, they were good grapes," she said.

Sun Citian Amanda Monreal Durand, a pioneer in the Marinette area who was employed by the Boswell company — first as a cotton harvester in 1970 and later as an office worker in the gin — recalls the fun she and

her friends had "robbing the grape fields."

She said they would go into the fields in trucks at dusk and take truckloads of grapes.

"I gave mine to friends and gin customers who couldn't get out to pick them." She says her husband, John Durand, also shared with friends the lettuce, melons, onion and potatoes that

were brought to him at the gin by field workers.

Many of Amanda's friends gave her raisins for Christmas for years. Finally, neighbor Anne MacNeill of Sun City insisted she try making her own raisins.

Amanda followed the instructions, but when she opened her jars of raisins she found them to be full of tiny moths. She discovered she had neglected the last two steps: washing the grapes and heating them thoroughly at 200 degrees for at least a half hour in the oven.

Other small disasters also were a part of the festivities.

In August 1971, police officials and firemen combed rows of grapes for hours for a "lost woman," who turned out to be waiting for her husband at the car. Another near-catastrophe occurred when a man backed his car into an irrigation ditch surrounding the fields.

And then there was the grape controversy of 1974, when Sun City pickers found little to pick.

That year, the grape festival was scheduled July 22 through July 28. The Recreation Center Newsletter admonished grape-lovers not to go into the vineyards before or after the festival dates because heavy equipment would be there beforehand and spraying the vines for insects would start the day afterward. A tersely worded press release said that "any infractions of this warning can result in cancellation of the grape festival for next year."

OVER



180 acres of grapes, mostly the popular Thompson seedless.

The editorial said 375 salaried employees had been invited to pick, but only 50 had showed up; it said that Luke Air Force Base was not invited and that fewer than 500 people (mostly Sun Citians) had picked in the 412 acres of grapes on Saturday and Sunday of the festival.

The editorial writer pointed out that in retrospect, the rancher, seeing the quantity of grapes available, could have told the Webb folks sooner, who in turn could have warned Sun Citians of the shortage or even canceled the event.

Not everyone was critical of the festival.

Milt Semrau wrote on Aug. 7 that previous festivals had spoiled the pickers and that it had taken more determination and effort to collect a boxful this year.

"I hope our disappointment this one year don't sound so loud as to kill the benefactor that laid the golden grape," he said.

"What justification do we have for complaining about the scarcity of grapes this year as if

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'Most people went to the vineyards for the fun and comradeship with the people that you'd meet,' said Lelia B. Riise of Sun City. 'Have you been here? Are you getting Thompsons?' were common questions among the pickers.

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But prior to the festival, employees of Del E. Webb and their families were allowed to go into the vineyards to pick two days before the festival.

Also, the fields were closed early during the festival on July 24 to permit the owners to catch up with the insect infestation.

After the festival, letters complaining about the festival began to pour into the News-Sun. In one, titled "Grapes of Wrath," V.H. Ellis wrote of "thousands of employees, wives and children plus friends" picking at noon the 19th and continuing until sundown on the 21st to pick grapes in advance of the Sun Citians "for whom presumably, the festival was organized." He also complained that Luke Air Force Base personnel were there.

I. Andrew and Lelia B. Riise wrote their thanks Aug. 23 and suggested that in future years Webb and Boswell employees be allotted only a certain portion of the vineyard and the balance reserved for "bona fide residents of Sun City."

That same day, on July 31, an editorial appeared titled "Gripe Festival." Citing Del E. Webb Co. and Boswell Co. sources, it stated that low production that year had resulted in the loss of

the Boswell and Webb corporations were obligated to assure an adequate supply of grapes for all comers?" wrote H.L. Pollard on Aug. 13.

And Gertrude E. Flyte wrote in an Aug. 9 letter that her family had lived through drought and crop failures in the Midwest and she was grateful to find a good supply of large red cardinals. The next day she had squeezed, drained, boiled, bottled and sealed 24 quarts of juice. She expressed appreciation to Del Webb officials and said they had extended every courtesy possible.

Waxing poetic, she quoted from the Song of Solomon, a verse which concluded: "And the vines with the tender grapes/ Give a good smell."

Despite the controversy, the grape festival lived on through 1981. The event was canceled in June 1982, according to "Jubilee: The 25th Anniversary of Sun City, Arizona," because the community "just outgrew the vineyards."





News-Sun photo by P. Atwood Williams

**THOSE WERE THE DAYS** — Lelia B. Riise tends to her blackberry vines in her Sun City yard as she reminisces about the cam-

araderie of the grape festivals. The festivals were held from 1964 to 1982, when they were canceled.



# Editorials

## No more free grapes

A tradition cherished by Sun Citians and, in the last few years, Sun City Westers was the annual Grape Festival.

Before dawn, cars would line up at the Boswell Ranch vineyards on the west side to await daylight and the opening of the gates for the rush to the grapes. Free picking, each year in the middle of July, made the event a highlight of summer.

The plunder—carried home in cartons, baskets, buckets and sometimes loaded onto the back of a station wagon—made delicious jelly or jam or moist and luscious raisins dried in the back yard and carefully stored to last months.

It was a picnic, with free drinks supplied by the sponsoring Webb company, an adventure and a rewarding excursion all in one. Best of all, it was free. But no more. J.G. Boswell Co. has announced the end of the grape festival. Too many people now in the Sun Cities

and changes in procedure were given as reasons.

It should be no surprise that this tradition has been abandoned—surely everyone knew it wouldn't last forever. But like the passing of all traditions, it will become a bit of nostalgia. It will be a memory preserved, we believe, in the Sun City history that a group of volunteer writers will prepare—with pictures to show the eagerness with which residents plunged in to glean the grapes still left on the vines after commercial picking had ended.

Traditions have a way of coming and going. The grape festival may be a thing of the past, but in the retirement communities, like any other, new traditions are constantly being established. There will be another to take its place.

And we all must agree, it really was generous of Webb and Boswell Ranch to continue it so long.



# Grapes go quickly *7-21-80*

By TOM BAUER  
Staff Writer

~~It was too much work~~ and too much heat, but a lot of reward.

"If I were getting paid to do this," growled one Sun Citian, "I'd quit."

But it was worth every minute of it for the hundreds of people gathered early—very early—today to pick grapes in the 16th annual Grape Festival sponsored by the Del E. Webb Development Co. and the J.G. Boswell Co.

IT WAS before 4 a.m. (if that even qualifies as today) when Lyle McGowan, a 4-year veteran of Grape Festivals, started his trek. "I needed a flashlight to get my first two buckets full. I couldn't tell what kind of grapes I was picking."

Whatever they were, he picked 300 pounds. Thinking for a while, he changed his story a little. "Maybe it's only 250 pounds."

Whether 250 or 300 pounds, he has enough for his neighbors and his wife, who still has raisins from last year's harvest.

Despite the obvious question, "What in the world is anyone going to do with 1½ times his weight in grapes," the pickers worked diligently, each with his own style of gathering grapes: some used their canes to push vines out of

the way, others daintily lifted the branches to pick, while still others plunged head first into the vines as if poked from behind with a cattle prod.

OVER THE years pickers have also selected their own ways of dressing for the day. Most wore broad-brimmed hats, highlighted by dust covered sunglasses and sweaty shirts. One woman carried a white cane with a red tip, but appeared to be spotting grapes easier than most.

Nadia Popowych, a rookie picker, was dressed for the adventure but wasn't quite as lucky at McGowan. After about two hours worth of picking, Mrs. Popowych has gathered only a few buckets full. "I was here at 5:15, and the place was loaded. What did these people do, spend the night?"

However, Mrs. Popowych relies on a saying from her native Ukraine to explain her poor luck. Roughly translated, it says, if you sleep too late, tough.

Despite what appeared to be tons of Thompson seedless, Exotic and Perlette grapes being transported out of the Boswell Co.'s Cactus Lane Ranch, a few complaints were heard from thirsty workers gathered around Webb's refreshment truck.

"IT'S NOTHING like last year," one woman said.

Another added, "there's no grapes out there."

And one man pick up his grocery bag, walked toward the vines, shook his head and said, "I don't know what I'm doing out here." He was probably right. That's why he didn't have any grapes.

If McGowan had heard those remarks, he probably would have laughed. So would Fred McDowell, who gathered 100 pounds.

INSTEAD, MCGOWAN offered tips to anyone willing to listen. "You just can't look at the vine," he said. "You've got to crawl underneath and look around. You'll get dirty, just look at me."

McGowan's sweat-soaked and dirty pants and shirt were testimony to the weather and the dust. Though clouds kept the sun away until about 8:30, a fire rescue unit and ambulance were on hand just in case the heat proved too much for some. Fortunately, it didn't.

The Grape Festival continues through Tuesday. And even though the pickings are beginning to be slim, there are still grapes out there—somewhere. And after it's over, the sore backs, scraped knuckles and dirty fingernails will be the least of the pickers' worries.

The main concern is how many ways there are to serve grapes.

*over*



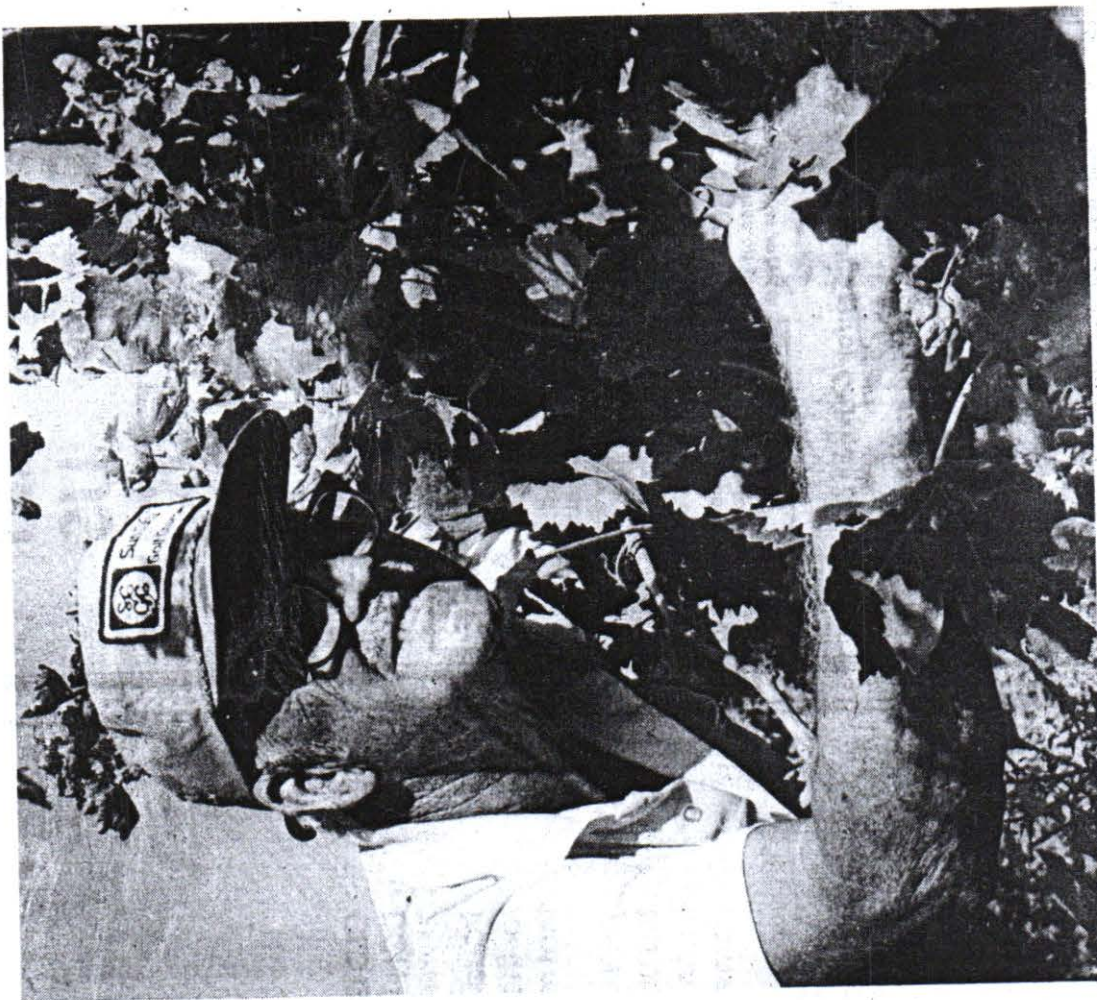


Wearing a surgical mask for protection against the dust, Mrs. Victor Piccoli reaches among the vines for a well-

hidden cluster of grapes. The Grape Festival continues Tuesday. (News-Sun Photos by Jim Painter)

7-21-80

## BY DAWN'S EARLY LIGHT . . .



C.L. Colerick reaches in to cut off a cluster of grapes during this morning's Grape Festival at the Cactus Lane Ranch.



Sec. D

NEWS-SUN Tuesday, July 24, 1979

# GRAPEFEST '79:

## They came and they picked



*Her cane didn't slow Mary Musser*

OVER





*Dust, cars, grapes, pickers, heat and humidity*



*To early risers go such Thompsons as these*





*Gerry Bates looks for grapes*



*Ann Mihalic found hers*



*The prizes*

OVER





**Fult Gillow searches diligently.**



**Denise Lyman and Don Tuffs  
provide Cool drinks, courtesy Del Webb**

**News-Sun**

**photos by**

**Jim Painter**



A-1 NEWS-SUN Monday, July 23, 1979

# Grape grab precedes dawn

By KIM PERKES  
Staff Writer

Everyone told me I'd have to see it to believe it.

I saw and I believe . . . I went out thinking life was just a bowl of cherries, but I soon discovered there's a lot of life in a bunch of grapes.

When I was told to meet my Del Webb hosts at 3:30 this morning, I thought that was a trifle early.

**ARRIVING** at the site of the 15th annual Grape Festival at 4:45 a.m., all I could see for miles in every direction were sets of headlights.

We went through the gates and stationed ourselves in an open field. I got out of the car and went over to chat with some of the pickers.

"Don't talk to me I've got work to do," said the first woman I questioned.

**THE NEXT** woman was a bit more friendly, "It's getting a little commercial out here. It's not like the first year we came out here."

That must be what they mean by the Grapes of Wrath, someone suggested.

It seemed there must be at least one row of the long, twining, gnat-infested grapevines for resident of Sun City and Sun City West.

And it also seemed every Sun Citian was there.

**I FELT** sure I was one of the first to hit the aisles until I stumbled on a man who said he had been out in the patch since 3:30 a.m. searching for those succulent Thompson's with his flashlight and bucket.

As the sun began to rise, the grapes became more visible, but you had to crawl under the vines to see them through the foliage.

It's like a grown-up Easter egg hunt; the grapes are hidden in the vines and you have to find them.

**MANY PEOPLE** were uttering complaints as they crawled down the rows.

"Slim pickens' this year," a man said.

"It's hardly worth your time to be out here," another said.

"It's getting worse and worse," a woman chimed in.

"They're scrounging to find them over here," one man said, pointing down a row.

**BUT, AS** with everything, there's the other side of the dime.

"If those people say they can't find grapes, they're nuts," one man insisted.

"I've had pretty good luck," one picker said as she dumped another bucketful into her already overloaded car trunk.

As far as I could see, the grapes are there, you just have to work for them.

**AFTER TWO** hours of picking I decided that was enough. I was beat.

But hundreds of Sun Citians who had arrived at the same time I did — and some earlier — diligently worked to reap their crop.

Sporting sun hats, buckets, boxes, clippers and grape-picking attire, these folks seemed determined not to leave until they got what they came for and more if they could find it.

These pickers were professionals, experiencing none of the problems I had.

**MY HAIR** tangled in the vines, my knees ached from kneeling on the ground, my neck hurt from looking up, my back ached from bending over, my ears rang from the buzzing of the bugs, and my mouth tasted like a dust bowl.

Thanks to Del Webb's free soft drink stand my mouth was saved.

Here I was feeling the aches and pains, beginning to feel old and decrepit, when a woman said to me, "Honey, you're still a spring chicken, I've been doing this for 15 years."

**THIS WOMAN** was three times as old as I, had worked half the time I did and had five times as many grapes to show for it.

"But why torment yourself in all this dust and heat? Why battle the crowds. Why do you hunt for those grapes? Are those raisins really worth all of this?" I asked.

"Because it's fun," she replied.  
The story of the Grape Festival.

OVER





rl Kirkander had no complaints about the      pe Festival this morning  
(News-Sun Photo)



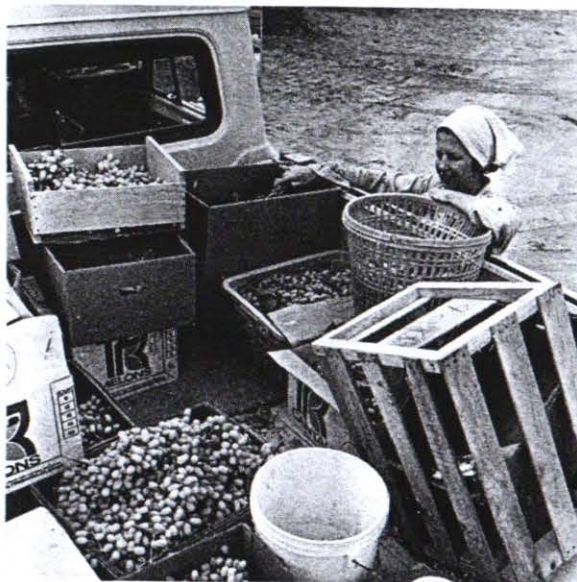
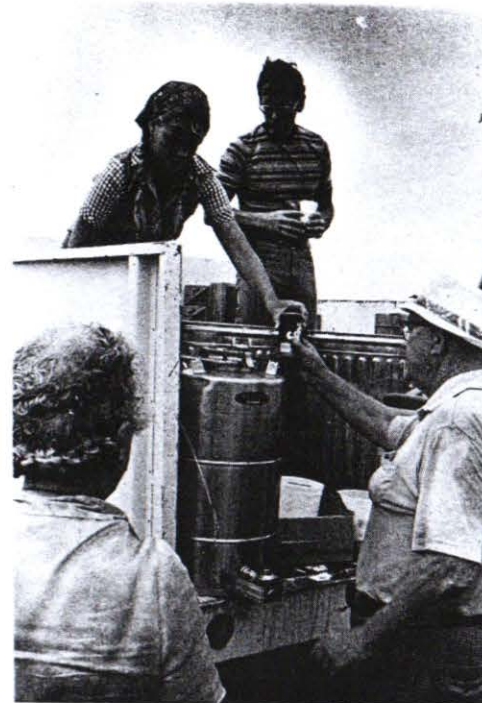


## GRAPE FEST FRUITFUL

More than 5,000 residents flocked to the fields during Sun City's 14th Annual Grape Festival at J. G. Boswell Company's Cactus Lane Ranch. Free refreshments were provided for the thirsty pickers by the Del E. Webb Development Co.







## THOUSANDS ATTEND 13TH ANNUAL GRAPE FESTIVAL

Several thousand Sun City residents attended the 13th Annual Grape Festival at J.G. Boswell Company's Cactus Lane Ranch. In fact, estimates ran as high as 7,000 people by eight o'clock the first morning.

During the two days, thirsty pickers consumed sixty gallons of lemonade, forty gallons of water, twenty gallons of coffee and over 130 cases of soda pop served free by Del E. Webb Development Company personnel.

Local newspapers carried recipes for making wine, jelly, butter, raisins, salads and fruit desserts. As expected, most residents planned to make raisins with their Thompson Seedless and Perlette grapes. The Exotics were going to be used for jelly and snacking.



Tues., July 19, '77 The Arizona Republic

ARIZONA REPUBLIC

JUL 19 1977

13th annual grape festival

# Sun City's early risers find picking divine

By THELMA HEATWOLE

There was lots of pickin' but no stompin' Monday morning when a silver-haired horde from Sun City invaded the vineyards at Cactus Lane Ranch on Cotton Lane.

The cars were lined up on Olive Avenue long before sunrise as retirement community folk trekked to the 13th annual grape festival.

"I thought I'd get out early and get ahead of the crowd, but by 5 o'clock Olive Avenue looked like Times Square," said Doug Morris, Sun City civic leader.

"It would be better to buy the grapes, but then you couldn't tell your children you were out there picking and then made raisins yourself," he said.

"It's a status thing for Sun Citians to come out here — like the pioneers who crossed the desert," he added, mopping his brow.

By 6 a.m. Lew Euring, 72, was stacking grapes in his car, singing, "Oh, what a beautiful morning — everything's coming my way."

Euring stopped long enough to say he once sang with a Dayton, Ohio, minstrel group, and promptly swung into another melody and sang it from start to finish.

The festival is sponsored by the Del E. Webb Development Co. in cooperation with the vineyard owners.

These were those who found the pickings slim and those who were ecstatic over their takes. One Sun City newspaper had admonished residents not to

gripe if their "grape haul wasn't what you figure the world owes you." Another asked that picking be in moderation to share whatever grapes were left after the commercial harvest.

Sun Citians were garbed in shorts, slacks, bandanas, scarfs, long-sleeved shirts and floppy brimmed hats. Some wore head sweatbands or carried mop-up towels. They were armed with their own cutting implements and some carried their own water supplies. They toted plastic bags, pails, tubs and cardboard boxes for their juicy loot.

The heavy traffic stirred up billows of dust. At least two persons wore masks over their noses and mouths.

"I haven't had so much fun since I

Continued on Page B-4



Helen Helton, right, Sun City, and Blanche Day, visiting from Akron, Ohio, pick their way through the 13th annual grape festival.

## More about Sun City grape pickers

Continued from Page B-1

picked blackberries in Virginia," Helen Helton said.

Mrs. Nick Kole said picking grapes was hard but fun. "It's free and it's good exercise," she added.

V. P. Sabin had a different use for his pickings.

"We have a steam juicer," he said.

"We juice our cherries in Utah and mix it with the grape juice. That makes wonderful drink," he said.

Most pickers said they would make raisins. Some planned jelly, and others would share the grapes with those unable to make the trip. None said they were going to make wine.

The festival, for Sun City residents only, will continue today. Activity card are checked for admittance.



## THOUSANDS ATTEND 12TH ANNUAL GRAPE FESTIVAL





# Grape Fest meant work for posse

While many Sun City residents took advantage of the free grapes that were available for the picking recently at Cactus Lane Ranch, about 50 Sun Citians were performing chores at the vineyard of a different nature.

A unit from the Sun City Sheriff's Posse provided assistance to the pickers and security at the ranch during the grapefest.

The unpaid volunteers logged over 600 hours at the vineyard, working in shifts to provide pre-dawn to after sundown security of the area, insuring that 10 members were on duty at all times.

POSSE members found that their duties were varied, ranging from routine traffic control to routing "poachers," providing first aid, and finding lost pickers.

By patrolling the area in their own autos, posse members were able to keep unauthorized persons out of the vineyards so there would be more grapes for Sun Citians.

Members said that some of the poachers fled when approached, abandoning quantities of picked grapes as they left. Others turned over their grapes to the posse when stopped. In such cases, the posse gave the confiscated grapes to Boswell Memorial Hospital.

Communications were a keynote to the posse's effectiveness.

MEMBERS had radio communication with one another and with the sheriff's office. The radios helped coordinate posse services, such as locating lost vehicles or good grape picking areas through relay of information.

In one case the posse discovered a downed telephone pole and wires near the ranch and summoned assistance through the sheriff's office.

The posse operated its own missing persons detail at the vineyards.

SEVERAL couples became separated during the picking, so posse members helped reunite them. They also helped locate cars for pickers who had forgotten where they parked, and they turned in items they found among the vines, including lost car keys.

One posse member found an elderly man who had become lost and separated from his group. The man reportedly was frightened, exhausted, and confused.

The posseman applied cool, wet towels to the man's forehead, and

assisted him to the first aid station. Other pickers received similar first aid assistance from the posse.

OTHER AIDS provided by the posse were helping pickers with auto trouble, including pulling at least three cars from a ditch they had backed into, helping one motorist who had locked himself out of his car, and assisting in a minor traffic accident; helping the Del E. Webb Development Co. in checking pickers' activity cards, and directing traffic.

Margaret Schoonover, head of the posse's communications section, put more than 600 miles on her car during the four days the posse worked.

Posse Capt. Marvin Van Dera commented after the event ended, "Well, it was a heck of a lot of work on the part of a lot of our members, but it certainly was a very valuable experience in our efforts to provide traffic control and security where it is needed in the area."

OVER



Saturday, July 21, 1979

DAILY NEWS-SUN

# Ready, grape pickers?

Grape pickers from Sun City and Sun City West will flock to Cactus Lane Ranch Monday and Tuesday for the 15th annual grape festival.

Picking will open at daylight, and Rec Centers cards will be checked at entrances to the ranch, owned by J. G. Boswell Co.

Del E. Webb Development Co., another sponsor of the event, has suggested carpooling by pickers to reduce traffic congestion.

The ranch is located near the intersection of Cotton Lane and Waddell Road.

There are two routes from Sun City to the ranch. Residents living south of Grand Avenue may go south to Olive Avenue, then turn right onto Olive, heading west about eight miles to Cotton Lane.

Then turn right (north) onto Cotton Lane; the ranch entrance is about a half mile from the intersection.

Sun Citians living north of Grand may take Grand Avenue west across the Agua Fria bridge to Waddell Road. Take a left on Waddell and drive west 5.8 miles to Cotton Lane. Then take a left onto Cotton Lane; the entrance is on the right side.

Sun City Westers may go west on Bell Road to Grand Avenue. After going further west on Grand a short way to Litchfield Road, turn south (left) onto Litchfield. Follow Litchfield to Waddell Road, turn right (west) on Waddell Road until it reaches Cotton Lane. Turn left onto Cotton Lane the ranch entrance.



# Grape Festival set for Monday and Tuesday

Sun City's 15th Annual Grape Festival will take place at J.G. Boswell Co.'s Cactus Lane Ranch Monday and Tuesday, July 23 and 24.

During those two days, the Del E. Webb Development Co. invites Sun City and Sun City West residents, their immediate family and house guests to the vineyards to pick Thompson Seedless, Exotic and Perlette grapes.

The area has a large and growing population and to satisfy as many residents as possible, festival goers are asked to pick in moderation, that is, enough grapes for the immediate family only.

Grape pickers should have a container for the grapes, pruning shears or other cutting tools to snip the stems, a filled canteen or water jug, sunglasses, protective headwear, comfortable walking shoes and cool, lightweight clothing.

For safety purposes, picking will be allowed only during daylight hours.

The Grape Festival is a privilege extended to residents by the Webb and Boswell Companies and



THOMPSON SEEDLESS

residents are asked to abide by the specified dates. Participants will be asked to show Recreation Center Activity Cards at Ranch entrances.

Free soft drinks and lemonade will be served to thirsty pickers on both days.

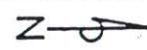
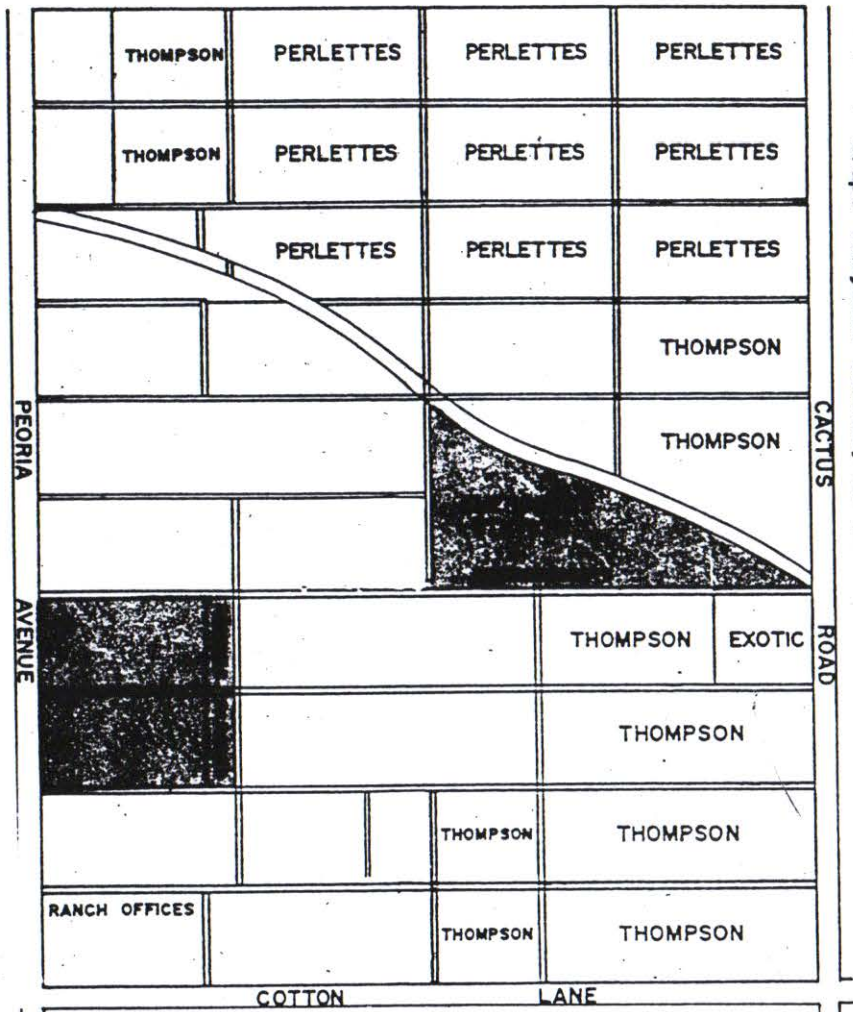
The Cactus Lane Ranch is located eight miles west of Sun City on Cotton Lane Road between Olive Avenue and Waddell Road. Also, it is suggested that residents share rides with neighbors and friends to reduce car traffic.

OVER



# GRAPE FESTIVAL

Sponsored By The DEL E WEBB DEVELOPMENT Co.  
Grape Vineyards Courtesy of the J G BOSWELL Co.





## Grape festival's continuance urged

EDITOR:

New Sun  
8/23/74

Having just read the letter, "Grape Gleaning Not Vested Right," we feel like adding our words of agreement, plus appreciation to the Del Webb and Boswell corporations.

While we were visitors in Sun City last summer, several residents told us of their pleasure and gratitude for the privilege of gleaning excellent grapes—certainly not something to be experienced in any other community.

We bought a home here and during the year looked forward to the grape harvest. Hence, we were among the hundreds who drove literally "bumper-to-bumper" out to the vineyard. Arriving there we were courteously given a map but were unable to find the Thompson grapes.

We gleaned the Cardinal variety and came home with several boxes of fine grapes—some fairly large bunches, some quite small, and some which were almost raisins already.

Having been farmers, we did not object to the work and getting wet under the vines. We heard some grumbling, but we heard happy "gleaners" also. Soon our grapes were washed, some were put into cellophane bags and distributed to several neighbors and friends, pounds were put into the refrigerator and enjoyed for many days, and now we also have a good supply of the finest raisins obtainable.

We sincerely thank these two corporations and we realize full well that their employees could glean only on the weekend. If we might offer any suggestion for future years—which we sincerely trust will materialize—might these employees be allotted only a certain portion of the vineyard with the balance reserved for bona fide residents of Sun City? Then all would be happy.

Please—do not discontinue this wonderful festival.

I. Andrew and  
Lelia B. Riise  
Sun City



August 16, 1974

VF - GRAPE FESTIVAL

2 - Svendsen ✓

9413 Briarwood Cir.  
Sun City, Ariz.  
August 17, 1974

G. A. SVENDSEN

AUG 26 1974

Mr. John W. Meeker, President  
The Del E. Webb Co.  
P. O. Box 555  
Sun City, Ariz.

Dear Mr. Meeker:

I was flabbergasted when I read in the paper that some people had actually complained because there weren't as many grapes this year as last year. They seem to forget that these grapes are offered to the Sun City residents by your company for nothing in your effort to be nice to us. Although I wasn't able to find any grapes this year, I still appreciate the kindness that motivated your offering the vineyards, your vineyards, to us.

Thanks very much and best wishes to all of the fine people who work for Del E. Webb.

Sincerely yours,

  
C. J. NIELSEN

943-7695



### Grape gleaning not vested right

EDITOR:

*N/Sun 8/13/74*  
"Grapes of Wrath," as a local paper headline quipped, should read "Grapes of Shame!"

For 10 years now, through the kindness of the Boswell and Webb Corporations, Sun Citians have enjoyed gleaning the Boswell vineyard.

It has been a privilege, not a vested right, that has been accorded us all of those years.

Therefore, in the light of this incontrovertible fact:

What justification do we have for complaining about the scarcity of grapes this year as if the Boswell and Webb corporations were obligated to assure an adequate supply of grapes for all comers?

What justification do we have for complaining that Del-Webb employees were permitted in the vineyard a day or two in advance of Sun Citians when we were given three week days on which Webb employees were required to be at their jobs?

We should be grateful, not wrathful, for the favor granted us this year, and each of the previous years.

We shall be fortunate, indeed, if the festival is not discontinued.

H. L. Pollard  
Sun City



## Thanks, Webb Co.

### for grape harvest

EDITOR: *News Sun*  
2/3/74

For the seventh consecutive year this family of modern gleaners went forth into the fields of Boswell to gather the luscious grapes. This time we found as did gleaners of old that the harvest was not so good. Drought, insects, and blight had reduced the supply and it was more difficult to gather the grapes that were available.

But this family, having experienced many years of drought and crop failures in the Midwest, was grateful to find a good supply of large red cardinals only a few yards away from where we parked across from the Del Webb refreshment truck. These we use primarily for grape juice. Our children, Norman and

Edna, did the picking and I tagged along picking a couple of pails full while Fred and our little poodle Hoss guarded our treasures and we unloaded them.

The Thompson Seedless grapes were another story. We found about six pails and these we stored in our refrigerators for cool fresh fruit to enjoy during this 100 degree weather. We were home by 8 a.m., divided the loot, and began preparation of the cardinals, listening to TV as we stripped the lovely cardinals from their stems. There was almost no waste as we included the green fruit in the juice processing.

The next morning we were up at five and turned on the heat on the big roaster pan of prepared grapes. Then Gertrude's work began. The grapes had to be boiled until the skins broke to let the juice out, then drained through a colander, and then reheated to boiling point and bottled and sealed. At the close of the day, there were 24 quarts of juice. When cooled they were labeled and placed on the storage shelves.

Fortunately, we had carried over a good supply of last year's raisins and a good supply of the seedless canned without sugar so we have enough and to share. During our many years in South Dakota, we were conditioned to always plan ahead, a good plan which

And so again we would express our appreciation to the Del Webb officials who made another Grape Festival possible. They had publicized it well, had maps prepared showing the location of the various types of grapes, and they had their refreshment truck there to dispense cool drinks to the thirsty gleaners. They extended every courtesy possible.

We who live in beautiful Sun City, surrounded by towering palms, Cedars of Lebanon, aloe shrubs, and fruitful fig trees are prone to remember as we walk in the Boswell vineyards the soothing words from the Song of Solomon:

"For, lo, the winter is past, the rain is over and gone;

The time of the singing of birds is come and

The voice of the turtle is heard in our land.

The fig tree putteth forth her green figs,

And the vines with the tender grapes

Give a good smell."

Gertrude E. Flyte  
Sun City



### Let's not 'kill' grape benefactor

EDITOR:

Yes, grapes were harder to glean this year. Also, they are harder to buy at the stores. The price of one pound of grapes will buy enough gasoline to drive to Boswell's Cactus Lane Ranch and back.

Previous Festivals have spoiled us into planning that in an hour of early picking we can load up enough grapes for ourselves and our neighbors. This year it took some determination and effort to collect a boxful. Weather factors had hastened, shortened, and hurt the harvest so that much fruit was overripe, some dried.

But it was a fun outing and the wide variety of soft drinks, along with good refreshing lemonade and coffee, all served up free and freely by cheerful Webb Company folks, helped make the occasion memorable.

It has to be tempting to the Boswell people to consider converting the whole vineyard to the much more predictable, trouble free, and, I'd guess, more lucrative cotton. Our world is much shorter on cotton than on grapes.

I hope our disappointments this one year

don't sound so loud as to kill the benefactor that laid the golden grape.

Rather, let's express our appreciation to Webb people and Boswell people for each one of these 10 enjoyable annual festivals (where else?) and hope that Sun Citians may look forward each year to a repeat of this exciting "tradition."

8/7/74

*[Signature]*

Milt Semrau  
Sun City



August 5, 1974

10337 Sneed Drive  
Sun City, Arizona 85351  
August 5, 1974

The Del E. Webb Development Co.  
Administration Building  
17221 Boswell Blvd.  
Sun City, Arizona 85351

**G. A. SVENDSEN**

**AUG 8 1974**

Gentlemen:

I was very glad to read the Editorial on the Grape Festival of July 31st explaining the conditions many of us encountered on that Monday morning. True we were disappointed that they weren't as bountiful as in 1973 but then if one stopped to think and remember there was a grape-pickers strike that year. Naturally there were grapes galore.

Sun Citizens should realize the population has increased by leaps and bounds and newcomers are anxious to participate in this festival. I do think many come from surrounding towns and even from Phoenix. A sticker given to Sun Citizens only and a check made of cars at the entrances to the roads in the grape vineyard might avoid the influx of outsiders.

This event is just one of the added joys we have in Sun City and it would be a shame if just some discontented free-loaders would spoil it for others. As the editorial told it so well, it was an annual festival by the courtesy of J.G. Bosell Co. and Del E. Webb Co.

Yours very truly,

*Flora B. Cameron*

(Mrs. E.A.C.)

933-1687

*1. Svendsen*



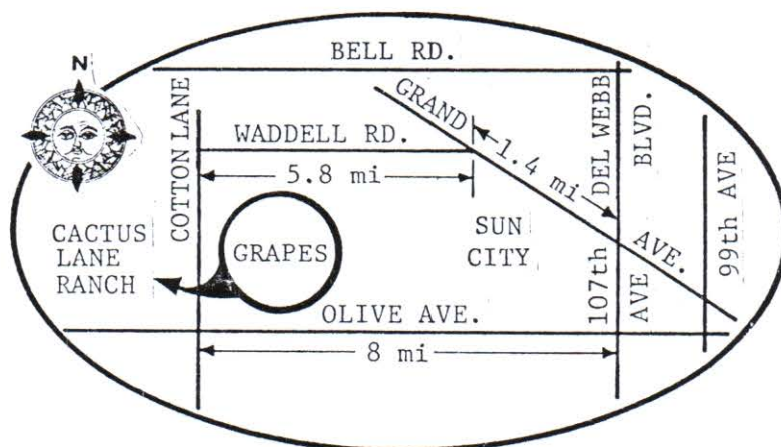
# SUN CITY'S 13th ANNUAL GRAPE FESTIVAL CACTUS LANE RANCH JULY 18 AND JULY 19

## PICKING DIRECT FROM THE VINES

Thompson Seedless, Exotic and Perlette Grapes  
(Map of ranch and location of the grape varieties will be handed out at ranch entrance.)

Open only to Sun City residents and Vacation Special Visitors. Activity Cards will be checked at vineyard entrances. Bring a container, pruning shears or other stem-cutting instruments, sun glasses, walking shoes, cool clothing, canteen or water jug.

RESIDENTS LIVING NORTH OF GRAND AVENUE, USE WADDELL ROAD,  
AND THOSE SOUTH OF GRAND AVENUE, USE OLIVE AVENUE,  
TO AVOID CONGESTION.



**SPECIAL — Free soft drinks and lemonade will be served  
both mornings (July 18 & 19), courtesy of the Del E.  
Webb Development Co.**



**OPINION LINE**-----**EDITORIAL**

# Gripe Festival

The 1974 Grape Festival has come and gone and in its wake is a small current of dissatisfaction and for some individuals outright animosity. (see letter to the editor)

A call to Hank Raymond, vice president of J.G. Boswell Co. and Arizona manager, revealed a few facts that Sun Citians should know.

Because of low production in some areas, the Boswell Co. removed 180 acres of grapes - mostly Thompson Seedless. In addition the price of grapes was up this year, so every effort was made to pick as many as would pass federal and local inspectors. Raymond said the company lost money last year on the vineyards and it had hoped to make a profit this year.

He added "We are happy to participate in the Grape Festival because it is an enjoyable experience for a large group of people."

The vice president said that an inspection of the fields a week before the festival was to be opened showed an increase in the insect leaf-hoppers; and in order to control them and keep them from destroying the vines, it was necessary to spray the fields early. However, since there is a 48 hour safety re-entry time, spraying had to stop on Wednesday, July 17 at 9 p.m. so that the fields would be safe for the festival.

This necessitated closing the fields early (July 24) and in order to catch up with the insect infestation, they had to use airplanes to spray, which was not as effective and was more costly.

The Grape Festival started ten years ago when Sun City was small. It started out as a fun outing. For the fiesta, the Del E. Webb Development Co. (DEVCO) watered down the roads in the vineyards, provided rest room facilities, furnished soft drinks, provided a stand-by ambulance, Rural Fire resuscitator, contracted Maricopa County Sheriffs Dept. for traffic control, put up signs where the grape varieties were to be found, and furnished their own employees to answer questions.

It seems DEVCO did everything in its power, again, to make it a fun day.

DEVCO did send 375 invitations to salaried employees to pick Saturday. However, less than 50 employees showed up to take advantage of the offer. Luke AFB was not invited to participate in grape picking, according to a spokesman for DEVCO. There were less than 500 persons (mostly Sun Citians) in the 412 acres of grapes on Saturday or Sunday, according to Raymond.

In retrospect, possibly the J.G. Boswell Co., on seeing the quantity of grapes available, could have told DEVCO sooner, who in turn could have warned Sun Citians about the shortage, or possibly even cancelled the event.

A point that seems to be constantly overlooked is that no one has any "RIGHTS" in picking grapes. The annual festival has been a courtesy of the J.G. Boswell Co. and the Del E. Webb Development Co. It is a courtesy extended to both Sun City residents and DEVCO employees. For the past 10 years it has been an experience that most seemed to enjoy. (There are a few, of course, who turn a privilege into a looting expedition.)

Perhaps the Sun City Grape Festival has grown too big. Citizen - 7/31/74

J.P.



Feb. 27, 1974

G. A. SVENDSEN

JUL 30 1974

## MODERN GLEANERS AGAIN APPRECIATIVE

For the seventh consecutive year this family of modern gleaners went forth into the fields of Boswell to gather the luscious grapes. This time we found as did gleaners of old that the harvest was not so good. Drought, insects, and blight had reduced the supply and it was more difficult to gather the grapes that were available.

But this family, having experienced many years of drought and crop failures in the Midwest, was grateful to find a good supply of large ~~red~~ <sup>red</sup> cardinals only a few yards ~~an~~ away from where we parked across from the Del Webb Refreshment truck. These we use primarily for grape juice. Our children, Norman and Edna did the picking and I tagged ~~it~~ along picking a couple of pails full while Fred and our little poodle Hoss guarded our treasures and we unloaded them.

The Thompson Seedless grapes were another story, <sup>w/e</sup> found about six pails and these we stored in our refrigerators for cool fresh fruit to enjoy during this 100 degree weather. We were home by eight A.M., divided the loot, and began preparation of the cardinals, listening to TV as we stripped the lovely cardinals from their stems. There was almost no waste as we included the <sup>green</sup> ~~ripe~~ fruit in the juice processing.

The next morning we were up at five and turned on the heat on the big roaster pan of prepared grapes. Then Gertrude's work began. The grapes had to be boiled until the skins broke to let the juice out, then drained through a colander, and then reheated to boiling point and bottled and sealed. At the close of the day, there were 24 quarts of juice. When cooled they were labeled and placed on the storage shelves.

Fortunately we had carried over a good supply of last year's raisins and a good supply of the seedless canned without sugar so we have enough and to share. During our many years in South Dakota, we were conditioned to always plan ahead, a good plan which often paid off.



And so again we would express our appreciation to the Del Webb officials who made another Grape Festival possible. They had publicized it well, had maps prepared showing the location of the various types of grapes , and they had their refreshment truck there to dispense cool drinks to the thirsty gleaners. They extended every courtesy  $\frac{1}{2}$  possible..

We who live in beautiful Sun City, surrounded by towering palms, Cedars of Lebanon, aloes shrubs, and fruitful fig trees are prone to remember as we walk in the Boswell vineyards the soothing words from the Song of Solomon:

" For, lo, the winter is past, the rain is over and gone;  
The time of the singing of birds is come and  
The voice of the turtle is heard in ~~the~~ <sup>our</sup> land .  
The fig tree putteth forth her green figs,  
And the vines with the tender grapes  
Give a good smell."

Gertrude E. Flyte  
(933-7329)  
2/27/74

For your information, Jerry.  
Linda



# Sun City 'early birds' pick grapes

By **THELMA HEATWOLE**

The "early birds" got the biggest share of grapes Monday when thousands of Sun City residents picked grapes in the 10th and the largest yet grape-picking festival.

About 3,000 of the silver-haired set had swarmed into the J. G. Boswell Co.'s Cactus Lane vineyards between 5 and 7:30 a.m. During that time, according to a sheriff's deputy, the line of cars leading to the vineyard was three miles long.

Pickers in shorts, jeans and bib overalls, arrived in big air conditioned sedans. Carrying plastic pails, boxes and baskets they fanned out through the vineyards — heat, dust, insects and possibility of snakes notwithstanding.

Drawing cards seemed to be the thoughts of free grapes and the chance for the "down on the farm" experience. A few sweat-soaked seniors, however, bemoaned that there were fewer grapes this year.

Some, like one woman grape picker, were philosophical.

"When you're getting something for nothing," she said, "you can't expect the moon."

Sheriff's Deputy R. A. Palmer said early pickers came out with "loads" of grapes.

A resuscitator on hand for emergencies had not been used by mid-morning. "Everybody is holding up real well," Palmer said. "They seem to be having fun."

Mr. and Mrs. Jeff Panfil, who came from Cedar Rapids, Iowa, beamed over their supply of Cardinal grapes.

"I'm getting them mostly for people who could not get out here," said Mrs. Panfil. "That's the main objective. We've got to look after the sick."

Valentine Bauer, 79, appearing hale and hearty, was among those enjoying the



Republic photo by Thelma Heatwole

Mrs. Jeff Panfil tries a grape while her husband carries a bucketful of the pickings.

event. Bauer said he walks two miles a day — "18 minutes per mile."

Mrs. Stephen Kula, formerly of Canton, Ohio, stated she worked harder for the grapes this year. "But," she said, "we are grateful for them." She plans to make raisins with her fruit.

One woman said that last year she made delicious wine using two color grapes, the Cardinals and Thompson Seedless. "It looked like pink champagne," she added.

Another woman contended there were "poachers" in the

vineyard.

The festival is held annually for Sun City residents, with the biggest patronage attending the first morning. The grape picking will continue through Wednesday, but the refreshment stand will not operate after this morning.

By 9:30 a.m. grape pluckers had imbibed heavily from the refreshments furnished by the Del E. Webb Development Co. Drinking statistics then stood at 120 cases of soda pop, 90 gallons of lemonade and 20 gallons of coffee.

ARIZONA REPUBLIC  
July 23, 1974



July 23, 1974

-3B DEVELOPMENT O.

*Writing*Date July 23, 1974To Meeker From SvendsenSubject GAS: 63 Grape Festival

cc: Childress

*discussed up  
and  
Garry  
the well continue*

John, for several reasons, I would like to recommend that we eliminate the Grape Festival.

Sun City, with its 32,000 population, is many times larger than it was ten years ago when we held the first Festival. The grape vineyards themselves are smaller, with much of the land now being used for cotton. Boswell forewarned us about 4 days in advance that there weren't very many Thompson seedless, and the pickings were very slim - I know from experience. Had we known well in advance, there would be so few, we could have cancelled the event.

For all the work we do - providing the ambulance, rest rooms, water down roads, free soft drinks, traffic control, maps - to the tune of over \$2,000, the people really are after one thing - an abundance of seedless grapes. Those of us manning the soft drinks took some real abuse from quite a few people, and there was general disappointment in the slim pickings.

When one of our promotions begins to lose its fun and community relations value, I think it's time to consider eliminating it. I believe the time has come.

GAS:sw

G. A. SVENDSEN

JUL 24 1974



From: Del E. Webb Development Co.  
Public Relations Department  
P. O. Box 555  
Sun City, AZ 85351  
Telephone: 977-7241

1974

Sun City's 10th Annual Grape Festival will be held at J. G. Boswell Company's Cactus Lane Ranch, starting Monday (July 22) and lasting through Sunday (July 28).

During that week, the Del E. Webb Development Co. invites Sun Citians to the vineyards to pick as many Thompson Seedless, Cardinal and Perlette grapes as they can eat and/or carry away.

Venturers among the vines should check the following list of things you should have with you! Of prime importance are adequate containers for the grapes, pruning shears or other cutting tools to snip the sturdy stems, a filled canteen or water jug, sunglasses, protective headgear, comfortable walking shoes, and cool, lightweight clothing.

For safety, picking will only be allowed during daylight hours, and you may be asked to show your Recreation Center or Visitors Activity Card, so carry it with you.

MORE



The Grape Festival will only be during the dates stated. Heavy equipment will be working up through the 22nd and spraying will begin immediately following the festival.

Free soft drinks and lemonade will be served to thirsty pickers on the first two mornings of the Festival by Del E. Webb personnel.

Cactus Lane Ranch is located eight miles west of Sun City on Cotton Lane Rd., on the west side between Olive Avenue and Waddell Road. Directional signs will be posted.

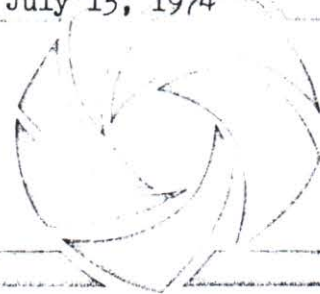
To conserve fuel and avoid traffic congestion on the roads leading to the ranch, it is suggested that residents south of Grand Avenue use Olive Avenue, and residents north of Grand, go by way of Waddell Road. Also, share rides with neighbors and friends and reduce car traffic to a minimum.

#####



## EMPLOYEE NEWS

BULLETIN!



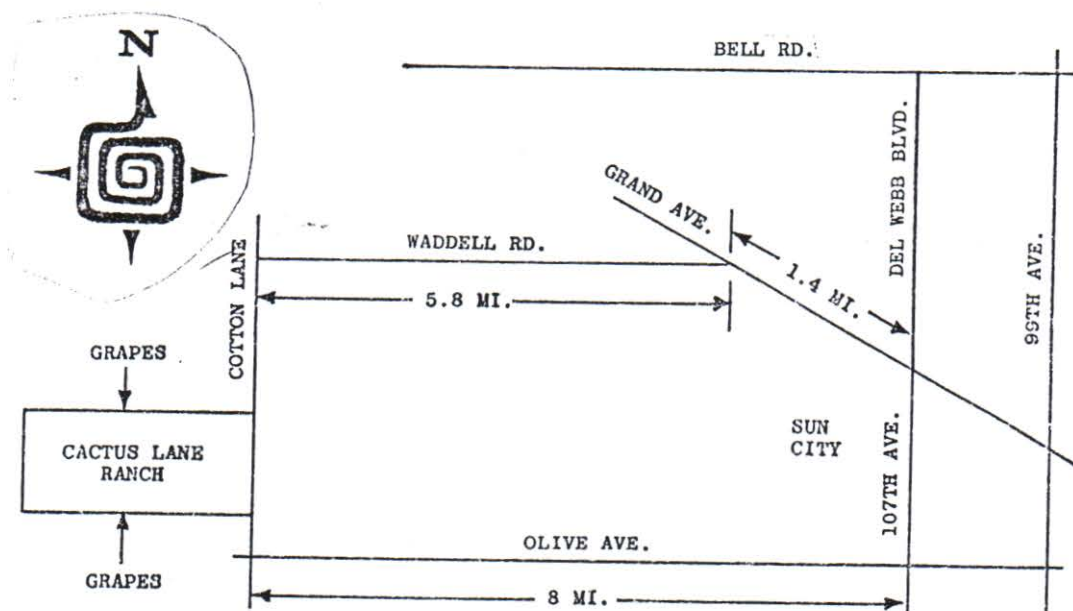
Public Relations Department  
Del E. Webb Development Company  
July 15, 1974

Sun City

Sun City's Tenth Annual Grape Festival will be held July 22-28. Webb employees and their families wishing to pick grapes are invited to do so after work on Friday, July 26 or Saturday and Sunday, July 27 and 28. The Grape Festival is sponsored by the Del E. Webb Development Co; the vineyards courtesy of the J. G. Boswell Co.

Please carry this Newsletter with you to the vineyards for identification purposes.

A directional map is shown below, and a vineyard map is attached.





July 15, 1974

# 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

July 15, 1974

Sheriff's Department  
Glendale Sub-Station  
7115 North 57th Drive  
Glendale, AZ 85311

Gentlemen:

This will confirm in writing our telephone conversation today in which I requested the assistance of seven sheriff's deputies for Sun City's 10th Annual Grape Festival July 22 and 23.

The deputies will be needed each day from 5 A.M. to 11 A.M. If traffic is still heavy past the eleven o'clock hour, we would like them to stay, if at all possible. Pay is \$7.50 per hour, and may be picked up by one or all of the deputies each day in the Del Webb Public Relations Department, located just north of Bell Road on Boswell Boulevard.

Please have officers at the following intersections by 5 A.M. each morning:

- 1) Olive at Cotton Lane
- 2) Peoria at Cotton Lane
- 3) Cactus at Cotton Lane
- 4) Waddell at Cotton Lane
- 5) Grand at Waddell Road
- 6) Olive at Litchfield Road
- 7) One officer in vineyard

Thanks for your help and consideration.

Sincerely,

Donald R. Tuffs  
Public Relations

DRT:rm



# Grapes Of Wrath

Citizen - 7/3/74  
Editor:

TONS OF FREE  
GRAPES OFFERED TO  
SENIOR CITIZENS OF  
SUN CITY

+++

DEL WEBB  
DEVELOPMENT CO-  
MPANY WILL SUPPLY  
FREE SOFT DRINKS  
TO PICKERS

+++

WARNING: NO ONE  
WILL BE PERMITTED  
IN THE FIELDS  
BEFORE DAWN, JULY  
22ND

+++

Once again The Del  
Webb Development  
Company has shown its  
concern for the Senior  
Citizens of Sun City by  
repeating the Grape  
Festival of former years.  
Come out and get all the  
grapes you can carry  
away FREE. Big deal!

What actually  
happened?

The Del Webb  
Company graciously  
invited all of its  
employees (2,000) plus  
their wives (2,000) plus  
their children (4,000) plus  
their friends, relatives  
and visitors (???) to  
come out to the fields  
beginning at noon,  
Friday the 19th and  
continuing until sundown  
on the 21st to pick grapes  
in advance of the Sun  
Citians for whom,  
presumably, the Festival  
was organized. They then  
proceeded to add insult to  
injury by inviting  
members of the base at  
Lukes Air Force Field to  
also participate in the  
fun. Probably, less than  
10 percent of these  
pickers actually reside in  
Sun City.

As a result, when the  
good citizens of Sun City  
arrived at the fields at  
daybreak on the 22nd the  
vines had been stripped  
as clean as a  
Thanksgiving turkey on  
Friday morning. A few  
pickers found handfulls  
of the smaller grapes that  
the "privileged" had  
deemed unworthy, but  
for the most part they  
departed in disgust. The  
Cactus Lane Ranch, fully  
aware of what had  
happened, mercifully  
announced that spraying  
must be resumed earlier  
than had been announced  
and that was the end of  
the Grape Festival for  
1974. And, none too soon!

Personally, I returned  
from a curtailed  
California vacation so  
that I could make a few  
raisins. I won't have any  
this year. I noted with  
interest that one of my  
neighbors who is a  
salesman for Del Webb  
has his backyard piled 3-  
deep with drying grapes.  
I wish him luck.

Sun Citians will do well  
to remember that Mr.  
Webb has only been gone  
a few weeks. This is  
probably an indication of  
how things will be in the  
future.

V. H. Ellis



July 1, 1974

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

July 1, 1974

Mr. Sam Reed  
Associated Ambulance  
P. O. Box 1109  
Phoenix, AZ 85001

Dear Sam:

This will confirm in writing our telephone conversation of July 1, 1974, in which I requested an ambulance be present for Sun City's Tenth Annual Grape Festival. This year we'll need your assistance on Monday and Tuesday, July 22 and 23. Hours will be from 5 AM to 12 noon.

Sam, thanks a lot for your help. Enclosed are directional and vineyard maps.

Sincerely

Donald R. Tuffs  
Public Relations

DRT:rm

Enclosures



July 1, 1974

*Put It In*

DEL E. WEBB DEVELOPMENT CO.

*Writing*Date July 1, 1974To Tom Ryan From TuffsSubject DRT:77 - RE: Grape Festival Roads

Tom, Sun City's Tenth Annual Grape Festival is scheduled for Monday, July 22 through Sunday, July 28.

Again this year, we'll need Cactus, Peoria, and the main dirt roads in the vineyard watered down by 5 A.M., Monday and Tuesday, July 22 and 23. Also, the area designated refreshment and parking areas should be watered.

Attached are the directional and vineyard maps. Thanks for your help.

DRT:rm

Attachments (2)

JUL 1 - 1974

DONALD R. TUFFS



July 1, 1974

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

July 1, 1974

Mr. Bruce Schultz  
Aqua-Yzme  
514 West San Juan Avenue  
Phoenix, AZ 85013

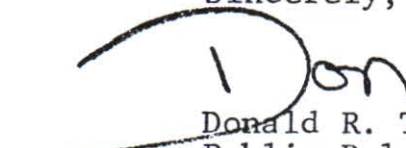
Dear Bruce:

This is to confirm our telephone conversation of July 1, in which I ordered two mens and two womens portable restrooms for Sun City's Tenth Annual Grape Festival July 22 and 23.

The restrooms are to be set up and ready for use by 5 A.M., Monday morning, July 22.

Directional and vineyard maps are enclosed.  
Thanks for your help.

Sincerely,

  
Donald R. Tuffs  
Public Relations

DRT:rm

Enclosures



## INTER-OFFICE MEMORANDUM

*Put It In*

DEL E. WEBB DEVELOPMENT CO.

*Writing*Date June 28, 1974To Svendsen From PoteSubject ABP: 43 Grape Festival Ads

Jerry, we are preparing a directional map so residents, especially newcomers, can find their way to the Cactus Lane Ranch for the Grape Festival.

I think the map is an important community relations tool and I believe it should run in both the News Sun and Sun Citizen.

Can we get an O.K. on this.

ABP:sw



June 25, 1974

*Put It In*

DEL E. WEBB DEVELOPMENT CO.

*Writing*Date June 25, 1974To Bartlett From PoteSubject ABP: 42 Grape Festival

This year's Grape Festival has been set for Monday, July 22 thru Sunday, July 28. Soft drinks and lemonade will be served Monday and Tuesday (July 22-23). The truck should be at the vineyards, same location as last year, by 5 a.m. and will stay through until noon.

Also, someone should be assigned to check the supply of drinks, cups, ice, etc. at 10 a.m. the first day, so additional supplies can be picked up if necessary.

Thank you for handling this in your usual sweet manner and efficient style.

ABP:sw

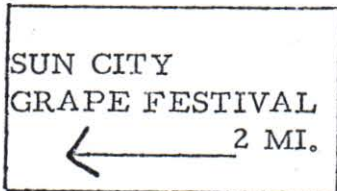


*Put It In*

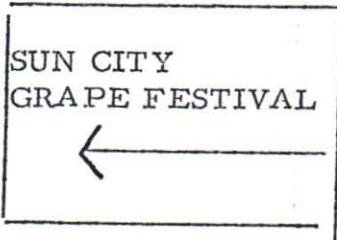
DEL E. WEBB DEVELOPMENT CO.

*Writing*Date June 20, 1974To Pote From TuffsSubject DRT: 72 Grape Festival Signs

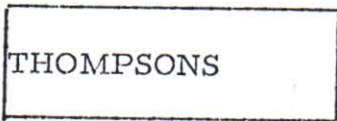
Al, we were able to salvage most of last year's Grape Festival signs. However, we are in need of the following:



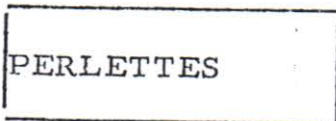
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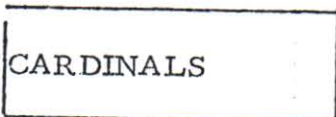
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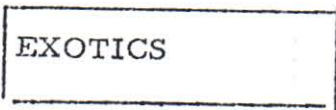
Need 34 of these



16 of these



6 of these



4 of these

JUN 20 1974

DONALD R. TUFFS

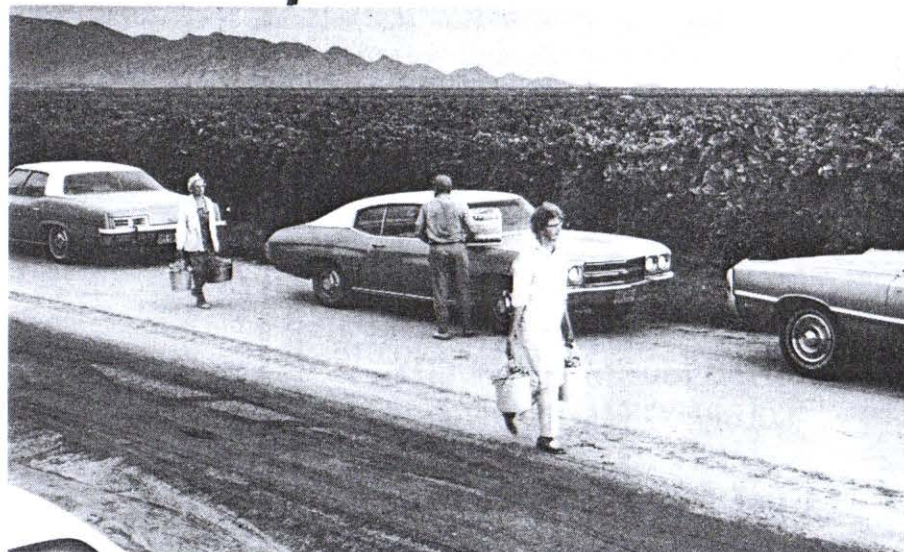


SUN CITY CITIZEN  
Aug. 1, 1973

# Grape Festival Opens



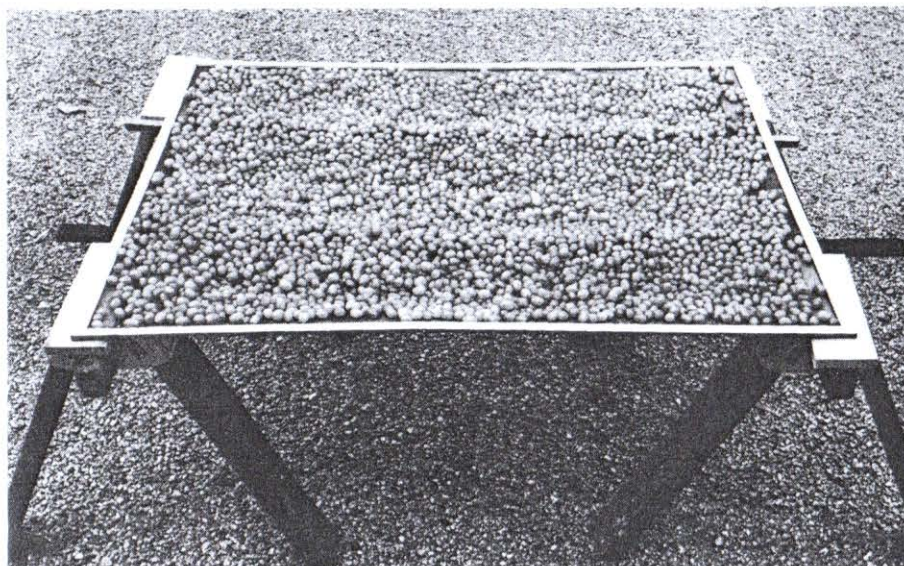
**TRAFFIC JAM** — It was bumper-to-bumper traffic even before dawn Monday, opening day of the Ninth Annual Sun City Grape Festival.



**BUCKET BRIGADE** — Baskets, buckets, bags and boxes were all in evidence as Sun Citians gathered grapes. Sunday, August 5, is the final day of the Festival.



**NO LIMIT** — This car's trunk is full of grapes.



**FUTURE RAISINS** — This Sun Citian are placed on a framed screen. (Photos by



*Put It In*

DEL E. WEBB DEVELOPMENT CO.

*Writing*

Date June 14, 1974



To Svendsen From Tuffs

Subject DRT:70 - RE: Grape Festival Refreshments

Listed below is the total number of refreshments used during the 1973 Grape Festival, and what I plan to order for 1974. Okay with you?

1973

Squirt	8 cases
7-Up	20 cases
Coke	21 cases
Sprite	17 cases
Root Beer	21 cases
Tab	12 cases
	<u>99 cases</u>

1974

10 cases
25 cases
25 cases
20 cases
25 cases
15 cases
<u>120 cases</u>

Lemonade	6 containers	10 containers
Coffee	1-1/2 containers	2 containers
Ice	47 bags	60 bags
Coffee cups	150-----	donated
Sugar	1 box-----	by
Pream	1 jar-----	Prop. Management
Sticks	1 box (of 1,000)	Joe Kochis
Regular Cups	1 case	

JUN 14 1974

DONALD R. TUFFS

40 DRT:rm

34	390	120
<u>74</u>	<u>99</u>	<u>390</u>
3.30	3510	10800
350	3510	360
600	38610	<u>46800</u>
<u>13.50</u>		



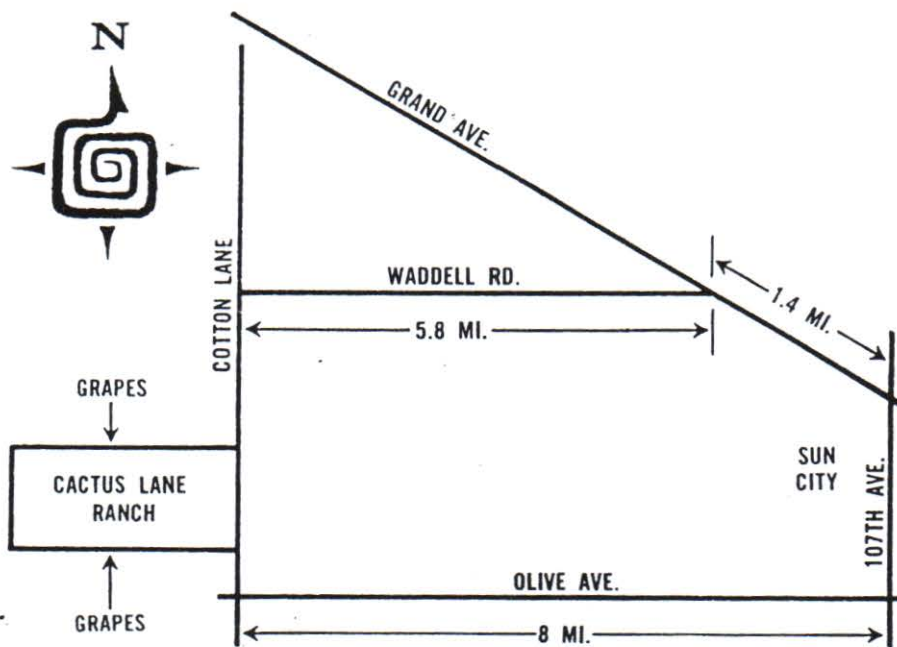
# SUN CITY'S 9TH ANNUAL GRAPE FESTIVAL CACTUS LANE RANCH JULY 30 THRU AUG. 5

## PICKING DIRECT FROM THE VINES

Thompson Seedless, Cardinals and Perlette Grapes  
(Maps of the ranch and grape locations  
will be handed out at the ranch entrances.)

Open to all Sun City residents and Vacation Special Visitors. Bring your own baskets, bags or boxes, plus pruning shears or other stem-clipping instruments. (Please bring your activity card or visitors card.)

**SPECIAL NOTICE:** Soft drinks and lemonade will be served from 6 a.m. until 12 noon on Monday and Tuesday mornings (July 30-31) courtesy of Del E. Webb Development Co.



*Sun Citizen*  
7-25-73





Republic photo by Thelma Heatwole

Mrs. J. J. Seidel loads her trunk with bushels of grapes

## Grape pickers of Sun City find fun in the vineyards

JUL 11 1972

by THELMA HEATWOLE

Mrs. Theodore M. Greenwalt emerged sweat-soaked but happy at the end of a long vineyard row and sang out, "When it's grape picking time in Arizona."

Mrs. Greenwalt, formerly of Union, N.J., and her grandson, Merrill, were in the throng yesterday that blitzed the eighth annual grape festival for Sun City residents in the J. G. Boswell Ranch vineyards.

"It's beautiful! They've made a wonderful day for us," she exclaimed. "We're hot, but the free sodas are delicious. And the back end of my car is loaded with grapes."

Many pickers claimed that the grape pickings were thinner this year.

"There's lots of them," said Mrs. J. J. Seidel, adjusting her duster cap. "They don't know how to look for them. You have to get underneath the vines and find them clustered at the top."

The free grape picking continues throughout the week, but the festival refreshments conclude today.

Many tried to beat the heat by early arrival. Around 5 a.m. traffic was bumper-to-bumper from Sun City on Olive Avenue to Cotton Lane. More than 1,000 cars had passed the ranch entrance by 9:30 a.m.

The silver-haired horde, garbed in shorts, slacks, loose-fitting blouses, straw hats, sneakers and head-encircling kerchiefs, were scattered about the huge vineyard.

Most found their way to the refreshment truck. By 7 a.m., 60 gallons of lemonade had disappeared down thirsty throats. By mid-morning 1,440 cans of soda pop, provided by the Del E. Webb Co., sponsors of the festival, were consumed. Cold water went by the gallon. Hot coffee had few takers.

Cantril "Flash" Nielsen, star forward on the Utah State University basketball team in the 1920s, had one explanation for do-it-yourself grape fans.

"It's something for nothing," he said. "Besides, the grapes provide us with raisins all year."



## Grapes We Hath

Sun City grape pickers again swarmed over fields on the Cactus Lane Ranch and began bagging their free fruit as early as 5 a.m. Thursday.

Residents drove away with trunks full of green and purple grapes, but the week-long festival wasn't without a few undesirable incidents.

While police officials and firemen combed rows of grapes for a "lost woman," she was found waiting for her husband in the parking lot. Another resident backed his automobile into an irrigation ditch surrounding fields.

But now the sight of drying grapes in backyards is competing with Boswell Memorial Hospital and other familiar Sun city sights as an area landmark.

**Photos by Dorine Merwin**



and Mrs. Frank Horrocks. In photo at right, unidentified Sun Citian reaches into grape vines to pick purple fruit.

over





EXHAUSTED MRS. Merrill McPeck sits on concrete resting at end of row of grapes while husband continues picking (above). Mrs. Glen Morrison shows green bunch just picked from vine (at right).



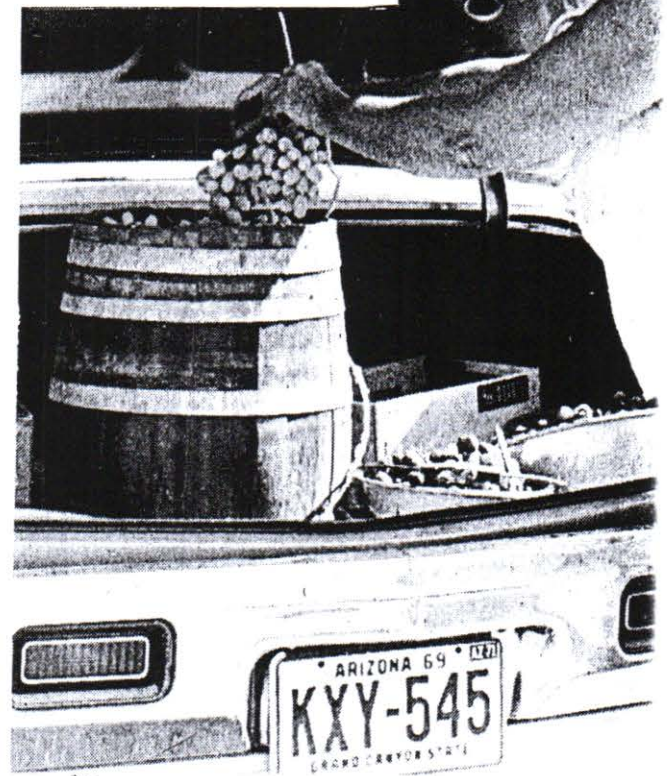
TRIO OF grape pickers march back to load car with bunches of fruit. Sun Citians are: (left photo) John Marble, Mr.



Sun City-Youngtown News-Sun Aug. 4, 1971



GAYLEN BARTL supplies Sun Citian with drink from Del E. Development Co. rental truck (left). M. Piovesan loads grapes barrel, where hus stores home-made made yearly (below).



over





JOE GROSS carries buckets of grapes to car.





Republic photo by Thelma Heatwole

Mrs. Victor Jacobsen of Glendale washes her grapes and also cools off as sprinkler wagon stops in vineyard.

## Grape pickin's great for Sun City festival

REPUBLIC  
JUL 30 1971  
BY THELMA HEATWOLE

An estimated 5,000 Sun Citians with visions of grapes dancing in their heads charged yesterday into Cactus Lane Ranch vineyards.

They came by droves, clad in shorts and slacks, straw hats and dark glasses, some with heads swathed in sweat-cloths, carrying boxes, buckets and paper sacks.

It was the annual do-it-yourself harvest party for Sun Citians at the ranch, seven miles west of Sun City. The invasion began before 6 a.m. as early risers sought to beat the heat at the grape festival sponsored by the Del E. Webb Co. and the J. C. Boswell Co., vineyard owners.

Shortly after 6 a.m., roads to the ranch were clogged. One man said it took him 45 minutes to go a mile, and John DeBeer described the queue as "looking like a 5-mile funeral procession."

Thirsty, sweat-drenched pickers mopped their brows and swigged their way through 50 cases of soft drinks, 40 gallons of lemonade and 20 gallons of water.

An ambulance stood by

"just in case," said Sheriff's Deputy John Thompson and Associated Ambulance drivers joined in a search in the vineyards when a 65-year-old woman was "lost" for an hour. It developed that she became separated from her party and awaited them at a vineyard entrance.

One red-faced, perspiring woman declared she retreated from the grapevines when she became woozy with the heat. There were no known casualties, festival directors said.

"When all these people get back home and take a shower," quipped Joseph Gross, formerly from Milwaukee, "there will be a water shortage."

Brothers Ross and Charles Trabon, who with their wives came to Sun City recently from Kansas City and moved seven doors apart on Prairie Circle, were having a ball.

"I wanted to go back home," said Mrs. Ross Trabon, "until I came out here and got in on this. I'll stay now."







Grapes offered 'for free'**Lots of pickin' but no stompin'  
by Sun Citians in vineyards**

7-17-70

By THELMA HEATWOLE

A3 Republic

A silver-haired horde of pickers, estimated at more than 2,000, yesterday invaded vineyards at the Cactus Lane Ranch, Peoria Avenue and Cotton Lane.

The "new breed" pickers, arriving in refrigerated cars ranging from Cadillacs to Fords, were Sun City residents invited en masse to attend a grape festival at the J. G. Boswell Co. ranch.

The object was to pick grapes to their hearts content "for free."

The fruit was prize enough, but the novelty—the first time in a vineyard for some—added to the excitement. Some came back from vacations to attend.

To help beat the heat, most pickers arrived in the early morning hours. The gravel road on Peoria Avenue above Cotton Lane took on the air of a dust bowl, with some motorists turning on their car lights.

Women were garbed in shorts, pedal pushers and capris, with hats, caps and scarves. Sunglasses, sun visors and sweat clothes were other gear, not to mention the vine snippers, buckets, tubs, boxes and papersacks to carry the loot home.

Al Nelson, who came to Sun City recently from Guadalajara, wore a moistened white towel draped over his head and shoulders. He learned the cooling

trick, he said, when he lived near the Persian Gulf. His wife wore a gay, broad-brimmed hat covered with cerise chicken feathers.

Pickers had a variety of uses in mind for the grapes. Some envisioned raisins, pies, table fare or just giving them away to neighbors. A few planned to whip up a batch of wine, for home use only.

By 10 a.m. the refreshment bar, provided by the Del E. Webb Co., developers of Sun City, was devastation. Grape pickers had gone through 28 cases of soda pop, 40 gallons of lemonade and 10 gallons of water.

The grape festival continues today, with the refreshment stand open until noon. Grape picking will continue through July 25.

No casualties from the heat were reported, Webb officials said. An ambulance was on standby basis during the busiest hours.

One man, quaffing a cool drink, jokingly declared he had lost 12 pounds in the heat.

Another summed up the mass invasion thus:

"There's been a helluva lot of grapes picked."

I LETTER YOU SENT TO  
FRIEND AT THE DAISY HILL  
M NEVER REACHED HER...  
T THERE ANY MORE...



SHE'S  
BEEN SOLD!



AAAUGGHH!!





# Grape-Grab Time

## Vineyard Holds Festival for Sun Citians

By THELMA HEATWOLE

Sun Citians with visions of jelly and raisins dancing in their heads swamped the 1,000-acre Cactus Ranch Vineyard yesterday in a Grape-Grabbing Festival.

Garbed in shorts, slacks, boots and broad-brimmed hats, the brow-mopping retirees, exclusive guests of the ranch, had a hot time living it up, picking grapes to their hearts' content, or at least as many as they could lug to their cars.

By mid-morning, 500 cars had parked in the area, the novice pickers had swigged their way through 30 gallons of lemonade and 20 cases of soda pop, and an order rushed out for more free refreshment.

SENIOR citizens, many arriving in expensive late model cars, came armed with their own cutting shears, buckets, baskets and sacks to invade the rows of toothsome Perlette, Exotic and Thompson Seedless grapes.

For many, like Mrs. Anthony Otten, formerly of Missouri, it was a first experience at picking grapes. "This is beautiful," Mrs. Otten said of the vineyard and its background White Tank Mountains. "It's a garden of Eden. They never showed us anything like this in Missouri."

Craig Smith of Oxford Junction, Iowa, picking grapes as guest of his grandfather, Ben Haney, held up a foot-long bunch and said "This is wild."

The event was arranged by the Del E. Webb Development Co. as a project for

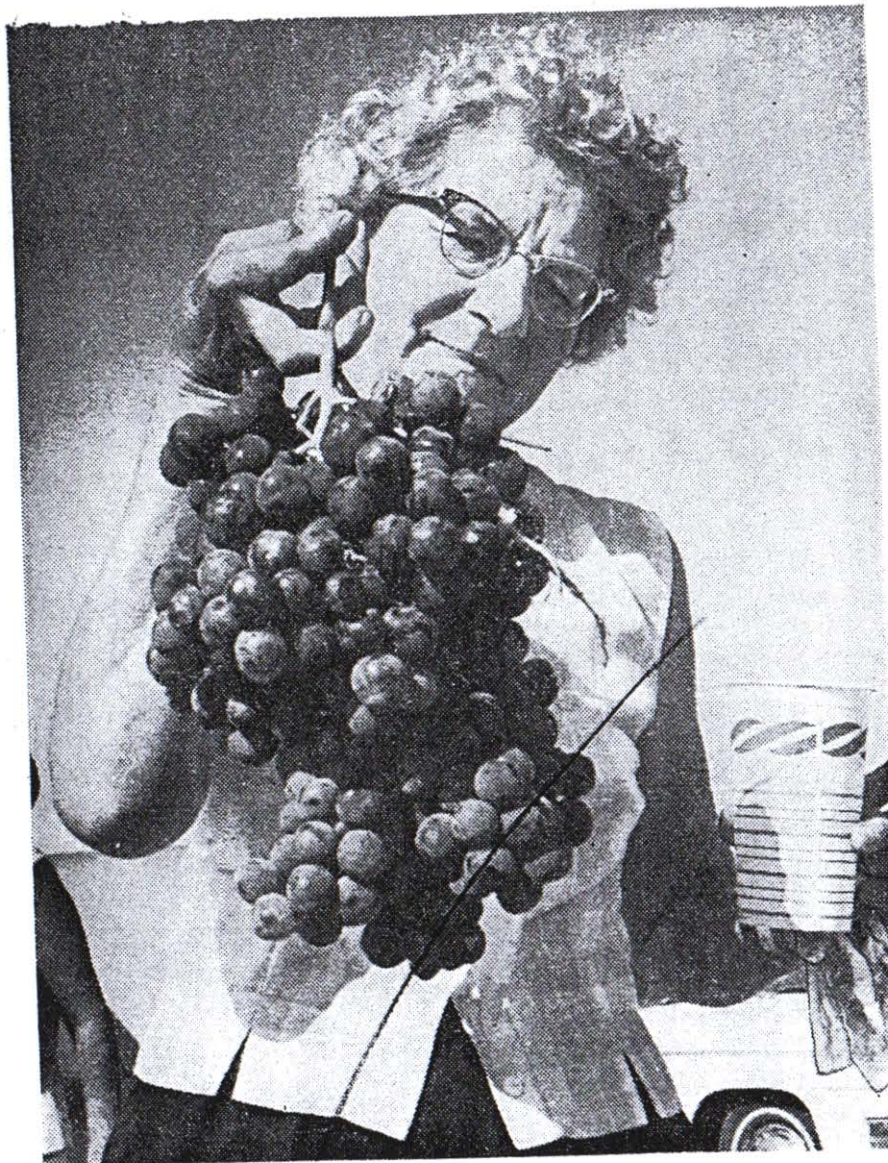
the Sun City residents. The vineyards had been picked for market shipments, but much of the ripe fruit was left. The Sun Citians will continue to pick the rest of this week, but the free refreshments held good only until noon today.

MRS. H. S. Spence, originally from Omaha, said she was so excited over the prospects of grape picking that she woke up at 3:30 yesterday. She said she planned to make raisins from some of the grapes and give some of the fresh fruit to the handicapped and to residents without cars.

One woman, wearing a broad brimmed decorated hat, said she was going to dry the grapes for raisins and store them in her refrigerator for Christmas gifts for her children.

"I ate a lot of the grapes as I picked," she said. "I'm really full of iron now."

One lady took notes on how to make muscatel wine.



Republic Photo by Thelma Heatwole

Mrs. John Gifford Joins The Ranks Of Grape Grabbers  
Her King-Size Bunch Of Fruit Holds Promise Of Good Eating

A3. Republic AUG. 1, 1967