

Sun Citians make history — again

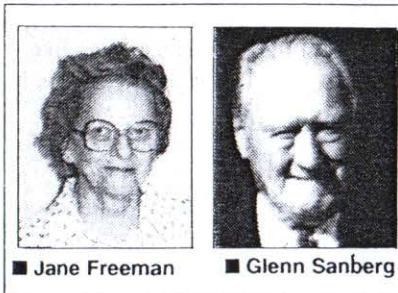
By KATHLEEN WINSTEAD
Sun Cities Independent

Delbert E. Webb may have come up with the concept of an active retirement community, but James G. Boswell is credited with making possible the only work in existence today which provides a historical perspective of Sun City.

Chapters in the book "Jubilee: The 25th Anniversary of Sun City, Arizona," examine the history of Sun City from its inception to 1985, focusing on Mr. Webb and the company he founded as well as Sun City's early years including its amenities, the residents, civic organizations, the arts, health care, volunteerism and other subjects.

"Mr. Boswell was the first big interview we had," says Glenn Sanberg, who with Jane Freeman co-authored the book "Jubilee."

Not only that, but Mr. Boswell helped the Sun Cities Area Historical Society obtain its current



■ Jane Freeman

■ Glenn Sanberg

headquarters.

"We went over and had a talk with Burt Freireich, (former owner of) the *News-Sun*, and they gave us a room upstairs and I scrounged a card table and a couple of chairs and a filing cabinet and that was the beginning of the Historical Society," Mr. Sanberg says.

Mr. Sanberg and Ms. Freeman realized they couldn't operate the society out of the newspaper office forever and when the pair discovered the first model home in Sun City was for sale, it was like an answer to a prayer.

Although the home initially sold

for about \$8,500, the seller wanted \$54,000 for the residence.

"We finally got her down to (about) \$44,000 (or) \$45,000, but we didn't have that kind of money," Mr. Sanberg explains.

"Jim Boswell and his wife were coming to town so I invited him over to the Lakes Club. Jane Freeman and I had lunch with him and I was explaining this to him and the need to store all this material and right in the middle of this explanation, Jim Boswell stopped me and said, 'Stop right there. Why don't you let me do that (pay for it).' He was certainly very helpful."

Ms. Freeman says, "It was through the generosity of the James G. Boswell Foundation and the Del Webb Foundation and the Del Webb Corp. that we were able to purchase this model home. It was the first model home (ever) in Sun

See ■ HISTORY, Page 8



Desert oasis

Sun City may not be the nation's first retirement community but many call it the country's most popular one. Many experts balked at the idea that seniors would leave family and friends to move to a dusty, arid desert.

■ HISTORY

City. It was the smallest and the least expensive" with two bedrooms and only one bathroom.

Mr. Boswell's assistance and cooperation certainly made life easier for members of the Historical Society, but had it not been for Ms. Freeman, the society's archivist, the book may never have been written.

In the early 1980s, members of a group which met monthly to critique local newspapers and provide writers with story ideas began discussing the lack of a central location for newcomers and visitors to find information on the community.

"We don't have a chamber of commerce, we don't have a city council, we don't have a mayor. I said, 'We're coming up on the 25th anniversary; we need a history,'" says Ms. Freeman.

So in 1983, "Jane came to me (and) we decided that something had to be done about the recorded history," says Mr. Sanberg, who believes Ms. Freeman approached him to help with the history because he possessed well-developed writing skills. At the time he was producing a regular column for the *Arizona Republic*.

"We decided that the first thing

we should do is form an organization — the Historical Society," Mr. Sanberg says.

The newly-formed Sun Cities Area Historical Society held its first meeting in the community room of what was then First Federal Savings and Loan in the La Ronde Centre in spring 1984.

"We decided one of the prime projects had to be the compilation of the history," Mr. Sanberg explains.

"We compiled quite a lot of information. Then we decided this was a major project and I took a year off from writing the column; I decided to do some writing in Utah" where he and his wife traveled to each summer to escape the desert's unrelenting heat.

"So I started writing the history in Logan. Jane was doing the same thing down here. We went ahead then and completed the writing (which took) the better part of a year. We had this little office in the newspaper (building) and we transferred files from Jane's house.

"The purpose wasn't to make money. (But) there was never any regret."

Ms. Freeman and Mr. Sanberg

are quick to point out that they did not labor alone.

"There were a lot of people in the community who worked on it," Ms. Freeman explains. "Del Webb (Corp.) was cleaning house and we got a lot of records and photographs."

Looking back on the experience, Ms. Freeman says compiling the information and writing the book was more "fun" than work.

"It was kind of intriguing. It (compiling the history) was like a jigsaw puzzle, fitting the pieces in place."

Not only did the duo have files full of information, but they also conducted interviews, listened to tapes and collected newspaper articles as part of their research for the book.

"We went back and we interviewed people like the first manager of the Safeway store over here. People used to come over to the Safeway because it was like a social club," Mr. Sanberg notes.

ther one of us had ever done anything like that before and I think we could have done a better job. There are some things we left out I wish we could have included. We made some mistakes, some typographical errors."

The book was published in 1984, and because only 10,000 copies were printed, only few are available for viewing at the Sun Cities Area Historical Society and the Sun City Library.

Mr. Sanberg believes "Jubilee," published under the auspices of the Historical Society, is "the only history (of Sun City) that's been written."

Now that the community's 35th anniversary has arrived, do Mr. Sanberg and Ms. Freeman have any plans to update the book?

"Somebody else can do it," Ms. Freeman says. Mr. Sanberg echoes her sentiments but admits "an awful lot has happened since it was written."

"We interviewed the first doctor, some of the merchants and people like Rev. (Walter) Witt who started Community Church," the area's first church, which is now known as United Church of Sun City.

"It was fascinating," says Mr. Sanberg.

The pair wrote the book not for profit but as a tribute to the community they love so much. In the process, their appreciation for the community increased tenfold.

While conducting research and writing the book, Mr. Sanberg observed "how people greeted newcomers and how cordial they were. Somebody would move into the neighborhood and the first thing you know somebody brought a pan of biscuits over. At the first shopping center, they used to have cookouts."

Ms. Freeman says if she had it to do all over again, she'd make a few changes in the book.

"Fools walk in where angels fear to tread," she comments, "but nei-

Retired
in style



Glenn Sanberg

Professors learn history from seniors

The school bells rang last week. We were in class, but the pedagogical positions were reversed — teachers became students and a couple of retirees did the lecturing.

About 100 area teachers taking Dr. Dick Booscher's course in Arizona history at Ottawa University toured Sun City as guests of The Ambassadors and took a look at what retired people were doing these days. They got an eye and an earful.

It was a great chance to work with Jane Freeman again. It's been nine years since we co-authored "Jubilee, The 25th Anniversary of Sun City" and it seemed like old times. A little planning and the workload was divided into equal parts. Jane handled the early dramatic history of the area, and I followed with the recent developments in Sun City.

This sent us both back to Jubilee in an exercise in nostalgia. We sometimes forget that the land we built our homes on was once scorned by Congress in 1888 when they accepted a report that "The region is altogether valueless. After entering it, there is nothing to do but to leave. ..."

It's so easy to forget about the people and the events that led up to Del Webb's courageous experiment in active retirement living. We forget about the three years of research that preceded the investment in 20,000 acres of ranch land with the Boswells. It was a long haul from the concept to the first steam shovel of earth turned at South Golf Course that started Sun City.

Jane did a great job with the fascinating story of Sun City's prenatal care. The eager looks on the faces of the teachers belied the fact that she had struck a rich vein of historical ore.

They loved the story of Henry Wickenburg's discovery of gold in 1863 leading to the construction of "Vulture Road," the forerunner of Grand Avenue. They had never heard the story of Mr. Davie who gambled on raising sugar beets in the desert and lost, or the Goodyear scientists who thought they could substitute a sticky plant called yuli for rubber during World War II and discovered they were on the wrong track. None of this was in their history books.

Lifestyles

Sun City's formative years in which Del Webb's experiment in active retirement living was tested is really the story of the development of an incredible family — the early years in which new residents would be welcomed by neighbors bearing pans of freshly baked rolls, invitations to get-togethers, pot lucks and barbecues. As pioneers, they circled the wagons and developed an active lifestyle that was to be copied worldwide.

However, as Sun City grew in size, so did the problems. Like most families there were squabbles, some big, some small — incorporation, recreation centers fees, school taxes, opening golf courses to outsiders, recall elections. Historically, they can't be swept under the rug and must be revealed as part of the learning process of growing up.

It's a privilege to tell others about a community that specializes in extending middle age longer, not just tacking on a little bit of leisure to the retirement years. Sun City offers an exciting chance at a second career, going back to school, or perhaps even falling in love, again.

That's a pretty attractive ticket, even for professors.

Glenn Sanberg, who lives in Sun City, is retired from the American Society of Association Executives.

Sun City Fine Arts Society

P.O. BOX 1043 • SUN CITY • ARIZONA • 85372 • PHONE (602) 972-0478



February 4, 1985

Mr. Glenn B. Sanberg
11003 Cameo Drive
Sun City, AZ 85351

Dear Glenn Sanberg:

You and Jane Freeman certainly deserve congratulations and commendation on JUBILEE, an enormous undertaking and a most useful result. I don't know what the likelihood is of its going back to press for an additional quantity -- I hope that will be needed -- but in such a case you doubtless will have a few corrections to be made. Here are three that I have noted in references to this Society, and I hope you will keep them on file in case:

P. 193, 8th line from bottom -- Name of the organization is Sun City Fine Arts Society (not Cities). (It is given correctly in the next line and subsequent references.)

P. 194, end of 4th paragraph -- Two names are incorrect. They should be Orford String Quartet (not Oxford) and Nojima (not Nojama).

P. 239, list under heading Arts - Music - Literature -- This organization should be listed as SC Fine Arts Society, in its correct alphabetical position under "S", not under "F" without the "SC".

Sincerely yours,

Richard J. Walsh, Jr.
President



TO PRESENT THE FINEST IN SOLO AND CHAMBER MUSIC AND RELATED ARTS, AND TO PROMOTE AND PARTICIPATE IN THE CREATION OF AN INTIMATE PERFORMING ARTS CENTER.



Above, Publisher Ed Somers accepts key from Jane Freeman when "Jubilee" was completed. Her group of historians had used the upstairs office now occupied by Managing Editor George Chrisman.

Our readers write...

Hospital leaders correct history book

EDITOR:

Jubilee: The 25th Anniversary of Sun City is a fitting tribute to our wonderful community. The authors and editors of this fine book are to be congratulated for their compilation of exhaustive research from numerous sources to tell Sun City's story.

In the transmission of information about the Boswell Hospital Foundation to the authors, inadequate details were supplied that resulted in a grievous error and omission. We would like to correct that misinformation and give appropriate recognition to area residents who have so generously supported the ongoing financial needs of Walter O. Boswell Memorial Hospital.

On Page 154, the notation is made that more than \$1 million was raised toward the cost of expanding Boswell Memorial Hospital. Total contributions then to help build and equip our excellent health care facility actually totaled \$13 million.

Such generous and necessary continuing community support through the years was spear-

headed by a dedicated group of volunteers who served as charter members of the Boswell Hospital Foundation board of trustees. They included Chester Akeson, Carl H. Anderson, Elmore Andrews, Landon Atkins, Frank Bettger, Merle Dennis, Byron Duncan, Burt Freireich, William Gay, H. Virgil Grumbling, T.R. Holforty, Margaret Knapp, Oliver Lindmark, C.C. Loudon, Charles Miller, Spencer Moore, Ralph Phelps, Henry Raymond, Harry Shaffer, Beverly VanBuskirk, Howard Vescecius, John Voss, Richard Welch and Chet Williams.

Since the Boswell Memorial Hospital has one of the nation's highest percentages (82) of Medicare patients, the importance of the community's support through volunteer services and financial contributions is significant. In fact, this support has been, and continues to be, absolutely necessary in order to assure the hospital's ability to keep pace with rapid medical advances and the growth of our community's population.

The volunteer boards of Boswell Hospital Foundation and Boswell Memorial Hospital

thank the many faithful friends who have helped the hospital through the years.

Charles Dusing,
President, board of trustees,
Boswell Hospital Foundation
Haakon Bang,
Chairman of the board,
Boswell Memorial Hospital

Lakeside Banquet Center
10484 Thunderbird Blvd.
Sun City, Arizona 85351
(602) 974-6041

SPECIAL FUNCTION CONTRACT

CONTRACT # _____

Function: Luncheon Day: Tuesday Date: January 8, 1985
Reserved for: Sun City Builders
Arrangements: Jane Freeman Phone: 974-5377
Copy to: 10516 Prairie Hills Circle Sun City, AZ 85351
Member Sponsor: NO Club #: _____

MENU:

Cottage Cheese with Fresh Fruit
6 23-Broiled Filet Mignon 6 oz. M
\$8.95 + 1.61 + .45 = 11.01
Fresh Vegetable of the Day
Oven Brown Potatoes
Hot Rolls Beverage
5-Chicken Almond Salads stuffed in Fresh
Melon
\$7.95 + 1.43 + .40 = 9.78
Hot Fruit Muffins
Beverage
Chocolate Eclairs - *Parfaits*

Base price + Service Chg. 18% Tax 5% = Total

BAR: no

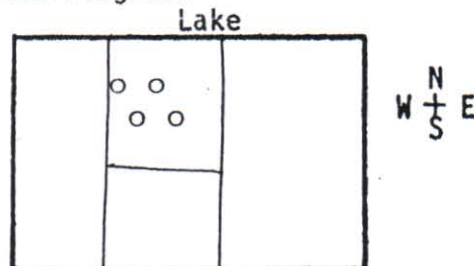
Porta Bar:

Ticket Seller:

Drink Price:

Remarks: Waiter to take cocktail orderSpecial Arrangements: noSpace: Port/Chart# of People: 28Time of Arrival: 11:30Cocktails: noMeal: 12:00Table Shape: 4 rounds of 7Head Table: noBridge: noRegistration tables: noSpecial Equipment NeededStage no Podium noMike no Screen noMusic no Flags noTable Numbers noFlowers noLinen white cloth, red napkin

Room Diagram:

Booked by: Mike MolinaroDate: 1/2/85Typed by: Gloria Date: 1/2/85Method of Payment: Check from Ed Somers

Room Rental:

of People Guaranteed:

Estimated Price:

Amount of Deposit:

Deposit Rec'd:

Guaranteed number is required 48 hours prior to function. You will be charged guaranteed number or attendance, whichever is larger. Payment for function is due immediately upon completion of function. A deposit is required to reserve date and room. Deposit will not be refunded without written notice 60 days prior to function.

Signature: _____ Date: _____

The 25th Anniversary of Sun City, Arizona

RECREATION CENTERS COMMITTEE

Evelyn Conlin, Ch., Caroline Thomas, Steve Tritz

ANNIVERSARY COMMITTEE CHAIRMEN

Coordinator: Sam Ingram
Secretary: Rose Larsen
Sports Coordinator: Bill Lewis
Parade: Elsie and Jim Pryor
Food Festival: Olympia Sorkin and Lucy Hays
Cotton Jamboree Balls: Betty Joachim and George Arnold
"Caught in Del Webb's Web": Vi and George Ramsay
"Best of Musicals": Vi and George Ramsay
Arts and Crafts Exhibits: Ken Hugo and Barney Barenbrugge
"JUBILEE": Jane Freeman and Glenn Sanberg
Cachet-Cancellation: Fred Swanson, John Fotheringham
and Bob Reed
Duplicate Bridge Tournament: Bill Rushworth
Other Cards and Chess: Ruth Brown
Swimming Events: Clell Todd and Lee Starr
Shuffleboard: Charles Luebke
Choral Collage: Elinor Gerber
Billiards: Frank Sherer
Sun City Chamber Ensemble: Homer Martin
Evening of Verse: Edythe Bregnard and Mary Lind
Religious Program: Rev. David Burrows and Rev. Albert Rich
Bocce and Lawn Bowling: Henry Passolt
Sun City Concert Band: Jack Parker
Table Tennis, Tennis, Racketball: Truman Herr
"Musical"- Sun City Musicians Club: Helen Healy
Bicycle Ride: Steve Violante and Harry Thiemecke
Sun City "Re-View": Mitz and Ray Perlman
Handweavers Guild: May Frank
Author's Program: Mildred Baker
Sun City Library: Mary Callahan and Helen Miller
Pioneers Birthday Party: Jane Freeman



*Tuesday
January 8, 1985
2:00 P.M.
Sundial Auditorium*

PROGRAM

PRELUDE MUSIC The Rhythm Ramblers
WELCOME Glenn Sanberg
"WAKE UP AND LIVE
 IN SUN CITY"
REMARKS Jane Freeman
MEET THE MEN BEHIND
 DEL WEBB Glenn Sanberg
PIONEER RECOGNITION
 AND SONG
MEET THE EARLY MOVERS Jane Freeman
"THE SUN CITY WALTZ"
CONTINUING THE TRADITION Glenn Sanberg
"SUN CITY - THE CITY
 OF BEAUTY" "Dutch" Schultz

WE THANK YOU

The Sun City Women's Club for hostessing
Bebe Lovitt and James Mattison - antique car exhibit

and the many others who helped to make this
program possible.

DEL E. WEBB*, FOUNDER
Del E. Webb Corporation

THE MEN BEHIND DEL WEBB

L. C. Jacobson	President
James G. Boswell, II	Partner
Thomas E. Breen	Vice President, Director of Housing
Joseph R. Ashton*	Vice President, Director Land Development
Owen Childress	Executive Vice President Treasurer

THE EARLY MOVERS

Del E. Webb Development Company

John Meeker	President
Tom Austin	Activities Coordinator
Wally Britton	Construction Supervisor
Wesley Matthews	Architect
Harvey Shahan	Director, Advertising
Jerry Svendsen	Vice President, Director Public Relations
Graham Smith	Assistant Director, Public Relations
Jim Handley	Vice President, Manager Advertising

CONTINUING THE TRADITION

Fred E. Kuentz	Chairman of the Board
Paul Tatz	President
Don Tuffs	Senior Vice President Marketing

*Deceased

Sun City Extra

The Arizona Republic
Wednesday, December 26, 1984 NW

A

Filled with facts

'Jubilee' an excellent chronicle of the Sun City tradition

By JIM WALSH
Northwest Valley Bureau

SUN CITY — *Jubilee* deserves to join the *Sun City-Sun City West Home Owners Directory* as an invaluable reference for residents.

The 272-page volume, bound in a red and silver cover, chronicles the transition of Sun City from its beginnings as a cotton field to the nation's largest and best-known retirement community.

The book gives readers an excellent overview of what makes Sun City special — the community spirit of thousands of volunteers, the extraordinary recreational facilities and the determination of residents to stay young through a spectrum of activities.

Pride in Sun City seeps from the history's pages, and although authors Jane Freeman and Glenn Sanberg have made an effort at objectivity, it's obvious the book was prepared by Sun City residents.

The edition is at its best while describing

Book review

Sun City's creation, its special reverence for developer Del E. Webb and the accomplishments of his chief lieutenant, John Meeker.

Describing a crowd of 5,000 residents and friends who gathered in Sun City to eulogize Webb, the book reads:

"But the majority of the throng had never shaken his hand, never talked to him. They were the people of Sun City who came to honor the man who had given them something very special in their lives — new homes, dignity in retirement, worthwhile activities that would extend their lives, and the promise of golden years."

The list of groups reads like a "Who's Who" in Sun City and should be helpful to residents looking for a place to do volunteer work or for social services.

While the chapter on Webb largely is devoted to hero worship, it honestly tells of his secondary role in developing the Sun City concept of selling homes built around community recreation centers.

But the history hedges on Webb's divorce and errs in reporting that he died of lung cancer. The developer, builder and sportsman actually died of an embolism, said Maxine Newman, his longtime secretary.

Although *Jubilee's* matter-of-fact style never will be mistaken for the work of a Steinbeck or Hemingway, the writing is clear and easily digested.

However, the volume's concentration on dates and structured events — probably a necessity for almost any historical account — fails to give readers an opportunity to savor the flavor of the community.

More anecdotes about Webb, Meeker and especially Sun City's colorful residents and their unique customs, should have been included.

For instance, one interesting tidbit in the

book describes how E.A. Britton of Eugene, Ore., won a national contest in 1959 to name the community.

"The ignominy of the whole affair became clear when it was learned that the Brittons decided not to live in Sun City and sold their prize house," the book reads. A few more interesting vignettes wouldn't have hurt.

"The response has been tremendous," Sanberg said. The praise is well-earned. *Jubilee* is an extraordinary effort for the amateur authors and the numerous other residents who dedicated a great deal of time to its publication.

They deserve additional thanks for producing and selling the book at no personal profit and limiting the price to \$5 so that nearly everyone in the retirement community can afford a copy.

Copies of *Jubilee* are available Tuesday through Saturday at the Bell Library, 16820 N. 99th Ave., and Monday through Friday at Fairway Library, 10600 Peoria Ave.

ARRY GOLDWATER
ARIZONA

United States Senate

WASHINGTON, D.C. 20510

COMMITTEES:
INTELLIGENCE, CHAIRMAN
ARMED SERVICES
TACTICAL WARFARE, CHAIRMAN
PREPAREDNESS
STRATEGIC AND THEATRE NUCLEAR FORCES
COMMERCE, SCIENCE, AND TRANSPORTATION
COMMUNICATIONS, CHAIRMAN
AVIATION
SCIENCE, TECHNOLOGY, AND SPACE
INDIAN AFFAIRS

December 14, 1984

Dictated in Arizona, transcribed in Washington, D. C.

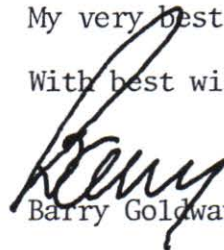
Miss Jane Freeman
Mr. Glenn Sanberg
Sun City History Project
Silver Anniversary
10516 Prarie Hills Circle
Sun City, Arizona 85351

Dear Miss Freeman and Mr. Sanberg:

The publication, Jubilee, did reach me and I read it with great interest. It was a most accurate description of the life of Del Webb. I think I know more about him than probably anybody in Phoenix. I think I was the first one he knew because I gave him his first job and we remained close friends all of his life.

My very best wishes are all yours for a happy 25th anniversary.

With best wishes,


Barry Goldwater

UNITED STATES SENATE

WASHINGTON, D.C. 20510

PUBLIC DOCUMENT

OFFICIAL BUSINESS


U. S. S.

Miss Jane Freeman
Mr. Glenn Sanberg
Sun City History Project
Silver Anniversary
10516 Prarie Hills Circle
Sun City, Arizona 85351

|||

Double takes



By EVELYN BARBER

Probably no publication ever authored in Sun City has received such rave notices.

They're deserved.

The cover is elegant and eye-catching, with its silver "Jubilee" title and sun logo, and the graceful flourishes of the script in which its subtitle is written: "The 25th Anniversary of Sun City, Arizona."

The preface modestly states that "Jubilee is not intended to be a scholarly study of the events which transformed some 20,000 acres of cotton fields into a retirement community that set a new standard for the world. Rather it is a homespun account of a man with an idea and the people who translated that idea into a vibrant new community."

THE DEDICATION, of course, is to Delbert Eugene Webb, Sun City's founder and the "man with the idea," and to the Sun City Pioneers, who first peopled the homes that launched the idea into a 25-year success.

"Homespun" is not exactly the adjective I would use to describe the style of the "Jubilee" narrative.

It's not pretentious, certainly, but it is skillfully written and edited and conveys the picture that Sun Citians have of themselves: active, neighborly, involved in voluntary community service, for-the-most-part contented with their lives, tremendously proud of their community, compassionate toward their peers who have suffered more of aging's burdens.

ANOTHER BOOK or two this length could be written about Sun City. But, as an observer of Sun City's early growth and a participant in its everyday life later as a resident and News-Sun employee, it seems to me that the right things have gone into this book—and the right things left out.

It gives a warm, endearing, candid and unbiased account of what has happened during Sun City's existence and ought to be a prized possession in every Sun City home.

While praise can be spread around generously among a lot of people who helped, encouraged and contributed information to

the writers, the two Sun Citians who spent two years and hundreds of hours on this project—lovingly, enthusiastically and without stint—are Jane Freeman and Glenn Sanberg.

The community owes both of them a silver laurel wreath not only for their accomplishment in producing "Jubilee" but for their judicious selection of happenings and their faithfulness to Sun City's unique lifestyle, created from cotton fields and a dream and devoutly perpetuated by succeeding waves of retirees who came to Arizona to find "the good life."

Yes, indeed, this is another rave. There are only 10,000 of these "Jubilee" books for sale; around 5,000 already have been snapped up at \$5 per. Better get yours before it's too late.

NEWS-SUN • 12/6/84

Former editor gives 'Jubilee' praise

EDITOR:

Having read "Jubilee, the 25th Anniversary of Sun City, Ariz.," I want to commend Jane Freeman, Glenn Sanberg and their assistants for an excellent job.

An attractive production job, the prose flows easily in providing a fine history of our community—a book all Sun Citians should own. Although my wife and I have lived here for nearly half of Sun City's existence, I learned much of its early days, in an easily readable way.

As a former magazine editor, I realize the amount of work involved in the preparation of this book. To all involved in making "Jubilee" possible, kudos.

L.Q. Yowell
Sun City

Quickly / Valley

12/7/84

Sales of Sun City history doing well, author says

SUN CITY — Sales of *Jubilee*, an account of Sun City's history, are brisk here.

Since the book became available Nov. 23, 4,500 of 10,000 copies printed have been sold, said Glenn Sanberg, one of the book's authors and chairman of the Sun City History Project Coordinating Committee.

"We've had an excellent response, just wonderful," Sanberg said. "The phone is ringing off the wall."

The book can be purchased for \$5 Tuesdays through Saturdays from 10 a.m. to 4 p.m. at Bell Library, 16820 Bell Road, and during the same hours Mondays through Fridays at Fairway Library, 10600 Peoria Ave.

If demand persists, a second printing will be ordered, Sanberg said.

'Jubilee' on sale in both libraries

One-third or about 3,300 copies of the shiny red "Jubilee" history books were sold during the first week of sales.

Monday they go on sale at both Sun City libraries.

The 280-page paperback will continue to sell for \$5.

Should a second printing become necessary, the price of the book will be increased.

Bell Library hours are 10



*The 25th Anniversary
of
Sun City, Arizona*

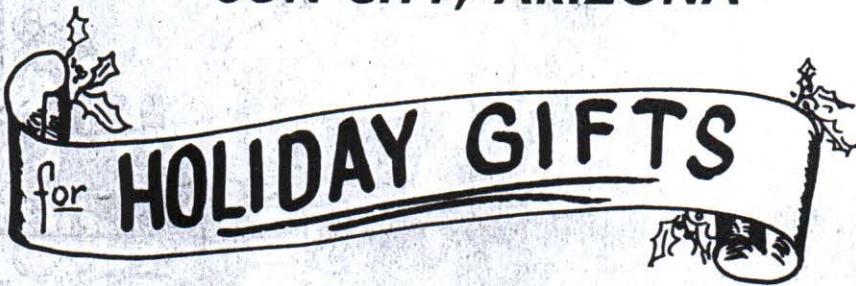
a.m. to 4 p.m. Tuesday-Saturday. Fairway hours are 10 a.m. to 4 p.m. Monday-Friday.



IT'S HERE!!!

Jubilee

**A 25-YEAR HISTORY
OF
SUN CITY, ARIZONA**



**GET YOUR
BOOKS IN TIME**

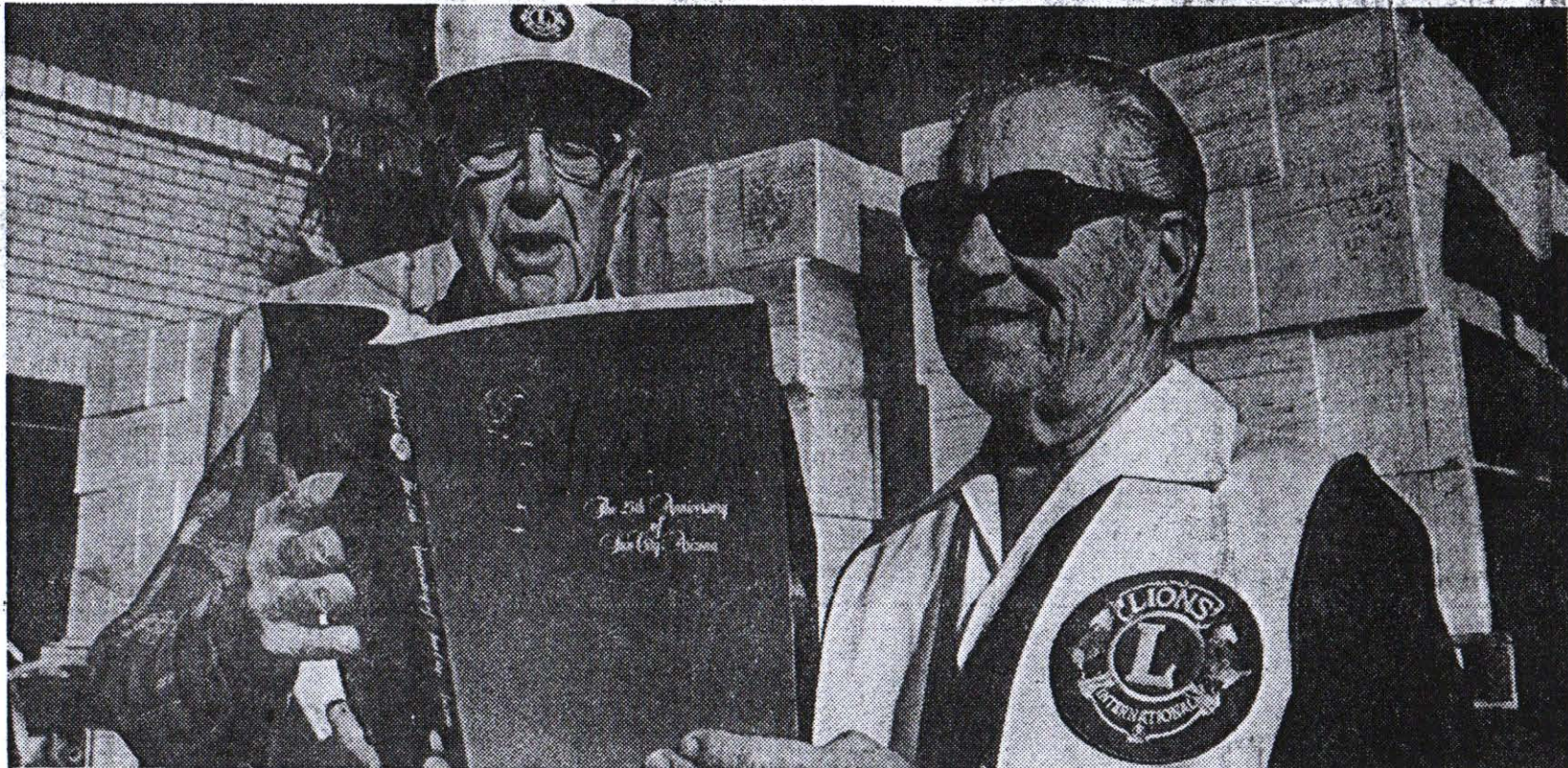
AVAILABLE NOW
Bell Center Library
Fairway Center Library

**HOME
DELIVERY
ONLY**

**TO HANDICAPPED
& HOMEBOUND
Call 974-5884 or 977-9612**



SALES DISTRIBUTION Courtesy SUN CITY LIONS



Roy Cosway/Republic

Spreading the word

Edward Brainerd and Paul Clark, members of the Sun City Lions Club, pause to read a copy of *Jubilee*, a 750-page

book that describes Sun City's transition from cotton fields to the nation's largest retirement community. Brainerd

and Clark recently distributed 10,000 of the books to the Sundial and Fairway Recreation centers and Bell Library.

DAILY NEWS-SUN

Sunrise

44 PAGES

VOL. XXVIII NO. 107

11-24-84

SUN CITY, AZ

Sun City cheers 25 years in book

By CAROL ANNE GAINER
View Editor

If you weren't living in Sun City from its inception, the soon-to-be book, *Jubilee, The 25 Year History of Sun City, Arizona*, fills in all the gaps and makes you feel as if you were there.

Coordinated by Sun Citians Jane Freeman and Glenn Sanberg, the book was two years in the making, with some 75 people involved in the handling and editing, all of whom are listed at the back of the book.

The historical account delves beyond the beginnings of the retirement community to the initial settling and development of surrounding areas, such as Marinette (where Sun City now stands) and Wickenburg—an interesting tale even if you're not a trivia buff.

ONCE THE setting has been established, the main character enters the scene—namely Del E. Webb. As would be expected, much is written about the man responsible for creating Sun City, involving some little-known facts of interest, like his acquaintances with mob figure Bugsy Siegel and billionaire Howard Hughes, as well as how he brought about the development of Sun City.

Readers are then taken on a sojourn of the city that got its name from a national contest—just one of many interesting pieces of trivia included in the text.

Complementing the 25-year chronicle are valuable photographs—taken by the Del E. Webb Development Co., Del E. Webb Corp. and this paper's own photographer, Jim Painter—which truly are worth a thousand words.

For those residents who have walked this memory lane when it was originally getting off the ground, the photos may bring fond remembrances. For residents who are seeing Sun City as it was photographed in its infancy, it may make them wish they'd moved to the community sooner and shared in its upbringing.

AS THE PHOTOS also reveal, with the constant and accelerated

growth of the city, the subject matter not only increased in quantity but in content: There are shots from the past two or three years of the SCAT (Sun Cities Area Transit system) vehicles and the retirement of Burt and Ursula Freireich, owners and publishers, from the Daily News-Sun.

Printwise, the book follows 25 years of progress, divided into four categories:

—*The Desert Comes to Life* is an account of the early years of Sun City.

—*The Community Evolves* breaks down into an array of interests, which should include something for everyone while trying to include everyone. It took nine chapters to present profiles of the homes and the people; recreation; sports; religion; civic, service and political groups; human services; health; Maricopa County's involvement with Sun City; and probably one of this city's most valuable assets—volunteers.

—*CULTURE* addresses the diversity of arts present in this community; old and new traditions, like the ever-popular Grape Festival and the patriotic Massing of the Colors; and the field of communications, from the newspapers, newsletters, and the city's own radio station to the resourceful and educational outlets like the libraries and the college courses being taught throughout the community.

—*Growth and Conflict* may dredge up old and current grudges as it discusses Sun City's pertinent issues, ranging from milder ones when the community took on the U.S. Postal Service to the more heated, prevalent problems of incorporation, the smoking ban and senior overlay.

Winding up the book is an appendix sure to please statistical-minded readers. It encompasses facts and figures on Sun City miscellaneous that is too numerous to mention here.

Succeeding that are the lyrics to songs written about Sun City and a "Sun City Scrap Book," a cluster of photos capturing a multitude of events, locations and memorabilia, some probably never before seen by the public.

SUN

25¢

WEDNESDAY, NOVEMBER 21, 1984

NEWS-SUN 11/24/84

Brisk sales posted by Sun City history

Some 1,500 copies of "Jubilee" were sold Friday, the first day the book on Sun City's 25-year history hit the stands at Sundial and Fairway Centers.

This represents 15 percent of the first printing which consisted of 10,000 copies.

And Glenn Sanberg, chairman of the coordinating committee, is hoping today might be even better.

THE HOPE is based on improved weather conditions.

"They came by pretty steadily and at times they were lined up," Sanberg said of people picking up the \$5 book.

Most of the sales, he added, were for single copies of the 280-page history, but there were also people buying anywhere from two to a dozen copies with the idea of using them as gifts.

ONE LOCAL realtor pur-



*The 25th Anniversary
of
Sun City, Arizona*

chased 20 copies, mentioning he planned to give them to home buyers.

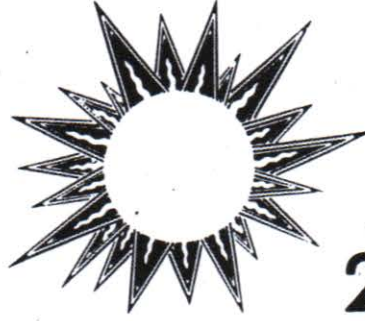
Handling the sales are Lions Club members.

The book will be available from 9 a.m. to 3 p.m. today at Sundial Center.

LOCATIONS where it will be sold next week, from 10 a.m. to 2 p.m., are Bell Library, Monday; Sundial Center, Tuesday; and Fairway Center, Wednesday.

It took two years to put the anniversary book together with some 75 people involved in assembling the history and editing.

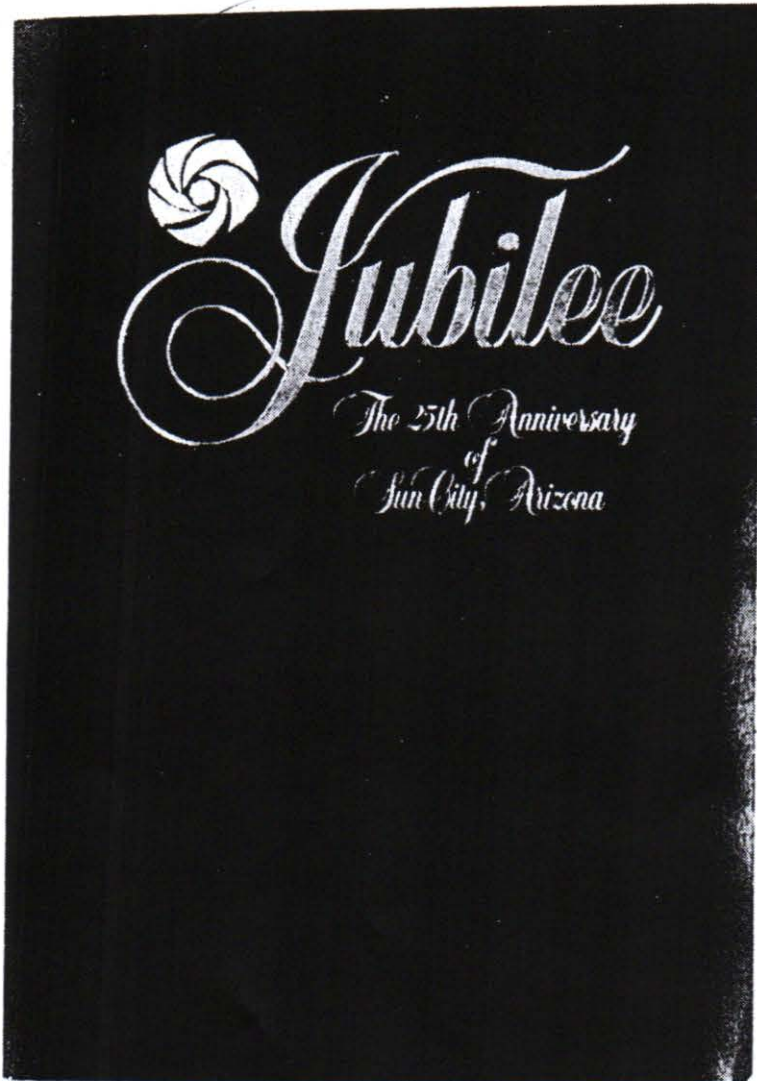
Edition

SUN

25¢

ARIZONA

NEWS-SUN Friday, November 23, 1984 -View 3



Jubilee, a book compiled by numerous volunteers, chronicles Sun City's 25-year history.

IT MUST HAVE been a painstaking chore, though, in deciding which of the thousands of photos gathered would and would not go into the book. From the shots represented, a fair distribution prevailed, enough so to give the readers a healthy dose of visual aid and plenty of memories.

All in all, it seems the people responsible for gathering 25 years of a city's history—a labor of love done strictly by volunteers—have done a pretty thorough job that offers hindsight along with foresight into the purpose and personality of this unique community. And this book is worth

every penny of its \$5 purchase price, particularly with its simplistically attractive, glossy red cover, adorned with silver and white print.

The Sun City Lions will be distributing the book at the following times and locations:

- 9 a.m.-3 p.m. Fri., Sundial.
- 10 a.m.-noon Fri., Fairway.
- 9 a.m.-3 p.m. Sat., Sundial.
- 10 a.m.-2 p.m. Mon., Bell Library.
- 10 a.m.-2 p.m. Tues., Sundial.
- 10 a.m.-2 p.m. Wed., Fairway.

Home delivery will be available to homebound and handicapped people by phoning 974-5884 or 977-9612.

DAILY NEWS

36 PAGES

VOL. XXVIII NO. 105

SUN CITY, ARIZONA

Book charts Sun City's 25-year history

11/22/84
'Jubilee' is promoted
as 'homespun' story
of Webb community

SUN CITY — *Jubilee*, a 750-page book that describes Sun City's transition from cotton fields to the nation's largest retirement community, will be unveiled Friday at two Sun City recreation centers.

The times and locations of the book distribution are:

- From 9 a.m. to 3 p.m. Friday and Saturday at the Sundial Recreation Center, 14801 N. 103rd Ave.
- From 10 a.m. to noon Friday at Fairway Recreation Center, 10600 Peoria Ave.
- From 10 a.m. to 2 p.m. Monday at Bell Library, 16820 N. 99th Ave.
- From 10 a.m. to 2 p.m.

Tuesday at Sundial and from 10 a.m. to 2 p.m. Wednesday again at Fairway.

In addition to distributing the book at the centers, members of Sun City's Lions clubs will offer home delivery only to handicapped and homebound residents, who should call 974-5884 or 977-9612 to arrange for the service.

Glenn Sanberg, who wrote about 25 percent of the book and served as history committee chairman, said 10,000 copies have been ordered and that the historical account will sell for \$5.

"We wanted to keep the price low so everyone could afford it," Sanberg said.

Dedicated to Sun City founder Del E. Webb and the "pioneers" who moved

here when the community started in 1960, the book is being published as part of festivities to mark Sun City's 25th anniversary and the sales price only will cover the cost of production, he said.

According to the book's preface, *Jubilee* is not intended to be a scholarly study of the events which transformed 20,000 acres of cotton fields into a retirement community.

"Rather it is a homespun account of a man with an idea and the people who translated that idea into a vibrant new community," the book's preface says.

The first chapter, "The Desert Comes to Life," describes the first inhabitation of the northwest Valley in 1863 after prospector Henry Wickenburg

discovered The Vulture Gold Mine near the site of the town that now bears his name.

Another chapter, called "Del Webb, The Man," is a biography of Sun City's founder and is aimed at helping readers learn "what made him tick," Sanberg said.

Other chapters describe development of the Sun City concept, with home sales based on the appeal of the active retirement way of life accomplished through ample recreational facilities.

But in a final chapter, titled "Growing Pains," the book departs from history and outlines the challenges facing today's residents, including the problems that result from aging, Sanberg said.



IT'S HERE!!!

Jubilee

**A 25-YEAR HISTORY
OF
SUN CITY, ARIZONA**

**GET YOUR
BOOKS IN TIME**



**AVAILABLE NOW
Bell Center Library
Fairway Center Library**

**HOME
DELIVERY
ONLY**

**TO HANDICAPPED
& HOMEBOUND
Call 974-5884 or 977-9612**



SALES DISTRIBUTION Courtesy SUN CITY LIONS



IT'S COMING!!

Jubilee

**A 25-YEAR HISTORY
OF
SUN CITY, ARIZONA**

**GET YOUR
BOOKS IN TIME**



AVAILABLE IN NOVEMBER

<u>DATE</u>	<u>PLACE</u>	<u>TIME</u>
Fri. 23-Sat. 24	SUNDIAL	9-3
Fri. 23	FAIRWAY	10-12
Mon. 26	BELL LIBRARY	10-2
Tue. 27	SUNDIAL	10-2
Wed. 28	FAIRWAY	10-2

**HOME
DELIVERY
ONLY**

**TO HANDICAPPED
& HOMEBOUND
Call 974-5884 or 977-9612**



SALES DISTRIBUTION Courtesy SUN CITY LIONS

SC's history told in book for Jubilee

By LAURIE HURD

Get your \$5 ready!

A 280-page book, "Jubilee — The History of Sun City" will be available around Thanksgiving.

"We are going over the final proofs, making sure photos are in order. It's our last chance to make corrections," said Jane Freeman, a project coordinator.

Publication is projected for Nov. 23, 1984.

The first printing will consist of 10,000 soft-cover copies.

The book will be available at the following rec centers: Sundial Auditorium, Nov. 23-24; Bell Library, Nov. 27; the Sundial Foyer, Nov. 28 and the Fairway Rec Center, Nov. 29.

"It was not a project for profit," said Glenn Sanberg, another project coordinator.

"Doing the book was fun. We

kept finding many things we didn't know about," Freeman said.

She said the book will show that Sun City has become what it is because of volunteers.

The project came about as a result of a suggestion made by the Sun City-Sun City West-Youngtown Press Council. They were looking toward the 25th anniversary of Sun City's founding.

Twenty people agreed to pitch in. Several took up the research and the project began.

Material was sent off to the printer by the summer of 1984. By this time more than 75 people were involved either directly or indirectly in the effort.

Two of the workers were Eugene and Rita Wright. They did the editing and will assist in the final proofing. Sanberg said the couple will give the writing a

natural flow, as if it was written by one person. The book sections were actually written by different people.

The book contains 19 chapters plus an 11-page appendix and a 28-page scrap-book of historical pictures.

"We have been able to get together a lot of photos that no one has seen before," Freeman said.

The formation of a permanent Sun City historical society will be discussed at an update meeting for those who helped with the writing and research of "Jubilee." The meeting will be 10 a.m. Oct. 12 in the Menke Community Room, 103rd Avenue and Coggins Drive.

On Jan. 8, those instrumental in the formation of Sun City will be honored.



Photo by Laurie Hurd

GLENN SANBERG and Jane Freeman sit before scrap-book of historical photos is projected to be the final proofs of the "Jubilee — A History of Sun City." The 280 page book containing a 28-page published Nov. 23.

"We're bringing in the people who really built Sun City. Many of them are from California," Freeman said.

Mrs. DeGaetano said her...



b
t
r
e
f
c
i
l

It's 'Jubilee' time

B-4-9 Lions Club members Edward Brainerd, left, and Paul Clark examine the first copies of "Jubilee" the Sun City history book, as they unload 10,000 copies at Sunshine Services Tuesday. The Lions will sell the books from 9 a.m. to 3 p.m. Friday and Saturday in Sundial Center and from 10 a.m. to noon Friday in Fairway Center. Price is \$5.

(News-Sun photo)

11/21/84



Confusion of books concerns Sun Citian

EDITOR: 11/16/84
 For several weeks, a full page ad has appeared in the News-Sun promoting an anniversary book, along with an order form.

This is creating much confusion, as many people are under the impression this is the history of Sun City.

"Jubilee," a 25-year history of Sun City will go on sale the weekend of Nov. 23-24 at the Sundial Arts and Crafts Fair and will sell for \$5. The book also will be available at other places and dates to be announced.

The book being advertised is a picture album of present-day life in Sun City-Sun City West, published by a Mr. Boone, distributed through the News-Sun and sponsored by Devco.

"Jubilee" is a 280-page history with many pictures and covers the first 25 years, 1960-85.

We wish the publisher of the picture album success in his venture, but regret the confusion the full-page ads have created.

Remember, "Jubilee" is a book of, for and by the people of

Sun City, a cooperative venture and is being offered at a price of \$5. There are no advance orders.

**Helen Randall
 Sun City**

History coordinators clear up confusion

EDITOR:
 Having received numerous phone calls in the last few days, we write this letter in hopes of clearing up some confusion on the part of your readers.

A few days ago, an order form/coupon was published in the daily News-Sun for a picture album to be published by Mr. Boone and available through the News-Sun—price, \$12.95 plus postage, available in the spring of 1985 if

enough orders are received. This publication should not be confused with "Jubilee: a 25-Year History of Sun City."

Our book, "Jubilee" will first be available, in time for the holiday season, on Nov. 23 and 24 at the Sundial Arts and Crafts Fair.

Our price is \$5. "Jubilee" will also be available following the Sundial fair at places and dates to be announced.

There are no advance orders. Our publication is a non-profit, non-commercial project made possible as a result of efforts on the part of many local residents, written by and for the people of Sun City.

**Glenn Sanberg,
 Jane Freeman,
 Project coordinators**

A4 NEWS-SUN TUESDAY, OCTOBER 23, 1984

'Jubilee' history details troubles, \$5 book commemorates retirement area's 25th year

Gazette Northwest Bureau
SUN CITY — Long before Sun City was even a gleam in Del E. Webb's eyes, Grand Avenue was known as Vulture Road and the farming town of Marinette stood where retirees now tread.

Marinette primarily was a tent city for migrant workers tending the cotton fields, but it did boast a post office, general store and hotel with a second-floor ballroom. There was a schoolhouse where the Grand Inn now sits along Grand Avenue.

These and other tidbits of information will be found on the pages of a Sun City history book — "Jubilee" — compiled by local residents in honor of the retirement community's 25th anniversary.

Now in its final stages before publication, the book will go on sale Nov. 23 at a cost of \$5 per copy. It contains 280 pages, 19 chapters, an 11-page appendix and a 28-page scrapbook full of old photos.

The project's "parents," Jane Freeman and Glenn Sanberg, are reluctant to reveal much of the vast information they and others have collected.

"You'll just have to wait until Nov. 23," they tell people.

The story begins in the mid-1800s when the first prospectors roamed the area and continues

through "the termination of the Del E. Webb Development Co.'s protective arm..."

Sanberg says the Sun City area and surrounding property were owned by the Goodyear Tire Company during World War I. The cotton fields provided material for tire production. Later, the Boswell family leased and then purchased part of the property, selling the land to Webb in 1959, he adds.

The "very reasonable" price tag is included in the book, Sanberg says.

Sun City opened Jan. 1, 1960, and 100,000 people toured the model homes the first week.

After only two months, 567 homes were sold, Sanberg says.

Freeman says the book covers all aspects of Sun City's development, from its businesses and recreational facilities, to cultural activities and the development of each neighborhood.

"It's not just looked at through rose-colored glasses. There's even a chapter on conflicts," she says, adding the first trouble came over Recreation Centers' usage. Freeman says the phrase "Berlin wall" was used to describe the situation, in which Fairway Center charged a fee and Oakmont Center did not —

See • History, NW-F

trials of early

Sun City

prohibiting those in the Oakmont neighborhood from using Fairway's facilities.

Information for the book was obtained from newspaper clippings, magazine articles and interviews with 70 of Sun City's pioneers — those who came during the first two years.

"More than 75 people were involved in one way or another," Sanberg says.

Freeman and Sanberg say they are amazed at how well early Sun Citians lived together, welcomed newcomers and built their community through volunteerism.

"It was all really interesting," Sanberg says.

Freeman says she would like to form a Sun City historical society that would keep an archives in the library.

"There's been no central place for people to get information — no chamber of commerce."

A meeting of those who helped write and research the book will take place 10 a.m. Friday at Menke's Community Room, 103rd Avenue and Coggins Drive. The formation of a historical society will be discussed.

— Susan Marti

SC pioneers honored

O, sing me a song of the bold pioneers

Who had dared to leave old haunts behind

To challenge a plan well designed for their years

And new opportunities find!

Lillian Steele Munson

By P. ATWOOD WILLIAMS
Staff Writer

There were two kinds of "bold pioneers."

First, there were the ones who dared to plan a retirement community for grandparents without their families, in which they would live an active life full of structured recreation and sports.

Then, there were the pioneers who chose to live this new type of life and bought homes built in the former cotton community of Marinette.

TUESDAY, both sets of pioneers held a reunion and sang songs and chatted during the jubilee celebration of the Sun City Silver Anniversary at Sundial Center.

Glenn Sanberg and Jane Freeman, who also spearheaded the 280-page history book, "Jubilee," coordinated the event, which included an earlier luncheon for the first set of bold pioneers at the Lakes Club. It was hosted by Daily News-Sun publisher Ed Somers.

Thirty-one guests—the pioneer Del E. Webb Development Co. (Devco) men and those responsible for running the recreation centers, collecting the history and communicating the life being lived here—chatted and shared feelings on life in Sun City today.

TOM BREEN, who researched and developed the concept that makes Sun City (and her sister, Sun City West) unique, drove in for the luncheon and 2 p.m. event, only to be called back to California before the Sundial program.

"There is a sense of community ... a sense of pride here, which I have found in only one other area which I helped to build," he commented in an interview.

"If the quality of life inside is good, it shows up outside in the way the streets, medians, lawns and homes are kept ... the one reflects the other," he added.

DISCUSSING the active way of life, he said that his company had to uphold the promises because you couldn't encourage people to stay active without providing the facilities



Sun City pioneers stand for applause.

(News-Sun photo by Jim P. Painter)

that had been promised.

"John (Meeker), Owen (Childress) and I, we only did the planning, the brick and mortar work. The great sense of community was done by the people," he added.

The big band music of Benny Bentfield and his Rhythm Ramblers put about a thousand people in the mood for a 2 p.m. party at Sundial Auditorium. Many were pioneer residents of Sun City.

THE AUDIENCE gave the Devco "pioneers" seated on the stage a standing ovation. Among them were Wes Matthews, Graham Smith, Jerry Svendsen, John Meeker, Wally Britton, Owen Childress and Jim Handley. Also on stage were Devco President Paul Tatz, Devco board Chairman Fred Kuentz and Senior Vice President Don Tuffs.

Later most of those on the stage spoke briefly, teasing each other and joking good-naturedly with the audience, to whom they also gave a standing ovation.

What made the program unique was the small-town fellowship evident when John Bell sang several of the special songs written through the years about Sun City. He was accompanied on the piano by his wife, Roma Dean. The audience and platform guests sang

* Builders, A2



Mr. and Mrs. Sun City—Etta and Mel Phelps.

(News-Sun photo by P. Atwood Williams)

OVER

***Builders, pioneers honored**

—From A1

along using song sheets.

THE PIONEERS in the audience were introduced, including Amanda Monreal Durand, who had lived here and worked for the Boswell Cotton Co. before the land was sold to Webb.

When it was over, the audience chatted with platform guests, bought copies of "Jubilee" and had them autographed, selected anniversary logo T-shirts and strolled among the antique cars on exhibit in the courtyard.

THE WORDS of Dutch Schultz, sung earlier on the platform by the Sun City composer, were being acted out by both sets of pioneers:

*A city of beauty was built in
the desert*

*By a great man with vision and
dreams.*

*He gave it the charm, so gentle
and warm*

*With nature as part of the
scheme*

*With the touch of a master he
added a feeling*

*Of love and things that are fine
And right from the start, he
gave it a heart*

*To withstand the passing of
time.*

'Jubilee' history details troubles, \$5 book commemorates retirement area's 25th year

Gazette Northwest Bureau
SUN CITY — Long before Sun City was even a gleam in Del E. Webb's eyes, Grand Avenue was known as Vulture Road and the farming town of Marinette stood where retirees now tread.

Marinette primarily was a tent city for migrant workers tending the cotton fields, but it did boast a post office, general store and hotel with a second-floor ballroom. There was a schoolhouse where the Grand Inn now sits along Grand Avenue.

These and other tidbits of information will be found on the pages of a Sun City history book — "Jubilee" — compiled by local residents in honor of the retirement community's 25th anniversary.

Now in its final stages before publication, the book will go on sale Nov. 23 at a cost of \$5 per copy. It contains 280 pages, 19 chapters, an 11-page appendix and a 28-page scrapbook full of old photos.

The project's "parents," Jane Freeman and Glenn Sanberg, are reluctant to reveal much of the vast information they and others have collected.

"You'll just have to wait until Nov. 23," they tell people.

The story begins in the mid-1800s when the first prospectors roamed the area and continues

through "the termination of the Del E. Webb Development Co.'s protective arm..."

Sanberg says the Sun City area and surrounding property were owned by the Goodyear Tire Company during World War I. The cotton fields provided material for tire production. Later, the Boswell family leased and then purchased part of the property, selling the land to Webb in 1959, he adds.

The "very reasonable" price tag is included in the book, Sanberg says.

Sun City opened Jan. 1, 1960, and 100,000 people toured the model homes the first week.

After only two months, 567 homes were sold, Sanberg says.

Freeman says the book covers all aspects of Sun City's development, from its businesses and recreational facilities, to cultural activities and the development of each neighborhood.

"It's not just looked at through rose-colored glasses. There's even a chapter on conflicts," she says, adding the first trouble came over Recreation Centers' usage. Freeman says the phrase "Berlin wall" was used to describe the situation, in which Fairway Center charged a fee and Oakmont Center did not —

See • History, NW-F

trials of early Sun City

prohibiting those in the Oakmont neighborhood from using Fairway's facilities.

Information for the book was obtained from newspaper clippings, magazine articles and interviews with 70 of Sun City's pioneers — those who came during the first two years.

"More than 75 people were involved in one way or another," Sanberg says.

Freeman and Sanberg say they are amazed at how well early Sun Citizens lived together, welcomed newcomers and built their community through volunteerism.

"It was all really interesting," Sanberg says.

Freeman says she would like to form a Sun City historical society that would keep an archives in the library.

"There's been no central place for people to get information — no chamber of commerce."

A meeting of those who helped write and research the book will take place 10 a.m. Friday at Menke's Community Room, 103rd Avenue and Coggins Drive. The formation of a historical society will be discussed.

— Susan Martin



Checking the galleys

Sanberg and Jane Freeman check the galley proofs of Sun City's history "Jubilee—A History of Sun City" to be printed and ready for distribution before Christmas. A meeting of those who researched and wrote the 180-page "Jubilee" will be held at 10 a.m. Friday at Menke's Community Room, 103rd Avenue and Coggins Drive. Publication plans, distribution date and the possibility of forming a permanent Sun City Historical Society will be discussed. Interested persons are welcome. (News-Sun Photo)

NEWS-SUN 9/20/84

Designer donates logo for Jubilee book cover

By P. ATWOOD WILLIAMS
Staff Writer

The cover of *Jubilee—25th Anniversary—Sun City, Arizona* will shade from dark burgundy at the top to a lighter shade at the bottom. The large lettering and Del Webb sunburst will be stamped and embossed in silver foil.

So says the cover designer, Ron Broadway, art director and production manager at Del E. Webb Development Co.

The design, which he donated to the group printing the history book, is now in production. The book, containing 280 pages of history and of photos, will be for sale in time for Christmas, according to historian Jane Freeman. Final galleys will be back from the printer next week, she reports.

DESIGNING LOGOS and corporation art comes easy for Broadway, a native of Yuma who did well at drawing as a youngster.

He studied graphic arts at Arizona Western and graduated with a bachelor's of fine arts degree from Northern Arizona University. He did his internship at DeWall and Associates advertising agency in Phoenix.

"I majored in illustration, but the chances of survival in San Francisco or New York in this field were not very good," said Broadway during an interview at his office.

He joined Devco in 1973 as a graphic artist and survived the the company's periodic reorganization during the years.

IT IS BROADWAY'S design work we see on the Sundome advertising. He created their logo and many of the others in the world created by Devco, including the Crestview Restaurant and Sun City golf courses.

Among the many logos he has done are the Yuma County Seal, Pebblebrook and Union Hills country clubs, Bell and

Sundome Lions Clubs, Beardslay Nursery, Sun City Symphony and, most recently, the Sun City West Community Fund.

However, Broadway did not design the original Sun City logo—the red/yellow with black sunburst. That was done by Marie Martel, he said.

"I felt, however, since we had an original investment of \$3 million in promotion of this design that it ought to be kept," he said, showing the new corporation logo which is Sun City West blue with a gray sunburst.

BROADWAY DOES the sales brochures, flyers, signs, brochures and all the Sundome ads.

"When I am not qualified to do the art projects, I find someone else who can," he stated, referring to elevation renderings of Webb buildings.

As a hobby, he paints in acrylics, mostly Southwest posters. He admits a preference



RON BROADWAY

RONN

for R.C. Gorman, Fritz Scholder and other Navajo and pueblo artists and media, such as basketry, rugs and pottery.

Broadway is also working on a design for a Fiesta Bowl Parade float which Devco is considering. It may be designed in such a way as to incorporate the ideas of Sun

Citian Doug Morris and the 25th anniversary Jubilee silver dollar theme.

THE FLOAT may be used in the Fiesta Bowl parade and also in the Jan. 30 Sun Cities Rec Centers parade, the final event of the 25th anniversary scheduled for Sun City.

Artist-architect draws from Sun City's history

By P. ATWOOD WILLIAMS
Staff Writer

"Jubilee—25th Anniversary—Sun City, Arizona" will be the third book illustrated by Sun Citian Emil Fischer. It is actually his fourth book, if you count the family history he completed after he moved to Sun City.

His work is graphic and detailed as a result of his background as an architect.

Fischer illustrated his family history, inking some scenes of a family grocery store from memory and working from photos in many cases.

In one photo, he and his sister are using a hollow bed bolster as a canoe. Apparently, this had been a favorite childhood prank until detected by their grandmother.

All the residences of the family are faithfully drawn in the book, as are the buildings on the campus of Kansas State University and the churches of Manhattan, Kan., in the two books which he illustrated.

HE ALSO IS WORKING on some drawings to be used by Cal Farley Boys' Ranch in Texas for a book it plans to publish.

"When I get tired of one type of work, I do some watercolors for a while," said Fischer during an interview in his study/studio.

Fischer retired in 1975 as dean of the College of Architecture and Design at Kansas State University. Under his direction the college had been formed from a Department of Architecture and Allied Arts which he headed in 1955.

"I WANTED ARCHITECTS, landscape architects, interior designers and planners to grow up together so they would be aware of their interrelationships," said Fischer who conceived this integrated approach, unique at the time.

Fischer had always kept one foot in practice and one in education since becoming an architect during the Depression in 1934.

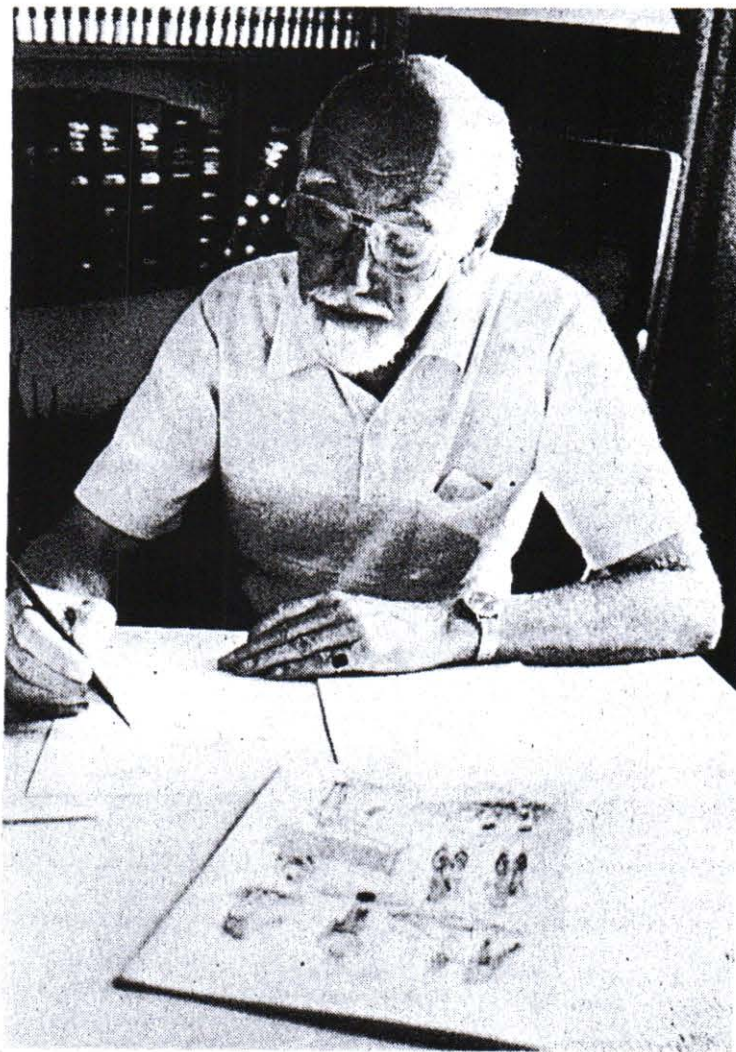
His first job was in teaching. During World War II he worked for Bell Labs in New York until needed to fill a vacancy at Cornell University.

He then headed the Architectural Design Department at Ohio State University before taking the post at Kansas State University.

HE DESIGNED MANY faculty residences in Columbus, Ohio, and never lost his love of detailed line drawings. His preferred college duties were teaching Intro to Design—graphics, drawing and perspective—to freshmen because they were "eager and enthusiastic, not like know-it-all seniors," he related.

Working from photos of places he and his wife have visited in Europe, Fischer has completed a series of watercolors which line the walls of his home. He completed a series of flower photos for their bedroom.

Still on his drawing board are sketches for the Sun City



EMIL FISCHER

history book. He has completed five and is waiting for instructions from the historians as to how many more will be needed for the 14-chapter book.

Half of the text has gone to the printer for typesetting; the writing is completed. The historians are sorting mounds of photos in a room provided for them at the Daily News-Sun.

The book will contain approximately 300 pages. It should be ready in November for sale at \$5.

The book has been prepared with a \$500 grant from the Hos' Lions Club to cover start-up expenses.

News Sun

7/10/84



Picture perfect

The job of selecting photos for "Jubilee—25th Anniversary—Sun City, Arizona" is under way by editors Rita and Gene Wright. The 300-page history book will contain almost 100 pages of

photos. All writing and art is being done by area residents; one-third of the book is completed and at the printer. The book will be available in late fall. (News-Sun photo by M.J. Hoppes.)

SC's historians almost caught up with history

By P. ATWOOD WILLIAMS
Staff Writer

Sun City history is still being made, but the historians have almost caught up to the history-makers.

The months of endless scouring of Daily News-Sun files, city directories, sales literature, programs, photos and other memorabilia are almost finished. Fourteen chapters are being written and will soon go to be typeset and printed in Phoenix.

"Jubilee—25th Anniversary—Sun City, Arizona" will return to the community in time for Christmas as a softbound book with pages about National Geographic size.

IT WILL LIST the names of the 30 or more people directly involved in this community historical project.

There are 300-plus organized groups in addition to those spawned by the Rec Centers and the churches. But there is no historical society in Sun City, so the history project for the 25th anniversary celebration was entirely voluntary.

In the fall of 1982 the Sun City-Sun City West-Youngtown Press Council suggested an official history of Sun City be written for its 25th birthday in January 1985.

A COORDINATING committee of Jane Freeman, Sam Higginbotham and Helen Randall with Glenn Sanberg as chairman was organized at the News-Sun from a group of 21 that October.

A seed-money grant of \$500 to cover start-up expenses was made by the Host Lions Club of Sun City.

News-Sun publisher Burt Freireich furnished a room for work and storage and gave permission to use material published in the paper.

DR. OSCAR FRISKE, one of the area's first physicians, donated two filing cabinets; the Rec Centers provided five folding tables and the Del E. Webb Development Co. turned over valuable picture files.

The research and writing began in late spring of 1983 and will be completed soon. Twenty-eight volunteers have been directly involved in writing or research.

Hundreds of hours have been spent interviewing Sun City pioneers, former Webb executives and others.

GENE AND RITA Wright are editing and Emil Fisher is preparing drawings.

Chapters will cover the Ho-ho-kam canal

builders, the flowering of the desert, the Marinette area in the 1890s, the coming of Goodyear, Boswell and Del E. Webb.

Then came the Sun City pioneers, the business and religious communities beginning with the United Church concept.

RESIDENTS USED to go to the post office to get their mail and make frequent trips to the grocery store for the camaraderie that it afforded.

There are chapters on the rec centers, education, library and culture.

There will be a chapter on growth and conflict and a final chapter written by Don Tuffs, Devco vice president of marketing, "A Look Ahead."

THE "JUBILEE—25th Anniversary—Sun City, Arizona" will contain approximately 300 pages. Partially funded by a Devco grant, it will sell for \$5.

"We are giving some thought to the possibility of producing a hundred or so with hard covers," said Sanberg.

"And we still hope people will save their scrapbooks and memorabilia for us," said Mrs. Freeman, who added that she hopes that someday the library will have a section for these historical materials.



Clockwise from left, Sun City history project workers Jane Freeman, Glenn Sanberg and Robert Stegmaier pour over old News-Sun copies and photographs. (News-Sun photo)

Daily News-Sun

Sat, May 26, 1984

Our quotation for your consideration:

Del Webb Development Co.
P. O. Box 1705
Sun City, Arizona 85372



PRESS

2218 East Magnolia Phoenix Az. 85034

DATE May 17, 1984

Attn: Don Tuffs, Marketing Director

DESCRIPTION OF JOB	Sun City History Project "Silver Anniversary Book" Page size - 7" x 10" - 300 pages plus cover Delivery Nov. 15, 1984, C.O.L. to receive last copy for typesetting Sept. 1, 1984.
PAPER STOCK	Text: 60 lb. Zelopaque Book Cover: A) 6 pt. KromeKote one side B) 10 pt. Feedcote one side ✓ WE WILL USE FEEDCOTE
COPY & ARTWORK	Cover: Del Webb ^{You} to supply camera ready art Text: C.O.L. to set type & paste-up. Price includes captions, front matter, one set galley proofs, one set page proofs. Sample herewith
INK COLORS	Text: Black ink Cover: A) 4 color plus silver ink & press varnish over two colors B) 4 color plus silver foil & markote over two colors (1)
BINDING	and Emboss. Perfect Bound
PACKAGING & DELIVERY	Conveniently packed in small cartons to Sun City
PRICES	Typesetting: @ \$13.00 per page Print & Bind: A) 5,000 @ \$3.00 per copy B) 10,000 - Additional 10,000 @ \$2.40 per copy per 1,000 - \$132.50 15,000 @ \$2.30 per copy 20,000 @ \$2.10 per copy Halftones: Additional @ \$8.00 each (2) (3) 20 pages addl. per 1,000 - \$360.00. 8 pages addl. per 1,000 - \$225.00. 4 pages addl. per 1,000 - \$124.00

Due to factors beyond our control, price and delivery are dependent on availability and price of materials at time of order. Plus tax @ 6% if applicable.

TERMS: 50% down payment required, balance due on delivery. Credit Approved Clients: Net 30 days. Service charge of 2% per month on any unpaid balance after 30 days.

SINCERELY,
COL Press

Jerome Monsey

BY _____

APPROVED: Please return w/indicated quantity

ACCEPTED:
COL Press

Sales Department

BY _____

BY _____

DATE _____

DATE _____

- (1) Cover: There will an additional savings in overall cost. The estimate reflects a charge in printing on the inside of the cover which there is none.
- (2) Prices: Item (B) This additional amount is for the embossing & foil stamping. However the estimate per copy will be around .10¢ reflecting the savings from not printing inside the cover.
- (3) * Additional pages will cost extra per signature. Also if the book runs less than the estimated number of pages the price will lower.
- (4) Payment: COL Press will bill separately for the type and the printing and would like have the money for the type setting upon completion of that part of the book. The remainder of money upon delivery for the printing.

Work scheduled to begin on compiling history of Sun City

OCT 20 1982
 SUN CITY — A two-year project to compile a history of the first 25 years of Sun City — including taped conversations with many of the retirement community's pioneers — is expected to begin next week. **N.W.B.**

"We hope to be able to produce an accurate, readable account of the people and events that created and sustained Sun City's growth," said Glenn Sanberg, chairman of the Silver Anniversary History Project committee.

Sanberg said the project, expected to result in a manuscript for posterity, will begin next week under the guidance of the Sun City-Youngtown-Sun City West Press Council.

All residents interested in volunteering to work on the project will be briefed about their responsibilities at 2 p.m. Oct. 28 in the First Federal Savings and Loan Association's community room, 14601 Del Webb Blvd., in the La Ronde Shopping Center, he said.

Sanberg said the project is needed now to preserve the memories of those who moved to Sun City soon after it was established in 1960.

Most of the first residents who still are alive are in their 80s and 90s, he said.

"People who were here in the beginning are fast fading from the picture, and it ought to be done while people are still here to tell the story," Sanberg said.

Organizers say they hope to collect hundreds of documents and pictures and conduct dozens of interviews with as diverse a cross-section of the community as possible.

"We are certainly hoping to do everything we can to make sure it is not biased," said Jane Freeman, a member of the project committee and one of the 12 members of the press council.

The press council is a volunteer group representing a

broad spectrum of the community's professional and ideological interests that acts as an ombudsman between Sun City area citizens and local newspapers, Mrs. Freeman said.

"It's important to do this now while we still have some of these pioneers here so we can still get some of the early history," she said.

A possible spinoff of the project could be the use of the document by college or university sociology departments in analysis of Sun City — a successful retirement community that already is being studied worldwide, Mrs. Freeman said.

"We're going to put in the good and the bad. It won't be just a rosy story," she said.

Sanberg said it will take about a year to collect the information.

"It is going to be quite an undertaking," he said.

Mrs. Freeman said collecting the information is "going to be the easy part."

Both said it will take another year to compile, write, edit and publish the completed work, which should be ready for distribution when Sun City celebrates its 25th birthday in January 1985.

"Nowhere has anyone compiled and collected all the information. Right now, it's all fragmented," Mrs. Freeman said.

Sanberg said, "The story ought to be told in an official way so it can be referred to in subsequent years.

"The enthusiasm of people who have been contacted so far has been very, very good."

The format of the completed work is being developed, and it is likely to depend on the amount of volunteer contributions made to the project, Mrs. Freeman said.

She said the project committee will attempt to keep the completed document affordable so all Sun City residents can buy it.

The Host Lions Club of Sun City has contributed \$500 for interview tapes and office supplies, Sanberg said.