

annabelle

Senioren in den USA

VON WERNER CATRINA

«**E**s ist so sauber da!» lobt Marie Bernhard, aufgewachsen in Gsteigwiler bei Interlaken. Seit mehr als einem Dutzend Jahren wohnt sie mit ihrem aus Winterthur stammenden Mann Robert in Sun City, der grössten «Senioren-Stadt» der USA.

Unerbittlich brennt die Sonne Arizonas auf uns nieder, als mir die Auswanderer ihren Garten zeigen, wo ein Orangenbaum beinahe unter dem Gewicht seiner Früchte zusammenbricht. Von aussen gleicht das Heim der Wahl-Amerikaner einem typischen amerikanischen Vorstadthaus, von innen ist es ein gepflegtes und natürlich vollklimatisiertes Stück Schweiz. Die Neuenburger Pendule fehlt ebensowenig wie das heimliche Alpenpanorama. Robert Bernhard, gelernter Feinmechaniker, der sich in den USA in der Zulieferindustrie für den Flugzeugbau hochgearbeitet hatte, wäre im Alter eigentlich lieber in der Schweiz. Doch vermutlich bleibt das Ehepaar in Sun City, weil die Tochter in der nahen Stadt Phoenix verheiratet ist. Die Bernhards sind zwei von 46 000 Bewohnern von Sun City, einem Gemeinwesen, das es vor dreissig Jahren noch nicht gab.

Sechs auf sechs Kilometer misst das Wüstengrundstück, das ein Mr. Del Webb einem Mr. Boswell im Jahre 1958 abkaufte: Mr. Webb wollte eine «Retirement community» aus dem Boden stampfen, eine Stadt ausschliesslich für Pensionierte. Die Idee erwies sich als zukunftsfruchtig: 1960 feierte die Del Webb Company die Einweihung der Siedlung, die vorläufig erst aus wenigen, an ringförmigen Strassen angeordneten Häusern bestand. Bereits wenige Tage nach dem Durchschneiden des Seidenbandes unterschrieben dreihundert Senioren den Kontrakt für den Bau eines Hau-



Seniorenstadt Sun City: Blumenmuster in der Wüste

Senior town-Sun City: flower design in the desert.

STADT OHNE JUGEND

Die Alten in die Wüste schicken – diesen bösen Satz nahm man im Staate Arizona wortwörtlich. Ein gewitzter Geschäftsmann stampfte dort eine ganze Stadt für Senioren aus dem heissen Wüstenboden.

Fotograf 25 25 25 JA



Gegen Langeweile helfen tägliche Kaffeekränzli

Daily coffee klatch against boredom.

Wichtige Rolle der Kirchen: Kuchen für den Wohltätigkeitsbazar

Churches play important rolls. Cake for bazars.



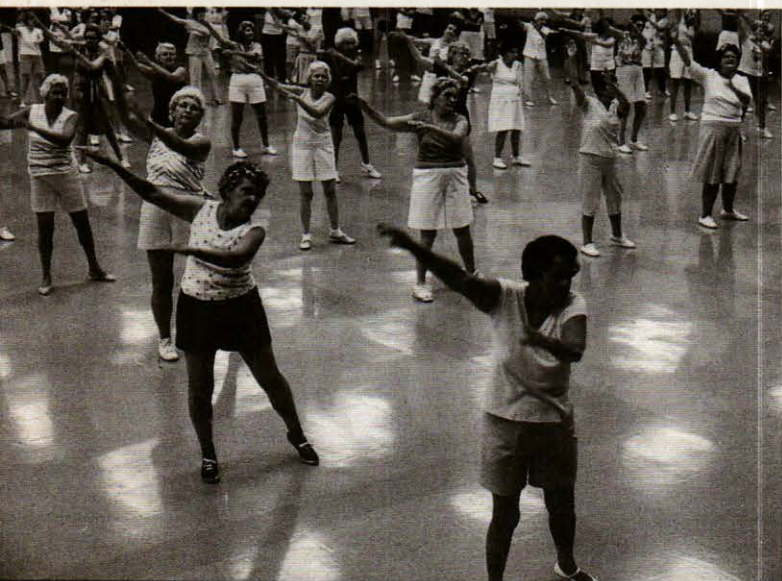
Ex-Zahnarzt in der Freizeitwerkstätte



FOTOS: WE. CATRINA

Former dentist in one of the Rec. Centers

STADT OHNE JUGEND



Kampf gegen die Arthrose: Turnen im Freizeit-Zentrum

Fight against Arthritis. aerobics at the Rec. Centers

übers andere Mal. Frieda Maag, eine Thurgauerin, erinnert sich, wie man sie vor dem Umzug gewarnt hatte: «Wir hörten mehrmals, hier sei jedes zweite Vehikel eine Ambulanz oder ein Leichenwagen. Das stimmt überhaupt nicht!» Wie alle unsere Gesprächspartner loben die Maags Sun City, und wie bei allen andern schwingt auch Verteidigung für das Konzept der Seniorenstadt mit, die immer wieder als Altersghetto verketzert werde. «Das ist doch kein Ghetto», ereifert sich Frieda Maag, «wir sind freiwillig hier.»

Schindluderei und Diskriminierung

Bei einem Glas Fassbind-Pflümli wird Alois Maag dann doch etwas nachdenklicher: «Wissen Sie, mit uns alten Leuten wird hier auch immer wieder Schindluderei getrieben. Viele Geschäftemacher haben sich Sun City als Tumfeld auserkoren. Sie über-tölpeln Ahnungslose, drehen ihnen Dinge an, die sie gar nicht brauchen, oder bringen sie gar um ihr Vermögen.»

Das böse Wort «Diskriminierung» taucht immer wieder in Berichten über Sun City und die andern Seniorenstädte auf. Eine Stadt, die nur für eine Rasse, eine Volks- oder Menschengruppe geöffnet ist, widerspricht der amerikanischen Verfassung. Ist es die Rache der Älteren an einer auf die Jugend fixierten Gesellschaft? Sun City diskriminiert zweifelsfrei die Jungen.

All die Mitarbeiterinnen und Mitarbeiter in den 45 Banken, den Shopping Centers, den vielen Garagen dürfen nicht in Sun City wohnen! Gegen grossen Widerstand der Bewohner konnte schliesslich auf Stadtgebiet eine Kinderkrippe für Mitarbeiterinnen des Spitals eingerichtet werden, die ihre Babys zum Arbeitsort mitnehmen... Kinder und Enkelkinder der Stadtbewohner können zwar jederzeit zu Besuch kommen (und dürfen sogar zu bestimmten Zeiten in den Swimmingpools baden), doch zusammen mit ihren Grosse-tern über längere Zeit leben, das dürfen sie nicht. Verschiedene Tricks helfen über die Illegalität hinweg, so deklariert sich Sun City nicht als Gemeinwesen im politischen Sinn und hat auch keinen Stadtpräsidenten.

Aus allen Teilen der Vereinigten Staaten strömen sie hierher, um abgeschottet von der komplizierten, dreckigen, normalen, stressgejagten, von Generationenkonflikten geplagten amerikanischen Wirklichkeit ihr erarbeitetes Vermögen zu geniessen. Vertreter des Bürgertums füllen hier Sonntag für Sonntag die Kirchen, sie machen sich in Sozialprogrammen nützlich und gehören praktisch ausschliesslich der weissen Rasse an. Alle schwören sie auf ein Amerika, wo jeder es zu etwas bringen kann, wenn er nur will. Kein Zufall, dass Präsident Reagan hier viele Sympathisanten hat. Während ich zum Auftanken an eine Garage fahren will, kreuzt ein Mädchen mit blonden, fliegenden Haaren auf Rollschuhen meinen Weg. Schlagartig wird mir klar, wie fremd dieses junge Geschöpf unter den 46 000 Senioren wirkt und wie ver-rückt die Welt hier in Wirklichkeit ist. Ich drücke aufs Gas; nichts wie weg aus diesem unerträglichen Senioren-Disneyland! ■

Ist Sun City auch bei uns möglich?

In der Schweiz hätte das Sun-City-Konzept keine Chance. Hierzulande gehen die Tendenzen in die entgegengesetzte Richtung. Das Altersheim am Waldrand ist «out», statt dessen planen Gemeinden und private Bauherren Siedlungen mit Familien- und Alterswohnungen, mit Kinderkrippen und Altersheim mitten in den Quartieren, wo sich die Generationen – wenn sie wollen – zwanglos mischen können.

Seniorenresidenzen, wo begüterte Pensionierte in den eigenen Wohnungen den Lebensabend verbringen können, haben mit der Sun-City-Philosophie nicht viel gemeinsam. Die vornehmlich im Tessin aus dem Boden schiessenden Residenzen wollen sich nicht gegen die Umgebung abschotten. Schon die Werbung vermeidet alles, um den Eindruck eines Altersghettos für Reiche entstehen zu lassen. Die Abgrenzung gegenüber den Jungen ist in der Schweiz also nicht erwünscht.

ses! Und damit verpflichteten sie sich, eine ganze Reihe von Vorschriften einzuhalten: Wer in Sun City einziehen will, darf keine schulpflichtigen Kinder haben, denn in dieser Stadt gibt es keine Schulen (was sie unter anderem zu einem Steuerparadies macht). Den Bewohnern ist es untersagt, hier ein Geschäft zu betreiben. Detaillierte Anweisungen regeln die Gestaltung der Gärten. So muss der Rasen immer tadellos gemäht sein. Naturgärten mit wild spriessender Vegetation passen nicht in das propere Bild dieser Stadt; Haustiere auch nur in bestimmten Quartieren. Die Senioren, welche aus dem ganzen Land in die sonderbare Oase nach Arizona ziehen, unterschreiben die Kontrakte ohne Vorbehalt. Immer wieder hört man Lob: «Was Del Webb geschaffen hat, ist perfekt.»

In Sun City ist jeder ein Freiwilliger

Statt Schulen ist eine ganze Reihe von Erholungszentren mit Schwimmbädern, Bowlingbahnen, Töpferwerkstätten etc. erstellt worden. Arbeit ist in der Stadt verpönt; von «activities» jedoch, den hobby-mässigen Beschäftigungen, können die Senioren offensichtlich nicht genug bekommen. Da versuchen sich pensionierte Zahnärzte an Holzarbeiten, Ex-Manager malen Wüstenlandschaften, und Alt-Lehrerinnen stecken Blumen zu Ikebana. Die Werke werden zugunsten des Spitals in einem besonders dafür eingerichteten Laden verkauft. Fast jeder der Bewohner bekleidet in Sun City einen Posten als «volonteer». Diese freiwilligen Helfer lesen Papierfetzchen von den klinisch sauberen Strassen auf, leiten Turnstunden, besuchen Kranke, backen Kuchen oder helfen liegengebliebenen Strassenkreuzern weiter.

Das inmitten der Seniorenstadt aufragende Boswell-Spital kann auf die Hilfe von 1600 Freiwilligen zählen, die hier während zwei bis vier Stunden pro Woche kostenlos Hilfsarbeit leisten. Wie eine Trutzburg steht das Hospital am Santa Fe Drive; eine Gegenwelt zu den Golfplätzen, den Jogging-Trails und den Gymnastikhallen, wo man den alternden Körpern das Maximum an Jugendlichkeit ab-

trozt. Viele Patienten liegen hier mit Herzinfarkten, Arthritis und Krebs, geschlagen mit all den Altersleiden, über die man sich auch in Sun City nicht hinwegmogeln kann.

«Wir sind nicht reich», erklären vier strahlend lächelnde Damen auf einem der riesigen Golfplätze der Stadt, während sie ihre beiden Elektromobile besteigen, die sie auf dem sattgrünen Rasen weiterkutschieren, «wir haben nur das, was wir brauchen.» Das war nicht einmal zynisch gemeint, höchstens naiv. 800 Liter Wasser werden hier im Tag pro Person verbraucht (wobei das Bewässern der Golfplätze noch nicht eingerechnet ist). Pumpen holen das Grundwasser aus immer grösseren Tiefen herauf. Zwei Stauseen, die auch die Metropole Phoenix versorgen, vermögen nur beschränkt Wasser in das Senioren-Eldorado in der Wüste zu liefern; darum wird jetzt zusätzlich der ferne Colorado River angezapft. Der Wasserbedarf steigt und steigt, denn in der Nachbarschaft wird jetzt die Schwesterstadt Sun City West aus dem Boden gestampft.

Wer in Del Webbs Städten seinen Lebensabend verbringt, gehört zumindest dem oberen Mittelstand, oft jedoch der reichen Schicht an. Der Preis der Häuser stieg seit den Gründerjahren von 20 000 Dollar je nach Lage auf den fünf- bis zehnfachen Betrag. Tophäuser mit Blick auf einen Golfplatz oder gar einen der künstlichen Seen sind nicht unter 350 000 Dollar zu haben.

Wohlverdiente Ruhe

«Alle, die hier wohnen, haben während Jahrzehnten wirklich hart gearbeitet», sagt Alois Maag, ein weiterer Schweizer in Sun City, der mit seiner Frau schon seit fünfzehn Jahren hier lebt. Der emigrierte Zürcher arbeitete bei Eastman Kodak in Rochester als Chef der Firmenkantine, die täglich 30 000 Personen versorgt. «Während 25 Jahren stand ich täglich um halb fünf auf und kam kaum je zu spät... bis mich dieser Herzinfarkt fast bodigte.» Er sei keine Ausnahme, bekräftigt Maag; die allermeisten hier hätten verantwortungsvolle Jobs gehabt.

«It is beautiful here, einfach wunderbar!» rühmt Alois Maag seine Wahlheimat ein-



Fit mit Sport: Muntere Seniorinnen auf dem Golfplatz 2.

Fit with sport: Senior Citizen on the golf course.

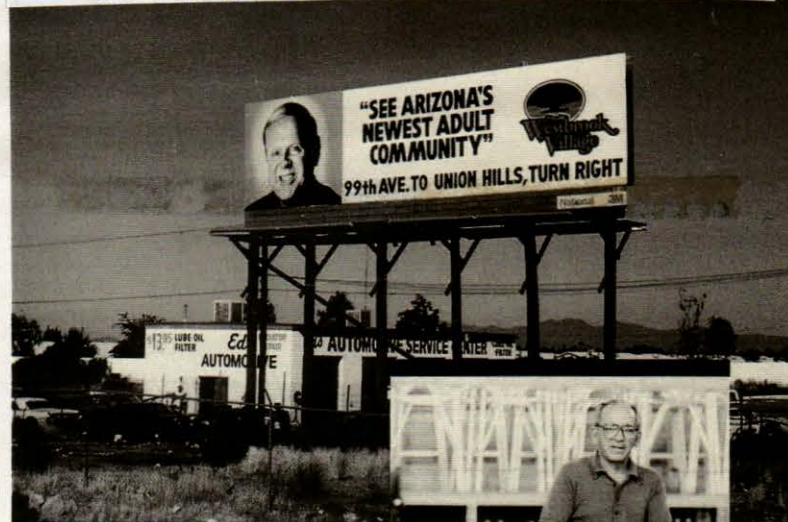


Junge nicht willkommen: Siesta am Bande des Pools

Siesta at the pool

Werbung für eine neue Seniorenstadt in der Wüste 4

Advertising for a new senior citizen town in the desert.



Service für Gebrechliche: Rollstühle zum Mieten



STADT OHNE JUGEND

Services for ill and handicapped. Wheel chairs to rent.

Sun City home to a gene

By JULES LOH
AP special correspondent

SUN CITY, Ariz. — The "Song of the Sun City Pioneers" is sung to the tune of "Home on the Range."

Never mind that the Pioneers' home is on the desert. To them the song is a psalm and they sing it with the unabashed gusto of the saved, especially the line that celebrates Sun City as "the place next to heaven's own door."

Not many Pioneers left now. Only 200 or so remain of the original 2,500 who risked their life savings in 1960 on what was then a largely untried venture in America.

Back then, the idea of an exclusively age-segregated retirement community — no young adults, no toys in the yards, no school buses — seemed to most gerontologists and social thinkers and to a great majority of the elderly themselves to be a sadly unnatural, unhealthy and unfulfilling way for people to live out their years. Critics called them "elephant graveyards" and predicted they would have no future.

But here sits Sun City, at the ripe old age of 30.

Its inhabitants, out on its 18 golf courses, seem in robust health, and adequately fulfilled at its 10 recreation centers, libraries, shopping centers, and at the southwest's largest concert hall (which provides 45 parking spaces for the handicapped). If Sun City is a manufactured rather than a "natural" community, the residents don't seem to mind. Nor can its success as a chosen way of retirement, despite the conventional wisdom of three decades, be denied.

What began as a smattering of modest homes built on an 8,600-acre cotton field northwest of Phoenix is today, together with its sister community next door, Sun City West, the nation's largest single residential development, covering 23 square miles.

It has become a model for 85 or more imitators across the land. Its very name, conjuring up a glittering Camelot where the inhabitants never really grow old, has become a generic term for the concept of what its builder, Del E. Webb, christened "active adult retirement." Sun City was the first of a kind.

And if you care to step behind its surrounding wall, wander through its 300 miles of streets, which look as if they have just been laundered, knock on 35,000 doors and ask 65,000 residents representing all 50 states and 53 foreign countries what they think of the place, you will be hard put to find a single one who

disagrees with the sentiment in the Song of the Pioneers.

"A few might," says Steve Hor-nacek, a retired grocer from Con-necticut who has lived here prac-tically from the start, "but some people wouldn't even be happy in heaven."

Demographic charts show that during the next decade the nation's largest population growth will come from the 50-65 age group, 7 million people. After that, when the first baby boomers reach 65 in 2011 and for the next 20 years, the elderly will number 75 million.

If those figures cause politicians and gerontologists to tremble they also cause Sun City's developers to salivate. Though Sun City answers the needs of only a miniscule segment of the retirement market, plenty of retirees to fill it seems assured. Two more Sun Cities have already opened, in Tucson and Las Vegas, and a third is planned in southern California.

Sun City, teetering at the brink of middle age, is one place to look for answers to some of the questions bedeviling a nation growing steadily older.

There is no doubt Sun Citians are content, but what about their neighbors outside the walls? And what happens inside the walls when the "young elderly" become the "old elderly" in a large community aging together? Right now in Amer-ica those 85 and older are increasing more than three times as fast as the population as a whole. What happens when a spouse dies, leaving a mate alone among the equally frail?

"When you think of all the re-search that says older people don't want to move from their homes and don't want to live in age-segregated communities," says Katie Sloan, "Sun City becomes something of a phenomenon."

Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of those on the verge of retirement don't even want to leave their own homes much less move to a new one out of state, and that only a handful, 12 percent, would prefer an age-segregated neighborhood — even fewer if it's very far away.

"Older people seem to have a heartfelt urge to stay in place," she says. "Home represents a form of independence and security. Moving away signifies giving up some of that. Those attracted to a Sun City are pretty much a rarity."

Who are these rare birds, then, ready to flee the nest at their ad-vanced age, and what are they look-ing for?

What they're looking for, appar-ently, and finding in Sun City, is precisely what Sloan says keeps the majority home. Questioned at ran-dom, Sun Citians list a sense of independence and security among the most valued assets of their new way of life.

And, yes, they are a special breed. "They are more affluent than the average, better educated, outgoing, the sort of people who get along well with others, make friends easily, have done some traveling, are healthy and athletic," says Robert Bechtel, a psychologist at the Univer-sity of Arizona in Tucson who studies housing for the elderly.

"That's a generalization, of course, but what you find at Sun City are a great number of elderly yuppies."

Deborah Sullivan, a sociologist at Arizona State Univ. at Tempe, spe-cializes in problems and patterns of the aging and uses nearby Sun City as a research lab. She has discovered there something else that might ex-plain in part why some are less reluctant than others to leave home for a new place in the sun.

"I found that 36 percent of the people aged 77 to 81 in Sun City were childless compared to 19 per-cent in the nation as a whole," she said.

"That age group's childbearing years were during the Depression and World War II, so their productiv-ity was low to begin with. Still, nearly twice the national average represents quite a piling up of childless people in Sun City."



CHIRO CLINIC

Dr. Cha
NOW—2 CONVI

6 Market St.
BELVIDERE, N.J.
(201)475-2933

Call for Same-Day Emer

- LOW BACK PAIN
- NECK PAIN • HEADACHES
- LEG & ARM PAIN
- PAINFUL JOINTS
- SLIPPED DISC
- PINCH
- NUMBS
- SCIATX
- CHILDR
- WORKE

Most insurances pay for C

VF-50 - 50 History The Valley Messenger 6/8/90

ration of retirees

No children, of course, is the way of life in Sun City. A reporter could find no Sun Citian who admitted to missing the daily presence of children. Most, on the contrary, said they fully supported the rules that prohibit home ownership by anyone younger than 55 and ban visits for more than 90 days by anyone younger than 18.

When Sun Citians found the rules difficult to enforce they petitioned the county zoning board, successfully, to give them the force of law. Only 3 percent refused to sign the petition.

"We buy a lifestyle as well as a home," said one. Another agreed, but said he was certain many who signed felt pressure from their neighbors to do so.

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale, pay cash. Nearly every household has a late-model car, or two. The second car is often a golf cart equipped with headlights and other requirements for street driving — to the supermarket and hairdresser as often as the golf course.


Phoenix residents see Sun City's upper middle class affluence as an obvious boon: A total net worth within those walls of \$8 billion, bank deposits of \$4 billion, state and county taxes of \$32 million yearly.

Even so, many in Phoenix and other towns in this valley hold unvarnished resentment toward Sun City and all it represents.

"They have it made out there behind their walls and don't give

one tiny damn about the rest of the world," said Howard Grimes of nearby Glendale, who is 69 and retired. "I wouldn't care if they all moved away tomorrow."

Resentment has grown so deep that last fall the Del Webb Corp. mounted a \$250,000 advertising campaign called "Sun City Cares" to change the image by stressing the work of Sun City's network of volunteers, which is prodigious, and nearby schools a major beneficiary.



PENGUIN VIDEO

BELVIDERE SHOPPING PLAZA
ROUTE 46, BELVIDERE, N.J. 07823
(201) 475-2700

RENT A MOVIE TONIGHT
Available Now!

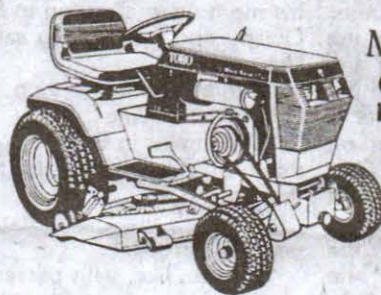
Little Mermaid
Christmas Vacation
Harlem Nights
COMING SOON!

Tango & Cash 6/13/90
My Left Foot 6/14/90
Always 6/14/90
Steel Magnolias 6/20/90
Gross Anatomy 6/27/90
War Of The Roses 6/28/90

All-American Sale

No Money Down. No Payments. No Interest. 'Til October 12, 1990!

Toro Wheel Horse helps you celebrate America's summer holidays. Starting on **MEMORIAL DAY**, when you buy a Toro Wheel Horse tractor or riding mower, you get All-American financing.* The offer lasts until **INDEPENDENCE DAY**, with no money down, no payments and no interest until **COLUMBUS DAY!** Buy an All-American tractor or riding mower during the All-American Sale! Visit your dealer today!



Model 310-8
\$2149
Save \$500
(Does not include mowing deck)

*The All-American Sale lasts from May 25, 1990 to July 7, 1990. Interest begins to accrue on October 12, 1990. Participating dealers only. Prices may not include freight, dealer prep, delivery and taxes. Financing plan available to qualified buyers only. Payments based on 60 monthly payments.

Haven't you done without a Toro long enough?*



GEO. A. BUCHMAN & SON

Parts and Service
Belvidere Rd. & Rt. 519, HARMONY, N.J.
(201) 859-0914

PRACTIC

S



Charles J. Smith
CONVENIENT LOCATIONS

1. 57 (next to Jeans Whse)
STEWARTSVILLE-PURB
(201) 454-2666

Chiropractic Treatment
D NERVES
ESS
CA
MEN'S SCOLIOSIS
MEN'S COMP, AUTO & SPORTS
Chiropractic Care.



The bright light of succe

Community's 'next to heaven's door'

Editor's note: They have fewer children and grandchildren than most older Americans. They ad-libbed a new lifestyle, witness the golf carts at the library or the supermarket. Some call them elderly yuppies. This walled enclave is America's oldest retirement community cum resort, now 30 years young.

By JULES LOH
AP special correspondent

SUN CITY, Ariz. (AP) — The "Song of the Sun City Pioneers" is sung to the tune of "Home on the Range."

Never mind that the Pioneers' home is on the desert. To them the song is a psalm and they sing it with the unabashed gusto of the saved, especially the line that celebrates Sun City as "the place next to heaven's own door."

Not many Pioneers left now. Only 200 or so remain of the original 2,500 who risked their life savings in 1960 on what was then a largely untried venture in America.

Back then, the idea of an exclusively age-segregated retirement community — no young adults, no toys in the yards, no school buses — seemed to most gerontologists and social thinkers and to a great majority of the elderly themselves to be a sadly unnatural, unhealthy and unfulfilling way for people to live out their years. Critics called them "elephant graveyards" and predicted they would have no future.

But here sits Sun City, at the ripe old age of 30.

Its inhabitants, out on its 18 golf courses, seem in robust health, and adequately fulfilled at its 10 recreation centers, libraries, shopping centers, and at the southwest's largest concert hall (which provides 45 parking spaces for the handicapped). If Sun City is a manufactured rather than a "natural" community, the residents don't seem to mind. Nor can its success as a chosen way of retirement, despite the conventional wisdom of three decades, be denied.

What began as a smattering of modest homes built on an 8,600-acre cotton field northwest of Phoenix is today, together with its sister community next door, Sun City West, the nation's largest single residential development, covering 23 square miles.

It has become a model for 85 or more imitators across the land. Its very name, conjuring up a glittering Camelot where the inhabitants never really grow old, has become a generic term for the concept of what its builder, Del E. Webb, christened "active adult retirement." Sun City was the first of a kind.

And if you care to step behind its surrounding wall, wander through its 300 miles of streets, which look as if they have just been laundered, knock on 35,000 doors and ask 65,000 resi-

53 foreign countries what they think of the place, you will be hard put to find a single one who disagrees with the sentiment in the Song of the Pioneers.

"A few might," says Steve Hornacek, a retired grocer from Connecticut who has lived here practically from the start, "but some people wouldn't even be happy in heaven."

Demographic charts show that during the next decade the nation's largest population growth will come from the 50-65 age group, 7 million people. After that, when the first baby boomers reach 65 in 2011 and for the next 20 years, the elderly will number 75 million.

If those figures cause politicians and gerontologists to tremble they also cause Sun City's developers to salivate. Though Sun City answers the needs of only a minuscule segment of the retirement market, plenty of retirees to fill it seems assured. Two more Sun Cities have already opened, in Tucson and Las Vegas, and a third is planned in southern California.

Sun City, teetering at the brink of middle age, is one place to look for answers to some of the questions bedeviling a nation growing steadily older.

There is no doubt Sun Citians are content, but what about their neighbors outside the walls? And what happens inside the walls when the "young elderly" become the "old elderly" in a large community aging together? Right now in America those 85 and older are increasing more than three times as fast as the population as a whole. What happens when a spouse dies, leaving a mate alone among the equally frail?

"When you think of all the research that says older people don't want to move from their homes and don't want to live in age-segregated communities," says Katie Sloan, "Sun City becomes something of a phenomenon."

Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of those on the verge of retirement don't even want to leave their own homes much less move to a new one out of state, and that only a handful, 12 percent, would prefer an age-

segregated neighborhood — even fewer if it's very far away.

"Older people seem to have a heartfelt urge to stay in place," she says. "Home represents a form of independence and security. Moving away signifies giving up some of that. Those attracted to a Sun City are pretty much a rarity."

Who are these rare birds, then, ready to flee the nest at their advanced age, and what are they looking for?

What they're looking for, apparently, and finding in Sun City, is precisely what Sloan says keeps the majority home. Questioned at random, Sun Citians list a sense of independence and security among the most valued assets of their new way of life.

And, yes, they are a special breed. "They are more affluent than the average, better educated, outgoing, the sort of people who get along well with others, make friends easily, have done some traveling, are healthy and athletic," says Robert Bechtel, a psychologist at the University of Arizona in Tucson who studies housing for the elderly.

"That's a generalization, of course, but what you find at Sun City are a great number of elderly yuppies."

Deborah Sullivan, a sociologist at Arizona State Univ. at Tempe, specializes in problems and patterns of the aging and uses nearby Sun City as a research lab. She has discovered there something else that might explain in part why some are less reluctant than others to leave home for a new place in the sun.

"I found that 36 percent of the people aged 77 to 81 in Sun City were childless compared to 19 percent in the nation as a whole," she said.

"That age group's childbearing years were during the Depression and World War II, so their productivity was low to begin with. Still, nearly twice the national average represents quite a piling up of childless people in Sun City."

No children, of course, is the way of life in Sun City. A reporter could find no Sun Citian who admitted to missing the daily presence of children. Most, on the contrary, said they fully supported the rules that prohibit home ownership by anyone younger than 55 and ban visits for more than 90 days by anyone younger than 18.

When Sun Citians found the rules difficult to enforce they petitioned the county zoning board, successfully, to give them the force of law. Only 3 percent refused to sign the petition.

"We buy a lifestyle as well as a home," said one. Another agreed, but said he was certain many who signed felt pressure from their neighbors to do so.

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale, pay cash. Nearly every

household has a late-model car, or two. The second car is often a golf cart equipped with headlights and other requirements for street driving — to the supermarket and hairdresser as often as the golf course.

Phoenix residents see Sun City's upper middle class affluence as an obvious boon: A total net worth within those walls of \$8 billion, bank deposits of \$4 billion, state and county taxes of \$32 million yearly.

Even so, many in Phoenix and other towns in this valley hold unvarnished resentment toward Sun City and all it represents.

"They have it made out there behind their walls and don't give one tiny damn about the rest of the world," said Howard Grimes of nearby Glendale, who is 69 and retired. "I wouldn't care if they all moved away tomorrow."

The reasons are obvious. During one 12-year period Sun Citians united to vote down 17 of 19 school bond issues until neighboring towns, whose youngsters were on double and triple shifts for lack of schools, found a legal way to allow Sun City to get out and form their own district. They voted against a county transportation project, a beautification project, and fought for nine years to avoid property taxes on its golf courses, swimming pools and clubhouses, valued at \$12 million, until it lost the battle last year in the state supreme court.

What began as a smattering of modest homes built on an 8,600-acre cotton field northwest of Phoenix is today, together with its sister community next door, Sun City West, the nation's largest single residential development, covering 23 square miles.

Resentment has grown so deep that last fall the Del Webb Corp. mounted a \$250,000 advertising campaign called "Sun City Cares" to change the image by stressing the work of Sun City's network of volunteers, which is prodigious, and nearby schools a major beneficiary.

Clearly Sun City represents a potent political force. Eighty percent of its voters are registered Republicans (as opposed to 50 percent in the state as a whole, including Sun City) but it would be a mistake to take their votes for granted.

Eight years ago one of their own residents, president of a local republican club, ran for county



"Clear your throat and come ready to sing, 'cause tonight you're the star!"

Foxies introduces **KARAOKE SHOWTIME**, the country's hottest new entertainment medium that lets you sing along like a professional with your favorite performers. We supply fully orchestrated music and background vocals for over 500 of your favorite songs. The lyrics are superimposed over MTV-style videos and color highlights the tempo of the song.

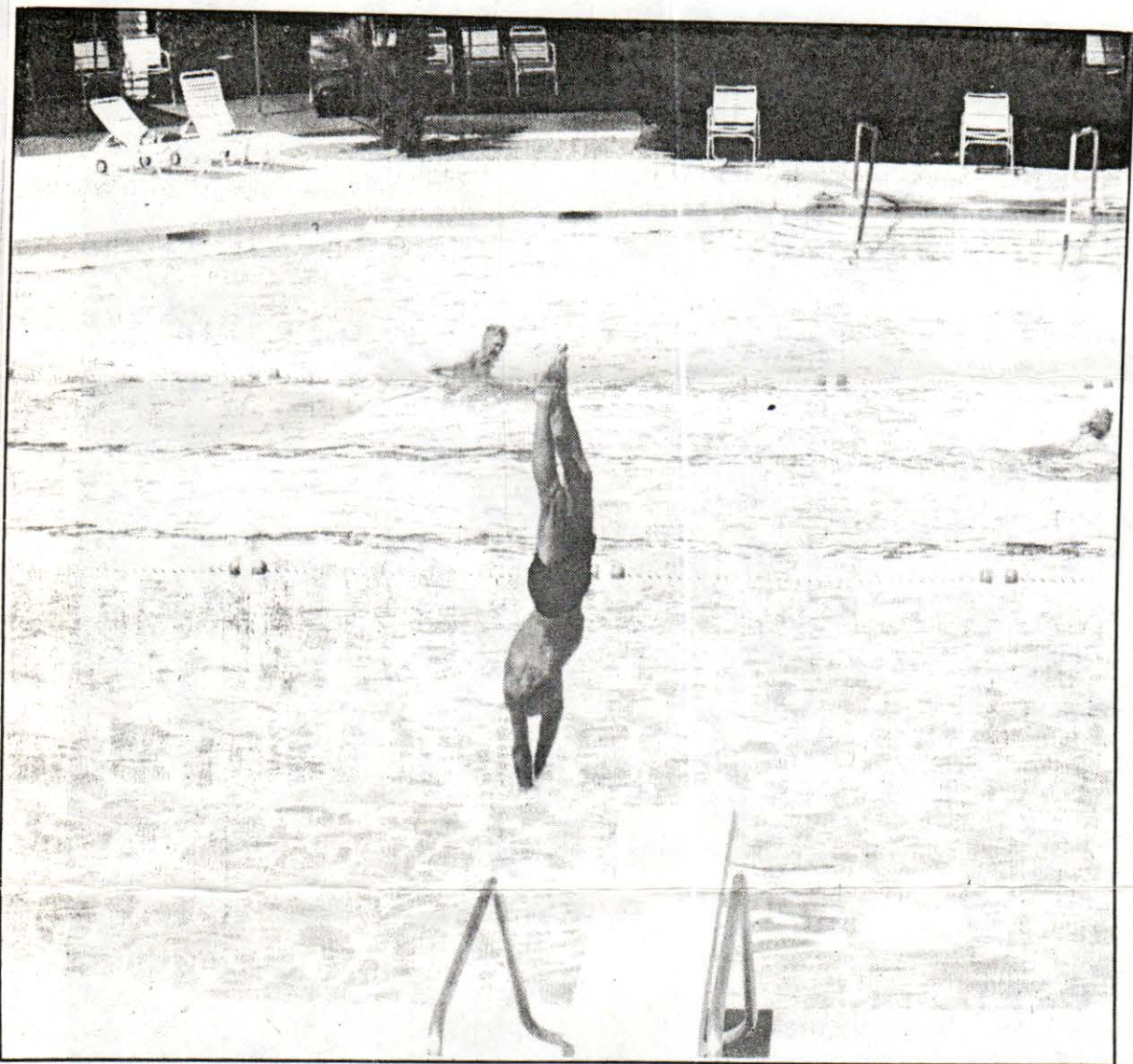
It's Fun! It's Exciting! And you'll sound like a pro (we'll even give you a tape to play for your friends!)

Available 7 days a week, day or night
In Foxies Lounge

Foxies

IN THE HOLIDAY INN • WEST 414 APPLEWAY • COEUR D'ALENE

ss shines on Sun City



—AP photo

A senior citizen dives into the pool with other swimmers at the Lakeside Center in Sun City, Ariz.

supervisor and lost, narrowly. His opponent was a 34-year-old lawyer, a Democrat, a female. Four years later the winner, Carole Carpenter, won reelection with 70 percent of the vote.

Carpenter, for her part, feels Sun City's locally tarnished reputation is somewhat of a bum rap. She says she sees no great concern by others in the county for nursing homes and long-term care for the elderly in a state that has no Medicaid program. "It's a two-way street," she said.

Sun City's developers themselves shoved aside those predictable and essential needs for years — ironically, as part of a way to rescue itself from foundering.

About five years after it opened, Sun City's house sales fell to the point that Webb (who died in 1974) believed his venture would fail as so many had before, notably in Florida. He figured, as had many in Florida, that his house prices, then about \$9,000, were too high and decided to solve the problem by adding an adjoining trailer park, a routine Florida solution.

He polled his residents and discovered many would leave if he did that, so he went the other way. He opened a new section of more expensive homes. Sales went up. The secret, he discovered, was a feeling of exclusivity.

"Retirement is an unfamiliar change for everybody," said Deborah Sullivan, the Arizona State sociologist. "A vacation away from home is not, especially for the financially well fixed." What Sun City became, then, and remains today in its promotion, is that familiar playland for those who can afford it, a resort.

Nursing homes just didn't fit the picture. They were as welcome as a skunk at a picnic. Eventually, though, Sun Citians aging in place became older, frailer. Now their average age is 73, with three-quarters of them over 75.

Eventually the residents themselves demanded long-term care, opening a floodgate for entrepreneurs. Today more than 25

services for varying degrees of care cluster around Sun City, nine of them inside the walls along with a 350-bed not-for-profit hospital. A corps of 1,300 volunteers provides services for patients and families. About 250 doctors and dentists opened offices nearby.

Availability of geriatric care became a lure rather than a turn-off, and so did a wider selection of more elaborate houses with each new Sun City addition. "For sale" signs tend to remain longer on homes in the original section where the young-old are less willing to move in among the old-old and the homes there are less commodious.

Along with Sun City's evolution into a "resort" grew an increased awareness of status in a community that began as rather classless. Two private country clubs appeared, and a private dinner club overlooking a man-made lake. The Sun City directory lists, along with address and phone number, the owner's former occupation.

JR HOME

SELLING AND IMPROVING

ONA REPUBLIC HOME.AZCENTRAL.COM

SECTION HO

SUN CITY AT 50



1960S PHOTOS COURTESY OF
SUN CITIES AREA HISTORICAL SOCIETY



CHARLIE LEIGHTY



10/20/10 AZ Republic

50757X 05 05 FA

Groundbreaking retirement community retains affordability and small-town charm

By Peter Corbett

THE ARIZONA REPUBLIC

Rita and Earl Warren spent five years traveling in a recreation vehicle before finding their dream home in Sun City.

They fell in love with the age-restricted retirement community after visiting a cousin there and spending the past few winters in Mesa.

It's been a year since the Warrens moved into their remodeled condominium near 111th Avenue and Thunderbird Road. They say they are enjoying Sun City's small-town feel and activities — golf, tennis and bicycling — along with other sports and entertainment the Valley has to offer.

"We're so damn busy in retirement it's killing us," Earl Warren joked.

Earl, 67, and Rita, 60, who re-

tired from real-estate careers in Denver, are among the younger residents and Baby Boomers moving to Sun City. The 50-year-old West Valley retirement community revolutionized the sunset years for hundreds of thousands of Americans and spawned myriad age-restricted communities.

Like other proud Sun Citians, the Warrens are quick to dispel misperceptions about their community.

"We used to think it was just a bunch of old people waiting to die," Earl said.

That is clearly not the case, with seniors in their 90s lifting weights and playing pickle ball at recreation centers, along with more staid activities like lawn

See **SUN CITY** Page HO2

Clockwise from top: Residents enjoy the pool at the Oakmont Recreation Center and lawn bowling at the Fairway Recreation Center, both circa 1960; Denver transplants Earl and Rita Warren on their patio; and a 1990 photo of Sun City's oldest home, at 10801 W. Oakmont Drive.

Sun City, 50, still shines

SUN CITY

Continued from HO1

bowling and water aerobics.

Residents pay just \$420 annually per household for access to eight golf courses and seven recreation centers that offer pools, bowling, racquetball, tennis, billiards, boating, horseshoes and shuffleboard.

Sun City real estate has become more affordable since prices have declined along with the rest of the Valley housing market.

"People are seeing in Sun City an exceptional value," Earl said. "You don't have to spend all your money."

Kim Kohlhase, Prudential Arizona Properties branch manager in Peoria, said Sun City "has not seen the extreme swings of the market."

Affordable homes

Prices for homes currently on the market include:

» An 885-square-foot, one-bedroom, one-bath condo for \$34,900.

» A single-family 1,026-square-foot home with two bedrooms and 1³/₄-baths for \$54,000.

» A 1,974-square-foot home on the third tee of a golf course for \$237,000.

"You'd never know you were in Sun City in that house," Kohlhase said of the latter.

Nancy McClean, Prudential associate broker, said Sun City's homes have been remodeled with a variety of facades because there is no architectural committee to limit such alterations.

A recent tour found such vintage features as decorative block with geometric patterns, white rocks on roofs, mail slots in the doors, wooden paneling, gold-and-brown shag carpeting, asphalt tile and skylights, a bright-pink kitchen with the original ceramic tile and vintage Frigidaire appliances.

"There are some homes in their original condition," said Bill Pearson, Sun Cities Museum president. "These old homes have a classic style, and you don't have to spend a lot of money to upgrade them."

Alison King, an authority on

Midcentury Modern architecture, said Sun City's modest homes with low-sloped roof-lines are unlike others of similar vintage in the Valley.

"The homes were modestly modern, very appealing to frugal empty-nesters and are a lasting testament to mainstream acceptance of modern, clean lines in everyday architecture," said King, creator of Modernphoenix.net.

"It's always a delight to drive through Sun City. You have a distinct awareness of when you enter and when you leave due to the architectural cues — and that's a huge achievement in place making."

\$30,000 remodel

The Warrens bought a 1,200-square-foot condominium for \$71,000 in March 2009. They spent about \$30,000 remodeling the two-bedroom, one-bath home, built in 1973. That included a kitchen and bathroom makeover, with contemporary lighting and plumbing fixtures, new tile, cabinets, countertops and appliances. The north-facing patio got new tile to replace the indoor-outdoor carpeting, and dual-pane sliding doors and windows were added throughout the home.

The highest electric bill for the home, which has ceiling fans and block construction, was \$135 in August. That matches the couple's monthly

homeowners-association fees, which pay for water, sewer and landscaping. Their taxes are just \$500 per year.

Buyers also pay a one-time \$3,000 capital preservation assessment fee, which is used for major renovations of community facilities.

The Warrens say they save money by using their golf cart for grocery shopping and other errands. Strangers wave from their golf carts and people stop to pick up trash along the streets, Rita said.

"It's got that feel to it of small-town America," she said.

The couple also like the proximity of the Banner Boswell Medical Center.

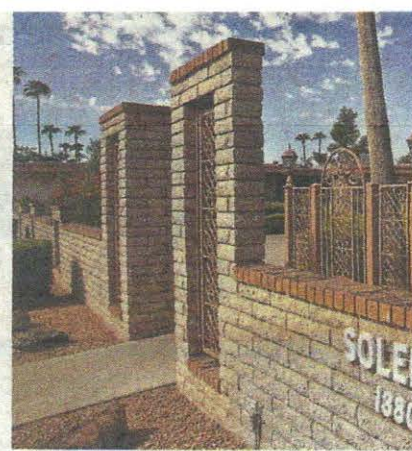
Like others here, Rita suggested that "Del Webb was way ahead of his time" in developing Sun City.

Opened in 1960

Del Webb, a legendary contractor and developer, opened Sun City on Jan. 1, 1960, at 107th and Grand avenues with five model homes near the community's first golf course. The modest block-wall homes with carports sold for \$8,500 to \$11,750. Air-conditioning cost an extra \$600.

Sun City wasn't the first age-restricted community in Arizona. Nearby Youngtown is older. But Sun City was a model of success.

Webb sold about 1,300 homes that first year, primarily



The entrance to Soleri Court, where Del Webb purchased a two-bedroom, one-bath

to retirees from Arizona and California. It took longer to lure folks from the Midwest.

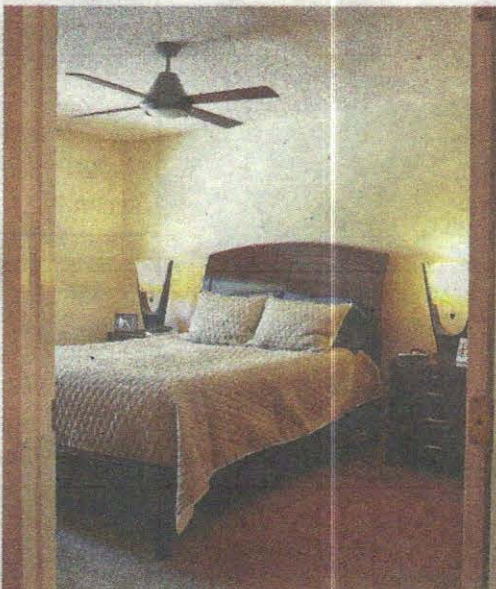
Sun City is generally bounded by Olive Avenue, Beardsley Road and 91st and 111th avenues. It includes close to 27,000 homes built from 1960-78 and close to 40,000 residents.

Sun City West and Sun City Grand added 26,700 homes and about 48,000 residents between 1978 and 2005.

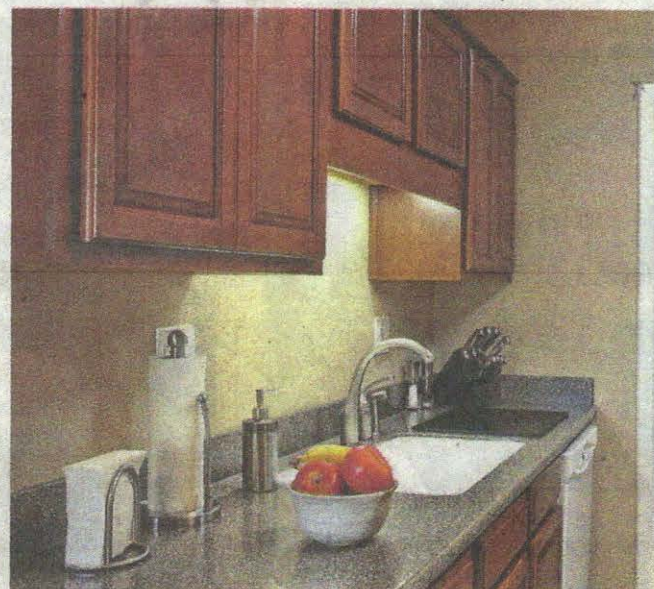
In Sun City and Sun City West, one household resident must be at least 55 years old; in Sun City Grand, one resident must be at least 45.

Retirees looking for age-restricted communities have at least 400 options, including 30 in Arizona, said Bill Ness, founder of 55places.com.

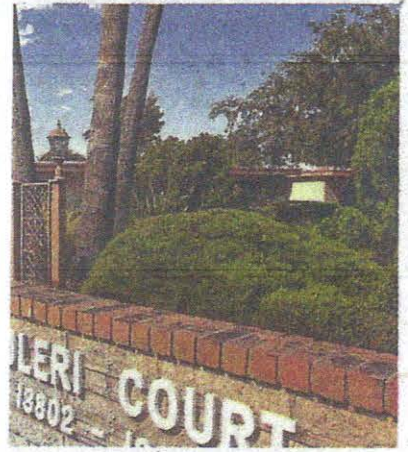
The original Sun City has great values but competes with the newer homes and amenities offered at Sun City



The Warrens' master bedroom in the 1973 home, part of Sun City's second phase.



The kitchen includes new cabinets, Corian countertops and appliances, including the bathroom, cost \$30,000.



Denver retirees Rita and Earl War-
bath condo last year for \$71,000.

West, Sun City Grand, Trilogy at Vistancia, Westbrook Village and Robson Ranch, he said.

"There is still a lot of demand for this type of community," Ness said of Sun City. "It is not as affected by the downturn, and there haven't been as many foreclosures."

Buyers are starting to get more serious about making their move to retirement communities, he said.

Pearson, 63, the museum president and a former union leader from St. Paul, Minn., said he thinks Sun City will get its share of Boomers.

"I was skeptical," he said of Sun City when he first visited his parents there more than a decade ago. "I didn't want to come here."

But after experiencing the community spirit of Sun City and its activities, Pearson said he was convinced "that's how I want to get old."



PHOTOS BY CHARLIE LEIGHT/THE ARIZONA REPUBLIC

d appliances. The remodeling

Sun City

This is the place for sunny fun

By JOE VOLZ
Maturity News Service

SUN CITY, Ariz. — A widow from Juneau, Alaska, a divorcee from Chicago and an Indianapolis couple were all tired of the snow — and determined to do something about it.

So they recently traveled to the heart of the Sun Belt with an energetic Chicago travel agent, Janet Lampert, whose National Retirement Concepts offers a week's vacation, which includes a look at retirement towns, for about \$700 (plus air fare).

Lampert, whose father retired to Sun Lakes, Ariz., a few years ago, is not pushing any particular retirement community — she gets no commission from the realtors. In fact, she insists that the realtors and developers not pressure her clients.

The pioneering — and largest — retirement community in the Sun Belt is Sun City, about 15 miles northwest of Phoenix.

Sun City, built by contractor Del Webb, a one-time New York Yankees owner, is celebrating its 30th anniversary this year and is comprised of almost 50,000 energetic senior citizens — who must be at least 55 years old. They seem to spend most of their time on the city's 11 golf courses, 17 tennis courts or in its seven swimming pools.

The residents insist that they lead healthier lives than their counterparts elsewhere, and there are statistics to back them up. A 1982 study by the University of Arizona says that 78 percent of the over-65 group in Sun City and neighboring Sun City West contend that their health is excellent or good, compared to a 69 percent national average.

Back in 1960, the cheapest model, two bedrooms, one bath, cost \$8,500. Today, the first house, now home of the Sun Cities Historical Society, is appraised at \$44,000.

In newer Sun City West, still under construction by Webb, a buyer can spend more than \$100,000 for a house. Still, some of the prohibitive costs of the North, such as property taxes, are extraordinarily



Each year thousands, top photo, flock to Sunbelt retirement communities such as Sun City Vitoso near Tucson, Ariz. Del Webb, right photo, the late Phoenix builder, pioneered retirement communities in the Southwest.

Maturity News Service



low here. Taxes may run a few hundred, rather than thousand, dollars per year — mainly because the residents don't need to build and maintain schools.

The Del Webb Corp. has prospered by building retirement communities in sunny areas. It recently announced plans to con-

struct a fifth Sun City of up to 7,000 housing units just east of Palm Springs, Calif.

But, clearly, relocating thousands of miles away from sons and daughters and grandchildren is not for everyone. As a matter of fact, only about 10 percent of the retirees move out of their home area, Webb

officials have found.

The concerns of the group on the Lampert tour centered not just on being far away from friends and relatives.

On this trip, the Indianapolis couple, Cecil and Kay Havens, liked what they saw and signed up to buy a house.

However, the reaction of Shirl Rendlen, a 63-year-old senior model from Chicago, was more circumspect.

"I'm unable to come to a conclusion at this point," she said after visiting 20 model homes in two days. "I'm seeing everything at once. It's too confusing."

She decided to go back to Chicago and think about it, perhaps making other forays with Lampert to Florida, the Carolinas or Arkansas.

Another point of view was expressed by Mary Conyers of Juneau: "You like to have young people around you." She was thinking about a course of action many newcomers to Arizona first consider — coming down for a month or two in winter — to see if they really can stand all that sun, lack of seasonal change and the absence of "young people."

There are plenty of rental properties available for a short stay.

There are houses available in non-retirement communities, too, for those who feel lonely without the din of teen-agers in souped-up cars or crying babies. But natives insist you get more for your money, and better recreational facilities, if you live in a retirement town.

The residents here are recreational fanatics — which raised doubts in the mind of one of the tourists, Anita Raplee of Louisville, Ky.

"If every day I had to go to a recreation center, it would drive me up the wall," she said.

But the natives counter that you don't have to use any of the facilities if you don't want to, and it is nice to know they're there. Besides, with all that peer pressure from other seniors, even the most ardent non-joiner may soon find herself getting into the swim of things.

For the 90 percent of retirees who don't want to relocate, Charles Roach, general manager of Webb's Sun City West, said the company is thinking about building some Snow Belt retirement communities.

"Just because they don't want to relocate, that doesn't mean they don't want to enjoy an active lifestyle," Roach said. "It simply means they don't want to go to Arizona to do it."

For more information about the tour, contact Lampert Tours, 1454 N. Wieland Court, Chicago, IL 60610. Or call: (312) 951-2866.

out of the way — all of the environmental impact, density, conservation and ecological studies, the zoning and that sort of thing — you're probably looking, conservatively, at a half-a-million dollars alone."

And not one cent yet in the bank.

And DEVCO's change in philosophy about the economies of scale — or, as Tatz put it, "what constitutes a non-economical critical mass" — doesn't merely apply to other developers coming, belatedly, into the active-retirement community field, but is already in place with Webb.

Although in 1972, 13,000 additional acres were acquired four miles farther west for Sun City West, a brand-new sister community, these plans were scaled back, and more than half the acreage was sold off.

With townhouses, condominiums and 600 detached houses now in place (priced between the high \$50,000s to \$200,000). With a population of about 12,500, Sun City West is already at the half-way point of its maximum size. But, if anything, with proportionately slightly more amenities per resident than in the original Sun City — a total of seven 18-hole golf courses, for instance, versus 11 for almost-twice-as-big Sun City itself.

Future Sun Cities, DEVCO admits, will be on an even smaller scale. A company announcement last week of plans for the next Webb community, near Tucson, speaks of a population base of about 5,000 residents.

But if Sun City's first 25 years of growth to 26,000 homes, the largest single residential development in the country, has provided a valuable "how to" lesson in building such a community, it has also destroyed the two biggest clouds hanging over the concept in 1960:

■ Older people, facing retirement, would never leave their families and familiar haunts and put down new roots in a strange environment, regardless of the amenities.

■ A geriatric ghetto was being created that would strain the health-care facilities and welfare budgets of the host county as the residents aged and as their fixed retirement incomes failed to keep pace with soaring costs.

The myth of relocation reluctance began dying on the first weekend of sales when several of the homes being offered were bought on the spot by out-of-state vacationers who just happened to be in the neighborhood. Twenty-five years and 58,000 residents (in Sun City and Sun City West) later — residents representing virtually every state in the nation — the old argument is rarely heard.

Also ignored, or grossly discounted, was the extent to which older citizens then and now possess "gerontophilia" (pride and desire to associate with their own, senior age group) and the tremendous appeal that those amenities that Webb offered would have — the recreational attractions, arts and craft opportunities and other cultural and entertainment pluses thrown into their life style.

(Even today, a modest homeowner's fee of \$82 a year gives residents unlimited use of all recreational opportunities except bowling and golf. And unlimited golf privileges now cost \$455 a year — which, for many of Sun City's avid golfers, translates to an average green fee of about \$3 a round.)

The geriatric ghetto fear has also proved to be a paper tiger. "From the very first," Tatz recalled, "80 percent of our sales were for cash, and that's still the ratio. Financing has never been a problem. We just simply don't experience the normal impact that high interest rates customarily have on the housing market.

"We've had only two noticeable, cyclical downturns — in the late '60s and in the early '70s — and these weren't because of financing problems here, but simply because our people were having trouble selling their homes back in Indiana, or Ohio, or wherever."

Mainly for Seniors

By Leonard J. Hansen

This senior city has taught the nation

SUN CITY, Ariz. — Thirty years ago the idea of an entire city being created for mature adults was considered radical.

Older adults, claimed federal agencies and gerontologists alike, wanted only to remain in their home cities, predicting certain failure for Del Webb, an innovative developer based in Phoenix, Ariz.

Other developers had tried to build to the retirement market but had failed, because they assumed that retirees wanted little more than a place to live with a porch for a rocking chair, or by attempting to market a community based only on a promise that amenities would "someday" be added.

The Webb organization made the commitment to have amenities in place and operating, landscaping in place and growing, homes ready to move into, and lots ready for development. Initially, housing prices ranged from \$8,500 to \$11,750, with \$9,500 the price tag for a home on the golf course.

In place and operating for opening day would be a nine-hole golf course, recreation center, arts and crafts center, Olympic-size swimming pool, shuffleboard and other game courts, and the first phase of a local shopping center.

The theme for the new development on 20,000 acres northwest of Phoenix would be "Sun City — An Active Way of Life." Four hundred homes were either built or under construction for the opening on Jan. 1, 1960.

The naysayers were proven wrong. On the opening weekend 237 homes — at a value of \$2.5 million — were sold on the spot; the entire 400 initially planned homes had buyers within the first month. A projected sale of 1,700 homes in the first three years was scrapped when 2,000 homes were sold in the first year.

Time magazine, Aug. 3, 1962, featured "Builder Del Webb" on its cover and the feature story described Webb's "geriatric heresy" and the "most dramatically successful solution (to the retirement living problem) that has grown up in the past few years."

In 30 years Sun City has experienced some changes: growth and the role of residents.

The original Sun City, with 26,000 homes on 14 square miles of ground, was completed in 1979. A new development, Sun City West, started in 1978, has more than 18,000 residents today, and should have a population of 25,000 mature adults when completed in 1993. New Sun City developments are under way in Tucson, Ariz., Las Vegas in Nevada, and Palm Springs, Calif.

A new home in Sun City West today costs from \$68,000 to \$200,000, and resales in the origi-

nal Sun City range from \$50,000 to more than \$300,000.

The role of residents is cited as key to the success of Sun City. Originally, the developer would provide, operate and program the many recreation centers and activities for retirees for their leisure years.

But, according to Webb chairman Philip J. Dion in a Phoenix press conference this spring, "We listened to the residents and they have taken the lead in determining both the activity and social direction for Sun city developments."

Residents provide community leadership and legislative processes. They established community services, sports leagues, a local symphony and other cultural organizations, operate a library, oversee recreation centers and golf courses, and serve as part-time staff for their own police department.

Sun City service clubs provide funds for Sun City's two hospitals and medical centers and, too, funding and services for community and families through social services agencies in Phoenix and other communities.

The Sun City Lion's Club leads the nation in the collection of newspapers and aluminum cans for recycling, contributing more than \$300,000 each year to benefit health services to children in surrounding areas.

"Our residents came here with their ideas and with a commitment to continued personal growth and service," states Dion. "They want to serve rather than be served. So that is the direction of our Sun City communities."

As you walk, bike or drive your electric golf cart through the Sun City complexes today you find the situation very different from the yesteryear assumption that senior adults just want a porch with a rocking chair.

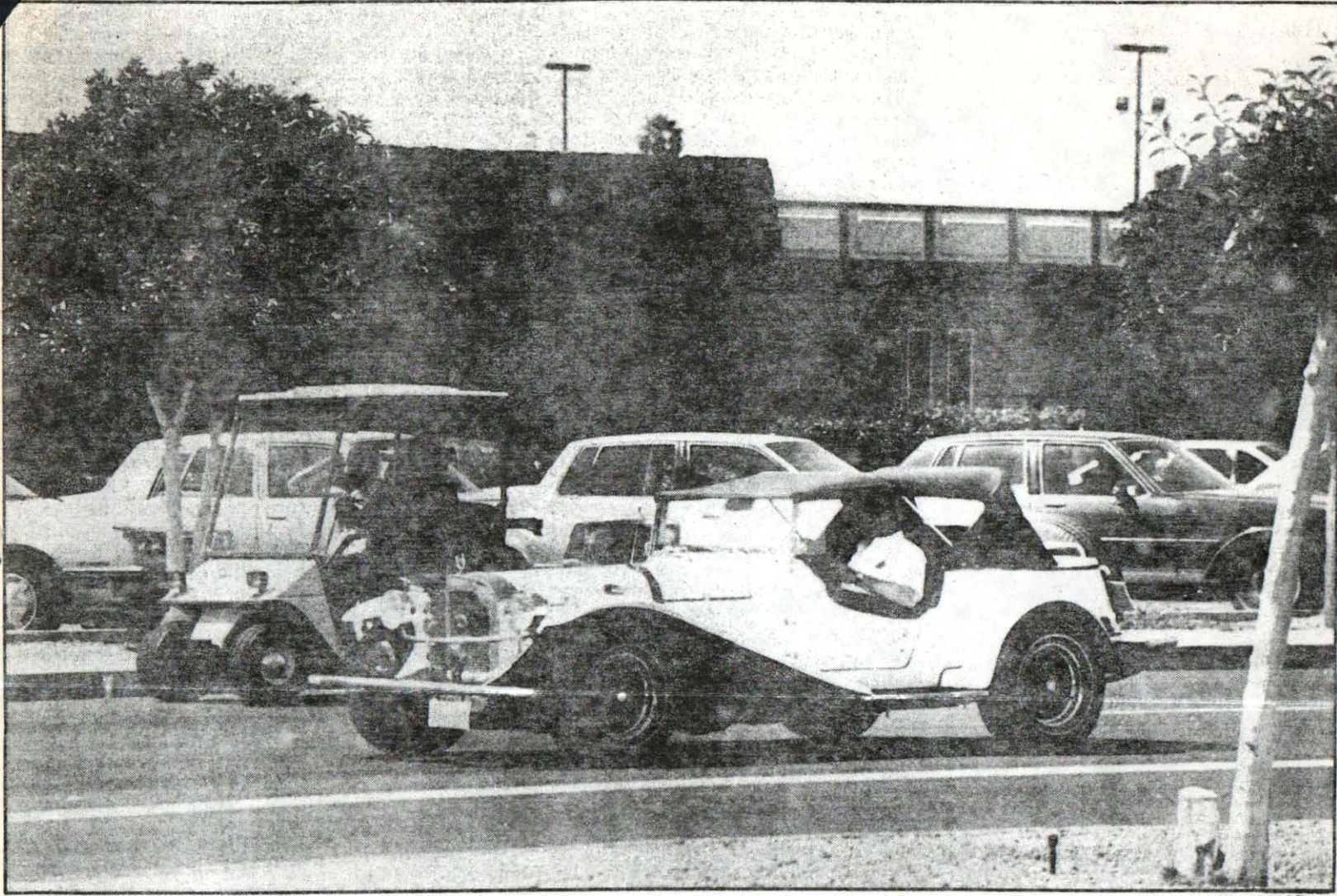
You may find mature adult foursomes on the golf course in the morning and in college classes in the afternoon. Or as volunteers at the respected Boswell Memorial Hospital at Sun City. As a member of the famed Sun City Pom Poms, a cheerleading team with an average age well above 65. Or in a swimming competition. Exhibiting his or her art at the resident's gallery.

"This is life as I like it," a lady resident told this reporter. "I can be active, do little or nothing — at my own pace. The important thing to me is that I have the opportunity and the choice because everything is here."

The original Sun City concept was revolutionary, and its success has spurred a number of similar developments around the nation.

Footnote DC
DC FA

3749002, 20 X



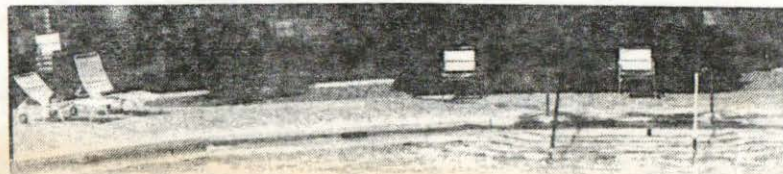
Associated Press

Golf carts and hobby cars are common sights on Sun City streets.

Elderly yuppies flock to Sun City

Affluent, conservative development alienating neighbors as it approaches 30

Editor's note: They have fewer children and grandchildren than most older Americans. They ad-libbed a new lifestyle, witness the golf carts at the library or the supermarket. Some call them



billion, state and county taxes of \$32 million yearly.

Even so, many in Phoenix and other towns in this valley hold unvarnished resentment toward Sun City and all it rep-

From the Owenburg Ky. Messenger

SON CITY, ARIZ. The "Song of the Sun City Pioneers" is sung to the tune of "Home on the Range."

Never mind that the Pioneers' home is on the desert. To them the song is a psalm and they sing it with the unabashed gusto of the saved, especially the line that celebrates Sun City as "the place next to heaven's own door."

Not many Pioneers left now. Only 200 or so remain of the original 2,500 who risked their life savings in 1960 on what was then a largely untried venture in America.

Back then, the idea of an exclusively age-segregated retirement community — no young adults, no toys in the yards, no school buses — seemed to most gerontologists and social thinkers and to a great majority of the elderly themselves to be a sadly unnatural, unhealthy and unfulfilling way for people to live out their years. Critics called them "elephant graveyards" and predicted they would have no future.

But here sits Sun City, at the ripe old age of 30.

Its inhabitants, out on its 18 golf courses, seem in robust health, and adequately fulfilled at its 10 recreation centers, libraries, shopping centers, and at the southwest's largest concert hall (which provides 45 parking spaces for the handicapped). If Sun City is a manufactured rather than a "natural" community, the residents don't seem to mind. Nor can its success as a chosen way of retirement, despite the conventional wisdom of three decades hence:

then a largely untried venture in America.

Back then, the idea of an exclusively age-segregated retirement community — no young adults, no toys in the yards, no school buses — seemed to most gerontologists and social thinkers and to a great majority of the elderly themselves to be a sadly unnatural, unhealthy and unfulfilling way for people to live out their years. Critics called them "elephant graveyards" and predicted they would have no future.

But here sits Sun City, at the ripe old age of 30.

Its inhabitants, out on its 18 golf courses, seem in robust health, and adequately fulfilled at its 10 recreation centers, libraries, shopping centers, and at the southwest's largest concert hall (which provides 45 parking spaces for the handicapped). If Sun City is a manufactured rather than a "natural" community, the residents don't seem to mind. Nor can its success as a chosen way of retirement, despite the conventional wisdom of three decades, be denied.

What began as a smattering of modest homes built on an 8,600-acre cotton field northwest of Phoenix is today, together with its sister community next door, Sun City West, the nation's largest single residential development, covering 23 square miles.

Model community

It has become a model for 85 or more imitators across the



Associated Press

A Sun City resident dives into a pool filled with other senior swimmers.

land. Its very name, conjuring up a glittering Camelot where the inhabitants never really grow old, has become a generic term for the concept of what its builder, Del E. Webb, christened "active adult retirement." Sun City was the first of a kind.

And if you care to step behind its surrounding wall, wander through its 300 miles of streets, which look as if they have just been laundered, knock on 35,000 doors and ask 65,000 residents representing all 50 states and 53 foreign countries what they think of the place, you will be hard put to find a single one who disagrees with the sentiment in the Song of the Pioneers.

"When you think of all the research that says older people don't want to move from their homes and don't want to live in age-segregated communities," says Katie Sloan, "Sun City becomes something of a phenomenon."

Staying home

Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of

grow old, has become a generic term for the concept of what its builder, Del E. Webb, christened "active adult retirement." Sun City was the first of a kind.

And if you care to step behind its surrounding wall, wander through its 300 miles of streets, which look as if they have just been laundered, knock on 35,000 doors and ask 65,000 residents representing all 50 states and 53 foreign countries what they think of the place, you will be hard put to find a single one who disagrees with the sentiment in the Song of the Pioneers.

"When you think of all the research that says older people don't want to move from their homes and don't want to live in age-segregated communities," says Katie Sloan, "Sun City becomes something of a phenomenon."

Staying home

Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of those on the verge of retirement don't even want to leave their own homes much less move to a new one out of state, and that only a handful, 12 percent, would prefer an age-segregated neighborhood — even fewer if it's very far away.

"Older people seem to have a heartfelt urge to stay in place," she says. "Home represents a form of independence and security. Moving away sig-

nifies giving up some of that. Those attracted to a Sun City are pretty much a rarity."

Who are these rare birds, then, ready to flee the nest at their advanced age, and what are they looking for?

What they're looking for, apparently, and finding in Sun City, is precisely what Sloan says keeps the majority home. Questioned at random, Sun Citians list a sense of independence and security among the most valued assets of their new way of life.

And, yes, they are a special breed.

"They are more affluent than the average, better educated, outgoing, the sort of people who get along well with others, make friends easily, have done some traveling, are healthy and athletic," says Robert Bechtel, a psychologist at the University of Arizona in Tucson who studies housing for the elderly.

"That's a generalization, of course, but what you find at Sun City are a great number of elderly yuppies."

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale,

Who are these rare birds, then, ready to flee the nest at their advanced age, and what are they looking for?

What they're looking for, apparently, and finding in Sun City, is precisely what Sloan says keeps the majority home. Questioned at random, Sun Citians list a sense of independence and security among the most valued assets of their new way of life.

And, yes, they are a special breed.

"They are more affluent than the average, better educated, outgoing, the sort of people who get along well with others, make friends easily, have done some traveling, are healthy and athletic," says Robert Bechtel, a psychologist at the University of Arizona in Tucson who studies housing for the elderly.

"That's a generalization, of course, but what you find at Sun City are a great number of elderly yuppies."

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale, pay cash. Nearly every household has a late-model car, or two. The second car is often a golf cart equipped with headlights and other requirements for street driving — to the supermarket and hairdresser as often as the golf course.

Phoenix residents see Sun City's upper middle class affluence as an obvious boon: A total net worth within those walls of \$8 billion, bank deposits of \$4

date, who is... wouldn't care if they all moved away tomorrow."

Growing resentment

The reasons are obvious. During one 12-year period Sun Citians united to vote down 17 of 19 school bond issues until neighboring towns, whose youngsters were on double and triple shifts for lack of schools, found a legal way to allow Sun City to get out and form their own district. They voted against a county transportation project, a beautification project, and fought for nine years to avoid property taxes on its golf courses, swimming pools and clubhouses, valued at \$12 million, until it lost the battle last year in the state supreme court.

Resentment has grown so deep that last fall the Del Webb Corp. mounted a \$250,000 advertising campaign called "Sun City Cares" to change the image by stressing the work of Sun City's network of volunteers, which is prodigious, and nearby schools as a major beneficiary.

Clearly Sun City represents a potent political force. Eighty percent of its voters are registered Republicans (as opposed to 50 percent in the state as a whole, including Sun City) but it would be a mistake to take their votes for granted.

Along with Sun City's evolution into a "resort" grew an increased awareness of status in a community that began as rather classless. Two private country clubs appeared, and a private dinner club overlooking a man-made lake.

According to some long-time

residents, an earlier gaiety, as

tion project, a beautification project, and fought for nine years to avoid property taxes on its golf courses, swimming pools and clubhouses, valued at \$12 million, until it lost the battle last year in the state supreme court.

Resentment has grown so deep that last fall the Del Webb Corp. mounted a \$250,000 advertising campaign called "Sun City Cares" to change the image by stressing the work of Sun City's network of volunteers, which is prodigious, and nearby schools as a major beneficiary.

Clearly Sun City represents a potent political force. Eighty percent of its voters are registered Republicans (as opposed to 50 percent in the state as a whole, including Sun City) but it would be a mistake to take their votes for granted.

Along with Sun City's evolution into a "resort" grew an increased awareness of status in a community that began as rather classless. Two private country clubs appeared, and a private dinner club overlooking a man-made lake.

According to some long-time residents, an earlier gaiety, as among vacationers, is less evident now.

In general, though, tranquility prevails in Camelot. Perhaps after the next 30 years Sun City's critics and champions will find the answer to the final question, the one that troubles Sun Citians the least.

That is, whether the forces that shaped their place on heaven's doorstep also work for the benefit of all of society.

"SON CITY, ARIZ. The
"Song of the Sun City Pi-
oneers" is sung to the tune of
"Home on the Range."

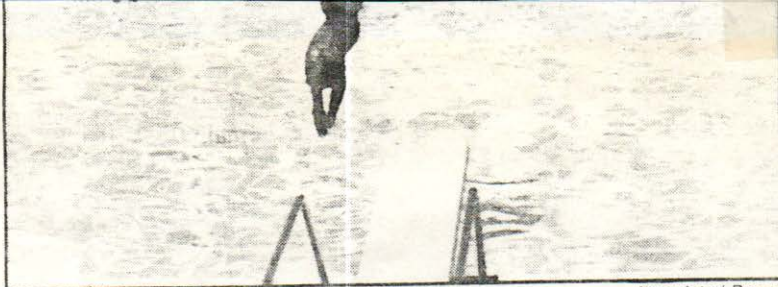
Never mind that the Pi-
oneers' home is on the desert.
To them the song is a psalm
and they sing it with the un-
abashed gusto of the saved, es-
pecially the line that cele-
brates Sun City as "the place
next to heaven's own door."

Not many Pioneers left now.
Only 200 or so remain of the
original 2,500 who risked their
life savings in 1960 on what was
then a largely untried venture
in America.

Back then, the idea of an ex-
clusively age-segregated re-
tirement community — no
young adults, no toys in the
yards, no school buses —
seemed to most gerontologists
and social thinkers and to a
great majority of the elderly
themselves to be a sadly unna-
tural, unhealthy and unfulfil-
ling way for people to live out
their years. Critics called them
"elephant graveyards" and
predicted they would have no
future.

But here sits Sun City, at the
ripe old age of 30.

Its inhabitants, out on its 18
golf courses, seem in robust
health, and adequately fulfilled
at its 10 recreation centers, li-
braries, shopping centers, and
at the southwest's largest con-
cert hall (which provides 45
parking spaces for the hand-
icapped). If Sun City is a man-
ufactured rather than a "natu-
ral" community, the residents
don't seem to mind. Nor can its
success as a chosen way of re-
tirement, despite the conven-
tional wisdom of three de-
cades be denied.



Associated Press

A Sun City resident dives into a pool filled with other senior swim-
mers.

land. Its very name, conjuring
up a glittering Camelot where
the inhabitants never really
grow old, has become a generic
term for the concept of what its
builder, Del E. Webb, christ-
ened "active adult retire-
ment." Sun City was the first of
a kind.

And if you care to step be-
hind its surrounding wall, wan-
der through its 300 miles of
streets, which look as if they
have just been laundered, knock
on 35,000 doors and ask
65,000 residents representing
all 50 states and 53 foreign
countries what they think of
the place, you will be hard put
to find a single one who dis-
agrees with the sentiment in
the Song of the Pioneers.

"When you think of all the re-
search that says older people
don't want to move from their
homes and don't want to live in
age-segregated communities,"
says Katie Sloan, "Sun City be-
comes something of a phenom-
enon."

Staying home

Sloan is the housing special-
ist for the American Associa-
tion of Retired Persons. She
says the AARP's latest survey,
taken last winter and just re-
leased, shows that 86 percent of

nifies giving up some of that.
Those attracted to a Sun City
are pretty much a rarity."

Who are these rare birds,
then, ready to flee the nest at
their advanced age, and what
are they looking for?

What they're looking for, ap-
parently, and finding in Sun
City, is precisely what Sloan
says keeps the majority home.
Questioned at random, Sun Ci-
tians list a sense of indepen-
dence and security among the
most valued assets of their new
way of life.

And, yes, they are a special
breed.

"They are more affluent
than the average, better edu-
cated, outgoing, the sort of peo-
ple who get along well with oth-
ers, make friends easily, have
done some traveling, are
healthy and athletic," says
Robert Bechtel, a psychologist
at the University of Arizona in
Tucson who studies housing for
the elderly.

"That's a generalization, of
course, but what you find at
Sun City are a great number of
elderly yuppies."

The average Sun City home
among variously priced mod-
els goes for \$135,000. Eight out
of 10 newcomers, equity-rich
from their previous home sale,

wouldn't care if they all moved
away tomorrow."

Growing resentment

The reasons are obvious.
During one 12-year period Sun
Citians united to vote down 17
of 19 school bond issues until
neighboring towns, whose
youngsters were on double and
triple shifts for lack of schools,
found a legal way to allow Sun
City to get out and form their
own district. They voted
against a county transporta-
tion project, a beautification
project, and fought for nine
years to avoid property taxes
on its golf courses, swimming
pools and clubhouses, valued
at \$12 million, until it lost the
battle last year in the state su-
preme court.

Resentment has grown so
deep that last fall the Del Webb
Corp. mounted a \$250,000 ad-
vertising campaign called
"Sun City Cares" to change the
image by stressing the work of
Sun City's network of volun-
teers, which is prodigious, and
nearby schools as a major ben-
eficiary.

Clearly Sun City represents a
potent political force. Eighty
percent of its voters are regis-
tered Republicans (as opposed
to 50 percent in the state as a
whole, including Sun City) but
it would be a mistake to take
their votes for granted.

Along with Sun City's evolu-
tion into a "resort" grew an in-
creased awareness of status in
a community that began as
rather classless. Two private
country clubs appeared, and a
private dinner club overlook-
ing a man-made lake.

According to some long-time
residents, an earlier gaiety, as

then a largely untried venture in America.

Back then, the idea of an exclusively age-segregated retirement community — no young adults, no toys in the yards, no school buses — seemed to most gerontologists and social thinkers and to a great majority of the elderly themselves to be a sadly unnatural, unhealthy and unfulfilling way for people to live out their years. Critics called them “elephant graveyards” and predicted they would have no future.

But here sits Sun City, at the ripe old age of 30.

Its inhabitants, out on its 18 golf courses, seem in robust health, and adequately fulfilled at its 10 recreation centers, libraries, shopping centers, and at the southwest's largest concert hall (which provides 45 parking spaces for the handicapped). If Sun City is a manufactured rather than a “natural” community, the residents don't seem to mind. Nor can its success as a chosen way of retirement, despite the conventional wisdom of three decades, be denied.

What began as a smattering of modest homes built on an 8,600-acre cotton field northwest of Phoenix is today, together with its sister community next door, Sun City West, the nation's largest single residential development, covering 23 square miles.

Model community

It has become a model for 85 or more imitators across the

grow old, has become a generic term for the concept of what its builder, Del E. Webb, christened “active adult retirement.” Sun City was the first of a kind.

And if you care to step behind its surrounding wall, wander through its 300 miles of streets, which look as if they have just been laundered, knock on 35,000 doors and ask 65,000 residents representing all 50 states and 53 foreign countries what they think of the place, you will be hard put to find a single one who disagrees with the sentiment in the Song of the Pioneers.

“When you think of all the research that says older people don't want to move from their homes and don't want to live in age-segregated communities,” says Katie Sloan, “Sun City becomes something of a phenomenon.”

Staying home

Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of those on the verge of retirement don't even want to leave their own homes much less move to a new one out of state, and that only a handful, 12 percent, would prefer an age-segregated neighborhood — even fewer if it's very far away.

“Older people seem to have a heartfelt urge to stay in place,” she says. “Home represents a form of independence and security. Moving away sig-

Who are these rare birds, then, ready to flee the nest at their advanced age, and what are they looking for?

What they're looking for, apparently, and finding in Sun City, is precisely what Sloan says keeps the majority home. Questioned at random, Sun Citians list a sense of independence and security among the most valued assets of their new way of life.

And, yes, they are a special breed.

“They are more affluent than the average, better educated, outgoing, the sort of people who get along well with others, make friends easily, have done some traveling, are healthy and athletic,” says Robert Bechtel, a psychologist at the University of Arizona in Tucson who studies housing for the elderly.

“That's a generalization, of course, but what you find at Sun City are a great number of elderly yuppies.”

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale, pay cash. Nearly every household has a late-model car, or two. The second car is often a golf cart equipped with headlights and other requirements for street driving — to the supermarket and hairdresser as often as the golf course.

Phoenix residents see Sun City's upper middle class affluence as an obvious boon: A total net worth within those walls of \$8 billion, bank deposits of \$4

tion project, a beautification project, and fought for nine years to avoid property taxes on its golf courses, swimming pools and clubhouses, valued at \$12 million, until it lost the battle last year in the state supreme court.

Resentment has grown so deep that last fall the Del Webb Corp. mounted a \$250,000 advertising campaign called “Sun City Cares” to change the image by stressing the work of Sun City's network of volunteers, which is prodigious, and nearby schools as a major beneficiary.

Clearly Sun City represents a potent political force. Eighty percent of its voters are registered Republicans (as opposed to 50 percent in the state as a whole, including Sun City) but it would be a mistake to take their votes for granted.

Along with Sun City's evolution into a “resort” grew an increased awareness of status in a community that began as rather classless. Two private country clubs appeared, and a private dinner club overlooking a man-made lake.

According to some long-time residents, an earlier gaiety, as among vacationers, is less evident now.

In general, though, tranquility prevails in Camelot. Perhaps after the next 30 years Sun City's critics and champions will find the answer to the final question, the one that troubles Sun Citians the least.

That is, whether the force that shaped their place or heaven's doorstep also works for the benefit of all of society

VF 50 50 history 5/27/90

Sun City touted as retirees' haven

By JULES LOH
THE ASSOCIATED PRESS

SUN CITY, Ariz. — The "Song of the Sun City Pioneers" is sung to the tune of "Home on the Range."

Never mind that the Pioneers' home is on the desert. To them the song is a psalm and they sing it with the unabashed gusto of the saved, especially the line that celebrates Sun City as "the place next to heaven's own door."

Not many Pioneers left now. Only 200 or so remain of the original 2,500 who risked their life savings in 1960 on what was then a largely untried venture in America.

Back then, the idea of an exclusively age-segregated retirement community — no young adults, no toys in the yards, no school buses — seemed to most gerontologists and social thinkers and to a great majority of the elderly themselves to be a sadly unnatural, unhealthy and unfulfilling way for people to live out their years. Critics called them "elephant graveyards" and predicted they would have no future.

But here sits Sun City, at the ripe old age of 30.

Its inhabitants, out on its 18 golf courses, seem in robust health, and adequately fulfilled at its 10 recreation centers, libraries, shopping centers, and at the southwest's largest concert hall (which provides 45 parking spaces for the handicapped).

If Sun City is a manufactured rather than a "natural" community, the residents don't seem to mind. Nor can its success as a chosen way of retirement, despite the conventional wisdom of three decades, be denied.

What began as a smattering of modest homes built on an 8,600-acre cotton field northwest of Phoenix is today, together with its sister community next door, Sun City West, the nation's largest single residential development, covering 23 square miles.

It has become a model for 85 or more imitators across the land. Its very name, conjuring up a glittering Camelot where the inhabitants never really grow old, has become a generic term for the concept of what its builder, Del E. Webb, christened "active adult retire-



AP PHOTO

Golf carts are a common form of transportation in Sun City, Ariz.

ment." Sun City was the first of a kind.

And if you care to step behind its surrounding wall, wander through its 300 miles of streets, which look as if they have just been laundered, knock on 35,000 doors and ask 65,000 residents representing all 50 states and 53 foreign countries what they think of the place, you will be hard put to find a single one who disagrees with the sentiment in the Song of the Pioneers.

"A few might," says Steve Hor-

nacek, a retired grocer from Connecticut who has lived here practically from the start, "but some people wouldn't even be happy in heaven."

Demographic charts show that during the next decade the nation's largest population growth will come from the 50-65 age group, 7 million people. After that, when the first baby boomers reach 65 in 2011 and for the next 20

See SUN CITY, Page 62



AP PHOTO

A senior citizen rides a bicycle through Sun City.

plenty of retirees to fill it seems assured. Two more Sun Cities have already opened, in Tucson and Las Vegas, and a third is planned in Southern California.

Sun City, teetering at the brink of middle age, is one place to look for answers to some of the questions bedeviling a nation growing steadily older.

There is no doubt Sun Citians are content, but what about their neighbors outside the walls? And what happens inside the walls when the "young elderly" become the "old elderly" in a large community aging together?

Right now in America those 85 and older are increasing more than three times as fast as the population as a whole. What happens when a spouse dies, leaving a mate alone among the equally frail?

"When you think of all the research that says older people don't want to move from their homes and don't want to live in age-segregated communities," says Katie Sloan, "Sun City becomes something of a phenomenon."

Ms. Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of those on the verge of retirement don't even want to leave their own homes much less move to a new one out of state, and that only a handful, 12 percent, would prefer an age-segregated neighborhood — even fewer if it's very far away.

"Older people seem to have a heartfelt urge to stay in place," she says. "Home represents a form of independence and security. Moving away signifies giving up some of that. Those attracted to a Sun City are pretty much a rarity."

Who are these rare birds, then, ready to flee the nest at their advanced age, and what are they looking for?

What they're looking for, apparently, and finding in Sun City, is precisely what Ms. Sloan says keeps the majority home. Questioned at random, Sun Citians list a sense of independence and security among the most valued assets of their new way of life.

And, yes, they are a special breed.

"They are more affluent than the average, better educated, outgoing, the sort of people who get along well with others, make friends easily, have done some traveling, are healthy and athletic," says Robert Bechtel, a psychologist at the University of Arizona in Tucson who studies housing for the elderly.

"That's a generalization, of course, but what you find at Sun City are a great number of elderly yuppies."

Deborah Sullivan, a sociologist at Arizona State University at Tempe, specializes in problems and patterns of the aging and uses nearby Sun City as a research lab. She has discovered there something else that might explain in part why some are less reluctant than others to leave home for a new place in the sun.

"I found that 36 percent of the people aged 77 to 81 in Sun City were childless compared to 19 percent in the nation as a whole," she said.

"That age group's childbearing years were during the Depression and World War II, so their productivity was low to begin with. Still, nearly twice the national average represents quite a piling up of childless people in Sun City."

by anyone younger than 55 and ban visits for more than 90 days by anyone younger than 18.

When Sun Citians found the rules difficult to enforce they petitioned the county zoning board, successfully, to give them the force of law. Only 3 percent refused to sign the petition.

"We buy a lifestyle as well as a home," said one. Another agreed, but said he was certain many who signed felt pressure from their neighbors to do so.

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale, pay cash.

Nearly every household has a late-model car, or two. The second car is often a golf cart equipped with headlights and other requirements for street driving — to the supermarket and hairdresser as often as the golf course.

Phoenix residents see Sun City's upper-middle class affluence as an obvious boon: A total net worth within those walls of \$8 billion, bank deposits of \$4 billion, state and county taxes of \$32 million yearly.

Even so, many in Phoenix and other towns in this valley hold unvarnished resentment toward Sun City and all it represents.

"They have it made out there behind their walls and don't give one tiny damn about the rest of the world," said Howard Grimes of nearby Glendale, who is 69 and retired. "I wouldn't care if they all moved away tomorrow."

The reasons are obvious. During one 12-year period Sun Citians united to vote down 17 of 19 school bond issues until neighboring towns, whose youngsters were on double and triple shifts for lack of schools, found a legal way to allow Sun City to get out and form their own district.

They voted against a county transportation project, a beautification project, and fought for nine years to avoid property taxes on its golf courses, swimming pools and clubhouses, valued at \$12 million, until it lost the battle last year in the state Supreme Court.

Resentment has grown so deep that last fall the Del Webb Corp. mounted a \$250,000 advertising campaign called "Sun City Cares" to change the image by stressing the work of Sun City's network of volunteers, which is prodigious, and nearby schools a major beneficiary.

Clearly Sun City represents a potent political force. Eighty percent of its voters are registered Republicans (as opposed to 50 percent in the state as a whole, including Sun City) but it would be a mistake to take their votes for granted.

Eight years ago one of their own residents, president of a local Republican club, ran for county supervisor and lost, narrowly. His opponent was a 34-year-old lawyer, a Democrat, a female. Four years later the winner, Carole Carpenter, won re-election with 70 percent of the vote.

Ms. Carpenter, for her part, feels Sun City's locally tarnished reputation is somewhat of a bum rap. She says she sees no great concern by others in the county for nursing homes and long-term care for the elderly in a state that has no Medicaid program. "It's a two-way street," she said.

Sun City's developers themselves shoved aside those predictable and essential needs for years — ironically, as part of a way to rescue itself from foundering.

routine Florida solution.

He polled his residents and discovered many would leave if he did that, so he went the other way. He opened a new section of more expensive homes. Sales went up. The secret, he discovered, was a feeling of exclusivity.

"Retirement is an unfamiliar change for everybody," said Deborah Sullivan, the Arizona State sociologist. "A vacation away from home is not, especially for the financially well fixed."

What Sun City became, then, and remains today in its promotion, is that familiar playland for those who can afford it, a resort.

Nursing homes just didn't fit the picture. They were as welcome as a skunk at a picnic. Eventually, though, Sun Citians aging in place became older, frailer. Now their average age is 73, with three-quarters of them over 75.

Eventually the residents themselves demanded long-term care, opening a floodgate for entrepreneurs. Today more than 25 services for varying degrees of care cluster around Sun City, nine of them inside the walls along with a 350-bed not-for-profit hospital.

A corps of 1,300 volunteers provides services for patients and families. About 250 doctors and dentists opened offices nearby.

Availability of geriatric care became a lure rather than a turnover, and so did a wider selection of



Homes in Sun City, Ariz., with owners.

more elaborate houses with each new Sun City addition.

"For sale" signs tend to remain longer on homes in the original section where the young-old are less willing to move in among the old-old and the homes there are less commodious.

Along with Sun City's evolution into a "resort" grew an increased awareness of status in a community that began as rather classless. Two private country clubs appeared, and a private dinner club

...Sun City

From Page 57

years, the elderly will number 75 million.

If those figures cause politicians and gerontologists to tremble, they also cause Sun City's developers to salivate. Though Sun City answers the needs of only a minuscule segment of the retirement market, plenty of retirees to fill it seems assured. Two more Sun Cities have already opened, in Tucson and Las Vegas, and a third is planned in Southern California.

Sun City, teetering at the brink of middle age, is one place to look for answers to some of the questions bedeviling a nation growing steadily older.

There is no doubt Sun Citians are content, but what about their neighbors outside the walls? And what happens inside the walls when the "young elderly" become the "old elderly" in a large community aging together?

Right now in America those 85 and older are increasing more than three times as fast as the population as a whole. What happens when a spouse dies, leaving a mate alone among the equally frail?

"When you think of all the research that says older people don't want to move from their homes and don't want to live in age-segregated communities," says Katie Sloan. "Sun City becomes something of a phenomenon."

Ms. Sloan is the housing specialist for the American Association of Retired Persons. She says the AARP's latest survey, taken last winter and just released, shows that 86 percent of those on the verge of retirement don't even want to leave their own homes much less move to a new one out of state, and that only a handful, 12 percent, would prefer an age-segregated neighborhood — even fewer if it's very far away.

"Older people seem to have a heartfelt urge to stay in place," she says. "Home represents a form of

No children, of course, is the way of life in Sun City. A reporter could find no Sun Citian who admitted to missing the daily presence of children. Most, on the contrary, said they fully supported the rules that prohibit home ownership by anyone younger than 55 and ban visits for more than 90 days by anyone younger than 18.

When Sun Citians found the rules difficult to enforce they petitioned the county zoning board, successfully, to give them the force of law. Only 3 percent refused to sign the petition.

"We buy a lifestyle as well as a home," said one. Another agreed, but said he was certain many who signed felt pressure from their neighbors to do so.

The average Sun City home among variously priced models goes for \$135,000. Eight out of 10 newcomers, equity-rich from their previous home sale, pay cash.

Nearly every household has a late-model car, or two. The second car is often a golf cart equipped with headlights and other requirements for street driving — to the supermarket and hairdresser as often as the golf course.

Phoenix residents see Sun City's upper-middle class affluence as an obvious boon: A total net worth within those walls of \$8 billion, bank deposits of \$4 billion, state and county taxes of \$32 million yearly.

Even so, many in Phoenix and other towns in this valley hold unvarnished resentment toward Sun City and all it represents.

"They have it made out there behind their walls and don't give one tiny damn about the rest of the world," said Howard Grimes of nearby Glendale, who is 69 and retired. "I wouldn't care if they all moved away tomorrow."

The reasons are obvious. During one 12-year period Sun Citians united to vote down 17 of 19 school bond issues until neighboring

About five years after it opened, Sun City's house sales fell to the point that Webb (who died in 1974) believed his venture would fail as so many had before, notably in Florida.

He figured, as had many in Florida, that his house prices, then about \$9,000, were too high and decided to solve the problem by adding an adjoining trailer park, a routine Florida solution.

He polled his residents and discovered many would leave if he did that, so he went the other way. He opened a new section of more expensive homes. Sales went up. The secret, he discovered, was a feeling of exclusivity.

"Retirement is an unfamiliar change for everybody," said Deborah Sullivan, the Arizona State sociologist. "A vacation away from home is not, especially for the financially well fixed."

What Sun City became, then, and remains today in its promotion, is that familiar playland for those who can afford it, a resort.

Nursing homes just didn't fit the picture. They were as welcome as a skunk at a picnic. Eventually, though, Sun Citians aging in place became older, frailer. Now their average age is 73, with three-quarters of them over 75.

Eventually the residents themselves demanded long-term care, opening a floodgate for entrepreneurs. Today more than 25 services for varying degrees of care cluster around Sun City, nine of them inside the walls along with a 350-bed not-for-profit hospital.

A corps of 1,300 volunteers provides services for patients and families. About 250 doctors and dentists opened offices nearby.

Availability of geriatric care became a lure rather than a turnoff, and so did a wider selection of



Homes in Sun City, Ariz., with rock gardens, cactus and palm trees, require low maintenance owners.

more elaborate houses with each new Sun City addition.

"For sale" signs tend to remain longer on homes in the original section where the young-old are less willing to move in among the old-old and the homes there are less commodious.

Along with Sun City's evolution into a "resort" grew an increased awareness of status in a community that began as rather classless. Two private country clubs appeared, and a private dinner club

overlooking a man-made lake. The Sun City directory lists, along with address and phone number, the owner's former occupation.

According to some longtime residents, an earlier gaiety, as among vacationers, is less evident now. Like any other community, disputes among residents are not uncommon as both they and their city age together.

A continuing dispute, over whether or not to incorporate (so far "not" has prevailed in three

elections) has caused lasting enmities. One meeting became so heated two old-timers stepped behind the hall to duke it out.

In general, though, tranquility prevails in Camelot. Perhaps after the next 30 years Sun City's critics and champions will find the answer to the final question, the one that troubles Sun Citians the least.

That is, whether the forces that shaped their place on heaven's doorstep also work for the benefit of all of society.

A CITY WHERE THE ELDERLY ARE THE LAW

An article in "Le Figaro Magazine" by Pierre LeForet with photographs by Frank Fournier

On the road that leads to ...*Bagdad(!)* the airport located over 100 kilometers from Phoenix, in the heart of Arizona, spreads the community of Sun City sweltering under the sun all year long. The unbelievable concentric universe created by Del E. Webb, a California carpenter in 1960, announced to the world in 1974 that it was completed.

Sun City is today thirty years old. It is the starting point of Utopia. "The outer room of Paradise. A world, say the inhabitants, where all of our dreams are realized before the great journey".

Forty-six thousand men and women - all very, very elderly - reside thus, joyfully and proud to finally live out their fantasies. Small details; by contract, no one has the right to live in Sun City if they have not reached retirement age nor have large assets. Can a child live there? No one under the age of 18 years of age and no longer than 12 weeks. Naturally there are no schools. Therefore there is no school bus to block the traffic on the streets and avenues meticulously kept clean. No stray animals, nor beggars nor open-air merchants. No noise. Nothing that would trouble the peace and the pleasure of finally being alone, after having spent three quarters of one's life time in other career pursuits.

"If anyone bothers us", Dorothy Olmstead said to me (She is 81 years of age and a member of the Sun City Posse), "We gently show them to the portal of our grand community."

John Sorenson, Commander of the Sun City Posse, elected by 150 other volunteer deputized posse members, was himself a participant in several wars - Korea, Vietnam, Guadalcanal. What amuses him is that his wife says, "If you had worked as hard when you were in the army, you would have been a General"

John Sorenson made it clear to me that obviously Sun Citians are not employed since they are all retired. Once a year, they are invited to donate funds for the Posse. In 1989, they gave \$260,000. A new Posse headquarters building fully equipped with computers has been constructed from an accumulation of these donations.

Two boating lakes with many ducks that live in an area where it is forbidden to feed them; fishing is authorized in the private lakes that are constructed so that none of the elderly can fall in; 11 golf courses, 26 churches, 10 shopping centers, supermarkets equipped with electric carts permitting those who are less agile to circulate between the shelves, 10 stock market centers (where at the moment there is not much joy); and the *Walter O Boswell Hospital*. PERFECT! The latest thing in medical equipment. At the entrance leading to doctors and surgeons who offer their services in *The Wester* or *The Independent* of Sun City, is an invitation to be treated gladly for illness with the sign, "WELCOME". The *Daily News Sun* offers from its vantage point, several pages weekly dedicated to the glory of sunshine.

Extremely up to date, Sun City harbors motorcyclists of 77 sorts from former engineers to industrial giants who sporting helmets and boots, gun their cycles at 200 km/hr.

In the evening, until midnight, one generally sees some of the past; women in pink or yellow or sea-green crinoline and the men dressed to the nines in cordoroy as they participate in square dances, as slightly out of breath they danced to the sound of the *Sun City Spinners* orchestra, while encamped on a platform 10 feet square, the caller, Smokey, called the instructions. They turn. They swing around. They make a mistake and walk over to the wall instead of walking into the arms of ones partner. Remembering sometimes creates problems.

Frank Green, 73 years old, former fighter pilot, a Sun Citian for over 10 years, explained to me that Smokey is a "tremendous" guy. "Why, he even escorts our funeral processions on his motorcycle. A sacred man, Smokey"

Finally, the amazing *Sun City Poms*: "the pom-pom girls" who jump and do acrobatics. Unbelievable! Nathalie Alderson is 83 years young. Foofie Harlan at 75, is one of the most agile does a cart-wheel, a perilous leap and rides on a Harley Davidson standing with crossed arms. Her daughter is 55 years old with three girls and a boy, in addition there are four great-grand children. Foofie formerly was post-mistress in San Francisco. "My life is exciting, she says, Two years ago, they discovered I had cancer. So I said to myself, "Bravo", I am going to meet God, so I no longer have to watch my cholesterol"

History
DS
DS
FA

Foofie Harlan, and all the enthusiastic residents of Sun City, are truly fantastic! In the exact sense of the term. They no longer belong to the earth. They have already begun their journey. While waiting, the show no impatience.

Gayle Beanland, a Sun City pastor, is persuaded that, *if God had an office. it would be in Sun City, that it would be installed!*"

In Sun City, when it comes time to pass to the other side of the mirror, one needs not be afraid. After cremation, one can place the cremains in pink concrete tanks open wide to the heavens. There the birds soar over the last vestiges of human remains.

Doubtlessly, you have noted that the text above does not contain the word "fear". You understand that death no longer exists. For quite sometime.

Photographic legends:

(Lead pages - 72-73)

THE CITY WHERE THE ELDERLY MAKE THE LAW
SUN CITY, ARIZONA. A CRAZY CITY.
A CRAZY DREAM FOR THOSE WHO WANT "OTHER THINGS" AT THE END
THEIR LIFE
WE HAVE DISCOVERED THIS STRANGE AND POIGNANT UNIVERSE
WHICH THEY CALL "THE WAITING-ROOM OF PARADISE

(Insert) A message for the future?

An extraordinary city in the form of the sun reserved for "those who wish to end their life dreaming". In 2026, a capsule buried in the center of Sun City will explain to those who open it how they lived here.

(Second set of pages - 74-75)

One dances...75 years old, Foofie Harlan does several exercises of her flexibility. She dances ballet with her friends. She demonstrates here in diving head first through the open window of her car.

One keeps watch...81 years of age, Dorothy Olmstead dreams more seriously. She is a deputy sheriff in the Sun City Posse. At home in civilian dress, she remembers that she was formerly one involved in finance. But, that was in another life time.

(Third set of pages - 76-77)

Their dream - It the pom-poms!

They are named: Vera (73), Nathalie (83), Terry (73), Pat (62) and Audrey (73)

They are the "Pom-pom Girls" of Sun City. Randy is their manager.

As to Foofie, in front, she is 75 and is the buffoon of the group.

(Inset) More seriously, the mermaids of the city; Barbara, Pat, Nancy and Shelag have become champions of water ballet.

Translation provided by Gayle Beanland

EMMIE LOU FEDORYK

OVER 20 MILLION IN SALES

Office: 602/977-1776

Res.: 602/974-3212

Toll Free: 1-800-877-1776



LIFE MEMBER PRESIDENT'S ROUND TABLE
14650 N. DEL WEBB BLVD.
SUN CITY, ARIZONA 85351
(In La Ronde Shopping Centre)



**** KEN ****
MEADE
REALTY

977-1776

Rev. 9/90

THE SUN CITIES

Sun City became a reality in 1960 when the Del Webb Development Company opened a shopping center, motel, golf course, recreation center and 5 model homes.

Since it was planned to be a retirement community, at least one member of each household had to be fifty-five years of age and no permanent resident could be under eighteen years of age.

In 1978, as Sun City was being completed the population reached 48,000 people. Land was then purchased 2-1/2 miles west of Sun City. New model homes were built and Sun City West came into existence. Sun City West now has a population of approximately 17,500 people.

Sun City has 8 golf courses and 3 private Country Club courses. It also has 7 recreation centers with 6 swimming pools (one large indoor pool) and billiards, bowling, tennis, and craft rooms too numerous to mention. You must see these facilities to appreciate them. The residents can use all of the facilities for the modest cost of \$100 per person per year. Golfing costs approximately \$650 per year per person for unlimited play on the 8 courses. See golfing charges and fees pages 7 and 8.

Sun City West has 3 recreation centers with swimming pools, 6 golf courses plus one private country club course, and other recreational facilities too numerous to mention. The cost of golf and recreation facilities are very similar.

Sun Citians manage their own community affairs and have all the facilities needed to enjoy retirement living. They are more curious, active and positive than friends they left behind in their home towns. They discover new things, make new friends, think new thoughts and discover new interests and talents when they enter the Sun City environment.

All residents live within bicycle, golf cart or walking distance of facilities designed to satisfy every daily need.

The City is a self-contained community with abundant opportunity and facilities for continued educations, volunteer work, enjoyment of crafts, sports, hobbies and recreation of all sorts. This creates active, interested and involved citizens. Sun City has the advantages of a major city with Phoenix only 12 miles to the east.

The climate is ideal having approximately 310 clear sunny days each year making this truly the "Valley of the Sun". Yes, it gets hot in summer but with humidity of only 10 or 20 percent it is something you must experience to appreciate.

GOVERNMENT:

Sun City is an unincorporated community and has been removed from the organized school district. The same holds true for Sun City West.

CLEANLINESS:

Sun City streets and medians are owned and maintained by Maricopa County. The "Sun City Prides" volunteer group assist in keeping the boulevards and medians in immaculate condition. Sun Citians take pride in their community.

PEACE OF MIND:

Superior protection - the Sheriff's Posse has more than 300 volunteers and is the nation's largest active posse. Sun City has the lowest crime rate of any community its size in the United States, perhaps the World!

EDUCATIONAL AND CULTURAL FACILITIES:

Sun City Symphony Orchestra

Sun City Art Museum

7,000 seat capacity Sunbowl Amphitheater in Sun City.

2 libraries in Sun City, and 1 in Sun City West

Rio Salado Community College

Extension campus of Arizona State University

CHURCHES:

Jewish Temple

4 Catholic Churches

Over 20 Protestant Churches

HEALTH FACILITIES:

Boswell Memorial Hospital, Sun City

Del Webb Memorial Hospital, Sun City West

Many medical and dental facilities available

AGRICULTURAL GARDENS:

Residents may have 20' x 40' plots to grow vegetable gardens. They pay only for water.

TWO MAN-MADE LAKES STOCKED WITH FISH:

TARGET SHOOTING: Nearby

BUSINESS AND SHOPPING FACILITIES:

A minimum of 14 banks in Sun City and 5 in Sun City West and 14 Savings and Loan Offices in Sun City and 7 in Sun City West, also 5 Stock Brokerage Firms.

All types of stores, shops and services are available in Sun City with 11 shopping centers to serve you.

RESIDENTIAL HOUSING:

Various models of housing to meet every need and lifestyle

- * Single Family Homes
- * Duplex Homes
- * Foursomes
- * Apartments
- * Rancho Estates - single family homes with acre of larger lots with corrals and horse privileges.

A monthly assessment is paid by residents of duplexes, foursomes and apartments which pays for yard maintenance, exterior maintenance, insurance, trash removal, water, sewer, etc.

- * Everyone gets a deed to their property in Sun City and Sun City West.

APPROXIMATE COST OF LIVING:

Water & Sewer - Approximately \$23.00 to \$35.00 per month.

Trash Collection - \$25.50/quarter.

Telephone - Private line basic service \$23.50, long distance calls extra.

Utilities - Heating and cooling most Sun City and Sun City West homes is less expensive than in other parts of the country running between approximately \$700 to \$1,400 per year.

TAXES:

Sales Tax - Sun City 5.5%, Phoenix 6.7%, no sales tax on food.

Property taxes - Most homes in Sun City are approximately \$400 or less per year. Prices of these homes range from \$40,000 to about \$100,000. Home prices in Sun City West range from \$60,000 to about \$100,000 for the same tax base. Both communities have home prices up to \$200,000 to \$300,000. Real estate taxes on these more expensive homes would range from \$600 to \$1,000 or \$1,200 per year.

GOLF COURSES:

11 Golf Courses in Sun City and 6 in Sun City West.

3 Private Country Clubs in Sun City and 1 in Sun City West.

SOCIAL CLUBS:

The Lakes Club is a private Dining and Social Club.

CHARTERED CLUBS:

Over 150 Chartered Clubs including sports, hobbies, painting & crafts.

RECREATION CENTERS:

Sun City Residents pay \$100 per year per person as their recreation fee. A one time property transfer fee of \$300 is charged to a new purchaser of any home in Sun City.

Sun City West Residents pay \$106 per year per person as their recreation fee. There is no transfer fee in Sun City West.

7 Recreation Centers in Sun City for all to use and enjoy, 3 Recreation Centers in Sun City West for those residents and guests to use and enjoy.

Outdoor sports and all weather facilities

Swimming Pools, therapy pools and exercise rooms

Craft Studios

Meeting Rooms

Billiard Rooms

Lawn Bowling

Shuffleboard

Miniature Golf

Bowling

Tennis Courts

Handball Courts

Boccie Courts

Table Tennis

1/4 mile running track in Sun City West

Croquet Court

Electric Game Arcade in Sun City West

R.V. STORAGE:

\$1.50 per foot per year plus \$3 or \$5 annual Travel Club fee.
There is a \$25 one-time fee to join

AIRPORT TRANSPORTATION: :

\$18.00 one way-two persons

SUNSHINE SERVICES, INC.:

Located at 9980 Santa Fe Dr. in Sun City, Sunshine Services loans sickroom equipment, rollaway beds, baby beds, high chairs and car seats to qualified Sun Citians. No reservations accepted; first come first served. Sunshine Service, Inc. is totally dependent on donations, gifts and bequests, which are accepted and appreciated.

LENDING HANDS, INC.:

Located at 14435 R.H. Johnson Blvd, Sun City West, Lending Hands loans various kinds of equipment to residents of Sun City West at no charge. Equipment consists of hospital beds, wheelchairs, walkers and other medical items to be used in the home. Items such as rollaway beds, baby cribs, highchairs, car seats, etc. are also available. Lending Hands are supported by users who make donations as well as organizations who make grants from time to time.

SUN CITY GOLF CART FEES

	<u>REGULATION COURSE</u>		<u>EXECUTIVE COURSE</u>	
	<u>9 Holes</u>	<u>18 Holes</u>	<u>9 Holes</u>	<u>18 Holes</u>
Rental Pull Carts	\$1.00	\$ 2.00	\$ 1.00	\$ 2.00
Rental Cars	7.50	12.75	6.25	9.50

Trail Fee (Your own golf car) - \$5.00 - ALL COURSES

ANNUAL CAR PERMIT - \$150.00 - GOOD ON ALL COURSES

The purchaser of a Green Fees Card of Golf Car Permit agrees to abide by rules, regulations and policies of the Recreation Centers of Sun City, Inc., Golf Courses Division.

Lost permits must be reported immediately to the Lakeview Center Golf Office, 876-3000, ext. 31 or 32. There is a charge for replacement.

The Annual Prepaid Car Permit is valid for one year inclusive of the date of issue. Under no circumstances will a permit be issued for less than one year. No extension of expiration date will be granted.

There are no refunds under any circumstances except in the event of death. Refunds will be prorated from the date of death to the expiration date on the car permit. The car permit sticker or part thereof and receipt MUST be returned before a refund can be issued. A \$5.00 service fee will be charged.

The annual Golf Car Permit is issued to the car owner who is responsible for the action of the person using the car.

The Car Permit sticker must be affixed permanently in plain view to the car for which the permit is issued. If the original sticker is lost or damaged, a duplicate may be purchased at the Lakeview Center Golf Office.

RANGE BALL FEES

One Dozen	\$.40	Medium Basket	\$1.60
Small Basket	1.00	Large Basket	2.50

SUN CITY GOLF FEES & CHARGES

<u>REGULATION COURSES</u>	<u>9 HOLES</u>	<u>18 HOLES</u>
Resident	\$ 7.75	\$12.25
Guest	10.00	15.25

EXECUTIVE COURSES

Resident	\$ 5.75	\$10.00
Guest	8.00	13.00

REGULATION COURSES - * SUMMER RATES MAY 15 TO SEPT. 15

Resident	\$ 5.50	\$ 8.75
Guest	7.00	11.00

EXECUTIVE COURSES

Resident	\$ 4.50	\$ 7.25
Guest	5.75	9.25

ANNUAL PREPAID GREEN FEES

Play any day and play unlimited. During the months of December, January, February and March, play may be limited due to the number of winter visitors.

ALL 8 COURSES \$650.00 per person TWO COURSES \$610.00 per person

ALL (3) EXECUTIVE COURSES \$530.00 \$530.00 per person

The Annual Prepaid Green Fee Permit is valid for one year inclusive of date of issue. Under no circumstances will a permit be issued for less than one year. No extension of expiration date will be granted.

There are no refunds under any circumstances except in the event of death. Refunds will be prorated from the date of death to the expiration date on the Green Fee card. The card MUST be returned before a refund can be issued. A \$5.00 service/handling fee will be charged.

If the original permit card is lost or damaged, a duplicate card may be purchased. Lost cards must be reported immediately to Lakeview Center Golf Office, 876-3000, ext. 31 or 32.

The Annual Prepaid Green Fee Permit is valid only for the person to whom it is issued. It may not be renewed prior to its expiration date except at rates to be applicable upon expiration.

**SUN CITY WEST RECREATION CENTER OUTLINE
OPERATIONAL HOURS**

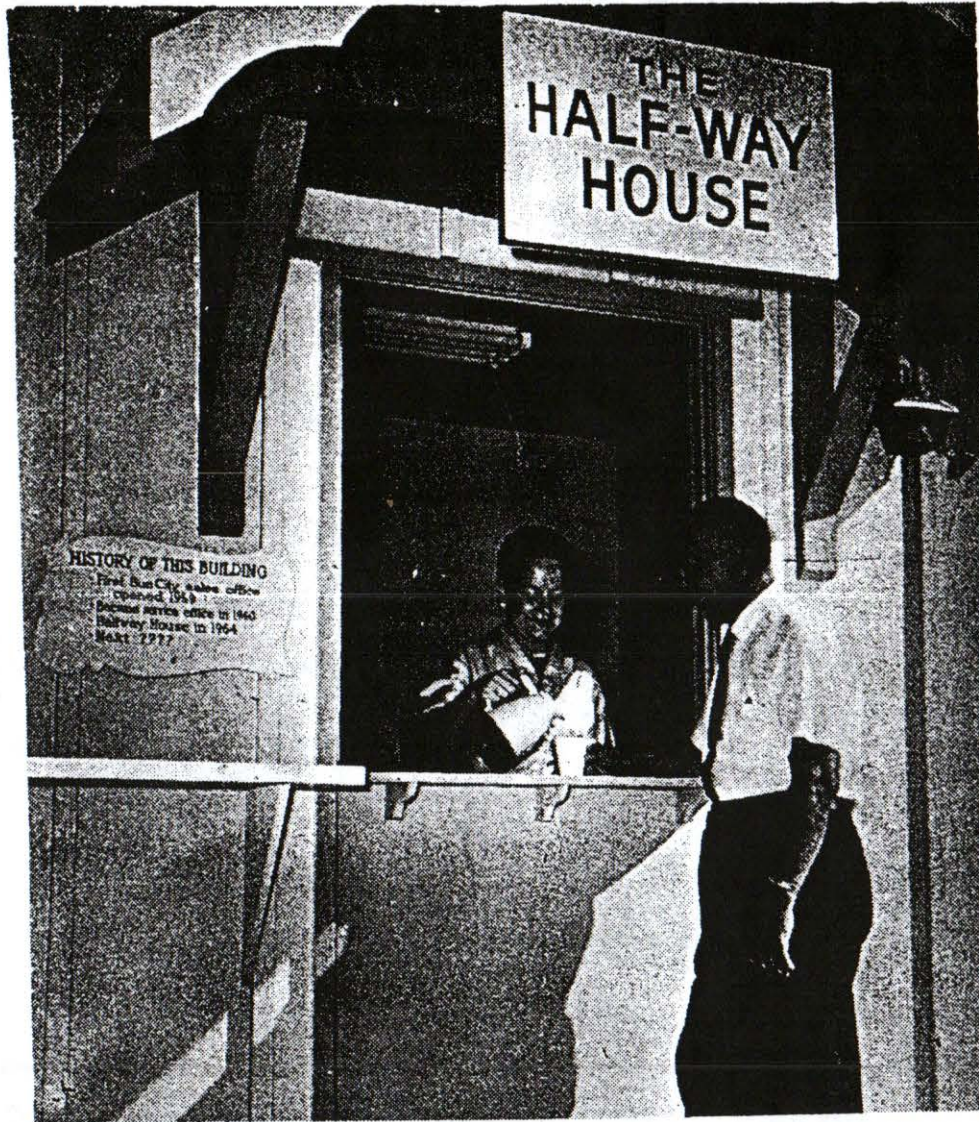
<u>ACTIVITY</u>	<u>WINTER HOURS</u>	<u>SUMMER HOURS</u>
Administration	Monday-Friday: 8:00 a.m.-4:00 p.m.	Same
Golf	Daily: 6:30 a.m.-5:30 p.m.	Daily: 5:30 a.m.-5:30 p.m.
Golf Snack Bars	Daily: 6:45 a.m.-5:00 p.m.	Daily: 5:45 a.m.-5:00 p.m.
Swim Pools:		
RHJ	Daily: 11:00 a.m.-4:30 p.m.	Daily: 10:00 a.m.-9:00 p.m.
Beardsley	Monday-Saturday: 10:00 a.m.-8:00 p.m. Sunday: 10:00 a.m.-6:00 p.m.	Same
Handicapped	Monday-Friday: 10:00 a.m.-2:00 p.m. By appointment	
RHJ Facilities:		
Fitness Center	Monday-Saturday: 10:00 a.m.-6:00 p.m.	Same
Therapy Pools	Monday-Saturday: 10:00 a.m.-6:00 p.m.	Same
Games Room	Daily: 9:30 a.m.-9:00 p.m.	Same
Racquetball Court	Daily: 9:30 a.m.-9:00 p.m.	Same
Mini Golf	Daily: 9:30 a.m.-9:00 p.m.	Same
Boccie	Daily: 9:30 a.m.-9:00 p.m.	Same
Lawn Bowl	Tuesday, Thursday, Saturday 10:00 a.m.-12:00 p.m. Sunday, Monday, Wednesday & Friday 2:00 p.m.-4:00 p.m.	Tuesday, Thursday, Saturday 8:00 a.m.-10:00 p.m. Sunday, Monday, Wednesday & Friday 7:30 p.m.-9:30 p.m.
Village Store	Daily: 9:30 a.m.-4:00 p.m.	Daily: 9:00 a.m.-2:00 p.m.
Sports Pavilion	Monday-Thursday: 9:00 a.m.-11:00 p.m. Friday: 9:00 a.m.-9:00 p.m. Saturday-Sunday: 12:00 p.m.-9:00 p.m.	Monday & Friday: 9 a.m.-5:00 p.m. Tuesday-Thursday 9a.m.-5:00p.m. Saturday: 12:00 p.m.-9:00 p.m. Sunday: 12:00 p.m.-5:00 p.m.
Library	Tuesday-Saturday: 10:00 a.m.-4:00 p.m.	Same
Beardsley Park Facilities:		
Fitness Center	Monday-Saturday: 10:00 a.m.-8:00 p.m. Sunday: 10:00 a.m.-6:00 p.m.	Same
Therapy Pool	Monday-Saturday: 10:00 a.m.-8:00 p.m. Sunday: 10:00 a.m.-6:00 p.m.	Same
Mini Golf	Daily: 1:00 p.m.-5:00 p.m.	Daily 5:00 a.m.-9:00 p.m.

(Note: Hours for arts & crafts and other club operated activities are determined by the sponsoring club. Hours are posted on the facility door).

April, 1977



This aerial photograph was taken looking south from Sun City's northern boundary (Beardsley Road). Meandering green area at left is the new Union Hills Country Club, the community's tenth golf course. Home construction continues at fifty per week.



Mrs. J. B. O'Bryan, of Augusta Drive, who serves as a Del Webb hostess, pours lemonade for Tom Austin, activities coordinator for the Webb Company, at the Half-Way House in the model home area. She bought her home from the Half-Way House when it served as sales office in 1959. Photo by Thelma Heatwole

HISTORY OF THIS BUILDING

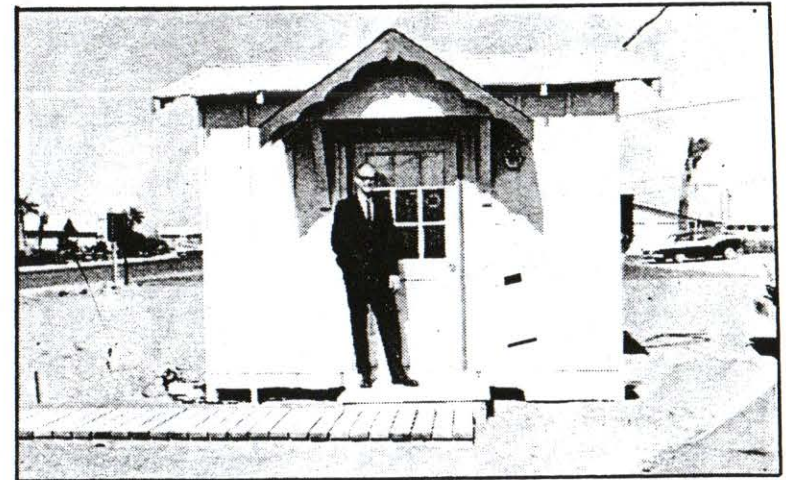
First Sun City sales office opened 1959

Became service office in 1960

Halfway House in 1964

Sun City SAINTS dressing room

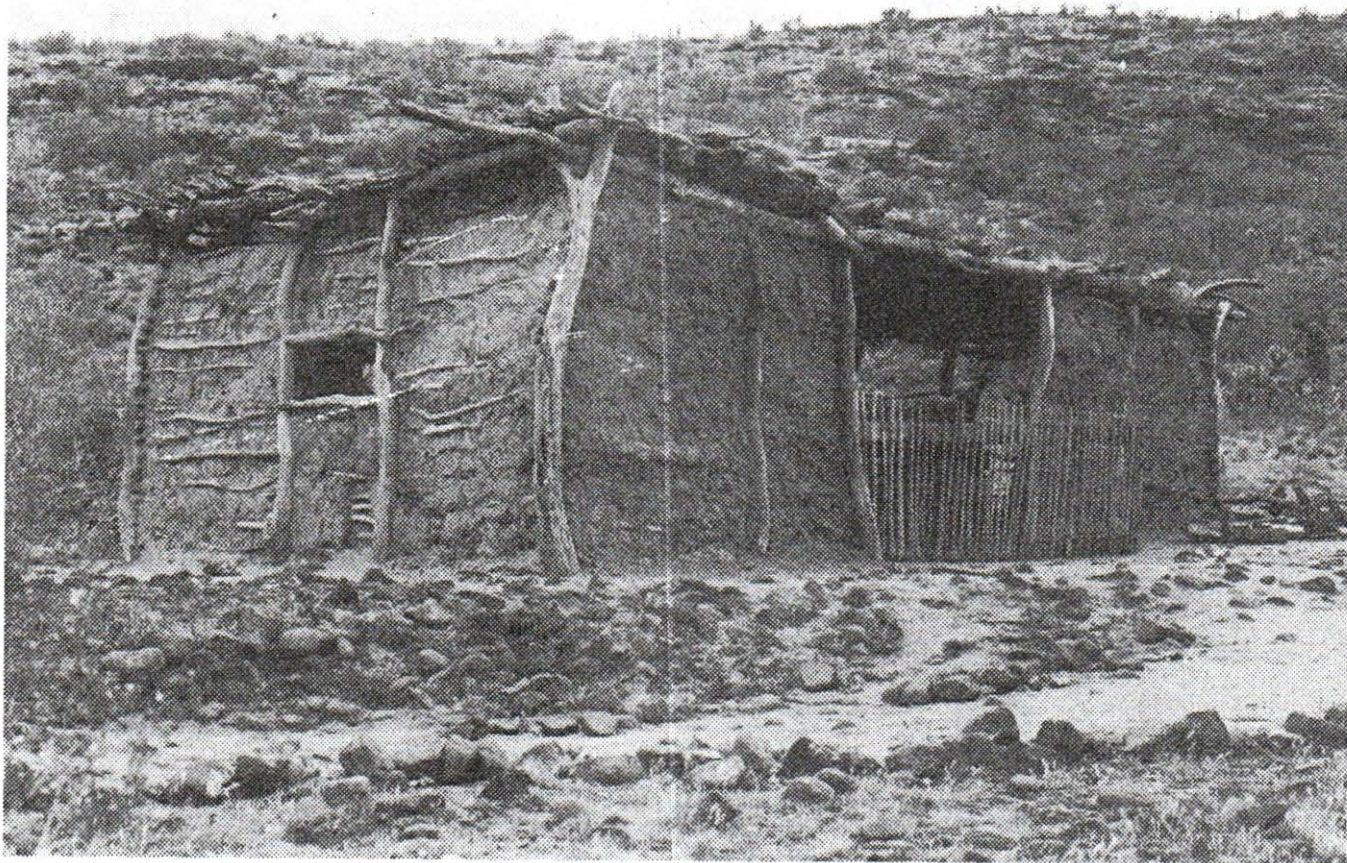
S.C. Historical Society, July, 1991



Submitted photo

WHERE IT STARTED — Owen Childress, a salesman for Del E. Webb Corp., stands outside the first construction shed, which doubled as the first sales office.

1959 - Sun City Sales Office
 1960 - Sun City Service Office
 1964 - Sun City Halfway House



Duppa stage stopover, once located on Agua Fria River bank south of what is now Grand Avenue, has been

duplicated at Pioneer Arizona living museum.

Stage coach operator pioneered Sun City site

By historical record, the first resident and the man who might have claimed title as founder of Sun City was Brian P.D. "Darrell" Duppa, a hard-drinking pioneer Arizonan whose homesite and old stage station the modern community now effaces.

Duppa, who named Phoenix, convincing the early citizens that Pumpkinville lacked sophistication, established his stage station in 1871 on the banks of the Agua Fria River, south of the modern Phoenix-Wickenburg highway.

The location was subject not only to heat, wind, dust, and water shortages common to the area, but also to unfriendly visits by the local Apache and Pima Indians.

AS A stopover for passengers, it offered few comforts—a blanket to sleep on the dirt floor, a menu consisting chiefly of whiskey and beans, and perhaps a caution from Duppa against scorpions and other nightcrawlers.

An exact reconstruction of the stage station Duppa operated has been built at

Pioneer Arizona, a living history museum 12 miles north of Bell Rd. on I-17.

The station stands among the 25 authentically reconstructed buildings at the museum as a testimony to the spirit which built the state.

DONATIONS to support the museum can be made to Mrs. Ruth Fitzpatrick, 10637 Snead Dr., who is heading the Sun City membership drive.

On Duppa's character, Capt. J.G. Bourke, an early chronicler of the southwest, writes:

"Duppa was credited with being the wild, harem-scarum son of an English family of respectability . . . born in Marseilles . . . Rumor had it that Duppa spoke several languages . . . that he understood the classics, and that when sober, he used faultless English."

NBC camera crew shoots SC scene

1976

By LYNN PYNE
Staff Writer

For the past three weeks, an NBC television crew has been filming another documentary about Sun City.

The 20-minute Sun City segment will be aired on the 90-minute "Weekend" show at 10:30 p.m. Aug. 7 on channel 12.

Producer Craig Leake said "Weekend" is a monthly show similar to CBS' "60 Minutes" program. It is basically a magazine show produced by NBC news and features many segments on "how other people live," Leake explained.

Sun City was chosen because Leake wished to focus on "one of the best examples" of retirement community living, rather than attempting to document such areas nationwide. He described Sun City as a "unique community."

LEAKE CAME here from New York City about six weeks ago to begin finding his way around and to meet as many people as possible. He began with the clubs.

He visited club meetings and talked to members to get a feeling of community atmosphere. These contacts led him to meet other Sun Citians and groups.

Leake said he was impressed at first with Sun City's appearance. "The atmosphere is such that

with no crime, no blacks, and twice a week garbage pickup, it's kind of like the ultimate suburb.

"It's amazing how the people who choose to live here look out for each other and have a tremendous pride in the community," he explained.

A THREE-PERSON camera crew arrived here from San Francisco about three weeks ago. Also helping with the documentary is a unit manager from New York City.

Filming has included a broad range of recreational and other activities, club and civic groups (such as AARP), and volunteer work, including the Puppet Club and El Mirage volunteers.

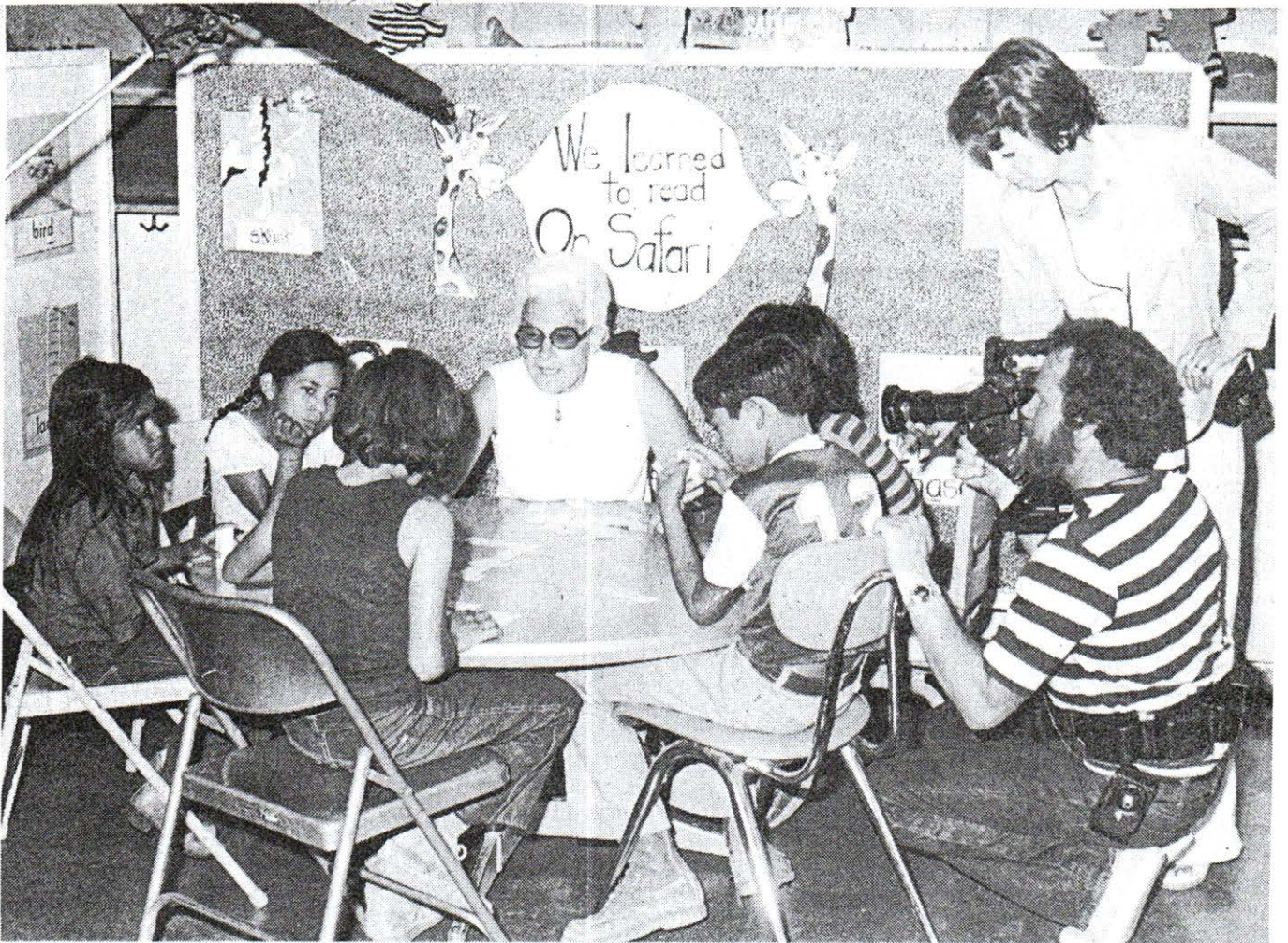
Film footage shows the Sun City Sheriff's Posse at work and portrays "how well everyone looks after things," Leake said. There are also interviews with residents who explain what they like about Sun City.

"THERE IS a very real social phenomenon here," Leake asserted. "The people who come here think nothing of selling their houses and leaving their families to cross the country and buy a house in the desert.

"Everyone has something in common with these people," he added. "If we live long

enough, we're all going to have to make a decision about what to do when we retire."

Some will choose to live in retirement communities, he said, concluding that such areas are not for everyone, but they are a viable alternative for many.



Miss Ellen Miller, Sun City volunteer, instructs El Mirage Elementary School children seated around table. NBC television crew catches action with long

boom microphone and camera. Sun Citians' volunteer activities will be included in Sun City segment on network's "Weekend" show in August.

Sun City, Year 1: Creating community from cotton field

By PAUL SCHAFFER
Staff Writer

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

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

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

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

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

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

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

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

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

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

WEATHER

U.S. Weather Bureau
Youngtown Station

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

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

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

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

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

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

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

IN AUGUST Mr. and

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

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

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

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

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

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

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

OVER

Sun City, Year 1 . . .

and another shopping center.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

'Firsts' forge community bonds

DAILY NEWS-SUN JANUARY 14, 1975

June 8, 1961 ... Formation of a new group known as the Sun City Amateur Players took place last week. Elected officers include Julian Amelung, president; Albert Bartolain, vice president; Linnie Smith, secretary, and Betty Duerre, treasurer.

June 8, 1961 ... Rev. Walter Witt has been called by the congregation of the United Church of Sun City to be its pastor. He has been organizing pastor since inception of the church last October.

March 2, 1961 ... An agreement increasing garbage hauling rates for some Sun City residents and decreasing the rates for others has been reached between the Garbage Service Co. and the Civic Association board.

The new rate is \$2.50 per month for hauling all garbage, grass clippings, and trash.

Sept. 2, 1960 ... The Sun City Lions Club has officially been organized with G. W. Campbell as its president. Jim Blanton is secretary-treasurer, and E. C. Thull is taitwister.

Sept. 15, 1960 ... Mrs. H. L. Whiting has been elected president of the newly-organized Sun City Women's Club and will be installed in ceremonies Oct. 3 at the Sun City Community Hall.

Nov. 24, 1960 ... Sun City Golf Association's first group of elected officers include Spencer Huron, president; Malcolm Craig, vice president; Nick Carter, secretary; Jim O'Gorman, treasurer; Ken Jones, tournament chairman; Pete Whiting, handicap chairman, and R. G. F. Batchelder, director

August 5, 1960 ... The newly formed Sun City Bridge Club has proved so popular as an afternoon activity that an evening counterpart was scheduled for inauguration last night.

The bridge club, comprised of rubber bridge fans, starts play at 1 p.m. each Wednesday. The new group will begin at 7:30 p.m. each Thursday.

Men and women are invited to play in both games, which are conducted in the Ladies Room. Players are to arrange their own partnerships.

Oct. 27, 1960 ... A Sun City chapter of the American Association of Retired Persons has been organized with 26 charter members, and John Drenth is elected president pro tem.

August 19, 1960 ... Veteran newsman Burt Freireich of Phoenix has taken over as publisher of the Youngtown News and Sun City Sun from Mr. and Mrs. Sydney Lambert.

Lambert will remain associated with the News-Sun with the title of editor emeritus and editorial adviser.

Nov. 24, 1960 ... Sun City Shutterbugs have organized a camera club and elected Rev. W. W. Witt, Sun City Community Church pastor, as president.

Nov. 17, 1960 ... Initial Lutheran Church services in Sun City have been scheduled this Sunday at the Sun City Community Center. Rev. Albert Schwartz will serve as resident pastor.

Dec. 29, 1960 ... Sheriff's office representatives have announced a motorcycle patrolman will enforce traffic regulations in Sun City where heavy violations have occurred on one-way segments of 107th and Alabama Avenues.

Sheriff Cal Boies also reported that deputies in patrol cars have doubled the number of nightly swings they make through Sun City-Youngtown streets.

Dec. 8, 1960 ... Members of the Sun City Civic Association elect Ralph Hawley as their first president.

Dec. 8, 1960 ... Mrs. John Hamilton has been elected chairman of newly organized Episcopal Ladies' Guild.

Nov. 24, 1960 ... Mrs. Iris Carter has been elected president of the women's division of the new Sun City Golf Association. Other officers are Mrs. Esther O'Donnell, vice president; Mrs. Ruth Mildner, secretary; and Mrs. Georgie Tolby, treasurer.

Dec. 29, 1960 ... Sun City's first wedding ceremony last Saturday united the former Marianne Hay and Richard Menz. Rev. W. W. Witt officiated, and Mr. and Mrs. W. H. Barrett of 12207 Cherry Hills Dr. hosted the ceremony in their home.

Feb. 16, 1961 ... The name of the Youngtown Shrine Club was changed to Youngtown-Sun City Shrine Club at a meeting last week.

Daily News-Sun Jan 14, 1975

Hectic first year sets tune for future

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

The history of Sun City dates back beyond its Jan. 1 opening in 1960. Del E. Webb, prominent business tycoon-contractor-builder, had the vision of such a community much earlier.

He knew people were living longer, retiring earlier, and were tired of that "ol' rocking chair" image. He knew retirement brought free time and this time in leisure and enjoyment meant much to older couples in their golden years.

Sociologists and psychologists agreed, for the most part, that any grouping of retired persons would be a disaster. But Webb knew differently.

HE AND his corporation researched California and Florida as possibilities for retirement communities and found the "Sunshine States" did attract retirees, but the markets therein did not cater to the older folks.

So the development company, a branch of the corporation, began searching for land near Phoenix,

and in mid-1959, found rich and plentiful property west of the big city.

It wasn't long afterward that Webb signed a land contract with the J. G. Boswell Co., and just three months later, the property had been converted to model homes and apartments, roads, and sites for 55 homes, a nine-hole golf course, motel, recreation center, and shopping center.

Construction of the golf courses began on Aug. 29, 1959, and on Oct. 2, Mr. and Mrs. J. W. Sullivan of Oklahoma City purchased the first lot.

BUYERS understood that homes were to be sold only to families where one member was at least 50 years old. Although the other partner could be younger, no children under college age were welcome as permanent residents.

A week before the official opening, Sun City was named by E. A. Britton of Eugene, Ore., winner of a contest conducted by the Webb Company.

Thus the predictions of sociologists and psychologists were pushed aside. After years of raising families, caring for businesses, trials and tribulations, older people were ready to do the things they had always wanted. At last they had time to

rediscover themselves.

"CONCRETE, steel, and lumber can make the buildings, but people make the community," was the way Webb put it. Sun City was a community that drew people together who shared the same interests and ideas.

And couples with moderate incomes could well afford the living. Homes ranged from \$8,500 to \$11,300; cooperative plan apartments sold from \$8,000 to \$10,000.

Models with two and three bedrooms, one or two baths, carport, lanai, and built-ins, were located near 107th Avenue and Oakmont Drive. Homes were built to the south and west to Peoria and 111th Avenue near Youngtown.

PEOPLE began moving in as rapidly as the homes were sold and liveable. Mr. and Mrs. George Baynes from Seattle were the first out-of-state residents to move to Sun City, and in just eight months there were 1,300 homes.

On July 22, 1960, plans for further growth were announced. A new community building, swimming pool, arts and crafts building, and shuffleboard courts were scheduled to open on Sun City's first birthday. A medical and dental complex also was on the agenda.

A general delivery post office, with Mrs. Mary Garretson as postmistress, opened on April 15, 1960, in the sole shopping center on Grand Avenue.

PLANS for home delivery were made but protest reached Phoenix Postmaster William Mason, who decided to sound out the situation at a Civic Association meeting before a final decision was made.

Finally, the Phoenix Post Office department called off its proposed plebiscite at the association meeting in favor of leaving the decision of door or curbside delivery up to individual discretion.

In the meantime, clubs were beginning to form, and by the end of the year, Sun Citians had their choice of the Lions, Stamp, Woman's, Camera, and Swimming Pool clubs, to name a few. Kaffee Klatchers had organized and a Sun City branch of the AARP had organized.

SUN CITY was not without bad news. The first death of a resident was recorded on Aug. 6 when Gordon B. Parfitt, 65, died in his home at 10802 Alabama Ave.

The first major crime was reported Dec. 15 when burglars broke into the Ernest Hill and G. W. Burks homes on Cherry Hill Drive

West. They swiped a 17-inch television set, glass clock, and flashlight from the first home and a golf bag containing six irons and five woods from the latter home.

In October a medical center had been completed, and the News-Sun newspaper had expanded from a biweekly to weekly publication. Two months later the First National Bank opened its doors, and the second nine holes of the North Golf Course were completed.

SUN CITY became increasingly well known throughout Arizona and the nation during 1961. It claimed 5,000 residents then, and was averaging 35 new residents a week.

January of the new year brought an opening of the Town Hall recreational and community facilities for a second and larger area of homes. The section included 1,975 single family homes, and 400 apartment units. Shortly thereafter, the shopping center doubled its size to keep pace with the growing population.

By this time, Sun Citians had formed their own government bodies, elected officers, and had accepted complete control of the community and recreational facilities from the Webb company.

Del. 26 26

DEL WEBB DEVELOPMENT CO.

Writing

Date April 10, 1973



*File Sun City
History*

To Meeker/Childress From Chapman

Subject WAC:41 Certain Statistical Information
Sun City, Arizona

*contains
revisions*

cc: Bulkeley
Parker
Shahan
Svendsen

With reference to our memo WAC:36, dated March 28th, attached is completed information which includes:

- A. Housing and Population
 - 1. Total Acreage, Housing & Population Projection
- B. Golf Course Acreage
- C. Streets and Landscaped Medians
- D. Lakes
- E. Trailer Compound
- F. Agriculture Club
- G. Cemetery
- H. Recreation Centers
- I. Shopping Centers
- J. Churches

This will replace the information furnished you.

For your information, we are also including the new list of all the doctors presently on the staff of the Walter O. Boswell Memorial Hospital. If you will note, there are a large number that are occupying Lakeview Medical Arts' offices as well as other Sun City offices.

WAC:ew
Attachments

W. CHAPMAN
APR 10 1973

STATISTICAL INFORMATION
Sun City, Arizona

HOUSING & POPULATION

<u>Year</u>	Move Ins <u>Annual</u>	Move Ins <u>Accum.</u>	<u>Population Projection</u>
1972	2,687	13,846	25,641
1973	2,200	16,046	29,821
1974	2,200	18,246	34,001
1975	2,200	20,446	38,181
1976	2,200	22,646	42,361
1977	2,200	24,846	46,541
1978	2,200	27,046	50,721
1979	970	28,016	52,564

TOTAL PROJECTED SUN CITY HOUSING UNITS & ACREAGE

Phase I - Olive to Grand Avenue

8,837 Housing Units
2,685 Total Acres

Phase II - Grand Avenue to Bell Road

12,479 Housing Units
4,128 Total Acres

Phase II - Bell Road to Beardsley

6,700 Housing Units
2,150 Total Acres

Total: 28,016 Housing Units
8,963 Total Acres

GOLF COURSE ACREAGE (Approximate)

<u>Course</u>	<u>Acres</u>
#1 - North Course	201 146
#2 - South Course	156 185
#3 - Sun City Country Club	123
#4 - Lakes West	142
#5 - Lakes East	58
#6 - Palmbrook Country Club	153.84
#7 - Riverview	152
#8 & #9 - (Under Construction)	252
#10 - Future new Country Club	<u>170.29</u>
Total	1,408

Correction to WAC: 46
Revised WAC: 43
4/12/73

RECREATION CENTERS

Oakmont Center	2.450 acres
Fairway Center	4.766 acres
Mountain View Center	7.561 acres
Lakeview Center	15.460 acres
Lakeview Lanes	3.648 acres
Sundial Center	<u>10.618</u> acres
Total	44.503 acres
Bell Center (approx.)	35.865 (Future new Rec. Center)
Union Hills (approx.)	<u>10.200</u> (" " " ")
Total	90.568 acres

SHOPPING CENTERS

	<u>Site Acreage</u>		<u>GLA Sq. Footage</u>	<u>Total Bldg. Sq. Footage</u>
Grand Avenue Grand/107th	7.90		62,374	62,943
Plaza del Sol Peoria/107th, E.	3.590		39,483	39,508
Sun Bowl Plaza Peoria/107th, W.	4.822		40,952	42,008
LaRonde Del Webb/TBird	11.004		107,600	108,064
Greenway 99th/Greenway	12.847	Center Only	78,609	79,574
		"w/cafe/teria	95,767	96,732
Thunderbird 99th/TBird	9.155		52,860 Proposed	53,688

CHURCHES

		<u>Acreage</u>
<u>Phase I</u>		
United Church of Christ	107th/Sun City Blvd.	3.179
United Presbyterian	103rd/Alabama	3.956
St. Joachim Catholic	111th/Elk	1.877
St. Christopher's Episcopal	103rd/Peoria	2.837
Shepherd of the Desert Lutheran	111th/110th	4.875
First United Methodist	105th/Salem	4.621

STREETS AND LANDSCAPED MEDIANS

San City Streets - 162.5 miles to Bell Road

Landsaped Medians (Projected Total)

South of Grand - Approx. 50 acres
North of Grand - Approx. 20 acres
Total Approx. 70 acres

LAKES

Dawn Lake - 37.95 acres
Viewpoint Lake - 33.60 acres
Total 71.55 acres*

*This does not include the many small lakes on the golf courses already included in the golf course total acreage.

TRAILER COMPOUND

Approximately - 13.8 acres*

AGRICULTURE CLUB

Approximately - 10.5 acres*

*Eventually to be moved to another location and present acreage included in the cemetery area.

CEMETERY

61.076 acres*

*See above.

*Revised WAC: 42
4/11/73*

Churches, Phase I (cont'd.)

		<u>Acrcage</u>
Our Saviour Lutheran	103rd/Ironwood	2.89
First Church of Christ Scientist	101st/Clair	3.46
First Baptist Church of Sun City	111th/Peoria	3.01

Phase II

United Church of Christ	103rd/Boswell	4.182
Fountain of Life Lutheran	Sunland/Del Webb Blvd.	4.479
St. Clement's Catholic *	Sunland/Del Webb Blvd.	4.402
United Presbyterian *	Sunland/Del Webb Blvd.	6.828
Arizona Methodist *	103rd/Thunderbird	3.834
First Christian Church *	Thunderbird/Palmridge	3.2
St. Christopher's Episcopal *	Hutton/Burns	4.90
American Baptist *	Hutton/Burns	5.40

*Presently under construction or to be constructed.

Phase III

North of Bell - 6 sites planned - 3-1/2 to 5 acres in size.

WAC:ew

4/10/73

WALTER O. BOSWELL MEMORIAL HOSPITAL
MEDICAL STAFF MEMBERS*

ANESTHESIOLOGY

SUN CITY

Irving M. Pallin, M.D.
P. O. Box 10
977-7211, Ext. 238

J. Eugene Ruben, M.D.
13431 North 107th Drive
977-3677

John M. Wolfe, M.D.
10335 Mission Lane
977-8684

PHOENIX AREA:

Albert R. Andrews, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
846-7601

Shaul Eytan, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
846-7601

Gordon M. Greenblatt, M.D.
5800 N. 19th Avenue
Phoenix, Arizona 85015
264-9007

Thomas J. Groves, M.D.
4550 North 51st Avenue, #74
Phoenix, Arizona 85031
846-7601

Dana L. Harnagel, M.D.
3800 North Central Ave., #420
Phoenix, Arizona 85012
264-2539

DENTISTRY

SUN CITY:

Paul L. Barber, D.D.S.
12611 North 103rd Avenue
933-5749

Robert J. Duncan, D.D.S.
13200 North 103rd Avenue
933-8026

DERMATOLOGY

SUN CITY:

Alice E. Palmer, M.D.
13200 North 103rd Avenue
977-4271

Daniel F. Shanahan, M.D.
10222 Coggins Drive
933-1347

EAR, NOSE, THROAT

SUN CITY:

PHOENIX AREA:

Richard Besserman, M.D.
1728 W. Glendale Avenue
Phoenix, Arizona 85021
995-1311

Roland J. Geretti, M.D.
1728 W. Glendale Avenue
Phoenix, Arizona 85021
995-1311

David E. Gralnek, M.D.
9200 North 3rd Street
Phoenix, Arizona 85020
944-3311

Charles S. Meinstein, M.D.
9200 North 3rd Street
Phoenix, Arizona 85020
944-3311

FAMILY PRACTICE

SUN CITY:

Edgar J. Deissler, M.D.
12621 North 103rd Avenue
933-0051

Oscar W. Friske, M.D.
9786 West Peoria Avenue
Peoria, Arizona 85345
933-3962

Harold E. Gries, M.D.
13200 North 103rd Avenue
977-8321

Clem R. Hooper, M.D.
12238 113th Avenue, #106
Youngtown, Arizona 85363
933-8787

Robert A. Hyde, M.D.
12238 103rd Avenue
Youngtown, Arizona 85363
977-8385

George Lastnick, M.D.
10228 Coggins Drive
933-1366

Robert M. Stump, M.D.
10820 Oakmont Drive
933-1001

PHOENIX AREA:

Robert C. Charnetsky, M.D.
140 Litchfield Road
Goodyear, Arizona 85338
932-2430

Bill C. DeMoss, M.D.
9358 West Van Buren
Tolleson, Arizona 85353
936-1405

James P. Giangobbe, M.D.
5802 West Camelback Road
Phoenix, Arizona 85031
937-9221

Rodney D. Gladhart, M.D.
111 West Indian School Road
Litchfield Park, Arizona 85340
935-5902

Tamio Kumagai, M.D.
5406 West Glenn Drive
Glendale, Arizona 85301
939-2391

Yukio Miyauchi, M.D.
5406 West Glenn Drive, #6
Glendale, Arizona 85301
937-7562

GYNECOLOGY

SUN CITY:

Floyd D. Gindhart, M.D.
13200 N. 103rd Avenue
977-7201

PHOENIX AREA:

Robert G. Hasse, M.D.
6108 West Northern Avenue
Glendale, Arizona 85301
937-1334

INTERNAL MEDICINE

SUN CITY:

George L. Cannon, M.D.
(Cardiology)
13200 North 103rd Avenue
933-1337

Edward L. DuBrow, M.D.
(Pulmonary Diseases)
P. O. Box 10
977-7211

Floyd B. Levagood, M.D.
(Cardiology)
13200 N. 103rd Avenue
933-1311

Dorothy Macy, Jr., M.D.
(Consultation only)
P. O. Box 10
977-7211, Ext. 276

Joseph L. Marcarelli, M.D.
(Hematology)
13200 North 103rd Avenue
977-7201

Baroukh Y. Marzouk, M.D.
(Gastroenterology)
13200 North 103rd Avenue
977-7201

Thomas J. Maxwell, M.D.
12611 North 103rd Avenue
933-8289

Jerome A. Reichenberger, M.D.
13200 North 103rd Avenue
977-7201

Isadore Rudnikoff, M.D.
13200 N. 103rd Avenue
977-7201

Julius Schwimmer, M.D.
(Cardiology)
13200 North 103rd Avenue
933-1311

Gerrit A. Terpstra, M.D.
13200 North 103rd Avenue
977-7201

W. Walter Sittler, M.D.
(Cardiology)
13200 North 103rd Avenue
977-4257 and 933-1311

Adib Zaky, M.D.
(Cardiology)
13200 North 103rd Avenue
977-7991

PHOENIX AREA:

Khossrow Hakimpour, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
846-1985

Clifford J. Harris, Jr., M.D.
450 West 4th Place
Mesa, Arizona 85201
834-8000

Robert E. Kravetz, M.D.
(Gastroenterology)
909 East Brill
Phoenix, Arizona 85006
254-7113

Bernard E. Levine, M.D.
(Pulmonary Diseases)
1130 East McDowell Road
Phoenix, Arizona 85006
258-4951

Daniel S. Levine, M.D.
555 West Catalina Drive
Phoenix, Arizona 85013
264-1361

Bryant I. Pickering, M.D.
(Endocrinology)
555 West Catalina Drive, #208
Phoenix, Arizona 85013
264-1361

Robert E. Westfall, M.D.
(Pulmonary Diseases)
1130 East McDowell Road
Phoenix, Arizona 85006
258-4951

OPHTHALMOLOGY

SUN CITY:

Ronald W. Barnet, M.D.
10228 Coggins Drive
977-4291

Albert L. Rhoades, M.D.
13200 North 103rd Avenue
933-2952

Scott W. Skinner, M.D.
13200 North 103rd Avenue
977-7541

PHOENIX AREA:

Don W. Longfellow, M.D.
926 East McDowell Road
Phoenix, Arizona 85006
252-3441

Theodore A. Rice, M.D.
3134 North 7th Street
Phoenix, Arizona 85014
264-0245

PATHOLOGY

SUN CITY:

Ned A. Kuivinen, M.D.
P. O. Box 10
977-7211, Ext. 331

PHOENIX AREA:

Robert A. Brooks, M.D.
555 West Catalina Drive, #12
Phoenix, Arizona 85013
263-9040

Charles E. Evans, M.D.
350 West Thomas Road
Phoenix, Arizona 85013
277-6611

Heinz R. Hoenecke, M.D.
555 West Catalina Drive, #12
Phoenix, Arizona 85013
264-4719

George B. Kent, M.D.
555 West Catalina Drive, #12
Phoenix, Arizona 85013
263-9040

Peter Mao, M.D.
555 West Catalina Drive, #12
Phoenix, Arizona 85013
263-9040

John D. Waggener, M.D.
555 West Catalina Drive, #12
Phoenix, Arizona 85013
263-9040

PHYSICAL MEDICINE

SUN CITY:

Freeman P. Fountain, M.D.
13200 North 103rd Avenue
977-7201

PHOENIX AREA:

Sam C. Colachis, M.D.
525 North 18th Street
Phoenix, Arizona 85006
254-5835

Donald E. Humphrey, M.D.
525 North 18th St., #2, 9th Floor
Phoenix, Arizona 85006
254-5835

PSYCHIATRY

SUN CITY:

M. B. Ruland, M.D.
13200 North 103rd Avenue
977-7201

PHOENIX AREA:

Otto L. Bendheim, M.D.
5051 North 34th Street
Phoenix, Arizona 85018
955-6200

James E. Campbell, M.D.
5051 North 34th Street
Phoenix, Arizona 85018
955-6200

Carl S. Wellish, M.D.
909 East Brill Street
Phoenix, Arizona 85006
254-6597

RADIOLOGY

SUN CITY:

Leland E. Sargent, M.D.
13802 Crown Point
933-9533

Robert S. Waldman, M.D.
P. O. Box 10
977-7211, Ext. 334

PHOENIX AREA:

Donald A. Tobias, M.D.
333 West Thomas Road, #212
Phoenix, Arizona 85013
264-5671

SURGERY — GENERAL, THORACIC AND VASCULAR

SUN CITY:

Jack A. Fountain, M.D.
13200 North 103rd Avenue
977-2861

Jon R. Hillegas, M.D.
13200 North 103rd Avenue
977-4297

Kenneth H. Huey, M.D.
13200 North 103rd Avenue
977-4295

Charles L. Johnson, M.D.
13200 North 103rd Avenue
933-2753

William J. Kennell, M.D.
13200 North 103rd Avenue
977-4297

Earl O. Latimer, M.D.
13200 North 103rd Avenue
933-1311

Edward S. Lundgren, M.D.
13200 North 103rd Avenue
977-7201

William O. Minturn, M.D.
10222 Coggins Drive
933-1347

C. Thomas Read, M.D.
13200 North 103rd Avenue
977-4241

Phillip Z. Saba, M.D.
13200 North 103rd Avenue
977-7991

Augusto A. Toraya, M.D.
13200 North 103rd Avenue
977-7991

PHOENIX AREA:

Merrill S. Chernov, M.D.
1313 North 2nd Street, #8
Phoenix, Arizona 85004
254-6191

Donald A. Davis, M.D.
9200 North 3rd Street
Phoenix, Arizona 85020
944-0781

James P. Hopkins, M.D.
550 West Thomas Road
Phoenix, Arizona 85013
279-4116

John M. Johnson, M.D.
555 West Catalina Drive, #108
Phoenix, Arizona 85013
277-1830

Robert B. Leonard, M.D.
550 West Thomas Road
Phoenix, Arizona 85013
264-5395

Jerome P. Murphy, M.D.
909 East Brill
Phoenix, Arizona 85006
254-6677

William R. Price, M.D.
4550 North 51st Avenue, #77
Phoenix, Arizona 85031
846-7611

Thomas H. Ross, M.D.
201 East Monterey Way
Phoenix, Arizona 85012
264-5531

Charles M. Rucker, M.D.
2021 North Central Avenue
Phoenix, Arizona 85004
254-3138

Monroe E. Shack, M.D.
909 East Brill
Phoenix, Arizona 85006
254-8633

James B. Shields, M.D.
500 East Thomas Road, #204
Phoenix, Arizona 85012
263-5744

Max T. Taylor, M.D.
525 North 18th Street
Phoenix, Arizona 85006
252-7373

Cecil C. Vaughn, M.D.
2021 North Central Ave., #105
Phoenix, Arizona 85004
254-3138

Roger E. Wilcox, M.D.
525 North 18th Street
Phoenix, Arizona 85006
252-7373

MacDonald Wood, M.D.
550 West Thomas Road
Phoenix, Arizona 85013
277-6811

John T. Wrzesinski, M.D.
9200 North Third Street
Phoenix, Arizona 85020
944-2295

NEUROSURGERY

SUN CITY:

PHOENIX AREA:

Fred K. Christensen, M.D.
3604 Wells Fargo Avenue
Scottsdale, Arizona 85251
946-2224

Lewis J. Brown, M.D.
926 East McDowell Road
Phoenix, Arizona 85006
254-3151

B. Anthony Dvorak, M.D.
9200 North 3rd Street
Phoenix, Arizona 85020
263-5808

John A. Eisenbeiss, M.D.
926 East McDowell Road
Phoenix, Arizona 85006
254-3151

William B. Helme, M.D.
926 East McDowell Road
Phoenix, Arizona 85006
254-3151

John J. Kelley, M.D.
926 East McDowell Road
Phoenix, Arizona 85006
254-3151

SURGERY — ORAL

SUN CITY:

PHOENIX AREA:

Robert B. Gettig, D.D.S.
4700 North 51st Avenue
Phoenix, Arizona 85031
846-7557

SURGERY — ORTHOPEDIC

SUN CITY:

Sam W. Banks, M.D.
13200 North 103rd Avenue
977-4259

John C. Feuling, M.D.
13200 North 103rd Avenue
977-7201

Donald G. Kanefield, M.D.
13200 North 103rd Avenue
977-4255

PHOENIX AREA:

William C. Brainard, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
846-7614

Joel D. Fisler, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
846-7614

Melvyn L. Goldsmith, M.D.
9200 North 3rd Street
Phoenix, Arizona 85020
944-2633

Richard L. Morgan, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
846-7614

SURGERY — PLASTIC

SUN CITY:

PHOENIX AREA:

Alan L. Rinstone, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
946-7594

PROCTOLOGY

SUN CITY:

Durand Smith, M.D.
13200 North 103rd Avenue
933-1311

UROLOGY

SUN CITY:

Joseph B. Priestley, Jr., M.D.
13200 North 103rd Avenue
977-8361

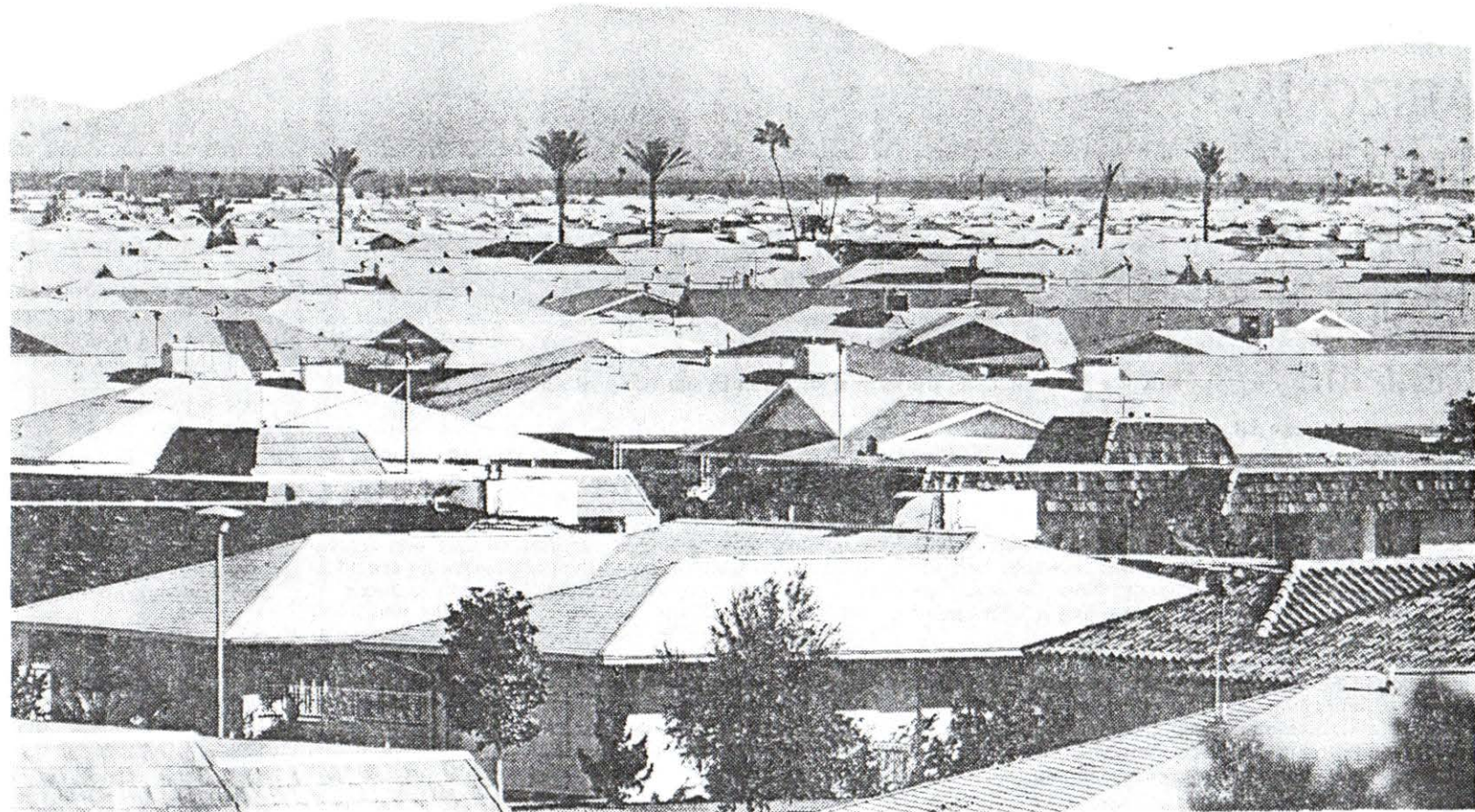
Martin G. Rosenthal, M.D.
10222 Coggins Drive
933-1347


Leslie G. Taylor, M.D.
13200 North 103rd Avenue
977-1616

PHOENIX AREA:

Henry A. Newman, M.D.
4550 North 51st Avenue
Phoenix, Arizona 85031
846-7546

* This list does not include Visiting, Consulting and Honorary Staff.




**The
sun set**

Sun City: A twilight place in the sun

By Frank Premack
Staff Writer

Editor's note: When Upper Midwesterners retire, many of them exchange the region's cold winters for the sun of the Southwest. More than a thousand ex-Minnesotans are now residents of Sun City, Ariz., the largest of the Southwest's retirement communities. In this series of three articles, Staff Writer Frank Premack reports on the people of Sun City, their backgrounds, their lifestyle, their environment.

Sun City, Ariz.

For Bill and Rose Kukar, 71 years old and from Minnesota's Iron Range, Sun City is the good life. Gum-wrapper-free gravel lawns, tidy tract homes, streets that are swept three times a week and not a whisper of controversy, political or social.

Staff Photos
by Kent Kobersteen



Bill and Rose Kukar, both 71, moved to Sun City from Minnesota's Iron Range in 1966.

They gush about it, taking particular pride in their February-blooming pink and lavender sweet peas in the

sideyard, the citrus trees bulging with inedible, ornamental fruit in the backyard and their real estate taxes of \$192.92.

They were attracted by the warm (daytime winter temperatures in the 60s), dry (humidity well under 20 percent) desert weather, feel no wrench at having left their Midwestern homestead and are comfortably insulated from the nation's nuttiness. Sun City has no hippies (anyone with long hair), no race problems (there are no blacks), no welfare (there are no poor) and its inhabitants like it that way ("by God.").

The Kukars are but two of the 1,188 Minnesotans who uprooted themselves to live in this age-segregated retirement community that contractor Del Webb plunked down on the desert 14 miles northwest of Phoenix.

Webb has set up his retirement town so that persons who pick it have to be at least 50, or married to someone 50. School-age children, except in rare circumstances, are barred.

Bill Kukar practiced dentistry for 40 years in Eveleth until he and his wife moved to Sun City in 1966, six years after Webb started scraping away the desert landscape, making a way of life for white, upper-middle-class folks over 50. In those 12 years Sun City has grown to 25,000 and has been copied by dozens of other developers across the country with varying degrees of financial success.

The Kukars and their neighbors have confounded the early predictions of the social scientists who figured that Sun City would be a geriatric ghetto shunned by senior citizens. It may be a ghetto but it is far from shunned. Last year, for example, Webb's sales force sold \$74 million worth of homes, with descriptions and prices such as the Fleur-de-lis for \$39,900, the Starlighter at \$55,590, the Casa Del Arco at \$35,490 and the Touraine at \$51,090. Of course, a home on any of Sun City's seven golf courses costs \$5,990 extra and

ARIZONA: Sun City's people feel leisure is their life

Continued from page 1B

orchestra nor the library is a major concern for Sun City residents.

The early predictions about Sun City, the jokes that it would become a place where residents would bob for oxygen on Halloween, were wrong. Now the sociological studies plainly show high morale and a widespread acceptance of a leisure role.

Sun City residents feel that they have earned the right to a life of leisure and have no obligation to become involved in activities other than those of a purely social or recreational nature. In fact, the residents overwhelmingly reject any notion that they spend too much time on leisure activities.

"Bill has his lapidary," Mrs. Kukar said, pointing to his string tie fastened by a stone and promptly fetching an egg-shaped stone he had endlessly polished and then given her as a present. "And we both belong to the swim club." There was a slight pause in the conversation in the neat, spotlessly clean living room, and Mrs. Kukar added, "We love it here. We just love it. Would you like to see the garden?"

If the work ethic is part of American culture, then the Sun City ethic is that it's a notion that can be put to rest after retirement, and the void can be filled by the pursuit of leisure. For some, at least, that pursuit is almost frantic.

Newcomers are told that they ought to take up lawn bowling or lapidary or square dancing or shuffleboard or something. If they don't, they'll feel left out. So they do.

In December, the slowest month of the year because of the holidays and travel, 10,839 games of pool and billiards were played — 8,658 by men, 2,181 by women. In the same month there were 2,956 lawn bowlers. Pool and lawn bowling are not the most popular pastimes. Golf is, and at least half the residents of Sun City play it, many every day.

Gregariousness prevails at Sun City

Sun City's residents are a gregarious lot. Drive around on a typical day and you'll see:



Staff Photos by Kent Kobersteen

Mrs. Ida McKinnon, 68, works in a shop run by the Hospital Auxiliary.

■ Very few solitary figures, or couples walking the streets that are curved to accommodate the contours of the golf courses.

■ Jammed parking lots at the golf courses and recreation centers. Quite a few of the parking spaces are occupied by fringe-topped golf carts, a favorite mode of transportation off the course for those folks who can't get regular drivers' licenses. They've become so popular that garages for new houses customarily come with special spaces and electric outlets just for them.

■ A dozen or so immaculately attired ladies pedaling three-wheel bikes on a morning outing. Or several dozen women busily chatting and sewing at the Stitch & Knit Club.

■ A full house at the Non-Smokers Duplicate Bridge Club. Just as full a house at the Duplicate Bridge Club.

■ Large gatherings, in fact, at every conceivable activity. Take a Monday in January, for example:

8:30 — Ladies' Round Dance Class; 9-12 — Art workshop; 9-12 — Ceramics casting class; 9-12 — Silvercraft class; 9-1 — Sewing Techniques Club; 9-3:30 — Ceramics workshop; 9-4 — Art workshop; 9-4 — Sewing instruction class; 9:30 — Handweavers' business meeting; 9:30 — Woodworking meetings; 10 — Kaffe Klatch; 12:30 — Huffers & Puffers Club; 12:30 — Sun Grams; 12:45 — Duplicate Bridge; 1 — Art class; 1-4 Ceramics Club; 1-4 — Silvercraft; 1-5 — Open sewing; 1:30 — Health seminar; 1:30 — Recreation Centers of Sun City corporation meeting; 6:45 — Men's cribbage; 7 — 500 Club; 7:30 — Rose & Garden Club; 7:30 — Round dancing for beginners; 8 — Robert Pierpoint lecture; 8 — VFW and auxiliary.

Not to mention, on other days, the Sun City Sun Dancers square-dance club; the Goren bridge club; the Euchre Club; women's shuffleboard snack lunch; Dutch Treat Club; Gourmet Barbecue Society; Ladies' gym class; Daughters of the Nile; P.E.O.; the Stag Pinochle Club; the Kansas Club Potluck, and on and on, until they roll the sidewalks up at 10 p.m.

Sun City's astonishing round of activities forces the residents to know their neighbors. Coffee-and-cookie gatherings in houses are commonplace, and friendliness is a way of life. One January day, for example, a visitor

OVER



Mrs. Guy Connell, a former Hopkins resident, shot some pool in the Sun City recreation center. She moved to Arizona last August.



lots on either of the two artificial lakes cost \$8,000 to \$17,000 extra.

The Del E. Webb Development Co. doesn't practice any sales discrimination. The prices keep out the poor and the blacks and the Chicanos.

Sun City's ambience is built purely around recreational and social activities. It has:

Seven 18-hole golf courses; two miniature golf courses; four recreation centers, with a fifth under construction; 130 clubs and organizations with a dizzying list of activities; two country clubs, where memberships cost as much as \$3,500; a private eating club; four shopping centers; a 200-bed hospital; a 3,000-seat baseball stadium where major league clubs play spring-training exhibitions; 16 church sites, all packed on Sunday mornings, and a 7,500-seat outdoor amphitheater, sold out in January for Lawrence Welk's March 18 appearance.

Sun City is not quite a cultural desert. It has a 65-piece orchestra and a small library. The orchestra's concerts don't manage to draw as well as Liberace, and the library is not particularly well stocked; but neither the

Arizona continued on page 2B



Lawn bowling, left, and miniature golf, above, are popular sports at Sun City. So is regular golf.

knocked on a door in Sun City and asked if he could use the phone. The elderly couple didn't bother to ask the visitor his name or what he was doing at their door; they simply invited him in, then asked him to stay for lunch.

Social snobbery is not the thing

There is little social snobbery at Sun City and very few places to practice it anyway. A few women wear their mink stoles to the club for dinner, but not many. Casual clothes — white shoes, burgundy slacks, knits, golf caps, cardigans — are the order of the day.

Most of the residents are well over 60, but early retirement is gradually changing that. Mrs. Mary Stine, 59, and her husband are examples of why the average age is getting lower. The Stines came to Sun City 10 years ago, when its population was only 2,000 and when he retired as a lieutenant colonel in the Air Force.

Sun City, she said, "is as close to heaven as we'll ever get." Heaven for her is built around bowling, playing bridge, making most of her clothes, growing roses and working in the hospital auxiliary. Unlike most men in Sun City, Stine works. He went to Arizona State University at Tempe, got his master's degree in business management and now commutes to a full-time job, 7 to 5, with the Arizona State Health Department in Phoenix.

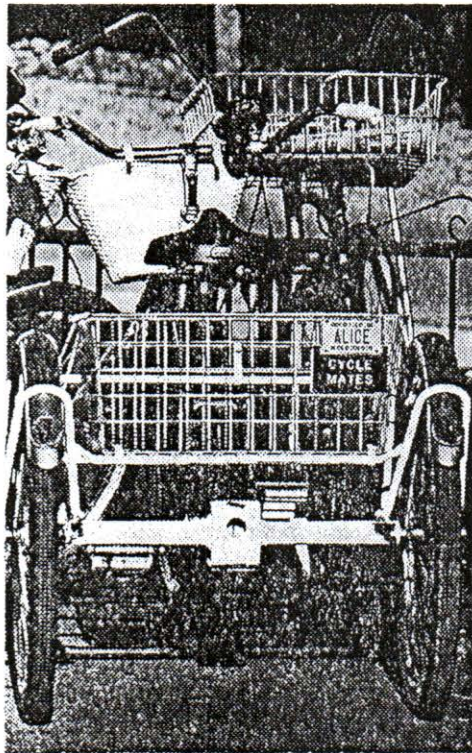
"It's been an easy adjustment," said Mrs. Stine. "We moved around a lot in the service, so it's just like another change in assignment."

The most frequent adjustment, other than simply being uprooted from what has been home, is that faced by an increasing number of women whose husbands die not long after the move to Sun City. Widows abound, and Mrs. Ida McKinnon, 68, is like many of them.

She and her husband, Lachlin, moved into Sun City from San Mateo, Calif., in 1971, after he retired as West Coast manager for Dictaphone. Within the year he died of a heart attack.

"It's not too difficult to adjust to death out here," she said. "This is not necessarily a couples' society. I've maintained the same friends that we used to have, and made a few more."

One of those friends is a widower, Royal Miller, 70, who moved into his Sun City apartment in November. Miller



lived in Scarsdale, N.Y., until he retired in 1967 as Dictaphone's director of inventory control. He and his wife moved to Pennsylvania, to be near a married daughter; a year and a day after that move his wife died. He had no close friends, only the proximity of his daughter, and, after two trips to Arizona, decided to settle in Sun City.

"Once in a while I wonder where I got the courage to leave the East, to pick myself up and move here," Miller said. "But it's been easier to adjust to my wife's death here than it was there . . . Everyone here is the same age group and there's a similarity of interests. That helps."

There are examples of courage at Sun City that border on the bizarre, and residents don't like to talk about them, thinking that outsiders will see them differently, perhaps make fun of them.

Mrs. McKinnon reluctantly told of one example of an elderly man she saw almost daily at the swimming pool last summer. "The poor dear," she said, "he had a lot of courage." He took a dip with an oxygen tank strapped to his back, the tube and mask dangling within easy reach.

Monday: Not everyone raves about Sun City.

LAS VEGAS

Westward Ho Motel — World's Largest —
1,000 Rooms on the Strip Next to the
Stardust Hotel, Circus Circus and Riviera

**DIAL
FREE**
For Reservations
1-800-648-6861

REDUCED WINTER RATES!

Low Prices Continue As We Start Our 8th Big Year.
Come Celebrate Our HUGE CASINO EXPANSION!

Midweek Special (Sun. through Thurs.) — Good to May 25/73
On 204 Special Rooms Offered At These Low Winter Rates:

\$8 ⁸⁰	\$10 ⁹⁰	\$12 ⁹⁰
DBL. BED ONE PERSON	DBL. BED 2 PEOPLE	2 DBL. BEDS FOR 2 PEOPLE

Over 800 Other Rooms & Suites Starting at \$2.00 Additional.
On Fri., Sat., Holidays & Summer Season, Add \$2.00.

CALL FREE NOW . . . NO NEED TO WRITE!
The phone is faster, clearer and easier. Call Now!

DIAL FREE 1-800-648-6861

As you dial, charges billed automatically to hotel, no cost to you.

Bring This Coupon to Front Desk When You Check In.

FREE!

SUPER FUN PACKAGE!

Including \$5.00 CASINO FREE PLAYS
Daily Per Person!!

Adults Get Free Champagne Party Every Nite 8 to 12, Free Gifts,
Souvenirs, Drinks, Food Offers. Be Our Guest for a Full Day of Fun.
CASINO, 24-hr. Food, Bar, Free TV, hundreds of family units, 11 Pools (Hot
& Cold), Free Lounges, Free Airport Bus, BankAmericard, Master Charge.

WESTWARD HO

MOTEL & CASINO

2900 Las Vegas Bl., Las Vegas, Nevada 89109

PALM SPRINGS, 1001 Another WESTWARD HO MOTEL!
Dial Free As Above For Current Season Rates.

MPLS. 2/25



Staff Photo by Kent Kobersteen

Dorothy and C. George Jones sat with their cat, Whiskers, in the living room of their Sun City home.

Silent majority isn't silent when it talks about Sun City

Editor's note: When Upper Midwesterners retire, many of them exchange the region's cold winters for the sun of the Southwest. More than a thousand ex-Minnesotans are now residents of Sun City, Ariz., the largest of the Southwest's retirement communities. This is the second of three articles by staff writer Frank Premack on the people of Sun City, their backgrounds, their lifestyle, their environment.

By Frank Premack
Staff Writer

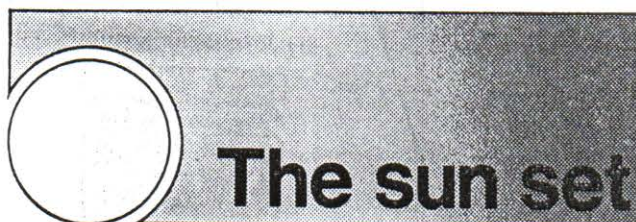
Sun City, Ariz.

They all profess to love it in Sun City. All except John Lanni, 81-year-old resident dissident who keeps alive and kicking by fulminating against Sun City's Establishment and the Del E. Webb Development Co.

Lanni believes his neighbors have been brainwashed into thinking Del Webb is Big Daddy, that such thinking is servile, that they should rise up, incorporate and run the place themselves.

Most of the residents think he's nuts, or worse, and have turned down incorporation by margins of 7 to 1. Webb's people find him a thorn and wonder why he's stayed so long.

None of that bothers Lanni, a big man with a deeply lined face and a living room filled with worn books instead of the usual plastic flowers and knick-knacks. He came to Sun City when it was 200 homes and the rest was cotton fields; he wanted incorporation then, knows he won't live long enough to see it happen but also



knows that the issue has kept his mind in motion for a dozen years. "It keeps me alive," he said.

Lanni knew poverty as a boy, put himself through Colgate by working and playing football, made \$16 a week in 1916 and ended up in Indiana as a slam-bang salesman of western belts (Hickok). When he retired as a district sales manager he took his outstanding-sales plaque to Sun City and settled there in November 1960.

"I've been booed and hissed more than anyone in Sun City," he said. "Just because I dissent from the popular view, which is Webb's view, that this community is a community of, by and for the Del E. Webb Development Company.

"It's incredible to me that grown men, men who were with General Motors, would pay obeisance to a company which runs Sun City through resident stooges, with profit as their motive. Self-government is our greatest heritage, and if we'd incorporate we could have that... we could tax and get back taxes from the state... we could have

Sun City continued on page 7A

Sun City

Continued from page 1A

our self-respect and be our own bosses."

The Webb people acknowledge that Sun City really isn't a city, that it is unincorporated and controlled by the development company, a wholly owned subsidiary of the Del E. Webb Corp. But, adds a Webb man, "We give the residents what they want." Sun City, the Webb people point out, is a "planned community" and by 1980 it will have grown to 55,000 residents. There will be a time for incorporation, the Webb people say, and that time will come when the "plan" is filled. Another way of putting it: When Webb's development company has sold all it can, then it will no longer be interested in running Sun City.

If John Lanni is the resident dissident, then Dorothy and C. George Jones represent the not-at-all silent majority, the folks who rave about Sun City.

The Joneses, a rotund, childless couple who took early retirement from Pentagon jobs (she's 48 and he's 54), moved into Sun City in August 1971. Early retirement had been a long-time goal for Jones and there was no fear of the change. "One day I came home from the office and said, 'Dottie, you got to put your traveling shoes on, I put my retirement papers in today.'" And that was it.

They have found plenty to do, partly because Jones works part-time, dabbling in real estate and Dale Carnegie courses.

She: "We get up at 6 every morning, or before, and go out to breakfast, just like we did on the way to work. I usually have a meeting, not every morning, but many mornings; maybe they'll go for an hour or two. We'll have lunch at the country club or somewhere in Sun City. I'm in sewing and crafts, we belong to an organ club. Of course, we go to church on Sunday. Our churches are lovely and crowded, extremely crowded."

He: "Somebody wanted to know whether it's dedication or apprehension that fills them..."

She, taking up the thread after he finished chuckling: "Last night we had two calls, friends who wanted us to have dinner with them this weekend, something we never had time for back East. We go to the country club, dancing every Saturday night. We go out for Sunday brunch. We have not had time for golf (their house is adjacent to a course). We go to newfound friends here for dinner. Why, just turn around and look at our January calendar (posted on the refrigerator door). It's so filled..."

He: "I tie in with the Toastmasters Club a bit. I belong to the Sportsmen's Club here. Church work. Guest speaking and I'm building a guest lecture circuit. I speak to the social and fraternal groups here and the professional

groups in Phoenix. . . . Literally, anybody in this town can be as lonely as he wants to be, as reclusive as he wishes to be or he can be as busy as any peckerwood you might know. This goes for the ladies as well as the men."

The Joneses especially like the super-cleanliness of the place and the people.

She: "Why, there are men out sweeping, washing patios, washing windows every day. It's beautiful and clean."

He: "We're examples of the vanishing American. I'm convinced that one of the things in connection with our young people is that too much permissiveness enables our young people to dress sloppily and slovenly and it can't help but have an impact and effect on their attitudes toward themselves and other people. Whereas most of the people you see here are of the generation where, look, you washed behind your ears and you scrubbed your nails before you came to the dinner table..."

She: "We try to keep dressed up. People drop in on you. Why, two mornings ago at 6:30 a brand new neighbor came in and I had a grand time with her. You never know when someone is going to pop in, and they do this very informally here."

Dorothy and George Jones are nearly at a loss of superlatives in summing up life in Sun City. But not quite.

She: "I feel that Sun City is the greatest place I've ever lived. I feel that I just never want to go back to the East Coast. I just love it. Our newfound friends are delightful, everything about it is just delightful."

He: "There's a joke that says this is the town of miniskirted grandmothers in orthopedic shoes. I'll tell you, you should see them dance on Saturday night... The Del E. Webb people have accomplished a miracle here. We could have retired any bloom-in' place we wanted to, but this suits us beautifully."

Oddly, John Lanni and George Jones, poles apart in

their views of Sun City, share a basic political conservatism.

It shows up in their views about the efforts of an adjoining city, Peoria, to pass a school bond issue. Sun City is part of the Peoria school district, and time after time Sun City residents have defeated Peoria's efforts to raise money for new school buildings. So many times that the Peoria school superintendent figured he had enough last month and resigned.

Lack of schools in Sun City and the refusal of its residents to support the bond issues in the school district is a major reason for the low property taxes. Services that are needed, such as police and fire protection, are obtained on a contract basis and consequently are not reflected in property tax bills.

Sun City residents outnumber Peoria voters, and the school-bond issue is but one example of the growing political power of unincorporated subdivisions in Phoenix-Scottsdale valley.

Jones is opposed to incorporation for the time being; he's concerned that the cost of services in Sun City would go up. But he's smart enough to know that the state of Arizona could start taking a hard look at places like Sun City and impose tax burdens on them.

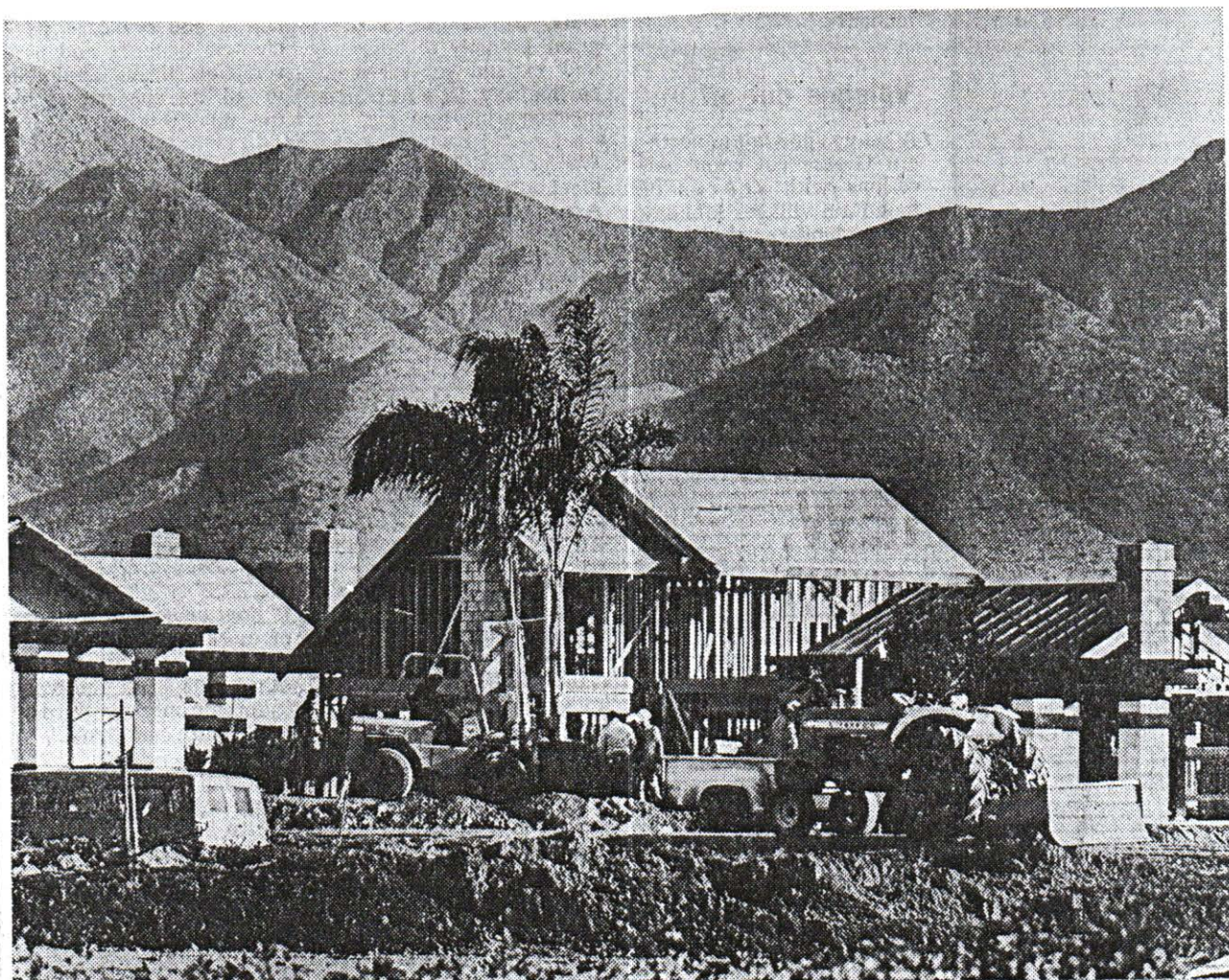
"The political power is growing around the existing metropolitan area, and the political power of these unincorporated areas could become pretty doggone strong; they could have the effect of shifting the power away from the big cities," he notes.

But much of the feeling against incorporation among Sun City residents has nothing to do with the coming power struggle, or the question of costs of services.

Jones calls it "overcoming the inertia of the status quo." Lanni calls it the result of apathy.

Very likely, Sun City residents don't want to be bothered with local government, with campaigns and elections, nasty charges and countercharges. They like things the way they are, those quiet, uncomplicated days where the biggest concern this winter has been getting tickets to Lawrence Welk.

Tuesday: Area's growth is concern for some.



Staff Photo by Kent Kobersteen

More houses are going up in Arizona developments. Is it progress or sprawl?

What the developers call progress could create another Los Angeles

Editor's note: When Upper Midwesterners retire, many of them exchange the region's cold winters for the sun of the Southwest. More than a thousand ex-Minnesotans are now residents of Sun City, Ariz., the largest of the Southwest's retirement communities. This is the third of three articles by staff writer Frank Premack on the people of Sun City, their backgrounds, their life style, their environment.

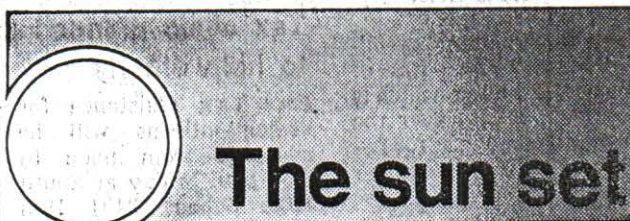
By Frank Premack
Staff Writer

Phoenix, Ariz.

Growth, to big-time contractor Del Webb, 73, and the developer of three Sun Cities, is good per se. He's made millions from it, and intends to make more.

"You can't stop growth," he's fond of saying. "I want to look into the future and not worry about all the problems you might have. You've got to be aggressive and look at the good things that come with growth."

On the 17th floor of the Del E. Webb Building in downtown Phoenix, progress looks good to Webb and his 8,000 employees building motels, hotels and "new towns" all over the country. But down on the desert, the valley of the Phoenix metropolitan area, smog has started to creep



in and some people have started to say that maybe progress isn't good.

What the developers call progress, the planners call sprawl, and the citizens of Phoenix, Scottsdale, Mesa and Tempe are concerned that their sprawl will turn into another Los Angeles.

Thirty-one housing developments are either planned or under way in this valley. They will take up 81,511 acres and house 515,400 people, almost as many as the 581,562 who now live in Phoenix.

The bulldozers this winter are scraping away the natural splendor of the desert floor, making way for tract hous-

Sun City continued on page 8A

SUN CITY: They need cars, fight freeways

Continued from page 1A

es, fake lakes, golf courses, franchise-food outlets, swimming pools, asphalt streets and trailer parks. Ten new communities and 21 subdivisions are planned or under way.

Much of it is ugly, some of it is tacky.

All of it is low density, virtually uncontrolled and certainly uncoordinated.

County planners expect the valley's population to rise from its present million to 1.36 million by 1980, to 1.9 million by 1990 and to 2.68 million by 2000.

Until the 31 developments came along, growth in the valley had been concentrated within its cities (Phoenix, Scottsdale, Mesa and Tempe). Now, it is being scattered about on the fringes in an erratic leap-frog manner.

That trend is now under attack by men such as Charles S. Sargent, assistant professor of geography at Arizona State University, Tempe. Sargent has studied the valley's development for more than a year and has put his views into a paper to be published by the Institute of Public Administration.

Future expense troubles planners

"Never," he said, "have so few made so much from so many at such a cost to all."

Much of the reason is that valley residents, perhaps reflecting romantic western notions, are fearful of the problems of high density and are enamored of low-density developments. When the growth in the 1950s and 1960s was confined to the edges of the cities, everything was dandy; but now it's not, and its future expense is beginning to trouble Sargent and the planners.

They are concerned about the extra expense involved in demands for water, sewers, roads, police and fire protection, schools and other governmental services when the growth is scattered about willy-nilly.

County and municipal planning officials feel frustrated in their efforts to control the sprawl and especially the leap-frogging. Zoning ordinances aren't effective. Master plans are fragmented and the fragments are frequently altered to make way for fresh requests from developers. There is, in short, no plan for growth.

Nor is there any ground swell for metropolitan coordination. Late last month the mayor of Phoenix, for example, said he saw no need for any kind of metropolitan government.

"There is this romantic western motion out here that everything was built by rugged individuals," Sargent said, "and we don't want 'big' government. It's reflected in the people we send to Congress, like Barry Goldwater."

Dependence on auto is problem

One of the ironies of the galloping growth is the residents' dependence on the automobile coupled with their fierce determination to oppose freeways.

"Both the freeway and mass transit advocates," Sargent said, "view greater Phoenix as an incipient Los Angeles and forecast that its smog, traffic congestion and low-density sprawl will be duplicated in Phoenix.

"It must be recognized that the history of urban growth in greater Phoenix, long dependent upon the automobile and characterized by a low-density sprawl that is now sanctified in master plans and zoning ordinances throughout the valley, is the principal force behind this duplication of greater Los Angeles."

If residents want to avert the fate of L.A., he said, then they will have to accept high-density residential development, enforceable and strict limitations on sprawl and less reliance on the auto.

"All of these necessary steps involve a renunciation of the dynamics of past urban growth," he said. "On the other hand, mass transit systems, viewed by some as a panacea to the future urban ills, probably cannot work without such a reorientation."

One characteristic of valley growth, Sargent said, is the developers' belief that they "will most readily and profitably market otherwise conventional speculative developments by camouflaging their vulgar nature through the creation of a 'country-club' environment, a veneer of luxury.

"Lakes, golf courses and 'convenience' stores, all of a monotonous sameness in concept and content and inferior to natural lakes, to the country clubs of the truly affluent and to the well-stocked and numerous shops of large regional shopping centers, somehow promise prestige to otherwise commonplace tracts.

"In some places, the veneer is dangerously thin."

Low-key pitch sells houses

Developers in the valley are calling their highly conventional subdivisions "planned communities" as a sales enticement.

Webb's Sun City, an age-segregated retirement community 14 miles from Phoenix, is one of the "planned communities." Planners acknowledge that it is one of the better ones and is anything but tacky. It is one of three Sun Cities built by Webb and the only one he still owns. He dumped one in Florida and one in California because they weren't making the kind of money he likes.

The Arizona Sun City is being built on 20,000 acres, 11,000 of them purchased in early 1972; population is expected to grow from the present 25,000 to a maximum of 80,000.

Nearly a quarter-million people visit Sun City every year, and Webb has no difficulty selling 11 homes a day with a low-key pitch.

The most recent developments in the valley are geared strictly to the affluent, probably as a result of the growing costs of land. One of them is the McCormick Ranch property in Scottsdale, 4,236 acres purchased for \$12.1 million by Kaiser Aluminum and Chemical Corp. and Aetna Life and Casualty Co.

Victor Gruen and Associates, the architectural-planning firm that designed Southdale Shopping Center in the Minneapolis suburb of Edina, is designing the development that Kaiser-Aetna hopes will resemble in microcosm their 97,000-acre Rancho California, 60 miles north of San Diego. The old McCormick acres will house 35,000.

One development has stirred the environmentalists more than others. It is Fountain Hills, located 19 miles northeast of Scottsdale on 12,060 acres purchased for about \$18 million by McCulloch Properties. The developer hopes to house 70,000.

The site is in the low McDowell Mountains and is lovely. Or was until extensive grading work began. One zoning commissioner, taking note of the grading, told McCulloch:

"You don't need zoning; you need a permit to operate a mine. You people have committed the biggest rape of the earth I've ever seen. You have not lived up to what you told us you would do. If a smaller developer had done this, he'd have been nailed to the wall."

Phoenix valley to find costs high

McCulloch has defended itself with, among other things, a full-page newspaper advertisement, saying that "this now bare earth might seem to indicate environmental indifference. To the contrary, on this levelled portion of our scenic hills there will arise one of the most beautiful and modern downtown districts in the nation."

The extensive grading of the downtown was done in part to create a vista for an artificial lake and "the world's highest fountain" which is the development's centerpiece. To the promoter and his sales force, the fountain symbolizes "the gushing fountain of living, business and growth opportunities."

To Sargent and a handful of planners it symbolizes something else.

"The time has come," Sargent said, "to do more than applaud the developer in the real estate section of the Sunday newspaper for the attractive architecture of his 'planned' development and the country-club environment he is creating.

"The time is overdue to chide the developer for his major contribution to high land costs and increasing property taxes, traffic congestion and urban sprawl.

"No one would deny that the developer performs a service in providing housing to a large segment of the market in a rapidly growing metropolitan area, but one should not lose sight of the total price that is being paid by the community as a whole."

The price in the Phoenix valley will be high.

End of series.

1972

*Sun City File
History*

PREFACE

Sun City, Arizona is one of the most successful new cities in America. It is a city "master planned" by the Del E. Webb Development Co. as an active retirement community to attract home buyers fifty years of age and older by providing a variety of outstanding home values, recreational and cultural facilities for relaxed, enjoyable living.

The beauty of Sun City, with its main thoroughfares containing landscaped parkways, green golf courses, many lakes and attractively landscaped and immaculately kept homes, is almost impossible to appreciate without actually seeing the community firsthand. It is the story of proper "master planning," ingenuity in developing new ideas, and of excellent control of its development by the Del Webb firm. Evidence of this is shown in the fine quality and stability of the people from all over the United States who have been attracted and have purchased homes in Sun City, and then in turn have recommended the community to their friends and relatives.

The "master planning" has revealed the same type of vision in the furtherance of Sun City's recreational and cultural facilities, as well as its fine commercial and business centers. With this type of planning and development, Sun City's commercial and business centers have been highly successful and extensively patronized. Coupled with the tremendous population growth, commercial success has generated an urgent need for many new and additional businesses, professions and services for the community.

The following information documents Sun City, Arizona -- its uniqueness, advantages, and plans for commercial growth to keep pace with its fantastic population growth.

SUN CITY IS A STORY OF BEAUTY, PLANNED GROWTH AND SUCCESS

Sun City has written a tremendous success story as an active Retirement Center in growing in less than thirteen years from cotton fields in 1959 to a beautiful city that, by the end of 1972, will have over 13,600 homes, a population of approximately 25,200, four fine recreational centers valued at over three and a half million dollars, one three million dollar recreation center under construction, seven eighteen-hole golf courses, four thriving commercial centers with 227 various business and professional outlets with two more shopping centers under way, numerous office buildings and other individual business facilities. The effect of this growth, and of the community's success, is reflected in the following information.

- . Bank deposits have increased from approximately \$27,349,000 in 1965 to over \$141,000,000 by July 1972. Of this amount over three-fourths is savings and time deposits. Present bank savings figures indicate a growth of over five times those of 1965 in less than a seven year period. December 1969 surveys show 92 percent of all Sun City households maintain some type of savings and indicate 56 per cent maintain savings in savings and loan institutions. The survey estimated that the average savings per household was about \$21,840. Twenty-two per cent had two savings accounts, fifteen per cent had three, and eleven per cent had four or more. It is estimated that over \$52,000,000 in savings will be deposited in savings and loans in Sun City by new residents during 1972. Adding banks and savings and loan deposits in Sun City makes a formidable amount of money estimated in excess of \$250,000,000 total.
- . A recent survey indicates Sun City residents have, as of August 31, 1972, in excess of \$147,129,000 in annual income, most of which is spent in Sun City, Maricopa County and Arizona. The survey also showed that the average income per family of Sun City home owners was \$11,499 and the income of 1972 home buyers considerably higher. This is going up yearly as Sun City is attracting more and more buyers with high incomes. Of the homes and apartments surveyed, less than 15% had mortgages.
- . Sun City has over 14,500 autos, golf carts and trailers on which Sun Citians pay over \$540,000 in taxes and license fees. With probably more golf carts per capita than any other city in America, Sun City also has the highest valuation of automobiles per capita in the State.

- . Sales generated in the Sun City shopping centers have kept pace with the population and economic growth of the community. Gross sales estimates show that 1972 sales will be over five and a half times the 1964 sales figures. (Gross sales in 1964 were \$3,296,112 as compared with the 1972 forecast of \$18,230,000). This refers only to the four shopping centers owned by Del E. Webb Development Company. Many other individual businesses having retail sales or professional businesses are not included in these figures.
- . The Del E. Webb Development Company in 1971 sold more new homes (2,322) than in any previous year and in the first six months of 1972 continues to maintain this pace with 1,402 sales.
- . Sun City has become nationally famous as an active retirement community and is drawing home buyers of above average spendable incomes and wealth from throughout the United States.
- . Sun City has attracted millions of visitors and many millions more have been exposed to Sun City through television and magazine articles, including national television coverage during the Apollo 11 moon landing program.
- . In Sun City at present are 14 churches, with additional future sites for new churches plotted. Sun City's houses of worship have experienced some of the highest membership and attendance records in America.
- . Sun City-Youngtown has the highest home ownership percentage of any sector of the county and is one of the top communities in average home values in the county. The average new home purchased in the first eight months of 1972 was about \$29,418; however, the purchasers also spend thousands of dollars additionally in landscaping, carpeting, additions, enclosures, etc.
- . Sun City is growing at a rate of more than six times that of Maricopa County and five times that of the state, according to recent estimates. The high percentage of Sun City home owners comes from outside the state of Arizona and has brought wealth and income from out of the state as a major contribution to Sun City, Maricopa County and the state of Arizona in spendable income, taxes, bank and savings and loan deposits, new home purchases, gifts to charities, and in many other ways.

- . Sun Citizens were the major contributors and workers in raising over two million dollars in donations and pledges for the new Walter O. Boswell Memorial Hospital in Sun City which opened in November 1970 and represents a cost and investment of over seven million dollars. This is an amazing community performance in which approximately 52 percent of Sun City residents and businesses contributed.
- . Sun City is becoming known all over for the high concentration of fine talent and abilities which is being drawn on for the development and operation of many charitable and worthy enterprises.
- . Sun City has a unique population. Because Sun City is an active retirement community designed for people 50 years of age and over, it is a city with the population concentrated in the older ages. The median age of males is 69 and for females it is 67 and of males and females combined, it is approximately 68.
- . In checking surveys by areas, it is evident that the older people come from the areas that were first developed and the new group coming in are in a considerably lower age group.
- . The population projection of the primary area (Sun City-Youngtown) ranges from approximately 26,200 at the end of 1972 to 55,500 by 1979. The persons per household range from 1.83 to 1.92 with the new buyers and resales averaging in the high percentage areas. The secondary area, which represents an approximate 5 mile radius surrounding the Sun City - Youngtown area, is based upon the best available population and census figures and ranges from 32,153 in 1970 to 42,573 in 1975 and 56,153 in 1980 or the total service area including the primary and secondary areas is in excess of 50,000 now and would grow to over 107,000 by 1980.
- . These figures were taken from surveys made the summer of 1972 in connection with the Master Plan for the Walter O. Boswell Memorial Hospital and are considered to be very conservative. It is estimated that the buying areas would extend much farther than a 5 mile radius of Sun City in certain directions, particularly the Northeast, the Northwest and West.

- . The age group in Sun City is made up of skilled, affluent people representing a vast multitude of talents unlike any other normal community. The educational level is higher than that of the normal community with the male population having a high concentration of professional retirees and people in higher educational levels than any normal community. For example, one organized club in Sun City, The Sun City Physician's Club, has a membership of over 144 doctors who meet monthly for enjoyment and doing things in the interest of the community. This is only a sample of the great variety of people in these professional classes. Many upper echelon executives of General Motors, Kresge, Sears and other similar organizations reside in Sun City and have clubs for their companies alone. It would take any medium or large city to develop a club of these memberships anywhere else.
- . Another great benefit to the community of this talent is that they are available and are volunteering their services for many of the great projects benefitting the community, the County and the State, such as operation of the Recreation Centers of Sun City, the Home Owners Association, the Walter O. Boswell Memorial Hospital. The Sun City Community Hospital Foundation recently had over 1,200 people of the community soliciting in connection with raising over a million dollars locally for the Boswell Hospital to complete the top two floors.
- . The therapeutic value of the community with all its recreation facilities and the associations of the people is such that it has a marked effect on the statistics of the Boswell Hospital which has resulted in the shortest stay in the hospital for the age group of any hospital in the country, according to Mrs. Marcia Kahn, Director of Medicare for eleven Western states.

Ida Anne Sandler

After ten years I must be the longest temporary employee of the Del E. Webb Development Co., since I am always reminded by Owen F. Childress that I am 'temporary help'.

I moved to Phoenix, Arizona almost 20 years ago from Chicago and Kalamazoo, Michigan where I spent many years in philanthropic work.

It wasn't till 1956 that I went back into the business world when I was affiliated with the P. W. Womack Construction Co., as Richard Creswell's secretary. This was my training ground with my first developer. Then, in 1957 I associated myself with Hoffman Homes as a salesman. After the death of Sam Hoffman I was hired by Mr. Childress as the 'office girl' to my present position in financing as the Project Cash Controller.

I remember when our present Kings Inn was a shell and our first office was in the Men's Club Room of the Recreational Facilities on Oakmont. Our office had the first telephone on the project. Subcontractors, merchants who were having their stores built all sat in line taking turns to use the telephone. There was no place in Sun City to eat so many times I had to share my lunch with someone and I wore out a coffee pot I had brought from home to also share with those who wanted a cup of coffee.

Many of the present residents will not know that our first subdivision was called 'Newlife' until the contest was over and our project was named Sun City.

It was very exciting when on April 8, 1960 the first key was ^{presented} given out to our ~~first completed home.~~

From lettuce and cotton fields to see our present growth in Sun City has been very rewarding. The highlight of ^{my} 10 years association ^{has been} is meeting the wonderful peoples ^{who} ~~make up our Sun City and to have played a part of helping to build a~~ beautifully planned community that can bring happiness and enjoyment to their ~~golden years.~~

FUN AFTER FIFTY

An unusual community for senior citizens has developed just 15 miles from Phoenix, Arizona.

by
Wes Meyer

"I LOVE IT HERE. I like the life, the people and the weather. Yes, I loved Minnesota too when I lived there, but if old friends want to see me they'll have to come to Sun City."

Those were the words of a former Minnesotan who well expresses the feelings of most residents of Sun City, Ariz., hailed as "America's Most Famous Resort-Retirement Community."

The story of Sun City is the story of a decade of progress and it was in observance of this birthday that my wife and I were invited to visit this most unusual development.

During the past 10 years, the Del E. Webb Development Company transformed several thousand acres of cotton and lettuce into a community boasting upwards of 15,000 residents. There is no doubt that Sun City has earned a high position on the list of Arizona's attractions.

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

We were told that more than 200,000 people toured this unique community in 1969—and Sun City residents come from all of the United States as well as a number of foreign countries.

To describe Sun City briefly is to say that it is a community of gracious homes and apartment complexes

set in beautifully landscaped neighborhoods which center around recreational facilities that rival the most exceptional resorts.

But let's start at the beginning.

Our flight to Phoenix aboard Western Airlines was very pleasant and 20 minutes after arrival we were welcomed at Mr. Webb's Kings Inn Motor Hotel which was to be our headquarters in Sun City.

The Inn also has a series of rental apartments for prospective home buyers who wish to visit and inspect Sun City before they buy. These rentals support the Webb firm's "Vacation Special" offer.

It was to one of these beautifully furnished apartments that we were assigned. Complete with a sunny patio and surrounded by a variety of flowers in bloom, the apartment was everything one could ask.

People who take the vacation offer receive use of the apartment, tours of Sun City and the Valley of the Sun, two rounds of golf, a breakfast and a barbecue dinner.

WE JOINED THE GROUP at the barbecue where entertainment was highlighted by music from the Sun City Ramblers, a swinging band of elderly male residents, and also square dancing by the Sun City Sun Dancers.

To observe Sun City well is to travel with Jerry Svendsen, public relations and activities director of Sun City. He whisked us all about the place while unloading a wealth of information about the community.

He told us of Del Webb's plan in 1959 to commit \$2 million to building a community that would be limited to residents 50 years old or over with no school age children. The proposed community would be strong on recreation facilities. He decided it would be a potentially profitable investment and selected more than 10,000 acres 12 miles northwest of Phoenix where rain



Happy Sun City foursome are Mrs. Howard Upton, Orval Hortman, Mr. Upton and Mrs. Hortman. The Uptons are formerly of Minneapolis, the Hortmans of Onida, S. D. They've been AAA members for years.

is infrequent and humidity readings are among the nation's lowest.

To the satisfaction of Webb and his associates, over 100,000 visitors attended the January, 1960 premiere opening of a community offering America's seniors an "active way of life."

BY THE END OF THE FIRST year, 1,301 homes and apartments had been purchased and Sun City had gained 2,500 permanent residents. The success of Webb's experiment was assured. Sun City's growth rate has been amazing: a 4,500 population in January 1963; 6,500 in 1965; then a jump during the past five years to more than 15,000 permanent residents.

During 1968, 1,331 Sun City homes and apartments, valued at almost \$30 million, were purchased by senior citizens from across the country. This new record was topped during the first six months of 1969 and the year ended with total sales of 2,038 homes. Today, Sun City is Arizona's 12th largest community.

You almost have to see Sun City to believe it. There are three large shopping centers and a total of 150 businesses serving the community. Another shopping center is on the drawing boards and will be constructed soon. The Kings Inn Motor Hotel has expanded from an original 12 rooms to 100 units and offers visitors a swimming pool, cocktail lounge and 250-seat restaurant.

WHAT DOES SUN CITY have besides row after row of beautiful homes? The answer is just about everything. Here are the major items: eight churches, four 18-hole golf courses, a 7,500 capacity outdoor amphitheatre, a softball park and four recreation complexes. Facilities offered include swimming pools, auditoriums (one with 1,100 seating capacity), shuffleboard courts, lawn bowling greens, hobby studios, billiards room, tennis courts, a miniature golf course, lakeside picnic grounds and boating and fishing.

Making maximum use of these facilities, the town's gregarious 50-and-older citizens have organized more



Sun City's beautiful Sun Bowl is the scene of variety shows, concerts, movies and dances. Some of the nation's top talent has appeared here including Guy Lombardo, Liberace, Gordon MacRae, Bob Crosby, Big Tiny Little and many others.



Neatly landscaped homes with manicured lawns line gracefully curved streets in Sun City.

MINNESOTA MOTORIST

Popular sport is fishing from the pier in Sun City's man-made 33 acre lake. In the background are 18 model homes including duplexes, single family homes, garden apartments and patio houses.



than 125 clubs and organizations around activities that interest them most.

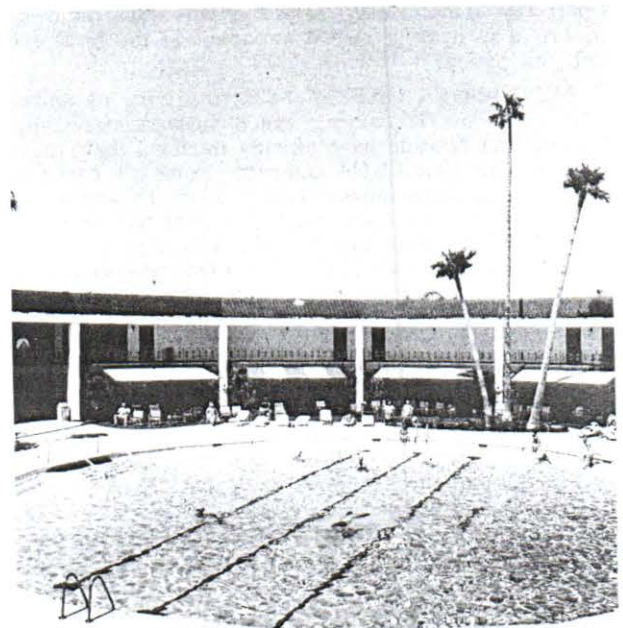
Residents enjoy the companionship of others as they accomplish civic and church work, play golf, grow vegetables, take pictures, do exercises, bicycle, sew, swim and play almost every kind of game from bridge to chess. Citizens have formed their own acting guild, chorus, orchestra and the community now has its own symphony orchestra.

On our tour of Sun City we were greatly impressed with the four recreational centers which have professionally equipped studios for the arts and crafts. Each has rooms for meetings and classes of every description. All four have heated Riviera-size pools for year around enjoyment.

Each center has illuminated shuffleboard courts and beautifully manicured greenswards for lawn bowling. Community facilities also include three therapeutic pools, two lighted tennis courts, a huge billiard room and a 38-acre man-made lake for fishing and boating. The lake is stocked with channel catfish and bass.

UNDER CONSTRUCTION and scheduled to open in November is the 200-bed Walter O. Boswell Memorial Hospital—a modern medical facility designed for future expansion to 300 beds as required. And in the planning stage are a medical arts complex next to the hospital, a private dining club and a home service complex.

Sun City, we were told, has already attracted more than two million visitors. Millions more in the United States and foreign countries have viewed television



Here is another view of Lakeview Center, the \$1.7 million recreational complex. The pool and sundeck are encircled by the two-level arts and crafts building.

SEPTEMBER, 1970

This is Lakeview Center, Sun City's fourth recreational center which was opened during the community's 10th anniversary celebration.



scenes and read magazine articles about the relatively new Arizona town. While we were there a team from Life Magazine was on hand to do a story which appeared recently.

Although advertising and publicity are a factor in Sun City's rapid growth, the community's best salesmen have been its satisfied residents. Almost half of the new home buyers say they were first attracted to the community through recommendation of a Sun Citian.

Of course, this cannot be a complete Utopia.

"One of the big jobs," says Activities Director Svendsen, "is to keep residents as busy as possible." Naturally, there are those who aren't interested and for them . . . life may become boring.

WE ENJOYED SUN CITY, its friendly atmosphere and the hospitality of the folks whose homes we visited.

If there is a void in Sun City it's that you seldom see young people and naturally, this is to be expected.

There are some folks who grumble about not having local government but the complaints are few and far between.

Sun City is here to stay—and to grow and of all his ideas, Webb values most the one that brought to reality Sun City, Arizona where retirees live active, useful lives.

SIDELIGHTS: Our trip to Sun City included a 120-mile bus tour, narrated by Mrs. Garnet Burnham of Sun City. She "knows the territory," which included Phoenix, Scottsdale, Camelback Inn, founded by an old



Former Minnesotans are Mr. and Mrs. Joe Brindley who once operated a resort near Walker. They still have a summer home on Leech Lake.

Both men and women enjoy working in the lapidary studios, one of many crafts in which hundreds participate.



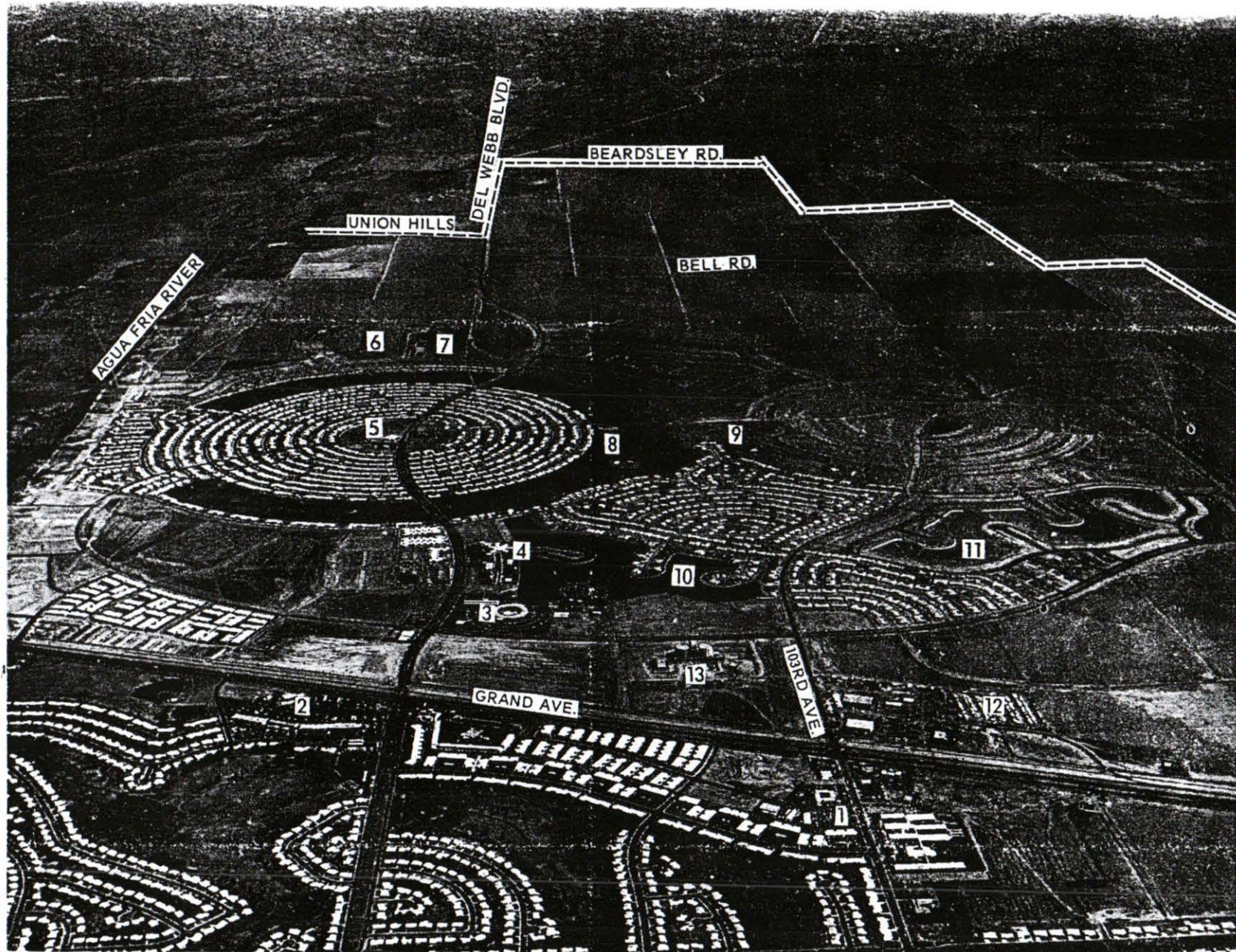
Golfing is Sun City's most popular activity and the community's 18-hole layouts are well played throughout the year. A fifth course is presently under construction.



friend, Jack Stewart; Arizona State University and many other places of interest. . . . A side trip took us to "Carefree," located in the beautiful desert foothills, where many celebrities live in mountainside castles. . . . Not to be overlooked is Carefree Inn, a luxurious resort, and the championship Desert Golf Course where cactus is a major hazard. . . . Surely no trip to that part of Arizona is complete without a visit to Pinnacle Peak, the replica of a frontier town, where you dine on 32-ounce steaks after having your necktie cut off as you enter the place. By now they must have a million ties. . . . In Sun City we met Robert Corey, son of the late E. Ray Cory, many years president of Minnesota AAA. Bob operates a hearing aid center. . . . To us it was kind of a surprise that the Phoenix area has five plantings of crops a year. Lettuce was so plentiful they were practically giving it away. . . . Near Phoenix we toured a Japanese flower garden. It was worth the stop. Never had we seen more beautiful sweet peas. . . . Most of the Sun Citians play golf the year round in their covered golf carts. They don't seem to mind the heat or, at least, so they say. . . . Many of the Sun City women drive three-wheeled bikes to the shopping centers or to their playtimes. . . . Sun City swingers, and some of them are widows and widowers, hie to Jerry's Restaurant, opposite the town's west border, for dancing and whatever. . . . Every Sunday, Sun City's residents gather around a huge map of the U.S. to greet newcomers who post themselves on their home states—and Minnesota is always well represented. . . . Big names in show business are brought to Sun City often to entertain the residents in the colorful Sun Bowl. . . . If there is a way to end these sidelights it's to say we had one disappointment in our Arizona travels. We never saw a single roadrunner.



Lawn bowling is popular in Sun City. With the addition of these two greens at Lakeview Center, the town has more lawn bowling greens than any city in the United States.



Sun City Future Takes Shape

NEWS-SUN MAY 27, 1970

AERIAL PHOTO taken for Del E. Webb Development Co. April 1 shows rapid development of Phase II area north of Grand Avenue, highlighted by new 37-acre lake at photo's right. Lining of lake bottom is nearing completion now, and water is expected to flow into it beginning about mid-June. Broken line approximates Sun City boundaries. Western boundary (at left) is Agua Fria River. Key to numbers:

1. Post office. 2. Grand Avenue shopping center. 3. Lakeview Center. 4. Webb sales office. 5. Site of proposed shopping center. 6. Site of new trailer compound. 7. Sunland Memorial Park. 8. Lakes West Golf Course. 9. Proposed 18-hole short course. 10. Sun City Lake. 11. New lake. 12. Trailer compound (to be moved). 13. Boswell Memorial Hospital.

Expansion Plans

Webb Tells Of New Development

The retirement community of Sun City, widely publicized for its beauty and success, last week was assured continued growth and diversity in design.

The Maricopa County Planning and Zoning Commission approved a request by the Del E. Webb Corporation for rezoning 796 acres north of the present development.

According to John Meeker, vice president and director of the firm's Community Development Division, this future expansion will be the first phase in eventual development of 6,000 acres the company holds north of Grand Avenue.

This initial development between 107th and 103rd Avenues extends from Grand Avenue north one and one-half miles. Planned are an estimated 4,000 units, featuring single family and apartment residences, and a new concept in modern multiple dwellings described as "manor houses."

Encompassed within the proposed multimillion dollar area, circular in design, will be recreational centers and marketing facilities, and curving fairways of Sun

City's fourth golf course. A 26-acre artificial lake will offer residents boating and fishing activities. Model homes and apartments will be adjacent to the lake.

The 18-hole golf course will have a ground floor pro shop, locker rooms and golf storage, with club facilities on the second floor providing a pleasant vista of the entire city, lake and surrounding mountains.

South of the artificial waterway will be Sun City's fourth recreation complex. It will be designed and built to meet the growth and activity requirements of the total community.

A civic center is planned for future municipal government, fire and police departments, library and other civic and cultural buildings.

A medical center will include the \$3 million Walter O. Boswell Memorial Hospital and high-rise long term care facilities. Architectural design of the hospital incorporates the modern conception of radial construction with nurses' stations and vital facilities centralized at the hub.

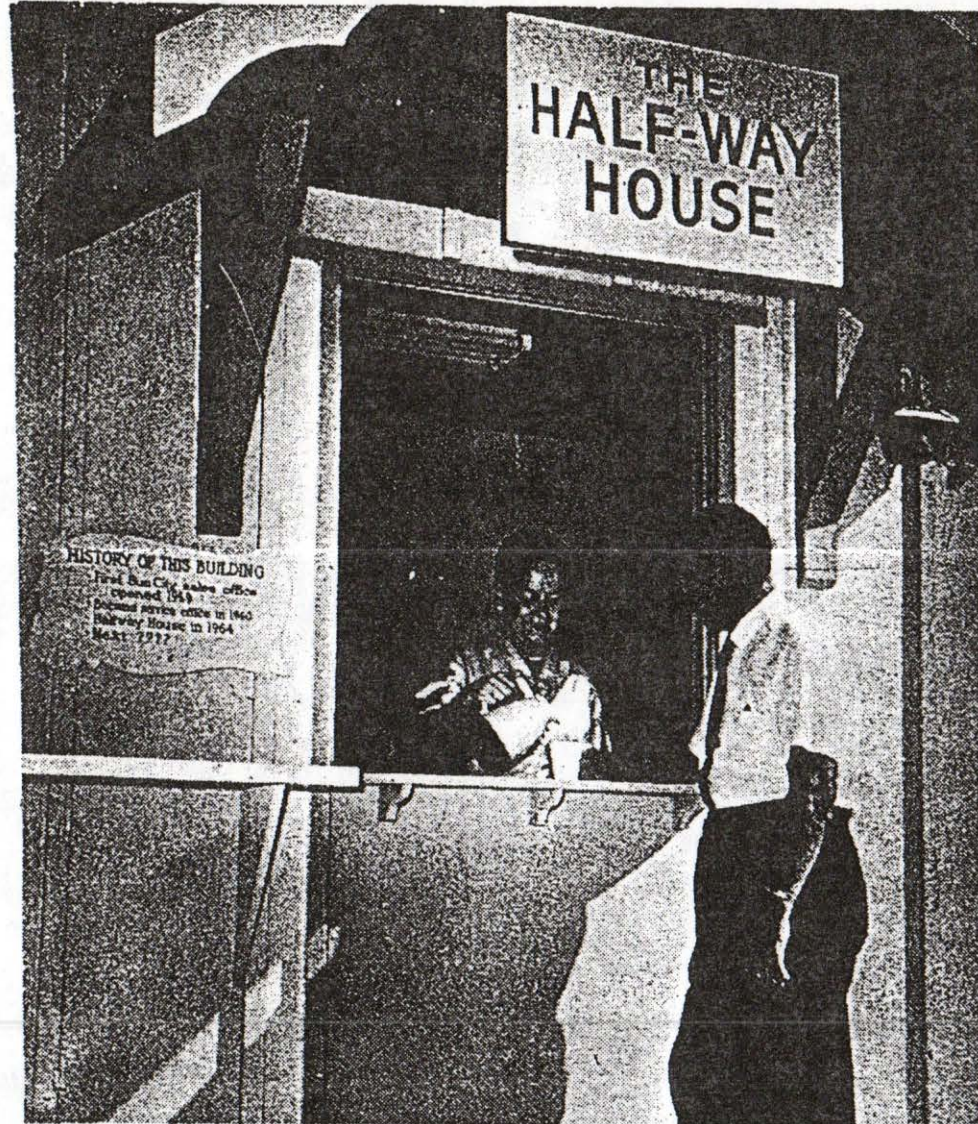
Since the Retirement Town's Premiere opening in 1960, nearly 4,000 acres of cotton and lettuce fields have been plowed under to make

room for more than 5,000 homes and apartment units, two commercial shopping centers, eight churches, three recreational complexes and three golf courses. Present population of Sun City is estimated to be 11,500.

"Although our land capability and master planning point to an ultimate population of more than 50,000, we intend to retain Sun City's pleasant and relaxed small town atmosphere," Meeker said.

"Wide streets will continue to alleviate traffic problems, recreation centers and commercial facilities will be strategically located and only a minimum of industry will be established within or around the community," Meeker explained.

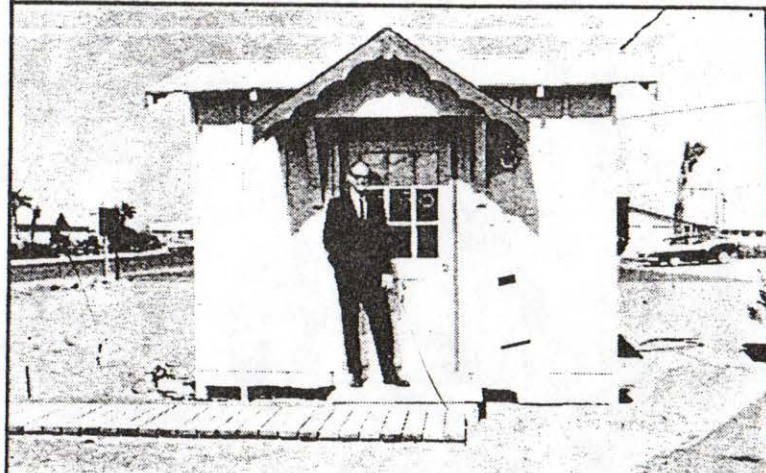
He added, "As this rapid expansion proceeds, we will strive to provide better and more extensive facilities for the entire community."



Mrs. J. B. O'Bryan, of Augusta Drive, who serves as a Del Webb hostess, pours lemonade for Tom Austin, activities coordinator for the Webb Company, at the Half-Way House in the model home area. She bought her home from the Half-Way House when it served as sales office in 1959. Photo by Thelma Heatwole

HISTORY OF THIS BUILDING

- First Sun City sales office opened 1959
- Became service office in 1960
- Halfway House in 1964
- Sun City SAINTS dressing room



Submitted photo

WHERE IT STARTED — Owen Childress, a salesman for Del E. Webb Corp., stands outside the first construction shed, which doubled as the first sales office.

FROM: Public Relations Department
Del E. Webb Corporation
P. O. Box 7588
Phoenix, Arizona 85011
Phone: 264-8011

THE TOWN THAT CHANGED
AMERICA'S VIEWPOINT ON
RETIREMENT

SUN CITY, ARIZONA

They called it "the town that changed America's viewpoint on retirement living." That's Del Webb's Sun City, Ariz., now duplicated in Sun City, Calif. and Sun City Center, Fla.

Located 12 miles northwest of Phoenix in a sunny valley where rain is infrequent and humidity readings are among the nation's lowest, Sun City has already attracted well more than two million visitors.

Millions more have viewed television scenes and read about the nine-year-old Arizona town, probably the most talked-about development in retirement living ever to come into being.

Because of its wide variety of facilities, Sun City today is known as a resort-retirement town. An estimated 10 percent of the residents are still employed or self-employed. As before, at least one member of a Sun City family must be 50 or older, with no school-age children.

A resurgence of popularity, spurred by new homes, a 33-acre lake and a fourth golf course, pushed sales past any previous year and established Sun City as Arizona's most active home building location in 1968.

Though it is something of a "newcomer" on the American scene, having made its bow January 1, 1960, Sun City continues to be one of the Southwest's fastest growing communities. Sun City could be described as a town built with the special

(MORE)

aim of keeping retirees out of rocking chairs and on lawn bowling greens and golf courses.

It has succeeded remarkably well. Not only do many of the town's residents play golf daily on four 18-hole championship golf courses, but they are handy to the links, many residing in homes bordering the all-green fairways.

If golf courses don't beckon, there are a variety of hobby, recreational and educational facilities to utilize every hour of the day.

Residents have made such good use of these facilities, are so friendly and compatible in spite of the fact they come from every state in the union and from five foreign countries, that more than 125 clubs and organizations have sprung into being.

Del E. Webb Corporation community planners designed Sun City, keeping in mind that extensive research had shown America's senior citizens prefer to keep active following retirement.

Although first homes were not occupied at Sun City until April, 1960, by the end of that year 1300 homes and apartments had been sold. By early 1969 the population had reached 12,000.

Price range of the eight homes (30 elevations) is \$16,990 to \$30,990. Eight different style apartments (28 elevations) range from \$14,990 to \$25,190.

Statistics reveal the most popular home is a two-bedroom, two-bath model. Of sales made to date approximately 65% are cash.

Mushrooming Sun City is located on part of 9,000 acres Webb builders control northwest of Phoenix. In population Sun City ranks in the top 12 Arizona cities and towns and each year shows the greatest percentage population increase of any Arizona community.

(MORE)

-3-

Sun City is completely self-sufficient.

Within the town are offices of 15 physicians and dentists. Work began in early 1969 on a 100-bed Sun City hospital, for mid-1970 opening.

A retirement housing and health care center, Sun Valley Lodge, sponsored by the United Church of Sun City includes 120 housing units, central dining rooms, infirmary, lounge area and administration offices and individual lounges for entertaining small groups.

Nearly 80 businesses in two Sun City shopping centers offer a tremendous variety of services and goods.

A 100-room Del Webb's Kings Inn motor hotel, with a 250-seat restaurant/ coffee shop/ cocktail lounge, is located at the entrance to Sun City to serve overnight visitors and those who wish to spend a few days visiting the community.

A recent Sun City highlight was opening of a 7500-seat outdoor amphitheater in which nationally known bands and other "name" entertainers perform.

Bookings during early 1969 included Dennis Day, Harry James, Vaughn Monroe, Gordon MacRae, Poncie Ponce, and five stars of the Lawrence Welk show.

Sun Cities near Tampa, Fla., and Riverside, Calif., also enjoyed a resurgence of national recognition in 1968. Arizona's Sun City reaped the major benefit with its 1331 sales, its best year ever.

A nationwide advertising campaign to encourage people to rent fully-equipped Arizona, California or Florida Sun City apartments for vacation visits, with full use of hobby-recreational facilities, resulted in more than 1,000 reservations for January-February, 1969.

Exposure to the Sun City environment and citizenry has proven an effective sales tool.

(MORE)

Sun City, Arizona's three community recreation centers have been presented without charge to residents using its facilities, and a fourth center will be started in 1969.

Their facilities include stages, dressing rooms and auditoriums for 700; fully equipped kitchens for community and club meals; smaller rooms for cards, etc.; billiard rooms; libraries; large swimming pools with dressing cabana rooms and patios; and completely equipped shops for woodworking, sewing, ceramics, leatherwork, photography, art, lapidary and jewelry.

Bordering the centers are carefully tended grassy areas and flowers, as well as lawn bowling and shuffleboard courts. Lawn bowling, on the only courts in Arizona, has attracted a loyal and competitive following.

All center facilities are available to Sun Citians for \$20 a year, a cost designed to simply maintain the property.

Sun Citians play golf on three 18-hole golf courses at a reduced rate, with annual fees bringing play as low as 51 cents daily. A fourth 18-hole course is operated as a country club.

Eight church groups have built houses of worship in Sun City. Other congregations use community center facilities for services.

An agriculture center, with land and water provided by the Webb Corporation, produces a 12-month outpouring for gardeners of vegetables, fruits and flowers.

Included in the cost of every Sun City home and apartment are heating and cooling equipment, electric kitchen stoves, ovens and garbage disposals, landscaping and paved streets, walks, curbs and driveways, with utilities.

(MORE)

-5-

Price of cooperative apartments, in which residents share the cost of upkeep, landscaping, taxes, etc., is comparable to the most modest Sun City residence.

One acre estates, with horse privileges, are now being offered.

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

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

"The approach to design of our community has been governed by privacy for home owners, economy in housing prices, and activity opportunities for residents, with residents retaining their independence and individuality through interest and activity of their own choosing.

"To promote common interest and insure their privacy, this community will be restricted to the people for whom it was exclusively designed. It will be composed mainly of single-family residences designed to meet the particular needs and desires of a particular society. The election to come and go at will is in no way impaired.

(MORE)

Retirees need not suffer a loss of identity or a loss of independence from a large home, bigger than they need, to a smaller home designed specifically for their individual requirements."

Problems of guiding the daily affairs of this unique town already have been shouldered by several elected citizens' groups. Never have elections for any of the citizen bodies failed to produced more candidates than offices.

This same civic-mindedness is evidenced in such other ways as:

Residents serving in the Arizona legislature, on the district school board, and on the county planning and zoning commission; a club which has donated more than \$20,000 in cash and many valuable garments to handicapped children; and exceeding the community United Fund goal by 82 percent.

Because residents serve without pay, and politics are frowned upon, the governing body has been able to recruit high-caliber talent. First Civic Association president at Sun City, Arizona, was Ralph Hawley, a professor emeritus from Yale University with years of experience dealing with builders as a member of the planning and zoning board in Cheshire, Connecticut.

Mr. Hawley has said of Sun City: "Most builders and developers build the house, sell it and then get out! This is the first time in my experience that a developer has contributed so much to the general welfare of the community."

#

SUN CITY PAST, PRESENT AND FUTURE

HISTORY: The early concept of Sun City seemed to be for modest priced homes of \$8,000 or so for retired families. A golf course, small pool and recreation center were constructed to make the area more attractive. As the idea caught on and the community expanded, it became apparent that some local control was needed. Youngtown met this need by incorporating.

Our community was guided into a civic association which has no legal powers beyond that of any private citizen. After 6 or 8 years it became dominated by a laissez-faire attitude. Some members, dissatisfied with this failure to protect the community from the growing tax inroads of the local school district tried to change things. They were thwarted by the "inner circle". In 1968 and 1969 a new group emerged. In 1970 it was incorporated as the SCTA with its chief aim to "protect Sun City's pocketbook". In 1974 the SCTA sponsored the formation of the Sun City Condominium Association. It has been very successful and now the original civic association claims it as a part of their group. In 1976 they attempted to absorb the SCTA because it successfully combatted unfair increases in utility rates. Our Board of Directors unanimously opposed this and so did most of our members. Their failure to help protect the citizen's pocketbook has hurt them not only in local esteem but also in membership. They are now using boiler room phone tactics to curtail their membership losses. Their mentors are exerting every possible effort to support them, from free coffees for newcomers to pressures against potential advertisers in the SCTA criss-cross directory.

In 1975 we took the initial step that led to the formation of the governor's state-wide task force on the problems of retirement and aging. The chairman of that group, Harry Holland, is now on the President's White House Council. We are doing all we can to avoid public controversy which benefits no one. Our membership has doubled in the past year and is now over 13,000. About 1/3 of all Sun Citians belong to the SCTA. In the first week of April more than 1,000 new members from the old timers in Phase one joined the SCTA. Our intervenors in the public utilities hearings are lifetime professionals in this field and doing a terrific job. Our tax specialists are keeping a close check on assessment procedures and all tax levying bodies. We are preparing to handle all assessment protests for our senior citizens. Our legislative liaisons are working with other senior citizens from all over the state. The current Senate and House conference committees are now putting the final touches on this legislature's tax and assessments laws. We have had considerable input into

these bills from senior citizen groups from all over the state. A while back I asked Rep. Bill Lewis to get an Attorney General's opinion on the legality of Sun City's excluding outsiders from our recreation facilities. This came through this past week.

Already we have contacted legislators about bills for the 1978 session. The SCTA shall continue to work for the over-all good of our Sun City regardless of other groups publicized hopes that we will disband so they can take over.

In 1974 the SCTA took its first opinion survey of its members. This is now an annual event. I think of it as probing our areas of ignorance about our own community.

The returns have been most frank and revealing. In many cases, even emphatic. In the summer of 1974 our members definitely opposed paying for over 3/4ths of the costs of building more school facilities in northern Glendale. As a direct result of this survey, the SCTA successfully got the retirement communities out of the Peoria School District even while the present president of the oldest civic association was heading a new school board to establish the Marinette School District in Sun City. Today, we are much better off in our tax bills and the Peoria District has also benefitted by larger state support which they could not get before the split.

Here are some of the results of these surveys:

The median per capita annual income has steadily increased. This reflects the growing income level of each year's newcomers. While part of this growth is due to inflation or the deteriorating buying power of our money, it also shows some real increases by the more expensive homes. Closed garages, larger houses, more pools, and other luxuries not found in the homes built 10 years ago. Our developer has found more profit by appealing to the more affluent retiree and has catered to them.

Here are the 1975 survey figures on economic income:

<u>ANNUAL GROSS INCOME PER PERSON</u>	<u>% OF POPULATION</u>
\$4,000	19
\$4,000 - \$6,000	18
\$6,000 - \$7,500 (median \$7,500 approx.)	19
\$7,500 - 10,000	17
\$10,000 - \$15,000	17
\$15,000 plus	10

The 1975 median per capita income was approximately \$7,500. In 1976 we omitted this economic portion. Because it has correlated so well with bank statistics in the past, we are reasonably certain it is about \$8,000 at the present time. This is nearly twice the state median. Since nearly all of our income is from out of state, we can easily compute Sun City's economic impact on Arizona. Our present 42,000 plus residents x \$8,000 = 336 million dollars per year, or 28 million dollars per month. It turns over about 6 times before it leaves the state and is taxed, taxed, every time it changes hands. For instance, 37% of your water and sewer bills goes to pay taxes. Youngtown's rates are much less because they own their systems and are tax exempt.

One-eighth of the state's savings accounts belong to Sun Citians and they work at running the states industries. Retirees do "bring it with them" when they move to Sun City.

One job is created for residents of satellite communities for about every five retirees. Sun City supports over 8,000 outsiders. Our neighboring towns would be a lot small^{er}/if they did not have Sun City to furnish all these jobs. SEE NOTE p.5

The age distribution of our Sun Citians shows the median age for women to be 67.3 years with half between the ages of 62 and 74. The median for men is 2.2 years higher and is 69.5 years. Half our men are between 64 and 76. None reported 50 years of age or less.

Age	Over 80	70-80	60-70	50-60	Under 50
Men	8%	42%	47%	3%	
Women	3%	26%	56%	11%	1%

Sun Citians firmly believe in the American concept of married life. 86.5% are married and 7.4% are widows or widowers. 1.9% are divorced and 4.2% are single. No doubt many of the marriages are second marriages. Sun City is a great "hunting area" for new spouses.

Sun Citians undoubtedly have the highest level of education of any city in the nation. Its citizens have been most successful in their lifetime work. More than 40% or over 16,000 are college graduates. 94.5% finished high school and only 6.5 failed to get high school diplomas. 47.9% of the men and 31.98% of the women have college degrees.

Nearly 4,500 or 10.6% have graduate level degrees and 6.17% or approximately 2,500 have doctoral degrees. Most of these are men. Only .067% of the women have doctoral level degrees.

Former work: Most Sun Citians worked at professional jobs and only a few were blue collar workers or laborers, although many progressed from lower levels to higher paying jobs. Our data is not sufficiently detailed to rank these occupations in order of frequency, but these categories cover most of our former jobs:

1. Teachers - from college presidents to nursery school levels.
2. Medical Field - Doctors, dentists, psychologists, nurses, technicians, etc.
3. Government employees - Civil service, elected officials from U. S. Senators, State Governors, Congressmen, etc., and military officers.
4. Scientists and engineers.
5. Manufacturers, buyers, salesmen, advertisers, merchants.
6. Lawyers - from State Supreme Court Justices to paralegal assistants and court reporters.
7. Accounting, banking management executives.
8. Craftsmen and services of all kinds.

About 31% want more information about incorporation. Nearly as many favor incorporation and those against incorporation, though loud and vehement, are definitely in the minority.

Our members are concerned about the erosion of their buying powers and growing taxes. They fear they may not be able to keep their homes and continue to live in Sun City. Our office frequently gets notes from residents leaving Sun City because they can no longer afford to live here.

NOTE: Economic impact - with 1.9 people per home, Sun City will have another 6,000 plus homes within the next two years and ^{a total of} more than 26,000 ^{new homes -} ~~more in population.~~

Presently Sun City means approximately 8,400 jobs for Arizona people.

Within 2 year Sun City means approximately 10,000 jobs for Arizona people.

Cash input into ^{the} state ^{is now} approximately \$28,000,000 per month ~~now~~.

Cash input into ^{the} state within two years ^{will} approximately \$33,333,333. ^{month}

What other industry will bring an additional \$5,000,000 plus per month into the state in the next 2 years?

New Section Of Sun City Opens Sunday

The second section of Sun City, a \$25,000,000 construction project, will open this Sunday, it was announced by Tom Breen, Del E. Webb Development Co. housing director.

Breen said the section will include 1,975 single family homes, 40 apartments, Town Hall, and recreation area.

Already constructed in Sun City are about 1,500 homes and 200 apartments representing \$17,000,000 in improvements, Webb officials reported.

OPENING CEREMONIES will feature a 2½-hour entertainment program starting at 2 p.m.

The new area will retain three of the most popular models built as part of the first increment, with some new features, plus three new models which represent a demand for larger homes, the firm announced.

One new model will offer two bedrooms, two baths, and a leisure room. Another will have three bedrooms, two baths, and leisure room. The third will have two bedrooms, one bath, and leisure room.

PRICES WILL range from \$9,150 to \$14,550. Golf course lots will continue at \$1,450 extra. Down payments will begin at \$300, plus \$258 closing costs. Monthly payments will be as low as \$71.

Breen based the offering of larger homes on the desire of customers to welcome and entertain relatives and friends or demand because customers by custom and habit enjoy a large home.

The housing of recreational facilities is larger to serve a larger number of residents than the present Community Center. In addition to separate quarters for activities which are now being conducted at the center, the Town Hall has a dark room equipped with enlarger and silversmithing facilities.

ACTIVITIES co-ordinator Tom Austin announced the following program for Sunday's entertainment:

Louis Henderson's band, 2 p. m.; Dianne & Lee, 2:30; magician Allen Van, 2:45; Desert Knights

barbershop quartet, 3; accordianist Mel Niemier, 3:15; Dianne & Lee, 3:30; Desert Knights, 3:45; Henderson's band, 4; finale and community sing, 4:15.

Retirement Cities Grown Together

By HENRY FULLER
Real Estate Editor

If you have not visited the twin retirement communities, Youngtown and Sun City in recent months, the changes under way will astound you.

Although they started out one mile from each other, they now are joined. Houses of Sun City face one side of 111th Avenue. Homes of Youngtown face the other side.



Fuller

Youngtown, five years older than Sun City (born last January) had its start one mile south of Grand Avenue and grew southward from Alabama Avenue to Peoria Avenue for the ensuing four years.

Sun City made its initial construction close to Grand, centering along 107th Avenue. It now spreads from 111th to 103rd Avenue and south to Peoria; two miles from where it started.

THIS YEAR Youngtown began building houses northward along 111th toward Grand. Thus the two communities have joined for a distance of two miles.

Last week Youngtown had 850 homes, all occupied, save 10 or 12 under construction and sold.

Sun City, of course, is growing much faster. Tom Breen, head of the Webb residential sales department, said he had 1,461 units sold as of Nov. 1.

There must be 100 units in some stage of construction on the assembly line building basis. Of course, the Webb interests own 10,000 acres and could put close to 35,000 houses on them ultimately.

It appears safe to predict the village will have 3,000 houses by this time in 1961. Youngtown's limit is around 1,200 homes, unless more land is acquired.

SUN CITY, as it grows eastward, and away from Youngtown, is circling Marinette—the wide spot on Grand Avenue where the Boswell cotton gins are located.

As we mentioned, its southward growth to Peoria Avenue is a matter of two miles already. Here, right on the tail of the cotton picking machines, bulldozers are developing new streets, utility lines are being laid and foundations for more homes are being poured day after day.

At Peoria and 107th Avenues, Webb has a new recreation and shopping center under way as an adjunct to a second 18-hole golf course that is not too many months away from being ready for play. The buildings now are under roof.

Webb is investing more than \$250,000 in adding to the original Sun City shopping center close

to Grand. The firm also is adding 36 more units to its Hiway-House Motor Hotel there.

ONE OF THE facts that particularly impressed us on a recent visit is the large number of co-operative apartments being sold at Sun City. Breen told us one out of every five sales is an apartment unit.

There is little difference in price between the apartment and a house on an individual lot. Apparently the retired owner is willing to give up caring for a lawn and other "chores" he can have done on a co-operative basis.

Webb co-operative apartment sales are somewhat different from other plans used locally. They are based upon complete payment for the unit at time possession is given. Thus mortgage preliminaries and other extra charges are eliminated.

YOUNGTOWN has not gone in for apartment sales. Elmer Johns, Youngtown manager, says he believes the sales program for individual homes will not be changed.

Sun City competition next door has slowed house sales somewhat for his firm, but is a long way from stopping them, he said. Most Youngtown houses have been in a slightly lower price bracket, which has aided sales.

Johns, a member of the President's committee on retirement housing, is not so sure that a retirement community should grow to more than 1,000 homes. The retirement feeling is lost if the village gets too big, he commented.

What we are wondering is what will happen when the day comes that the development companies have sold the last house and removed themselves from control of affairs.

If Sun City, over the next 10 years, grows as large as its potential, there certainly will be a cluster of "downtown" business buildings somewhere. Thirty-thousand homes would mean a community of adults larger than present-day Mesa.

Youngtown votes on incorporation Dec. 6. Johns thinks the vote will be for it. A Rural Fire Department station, the area telephone exchange building, and two churches are claimed by Youngtown.

WHAT HAPPENS in the years to come? Does it annex Sun City, or vice versa? Or will they go their separate ways, divided only by 11th Avenue?

Above all, what will be the influence of a voting bloc of anywhere from 5,000 to 50,000 elderly property owners on school and other taxes in future years.

This is an interesting speculation in which an answer may be forthcoming faster than many of us realize. In any case, it's going to be well worth watching.

Apr 29, 1960
Youngtown News & Sun City Sun

Youngtown News and Sun City Sun

PAPER AND NOW SUN CITY'S FIRST

YOUNGTOWN, ARIZONA

Friday, April 29, 1960

First Sun City Forecast Now Expected To Double

Growing by Leaps and Bounds can well describe the progress of Arizona's newest city, Sun City retirement community, being built by the Del E. Webb Construction Co.

With more than 700 homes already sold, the original forecast of a population of 1000 persons for Sun City in its first year of life now is certain to be more than doubled.

The first segment of 575 homes, most of which flank the winding all-grass Sun City Golf Course, were sold out early this month, and sales are now well underway on the second segment of 675 homes. Co-op apartment sales also have been brisk, and several score of these also are under construction.

The first 575 homes will be completed in July, and work begins in May by Project Supt. Jack McPhee and his Del E. Webb Construction Co. crew on the second segment, which will feature the second nine holes of the 18-hole golf layout.

Opened to the public Jan. 1 with only five model homes and 14 apartments completed, and ready for public inspection, but more than \$3 million invested in

complete recreational facilities, a shopping center and motor hotel, Sun City has enjoyed a fabulous growth, attracting home buyers from all parts of the nation.

Tom Breen, head of the Webb housing department which is building the community, said activities programs will be set up as rapidly as new residents occupy homes. Tom Austin, activities director, will be in charge of such clubs as lapidary, ceramic, sewing, swimming, Woodworking, lawn bowling, shuffleboard and croquet, and other creative activities until Sun City residents themselves take these over.

Sun City got its post office this month. The shopping center now includes, besides the spacious Safeway supermarket, a T. G. and Y. variety store, drug store, barber shop, laundromat, drapery shop and Union Oil service station. A Berridge nursery will soon be open for business.

The Del Webb HiwayHouse Motor Hotel at Sun City has enjoyed capacity business, with not only travelers but many residents of the nearby Youngtown retirement community patronizing its attractive coffee shop and dining room.

Friday, January 1, 1960

For Senior Citizens**Del Webb's Retirement Sun City
Of 1600 Homes Will Open Today**

Arizona's newest multi-million dollar retirement village yesterday was named Sun City.

It is being built by Del E. Webb Development Co., northwest of Phoenix on U. S.-60-70-89 almost adjacent to Marinette and Youngtown. Visitors will be welcome today. An entertainment program and aquatic show will be presented at 2:30 p.m. in the community building.

Newest satellit community for Phoenix, this town is exclusively for senior citizens. In less than six months it arose from the cotton and alfalfa fields of the old Boswell ranch.

TODAY IT is an eye-arresting showplace beside the busy Phoenix-Wickenburg highway, 12 miles northwest of the city.

The builders, who already have invested more than \$3 million in land and improvements, expect a population of 1,000 or more during its first year of life.

Already Sun City has a shopping center, and recreational features such as a community building with a full-time activities director, a swimming pool with covered cabanas, and an arts and craft shop. In addition, there are apartments, a Del Webb's HiwayHouse motor hotel and restaurant nearing completion, paved streets and walks, landscaped boulevards, and the first nine holes of an 18-hole golf course.

FIVE MODEL homes are open, and work is underway on 200 more of the first phase of 585 homes. With land and other improvements, this will represent a \$6 million investment. Present overall planning calls for 1,600 homes, according to L. C. Jacobson, executive vice-president of the Webb firm.

Sun City was named by E. A. Britton of Eugene, Ore. He won a two-bedroom home located on a choice Sun City fairway lot in a national competition for senior citizens.

Four other contestants suggested the winning name and judging was on their 25-word statement as to why Sun City was suggested. Second prize of a fairway lot went to Sally Benson, 11202 Louisiana Ave., Youngtown, Ariz. Tied for third,

each to receive a two weeks vacation in Phoenix, were Mrs. K. B. Shurbet, 17 Riordan Road, Flagstaff; Mae E. Culley, Medicine Lodge, Kans., and Herbert Lindemann, Fort Wayne, Ind.

In their price structure of \$8,500 to \$11,300 for masonry homes, Webb builders believe they will be offering the only \$9,750 home in America bordering grassy fairways of a regulation golf course. Houses vary from two-bedroom and one bath with 900 square feet, to three bedrooms with two baths and 1,200 square feet of living area.

c, Phoenix, Arizona

Satu

At Official Opening**25,000 View New Sun City**

Sun City, the new Del Webb retirement community northwest of Phoenix near Marinette, attracted an estimated 25,000 visitors at its official opening yesterday.

Brief dedication ceremonies will be held at 11 a.m. today at the entrance to the community project from U.S.-60-70-89.

Special guests will include Governor Fannin, Mayor Sam Mardian of Phoenix, Mayor Byron Peck of Glendale, and Mayor Don Wagoner of Peoria. Representing Del Webb Development Co., which is building the community, will be L. C. Jacobson, executive vice president; J. R. Ashton, vice president, and Tom Breen, director of the housing division.

Sun City is a multimillion-dollar village for persons 50 years of age or older.

Visitors yesterday inspected five furnished model homes, a community building, golf course, rental apartments, recreational facilities, crafts shop, and the HiwayHouse motor hotel.

Special entertainment at 2:30 p.m. today and tomorrow will include Maria Soto, Desert Knights barbershop quartet, the Scottsdale High School chorus, a water ballet, and diving and swimming exhibitions by Dick Smith's swim team. Master of ceremonies will be Red McIlvaine.

The program will originate in the Greek amphitheater adjacent to the Sun City community center.

November 28, 1959

The Saturday Evening Post

Name This Active Arizona RETIREMENT COMMUNITY Win a New Way of Life

... with a Beautiful New Home in This Unique, Fun-Filled Arizona "Town" Reserved for America's Senior Citizens!

WHO? For you alone who have reached the golden age of 50 or more... are retired, semi-retired or planning retirement and want to actively enjoy the best years of your life!

WHAT? This completely-different, completely-planned community incorporates everything that years of research revealed you wanted most. Lovely single-family homes and individually designed co-op apartments in a garden park setting are just \$8,000 to \$12,500 including all improvements. And the endless variety of facilities for every recreational and creative interest are yours at no additional cost.

WHERE? In fabulous Arizona... sun, fun and health capital of the world... Favorite playground of the sportsman, the sight-seer, the young in heart. You'll live in a rich green valley, 12 miles from Phoenix, encircled by golden desert and picturesque mountains. Snow is unknown, rain is a rarity and every day is full of sunshine and clear, dry, invigorating air.

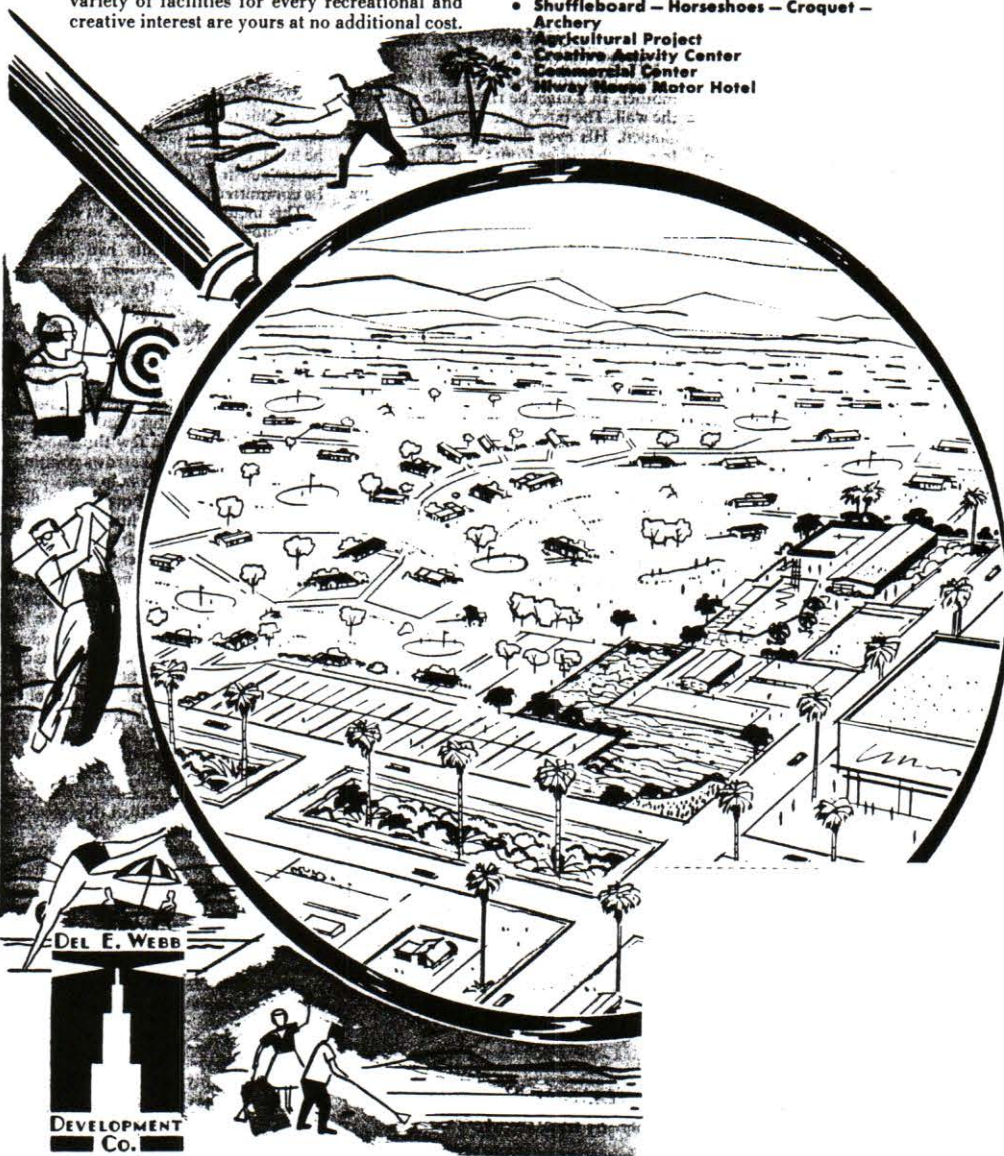
WHEN? Official opening is scheduled for January 1, 1960, when all facilities will be complete!

- Championship Golf Course
- Olympic-Size Swimming Pool
- Community Center
- Co-op Apartments
- Shuffleboard - Horseshoes - Croquet - Archery
- Agricultural Project
- Creative Activity Center
- Commercial Center
- Hiway House Motor Hotel

WHY? During his more than 30 years of "building America from coast to coast", this unique community has been the dream of Del E. Webb, master-builder... and co-owner of the New York Yankees. Reflecting his designing and building genius in every facet... it has been created as a tribute to those who have shared in America's most important decades of development.

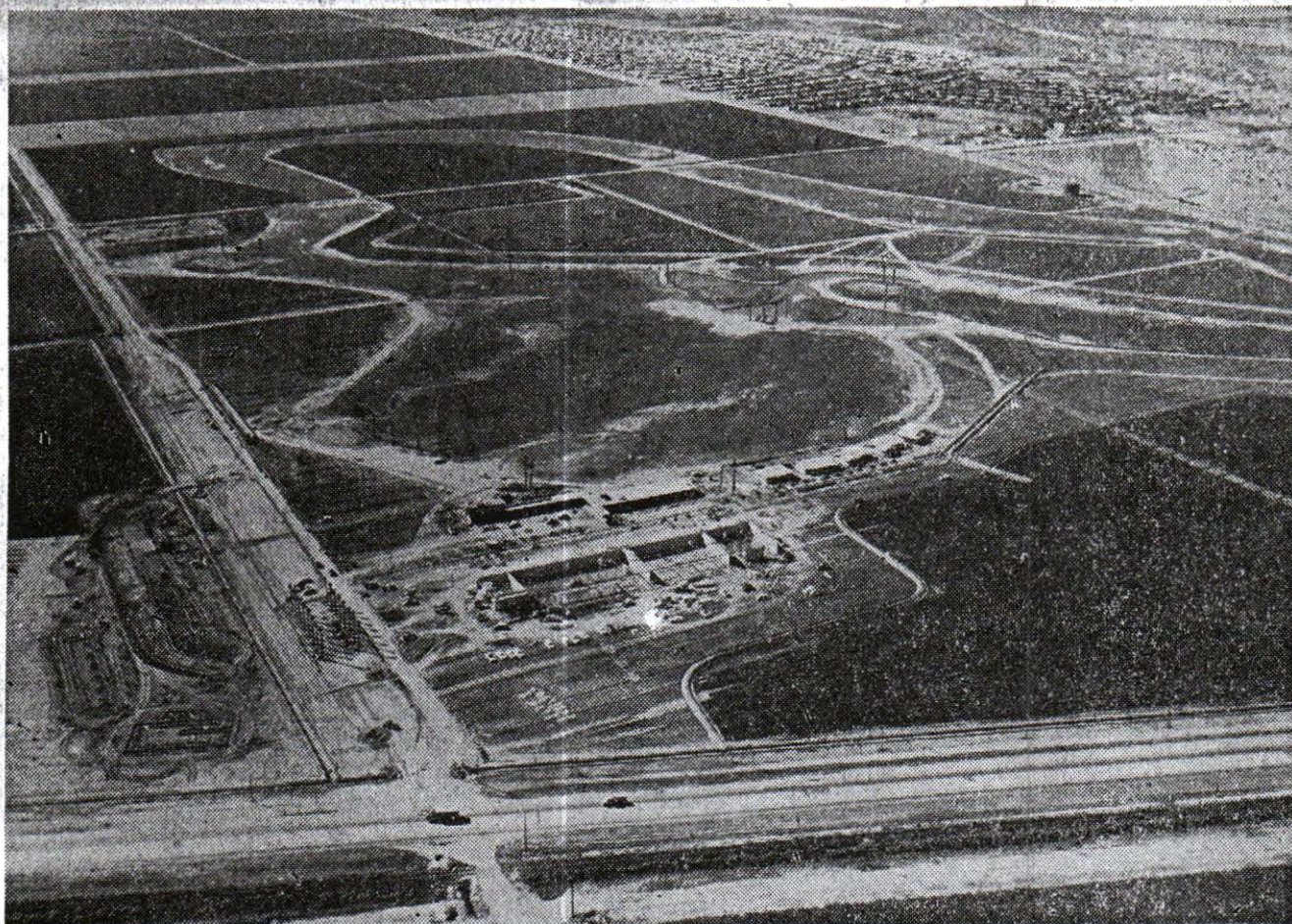
HOW? Capture this unusual community's vibrant, active spirit in your entry and win one of these fabulous prizes!

- 1st Prize ... A 2-Bedroom, Top-Quality Home (1600 Sq. Ft. under roof) located on a choice Fairway Lot.
- 2nd Prize ... Fully Improved Fairway Lot.
- 3rd Prize ... Two-Week All-Expense Vacation at Del Webb's Hiway House in Phoenix.



1959

The Arizona Republic, Phoenix, Arizona



NEW COMMUNITY — This is starter for still-nameless retirement community Del E. Webb Development Co. is building at 107th Avenue and Grand, northwest of Phoenix. Grand extends across lower foreground, 107th Avenue is at left; the double row of palms marks main entrance to

village. First nine holes of golf course are shown in center, with Youngtown village in upper right. Buildings in lower center include model houses, community hall, shopping center, and, on left, a motel. All are to be completed before Jan. 1.

Name Retirement Home

Contest Advertises Valley To Nation

National attention will be focused this week on the advantages of a retirement home in

Arizona's Valley of the Sun.

This will come about because Del E. Webb Development Co. is placing newspaper and magazine advertising that will reach 50 to 60 million readers.

The ads will announce a national contest to name the retirement community the firm is developing northwest of Phoenix and near Marinette. It is the first phase of a multimillion dollar development of 20,000 acres of farm land.

Advertisements seeking a name for the project will appear in the Nov. 29 Sunday magazine sections of 27 of the nation's largest newspapers, including The Arizona Republic's Days and Ways section.

This week's Life Magazine and Saturday Evening Post will carry the contest announcement. Life will have a half page ad

and the Post a full page in color.

It is estimated the combined newspaper and magazine publicity will appear in more than 20 million copies with readership of two or three persons per copy.

Top prizes are offered in the naming contest — a two-bedroom home on the golf course, a fully improved fairway lot, and a two-week vacation at Hiway-House Motor Hotel, as first three prizes.

Participation in the contest is limited to persons 50 years of age or older. Ruben H. Donnelly Co., Los Angeles, will judge the entries.

The new village is at 107th Avenue and Grand, where work has been under way since mid-September. It includes a 38-hole golf course, and building of model homes, a recreation building, a swimming pool, and the first section of a 100-room Hiway-House.

Roofing is under way on a shopping center that will have a grocery market, laundromat, drug store, and other facilities. Typical of such installations.

A service station is to be built. Eighteen rental apartments are going up for senior citizens desiring to make exchange visits. Later, co-opera-

tive apartments for retired couples will be built.

Webb will have five model houses to display, ranging in price from \$8,500 to \$11,500. The community facilities, provided by the builder, also are approaching completion.

These include a community building, fire station, hobby shops, putting green, practice tees and pro shop. Although the first nine holes of the golf course could be played now, the opening will be delayed until the Christmas holidays to allow the sod to firm up further.

Plans call for 1,600 homes

(September 4, 1959, Youngtown News)

A retirement community based on 4 1/2 years of research and planned as a model for the entire U.S. will be built immediately by the Del E. Webb Construction Co., adjacent to Highway 60-70-89 and directly east of Youngtown.

Del E. Webb, nationally known building contractor and with Dan Topping owner of the New York Yankees, heads the construction firm, which several years ago built a complete city for copper miners in Southeastern Arizona.

The multi-million dollar retirement community project will be the first phase in development by the Webb firm of 20,000 acres it recently acquired from Boswell Farms northwest and west of Phoenix, reports L. C. Jacobson, executive vice-president and general manager.

Site preparation has been underway more than a month.

Having researched and analyzed retirement communities from Florida to California, and having established that Arizona trails only those two states in percentage increase of residents in the retirement category, the Webb firm proposes to:

1. Build a complete community for senior citizens who, though retired or semi-retired, still are comparatively young and seeking a place to live in a community which will pro-

(June 12, 1959, Youngtown News)

Of more than passing interest to the residents of Youngtown was the announcement last weekend of purchase of some 20,000 acres in this vicinity by the Del E. Webb Development Co. of Phoenix.

The company has purchased ranches including the famed Marinette and Santa Fe spreads extending from a point north of Peoria southwesterly to the White Tank mountains north of Luke Air Force Base. The Marinette ranch extends from Olive Ave. west of Peoria northward seven miles.

The transaction involves more than \$20,000,000, according to officials of the Webb company.

No dates have been announced for development of the area, but there is much speculation as to plans for the area directly to the east of Youngtown.

A spokesman for the Webb company states the land will continue to be farmed by the Boswell interests, the seller, for some time.

Officials of the Youngtown Land- and Development company reportedly have conferred with the Webb company regarding joint plans for this area, but no announcement has been made by either group.

vide the facilities necessary to enjoy their "privileged" years. Exclusively for such senior citizens, the new community will offer a "way of life" assuring privacy that goes with

independence, while eliminating the problem of mixing conflicting living patterns.

2. Build top-quality masonry homes priced at \$8,000 to \$11,500, including, the builders are convinced the only \$9,000 home in America bordering the grassy fairways of a regulation golf course. Houses will vary from two-bedroom and one bath with 900 square feet of living area.

3. Build—and have in operation for the first residents—commercial, medical and recreation-

al facilities, from a championship full-scale golf course to a large community center with kitchen facilities, stage, dressing areas and equipment for club meetings, general gatherings and social functions; from a fully-enclosed, Olympic-size swimming pool with bathroom and dressing facilities, pool-side table areas and covered patio, to an activity

center incorporating completely-equipped wood-working shop, ceramic shop, sewing room and lapidary shop; from a park and recreational center to include picnic areas and archery, shuffleboard, horseshoe and croquet courts, to an agricultural center for growing of prize flowers, vegetables and

small crops, as well as breeding of prize livestock.

A name for the new town is yet to be selected. Overall planning already calls for more than 1,600 homes. The first segment to be constructed will include 555 homes which with site and other improvements will represent an investment of more than \$6 1/2 million.

The first nine holes of the 18-hole golf course already are under construction and will be ready for play December 1. Land for the second nine holes has been set aside and they

will be built next year. The links will be open for public play, with residents of the retirement community enjoying reduced fees.

All other recreational features, also to be completed in December, will be exclusively for use of residents of the new community and their guests, and will be operated on a non-profit basis.

The commercial center, fronting on the main highway, will be modern in every respect and will place shops and medical facilities within walking distance of all homes. Two nationally known firms already have contracted for space.

A Del Webb's Hiway-House motor hotel is included in overall planning to accommodate travelers who come to inspect the retirement homes and facilities, or to visit the community's residents.

The new town will rise on farm land adjacent on the west to Youngtown, Arizona's pioneer retirement community.

In their extensive research the Webb officials contacted Youngtown residents, and received written reports from a surprisingly large cross-section on their preferences and ideas in retirement home and community features.

Emphasizing that their planning is for the active retiree rather than the infirm who might be dependent upon others, the Webb builders say their research established "that the biggest single problem facing any retiree is inactivity." Making recreation and hobby facilities readily available, with an advisory board of community leaders to adminis-

ter them and an activities director to assist, will meet the problem of inactivity, the developers believe.

The shopping center will include space for retail outlets for products made within the community, which takes such activities out of the hobby class and makes them constructive.

Because community recreational facilities now being built will be provided by the developers and operated by a non-profit corporation, eventual residents of the new community will be relieved of the tax burden normally required to build and maintain such facilities.

Webb officials termed the project "new evidence of our faith in the

continued growth of the Valley of the Sun."

"As a result of our nationwide research," says Tom Breen, director of the Webb housing division, "we consider the warm, dry climate of Arizona most ideally suited for our purpose. We have selected a site approximately 20 minutes driving time from the Phoenix city limits—close enough to be convenient, yet far enough to be a separate and distinct community."

"Such independence," says Mr. Breen, "means the privilege of doing what they want, when they want, and with whomever they want. Many retirees enjoy the company of younger people and children, yet in our surveys we frequently heard the comment: 'I have reared my own

children and don't care to rear someone else's.'

"To promote common interest and insure their privacy, this community will be restricted to the people for whom it was exclusively designed—the active retirees. It will be composed mainly of single-family residences designed to meet the particular needs and desires of a particular society. The election to come and to go at will is in no way impaired, but the problem of mixing conflicting living patterns of youngsters is eliminated. And, with all this, the retirees need not suffer a loss of identity or a loss of independence in moving from a large home, bigger than they need, to a smaller home designed specifically for their individual requirements."

(Youngtown News, Friday, Sept. 4, 1959)

LUE'S SCRAPBOOK

1

When Tom Austin announced his intention to leave his job as Activities Director for the Del E. Webb Company to take over the shiny new reins as Administrator of Sun Valley Lodge it brought a veritable flood of nostalgic memories.

Tom was one of the first people we met on one of our weekly treks to this village-to-be in late December, 1959. Since that time this man with the "I-like-people" smile and ever ready wisecrack has become synonymous with Sun City, its people and its activities; friend, confidante, a bulwark in time of doubt or sorrow...in fact he has been referred to many times as "Mr. Sun City" and our hearts will always carry that image.

Of his change in jobs Tom says, "I'm just changing offices don't you know..my deep regard for, and kinship to, the people of Sun City is a steadfast thing and I know the ties that I have made, the deep friendships, will grow even stronger through the coming years in my new capacity."

He said he firmly believes that the success of Sun Valley Lodge will lie in the deep and continuing friendships made and cherished in this community.

Looking back five and a half years to January 1st, 1960, it is an almost impossible feat to enumerate the many exciting ventures in which Tom and a number of us were so closely associated in those early days. Tom, with Kay Burlingham as his strong right arm, was a very vital part of the formation of numerous organizations; the Swim Club, which was the first; the arts and crafts with its fine Art Club; lapidary, woodworking, ceramics, knitting and sewing; the gardening club and agricultural center...all came in quick succession with Tom working closely night after night with organizing committees...lending moral support to such groups as the Federated Woman's Club and Miriam Connor, its first Pres. the Service Clubs and Lodges besides giving a strong helping hand to the several ministers in organizing and steering church groups and providing meeting places until church buildings could be built. He not only spent nights but every week-end those first years right out here on the job. We lucky pioneers who were five and a half years younger than he came from many parts of the country; we were filled with eagerness, anticipation, high hopes...and, yes...even some slight misgivings! We found in Tom the ready friend, the guiding hand, and the inspiration to do new things with new people which brought us together in friendship and gave us the courage to help formulate the foundations of this wee city that has since grown so mightily. He even created "Lue's Scrapbook" (aided and abetted by Sid Lambert, then editor) and pressed me into service writing for and about my fellow Sun Citians, for which opportunity I shall forever be grateful.

An outstanding friend who stood at Tom's side at that time was the late Ralph Robuck, who assisted in forming the nucleus of the first civic body. This Interim Committee with Ralph at its helm consisted of Martin Conniff and Herbert Huebsch who laid the groundwork for our civic structure until October of that first year when the 9-man Council was elected.

In the fast growth of our community we find that we have lost some of the priceless things that we first experienced and so greatly enjoyed....probably the ever costly price we pay for progress.

This change has been slow but steady and, in reminiscing together over coffee the other morning we were truly amazed and a bit dismayed in counting up those vital things, now fading or completely erased from the brightness of the Sun City image.

Remember our famous chow nights?...remember Margaret Slatten's cake at the first such affair?...a sweet replica of the swim pool patio complete with blue "water", green palm trees, tables, chairs, umbrellas and a tiny diving board set on a gum drop if you please; the community sings!...how we did love them and, as Tom recalls, were gotten up on the merest pretext...and HOW he hammed it up as he lead us in the old, familiar refrains! The song books, made up at that time with our favorites are still in great demand ~~XXXX~~ with many calls coming in from time to time. Sunday afternoons on the "village green" with Lloyd Steinkamp and his barbershop quarted, their silly dittys, amusing jokes, poking fun at us and making us like it....the Sweet Adelines and the Copper Belles....the wheel chair "Squares" coming all the way from Phoenix to entertain us...those superb chicken dinners first served by Sharp's caterers and the gay programs afterward with some of Tom's vaudeville day routines showing through...the first wonderful Thanksgiving dinner on the Community patio with those mounds of turkey and dressing and the mmm pump-pumpkin pies! All these and many more things were planned by Tom, worked over, worried over and brought to a joyous fulfillment by his unending dilligence and hard work. So many things we now miss...we never hear our theme song, "Let the Rest of the World go By" anymore...and BOY did we ever sing out on that one!!....think it was supplanted, sorta, by that catchylittle tune, "Wake Up And Live In Sun City" which Tom had made up, with no small effort, into the automatic roll for the carrilion. Then there were the Merrymakers and their fun band.. the late Bill Nevin and his violin and Fred Millard with his ash-can drum...or bazooka, or "the thing" as it was finally dubbed...a jolly group whose first aim was to entertain their fellow Sun Citians, but who went on to greater things in the field of charitable work for the crippled children of the Valley of the Sun.

Another outstanding social highlight was the big coffee klatsch sponsored by the Woman's Club at the then new Town Hall and honoring our founder, Del. E. Webb who gave a short talk before graciously greeting each resident like an old friend. He used to visit Sun City often then....but now too they and the speeches and the social hours have faded too. The minstrel show....now there was something!...First in a series of "home talent" plays and productions it was a smashing hit, under the direction of Ralph Robuck and a lot of work on the part of all members of the cast. The Sun Dial...a newsy little publication with pictures and stories of the towns folk put out by the Webb office is greatly missed these days.

Another thing, once a vital and inspiring part of the growth of Sun City was the Webb Hostess Group which Tom created, employing as many as 22 Sun City women to greet and make welcome all visitors who stopped to see the model homes, besides presiding at the Webb State Fair booth, the Date Festival at Indio, the Orange Fair at San Bernadino and assisting at the grand openings of Kern and Sun Cities, California. Then there were the bus tours using Sun City hostesses to show visitors around our fair city and the interesting highlights of the Valley.

Remember our first Post Office? It was in the ~~xxx~~ shopping center and were ever proud to have our very own private Post Office...with Mary Garrettson as the first clerk and Tom as Postmaster.....and our first Easter sunrise service on the new patio and Greek theatre at Town Hall....it was a beautiful morning....a bright blue sky with wisps of pink chiffon clouds trailing across the east...banks of Easter lily and a central cross made of the white lily blossoms....two trumpets sounding sweet on the clear morning air; Tom was the guest speaker on that memorable occasion and as he came up to the podium he looked for a moment at all those gathered there, then he quietly tore his prepared speech in two, laid it aside and, inspired by the occasion, he spoke to us from his heart....then came a soft rustle of wings and a flock of silvery birds swept over us in a graceful curve full into the rising sun...a moment none of us has ever forgotten...or ever will. After the service someone...wasn't it John Zilien?...went up and shook Tom's hand and after congratulating him on his fine talk said..."Tom, I knew you were a mighty clever showman, but will you please tell me....HOW you got those birds to fly over just at the right moment?"....in remembering this incident Tom said, "It is my most fervent prayer that the Easter sunrise services will be continuedthey are a Sun City tradition".

Among all these fine and good things that happened to us don't think for a moment that there were no difficulties....it would be impossible to formulate a project of this magnitude without numerous problems....do you remember when the Town Hall area was first populated? Suddenly, for no apparant reason, there was an invisible "wall"...a misunderstanding....a thing that brought much worry and concern to Tom the fair minded....but this too, has faded from our image and we have all breathed a heartfelt "thank-you".

There are the beloved faces of friends that we see no more...those whose lives touched ours for a little while, leaving a bit of richness, a fond memory, before a gentle hand led them from our view; Ralph Robuck, Bill Nevin, Leo Wilson, Louis Inwood...these are but a few of the great workers who stood up to be counted when Tom needed them.

Yes, there are many of the good things which have faded beyond recall from the scene of those first busy, work filled, happy days, but new faces and new interest come along to fill many of the gaps and we don't notice the faded places quite so poignantly.

Charity, especially where children are concerned is most dear to Tom's heart and some of the lasting projects of this type began when he created keen interest in the sewing groups to provide new clothes for the "Dress-a-Living-Doll" crusade that first Christmas and which was a huge success and from this start other groups have taken up the torch and now clothing is provided for a great number of children, not just at Christmas, but on several occasions throughout the year.

Tom claims he is "bursting-at-the-seams proud" of the Sunshine Service, originated in Sun City under the able direction and indefatigable efforts of Rev. Duane Thistlethwaite and taken up by other Webb retirement communities. This group gives us the opportunity of helping not only ourselves, but our neighbors, making of us a self reliant group and a most unique city.

One of the greatest yearly events looked forward to by a large portion of our citizenry has been the Sun City birthday party, the largest being last January 9th in celebration of our 5th birthday anniversary with an afternoon parade and a ball in the evening.

The new, and still empty, Snyder's warehouse lent itself nicely in accommodating some 2,000 dancers with Mr. and Mrs. Pioneer Sun City, Mel and Etta Phelps, leading grandmarch. Later hot coffee was served with all guests receiving a piece of the tremendous cake, containing untold amounts of eggs, sugar, flour, shortening and frosting, all supplied by the Del Webb Company under the direction of Tom. This is another tradition that we all hope never fades from our scene.

Tom has never felt quite so close to the people as when he suffered a heart attack in April, 1963. He said that the flood of letters and cards with their assurances of love and prayers; the flowers and plants that arrived at hospital and home, all gave him the courage and sense of well being needed to help in his marvelous recovery and brought home to him just how much Sun Citians really mean to him.

After reminiscing over all the things that took place Tom said of those old days and associations, "although I, personally, have not visited with the people in the Community Hall area as often as in the past, it does not indicate that I have forgotten the close ties and friendships of our formative years. You people formed the corner stone of this remarkable community...it is impossible to talk about Sun City, anyplace, without mentioning the "pioneers"....it was your faith in a lightly sketched-in design for living, ...a sketch in which you painted in the forms and the color bringing to life the full meaning of the picture....I hope you are still as proud of Sun City as we all were then."

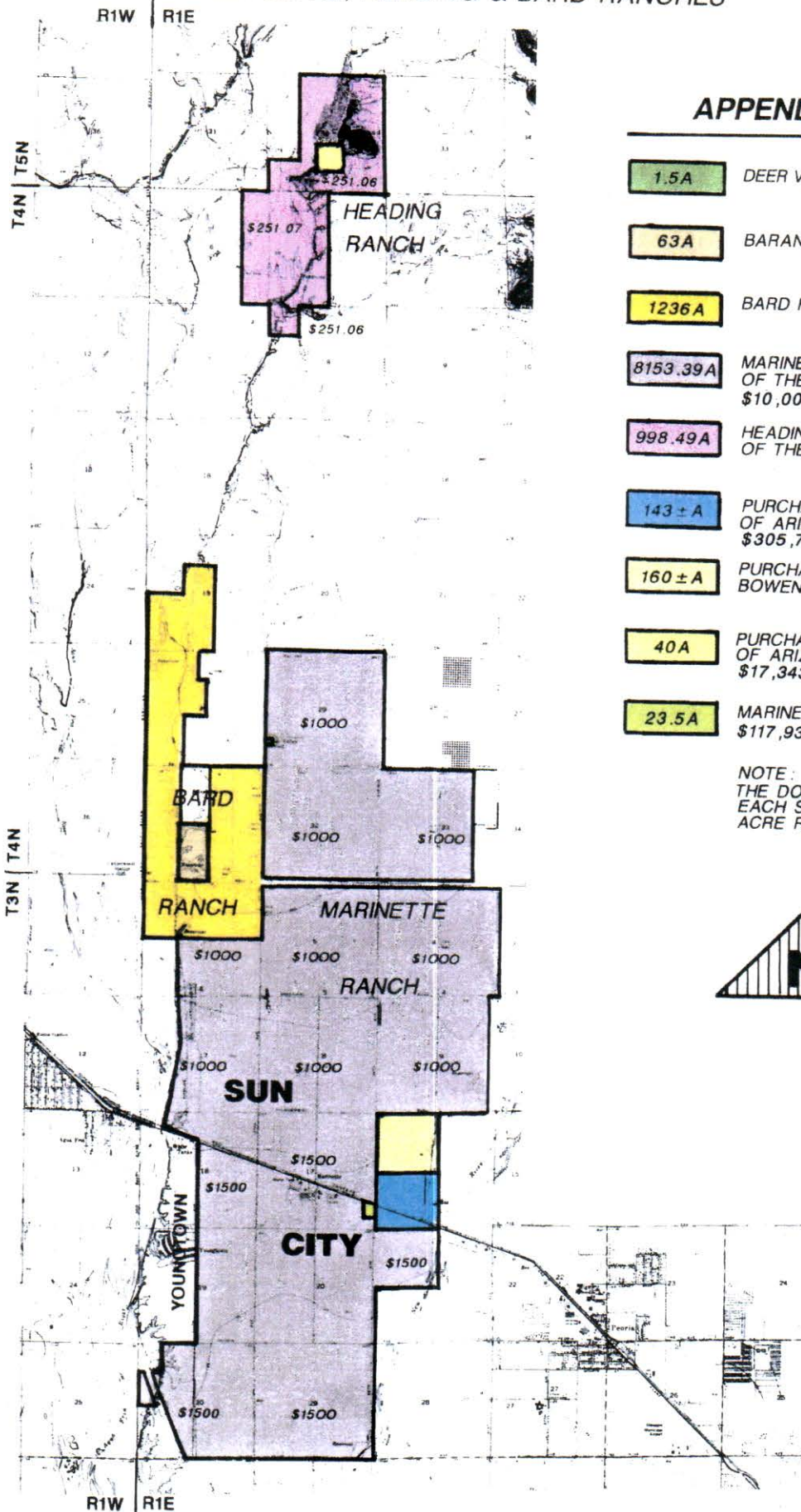
In talking with Tom Breen, former Senior V. P. in charge of Webb housing, he said of his very close associate and buddy, "As anyone who worked with Tom well knows, his function at Sun City was tremendously time-consuming, with many different people of various personalities to work closely with, yet I never knew him to complain about the hours or the people/was associated with. While a very taxing endeavor, I think Tom

nonetheless, always found it most rewarding and I, for one, feel confident that he will realize the same sense of accomplishment in his new position."

Many of the folks, all over the city have said that they are glad to hear that, although he is leaving the Webb employ, Tom will not be leaving US..a sentiment we heartily echo. I can't think of another person more qualified for the job with Sun Valley Lodge than Tom Austin with his patient understanding, an almost total selflessness, an abiding compassion for people, and a sentimental nature generated by a spiritual tranquility.

SUN CITY, ARIZONA

MARINETTE, HEADING & BARD RANCHES

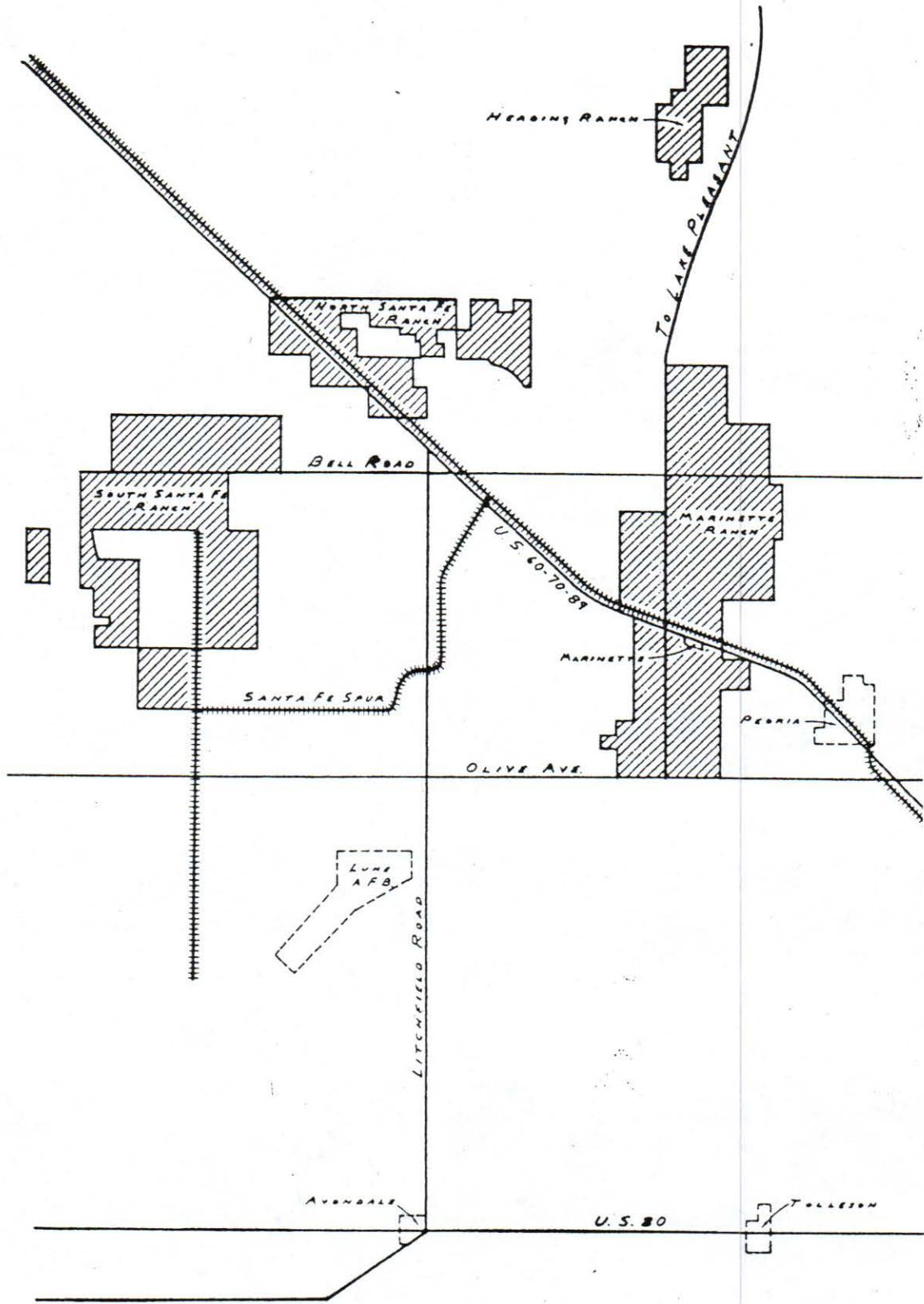


APPENDIX NO. 1

- 1.5A DEER VALLEY SCHOOL \$25,000 -1972
- 63A BARANY PURCHASE \$201,600 -1971
- 1236A BARD RANCH \$1,759,000 -1971
- 8153.39A MARINETTE RANCH (A PORTION OF THE BOSWELL PURCHASE) \$10,000,000 -1959
- 998.49A HEADING RANCH (A PORTION OF THE BOSWELL PURCHASE)-1959
- 143 ± A PURCHASED FROM THE STATE OF ARIZONA (MARINETTE) \$305,788 -1961
- 160 ± A PURCHASED FROM BRENT BOWEN (STATE) \$220,387-1961
- 40A PURCHASED FROM THE STATE OF ARIZONA (HEADING) \$17,343 -1962
- 23.5A MARINETTE GIN SITE \$117,937 -1962

NOTE:
THE DOLLAR FIGURE WITHIN
EACH SECTION IS THE PER
ACRE RELEASE PRICE





FACT SHEET ON SUN CITY, ARIZONA

Sun City has over 125 clubs and organizations, including civic, church, charitable, recreation, and service.

Service clubs and lodges include Lions, Kiwanis, Rotary, and Shrine.

All clubs and organizations were started by the residents themselves and new clubs (primarily hobby) are being formed every year.

Sun Citians have built eight churches. They have their own civic organization and own and operate all recreational facilities.

Four golf courses in Sun City (3 public and 1 private).

Three recreation centers featuring swimming, shuffleboard, lawn bowling, hobby studios and work shops, club rooms, auditoriums, and one includes an exercise room and whirlpool bath. A fourth recreation center is under construction.

The city has three large shopping centers and a fourth is in the planning stages. There are a total of 105 business in Sun City. The commercial vacancy factor is less than one percent.

A 7,500 capacity Sun Bowl with large stage, two dressing rooms, movie facilities, and excellent sound system is conveniently located in the city.

Many free shows put on in the Sun Bowl during the year. These include variety shows, band concerts, choral groups, patriotic programs, etc. Our 9th Anniversary Variety Show featured Myron Floren of the Lawrence Welk Television Show. Other programs include an all-Indian Pow-Wow and Easter Sunrise services.

Residents are given reduced rates at Sun Bowl shows that have featured such stars as Liberace, Jo Ann Castle, Dennis Day, Bob Crosby and his Orchestra featuring the Bobcats, Bobby Burgess and Cissy King, Harry James and his Orchestra, Skiles and Henderson, and Gordon MacRae.

The new Walter O. Boswell Memorial Hospital, now under construction, will have modern radial design for patient wings. Initial bed capacity of 100 with two additional floors to eventually increase size to 300-bed capacity.

18 model homes, north of Grand Avenue, offer single family homes, duplexes, garden apartments, and patio houses. Prices range from \$16,000 to \$32,000.

(More)

Webb officials feel they have helped substantially in adding an "R" (for retirement) to the 5 big "C's" of Arizona's economy (cotton, cattle, crops, climate, and citrus).

The new model homes are adjacent to an excavated 33-acre private lake for resident boating and fishing. A second lake, more than 36 acres, will begin this year.

Sun City now has over 12,000 residents and is Arizona's 12th largest community. All 50 states and several foreign countries are represented in the community's population.

Sun City started in cotton and lettuce fields in January of 1960. By the end of the first year, 1301 homes and apartments had been sold and population had reached 2500.

The figure grew to 4,500 by 1963; 6,500 in 1965; and to 12,000 over the next four years.

Home sales in 1967 totaled 852, and set an all-time record in 1968 with 1,331.

During the first six months of 1969, sales surpassed the entire previous year with 1,362 homes and apartments sold showing a real estate value of \$32.9 million.

Construction has been stepped up to six home completions per day, and are working toward a goal of eight per day.

#

SUN CITY PROGRESS STORY

For 40 years construction has been Del Webb's business - construction of everything from a missile silo to a skyscraper. As his organization grew from a single proprietorship to a multi-million dollar corporation, Mr. Webb developed an ability to acquire raw land, create a masterplan for its use, and complete necessary construction.

In 1955 Mr. Webb began casting about for new ways and means to expand. As Americans began to travel more extensively, he couldn't help but notice the number of senior adults who came West to enjoy Arizona's mild year-round climate. Deciding the retirement market offered definite possibilities, he assigned a task force of executives to research desires and needs of retirees.

This group began by reviewing available information on retirement and visited areas where older people congregated, such as Southern California and Florida. What they saw was generally depressing. A majority of retirement communities visited consisted of drab rooming houses and trailer parks where people had little or nothing to do. They decided a wide variety of activities would be a must in any program the Webb Corporation might undertake.

By 1959 Webb had a clear-cut proposal: Should he commit \$2 million to building a community that would be limited to residents 50 or over with no school age children, a community that would be strong on recreation facilities? He decided it would be a potentially profitable investment and selected more than 10,000 acres 12 miles northwest of Phoenix where rain is infrequent and humidity readings are among the nation's lowest.

(MORE)

To the satisfaction of Webb and his associates, over 100,000 visitors attended the January, 1960, premiere opening of a community offering America's seniors an "active new way of life". Debuting with the new model homes were a community center with arts and crafts studios, the first nine holes of an 18-hole championship golf course, lawn bowling green, shuffleboard courts, swimming pool, shopping center, and motor hotel. Sales soared to 272 units during the opening weekend.

By the end of the first year, 1300 homes and apartments had been purchased and Sun City had gained 2500 permanent residents. The success of Mr. Webb's experiment was assured. Sun City's annual growth rate has been amazing: 4500 population in January, 1963; 6500 in 1965; then a jump during the past four years to more than 12,000 permanent residents.

During 1968, 1331 Sun City homes and apartments, valued at almost \$30 million, were purchased by senior citizens from across the country. Home sales continue to soar at a phenomenal rate with 1362 units sold during the first six months of 1969, topping 1968's 12-month record by 31 homes. Today, Sun City is Arizona's 12th largest community.

Another reason for Sun City's rapid population growth has been the community's low home turnover rate. According to records of Sun City realtors, 325 residents sold their homes or apartments in 1967. (1968 figures not yet available.) This figure represents 5.9 percent of all homes occupied in Sun City at the end of that year. The national average for FHA housing is 14 percent turnover each year - more than twice the Sun City rate. It is also interesting to note that, of the 325 residents selling their homes, 139 of them (approximately 43 percent) purchased new Sun City homes.

(MORE)

In a town that is welcoming more than 1,500 new residents each year, additional facilities are continually being developed to meet the needs of the community.

The Grand Avenue Shopping Center has 30 businesses, a second major midtown complex of shops is operating, and recently opened is a third center which added 27 new businesses and professions to Sun City. The King's Inn Motor Hotel has expanded from an original 12 rooms to 100 units, and offers visitors a swimming pool and a 250-seat restaurant. The Inn also has a series of rental apartments for prospective home buyers who wish to visit and inspect Sun City before they buy. These rentals support the Webb firm's "Vacation Special" offer. For \$50 (\$75 during the winter) prospects receive use of an apartment with kitchenette, tours of Sun City and the Valley of the Sun, two rounds of golf, a breakfast, and a barbecue dinner.

Sun City has eight churches, four 18-hole golf courses, a 7,500 capacity outdoor amphitheater, a softball park, and three recreation complexes. Each of the latter has a Riviera-size swimming pool, an auditorium (one with 1,100 seating capacity), shuffleboard courts, and lawn bowling green. Hobby studios, card rooms, lounges, and an exercise room and therapeutic bath are also available.

A fourth recreation complex, under construction, will duplicate the above facilities and add new ones including a billiard room, tennis courts, and miniature golf course. The main building will have two levels and will feature a circular design with large outdoor swimming pool dominating the central patio.

Making maximum use of these facilities, the town's gregarious 50-and-older citizens have organized more than 125 clubs and organizations around activities that interest them most. Residents enjoy the companionship of others as they accom-

(MORE)

plish civic and church work, play golf, grow vegetables, take pictures, do exercises, bicycle, sew, swim, and play almost every kind of game from bridge to chess. Citizens have formed their own acting guild, chorus, and orchestra.

Dances are held every Saturday night at the community's recreation centers. All this activity - organized spontaneously without artificial "cruise director" stimulation - seems to have contributed to the health as well as the happiness of Sun City residents.

Sun City's "Exposition for Living - 1969" presents 18 new model homes offering four modes of retirement living, including single family homes, duplexes, garden apartments, and patio houses. The latter features a new concept in privacy and security. The models border a 33-acre excavated private lake, with almost two miles of interestingly irregular shoreline, providing residents with boating and fishing.

The community's newest 18-hole golf course has rolling terrain and features six lakes interconnected by small streams, providing challenging hazards on the fairways.

Under construction in Phase II is the 100-bed Walter O. Boswell Memorial Hospital - a modern medical facility designed for future expansion to 300 beds as required.

America's most famous retirement community, Sun City, has already attracted more than two million visitors. Millions more in the United States and foreign countries have viewed television scenes and read magazine articles about the relatively new Arizona town. Many of the national and regional conventions held in Phoenix now include a tour of Sun City as a part of their program.

In this connection, an article in the November, 1967, issue of Arizona Highways magazine said of Sun City, "The continual flow of tourists has pushed the

(MORE)

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

As Sun City prepares for the years ahead, there is ample evidence that expansion will match or exceed the present ten per cent annual rate. The United States Census revealed that there are more than 42 million citizens at least 50 years of age and the number is growing annually.

More than 23 million of these are covered by private pensions. Using age 65 as a starting point, the nation's senior citizens have an aggregate annual income of between 35 and 40 billion -- considering social security, interest, dividends, rents, part-time work, annuities, life insurance, and pensions.

With these encouraging statistics in mind, the Webb Company has master-planned an additional several thousand acres for expansion of the self-contained retirement town.

Today, construction is still Del Webb's business. Of all his ideas, Webb values most the one that brought to reality Sun City, Arizona, and two similar Sun Cities in Southern California and Florida where retirees live active, useful lives.

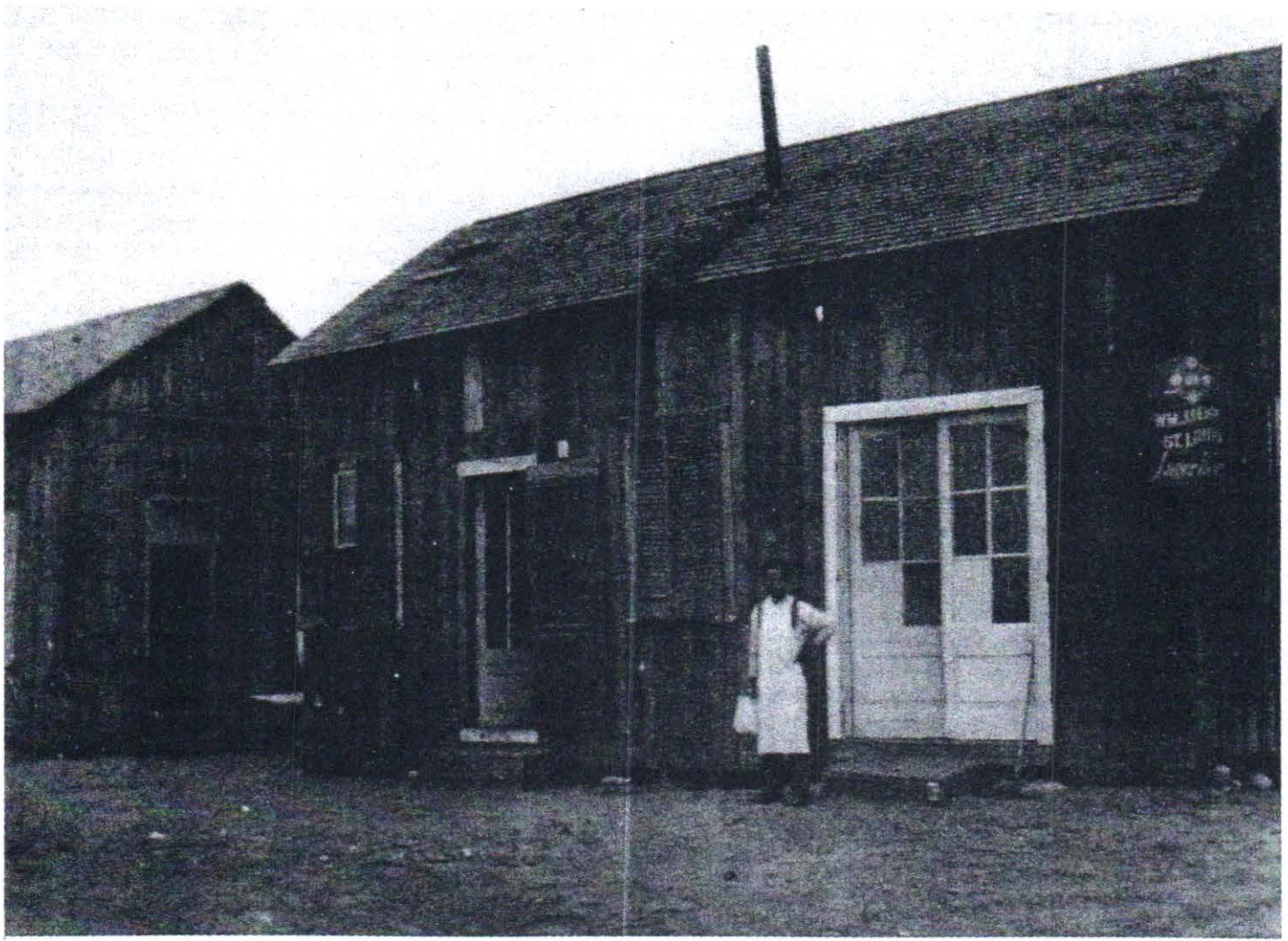
##

47/500

Catch the Stage to Phoenix

By Leland J. Hanchett, Jr.

Leland Hanchett



Courtesy Arizona Historical Foundation

Agua Fria

Having assisted Jack Swilling in the settlement of Phoenix, Bryan Phillip Darell Duppa, Lord Duppa to his closest friends, located, in 1870, a claim on the banks of the Agua Fria River near present day Sun City. There he established probably the most dismal stage station on the frontier.

Bryan Phillip Darell Duppa

Duppa came from a struggling "landed" family in England and was in direct line to inherit the family estate at Hollingbourne, Maidstone, Kent after his brother's death in 1873. Duppa's Uncle, George, had already moved in, and being the only family member well heeled enough to afford the place, gave little opportunity for poor Darell to claim his

rightful position as "lord of the manor."

This same Uncle George had been Darell's employer in New Zealand from about 1855 to 1863. While there, George wrote home to the family that Darell was, "amiable, generous and careless to a degree, without purpose or ambition in life." Probably good traits to tough it out on the Arizona frontier, but certainly he was not possessed with the organizational skills and work ethic necessary to have founded and developed Phoenix as some have suggested. The title of "Founding Father" clearly belongs to Jack Swilling.

When asked why he picked that particular spot Duppa replied that while stopping over one night the Apaches tried to run him off. He not only fought back successfully but remained there just to show them his determination.

An early visitor to Duppa's station was Captain John G. Bourke. In his book *On the Border with Crook*, Bourke describes in depth his impressions of Duppa and his station.

Darrel Duppa was one of the queerest specimens of humanity, as his ranch was one of the queerest examples to be found in Arizona, and I might add in New Mexico and Sonora as well. There was nothing superfluous about Duppa in the way of flesh, neither was there anything about the "station" that could be regarded as superfluous, either in furniture or ornament. Duppa was credited with being the wild, harum-scarum son of an English family of respectability, his father having occupied a position in the diplomatic or consular service of Great Britain and the son having been born in Marseilles. Rumor had it that Duppa spoke several languages—French, Spanish, Italian, German—that he understood the classics, and that, when sober, he used faultless English. I can certify to his employment of excellent French and Spanish, and what had to my ears the sound of pretty good Italian, and I know too that he was hospitable to a fault, and not afraid of man or devil. Three bullet wounds, received in three different fights with the Apaches, attested grit, although they might not be equally conclusive evidence of good judgement. The site of this "location" was in the midst of the most uncompromising piece of desert in a region which boasts of more desert land than any other territory in the Union. The surrounding hills and mesas yielded a perennial crop of cactus, and little of anything else.

The dwelling itself was nothing but a "ramada," a term which has already been defined as a roof of branches; the walls were of rough unplastered wattle work, of thorny branches of ironwood, no thicker than a man's finger, which were lashed by thongs of raw-hide to horizontal slats of cottonwood; the floor of the bare earth, of course—that almost went without saying in those days—and the furniture rather too simple and meager even for Carthusians. As I recall the place to mind, there appears the long, unpainted table of pine, which served for meals or gambling, or on the rare occasion when anyone took into his

head the notion to write a letter. The room constituted the ranch in its entirety. Along the side were scattered piles of blankets, which about midnight were spread out for tired laborers or travelers. At one extremity, a meager array of Dutch ovens, flat-irons, and frying-pans revealed the "kitchen," presided over by a hirsute, husky-voiced gnome, half Vulcan, half Centaur, who, immersed himself for most of the day in the mysteries of the larder, at stated intervals broke the stillness with the hoarse command: "Hash pile! Come a' runnin'!" There is hardly any use to describe the rifles, pistols, belts of ammunition, saddles, spurs, and whips, which lined the walls, and covered the joists and cross-beams; they were just as much part and parcel of the establishment as the dogs and ponies were. To keep out of the sand laden wind, which blew fiercely down from the north when it wasn't blowing with equal fierceness from the south, or the east, or the west, strips of canvas were tacked on the inner side of the cactus branches.

My first visit to this Elysium was made about midnight, and I remember that the meal served up was unique if not absolutely paralyzing on the score of originality. There was a great plenty of Mexican figs in raw-hide sacks, fairly good tea, which had the one great merit of hotness, and lots and lots of whiskey; but there was no bread, as the supply of flour had run short, and, on account of the appearance of Apaches during the past few days, it had not been considered wise to send a party over to Phoenix for a replenishment. A wounded Mexican, lying down in one corner, was proof that the story was well founded. All the light in the ranch was afforded by a single stable lantern, by the flickering flame from the cook's fire, and the glittering stars. In our saddle-bags we had several slices of bacon and some biscuits so we did not fare half so badly as we might have done.

Duppa stayed on at this station until the flood of February 1873, when the station, and more importantly the well were wiped out by high waters. It may have been just as well, as the road was realigned in 1872 with the new Agua Fria crossing being six miles down stream from the old one.

Duppa Moves Back to Phoenix

Duppa spent most of the rest of his life living with friends in the Phoenix area. As an added inducement, along with his congeniality, suggestions of his possible land holdings in New Zealand and England may have made his friends a little more willing to put up with his drunk and unruly periods. Ultimately, even the beneficiaries of his will received little but his gold watch for their troubles.

With the opening of the new road, D. White started the first station at the lower crossing in 1872. White, like many other station keepers, faced dangerous situations. The *Miner* for July 27, 1872, states:

On Tuesday morning D. White, from Phoenix Wells, on the new road to Wickenburg, came in town and reported the following: A Mexican bought a saddle from John Berger at Wickenburg, and left for Sonora without paying for it. Berger, who had been fooled in the same way before, did not intend to give it up so easily, and struck out after him. On Monday evening the Mexican arrived at Phoenix Wells station and put up for the night. After the boys had lain down, horses were heard approaching. The Mexican, hearing the noise, got up out of bed excitedly and rushed out pistol in hand, when shooting between Berger and him commenced very soon. Nine shots passed between the two, when the thief lay down, exclaiming, "I am shot," and then there pulled out his money and paid the American for the saddle. The Mexican has since died.

Thomas S. Graves from Wickenburg set up shop as station keeper at the same place in August of 1873. Helping out as "kitchen engineer" was "Old Dud."

Apparently the station changed hands frequently, as an ad in the *Miner* for September 27, 1873 says that Mr. Becker is proprietor of the station at the lower crossing of the Agua Fria now called Phoenix Wells.

The next owner of that station was Joseph Phy, once Deputy Sheriff for Maricopa County. Phy moved there in September of 1876. On June 1, 1877, the *Miner* notes that:

Joe Phy who lives at Agua Fria station lost twenty-nine head of cattle. Believing they had been run off by Mexicans or Indians, Joe came to town and taking one of the Morrill lads with him, started for the trail, telling his friends not to be anxious about him. Last Friday, however, his long absence was thought alarming, and a party of three started in search of him. They found his trail following his herd, and returned and on Sunday Phy came in, having recovered twenty-seven head of stock. One of the two missing was killed and eaten by Indians. It is probable that two Mexicans drove off the herd as one of them was offered for sale at Decker's station by a Mexican. Finding themselves pursued they left the band hidden near Gila Bend and made themselves scarce.

By 1879, Captain M. H. Calderwood was in possession of the Agua Fria station where he remained for many years thereafter. Calderwood distinguished himself as Speaker of the Ninth Legislature in 1877, and Sargent at Arms of the Eighteenth Legislature in 1895.



Courtesy Sharlot Hall Museum

M. H. Calderwood

Calderwood started at the northern or old crossing, then had stations at both the old and new crossings, but later settled at the northern location. In 1876, the *Miner* noted:

The coach makes but one stop between Wickenburg and Phoenix, which is at the Agua Fria, where Capt. Calderwood has a fine stock ranch, excellent water, and who sets a good table giving great satisfaction to his many guests. The Captain is now about building a new and commodious house and hotel, and in a few years will, with his present good management, have a fine, prosperous establishment. Mrs. Calderwood is a daughter of Judge Tweed, and is a most estimable lady.

By 1879, the *Miner* added:

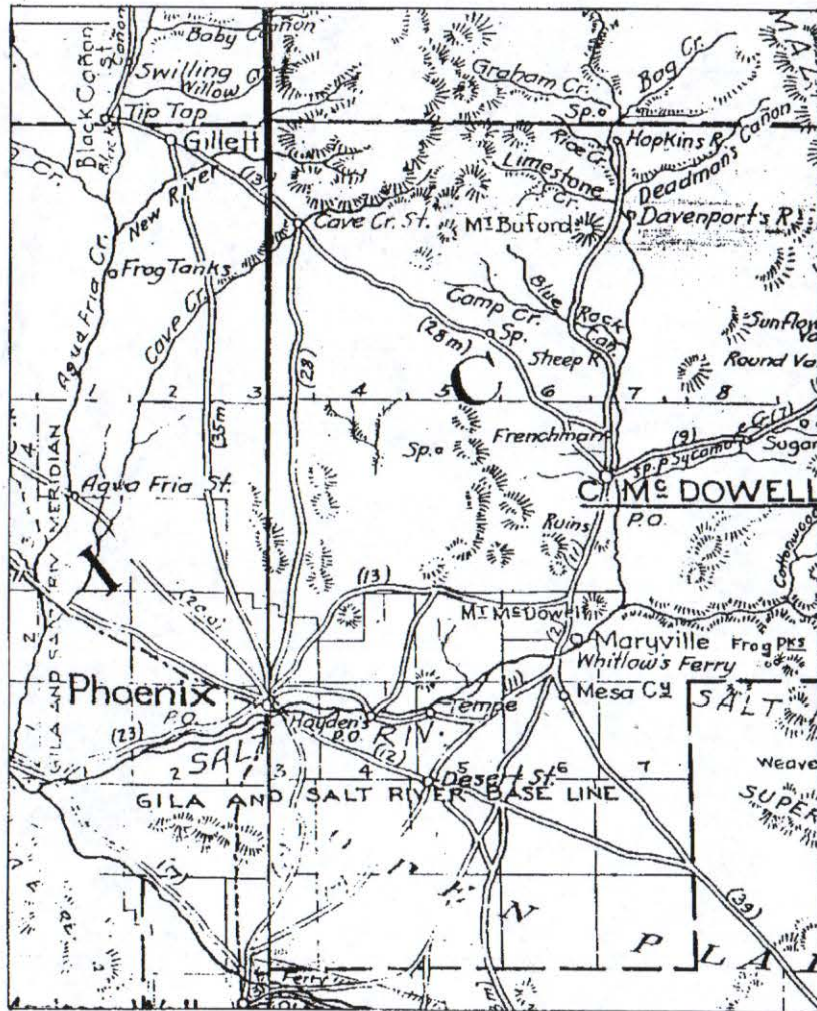
W. [sic] H. Calderwood, who owns and personally superintends the station at Agua Fria, 18 miles north of Phoenix, is putting up and has nearly completed a fine new residence for his family and the convenience of travelers. This gentleman is also busy opening a new road from the Bradshaw road near New River, direct to Maricopa, by the way of his station, which is several miles shorter than the old route.

The Black Canyon Stagecoach Trail

As the evening began to gather around the 'down' stagecoach, going down the Black Canyon trail from Prescott to Phoenix, Arizona Territory, Capt. C. G. Gordon began to worry. The town of Gillett was not far away now, and the trail approaching it from either north or south was notorious as the favorite haunt of the highwaymen who robbed the coaches so regularly that even Wells-Fargo Express Co. would eventually no longer accept shipments over it. The stagecoach had left Prescott at two in the afternoon, and it was August 26, 1882. Gordon, en route to his cavalry post at Camp Price, nervously commented to his fellow passengers that if they had any money with them, they had better stuff it into their boots, as they were liable to be held up at any time. The other passengers were Dr. Lord and I. E. Solomon, a prominent merchant from a town named for him, Solomonville, near Fort Grant.

Solomon's reply was that the captain had better hide his own money, too, as he probably had more on him than Solomon, who could afford to lose what little cash he had. In Prescott that morning, Solomon had cashed a check for \$25 for expenses at C. P. Head & Co., though he also had with him two government checks, for \$1,000 and \$960, payment for supplies furnished to Fort Whipple near Prescott. Finally, Gordon left his seat inside the coach and climbed up on the outside seat beside the driver. The long Arizona summer day was over and darkness was closing in.

About two miles from Gillett, two masked men, one armed with a six-shooter and the other with a sawed-off shotgun, suddenly appeared beside the coach and ordered the driver to halt. One pointed a gun at Solomon and told him to get out. Solomon lost no time in obeying the order, nor did Dr. Lord or the captain who was told to get down into the road. At the command "Throw up your hands!" they also lost no time. The

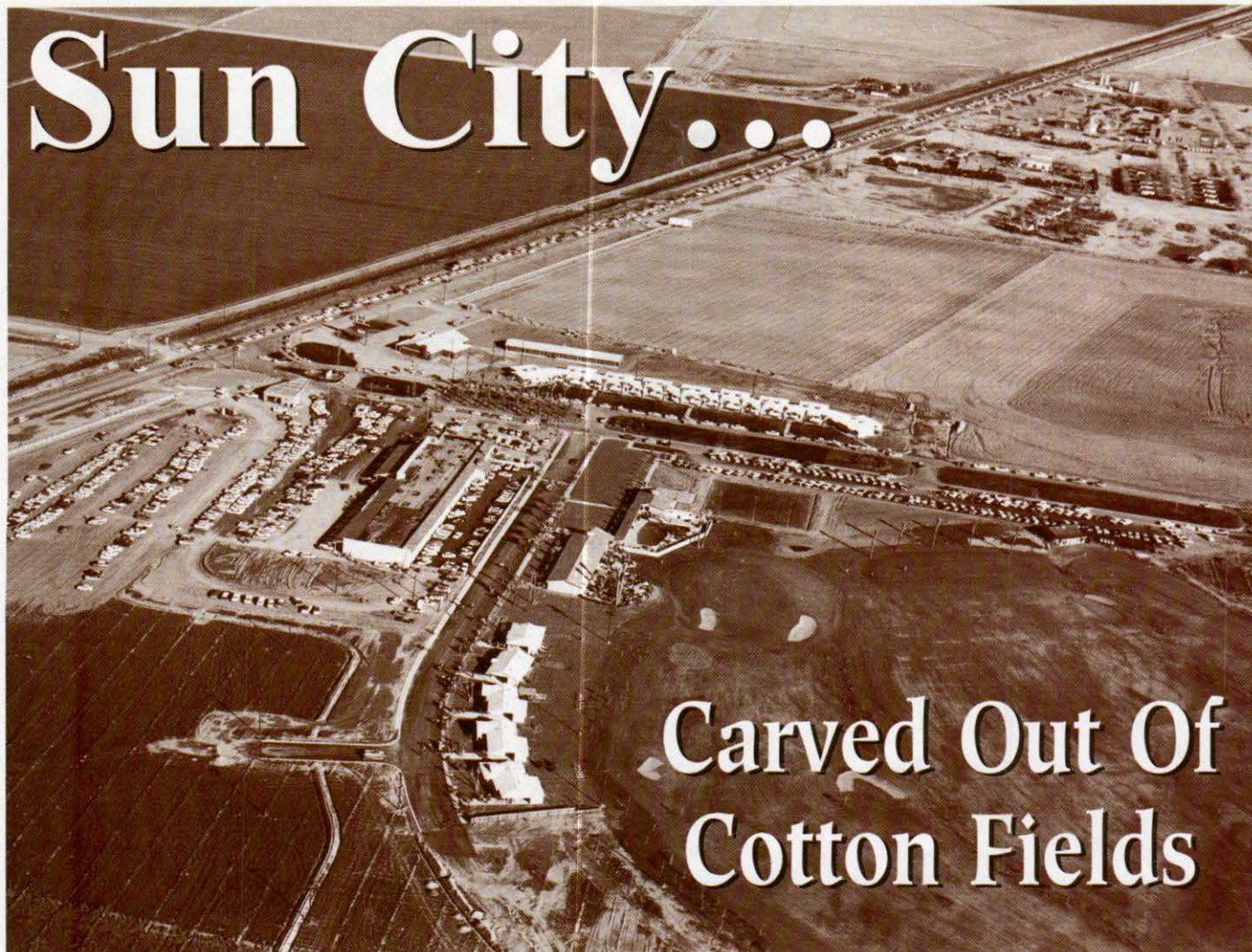


Note erroneous location of Gillett on map. Gillett actually stood where map shows Tiptop location. Tiptop's actual location was eight miles farther west.

BLACK CANYON STAGECOACH TRAIL, PHOENIX to CANON

from 1879 military map of Arizona

Sun City...



Carved Out Of Cotton Fields

NORTHWEST VALLEY CONSTRUCTION in late fall, 1959, included pressure-packed days to finish the core of a yet-to-be-named community. Shown above is the Jan. 1960 opening for Sun City (the winning name), which brought larger-than-expected crowds, including a Grand Avenue traffic backup of two miles.

by Dick Kemp

It was October 1959, and something was missing from the Phoenix sports pages. Del Webb and his New York Yankees weren't in the World Series, their normal post-season role.

It was, however, not a quiet period for the 59-year-old builder-developer. The Del E. Webb Construction Co. – still several years away from “going public” on the New York Stock Exchange – had been making news in the West.

The firm had recently announced it would build Nevada's tallest building, a 14-story addition to Hotel Sahara,

completed housing at Vandenberg AFB, and reported work for Del Webb's longtime friend, Howard Hughes and the Hughes Aircraft Co.

But now, with less than three months of 1959 remaining, nine holes of golf were being seeded in cotton fields northwest of Phoenix. Other recreation facilities, a shopping center, motel, apartments and a set of model homes were also underway.

Only several months earlier, in June, Webb had announced final agreement with the J. G. Boswell Co. to develop a retirement community on 20,000 acres known

as the Marinette, Santa Fe and Heading ranches.

Suddenly, it became a race, first to get official approval of construction and zoning plans, form sewer and water companies and then to build facilities for a Jan. 1 unveiling.

Too late to postpone anything

By October, it was too late to postpone anything.

Advertisements – announcing the opening date and offering a new home to the winner of a “Name This Community” contest – had been ordered in *Life*, *Saturday Evening Post* and

dozens of Sunday newspaper supplements.

Not that the Del E. Webb Construction Co. was a stranger to deadlines. It had made a national name for itself by building numerous military bases under World War II-imposed materials and time shortages.

In the '50s, for Magma Copper, Webb created the town of San Manuel. For itself, it built Tucson and Phoenix housing and shopping centers, including Phoenix's first, Uptown Plaza, and launched a chain of motels.

They remember October 1959

Key Webb employees who well remember October, '59, are John Meeker, then project operations manager, and Owen Childress, in charge of finance and creating an administration and sales force.

"When we asked the FHA for loan approvals, they said something like: 'Will your buyers live long enough to pay off a 30-year

loan?'" says a smiling Owen Childress today.

"Shortly after we opened, it became apparent that about 60 percent of our buyers would pay cash, and most others use conventional loans."

"Before we opened, especially after our national ads appeared, people would park and walk through the project. Our construction department would ask

us to help keep visitors away from operating machinery.

"We took preliminary deposits. Once we wrote a receipt for a lot 50 feet west of a certain oak tree."

Pressure-packed hours

With Webb crews piling up long hours, the fledgling town began to shape up through thick, thin and overtime. Stories about the final weeks are legend.

"The last three weeks of December it seemed to rain all the time," recalls John Meeker. "I remember having to firm up our Grand Avenue entrance repeatedly, even having to haul golf course designer Milt Coggins and golf pro Fielding Abbott out of the muck several times.

"The crunch got so bad we paved in the rain."

Streets had to be named

Streets had to be named. Selecting many from among famous courses and golfers was fun for John, who loved the game. Del Webb, a good athlete who golfed with celebrities like Bob Hope and Bing Crosby, fully approved.

The winning community

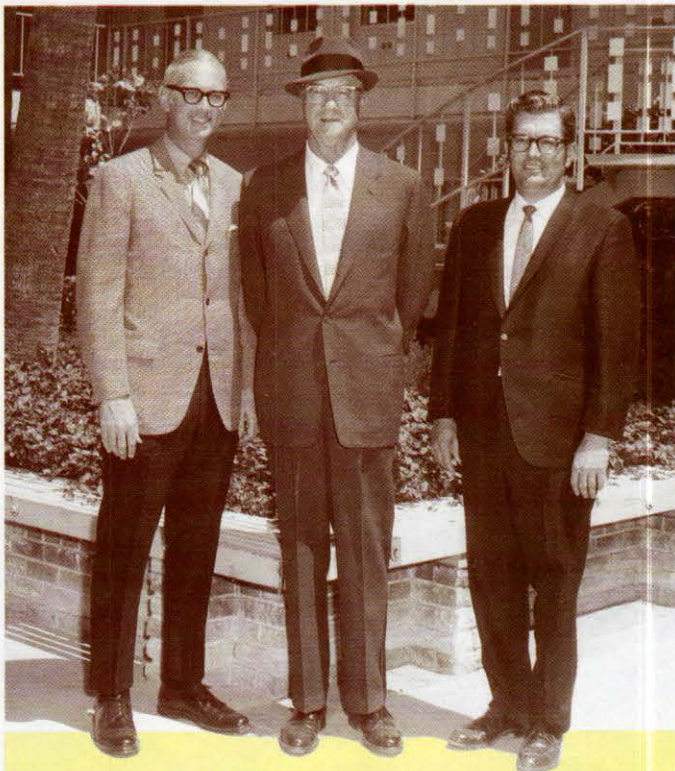
SUN CITY continued on page 11



NAME THIS TOWN – Greater Phoenix in late 1959 was invited to suggest a name for a new retirement community rising in the Northwest Valley.



FINAL SIGNING of an agreement to develop 20,000 acres of farm and ranch land included corporate principals Jim Boswell (J. G. Boswell Co.), left, and Del Webb (Del E. Webb Construction Co.).



KEY FIGURES – This photo, taken in 1970, includes, from left: Owen Childress, Del Webb and John Meeker. Owen and John played key Webb roles in opening Sun City on time.

SUN CITY continued from page 8

name, selected in mid-December, had to be posted at the Grand Avenue entrance and included in Phoenix newspaper ads announcing the opening.

Model homes were priced from \$8,500 to \$11,300. They included what the company believed was America's only \$9,750 home on a fairway lot.

Finally it was New Year's Eve. John Meeker and Owen Childress finished sprucing up the sales office about 10 p.m., turned to each other and said, almost in unison: "Will anyone come tomorrow?"

Postscript I – *More than 100,000 visitors attended the three-day opening, at one point backing up traffic on Grand Avenue almost two miles. In 72 hours, 237 homes were sold, exhausting and depleting sales people and company receipts*

"At one point, we sent out for a generic receipt book," says Owen Childress, "and asked our vice presidents to pitch in and write contracts.

Even though Arizona Gov. Paul Fannin and Phoenix Mayor Sam Mardian attended the opening, the Arizona Republic didn't realize history was being made and did not assign a reporter.

Postscript II – *In reliving 1959, John Meeker*

today points out that the first Webb contact with the Boswell family was made that February by Vice-President R. H. (Bob) Johnson (later named president and chairman, and after whom a Sun City West boulevard and recreation center are named).

John names L. C. Jacobson as a Webb officer who provided valuable early directions, and talks about the first layout of the new community: "We hired a planner whose first, and last, effort included a number of Venice-like canals."

Postscript III – *John Meeker – Del Webb's favorite caddy at Phoenix Country Club prior to World War II, and quickly employed by Mr. Webb after John finished his Armed Forces duty – rose to Del E. Webb Development Co. president. Meeker Boulevard in Sun City West is named after him.*

Owen Childress, who sold Sun City's first lot in September 1959, to Mr. and Mrs. J. W. Sullivan of Oklahoma City, retired as Del E. Webb Corporation's treasurer and executive vice president/finance.

Next month: Sun City pioneers relive the spirit and attitude that brought worldwide attention to their new home town. ❁

A Message to all Sun City Residents

Thank you for your continuing support of your Sun City Visitors Center.

- ◆ The Center has welcomed more than 150,000 visitors since its opening.
- ◆ Up to-date brochures, maps and mailings are available. And, for a \$7.00 donation to the center you will receive a full color video depicting Sun City's active lifestyle.
- ◆ Sun City Ambassador volunteers are on hand to give guidance and answer questions.

Stop by and pick up information for mailing or taking to prospective Sun City residents.

THE CENTER IS HERE FOR YOUR USE.

SUN CITY VISITORS CENTER

Prominently located in the Promenade Center Southwest corner of 99th Avenue and Bell Road

1-800-437-8146

623-977-5000

www.commercemarketplace.com/shops/suncity
E-mail: scvisitorctr@uswest.net

January, 1970

THE SUN CITY STORY

This month marks the 10th Anniversary of America's Most Famous Resort-Retirement Community, Sun City, Arizona. During the past decade the Del E. Webb Development Co. transformed several thousand acres of cotton and lettuce into a community boasting 14,000 residents which has earned a high place on the list of Arizona's attractions.

ARIZONA HIGHWAYS Magazine said of Sun City, "The continued flow of tourists has pushed the community into the spotlight shared by the Grand Canyon, the Petrified Forest National Park, and other major points of interest which draw visitors from all over the world to Arizona." More than 200,000 people have toured this unique community in the past twelve months, and Sun City's residents represent all of the United States, as well as a number of foreign countries.

Sun City is a community of gracious homes and apartment complexes set in beautifully landscaped neighborhoods which center around recreational facilities that rival the most exceptional resorts. Many golf enthusiasts reside along the fairways of Sun City's four championship golf courses (a fifth 18-hole course is being constructed now). Other Sun Citizens have selected homes along the shores of the meandering 33-acre lake which mirrors a hilltop park overlooking a cascading waterfall.

The recreational facilities and opportunities in Sun City are unmatched by any resort-retirement community in America. There are four great centers which combine outstanding recreational facilities with professionally equipped studios for the arts and crafts. Each has rooms for meetings and classes of every description. All four have heated Riviera-size pools for year-round enjoyment.

Each Center has illuminated shuffleboard courts and beautifully manicured greenswards for lawn bowling. Community facilities also include three beautiful therapeutic pools, two lighted tennis courts, a tricky miniature golf course, a huge billiard room and a 33-acre lake for fishing and boating. Another lake is being formed now.

The Recreational Centers are social centers, too. Card parties, square dances and ballroom dances are scheduled regularly on the Sun City Calendar of Events.

Sun City musical activities include choruses, dance bands and jazz combos; even a sixty-five piece symphony orchestra. There are also many opportunities for musically talented persons in all of Sun City's churches.

Sun City already has eight stately churches and several more are now on the drafting boards. Community facilities are also made available to all denominations for meetings and services.

Sun City has a beautiful 1,100-seat auditorium in the Town Hall South which is adaptable for dramatic productions, cinema, concerts and dances. The smaller auditorium in Town Hall Center is the scene for productions of the Sun City Players as well as for many civic and social events.

Exciting entertainment is provided throughout the year in the Sun Bowl, Sun City's beautifully landscaped 7,500-seat amphitheater. This is where the popular Celebrity Series productions, featuring many famous personalities from the world of show business are presented.

There are golf associations for both men and women, and a full slate of tournaments is held each year. There is a choice of golf membership plans, and from the golfer's point-of-view each one is a good deal because nowhere

Page 3 (The Sun City Story - continued)

in America are such golf facilities so readily at hand and so inexpensive to play. The privately-owned golf cart has become a standard mode of transportation in Sun City.

There are over 100 civic groups, social clubs and service organizations in Sun City which cover a broad range of interests and purposes.

Sun City is a complete city. It has over 100 stores and services located in three shopping centers and at random locations to serve Sun Citizens. Also, most everything imaginable in the way of business and professional service is available right in Sun City.

The first phase of the 200-bed Walter O. Boswell Hospital is scheduled for completion in 1970. Special consideration will be given geriatrics, although the hospital will serve the general public as well as Sun City.

Many residents were first introduced to "resort-retirement living" through the nationally advertised Sun City Vacation Program. This program makes a completely furnished garden apartment available to a vacationing couple for one week. The couple receives full Sun City residential privileges. They are also invited to participate in specially organized activities which include guided tours of the major points of interest in the Phoenix-Scottsdale area. Each vacationer is invited to play one of Sun City's golf courses, attend a real Western Barbecue and meet residents or other visitors at dances and social events. Their exciting week in one of America's great resort areas is offered for only \$75 per couple (or \$50 during the summer months).

Because of the great acceptance of this offer, it is advisable to contact the Del E. Webb Development Co. (P. O. Box 555, Sun City, Arizona 85351) well in advance for reservations under the Sun City Vacation Program. In order

to qualify, one member of the vacationing couple must be at least 50. The same is required for the purchase of a home in Sun City.

There are many reasons for the success of Sun City in attracting hundreds of thousands of visitors, thousands of whom have come back to stay. One is the proximity to Phoenix, long a favorite vacation spot for people the world over. Another is convenient access to all of Arizona's fabled historical sites and scenic wonders. Then there is the climate. Sun City is located in the Valley of the Sun which is the driest, sunniest, clearest resort area in the United States. Averaging 220 clear days each year, it has more sunshine than any other part of the country.

Beginning in June, daytime weather is consistently quite warm; however, the low humidity and prevalence of swimming pools and air-conditioning make living generally more comfortable than in other parts of the country.

For year-round comfort, Sun City is tough to beat.

Advantageous location, superb climate, fine entertainment, unexcelled recreational facilities and luxurious accommodations, all attract visitors to Sun City, Arizona, but the greatest attribute of this community is its people. A warm smile and a friendly wave . . . that is the hallmark of Sun Citizens. They come from all walks of life. They are successful people. They are substantial people. They are interesting people and they are the grandest companions you'll ever meet. The physical assets may attract you to Sun City for a visit, but the people will attract you back to stay.

New neighbor picks new name

(January 8, 1960,
Youngtown News-Sun City
Sun)

Winner in the contest to name Del E. Webb's new retirement city across the avenue from Youngtown was E. A. Britton of Eugene, Ore., making the official name Sun City. He won a two-bedroom home located on a choice Sun City fairway lot in a national competition for senior citizens.

Sally Benson of 11202 Louisiana Avenue, Youngtown, was second. She won a fairway lot.

Ties for third each to receive a two-weeks vacation in Phoenix were Mrs. K. B. Shubert, 17 Riordan Road, Flagstaff; Mae E. Culley, Medicine Lodge, Kans., and Herbert Lindeman, Fort Wayne, Ind.

Youngtowners turned out in goodly numbers

Thursday for a special preview showing of the houses and other attractions. They were guests of Del E. Webb and were served refreshments.

An estimated 25,000 visitors attended the official opening New Year's Day and traffic officers were still needed several days following to take care of the traffic off Grand Avenue.

Brief dedication ceremonies were held Saturday at the entrance to the community project. Special guests were Governor Fannin, Major

Sam Maradian of Phoenix, Mayor Byron Peck of Glendale and Mayor Don Wagoner of Peoria. Representing Del Webb Development Co. were L. C. Jacobson, executive vice president; J. R. Ashton, vice president, and Tom Breen, director of the housing division.

Visitors inspected five furnished model homes, a community building, golf course, rental apartments, recreational facilities, crafts shop and the HiwayHouse motor hotel. New Year's Day visitors were served refreshments by the Safeway Store personnel which will open the 13th of January.

Special entertainment was held Saturday and Sunday in the Greek amphitheater adjacent to the community center.

Sun City Sun to circulate

(January 18, 1960, Youngtown
News-Sun City Sun)

The Youngtown News has a new partner, the SUN CITY SUN, which will be dedicated to our neighbor to the east. The new enterprise has been sanctioned by spokesmen of the Del E. Webb Company.

As people move into the project their comings and goings will be reported in the same manner that has made the NEWS a successful advertising and news medium for Youngtown.

LETTERS TO THE EDITOR

SUN CITY NICE, BUT NOT LIKE HOME

To the Editor of the Gazette:

I am in receipt of a clipping from your Jan. 7 issue which contains a news article wishing "Happy Birthday" to Sun City.

I feel that this article was well written with the best intentions toward ~~toward~~ Sun City. However, the information in the fourth from the last paragraph is somewhat incorrect, might be taken as a "slam" at Sun City and somewhat uncomplimentary to us.

(Editor's Note: The paragraph as follows--"Ironically, the senior citizen who named the town preferred not to live here, not even for free. E. A. Britton, of Eugene, Ore., won a home and lot in a national town naming contest. He immediately sold both, choosing to remain in Eugene, Ore.")

By way of explanation, I give you the following information:

Early in January, 1960, we were informed that we had won a two-bedroom home on the fairway in Sun City because I had placed first in the national contest.

In MARCH, 1960, we received the deed to the property which had just been completed as scheduled. We felt that we would like to live there so hurried back to sell our own home here.

By early September, 1960, we "closed out" here and went to Sun City to live. We bought furniture and appliances during 107-degree weather, and soon got settled. After that came the usual improvements and slight changes and the development of a nice lawn.

In that home, we found that it was all that any two people could ask for. We had very fine neighbors and excellent cooperation by the Del E. Webb Company.

By March, 1961, we had met lots of folks and made quite a number of new friends. Then, too, we had our home all fixed up to suit us and we had a real nice lawn with colorful flowers.

And in that same month, we decided to sell the property and return here to make our permanent home.

You should know why: We missed our many friends from all over western Oregon. Though quite a number of them came to Sun City to visit us, we always felt a sort of emptiness after each left.

I had the most and the worst sinus trouble through the winter that I ever had had before or since.

IT WAS VERY depressing to me to see so many in a small area with disabilities--all were in our age bracket. We missed having middle age folks, the young people and children.

We had a dread of living there during the hot summer.

These reasons might sound like weak excuses and "corny," but to us were very important.

We still have warm spots in our hearts for Sun City, the Del E. Webb Company, and our friends in Sun City.

We now have a comfortable home in a nice neighborhood with people of all age groups around us. So far, we are enjoying both health and happiness as well as seeing our friends often.

Most, if not all, Sun City residents are very well pleased there, but I guess we just spent so many years here that we cannot or will not be satisfied anywhere else.

SUN
CITY

SUN CITY CITIZEN



Thursday, January 2, 1964

SUN CITY, ARIZONA

Five Cents Volume 2 Number 38

Sun City's Pioneers

"BY CASEY"

On January 1st, 1964, Sun City, Arizona will celebrate its Fourth Anniversary. We are happy to present a few of the first residents, known to all, as our "Sun City Pioneers".

Mr. and Mrs. H. L. (Pete) Whiting of 10672 Oakmont Dr., formerly of Montana, where Mr. Whiting was a rancher. Here on a homestead, located between Miles City and Broadus, they raised wheat and cattle and continued to buy land until they owned three sections.

After wintering in Mesa for 5 years, they sold their ranch in 1955 and purchased a home there. In January of 1960, the Whitings were beckoned to Sun City. They moved into the first finished apartment in June.

Here "Pete" enjoys the level rolling Golf Courses and can be found on the "Links" daily. Effie helped organize the "Women's Club of Sun City" and was the first president of the organization. She holds the office of Parliamentarian today. She is active in the "Northwest Hospital Auxiliary" and chairman of "Patient Service."

When I asked Effie how they appraised Sun City from its growth in 1960 to the growth of today in 1964, she thought it was a very beautiful little city, filled with wonderful people. She also added, they would like to see Sun City incorporated and a large department store in our immediate area."

Mr. and Mrs. Odis Denny and daughter Marion, of 12228 St. Anne's Dr., originally from Park Ridge, Ill., are among Sun City firsts.

Odis was a printer before his retirement and Marion was employed at "General Mills". They purchased their home in January of 1960 and took possession upon its completion on May 19th.

While Marion and her parents enjoy their many friends in the retirement community, Marion is employed at "The Valley Bank" - Youngtown-Sun City Branch. She has been with the bank for three years.

Odis and Anna are active in the Lutheran Church. Odis is Financial Secretary and Anna is on The Altar Guild. Marion pitches in when volunteer work is needed and be-

tween business, church work and friends, she keeps mighty busy.

When I asked the question, "of what they thought of Sun City and its growth," the quick reply of Marion, voicing the opinion of the Denny family, "We love Sun City, we have more wonderful friends and neighbors here, than ever before".

As for Incorporation, they feel it should come at a later date. When voted on, Sun City should be in Full Season, not during the Summer months when people are away on vacations. They would also like to see a Shoe Store and a large Department Store added to our business section.

Mr. and Mrs. John O. Zilien reside at 12231 Augusta Dr. W. They purchased their Sun City home on January 13th, 1960. Their home was the 13th home to be completed and they were the 11th occupants to move in. Moving day was on May 2nd, 1960.

Formerly of Fox Point, Wisc., John retired as a Meat Operator, National Food Stores of Milwaukee, Wisc.

The Ziliens activities are many and varied since becoming Sun Citizens. John organized the Community Center "Swim Club", he was a member of the Sun City Civic Association for one year and Chairman Sun City Co-ordinators. He is Secretary of The Lutheran Church Council, one of the original founders of The Republican Club and has served for the past two years as the 1st, Vice-president on the Executive Board. John is keenly interested with the development of Sun City and while his capacity is voluntary, he works in close association with Tom Austin of Del Webb Corporation.

Ruth Zilien is also a member of the Republican Club, Secretary of womens groups, active in church work, enjoys swimming and gardening.

The Ziliens love Sun City. When the usual question was asked regarding Sun City's progress and its future, John replied, "Where there are humans, there are errors: and as we grow older, we improve", also he added, "Incorporation must come". They are in agreement that

Sun City needs a large Department Store.

Mr. and Mrs. Fred Millard reside at 12609 Augusta Dr., living in Davenport, Iowa, where Fred formerly operated a "Truck Stop" until his retirement.

With their intent on retirement, "Dave Garroway's T. V. program of "Wide-Wide World" some years back featuring the retirement City of Youngtown, made their dream a possibility. They came to Arizona and lived in Youngtown for a period of time. However, with Sun City bursting forth on the horizon, the Millards decided to investigate the advantages of a new city. They purchased their home six months before the first Model Homes were complete.

Fred had other dreams aside from retirement, a finished carpenter, he knew just what he wanted in every detail in his new home, so after the Millard's home was completed, he made the necessary improvements and remodeled their house into a Custom Home. Also the setting was of great importance, so the site is on the 8th Tee, by a Lagoon, which Fred stocked with fish.

The Millards are a musical family. "The Merry-Makers", a prominent musical group throughout the valley, is Fred's pet interest. He is Committee Chairman of the group which has won 15 awards in raising funds for needy charity organizations.

Norma Millard is an accomplished musician. Several years ago, she as the musician and Fred as business manager, played a major role in a Minstrel Show which was a huge success, the funds netted were donated to the Kiwanis Club for charity.

The Millards would like to see Sun City Incorporated, they agree our community is fabulous, and would like a "Bowling Alley."



Mr. and Mrs. Odis Denney and daughter, Marion.



Mr. and Mrs. John Zilien.



Mr. and Mrs. Fred Millard.



Mr. and Mrs. H. L. Whiting.

Four Years Ago...

A Baby Was Born

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

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

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

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

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

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

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

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

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

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

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

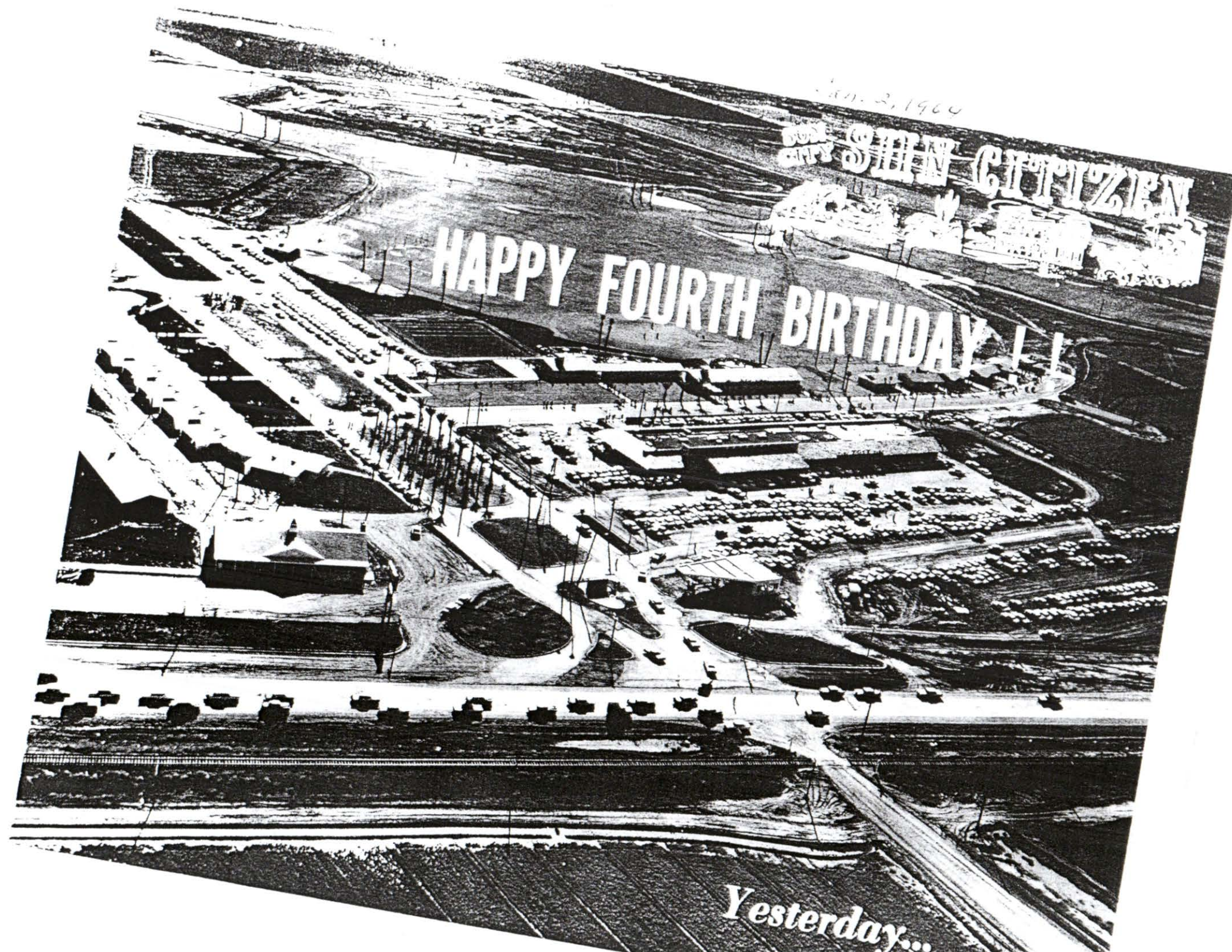
"Such independence means the privilege of doing what they want, when they want, and with whomever they want. Many retirees enjoy the company of younger people and children, yet in our surveys we frequently heard the comment: 'I have reared my own children and don't care to rear those of someone else.'

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

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

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

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



APR. 2, 1964

SUN-CITIZEN

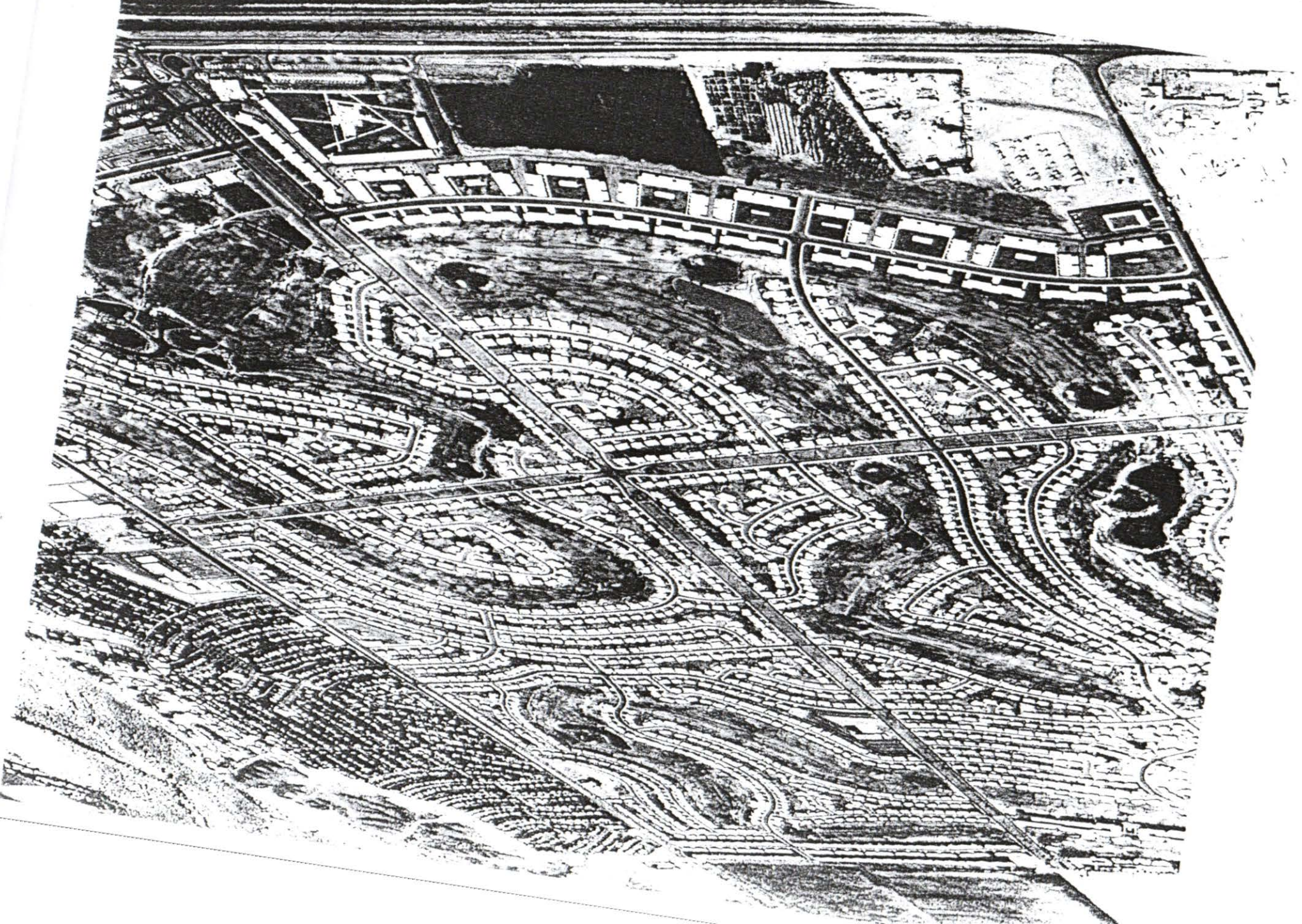
HAPPY FOURTH BIRTHDAY!!

Yesterday...

AMERICAN PHOTOGRAPHY

VF

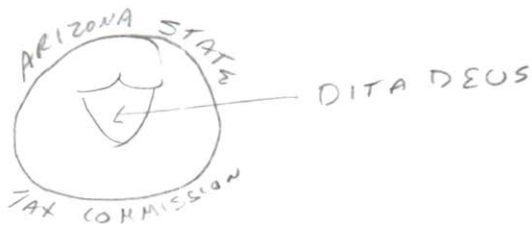
...Today



**SUN CITIES AREA
HISTORICAL SOCIETY**

10801 Oakmont Drive
Sun City, AZ 85351-3317

TAX TOKEN
found in back yard 10052 Peoria Ave





Search:

[Mail Plus](#) [Contacts](#) [Calendar](#) [Notepad](#)

[Mail For Mobile](#) - [Mail Upgrades](#) - [Options](#)

[Check Mail](#)

[Compose](#)

[Search Mail](#)

[Search the Web](#)

Folders [Add - Edit]

- Inbox (24)
- Draft
- Sent
- Bulk [Empty]
- Trash [Empty]

My Folders [Hide]

- Christyn
- Controversial I...
- Dane
- Environment
- Hillary
- Immigration
- Islam
- Joy
- Kodak EasyShare
- Marilee
- Media Bias
- Puzzles
- Rec Centers
- Registrations
- Religious Freedom
- Speakers Bureau
- Thought-Provoking
- UNUSUAL!

Search Shortcuts

- My Photos
- My Attachments

[Previous](#) | [Next](#) | [Back to Messages](#)

[Delete](#) | [Reply](#) | [Forward](#) | [Spam](#) | [Move...](#)

This message is not flagged. [[Flag Message](#) - [Mark as Unread](#)] [Printable View](#)

Subject: Old Tax Coin

Date: Wed, 13 Feb 2008 16:08:34 -0700

From: "Zemke, Dan" <DZemke@azdor.gov> [Add Mobile Alert](#)

To: edsonallen@yahoo.com

CC: "Burrows, Edwin" <EBurrows@azdor.gov>

Edwin Burrows asked me to respond to your question about the object that was found by the lady digging in her yard. The shield you couldn't make out was the Arizona State Seal.

These objects were tax tokens used to make change when the sales tax was a fraction of a cent.† Rounding of the tax was apparently not allowed.† The five mill token was a half cent, and the one mill token was one tenth of a cent.† The one you have described would have been the one mill token. There are some of these tax tokens on display in the Capitol Museum . Here's a copy of an article on the subject that was in the 5/99 issue of the Arizona TaxNews.

HISTORICAL TAX TRIVIA
SALES TAX TOKENS

The use of sales tax tokens was authorized by Chapter 77, Laws of 1935. In 1954, when Arizona's tax statutes were recodified, the entire sales tax token authorization portion was dropped from the code, in effect repealing it.

Tokens were issued in 1-mill and 5-mill denominations and were made of copper, brass, zinc and aluminum.

A surplus supply of tokens, weighing approximately 5.6 tons and stored since their discontinuation in the late 1930s, was disposed of at public auction in May 1965. Gordon L. Jones of Phoenix , the purchaser, paid \$2,312.20 for the 11,561 pounds (20¢ per pound).

The name of the designer is unknown, but the manufacturer was Osborn Register Company of Cincinnati , Ohio .



Search:

Web Search

[Mail Plus](#)

[Contacts](#)

[Calendar](#)

[Notepad](#)

[Mail For Mobile](#) - [Mail Upgrades](#) - [Options](#)

[Check Mail](#)

[Compose](#)

[Search Mail](#)

[Search the Web](#)

Folders [\[Add - Edit\]](#)

Inbox (24)

[Draft](#)

[Sent](#)

[Bulk](#) [\[Empty\]](#)

[Trash](#) [\[Empty\]](#)

My Folders [\[Hide\]](#)

[Christyn](#)

[Controversial I...](#)

[Dane](#)

[Environment](#)

[Hillary](#)

[Immigration](#)

[Islam](#)

[Joy](#)

[Kodak EasyShare](#)

[Marilee](#)

[Media Bias](#)

[Puzzles](#)

[Rec Centers](#)

[Registrations](#)

[Religious Freedom](#)

[Speakers Bureau](#)

[Thought-Provoking](#)

[UNUSUAL!](#)

[Previous](#) | [Next](#) | [Back to Messages](#)

[Delete](#)

[Reply](#)

[Forward](#)

[Spam](#)

[Move...](#)

This message is not flagged. [\[Flag Message - Mark as Unread \]](#)

[Printable View](#)

Date: Sun, 10 Feb 2008 12:52:31 -0800 (PST)

From: "Edson Allen" <edsonallen@yahoo.com> [Add Mobile Alert](#)
Yahoo! DomainKeys has confirmed that this message was sent by yahoo.com. [Learn more](#)

Subject: Old Tax Coin

To: eburrows@azdor.gov

Hi, Ed! Here's the story of the old coin I mentioned Sunday noon.

A woman brought the Historical Society a small, badly weathered object about the size of a dime that she found when in digging in her yard. On one side, I can make out "ARIZONA STATE TAX COMMISSION" around the border, with a shield in the center. It looks like the words "DITA DEUS" appear across the top of the shield. I can't tell what is on the shield.

On the other side, the inscription around the top edge appears to read "TO MAKE CHANGE". Beneath it in the center is a large "1" above the word "CORRECT." Under that and around the bottom edge, are the words, "SALES TAX PAYMENT."

Do you think you can determine what this coin-like object represents? I'd be happy to loan it to you if that would help solve the mystery.

Thanks for the assist!

Ed Allen
Sun Cities Area Historical Society

Search Shortcuts

[My Photos](#)

[My Attachments](#)

[Delete](#)

[Reply](#)

[Forward](#)

[Spam](#)

[Move...](#)

[Previous](#) | [Next](#) | [Back to Messages](#)

[Save Message Text](#) | [Full Headers](#)

[Check Mail](#)

[Compose](#)

[Search Mail](#)

[Search the Web](#)

January 5, 1972

MAJOR EVENTS IN THE HISTORY OF SUN CITY, ARIZONA1959

- Aug. Construction started on first 9 holes of original golf course.
- Oct. First residential lot sold to Mr. & Mrs. J. W. Sullivan of Oklahoma City, Oklahoma.

1960

- Jan. New community named "Sun City." Contest to name city was won by E. A. Britton of Eugene, Oregon.
- Mountain States Telephone Co. opened Mid Rivers Office on 11th Ave. to serve Sun City and Youngtown.
- First store in Sun City Shopping Center opened. (Safeway)
- Del E. Webb Development Co. appointed Activities Coordinator and golf pro for Sun City. (Fielding Abbott, golf pro)
- Feb. Hiway House Motor Hotel opened by Del E. Webb Corporation.
- Mar. First series of events held in Community Center.
- Apr. U. S. Post Office opened in Sun City.
- June First Community Dinner held at Activities Center.
- July A. P. S. opened Sun City office.
- New community facilities planned - to include swimming pool, shuffleboard, & arts/crafts building.
- Oct. Home mail delivery started.
- Sun City Community Church organized (Now, the United Church of Sun City.)
- Nov. Civic Association established to hold title to community properties.
- Dec. Sun City golf club added second nine to complete first 18-hole course.

1961

- Feb. Unit #2 opened - ceremonies attended by 40,000.
- Mar. St. Joachim Catholic Parish established.
- First Sun City-Youngtown Episcopal services held.
- Apr. Grand opening of second half of Sun City Shopping Center.
- First 2-story co-operative apartments opened in Sun City.
- Shepherd of the Desert Lutheran Church organized.

MAJOR EVENTS (continued)1961 (cont.)

- May First residents moved into new area (S. C. Unit #2).
- June First bank in Sun City opened (1st Nat'l Bank in Sun City Shopping Center).
- July Three medical specialists announced plans to open a clinic in Sun City Medical Center.
- Sept. Residents of Unit #2 and Unit #3 voted to join Sun City Civic Association, thus forming single community organization for all Sun Citizens.
- Dec. Memory Lane Confectionary (now, Melody Lane Restaurant) opened.

1962

- Jan. Second birthday celebration held (Town Hall opened).
Corporation formed to build nursing home in Sun City.
- Feb. Baptist services began at Town Hall.
- Mar. Ground broken for Sun City Post Office building.
- Apr. Postmaster General announced that Sun City Post Office would become independent upon completion of building.
First annual arts & crafts festival held at Town Hall.
Conversion of Hiway House to Kings Inn started.
- May Kings Inn dining room opened.
- June KTPM-FM started broadcasting from Sun City studio.
- Aug. Proposed nursing facility incorporated under name of Sun Valley Lodge.
- Sept. Presbyterians purchased site for church on 103rd Avenue.
- Nov. Ray Gatzke became first Sun Citizen to be elected to state legislature.
Sun Valley Lodge took option on 20-acre site on 103rd Ave.
KTPM-FM ceased broadcasting.
Ground broken for first Savings & Loan office in Sun City (Western Savings in Sun City Shopping Center).
- Dec. New 18-hole South Golf Course opened.
Sun City Jewish Congregation elected first president.
Work started on expansion of Kings Inn.

MAJOR EVENTS . . . (continued)1963

- Jan. Third birthday celebration of Sun City.
St. Joachim Catholic Church dedicated by the Bishop of Tucson.
- Feb. P. R. Committee established by Town Hall to greet new residents.
Name of motor hotel officially changed to Kings Inn.
Del Webb and Bob Hope played informal match on Sun City North Golf Course, attended by large crowd.
- Apr. United Presbyterian Church of Sun City formally organized.
- June St. Christopher's Episcopal Church moved services from Community Center to Town Hall.
Shepherd of the Desert Lutheran Church held first services in their new building.
Comprehensive Medical Benefits Program made available to members of the Homeowner's Association.
- July Sun City Post Office advanced from 2nd to 1st Class.
- Oct. Population increase of 11 persons per day cited as basis for building second shopping center.
- Nov. National Senior Open Golf Tournament drew field of 200.

1964

- Feb. Ground broken for St. Christopher's Episcopal Church.
- Mar. Methodist church planned.
- Apr. Ground broken for Sun Valley Lodge.
- May North & South Clubhouse plans approved at estimated cost of \$100,000.
- June Plans announced for construction of new shopping center.
- July Cemetary named Sunland Memorial Park.
New Cemetary office building opened.
- Oct. First services held at St. Christopher's Episcopal Church.
- Nov. Plans announced for construction of Town Hall, South.
- Dec. Article about Sun City published by Saturday Evening Post.

MAJOR EVENTS (continued)1965

- Jan. Sun City 5th Birthday Celebration.
- Feb. Town Hall facilities transferred to ownership of residents.
- Mar. The Jack Douglas TV show, "America," included Sun City segment.
- May Ground broken for Sunshine Service Building.
- July Sunshine Service Building opened.
Commercial zoning secured for Plaza del Sol Shopping Center.
- Aug. Webb donated 5 acres for Sun Valley Lodge.
- Sept. Homeowners approved Sun Bowl proposal.
Ground broken for Presbyterian Church.
- Oct. Zoning clearance requested for third 18-hole golf course.
- Nov. Country Club golf course construction started.
United Church dedicated second building.
- Dec. Committees established to discuss building Sun City Community Hospital.

1966

- Jan. Hospital proposal received enthusiastic reception.
New Model Home Show opened.
- Feb. Sun Citizens voted to "adopt" Girl's Softball Team.
Webb inaugurated "State Days."
- Mar. Construction of Professional Building started.
TV show "Sun Country" sparked Sun City sales boom.
- Apr. Sun Valley Lodge dedicated.
First Nat'l Bank opened second branch in Sun City.
- May Original ball park inaugurated by Sun City Saints.
- July First services held at Methodist Church.
- Aug. Plaza del Sol Shopping Center opened.
- Sept. Plans unveiled for Town Hall, South.
- Oct. Plans announced for Sun Bowl Plaza Shopping Center.

MAJOR EVENTS (continued)1966 (cont.)

- Nov. Sun Bowl dedicated.
Ground broken for Town Hall, South.
- Dec. Trust fund established for Community Hospital.

1967

- Jan. Anniversary Show held in Sun Bowl.
New Model Homes Show opened.
- Feb. Expansion of Town Hall Center started.
- Mar. Sun City Country Club dedicated.
Ground broken for Baptist Church.
- May Sun City Street Lighting approved by county.
Office building planned by News-Sun.
- June Town Hall Annex opened with five day festival.
- July Boswell Foundation gave \$1.2 million toward construction of \$3million hospital.
Agreement approved for paving of 99th Avenue.
- Aug. First services held in new buildings by Baptists and Christian Scientists.
- Sept. Experimental House previewed.
- Oct. Del E. Webb - Grand Marshal of Roarin' 20's Day Parade.
- Nov. Three-day fair held to open new Town Hall facility.
- Dec. Plan for Phase II announced to include lake and circular street plan.

1968

- Jan. Variety Show and two dances marked 8th Anniversary.
- Feb. Merger of Community Center and Town Hall agreed upon.
- Mar. Merger endorsed by D. E. W. Dev. Co. and ratified by residents.
- Apr. Ceremony marked transfer of deed for hospital site.
- May Construction started on Sun Bowl Plaza.
- June Sun City Symphony Orchestra organized.
Earthwork mound erected on hospital site.

MAJOR EVENTS (continued)1968 (cont.)

- Aug. Sun City Saints in World Tournament.
Stadium relocation planned.
- Sept. Viewpoint Lake filled with water.
- Oct. Grand Opening of Phase II:
First lakeside Model Home Show
Water Show on Lake.
- Nov. Viewpoint Lake stocked with fish.
Ground broken for Boswell Memorial Hospital.
Mini-golf and fishing planned for Lakeview Center.
Sun Valley Lodge approved for Medicare.
- Dec. Sun City Community Association approved annexation of Lakeview Center
thereby unifying the recreational facilities of Phase I and II.

1969

- Jan. Sun City celebrated 9th birthday.
Ground broken for Sun Bowl Plaza Shopping Center.
- Feb. Animal Hospital planned.
- Mar. Population forecast published: "Sun City to Reach 23, 000 in 1980."
- May Lighting district for streets approved.
- June Phoenix sewage hook-up planned for Sun City.
- July C. B. S. TV interviewed Sun Citizens during Apollo II Moonshot.
Boswell Memorial Hospital negotiated \$3-1/2 million financing.
First half home sales passed 1969 total forecast.
Western Savings planned new \$200, 000 building in Sun City Shopping Center.
- Sept. B. M. H. filed application with F. A. A. for heliport.
- Oct. Construction started on 74 new Vacation Apartments.
- Dec. Boswell Hospital started to recruit staff.

1970

- Jan. 10th Anniversary Celebration.
Lakeview Center opened.
Celebrity Series opened.
Second Lake, 5th Golf Course, 4th Shopping Center planned.

MAJOR EVENTS (continued)1970 (cont.)

- Feb. F. A. A. approved Boswell Hospital Heliport.
Viewpoint Lake opened to fishermen.
- Mar. Methodist Church planned for Phase II.
- Apr. Plans for Lakes Club announced.
- June Remodeling & expansion of Country Club announed.
- July Plans for Bowling Center announced.
- Aug. B. M. H. staff started to move into hospital.
D. E. W. Dev. Co. adopted all-frame construction.
10,000th Sun City home sold.
- Sept. Plans started to establish first locally owned bank (The City Bank).
- Oct. United Church of Sun Cty celebrated 10th anniversary.
N. E. T. crew starting filming Sun City segment of "All American Dream Machine, " TV show.
- Nov. Community Association announced plan to operate Bowling Center.
Lakeview Medical Arts Center scheduled for completion in May, 1971.
- Dec. Excavation started for 3,000 seat stadium.
Westerner Club opened in Sun City by Western Savings & Loan Association.
Ground work completed for Palmbrook Country Club golf course.

1971

- Jan. 11th Anniversary Celebration at Sun Bowl.
Second Nursing Wing opened at B. M. Hospital.
Second Lakeside Model Home Show opened.
- Feb. Plans for \$350,000 library announced by Sun City Library, Inc.
Lakeview Branch opened by Valley National Bank.
- Mar. Community Association signed Bowling Center agreement.
Health Lecture Series started by B. M. Hospital and Community Association.
- Apr. "Sun City Showcase" premiere on Channel 21.
Sun City Community Hospital Foundation organized.
Sun City Library opened \$350,000 Building Fund Drive.
- May Sun City Water Co. announced \$610,000 expansion program.
City Bank opened temporary building.

MAJOR EVENTS (continued)1971 (cont.)

- June Third Sheriff's patrol car assigned to Sun City.
 Homeowner's Association announced plans for new fire station.
 Ground broken for LaRonde Shopping Centre.
 First Federal Savings Association and United Bank of Arizona opened
 branch offices in Sun City.
 Stadium seats installed.
 B. M. H. inaugurated procedure for minor surgery which would allow patient
 to return home on the same day.
- July Plans for 1,000 acre expansion of Sun City submitted to County Board of
 Supervisors.
 Expansion to include golf course and carry boundary north of Bell Rd.
 Community Association approved plans for mini-golf course #2 (to be
 constructed at Town Hall, South).
 Stadium christened.

March 16, 1959

T. E. Breen

Lou Silverstein

Recommendations For Retirement Housing

These recommendations will be divided into two parts: Part One - Housing, Part Two - Lot Sales.

The following are my recommendations with regard to housing:

Construction: I recommend the home be two-bedroom and one-bath, and three-bedroom and one-bath, plus the possibility of one home with a swimming pool. The price range should start at \$7,500 approximately, and go up to around \$12,000. The retiree part of the development should be segregated from the family area. It would be my recommendation to put the retirement development on the land to the west of the Black Canyon Highway, and the family area on the land to the east of Black Canyon Highway. It might be useful also to have another area of mixed housing; that is, retirees with families, but this should be small, and preferably should be located to the east of the Black Canyon Highway. It would be interesting also to construct a section of multiple units, perhaps five in a row in each section; that is in the retirement village to the west, and in the family area to the east of the Black Canyon Highway. It is my recommendation, and this is a strong one, that the homes be not of contemporary type construction, but something that would be reminiscent of construction in the East and the North, the type of thing that the retirees have been used to all their lives. This, however, need be only in the retirement area, not in the family area. It is also my recommendation that the lots be 50x80 in size, possibly some 60x100, and also a possibility of some 80x125, although this may not be necessary.

Improvements: In the retirement area there should be a lake as large as possible, with a canal, preferably a network of canals, but if this is not possible, then one horseshoe-shaped canal coming in to both ends of the lake, and through the retirement village. The lake and canal should be stocked with fish to provide good fishing. The lake should be large enough to provide boating, and, if possible, power boats that can go pretty fast to allow water skiing, although I realize that this may not be feasible. In addition to the water areas there should be a stable located close to the retirement area. Also a recreation hall suitable for meetings in the evening, large enough to accommodate all the people that we expect will live in the retirement village. The largest one I saw in Florida was roughly 1500 square feet in size. In close proximity to the recreation hall there should be shuffleboard courts and a swimming pool. The swimming pool need not be very large, and preferably should have a heating system when the area gets populated enough so that the income warrants it. There should also be a post office located in the area, and as soon as possible the retirement village should have door-to-door mail delivery.

March 16, 1959

T. E. Breen

Lou Silverstein

Recommendations For Retirement Housing

-2-

Sales and Promotion: It is my recommendation that promotion should be done both in the Midwest and Pacific Northwest and also locally insofar as is possible. It is also my recommendation that promotion should be done on a promotional basis in the cities in the Northeast but on a regular basis in cities in the Midwest and Pacific Northwest. Based on my findings in Florida, I would recommend as the most productive advertising medium newspaper classified, and it should be used on a regular basis. In my opinion the local advertising should be done on a promotional basis with not too much institutional advertising. I think this is an important point that all promotion be personalized and that the name of Del E. Webb, plus pictures, be very prominent and that it look like it is a personal development being built by Mr. Webb in person for these people. The tie-in with the New York Yankees, of course, would be very advantageous to use. Perhaps Yogi Berra could buy the first home.

Administration: I recommend that the cost of Administration of the recreational facilities be borne by the residents of the area at a monthly additional cost to their mortgage payment. There should be a social worker in the area. There is no precedent for the stables, I found no installation like this anywhere and, to my knowledge, there is none anywhere in the country. So, in this deal, we would be pioneering. There should be provision for regular stocking of the lake and canal and there should be a village newspaper. All these facilities, in my opinion, can be made self sufficient financially.

General Notes Additional to Recommendations: The village should have a bus available for sight-seeing trips and regular trips to town. There should also be, somewhere on the village grounds, a library and the contents of the library should be the object of some research as, in my opinion, this would be a pioneering field also. I don't have information as yet on the type of reading old people like, although it would seem to me offhand that mysteries, etc., would be the thing to put in the library.

The following are my recommendations with regard to lot sales:

Land and Acquisition: Naturally the cost of the land should be as low as possible. It was reported to me that the Mackle Company paid around \$40 per acre initially for their land in the Port Charlotte area. They have recently acquired a large tract of adjoining land and had to pay a much, much higher price. The location of the land should depend on the scope of the development. If the Del E. Webb Construction Company is planning a development on the scale such as Mackle is doing right now, the location of the land can be anywhere, out in the desert, perhaps 50 or 100 miles from any town.

March 16, 1959

T. E. Breen

Lou Silverstein

Recommendations For Retirement Housing

-3-

However, if it is going to be a smaller development, it should be, in my opinion, close to some populated area. If the retirement village is not close to a town offering facilities it will be difficult to sell homes near initially because the retiree needs facilities. The Arizona area, in my opinion, offers many advantages because the land need not be all the same elevation. The scenery, in my opinion, is better suited to promotion and sales.

Merchandising: If possible, price of the lots should be \$795. I would like to note here that Mackle is starting a lot promotion at the present time on the East Coast of Florida, and their price there has been raised from \$895 on the West Coast to \$995. I also think that the \$10 down, \$10 a month type of merchandising could be very successful. As a general rule, since the Mackle Company has been so successful, I think their methods should be copied as far as is possible, and their success used as a model. It might be wise, also, with this in mind to contact the William-Spire Advertising Agency in Miami, who have handled most of Mackle's advertising. An idea that might be included here is to have the \$10 a month payments also to apply on the down payment of a house, so that in effect we could advertise a home in Arizona for retirement living with the initial cost of \$10 down, \$10 a month. Of course, any contract would have to be conditional with lots of reservations based on increasing costs. I feel that the Mackle plan of segregating the area where people pay cash for their lots and where they are making deferred payments on their lots is a good idea.

Promotion: It is my recommendaiton that the coupon method be used extensively in national publications. I get all sorts of reports as to the response with this type of promotion, and the reports said that the response was fabulous. Also, I think some consideration should be given to the method of short-term saturation type promotions going from city to city, as this has been most successful in the past for Florida lot salesmen. This would involve a sales office with a cactus, perhaps a papier-mache horse, or palm tree, many other things could be incorporated in it.

Public Relations: Again this should be followed along Mackle's lines. It is highly important, probably the most important operation in the whole picture. The same psychology, I am sure, will be involved as people when they buy their lot with an air of skepticism, and with the idea in mind of coming to Arizona to look at a general location, and see where their lot is, and find out if it is a sand dune. In this respect, I think the name and reputation of the Del E. Webb Construction Company can be of great value and should be exploited to its utmost. The man being used should be given careful training, and thorough drilling and consistent brainwashing so that they are equipped to do the job. This is a tough job, and as I say, perhaps the most important

March 16, 1959

T. E. Breen

Lou Silverstein

Recommendations For Retirement Housing

-4-

operation in the whole picture. The public relations men should be encouraged to get a real estate brokers license, so that they can actually be salesmen. Again, also, the past construction accomplishments of the Del E. Webb Construction Company should be played to the hilt with perhaps pictures of buildings built by the company in the sales office, plus, of course, a large map of the area. The Mackle Company was using Volkswagons to cart people around through their area, and show them their lots. This operation is not without its pitfalls, and I feel that I must mention here that it remains to be seen how the Mackle Company will come out because they are going to face a major problem when people start building in large numbers on these lots that they have bought because when only a few homes are built in large areas of lots, it looks very bad, and very unappealing, and this is going to be a major public relations job, however, I am sure that they are aware of it and have plans to handle it, and this should be followed very closely.

LS:em

Time magazine examined Sun City concept in 1962

(That same issue of Time magazine also contained an article on the emergence of retirement cities across the country, with particular emphasis on our Sun City.)

Chief developer of the retirement cities is a man of restless energy named Delbert Eugene Webb.

Construction is Del Webb's business. Construction of anything and everything from a silo to a skyscraper. In 1955, casting about for ways and means to expand his burgeoning Del E. Webb Corp., he bethought himself of the retirement market.

"My grandfather, Jimmy Webb, used to grouch about being old with nothing to do," he said. "My old man used to say it was only the railroad companies that did anything for the guys that retired. It was pretty grim, being old with nothing to do."

Webb assigned one of his lieutenants to see what could be done. The man he picked for the job was Thomas E. Breen, a vice president of the Webb Corp. and, coincidentally, the son of famed Joseph Breen, long-time head of Hollywood's Hays Office. A former actor himself and one-time Marine, Breen began by reading up on geriatrics and visiting places like St. Petersburg, which depressed him with its drab rooming houses and its thousands of

elderly people "just sitting around on benches." He decided that activities should be important in any program that Webb might undertake. He was also frequently assured by gerontologists that old folks hated to be cut off from the cross section of ages that make up regular communities.

But a little-publicized community that flew directly in the face of this orthodox doctrine began to interest him.

ADULTS ONLY. It was called Youngtown and was some 16 miles northwest of Webb's home office in downtown Phoenix. Since 1954, it had been growing slowly on the unusual principal that no one less than 60 was allowed to move in. Despite this geriatric heresy, and despite the lack of facilities for

shopping or recreation, the houses of Youngtown were steadily selling.

Breen decided that there might be something in the age-segregation idea, no matter what the experts said. By 1959, Webb had a clear-cut proposal to decide on. Should he commit \$2,000,000 to build a community that would be limited to residents 50 years old or more, with no school-age children, a community that would be strong in recreation and part-time employment?

Basic to the proposal was the notion that all its facilities—golf course, swimming pool, shopping center, etc.—should be installed before the first house was sold.

("There's no point in trying to sell futures to a guy whose 65 years old" argued Breen.)

Webb decided the risk was worth it and the first of Webb's Sun Cities, 30,000 acres northeast of Phoenix began to sell houses five months later.

To Webb's astonishment, 272 were sold the first weekend. Built of concrete blocks in pleasant pastel colors, the houses were priced from \$8,750 to \$11,600 for three bedrooms, two baths. (A house on the golf course, which snakes through the community, cost \$1,450 more.) Both FHA and bank financing were offered with monthly payments varying from \$73 to \$114.

Sun City customers were not rich, but Webb found that more than half wanted to pay cash. The purchasers were usually men of solid substance—former engineers, successful salesmen, formen, dentists, small businessmen, schoolteachers with money in the bank, often as the result of selling the house back home. Del Webb and his staff found they had miscalculated on

only one point: Instead of going to work at least part time, most Sun Citians have been happy to spend all day at play.

HEALTHY AND BUSY. There is plenty to play with. Like a laird of the manor, Webb has supplied his tenants with almost anything and everything they want to keep them on the go.

If a sufficient number want to play boccie, Webb complies and supplies an alley. There are potters wheels for the potters, easels for the painters and a proliferation of more than 90 clubs and organizations. Sun City oldsters bicycle and grow vegetables, take pictures, dance and do exercises, sing, sew, act, bowl, swim and play almost every kind of game from canasta to chess. All this activity—organized spontaneously by Sun City residents without artificial cruise-director stimulation—seems to make oldsters healthier as well as happier.

They make fewer trips to the doctor and the death rate is actually lower than for compa-

OVER

rable age groups elsewhere. Hypochondriacs are at a minimum. When one of Sun City's three resident doctors gets a phone call, he knows he had better get there fast.

Helping the doctors is the Sunshine Committee. Two hundred volunteers, organized by the Rev. E. Duane Thistlethwaite, 70, a retired Methodist minister, who take the sick to doctors and hospitals, lend wheelchairs, crutches and even money to widows waiting for the social security or estate funds to start coming in.

With typical Sun City initiative, the community church, an amalgam of 35 Protestant denominations, is currently raising money for a small nursing home for long-term cases.

PIONEER SPIRIT.

"We love all the things you can do out here," says Dr. Chester L. Meade, 76, a tanned, lithe, white-haired man who gave up his dental

practice in Mason City, Iowa, and moved to Sun City last November.

His wife, Mabel, claimed, "People say, 'but don't you miss Mason City?' Those dear friends, yes, but not Mason City. We're not lonely at all, and the people are so friendly here."

"Back there," interrupted Dr. Meade, "you can play golf only a few months of the year. The rest of the time you go to the Elks Club and play two-bit rummy."

"We love children," said his wife, "but as you get older, you don't care about having a lot of them around. The fact that you can have your own yard and flowers without worrying about children tromping through is appealing. And then again, its wonderful, having everybody on the same level. Here, they're not interested in your financial status the way they are in most communities."

"I think there's the

spirit of the old original settlers out here," says Dean Babbitt, one-time president of the Sonotone Corp., who moved to Sun City from a large estate in New Hampshire to which he had already retired. "People here have pulled up stakes and started over. Whether you're living on social security or a bunch of money, it makes no difference."

Underlying it all is the oldster's feeling that Sun City is a town that is their own to shape and enjoy. They have no fear of being shouldered aside by younger men. They find they are competing with no one and the camaraderie of shared age with past achievement makes for relaxed companionship.

Webb makes no claim to be motivated entirely by Christian charity. "We knew that we were taking a calculated risk," he says, "but you have to do that in the contracting business. It was a gamble, but I was pretty damn

sure it would work."

He is surprised and pleased, though, that it worked so well. Retirement housing has become a major element in the Del E. Webb Corp. and it has already built similar developments at Kern City, California, just outside Bakersfield, and at Sun City, Florida, 17 miles southeast of Tampa. Sun City California, 20 miles south of Riverside, which opened officially four weeks ago has already sold 833 units.

RICHER, POORER.

Webb's Sun Cities are for only a small minority of the aged. Those who are richer can buy into a specialized old age community such as Casa del Manana in California, one of the 100-odd similar projects operated by the Methodist Church.

Those who cannot afford Sun City can always go to St. Petersburg where they can sit on pastel-colored benches in the sun and stare into space.

2007

Banner Health takes over A-M-C
SD Rec. Ctr Pool Roof collapses - ^{no} injuries

2008

Banner Health takes over Sun Health
Maricopa Cnty discards Sun Lane -

Summit Rec Ctr ^{Pool area} re-open
Valley Fever research study

2008

Trader Joe's moves out -

Fairway Rec Ctr renovate Start

Sundial Rec Ctr re-open Road area

Schitt request Cnty take on library

Research begin on his incident Kelley Jr

SUN CITY TIME LINE

- 1912 Town of Marinette receives official recognition with a postoffice
- 1912 Goodyear Tire and Rubber Company purchases land where Sun City now exists, to grow cotton
- 1936 The land known as MARinette Ranch is sold to the J. G. Boswell Co.
- 1959 Del Webb Corporation purchases land where Marinette existed through a joint venture with the J, G, Boswell Company
- Del E. Webb Development Company (DEVCO) formed as a subsidiary of Del Webb Corporation to oversee building of Sun City
- 1960 January - five model homes were open for inspection along with recreation center, golf course, Safeway grocery store Oakmont Avenue and 107th Avenue
- 1961 Second set of model homes on view at 105th and Peoria Avenues Town Hall Recreation Center open; News Sun newspaper debuts
- 1962 Full service post office opens at 103rd and Coggins Avenue
- 1963 Home owners Association(HOA) formed to oversee community needs
- 1964 Sunshine Committee becomes Sunshine Service
The only vote on incorporation is defeated
- 1965 First resident moves into Sun Vally Lodge carecenter
Forty eight fire hydrants installed in Sun City
- 1966 Fire District established
Ball Park at 108th & Grand Avenues inaugurated by Sun City Saints, a women's softball team
- 1967 Sun Bowl outdoor theater venue/stage debuts seating 7,500
Sun City Country Club opens
- 1968 Town Hall South (MountainView) recreation center opens
- 1968 Sun City Community Association formed- forerunner of REcreation CEnters
- Symphony gives first concert

- 1969 Construction starts on what is now Boswell Hospital
Taxpayers Association forms
- 1970 Model homes/^{"Exposition for Living" series}North of Grand Avenue open for viewing
Lakeview Recreation Center opens
First patient admitted to Boswell Hospital
- 1971 Stadium opens at 111th & grand Avenue
Meals on Wheels organized
Sun City Citizen newspaper delivered free to every household
(forerunner of Sun Cities Independent)
Palmbrook Country Club opens
- 1972 Lakes Club (a private dinner club) destroyed by fire one
month before opening
Sun City Community Association become Recreation Centers
of Sun City, Inc.
"Showtime" series of model homes preview
- 1973 Sheriff's Posse organized
Sundial Recreation Center opens
Recorded Recreational Reading for Blind formed
- 1974 Del Webb dies; "Galleria" series ^{North of Bell Rd} of model homes preview
Spur Feed Lot suit settled
- 1975 KWA0 radio station starts broadcasting
- 1976 Post office moves to 98th Ave & Bell Road
"Heritage" series model homes preview - last modelds for SC
and first for SCW
Bell Recreation Center opens
- 1977 Fine Arts Society formed
DEVCO turns Rec Centers over to residents
- 1978 Boswell Hospital opens third tower
- 1979 Marinette RecreationCenter opens
Area Community Council formed
POMS give their first performance
- 1980 PRIDES (Proud Residents Independently Donating Essential
Services) starts with three members
- 1981 Interfaihte Services incorporated to serve needs of
frail and elderly
Del Webb statue dedicated at BellRec Center
- 1982 Sun City Area Transit (SCAT) door to door service begins

- 1983 Royal Oaks Retirement Center open^s offering life time care
Senior overlay approved by County Commissioners
- 1984 JUBILEE, a 25 year history of SC goes on sale
Webb Corp donates three acres north of Bell Road and East
of Aqua Fria River to Art Museum
- 1985 Art Museum opens at 17425 N. 115th Avenue
President Reagon selects PRIDES for Volunteer Action Award
to be presented at the White House
- 1986 Sun Cities Area Historical Society incorporated
Sundil Recreation Center pool and craft rooms closed due to
weaknesses in the roof
- 1987 Sun Cities Area Community Council begins discussion re
creating a senior center
- 1988 Arizona legislature passes tax increase that would require
Sun Citians to pay a school ~~TAX~~
Olive Branch Senior Center opens at 109th & Olive Ave.
- 1989 Kings Inn ~~and shopping center~~ demolished to make way for
a shopping center at 107th & Grand Aves

So called Sun City school tax ruled unconstitutional

Historical Society purchases first model home for ~~the~~ ^{their}
headquarters
- ✓ 1990 Maricopa County officials rule Sun City has met all
requirements for senior overlay
Alco Theater closes
- 1991 Parks & Sons begin curbside recycling of newspaper, glass and
aluminum
A new drive to incorporate get^s underway but defeated
- 1992 Sun City Fire District creates its own fire district
with a station at 111th and _____ Avenues
Sun Health Institute for Biogerontology Research searching
for cures for Alzheimers and Parkinsons disease opens
- ✓ 1993 County Board of Supervisors declare Sun City the "City
of Volunteers" Signs to that effect erected at all
entrances to SC

Home Owners Association inaugurates "Block Watch" program

- 1994 Grehound Bus Station closes after 23 years of service
Renovation work begins at Sun Bowl and will include a
Ball field and walking track
- 1995 Sun City Stadium, 111th & Grand Ave, demolished to make
way for apartments
Home Owners Association releases results of a year long
study on the "Future of Sun City."
- 1996 President Bill Clinton brings his re-election campaign to SC
Tornado like winds ravage Sun City
- 1997 Community Fund joins forces with Valley of the Sun United Way
Sun Health begins \$24 million renovation and expansion
of Boswell Hospital
- 1998 Art Museum changes its name to the West Valley Art Museum
Safeway store announces plan to close store at 107th & Peoria
- 1999 Sun Health begins a health care insurance plan, "~~Medicare~~"
as a supplement to Medicare *Medi SUN*
SCAT recognizes its 1 millionth rider
- 2000 Former first Lady Barbara Bush visits
Youngtown annexed into Fire District
- √2001 A memorial sculpture recognizing volunteers erected at
Lakeview Recreation Center
- 2002 Volunteer Placement Service closes its door after 20 years
Proposal under way to convert grass medians to partial
desert landscaping in Phase I
- 2003 The Lakes Club closes. Sun Health converts half to
Boswell School of Nursing; Theater Works rents other half
- 2004 Information & Referral Service closes after 25 years
Group formed to prevent Luke Air Force base from closing
- 2005 BellRec Center pool, exercise and locker rooms closed for
a 3.5 million dollar renovation
Residents vehemently oppose widening 107th Ave to 6 lanes
in Phase I
- √2006 Roof over pool at Sundial Rec Center collapses in early
morning hours
West Valley Symphony winds down after 38 years
- 2007 Sun Health signs letter of intent to Merge with Banner
Health

Published by Oxford Retirement & Estate Planning, Inc.
 10699 West Bell Road
 Sun City, Arizona 85351
 (623) 933-9508

A DAILY NEW SUN INSERT

Page 3

Family Matters

February 2005

Where's Marinette?

The Sun City area was first called Marinette! A century ago a businessman decided to try his luck at sugar beet farming in the desert. When his crops failed he sold the land to Goodyear Tire and Rubber, and Marinette became a farming community for Goodyear's Southwest Cotton Company. That first settler was from Marinette, Wisconsin, and northerners have been discovering the Valley ever since!

The Sun Cities Area Historical Society has a wealth of information about the early days of our community—and they look forward to sharing it with you. Did you know this entire area was agricultural until 1959? That is the year the J.G. Boswell company, which had farmed the land since

1936, learned that Del Webb was planning a new concept for an adult community. They offered to sell Webb a portion of the Marinette Ranch—he surprised them by buying the entire 20,000 acres.

In 1960 Del Webb opened Sun City; and the rest is history. The phenomenal success of the original concept led to the construction of Sun City West in 1978. Learn more about the amazing changes that have occurred in this place we call home by becoming a member of the Sun Cities Area Historical Society. It's a great way to increase your understanding and appreciation of the Sun Cities.

Founded in 1986, the Historical Society purchased Sun City's first model home as its headquarters in



1989. The home is open for tours Tuesday through Friday from 1:30-3:30 p.m. and is filled with displays on the early days of Marinette and the Sun Cities. Visit us at 10801 Oakmont

Drive, Sun City. Call (623) 974-2568 for more information.

Thanks to Jane Freeman of the Sun Cities Area Historical Society for this enlightening history lesson.