Special Supplement of the **DAILY NEWS-SUN** Tuesday, January 29, 1985

1960 1985

# ANNIVERSARY

# Sun City

## Arizona

Residents enjoy Sun Bowl.

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Architect's rendering of Boswell Memorial Hospital.

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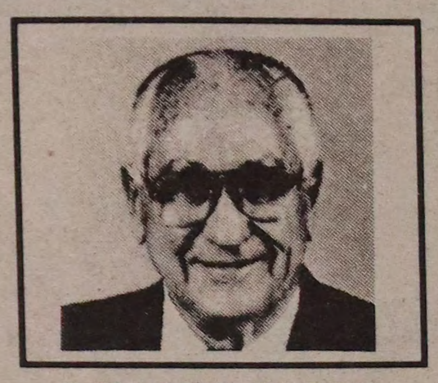

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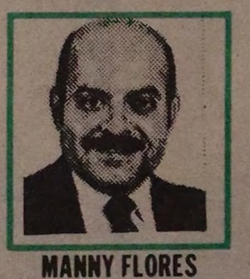

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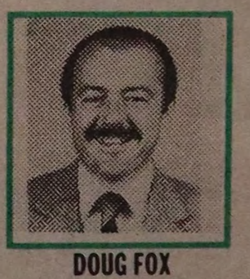

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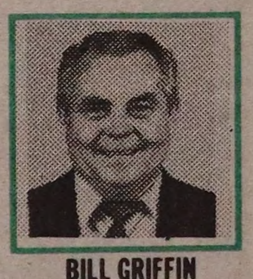

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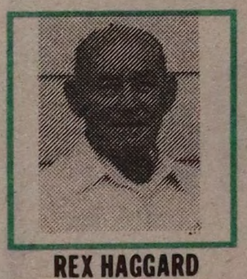

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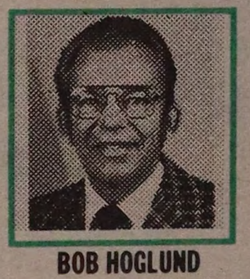

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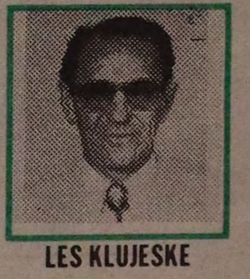

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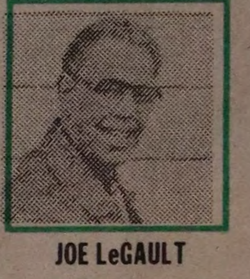
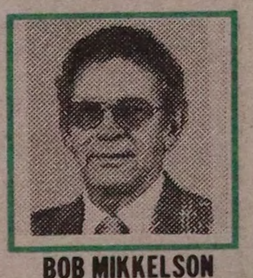


JOE LeGAULT

DICK LENTNER

SAM MARSHALL



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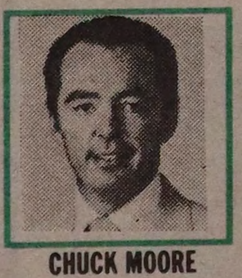

CHUCK MOORE

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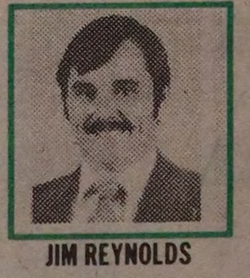

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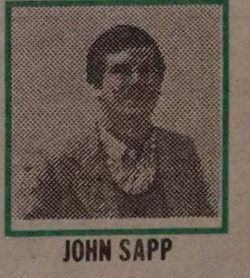
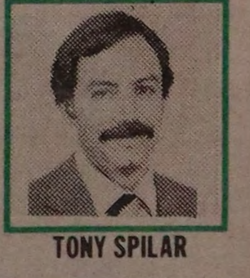


JOHN SAPP



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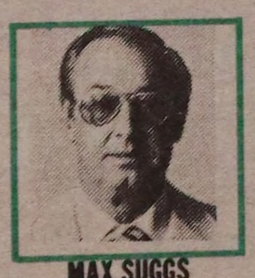
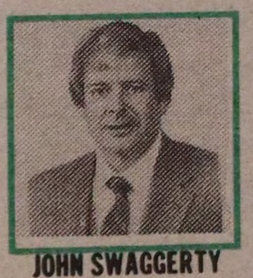


MAX SUGGS



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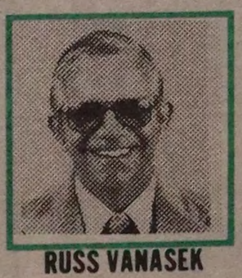

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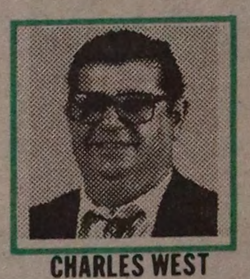
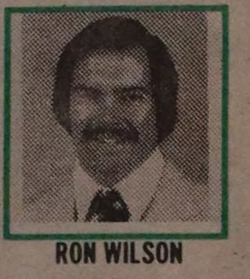


CHARLES WEST

BILL WHITE

CAROL WILSON



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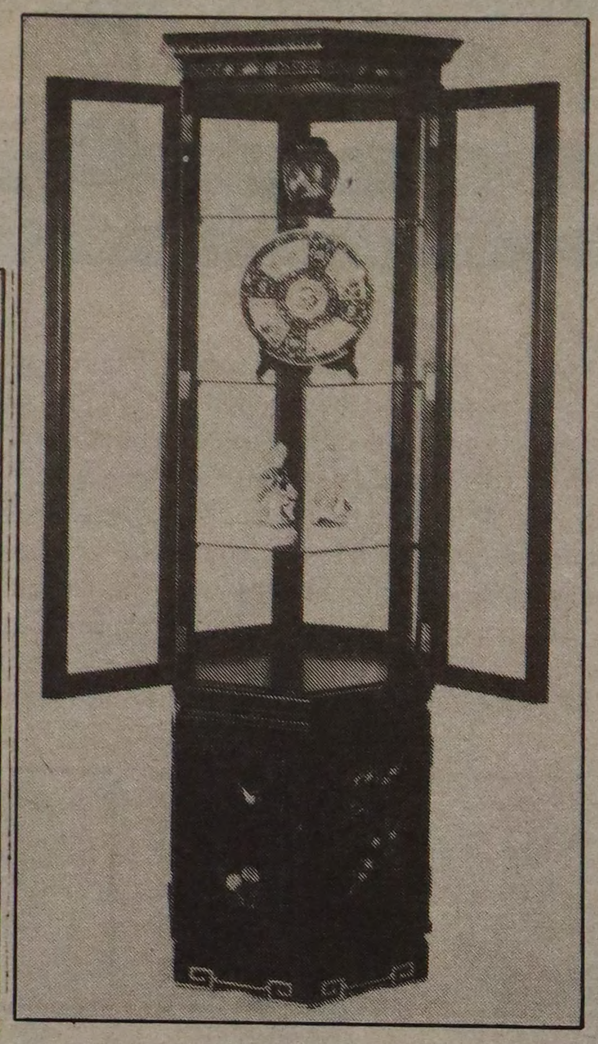

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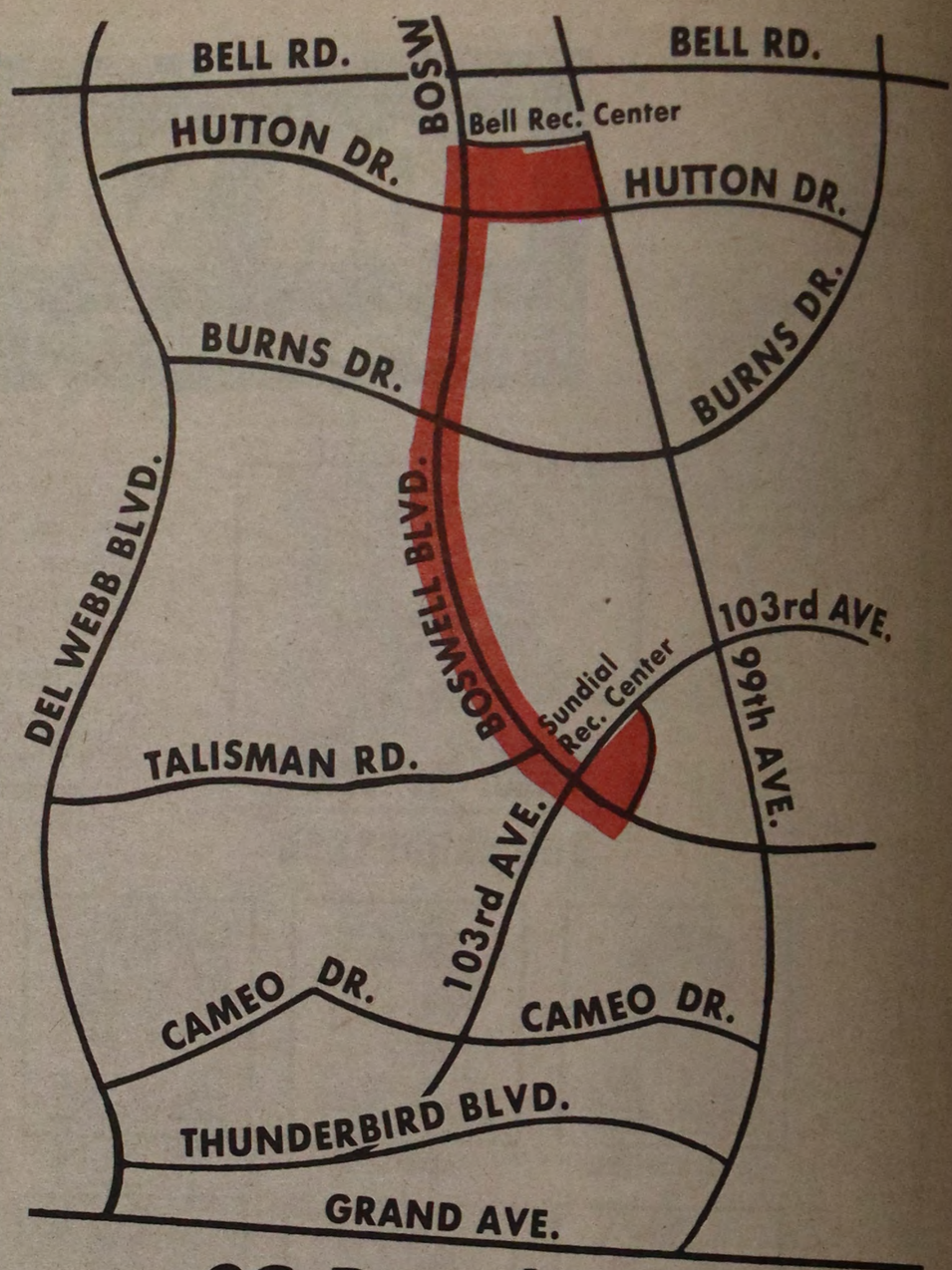


# SC Parade route

The drums will bang, and the cymbals clang Wednesday when the largest parade in Sun City's history will step off at Bell Center at 11 a.m. Musician Myron Floren is grand marshall. Units will proceed down Boswell Boulevard past the judges' reviewing stand and on to Sundial Center. There the Sun City Pom Poms will escort the Pioneers into the building for awards presentations. The parade and program are the final events in a 25-day series staged by the Recreation Centers of Sun City Inc. for the town's Silver Anniversary.

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# She's lived here all her life? Impossible!

By SUE MEULENDYK
Staff Writer

Many long-time Arizona residents resent the development of agricultural land into housing developments.

However, one person in particular sees the rise of Sun City from cotton fields as a boon for the northwest area.

Amanda Monreal Durand grew up in Marinette, a small community in the midst of 11,000 acres of cotton.

**AND SHE** saw that land change as it became the nation's first active retirement center.

"I was worried at first because I wondered what would happen to the fieldworkers," she said.

But the workers, mostly Mexican or of Mexican descent, took the initiative to improve their lot.

They started their own landscaping maintenance services and other businesses, learned construction trades and took up house-cleaning for $12 an hour with a four-hour minimum.

"**I COULD** see progress. I wasn't going to feel badly. The first time we ran into this was in 1961," she said.

Mrs. Durand told a story of one man who had a job pouring cement for Del E. Webb Development Co.(Devco).

He finished work for Devco at 3 p.m. and after work would use his new skill to extend residents' patios. He told friends he never went home (to El Mirage) with less than $50 in his pocket.

"Now ask me, am I sorry to see the farming go? Sun City is like a big job market."

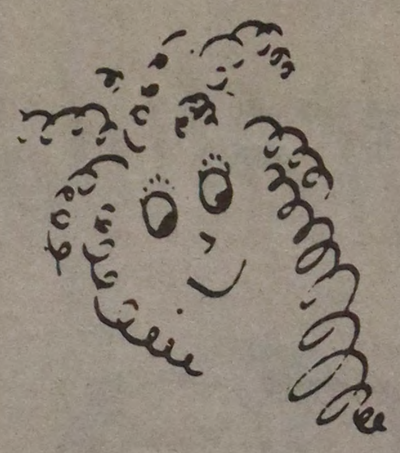
**BEFORE THE** advent of Sun City, the cotton fields provided jobs for hundreds of field workers, many from Mexico.

"Eleven thousand acres of cotton takes a lot of hand power," she said, and the cotton was picked by hand until 1951. "It took forever to pick."

As a child, Mrs. Durand weighed cotton in the company store her father operated and

* She's, A8

The Hair Shop



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Haakon Bang
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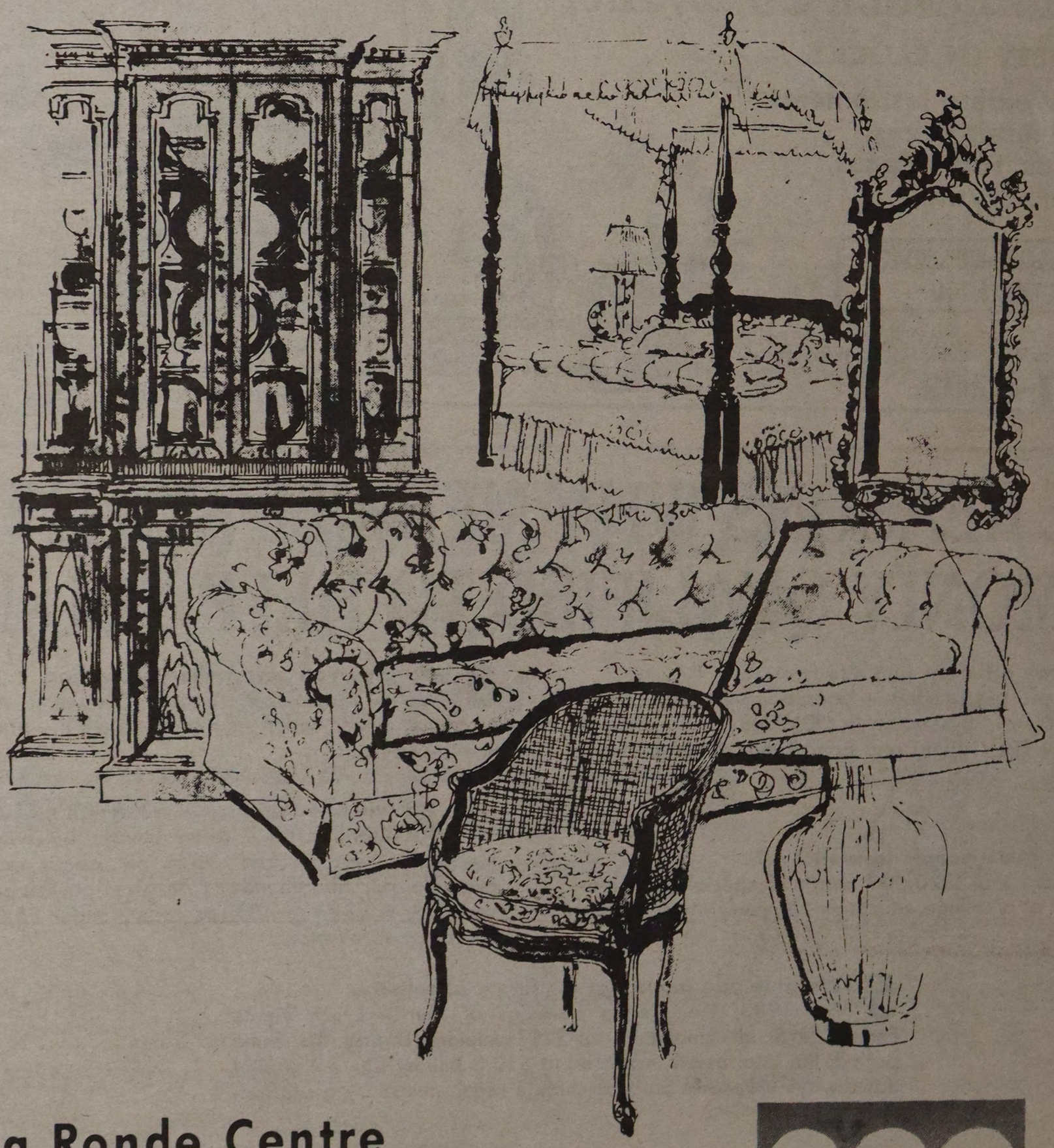

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# *She's lived in Sun City all her life?

—From A6

where her mother worked as postmaster.

Workers harvested cotton from July to April and brought in their day's pick to be weighed. They were given receipts that entitled them to their pay, most spent at the store.

**THOUGH MANY** workers returned to Mexico from April to September, there never was a slow season, she said. Between harvests, there were fields to be cultivated and irrigated.

As workers returned, they often brought brothers, uncles, wives and children.

"That's how the Phoenix area grew," she said.

Tent cities sprang up around the wells and from the wells the small communities took their names: El Norte (north of Grand Avenue), El Verde, Las Botas (the boots), Sal Si Puedes (come out if you can), Hollywood (where a number of pretty girls lived) or Las Peochas, named for the chinaberry trees nearby.

**DESPITE THE** sun-up to sun-down hours, Mrs. Durand said the workers found ample time and energy to celebrate several times a week—birthdays, saints' days, baptisms, weddings.

"They were a joyous people," she said. "At the drop of a hat you'd have a party."

The few houses in the vicinity of 105th Avenue and what was to be Coggins Drive, she said, were wooden structures well spaced because of the danger of fire spreading.

There was a house built of rocks in the vicinity of 105th Avenue near what now is North Golf Course.

Grand Avenue, or the Wickenburg Highway, formed a natural divider even then, since it was raised far above grade level to prevent flooding.

**LIKE** other people she mentions, Mrs. Durand, of Italian descent, expanded her horizons beyond the cotton fields and tent cities of Marinette.

"One day I grew up and went to work for J.G. Boswell Co. in Litchfield Park," Mrs. Durand said, adding her working was over her father's protests.

Through reading and working for several local companies, she became an agricultural specialist.

Later, however, she went to Glendale Community College and Lamson Business College.

**MRS. DURAND** now lives in Sun City, where she sells real estate.

"People ask me how long I've lived in Sun City. I tell them, 'All my life,' and they say 'That's impossible.'"

Ethel Sparks, left, and her daughter, Ruth Sparks Byrne, remember the early days of life in Marinette and the surrounding desert. (Story, A9)


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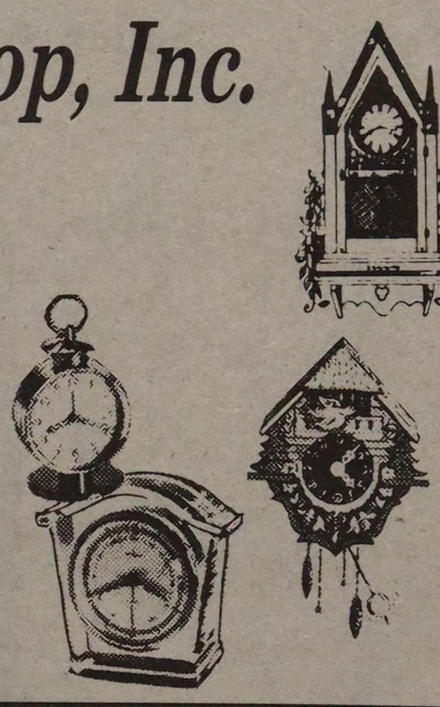

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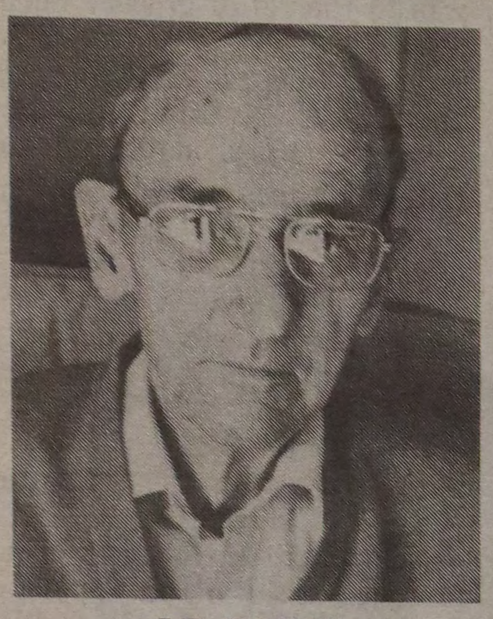
# Years, area bring Sun Citian full circle



J.E. KRING

By P. ATWOOD WILLIAMS
Staff Writer

Sun Citian Jim Kring has come full circle.

Sixty-five years ago he sold groceries in The Marinette Store, a two-story building now buried under one of Boswell Hospital's parking lots.

It was on the north side of the tracks where 105th Avenue would have crossed Grand Avenue, had it been cut through at that time.

**HIS COUSIN,** C.L. Sparks, from the Corpus Christi area of Texas, had found a job with the people who operated the mercantile store for the cotton company in Litchfield. Sparks was transferred to their Marinette store.

In 1920 pickers were getting 4 cents a pound for cotton and they shopped for Arbuckle Coffee—ground fresh in the store—green beans in bulk and Silver Leaf lard.

"C.L. could really speak Spanish well, and I learned enough to understand what their shopping needs were," said Kring in an interview.

Kring remembers the winter of 1920, when he first went to work there—there was snow on the Bradshaw Mountains all winter.

**WHEN HE** arrived by stage, the Agua Fria River bridge had been partially taken out by flooding. Kring had to take his luggage and walk across the bridge, where he was met by another stage.

The Marinette Store had a large main room with counters. It contained a postal station and housed drygoods, ready-made clothes and groceries. Kring picked up meat in Litchfield and carried it in a 1920 Hudson to the Marinette store.

* Years, A10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Come in for your FREE Gift with $25.00 purchase
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ADDITIONAL 10% OFF ON INDIAN JEWELRY WITH THIS AD. ONLY (1) DISCOUNT PER PERSON. SELECT ITEMS & GOLD JEWELRY EXCEPTED
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The ARIZONA TURQUOISE and SILVER Co., Ltd.
"The Largest Fine Gold and Indian Jewelry Selection in Arizona"
107th & Grand Ave., Sun City • 933-6005
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SUN CITY
SURGICAL CENTER
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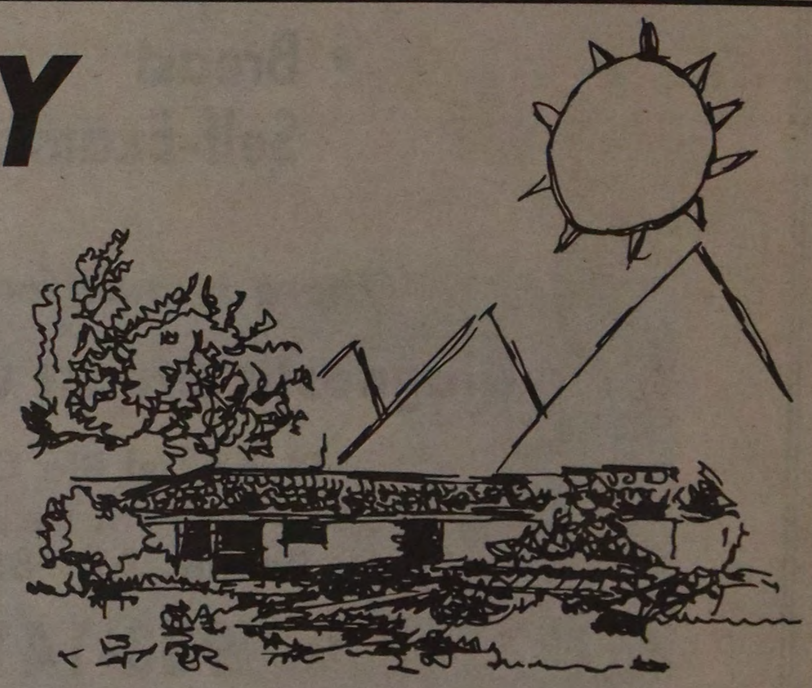
serving the SUN CITY area



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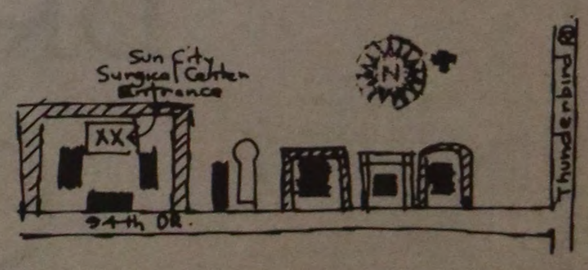


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DIAGNOSTIC BREAST CENTERS


# *Years, area

—From A9

To the left of the store was a pool hall, where a barber had his chair. There were gas pumps in front.

C.L. had moved his family into the upstairs apartment when he got the job managing the store.

**"I HAD** taken my baby daughter home to meet my folks and when I came back to Arizona we were living upstairs over the store," said Sparks' wife, the former Ethel Barnes, now of Glendale.

"We had a terrible time moving her piano up the stairs with its 90-degree turn and into that apartment," recalls Kring with a laugh.

Mrs. Sparks, who had lived in Litchfield as a bride, recalls that laundry was done behind the Marinette store. Water was heated outdoors in tubs and clothes were line-dried. There was never a shortage of water as there was a pumping station nearby and block ice was used to keep food cold.

"The men played card games downstairs at night, sometimes all night," she remembered.

**THE SPARKS** family had a garden and also raised produce. In the 1930s, her father and brother, Jack, rented land near the store's site and farmed it. Another brother, Percy, managed the Boswell Farms in Marinette.

C.L. and Ethel Sparks moved to Glendale where C.L. was in the retail grocery business.

He developed handbills in Spanish which Ethel and her daughter, Ruth, delivered to the sometimes muddy cotton camps north of Grand Avenue—where Sun City now is.

Sparks later went on to become county assessor and councilman, dying in 1976 at age 82.

**"I REMEMBER** as a teenager, getting on the train in Glendale and stopping at Marinette to visit members of the family," said Ruth Sparks Byrne, also of Glendale. "It cost 15 cents for the train, which stopped at Peoria and Marinette. The conductor used to complain about the cost of stopping the train."

Then she walked to her grandmother's and stayed overnight with that family at the Southwest Cotton Co.

The cotton firm was sold in 1919 to Goodyear farms and later to Boswell Farms.

The Marinette Store, owned by three Phoenicians, was abandoned when cotton dropped from $1 to 19 cents a pound in the early 1920s.

* Years, A13

**Happy Anniversary SUN CITY**

*We're proud to have served you during your first 25 years.*

**EXPERT DRAPERY CLEANING!**

**Have Your Draperies Expertly Cleaned and Pleated NOW!**

We'll make those tired-looking draperies like-new again. Free removal and hanging. Reasonably priced.

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# *HAPPY 25th ANNIVERSARY SUN CITY!*

# ROYAL OAKS
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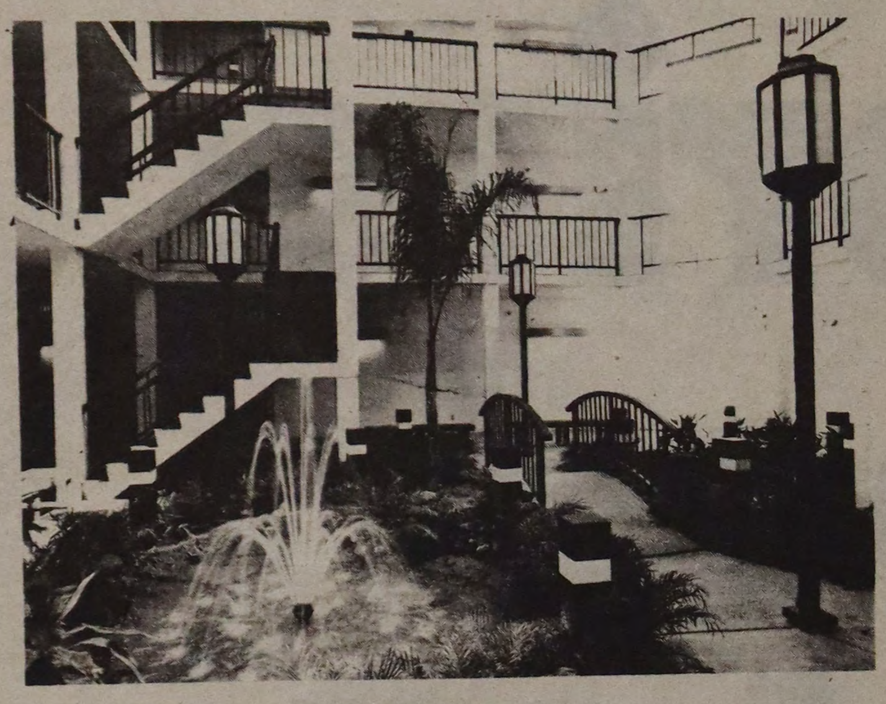

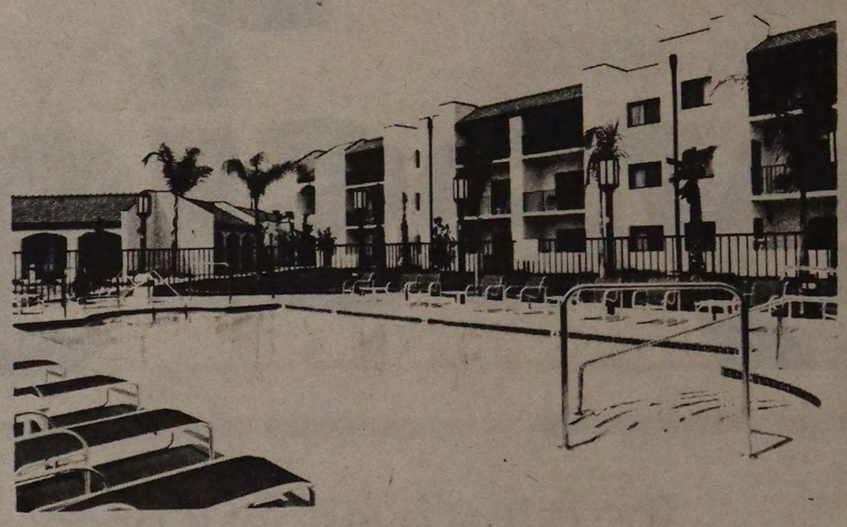

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SUN CITY — BELL CAMINO CENTER

**Tel. 602-974-3634**

10752 W. BELL ROAD — SUN CITY, ARIZONA 85351

# *Years, area

—From A10

**IT STOOD** as a **derelict** for many years. Mrs. Byrne remembers passing it on her way to Prescott in the late 1920s.

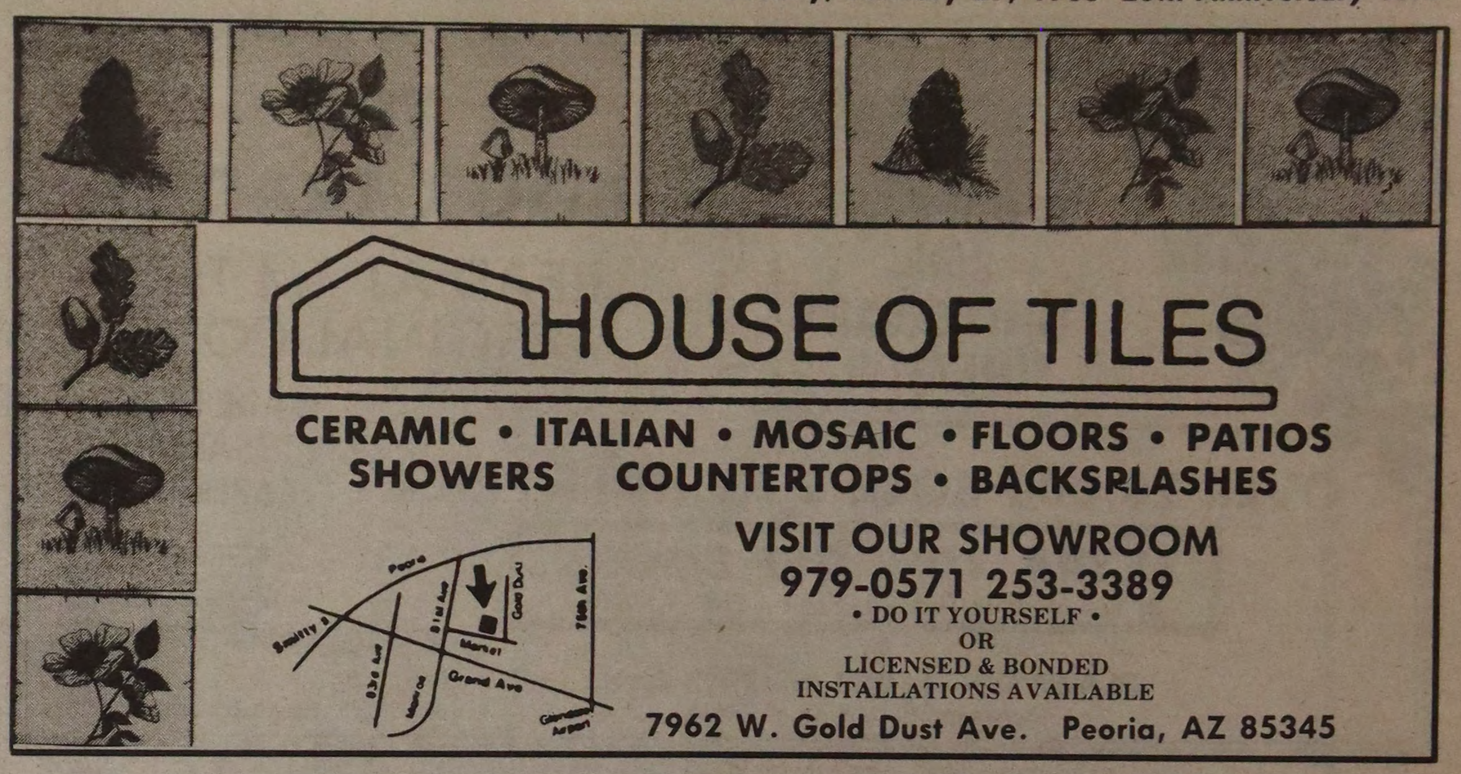
Kring lived in Northern Arizona on the Navajo Indian Reservation at Page Springs, retiring to Phoenix. He moved to the Verde Valley.

However, when he and his wife were in poor health in 1976, they moved to Sun City and now live only a few miles from Kring's original job site, The Marinette Store.

A group of Questers, a statewide organization interested in preservation and restoration of old relics, artifacts and antiques, has announced plans to put up a marker this fall at the site of the second store, on the south side of Grand Avenue where Century Bank is.

## *Estate living*

**Three horsemen enjoy their riding privileges—one of the luxuries that goes along with ownership of Rancho Estates, large-lot ranch-type homes with horse privileges.**

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Deluxe HOOVER® Convertible™ Upright with Headlight
Save $31.00 on this full featured HOOVER!
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Our 16th Year Across from Youngtown Post Office
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WE SERVICE ALL MAKES PICK UP & DELIVERY AVAILABLE
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SCISSORS SHARPENED

Annette & Wm. Wilson, owners of Designer Doors and residents of Sun City are proud to be a part of this great community and join in extending their congratulations at the time of this 25th Anniversary celebration.
DESIGNER DOORS FOR THE PAST 5 YEARS HAS CONTRIBUTED TOWARDS MAKING SUN CITY HOMES SAFER AND MORE BEAUTIFUL AND WISH TO TAKE THIS OPPORTUNITY TO THANK THEIR MANY FRIENDS AND CUSTOMERS.
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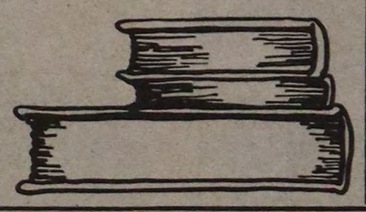

OVER 20,000 BOOKS AT HALF-PRICE

EXTRA 10% OFF BOOKS
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PLAZA 99—11001 N. 99th Ave.
*(Between Miki's & King's Table)*

# SC post office grows with area

By KAREN S. LEONARD
Staff Writer

Memorial Day has an extra special meaning to the Sun City Post Office—it's the post office's anniversary.

On May 30, 1976, the office at 9802 Bell Road was opened and there were 25-30 routes compared with today's 91.

Those 91 routes are within the post office's delivery area which includes the Sun Cities, Youngtown, Surprise and the rural area west to 170th Avenue.

To assist patrons, Postmaster Ivan Langford from 1974 until Jan. 1, 1983, oversaw the opening of several new postal contract stations in area stores.

Under the direction of Postmaster Helen Kennedy, since February 1983 the Sun City post office has steadily increased its delivery to keep up with the growing population.

For the 1984 fiscal year 136 postal carriers delivered 63,059,880 pieces of mail with an average of 6.1 pieces of mail per delivery.

Mrs. Kennedy reports there has been a 20 percent increase since this time last year in the number of pieces delivered and the number of lock box mail pieces.

The Sun City post office serves 62,000 people and has 34,395 possible deliveries, she added.

Other than mail delivery the post office deals with such things as Mailagrams, Express mail, registered mail and special products like padded envelopes and boxes and philatelic products.

## Fire district formed in 1966

Sun City's new volunteer fire company district was approved by a 1,375-80 vote on June 6, 1966.

Two weeks later the district was formally organized, with election of officers, including Fire Chief George Meade. Others were John Prather as secretary-treasurer and Howard Reynolds, H. Kendall Mulcahy and Walter Isekeit as board members.

Congratulations to Sun City on their 25th!

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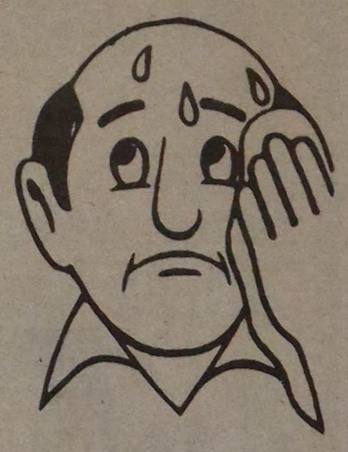

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# Big centers built to cater to SC shoppers

**By MIKE GARRETT**
**Financial Editor**

Sun City's seven original Del E. Webb Development Co. shopping centers always have catered to the desires and wishes of its chief customers—Sun City retirees.

Specialty shops and service-oriented businesses generally have located in Sun City.

And Sun Citians have usually supported their own centers through the years, even during the recession of 1980-82.

**MOST SUN** City businessmen and women have commented on their customers' loyalty. But to be successful in Sun City, personalized service is a must, they say—something Sun City shoppers have come to expect and something they often don't get in the large metropolitan shopping centers.

The only type of store missing from the Sun City shopping scene is the large department store to anchor the center, although Devco has tried for years to attract one of the large chains to locate here.

Most Sun City centers have a large grocery or drug store to serve as an anchor.

The following is a short history of each Sun City shopping center, starting with the first one—Grand Center at 107th and Grand avenues.

**GRAND** Center opened in 1960, the same year Sun City became reality. The center has Sun City's only two main-line bus stops. The first travel service, the first bank, the first golf car business, the first realty outlet (Del Webb Home Realty), one of the first restaurants (Melody Lane), the first grocery store, first service station and the first budget variety store all started here.

For many years it was the site of Sun City's only radio station, KWAO-FM before the

*Big, A18


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LEE PICKARD

***TRAVEL NEWS***
***by***
***LEE PICKARD***
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For 1985 we have personally picked out over 30 package tours and cruises for both individuals and groups. You can be assured that they are all first quality, many affording you substantial group savings and amenities.

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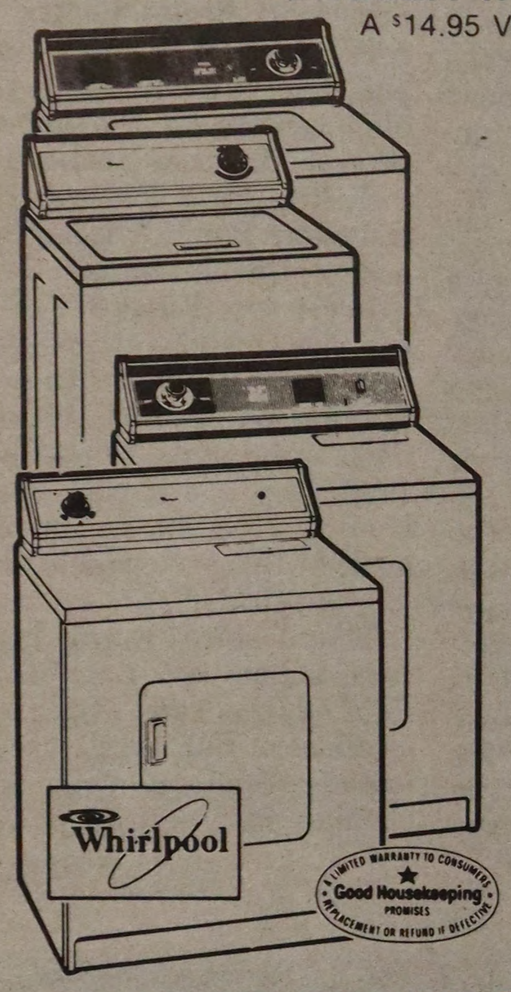


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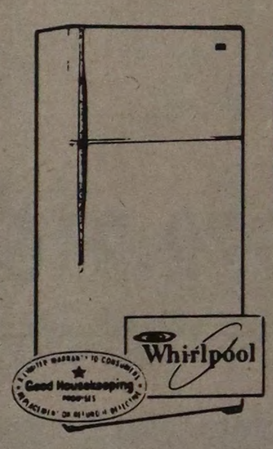


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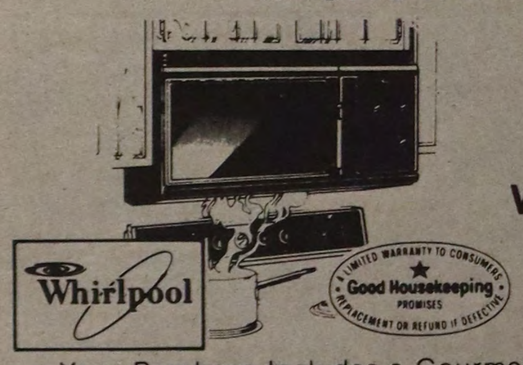


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**Whirlpool Quality And Save Over**
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This Product is Loaded with Performance Features.

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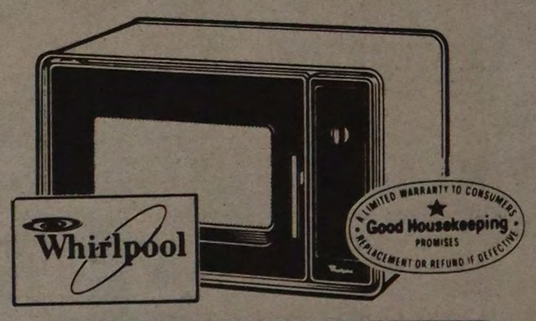


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You Bet and With Over 14 Models on Display
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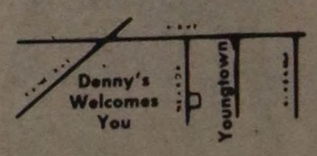


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# * Big centers

—From A16

station was sold in 1983.

Sun City Travel is believed to be the first non-Del Webb business in Sun City.

**FREED'S** Fine Furnishings, Safeway and the TG&Y store probably have the longest tenure of the Grand Center stores.

Sun Bowl Plaza followed Grand Center and also features some long-standing businesses dating back to the mid-1960s.

While Grand Center was the community's first, Sun Bowl Plaza is characterized by many longtime Sun Citians as distinctly reflecting Sun City tastes.

Its tree and plant life, large parking area and covered shopping have given the recently remodeled Sun Bowl Plaza a unique appeal in the heart of "old Sun City."

**SOME OF** the center's oldest businesses include Osburn's Ladies Apparel, Setterberg Jewelers, Heritage House, Tom Tate's Garden Buffet, Pomeroy Men's Store and El Charro Mexican Restaurant.

It wasn't until the 1970s that the first shopping centers began to sprout up on the north side of Grand Avenue.

Sun City's largest shopping center, La Ronde Centre, got the ball rolling when construction began in 1970. The first tenants began operating in 1972.

La Ronde's unique, completely circular architecture was appropriate for the times when Sun City neighborhoods were going around in circles.

**LA RONDE** was and is noted for having Sun City's first and only movie theater (the Alco),its first printing shop and, like most Sun City shopping centers, is the home of several financial institutions, including First Federal, First Interstate Bank, Arizona Bank and Continental Bank.

Greenway Terrace was under construction at the same time as La Ronde Centre, with the first retailer, Al Mart Gift Shop, opening its doors Nov. 1, 1972. The two anchor stores, Lucky's Food Stores and Walgreens Drugs, opened their doors in 1973.

Thunderbird Plaza began construction Jan. 1, 1973, and finished the same year. The smallest of Sun City's centers has also been one of the most popular, with a strategic loca-

* Big, A19

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# * Big centers

—From A18

tion at Thunderbird Boulevard and 99th Avenue.

Thunderbird Plaza is typical of Sun City shopping centers with a large grocery store (A.J. Bayless) and drug store, (Value Drug Center), jewelry store (Liska Jewelers), a beauty salon (Valley Beauty Salon) and distinctive restaurants (Sing High). It also is one of the few centers to have a veterinarian (Thunderbird Veterinary Clinic).

**UNLIKE THE** other centers, a shopper can stop in every store from one end of the center to the other in an afternoon.

Bell Camino Center was Sun City's first shopping center north of Bell Road to serve what Sun Citians call Phase III.(Devco now doesn't recognize all these building-phase titles.)

Constructed in 1977, it was the last one built by Devco in Sun City.

It's also the second largest center in square footage, with 97,790 square feet. Its two largest tenants, Safeway and Long's Drugs, opened in late 1977.

**BELL CAMINO** has its own selection of unique stores, including the Framing Loft, Smithfield Meats, Hickory Farms, Lovin Touch Deli and General Nutrition Center.

Unlike Sun City, Sun City West didn't get its first shopping center until nearly two years after home sales began. When Sundome Plaza (then called Camino del Sol) opened in April 1980 with Angela's Hair Studio, it featured the largest leasable square footage in the Sun Cities at 124,612 square feet.

Unfortunately, Sundome Plaza tried to get started right in the middle of the recession and had trouble filling up its space the first couple of years.

But times have changed and the center is closing in on 100 percent occupancy. It may face competition from the Sun Cities' newest center, Mercado del Sol.

**MANY SUN** City businesses chose to open satellite stores in Sundome Plaza to capture the Sun City West trade.

Sundome Plaza is so large it has more than two anchor stores—including Freed's Design Studio, Safeway, Walgreen's and Today's Swim & Patio.


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**Golfers who shot holes in one way back in 1962 line up for applause. As Sun City's first golf course grew into more courses, including that of the Sun City Country Club, the lists of golfers pictured for their one-shot golf skills.**


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# Sun Citians make competitive with o

By STEVE HAWLEY

Sports have played an important role in the lifestyle of Sun Citians throughout the retirement community's 25-year history.

Lawn bowling, senior softball, tennis, jogging, bowling, the Milwaukee Brewers and Sun City Saints are all a part of the Sun City lifestyle.

Yet it's safe to say that one sport in particular comes to mind when mention is made of Sun City.

**GOLF.**

Before there was lawn bowling, tennis or the Saints, there was golf.

North, Sun City's first golf course, opened for play in 1960 with the late Fielding Abbott as its professional.

At Abbott's insistence, a group soon was formed to oversee the growing number of golfers.

**"HE (ABBOTT)** needed help to get the people familiar with golf rules," says Dwight Wells, who has compiled a history of the Sun City Men's Golf Association.

"So many of them got a set of clubs when they retired and just came out here and took up golf," he added.

About 100 golfers, both men and women, made up the Sun City Golf Association. In 1964, the women formed their own group and the Sun City Golf Association later became the Sun City Men's Golf Association.

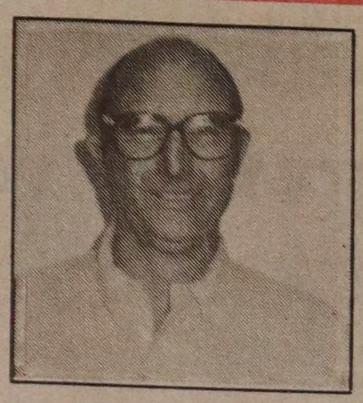
The association now boasts a membership close to 2,500.

**AS THAT** membership has grown, so has the number of courses in Sun City.

North, owned by the Del E. Webb Development Co. when it first opened, eventually was turned over to Recreation Centers of Sun City Inc. Rec Centers now oversees the operation of eight courses. Golf also is played on the 18-hole courses of Sun City's three private country clubs.

Sun City has been the site of professional tournaments. Last spring, the Professional Golfers's Association Southwest Section held assistant professionals championship at Union Hills. The Arizona Golf Association also hosts tournaments in Sun City.

The Sun City Men's Golf

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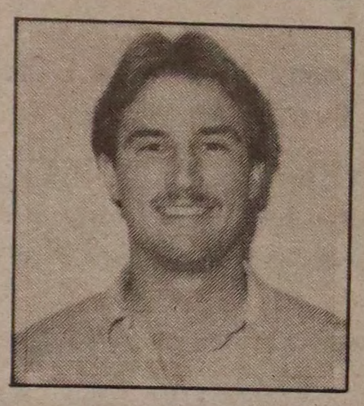

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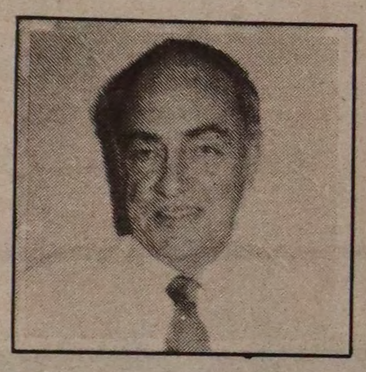

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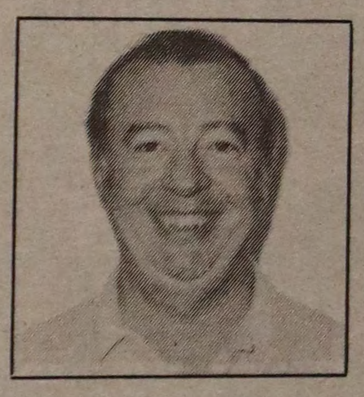

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# many sports other regions

Championship is played annually. Matt Carvey, who plays out of South, won the 36-hole event this past December. It was his third win in the past four years.

**WOMEN ALSO** hold a Champion of Champions golf tournament each year. One golfer from each of Sun City's rec centers courses competes in the event.

**SUN CITY SAINTS**

Ironically, as Sun City celebrates its 25th anniversary, the Sun City Saints are looking for a new home.

After 20 years here, it appears the Saints will be playing in another community, if they play at all.

The team's booster club announced in late September that it would not renew its lease with Bade Boyes Partnership, owner of Sun City Stadium. Bade Boyes wanted $6,000-a-month rent, a hefty increase over the $1 a year the booster club paid Bade Boyes to use the stadium in 1984.

**"I FEEL** saddened that we're not going to be able to continue," says Joe Davisson, booster club president.

The Saints, who finished fourth in the '84 national tournament in Buffalo, N.Y., evolved from the old Phoenix Ramblers, who disbanded in 1965.

The following year, the Sun City Saints were born. They played their home games at a park at 108th and Grand avenues.

The park became a thing of the past in 1970 when the Suntowner was constructed on the property. In need of a new home, the Saints moved to Peoria High School for the 1970 season.

**BUT THEY** weren't away from Sun City long. In 1971, Webb opened Sun City Stadium, which served as the Saints home for the next 14 seasons.

**MILWAUKEE BREWERS**

The Milwaukee Brewers made Sun City Stadium their spring training home in 1972, moving there from Tempe.

But they, too, soon may be bidding farewell. The Brewers' lease with Bade Boyes expires

* Sun, A25


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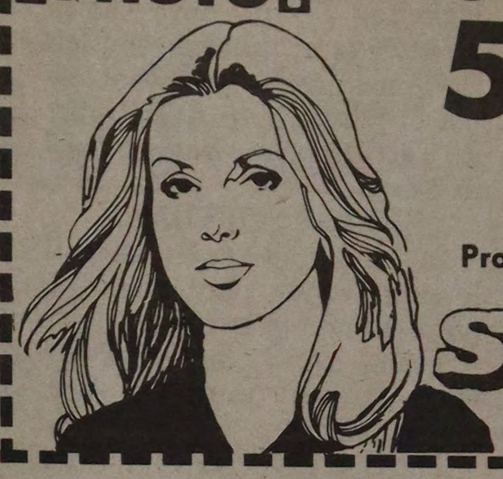

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# *Sun Citians make sports competitive

—From A25

after the 1985 Cactus League season.

Several cities in the Valley, including Peoria, have shown an interest in the Brewers, but the American League team has not decided where it will play its Cactus League home games in '86.

**SENIOR SOFTBALL**

In 1979, the senior softball league began play with 75 players making up six teams.

Team No. 1, managed by Ollie Brown, won the first championship.

The Sun City-Sun City West Senior Softball League, now playing a winter and summer schedule, is represented in tournament play by an all-star team.

The all-star squad, skippered by Brown, competes annually in the national senior softball league tournament in Las Vegas, Nev. While the local senior squad has yet to win a national title, it has shown improvement.

**LAWN BOWLING**

Without a doubt, Sun City is one of the world's leading lawn bowling communities.

Town Hall Lawn Bowls Club was Sun City's first organized lawn bowling group. It has been joined over the years by clubs at Sundial, Bell and Lakeview centers.

Lisa Bogatko, who didn't take up competitive swimming until well into her adult years, also has enjoyed great success.

She also did well in New Zealand, winning a silver and four bronze medals despite being hampered by strep throat and tonsillitis.

Sun Citians also have had things pretty much their own way in the Phoenix and Arizona Senior Olympics. Besides Starr and Mrs. Bogatko, other Sun Citians who have won medals in Senior Olympics competition include Kitty Barnum, Dorothy Kimmel, Ed Deuss, Dem Mortenson and Bill and Esther Grafrath.

For the last several years, Sun City has been the site for Arizona Lawn Bowls Championship Tournament matches. The tournament, which also is contested on greens in Sun City West, Tempe and Mesa, draws entrants from several Western states and Canada.

Sun Citians have won several titles in the tournament.

**SWIMMING**

Sun City has been well represented in masters swimming circles.

Lee Starr, 75, perhaps has enjoyed the most success.

A former New York City parks director, Starr has won several national masters titles, including four in the 1984 U.S. Masters Swimming National Short Course Championships.

Starr also won two silver and three bronze medals in the international championships in Christchurch, New Zealand, in 1984.

# Sun Citian given award

Retired Army Maj. Gen. Edgar Erickson, 10541 Oakmont Drive, received the 1963 Award of Merit from the Armed Forces Day committee of Worcester County, Massachusetts.

General Erickson was chief of the National Guard Bureau from 1953 to 1959. He began his military career as a private in the 2nd Massachusetts Infantry and served on the Mexican border in 1916. In 1917 and '18 he served in France, earning his commission in 1917.

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# Double takes

By EVELYN BARBER

Was it really 25 years ago that we drove out Grand Avenue to see the row of small, neat model houses and an infant shopping center at 107th Avenue?

They were the first concrete evidence of a former carpenter's vision for the future: a new kind of living for the retired workers of America.

Del E. Webb had thought long about his radical concept of senior living that would be a rejection of the then-prevalent belief that life ceased to be active, interesting or productive after 60 or 65.

**HE COULD SEE** what really was happening—that senior adults all around the country were not only living longer, but making significant contributions to community, state and nation in almost every field long after their so-called "declining" years had begun.

The phenomenal success of his precedent-smashing development surprised us all; it was the talk of the state and of the country.

And that brought more and more retirees to this spot in the sun.

The phenomenal aspect of Sun City's growth has continued, despite a slowdown during the recession of the late '70s, and now, with Del E. Webb Development Co. pretty much out of the picture, it is a maturing community in more ways than one, with its future in the hands of its residents.

**THIS UNIQUE** community has attracted the interest of writers from almost every part of the world, along with the thousands of annual visitors interested in finding a retirement home. In fact, it is considered an Arizona tourist attraction as an illustration of what is now called, a la Devco advertising, "recreational retirement living."

Many of the writers, including some from the United States, have chosen to view Sun City's limitations on residency as deplorable: "wealthy ghetto," "the walled city," "the city that hates children," they have called it. And these are only a few of the derisive phrases used.

Writers have even held the residents up to ridicule, pretending to know all about the Sun City "lifestyle" after a visit of a few hours. There has seemed to be more than a little resentment and envy of the city's clean and well-cared-for houses and yards, and the pride with which Sun Citians speak of the place they chose for their retirement years.

**SOME OF THE** other cities in the county and even a few state lawmakers still regard Sun City as "freeloading" or "sponging" on the taxpayers in the rest of the state—even though it has been proved more than once that the contribution Sun Citians make in taxes is well above the value of the services they receive from the county.

Yet there is a slowly growing acknowledgement of the high caliber of the average Sun Citian's education, experience and career background.

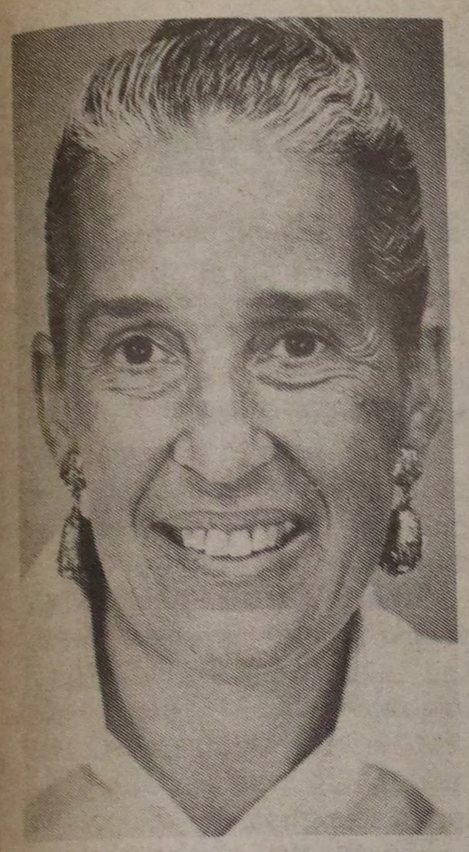
The achievements of Sun Citians in supporting and caring for one another through civic, service and fraternal organizations; in hospitals and nursing homes; in the establishment of programs for the frail elderly; and in community service groups such as the Sheriff's Posse and the Prides are cited as volunteerism of the highest order.

**THE EMERGENCE** of outstanding cultural activities—a prestigious symphony orchestra; an active little theater group; a nationally respected chamber music society; a one-of-a-kind art museum soon to have its own building; excellent libraries; fine choral groups; artists, artisans, collectors galore and more—have drawn admiring attention to the community.

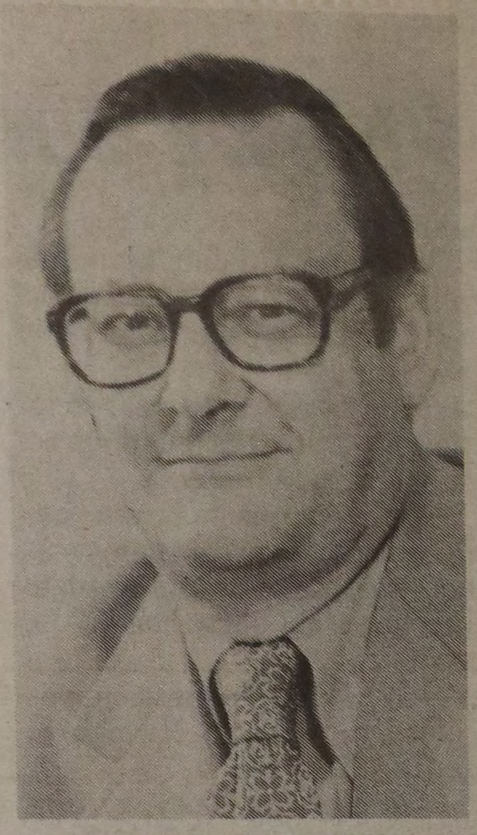
Athletic activities?

Of course. Not only golf, shuffleboard and lawn bowling, but tennis, horseback riding, bowling, swimming, bicycling, motorcycling, walking-jogging-running and, yes, skiing. National senior-age tournaments know the Sun City competitors; they take home a good share of awards. Physical fitness through exercise, from square and round dance to aerobics, is part of the Sun City active life. Participation is what it's all about.

Naturally, there have been retirees who lived the quiet life, who didn't pursue the activities offered in the recreation centers and who were spectators at other activities. That's all right; they are participants, too, in the Sun City "lifestyle" of enjoying life.



URSULA FREIREICH



BURT FREIREICH

# *News-Sun couple nourished paper*

By SUE MEULENDYK
Staff Writer

When opportunity knocked for a 35-year-old sportswriter, he flung open the door with both hands.

"I liked everything about my job but the salary," said former News-Sun owner Burt Freireich. "I felt I had to do something about grasping an opportunity. And I wasn't even sure this was an opportunity."

Nevertheless, he and his wife, Ursula, bought the 3-year-old Youngtown News-Sun City Sun in July 1960 with a $1,500 down payment—two-thirds of it borrowed on GI life insurance.

"**WE HAD** talked about buying a paper before," Mrs. Freireich said.

* News-Sun, A30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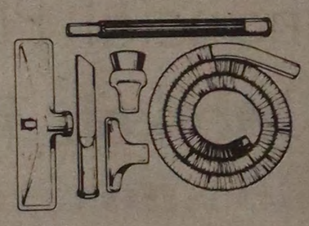

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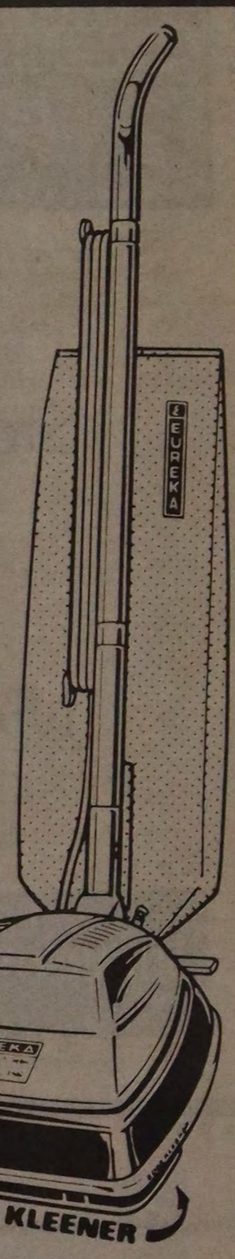


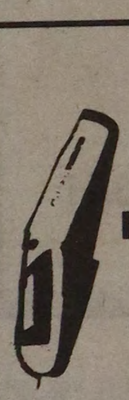

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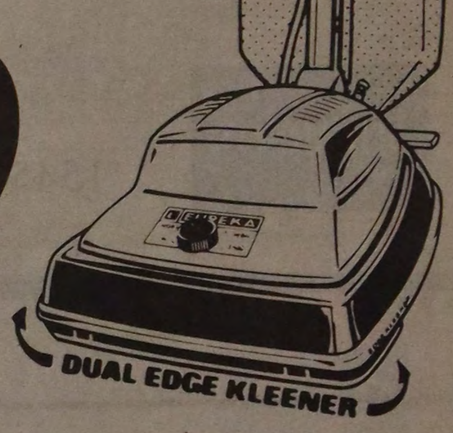


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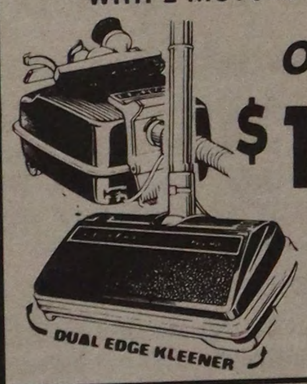


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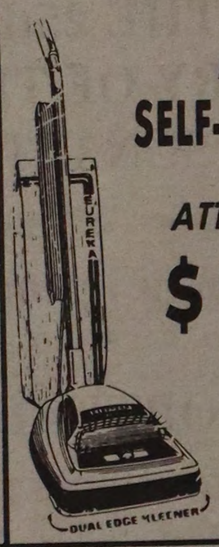


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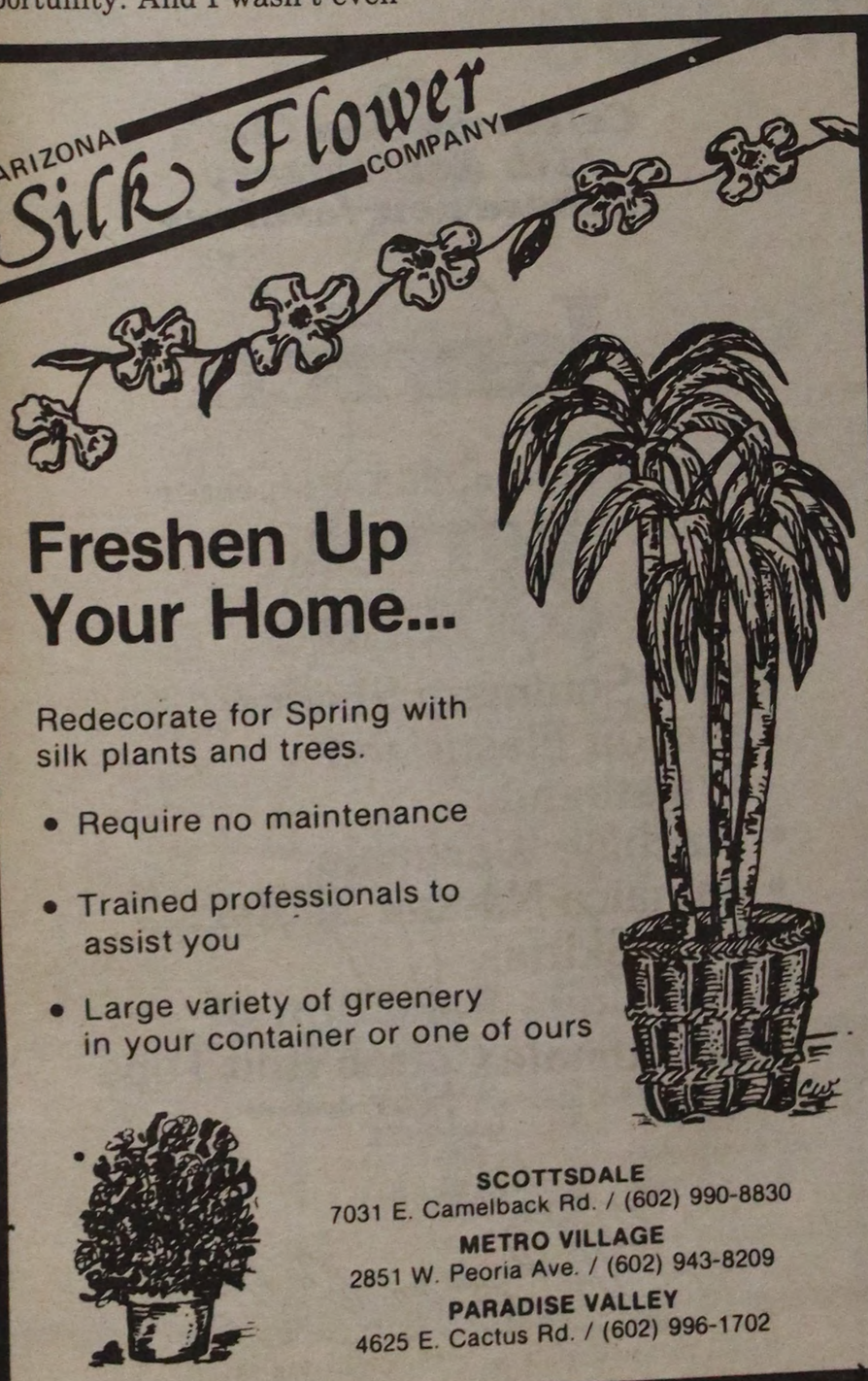

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# *News-Sun couple

—From A29

"I decided if I didn't buy this paper, I'd never have a chance to get in on the ownership end," he said.

Thus began a 24-year relationship with the budding retirement community.

His first reaction, as has been the case with many others, was, "Who would want to live in an old folks' home?" he said.

**BUT THAT** impression was submerged in the hectic pace of getting the job done.

"We were so busy getting out a paper we didn't have time to think about that," Mrs. Freireich said. She was bookkeeper and circulation manager, while Freireich doubled as reporter and ad salesman.

The tasks were aggravated by the fact that they operated without an office for the first eight months.

"I worked out of my car and Sid Lambert let us use his back porch," he said. Lambert sold the paper to the Freireichs.

**THEY ALSO** worked out of their home at 16th Street and Bethany Home Road.

"We were always late," she said. "As soon as we'd get one edition out we were already late for the next one."

"We must have worked 60 to 80 hours a week," he said. "We couldn't afford for both of us to sleep at the same time, so we would take turns."

While both had some journalistic experience, there were many lessons to be learned in doing business.

**"WE WERE** so naive, when people told us the check was in the mail, we believed them," Freireich said. "When people sent us an unsigned check, we thought it was because they forgot to sign it."

The success of the newspaper paralleled that of the retirement community. But the maturation of either was not without the usual growing pains.

Issues cropped up, such as use and membership of recreation centers, incorporation (that one came up repeatedly), membership in the Peoria School District, formation of the fire district board (which the News-Sun sued over the matter of secret meetings), formation of a hospital.

News flowed from the fledgling community as groups formed early, such as Home

* News-Sun, A31

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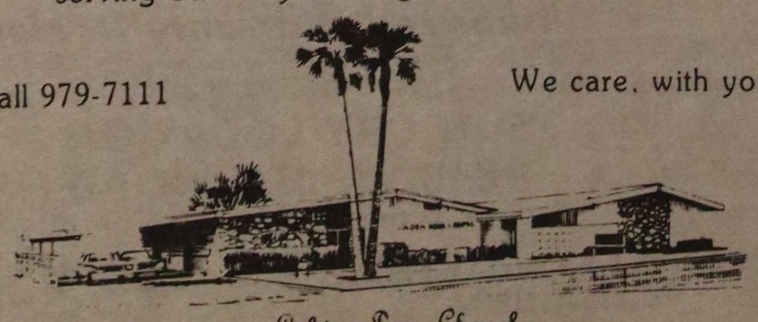

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# *News-Sun pair

–From A30

Owners Association and the myriad social and civic clubs.

**THE FREIREICHS** believed that getting names in the paper was among their most important tasks. Residents felt comfortable enough to suggest news stories, though some took that too far.

"There used to be a man who would corner me at Rec Center meetings and try to tell me what to write," Mrs. Freireich said. "I learned to sit near the door, but he would follow me all the way to the office."

Occasionally, readers would feel their favorite group was discriminated against in terms of its coverage. On the other end, some would approach the Freireichs with stories they didn't want to see in print.

One man's wife tried to kill him, Freireich said. Another said his wife had been apprehended for shoplifting.

The intricate relationship between the reporting staff and the business community (which, advertising representatives are quick to point out, supply the paychecks) also became strained occasionally.

**WHEN FINANCIAL** institutions began advertising that people could raid the equity on their houses with a second mortgage as a way of—say—financing vacations, Freireich took them to task in an editorial that drew some criticism from local banks.

In another instance, a fellow bank board member appealed to Freireich to abstain from printing the fact that yet another board member had been arrested for drunk driving.

"I let myself get talked into doing the wrong thing," he said. "I didn't print it."

Otherwise, Mrs. Freireich said, "Burt was a fearless editor, who did not hesitate to write things that did not endear him to people."

**BUT SHE** said she did have to restrain him from adding sometimes stinging notes to letters to the editor.

"People have a right to their opinions," she said, to which he responded, "I had to get some fun out of the job."

What the couple found in the advent of the transition from a twice-weekly to a daily paper was residents' concern about

* News-Sun, A33

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The Freireichs and a contractor break ground for the first News-Sun building, on Coggins Drive which in July 1967 was still full of vacant lots.

## *News-Sun couple

–From A31

maintaining their "good news" newspaper.

"People felt we were less of a local paper when we started running wire stories" after becoming a daily, he said. "One guy asked me if we were going to run 'bad news.' I told him if there was an earthquake or fire that killed people, I wasn't going to shield the readers from that."

**AMONG** their favorite stories, which made newspapers

* News-Sun, A34


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# *News-Sun pair

—From A33

in at least 20 states, is that of a Sun City resident who enrolled at Glendale Community College and received a notice that the draft board would be notified that he was not a full-time student.

During the Vietnam War, that was an invitation to get drafted.

The man had already served in World Wars I and II, Mrs. Freireich said, but the man responded that he was ready if his country needed him again.

As the paper and its staff grew, the Freireichs took a more philosophical than active role in the reporting process, though it was their philosophies that dictated the content and direction of the paper.

**DESPITE THE** hectic early days, they both found something to regret about not being in the trenches.

Mrs. Freireich said she missed writing, as well as her administrative work in the circulation department.

"I missed the contact with people," she said, and the feeling that "when I did it, I knew how it should be done."

Freireich concurred.

**"I MISSED** reporting and I didn't feel cut out for administration," Freireich said. "I was a newspaper man and I wasn't doing any newspapering."

That lack contributed to his decision to sell the paper in May 1984 to Ottaway Newspapers Inc., a subsidiary of Dow Jones.

"I was a business administrator—a role for which I didn't have the talent, interest or desire," Freireich said.

"When we were semi-weekly and even for three years after we went daily, I was a hands-on editor. I wrote about 10 columns a week for the editorial page. But I had to give that up.

**"I WAS** president, chairman of the board, editor and publisher and I had to give up the more desirable aspects. It didn't seem to me I could hire a business manager.

"Besides, I had never had the opportunity to enjoy the fruits of building up such an asset because everything was tied up in that asset.

"I had other offers, but I thought Ottaway would fit well with the community and the paper would progress."

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# Housing evolves into luxury items

By PAT KOSSAN
Emphasis Editor

Affordability.

That was the byword of builder Del E. Webb when he first designed the homes that would make up the neighborhoods of his business adventure called Sun City.

He never envisioned the lush tile-roofed haven for retired executives that grew to mythical proportions in the minds of snow-weary Midwesterners from better neighborhoods.

**"SUN CITY** was designed for the butcher, baker, the candlestick maker," explained Ken Parker, Del E. Webb Development Co.'s senior vice-president of sales.

Webb's first Sun City top-of-the-line home was 1,600 square feet with a single carport and sold for $15,000.

Smaller homes, with two bedrooms and a bath, sold for as little as $8,000.

"Features in housing is a recent thing," explained Parker, who said that it really wasn't homes that Webb was trying to sell. "Mr. Webb always told us, 'Sell the lifestyle.'"

**THE PLANNERS** at Webb never expected that lifestyle to expand north of Grand.

"We really hesitated to jump Grand," recalled Parker, who said the venture meant "millions of up-front money" for items like new recreation centers. And home sales had dropped off.

It was during this early-1970s expansion that the kind of house built for active retirees began to take on added importance.

"As the market became more sophisticated—and with the cost of housing increasing—it was more critical that we consider to greater degree the house and its features," explains Parker.

**SUN CITY** houses grew in size, along with homes all over the country.

In the 1960s, explained Parker, homes averaged 1,300 square feet, expanding to a 1,500-1,600–square–fcct average during the 1970s.

The second phase of Sun

* Housing, A36

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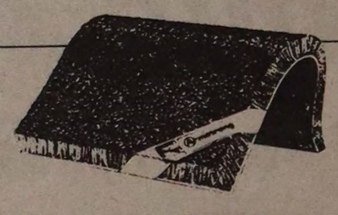

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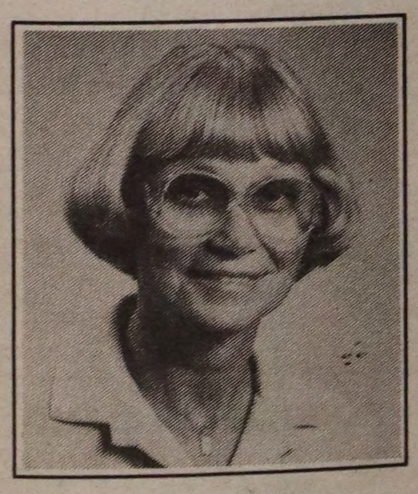
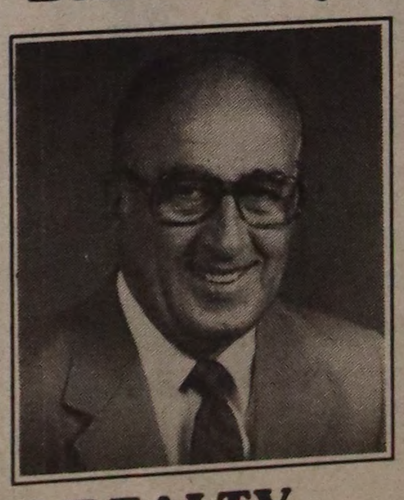


Emmie Lou & Bill Fedoryk



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# * Housing grows

—From A35

City home buyers enjoyed angled walls, tile roofs, dishwashers, self-cleaning ovens, dual pane windows, face brick, improved quality of insulation, 3-foot overhangs, and double carports that expanded into double garages with golf cart spaces—all wrapped up in a more Southwestern style.

The biggest improvements in Sun City houses can be seen in the bathrooms and the kitchens, said Parker. "You can see it in the size, the fixtures, the lighting and the flooring material."

**FRAMED** housed replaced the block homes of Phase I.

"There was more concern for exterior detail," said Parker, "more concern for street patterns, to give character to neighborhoods and better drainage."

Flat roofs made a brief appearance in Phase II, "But they were not practical in terms of materials," said Parker.

Fireplaces were always an option in Phase II homes, but rarely were requested.

**"FIREPLACES** weren't a big item," said Parker. "When a retiree thinks of a fireplace he thinks of cutting wood and that takes time away from the golf course."

Prices grew along with the amenities and the size—reaching $60,000 for 2,400 square feet.

"We attracted more affluent buyers who were accustomed to the prices," he added.

Lot sizes also increased, "although not proportional to the increase in cost," said Parker.

**SOME PHASE** I homes sat on lots as small as 60 linear feet, while Phase II homes were built on lots as large as 80 linear feet.

The much debated phase II gained rapid acceptance and the homes turned into Devco's fastest sellers.

"There was rapid appreciation of housing during the late 1970s," said Parker, trying to explain the success. "And housing in the Midwest reached its zenith. The price for a home here was proportionally less."

That meant retirees could sell their Midwest homes for $100,000 and pick up Sun City homes for $50,000.

**PARKER'S** favorite house of all is what he calls the old number seven, better known as the Annapolis to Sun Citians.


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OUR NEW SNAP-ON TRANSPARENT PANELS KEEP DUST AND RAIN OFF YOUR SCREENED PATIO ..! INEXPENSIVE WAY TO CONVERT YOUR PATIO TO A USABLE YEAR-ROUND SCREEN ROOM—CALL 277-8000 FOR DETAILS

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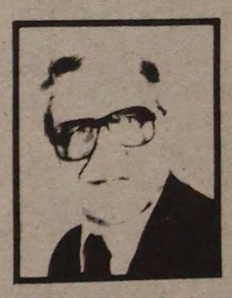
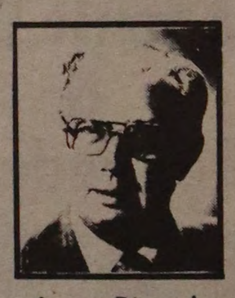

Roy Stanley

Fred Litrenti

S. B. "Speed" Reidling


Lynn Rippel

John McKempson

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**ALL TIRES AT COST PLUS**
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Install Filter Kit
Plus Fluid & Labor
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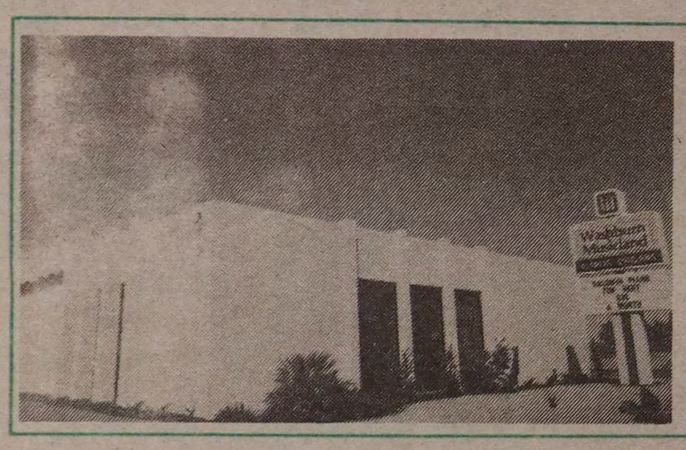
Bill Washburn invites you to visit the . . .

# SUN CITY AREA'S OLDEST ORGAN AND PIANO COMPANY *(SINCE 1973)*



Washburn Musicland has been serving Sun City since 1973—1st in La Ronde Centre; then at 99th and Thunderbird; and now in their new warehouse showroom at 9550 W. Peoria Avenue. This new facility has adequate space for private and class lessons, workshops & even enough room to seat over 250 for concerts & programs.

## *Bill Washburn's Philosophy of 'Teach to Sell' has made him the Baldwin Piano & Organ Company's #1 Dealer*

Since the invention of the automatic chording organs in the early '70's, dealers (especially Mall Store Operators) have been making outlandish claims & promises. "Buy this organ now and tomorrow you'll be playing like a pro" etc . . . Bill Washburn knows like any intelligent person that such claims are ridiculous. For this reason Washburn Musicland has sought to build a successful business on the foundation of Bill's philosophy of "Teach to Sell".

As early as 1969 Bill began developing a lesson program especially for adult beginners. He calls his program "Discover Music" and since 1972 he and his staff have taught over 5000 adult beginners in this area how to play for fun and enjoyment.

The 1st level of "Discover Music" features a 5-week try-before-you-buy course which costs only $9.95. Curious & interested adult beginners are invited to come into the store for 5 one-hour class lessons, where they learn the basic fundamentals of reading music and playing an organ. Of course, everyone sits at an organ for "hands-on" training. At the conclusion of the five weeks, students are able to (1) read notes; (2) count simple rhythms; (3) play simple tunes with both hands & both feet. With the availability of Level II and advanced lessons, students can progress to performance level if they desire. Some of the area's top instructors learned to play and teach right here at Washburn Musicland.

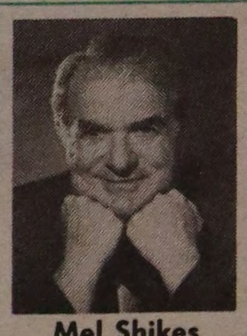
Today Bill is acknowledged by the Baldwin Company as their top organ dealer. With his help the company has implemented nationally a program similar to Bill's. Baldwin calls it "Play for Fun".

### *A TRULY PROFESSIONAL SALES STAFF*

Bill Washburn

Jerry Deymonaz
*Since 1974*

Gene Hersrud
*Since 1976*



Mel Shikes
*Since 1973*

### *THE VALLEY'S FINEST INSTRUCTORS*

Cheryl Weeks
*Since 1976*

Jeannie Drape
*Since 1982*

Don Nicholls
*Since 1974*

Mary Jordan
*Since 1973*

# Washburn Musicland

9550 W. Peoria Ave. 979-2550

# Happy Birthday, Sun City

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GRAND OFFICE
972-1162
1984

SATELLITE #1 — 1978
GRAND OFFICE
11307 Grand Ave.
972-1162

SATELLITE #2 — 1984
BOSWELL OFFICE
16991 Boswell Blvd.
972-1161

VICKI MULL — Broker-Owner

MULL REALTY

Vicki Mull and the Professionals

DEAN RHODES — Branch Manager

CONRAD STEVENS — General Manager

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NEW SATELLITE #3 — 1985

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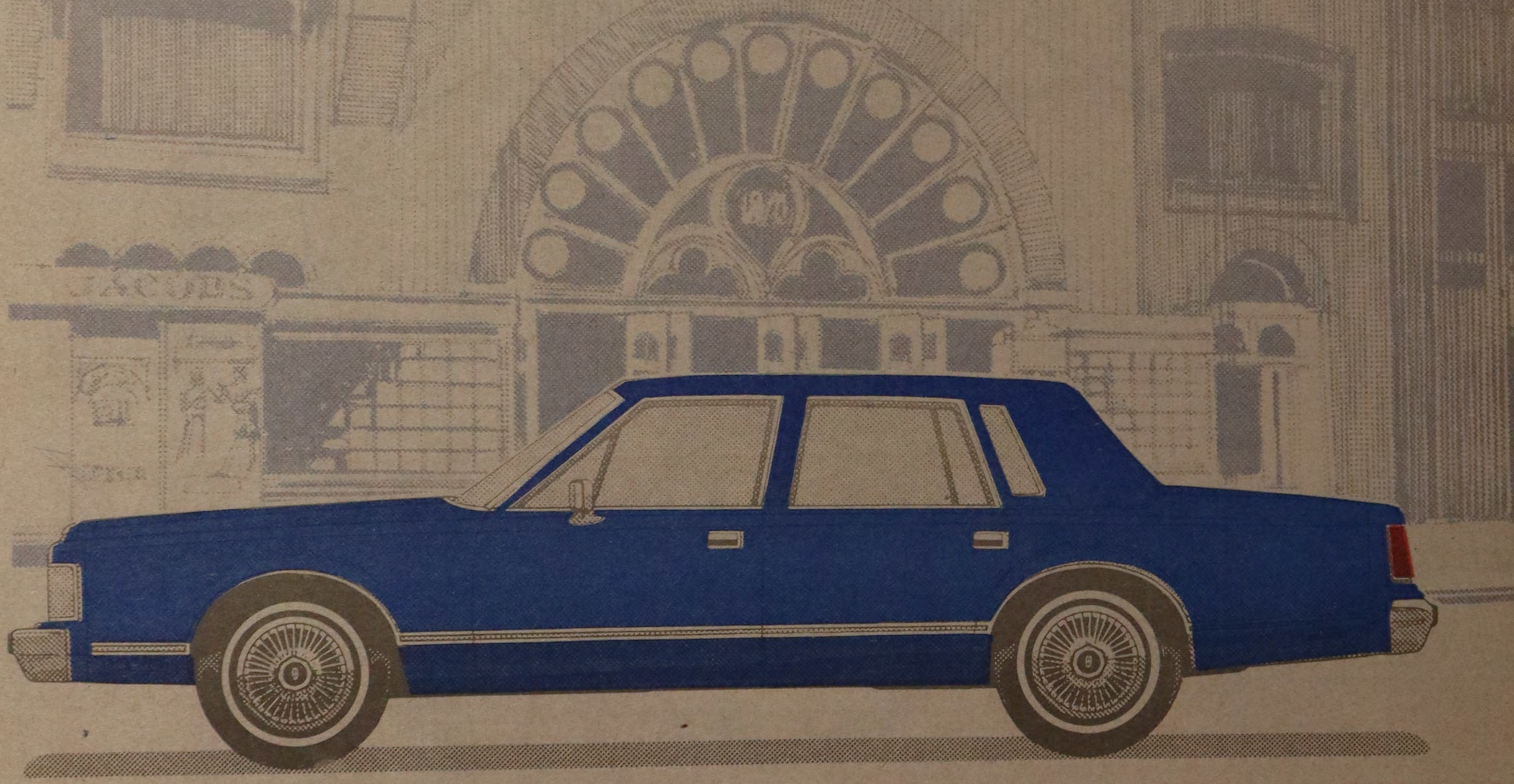


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