

Webb Joins In \$31 Million Kansas Titan Missile Job



CHECK in payment of \$12 million in securities offered the public by the Del E. Webb Corporation is tendered to Pres. Del E. Webb, left, at closing ceremonies in New York by Robert Lehman, senior partner of Lehman Brothers, which headed the underwriting group.

Ring Of Excavated Silos To Surround Wichita Air Base

Del E. Webb Corporation is a joint venturer in one of the largest construction combines in the world which was the low bidder on a \$31 million Titan II missile complex to surround Wichita, Kans., and the McConnell Air Force Base for manning by the Strategic Air Command.

Joining Webb in submitting a \$30,766,492 bid, low by about \$1,150,000, were George A. Fuller Co. of New York and Los Angeles, which is sponsoring the project, and Paul Hardeman, Inc., Stanton, Calif.

It is a rush project to be completed this year. Work began late in December, and the Corps of Engineers indicated a peak labor force of 2,400 will be employed. The initial work covers only the first phase of construction in the \$250 million project to ring McConnell AFB with 18 Titan II missile bases which will store ready-for-firing nuclear missiles in silos beneath ground level.

The Webb Corporation's part in the successful bid was handled by Vice-Pres. Robert H. Johnson, Los Angeles, and his operations staff, including Edward T. Davies and Ed Smith.

First work covers excavation and mining, lining of the 18 silos with a sheath of steel and concrete, and providing a water supply. Col. Lawrence M. Hoover, Corps of Engineers area engineering for McConnell AFB, and Lt. Col. Max L. Piper, acting commander of the U. S. Air Force Site Activation Task Force there, witnessed start of construction.

Job of the Titan bases is to insure that the U. S. will have such devastating retaliatory power, even under con-

Webb Corporation Offering Of \$12 Million In Securities Is Quickly Oversubscribed

The Del E. Webb Corporation, successor to Del E. Webb Construction Co., became a publicly held corporation in December.

A nationwide underwriting group headed by Lehman Brothers of New York offered 160,000 units of Webb Corporation securities, comprising \$8 million principal amount of 6½ per cent 15-year convertible subordinated debentures, 640,000 shares of common stock and warrants to purchase 800,000 shares of common stock.

The offering was made only in units, each unit consisting of a \$50 debenture,

four shares of common stock and warrants to purchase five shares of common stock. Each unit was priced at \$77.75, plus accrued interest on the debentures.

The offering was quickly oversubscribed and the hooks closed.

Following the \$12 million offering December 8, closing ceremonies on December 13 in the Lehman Brothers offices formally concluded with tendering to President Del Webb of the underwriting group's check in payment for the securities.

(Continued on Page 2)

(Continued on Page 3)

Offering Of Webb Securities Formally Concluded At Closing Ceremony



THIS GROUP attended closing ceremonies at the New York City offices of Lehman Brothers when the public offering of \$12 million in securities of the Del E. Webb Corporation was formally concluded with tendering of the underwriting group's check. From left: Judge John B. Milliken, Los Angeles, of Webb legal counsel; W. J. Miller, Phoenix, Webb secretary and comptroller; Joe Thomas, Lehman Brothers; Mr. Webb, Robert Lehman, senior partner of Lehman Brothers; Edward W. Schoenhof and Bert Behrens, both of Lehman Brothers; Ben C. Milner of Lehman legal counsel; Alan K. Stewart, Phoenix, of Webb legal counsel, and Milan Kerns, of Lehman legal counsel.

Webb Offering Of \$12 Million In Securities Oversubscribed

(Continued from Page 1)

Effective January 17, the Webb Corporation announced termination of the deposit agreement with respect to its securities units. Thereafter the debentures, common stock and warrants to purchase common stock could be bought and sold separately.

Debentures can be converted into common stock at \$6.25 per share.

Of net proceeds from the offering, the Webb Corporation has tentatively allocated approximately \$9,900,000 for expenditure in developing retirement communities, hotels, property development, apartments and trailer parks, shopping centers, office buildings and industrial areas. Any balance of proceeds will be added to general funds of the company.

It Was A Stormy Trip, But Webb Made The Meeting On Time

The chief of the Del E. Webb Corporation, Pres. Del E. Webb, wondered for a day and night whether he was going to actually make it to New York for the important Monday forenoon meeting which would formally conclude a \$12 million public offering of his firm's securities.

Mr. Webb departed Los Angeles on Sunday for New York, where he was due late that night. But a blizzard raging along the Atlantic Coast forced the plane all the way back to St. Louis, Mo.

After hours of waiting in St. Louis, Mr. Webb caught a flight to Philadelphia, but there his air transportation again bogged down in the storm. Late Sunday night he boarded a railroad chair car for a cold and drafty ride to New York, arriving at his hotel at 5:30 a.m.

And he had to bounce out of bed at 7 a.m. to join W. J. Miller and A. K. Stewart of his Phoenix headquarters staff and Judge John B. Milliken of

Los Angeles, of Webb legal counsel, to execute final documents at the morning meeting on Wall Street.

Nicest Kind Of Goodbye

Her husband was taking on a new job at Sacramento and moving the family there, and for Secretary Lonnie Devel it was a necessary move. On the bulletin board she placed a note of thanks to Webb co-workers who had honored her at a luncheon in the employees' lounge, and then she added: "I wish I didn't have to leave x x x I've never worked at a more wonderful place and never expect to again."

Cradle Topic

Mr. and Mrs. Gerald P. Marchal, (he's a housing department man on the Sun City project), welcomed an addition to their family with arrival of a daughter, Kathleen Ann, early the morning of December 6. She weighed in at six pounds, ten ounces.

Creating Berths For The ICBM



MISSILE HARD BASE. This mammoth excavation, somewhere in U. S., is the beginning of a "hard base" — an almost invulnerable underground launch site for the Air Force Titan Intercontinental Ballistic Missile. This is typical of the \$31 million construction program now underway by a joint venture of George A. Fuller Co., Del E. Webb Corporation and Paul Hardeman, Inc., to construct 18 such Titan missile bases surrounding McConnell Air Force Base in Kansas.

Webb Joins In Huge Titan Missile Project

(Continued from Page 1)

centrated nuclear attack, that no enemy would consider war. They are considered important elements in the U. S. Air Force Strategic Air Command's mission to prevent war.

ment when he declared: "We think highly of Bob Becker and of the important contributions he has made to our company's continually-expanding business. No one person in the organization has had a more important part in multi-million dollar projects we have built in every part of the nation."

A true "Ambassador of Good Will" for the Webb Corporation, Mr. Becker found time outside his duties to work with the Boy Scouts, who honored him with their Silver Beaver award some years ago; to serve as a director of the First National Bank of Arizona; to assist the Sun Angel Foundation; serve with the St. Joseph's Hospital Executive Committee; work with the United Fund, and supervise charitable and other contributions from a foundation established by Webb executives.

Death Takes Affable Bob Becker, Retired Webb Secretary And Treasurer Of Yankees

A legion of friends and former fellow workers were saddened at news of the death in Phoenix on Jan. 21 of Robert A. Becker, 58, treasurer of the New York Yankees and retired secretary of the Del E. Webb Corporation. Death followed by several days a stroke he suffered at his home.

Mr. Becker, ordered by doctors to curtail his activities in 1958 after suffering a heart attack, continued his Webb duties on a part-time basis until his retirement last



Bob Becker

July after almost 17 years as a Webb employee. Solemn requiem high mass was sung at St. Francis Church and Mr. Becker was buried in St. Francis Cemetery.

A native of New York City, he moved to Bisbee, Ariz., as a youth and there began a banking career which saw him rise to a vice-presidency and the chance at a bank presidency when he decided to join the Webb firm in 1943 as secretary and financial adviser. When Del Webb and Dan Topping purchased the Yankees in 1945, they named Mr. Becker as treasurer and he helped lay the groundwork for the baseball club's fine pension and profit-sharing plans.

Mr. Webb paid tribute to the affable Becker long before his actual retire-

For Years Of Faithful Service!



PRESENTATION of Webb service pins and awards at the Phoenix dinner, held at beautiful Mountain Shadows resort hotel, was witnessed by 40 employees and their wives, including the honorees.

AT PHOENIX, three employees and a retiree were honored last month for long-time service with the Del E. Webb Corporation. Pictured with Pres. Del E. Webb, second from right in photo at left above, they are: (from left), A. C. (Pop) Jacobson, who received a diamond-studded 20-year pin, L. O. (Blackie) Hoeft, with the company almost 20 years before he retired last spring, who received a beautiful gold engraved wrist watch; Amy Jo Hafford, executive secretary to Mr. Webb and L. C. Jacobson, executive vice-president, who received a diamond-encrusted necklace-pin, and H. G. (Speedy) Winston, chief accountant, who received a 20-year diamond pin.



TAKING CLOSE LOOK, President Webb reads inscription on case of gold wrist watch presented to retiree H. O. (Blackie) Hoeft, former Webb warehouseman. In left foreground, Amy Jo Hafford, ever a secretary, takes notes.



AT LOS ANGELES, six recipients of service pins represented almost a century of Webb service. Pictured above, from left: Dale Griffith, assistant business manager, who received a 20-year pin; Milford T. Rigg, project office manager, and Edward T. Davies, Los Angeles chief of operations, 15-year pins; President Webb; R. H. (Bob) Johnson, Los Angeles office vice-president, 25-year pin; Ralph G. Wanless and Apollo (Appy) Guizot, operations men, 10-year pins. Absent because of illness was M. D. Stevens, a project superintendent, who received a 10-year pin. Those for 15 years or longer were diamond-studded.



PEARL PIN presented to Johnson is adorned with Griffith, wearing diamonds.



FIRST 25 YEARS the hardest? Smiling Vice-President Bob Johnson looks pretty fit as he receives diamond-studded 25-year pin from President Webb. In foreground is his secretary, Mrs. Enola Owens, an employee almost 15 years.



enjoyed a champagne dinner in TowneHouse Room of Hotel in attending pin party honoring Los Angeles

Webb Employee Gatherings Feature Holiday Festivities



THE YULE SEASON got away to a happy start Dec. 23 when Del E. Webb Corporation employees of Phoenix and Los Angeles offices gathered for Christmas parties. The Los Angeles group, pictured below, held festivities at the office, but at Phoenix it was necessary to schedule the event at the firm's Mountain Shadows resort hotel, for construction division employees were joined by those from housing and hotel divisions. All are pictured above. They received liberal Christmas bonus checks, enjoyed refreshments and a buffet, then began a three-day holiday.



Speeches Were Brief, And The News Was Welcomed



AT PHOENIX, Executive Vice-Pres. L. C. Jacobson (above) reviewed briefly the Webb Corporation's achievements of 1960, touched on plans for 1961, and announced the liberal employee Christmas bonuses. Seated beside him at table are J. R. Ashton, vice-president, and W. J. Miller, Webb secretary and comptroller.



BONUS CHECKS were delivered at Los Angeles employee party by Pres. Del E. Webb, shown (photo at left) handing check to Fritz Danielson, a construction engineer.

A HAPPY OCCASION, the Los Angeles office party, judging from broad smiles on group pictured below, left. Baird York, shown in photo below, sported clever Del Webb necktie knitted by wife, Nadine. Like knitted sox he wore at 1959 party, tie incorporated Webb insigne.



Yule Party Proves 'Best Ever' For Master Products Folks



SOMETHING DOING every minute featured the Christmas party for employees of the Webb-owned Master Products Manufacturing Co. in Los Angeles. Photos on this page show (above) the group which attended; (at left) one of the fun highlights, the breaking of the Pinata, by Mollie Gomez, and (below) the scramble for gifts it contained. There was dinner, music and dancing, group singing, gifts from a Christmas tree, and even a door prize.



Volume 15 Jan.-Feb., 1961 No. 1

Published by the
DEL E. WEBB CORPORATION
 302 South 23rd Ave.
 Phoenix, Arizona
 5101 San Fernando Road West
 Los Angeles, California
 in the interests of the personnel of its
 various projects and branch offices

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New Tucson Medical Center Is Started By Webb Builders

Construction has been started at Tucson, Ariz., by the Del E. Webb Corporation of a \$1½ million Wilmot Medical Center to provide ultra-modern office and clinic facilities for more than 50 doctors.

Located on a prestige site at Fifth Street and Wilmot Road, across from the new St. Joseph's Hospital, the new medical center will on completion be owned and operated by the Webb firm and three associates, Paul Monaghan and Alfred G. Friske of Tucson, and Bern C. Ramey, Chicago.

Besides spacious offices for doctors, the new medical center will include a pharmacy, X-ray laboratory, general laboratory, bookkeeping and secretarial service, physical therapist and optical service.

(Continued on Page 6)

Sun City Folks Given Recreation Center

A \$250,000 recreational center and community hall development has been given to residents of Sun City, the nationally-known Arizona community for senior citizens, by the Del E. Webb Development Co., a subsidiary of Del E. Webb Corporation.

Accepting the attractive facilities on behalf of townspeople was a retired Yale University professor, Ralph Hawley, president of the Sun City Civic Association. In expressing thanks to Tom Breen, head of the Webb housing division, Mr. Hawley lauded the Webb firm as a builder with a continuing interest in Sun City even after homes it built had been sold.

The facilities, which Webb builders had intended since founding of Sun City to turn over to residents as soon

(Continued on Page 3)



CROWDED PATIO at Sun City community for senior citizens is pictured during two-hour entertainment program recently signaling start of almost 2,400 homes and apartments representing a new \$25 million development phase.

Thousands View Elaborate New Facilities As Second Phase Of Sun City Is Started

They call it the "most talked about town in America."

And that sobriquet seemed especially appropriate when more than 30,000 visitors swarmed into Del Webb's Sun City on a recent Sunday to see a new \$350,000 recreational center that looked like a country club and six newly-designed model homes acclaimed by housing experts the best buy in the nation, dollar for dollar.

This was the introduction of the second increment in the mushrooming, nationally-famous community for senior citizens, located 12 miles northwest of Phoenix.

First opened to the public by the Del E. Webb Corporation 14 months ago, offering "an active, new way of life" and modest but comfortable homes exclusively to persons 50 or older, Sun City has been so successful it already has a population of 3,000 and is ranked in Arizona not only as the

most modern but the State's fastest growing city.

Sun City residents now occupy 1,600 completed homes and 200 cooperative apartments, which with recreational and community facilities, an 18-hole all-grass golf course, a modern shopping center and a Del Webb's Hiway-House motor hotel, represent \$17 million in improvements.

The new increment of 1,975 single-family homes, 400 apartments, an expanded and more elaborate community and recreational center, and another full-scale golf course, will represent an estimated \$25 million in improvements.

Visitors interested in viewing the beginning of the second increment in Sun City's development strolled through a lushly-landscaped recreational area with shuffleboard and horse-shoe pitching courts, a spacious lawn bowling area, arts and crafts buildings,

(Continued on Page 3)

How's Business? It's Bustling At Sun City



BUSY SUN CITY SHOPPING CENTER, now expanded to more than double its original size, soon will feature a grand opening program to introduce new merchants and a variety of new stores. Now serving not only Sun City but a half-dozen surrounding communities, the center is expected to do a gross business of \$4 million this year.



A PERMANENT BUILDING for First National Bank of Arizona in the Sun City shopping center is under construction following recent ground-breaking ceremonies, pictured. From left, G. I. Parker, vice president of First National; Francis Bricker, architect who designed the building; Tom Breen, Del E. Webb Corporation, and George W. Swanson, manager of the bank's Sun City branch, which opened in temporary quarters in November.



THE NAME of Sun City, Arizona, will be carried to all parts of the country by Dave Marr, right, one of the rising young pros now on the winter golf circuit. Presenting Marr a Sun City cap is Fielding Abbott, resident pro at the retirement community. Marr tied for fifth in the recent \$32,500 Phoenix Open with a six-under-par 274, playing in a threesome with Arnold Palmer, eventual winner.

Vacationing Writers See Sun City



STAFF WRITERS from more than 50 newspapers and magazines in 20 cities and 12 states took a searching look at Del Webb's Sun City development on January 19 while in Phoenix as guests on Trans World Airlines annual "Arizona Holiday for Writers." They toured that part of the community which in less than a year has attracted 3,000 senior-citizen residents, lunched in the Town Hall at the new \$350,000 community center and recreational area, looked over a half-dozen model homes of new design, then shucked coats and jackets for an afternoon on the golf putting green (above) and banging away at elusive golf balls on the driving range. Above Right — Fielding Abbott, left, Sun City pro, presents putting contest trophy to Photographer Gene Pesek of the Chicago Sun Times. Stories of Sun City by the visiting writers were appearing last month in some of the nation's largest newspapers.



Opening Of New Sun City Phase Attracts Thousands

(Continued from Page 1)

a huge swimming pool with sunning terraces, broad patio and outdoor Greek Theatre. They saw a community center with a Town Hall to accommodate meetings up to 800 persons, with stage and dressing rooms, kitchen facilities and even separate card rooms for men and women.

From early morning until darkness, first-day visitors formed a steady automobile procession into Sun City, and they have kept coming on successive days, growing to throngs of visitors on week-ends. The license plates on their cars represent virtually every state in the union. They marvel at community and recreational facilities, yet they focus most attention on the six model homes, ranging in price from \$9,300 to \$14,200, for it is in these the senior citizens will spend the Golden Years.

Webb Firm Gives Sun City Citizens \$250,000 Recreational Center

(Continued from Page 1)

as the town had sufficient population, included a huge swimming pool, a community hall seating 350, a stage and dressing rooms, clubrooms, an arts and crafts building completely equipped for varied hobby work, nine shuffleboard courts, a lawn bowling green and large outdoor "Greek Theatre" patio. All this is contained on 2.45 acres in the heart of the Sun City community.

The Webb firm retains the 18-hole golf links and pro shop, being operated as a public course although Sun City residents play at reduced fees.

An agreement between the Civic Association and Webb Development Company calls for Webb builders to also operate the recreation and community center at association expense, with operation and maintenance funds being raised by a small assessment to each Sun City resident.

Nine association directors include a former banker, a retired minister, a railroad man, a fire chief, two oil company executives, a printer and a retired colonel. Financial advisers to the

board include such "high-priced talent" as an Omaha bank executive, a chain store executive, the former vice-president of a railroad, a budget director for a public power company, a mining superintendent and an oil firm official.



IN GARDEN-LIKE SETTING, this is the \$250,000 recreational and community center presented by Webb Corporation to Sun City residents, who now assume responsibility for its operation and maintenance.

A Look At The Kind Of 'Active Living' That Adds Pleasure To



IN BUSY SALES OFFICE, Sun City visitors look over model of community from which they can select location of a future home.



SUN CITY'S main thoroughfares are palm-lined, divided boulevards like that pictured above, adjacent to the new recreation and community center.



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IN COUNTRY CLUB SETTING, new community and recreational center has a Town Hall to accommodate 800 persons, fully-equipped arts and crafts shops, expansive shuffleboard, lawn bowling and horseshoe courts, luxurious landscaping and handy park benches where senior citizens may relax, rest, chat, or just sit in the sun.

Breaking Ground For Medical Facility



STARTING WITH A SHOVEL, but certain of tractor power for relief, group pictured above broke ground recently in Tucson for the new Wilmot Medical Center being constructed by the Webb Corporation. From left: James Douglas, vice-president of Southern Arizona Bank; Richard Wartes, Phoenix, of the Webb Corporation; Dr. Alfred G. Friske, one of the owners; Newsom Holesapple, vice-president of Tucson Realty and Trust Co., and Paul Monaghan, an owner and leasing agent.

Webb Crews Building Tucson Medical Center

(Continued from Page 1)

Designed by Emerson C. Scholer and Santry C. Fuller, Tucson architects, Wilmot Center will have parking facilities for more than 400 automobiles.

By virtue of its location across the street from St. Mary's Hospital and but three miles from Tucson Medical Center, initially the Wilmot Center will be within three miles of approximately 450 hospital beds, Mr. Monaghan pointed out, "and since ultimate size of the two hospitals calls for 1,250 beds, these would be within five minutes driving time," he added.

Design of the new center provides not only great latitude in use of space, but the architects took note of the desirability of summer shade and all-weather protection. The structure was designed to achieve the maximum amount of shade — almost two acres of it — giving the Wilmot Center an oasis-like atmosphere.

A long-term mortgage has been negotiated with Equitable Life Assurance Society, Mr. Monaghan reported. Interim financing is by the Southern Arizona Bank & Trust Co.

Enthusiasm Heralds New Phase At Growing Sun City

What was the general reaction of visitors who recently viewed the opening of elaborate facilities for the second phase in the building of Arizona's famed Sun City for the nation's senior citizens?

Pretty terrific, indicates Burt Freireich, publisher of the sparkling weekly Sun City Sun, from which we reprint these thumbnail Freireich interviews:

Alex Smith, LaSalle, Mich. — "I am amazed. Ten months ago I read about Sun City, and we made a special trip to look it over. With a poor year economically everywhere else, the growth of Sun City is amazing. This alone impressed me enough with the soundness of the development and persuaded me to buy."

Mr. and Mrs. Al Thomas, Oshkosh, Wis. — "We like the spacious living, the relaxed atmosphere, and just because the people are retired, they don't want to just sit down and rust out."

Abe Wiens, construction worker from San Jose, Calif. — "I was impressed with the quality of the houses and the chance for activity for older people. I have been active all my life and I feel I have to be active."

John Evans, Minneapolis — "My wife was against the idea until she saw

Sun City and met a few residents, got to talking with them, and realized how friendly they are. She saw the chance for an active and interesting life in retirement."

Fred E. Voight, South Bend, Ind. — "We have traveled all around the world, but this is the place for us. We like the idea of no children around to bother us. With the community facilities already here, you aren't buying a 'pig in a poke.' We like the spaciousness of the development."

All This, And Christmas, Too

The children of Ed Smith of the Los Angeles Webb operations department, and Mrs. Smith, kept things lively for their parents in the weeks before Christmas. Daughter Beverly Dawn was married to Olin James Diamond of South Pasadena in a beautiful wedding at the Church of the Lighted Window in Glendale, Calif. After the wedding reception, the Smith son, Robert, a second class petty officer home on leave from the SeaBees, was honored at a birthday buffet dinner at his parents' home. His next duty post: Adka, Alaska.

First Bank And First Church Assured Arizona's Sun City

Sun City has a permanent building under construction for the branch office of its First National Bank of Arizona, and soon will begin erecting its first church, for which \$31,000 in building fund pledges were received in a one-Sunday campaign.

Sun City grew so rapidly in 1960, though first residents did not arrive until spring, that First National opened a branch in temporary quarters in the community's medical center on Nov. 8, as soon as it had obtained permission from the U. S. Comptroller of Currency. The permanent building will front on Grand Avenue (U. S. 60-70-89) at the north edge of Sun City's busy shopping center. It is being erected by Del E. Webb Development Co., a Webb Corporation subsidiary.

Fred Guirey and Associates, Phoenix architects, designed the United Church of Sun City, a project fostered by Phoenix Congregational churches, and groundbreaking ceremonies directed by the Rev. W. W. Witt, pastor, were held last month.

Engineering Work On Webb's 6,000-Acre Stockdale Project Proceeds On Schedule

Engineering and survey work is proceeding according to schedule on the Stockdale Community being developed by Del E. Webb Corporation and Kern County Land Company on 6,000 acres at the southwest edge of Bakersfield, Calif., reports A. J. Maloney, project manager.

Plans for the ambitious residential-commercial-industrial development were announced nine months ago, and groundbreaking ceremonies will be held soon to signal beginning of actual construction.

Survey crews have been in the Stockdale area since mid-January, establishing and recording property line positions, boundaries and topographic features for preparation of tentative subdivision maps to be submitted for approval to a planning commission, according to Maloney.

"This is the first step in establishment of an industrial park, the heart of the proposed new community," he added.

Pres. Del E. Webb, named to head the Stockdale Development Corporation organized by KCL and Webb officials when the project was announced, termed "almost unlimited" the potential of the new community development and emphasized it "should be of great value to Bakersfield and the County of Kern."

Dwight M. Cochran, KCL president, termed his firm's association with the Webb developers "the result of a long effort to find a well-qualified, experienced, well-staffed, financially-sound associate with the same keen interest and enthusiasm that we have in the future of the Stockdale development.

"The Webb organization meets all of these criteria, as evidenced by their many successful activities throughout the West, and in many other parts of the country," Mr. Cochran declared.



FINALIZING SURVEY WORK on Webb Corporation's Stockdale project at Bakersfield, Calif., prior to seeking final approval from the planning commission are (from left) Eliot Bridgmen, instrument man and Jim Maloney, Webb project manager, with Elden Hunter, survey party chief.



WEDDING BELLS. Mary Mercier of the Webb housing division and her bridegroom, Thomas M. Maher, are pictured at reception at her Phoenix home following their Jan. 28 wedding at the Saints Simon and Jude Catholic Church. Many Webb folks were on hand to offer congratulations. They met in Chicago before both moved to Phoenix. Mr. Maher has a water softener business.

Webb Spinner Named Outstanding Arizona Industry Publication

State Newspaper Group Awards Plaque For 1960

The Webb Spinner, monthly newspaper of the Del E. Webb Corporation, has been acclaimed the outstanding industry or company publication in Arizona.

A handsome plaque for first place in the house organ competition was awarded The Webb Spinner by the Arizona Newspapers Association at its 21st annual convention in Tucson. Donor of the plaque was the Kennecott Copper Corporation.

Second honors went to Spark and Flame, topnotch employee publication of Arizona Public Service. Judging was by members of the California Newspaper Publishers Association.

Now in its 15th year of publication, The Webb Spinner is edited by Jerry McLain and Richard Kemp, with David Parker serving as staff photographer. Its circulation, extending into virtually every state in the U. S. and to several foreign countries, includes Webb business associates and friends, subcontractors and suppliers.



Volume 15

March, 1961

No. 3

Published by the
DEL E. WEBB CORPORATION
302 South 23rd Ave.
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California
in the interests of the personnel of its
various projects and branch offices

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TOP HONORS FOR GENERAL EXCELLENCE during 1960 among Arizona company and industrial publications were awarded The Webb Spinner by the Arizona Newspapers Association with presentation of plaque pictured above, donated by Kennecott Copper Corporation.

Tucson Nurserymen Commend Campbell Plaza Landscaping

Landscape plantings as a part of the new Campbell Plaza shopping center in Tucson has brought commendations from the Tucson Nurserymen's Association to the Del E. Webb Corporation. A Letter to the Editor reprinted in the Tucson Daily Citizen and signed by Carl M. Nielsen, president, and R. L. Matlock, secretary-treasurer, read:

Dear Mr. Webb:

"We are sure that within a very few years of proper care those trees, shrubs,

etc., will make that area a really attractive addition to our city.

"We regret that most of our very utilitarian new shopping centers only add to the discomfort of our citizens with their huge heat-collecting asphalted parking areas and that almost none (except Campbell Plaza) will ever contribute to the satisfying beauty of our surroundings.

"To you and your associates, therefore, we voice our thanks and commend you for your efforts toward a more beautiful Tucson."

New \$62 Million Contract Expands Webb Firm's Joint-Venture Missile Construction To \$93 Million



SIGNIFYING COOPERATIVE EFFORTS of Bakersfield and Kern County folks with Kern County Land Company and the Del E. Webb Corporation to get the huge Stockdale development underway, ground was broken last month with a unique four-handle shovel. Manning the contraption were, from left: Bakersfield Mayor Gene Winer; Pres. Dwight M. Cochran of Kern County Land Company; Vice-Pres. J. R. Ashton, director of Webb Land development, and Floyd Ming, chairman of Kern County supervisors.

First U. S. Minuteman Installation Scheduled In Big Montana Area

Del E. Webb Corporation and the George A. Fuller Company have been awarded a \$61,773,644 joint venture contract to build the nation's first underground Minuteman missile complex in a 17,000-square-mile area of Montana.

Following announcement of the contract award in Los Angeles by Brig. Gen. Alvin C. Welling, chief of the Army Corps of Engineers Ballistic Missile Construction Office, the two firms established project headquarters in Great Falls, Mont., and work began in mid-March. The project must be completed in 20 months.

The new contract brings to almost \$93 million the work the Webb Corporation has underway in joint ventures. A \$30,766,492 project to construct a Titan II missile complex surrounding Wichita, Kans., and the McConnell Air Force Base is being

(Continued on Page 7)

Bakersfield Citizens Join In Celebrating Start Of Work On Stockdale Development

One of the largest community developments ever undertaken in the United States was launched last month in California by the Del E. Webb Corporation.

With huge earth-moving machines operating in the background, and civic and business leaders looking on, officials of the Webb Corporation and Kern County Land Company broke ground for the 6,000-acre Stockdale

development just outside Bakersfield.

(More news and pictures on Stockdale on other pages in this issue.)

Signifying that development of the Stockdale project will be a "group effort," a four-handle shovel was used at the ceremony — a handle each for the Webb and KCL firms, joint venturers in the Stockdale Development Corporation, a handle for Bakersfield

(Continued on Page 3)

New Job Boosts Capehart Housing To \$21½ Million

A new \$6½ million contract to construct 400 Capehart homes at Offutt Air Force Base near Omaha, Neb., has boosted the Del E. Webb Corporation's current military housing construction program above the \$21½ million mark.

The Webb firm's low bid of \$6,599,900 for the Offutt project has been accepted by the Air Force, according to Jack Ford of Phoenix, chief

(Continued on Page 14)

Day-Long Program Launches One Of Nation's Largest Community Developments



AT GROUND-BREAKING CEREMONY in Bakersfield, Calif., for Stockdale development of retirement community, modern industrial park and an area of custom-designed and custom-built homes, Webb Vice-Pres. J. R. Ashton is pictured above at microphone on speakers' stand. Beside him is A. J. Maloney, Webb project manager. Standing on platform, from left, are: Floyd Ming, chairman of Kern supervisors; Carter Bruesing, Kern County Land Co. vice-president; J. L. Kies, general superintendent of Stockdale Development Corp.; W. E. Rand, manager of KCL real estate division; Walter Kane, publisher of The Bakersfield Californian; George G. Montgomery, KCL board chairman; Mayor Gene Winer, and Dwight M. Cochran, KCL president.



PARADE through Bakersfield business district preceding ground-breaking program brought a long motorcade to the project site (above) for the exercises.



DEL E. WEBB, president of Webb and Stockdale Corporations, spoke at country club luncheon hosted by Kern County Land Company officials. He emphasized importance of new development and spoke glowingly of future of Bakersfield area.



BREAKFAST honoring representatives of Kern County Land and Webb firms was hosted by Greater Bakersfield Chamber of Commerce and drew more than 250 businessmen to Hacienda Hotel at 7:30 a.m.



MORE THAN 600 PERSONS, attending this dinner of the Trade Club of Greater Bakersfield, saluted Webb Corporation and Kern County Land developers. They saw a brief color movie of Del Webb's Sun City retirement community in Arizona and of Phoenix industrial growth, heard Trade Club speakers laud the Stockdale development as "construction of the biggest, most imaginative single project in Bakersfield history," then cheered the introduction of George Montgomery, Dwight Cochran, Larry Reid, Bill Rand and Carter Breusing of KCL; Del Webb, J. R. Ashton, Jack Kies and Jim Maloney of the Webb Corporation.

Work Started On Huge Stockdale Development

(Continued from Page 1)

Mayor Gene Winer, and one for Kern County Supervisors' Chairman Floyd Ming.

Pres. Del E. Webb and Webb Vice-Pres. J. R. Ashton had high praise for cooperation shown Stockdale development officials attending the day's festivities, and for pledges of teamwork in developing Stockdale, located immediately southwest of Bakersfield.

This spirit was evidenced earlier in



INTERVIEWING Del Webb and Jack Kies, right, in connection with new Stockdale development is Thomas C. Flynn, left, manager of McClatchy Broadcasting Company at Bakersfield.

the week when Mayor Winer issued a "Stockdale Day" proclamation. More than 250 business leaders gathered for a 7:30 a.m. breakfast hosted by the Greater Bakersfield Chamber of Commerce honoring Webb and KCL officials. Then many took part in a motorcade through downtown Bakersfield to the ground-breaking site, a 900-acre industrial park section of Stockdale.

There Jim Maloney, Stockdale project manager, as master of ceremonies spoke briefly of plans for the overall development and introduced KCL and Webb officials, including J. L. Kies, Stockdale manager.

Speaking at a noon luncheon attended by Stockdale officials and Bakersfield civic and business leaders, Mr. Webb said: "People all over the United States are talking about the West; residents and businesses are spilling over from the Los Angeles area. Working as a team we can be certain Stockdale and Bakersfield will see amazing growth."

George Montgomery, Kern County Land Company board chairman, told luncheon guests: "We regard Stockdale at a 10-year project, and pledge additional land if needed at the end of that time. To make Stockdale a

success, we will need the help of all of you. We sought out the Webb Corporation to develop Stockdale because we felt this company is the most competent to do the long-range job we have in mind."



WEBB MEN active in the Stockdale development, pictured with the specially-designed, four-handle groundbreaking shovel, are, from left: Jim Maloney, project manager; J. R. Ashton, vice-president who directs land development; Jack Kies, general manager, Stockdale Development Corporation, and Milford T. Rigg, office manager for the Stockdale project.

Stockdale Plan Ties In Community With Model Industrial Park

Development For Retirees Will Be Patterned After Arizona's Sun City Project

Even while civic, business and industrial leaders were breaking ground with a unique four-handle shovel on the 900-acre Industrial Park area of Stockdale, earth-moving machines and scrapers were busily preparing street and utility installations in the 6,000-acre planned community adjacent to Bakersfield, Calif.

With a name patterned after beautiful Stockdale Country Club, which adjoins the property, the Del E. Webb Corporation and Kern County Land Company will develop through the Stockdale Development Corporation a complete city of homes, shopping facilities, schools and churches, recreational facilities, including an 18-hole golf course, and an industrial park to be devoid of noise, unpleasant odors or unsightly waste.

Stockdale is located immediately southwest of Bakersfield, in lower San Joaquin Valley, an area noted for its central location between Los Angeles and San Francisco, its dry climate, pleasant sunny days and cool evenings.

Along with early development of the planned Industrial Park will be another California "first," says Del Webb, president of the development firm. This will be a fully-planned retirement "city" for senior citizens — with complete community, recreational and hobby facilities ready in time for homes to be occupied by this winter — and patterned after nationally-famous Del Webb's Sun City, located near Phoenix, Ariz.

The new California development will also have a "Stockdale Estates" area of custom-designed and custom-built homes adjacent to the country club grounds.

Stockdale lands to be developed form roughly a square, some three miles on each side, extending south from the Kern River.

Designed by Quinton Engineers of Los Angeles, the industrial park will be convenient to rail, highway and air-line facilities, and will have expansive parking areas. It will be served by the Sunset Line, operated jointly by South-



AN INDUSTRIAL PARK heralded as California's first to be planned as an integral part of a complete new community has been started by Webb builders for the Stockdale Development Corporation at Bakersfield. Designed by Quinton Engineers of Los Angeles, artist's conception is shown above.

ern Pacific and Santa Fe Railroads. A new U. S. Highway 99 bypass now under construction is less than a mile distant for direct highway connections with Northern and Southern California cities.

The developers will offer large industrial sites on a complete package basis, for sale or lease, with protective covenants governing architectural control, setbacks and zoning, and enforceable restrictions to eliminate such industry nuisance as noise, unpleasant odors and unsightly waste. Industrial buildings are to be planned architecturally and attractively landscaped.

Many industries, according to Mr. Webb, already have shown interest in plans for the Stockdale development

because of the complete community facilities.

Centrally located in the civic center and regional park will be a community facility for civic government, cultural development and community activities. Modern, well-planned garden-type medical, dental and professional facilities are to be centrally located within the business community and adjacent to a community hospital.

Adequate church sites for all denominations are to be provided in each Stockdale neighborhood area, the developers announced. While schools will not be needed in the senior citizens' community, sites for elementary and junior high schools are being provided in other neighborhoods.

Webb Corporation Begins Planning For Development Of 12,000 Acres Of Newly-Acquired Florida Property

The Del E. Webb Corporation has acquired the 12,000-acre Tampa Hills, Fla., land development project, with an option on an additional 2,860 acres nearby, it has been announced by L. C. Jacobson, executive vice president.

Plans for its development have not yet been worked out, Mr. Jacobson said.

The transaction in cash, notes and

mortgages amounting to \$8,950,000, was conducted with the Universal Marion Corp., which had acquired the property near Tampa in 1959 with intention of developing it into residential and commercial-industrial sites. Some preliminary development work was started last year.

Tampa Hills represents the first land investment in Florida for the Webb firm.

Architectural Versions Of Stockdale Of Future



NEW STOCKDALE COMMUNITY, shown in architectural conception above, is a residential-commercial-industrial park complex of the Webb Corporation to rise adjacent to Bakersfield, Calif. It is a joint project of the Webb Corporation and Kern County Land Company of Bakersfield and San Francisco. Webb representatives now are seeking industrial firms for the development.



SENIOR CITIZENS 50 years of age or older will populate the retirement community area of the new Stockdale development. But an area of custom-designed and custom-built homes also is planned adjacent to the beautiful Stockdale Country Club grounds. Artist's view above shows community and recreational center for retirees, patterned after the nationally-famous Del Webb's Sun City near Phoenix, Arizona. A fall opening is planned at Stockdale.

Ideas For Ideal Living:

Moon Valley Homes Attract Thousands

With a theme of "Ideas for Ideal Living," eight builders of custom homes joined the Del E. Webb Corporation in previewing 11 residences for opening of the pretentious Moon Valley development last month, and an estimated 30,000 persons inspected the project.

Forty-two homes and lots were sold the first week, reported Tom Breen, Webb housing director. Interested buyers were encouraged to select ideas from any or all of the homes shown, asking the builder of their choice to incorporate what they considered best features in their own residence.

Homes are priced from \$24,000 up and lots begin at \$7,000. Moon Valley, a 25-minute drive from downtown Phoenix, is located four miles north of Northern Avenue and adjoins North Seventh Street on the west. New homes are being intertwined with fairways of the 18-hole Moon Valley Country Club golf course and a limited number of memberships in the club have been reserved for home buyers, though membership will be subject to acceptance procedures of the club's directors.

Builders participating with the Webb Corporation in the development include Alfred J. Andersen, Jr., William A. Decker, Fritz Construction Co., Hunter Development Co., Mac-Millin Construction Co., Rhodes Bldg. & Development Co., John J. Territo and Peter K. Shields.



LOOKING INTO MOON VALLEY, air view pictures some of parked cars which brought thousands to preview showing last month of eleven custom-built homes created by nine distinguished Arizona builders under auspices of Webb Corporation as "Ideas for Ideal Living."



DAY-LONG PARADE of interested brought estimated 30,000 to see distinctively-beautiful homes bordering a golf course and ranging from \$24,000 up, with lots starting at \$7,000.



GOV. PAUL FANNIN arrived from Phoenix home in a helicopter which set down on its own landing base behind one of new homes. Greeted by Tom Breen, right, Webb vice-president and housing director, governor toured residences, then jauntily went home by copter.



ARIZONA'S DIRECTOR of the Federal Housing Administration, Ken Flickinger, above, right, and Governor Fannin, second from left, got a briefing during tour of new homes from Vice-President Breen, left, and Jim Rhodes, third from left. Rhodes' firm built residence in background, which was offered at \$65,000 with new Thunderbird in driveway and new helicopter on its own landing patch in the back yard. It proved quite an attraction, but there were no takers at opening.

McNulty Tries Again For Major Leagues

When Tom McNulty traded his duties at Del Webb's Sun City for a baseball contract with Del Webb's Yankee organization, and headed for Florida in early March, it marked a great comeback for the former Phoenix prep star who "lost his arm" in 1959 while with a Kansas City farm club.



Tom McNulty

It was like starting a new life for the 23-year-old pitcher, whose personal idol was Dick Groat, when McNulty grew up seven years behind Groat in Swissdale, Pa., and who had fashioned 16-10 and 13-12 won-lost records with Kansas City farm teams.

While McNulty joins the Triple A Richmond squad at Ft. Lauderdale for spring training, his ambition is to move up to the Yankees major league club . . . and he speaks with the confidence of one who will make the big time.

McNulty gives much credit to the late Bob Becker, Webb secretary and Yankee treasurer, for encouraging him after the sidelined pitcher went to work for the Webb firm in Phoenix more than a year ago.

After bone chips caused McNulty to leave baseball at the end of the 1959 season, an operation performed last year now allows him to throw hard with no pain.

McNulty starred at St. Mary's High School in Phoenix, won 24 while losing two games for a semi-pro Legion team, and then played independent league ball in 1954, '55 and '56. With Kansas City, he played for Class A Albany and Double A Little Rock.

He and his wife, Pat, are proud of their boys, Tom Jr. and Michael, who may be seeing Dad in famous Yankee Stadium some day soon.

Death Takes Ernie Guinn

A former Webb project office manager, Ernie Guinn, passed away March 8 after a lengthy illness and was buried in Independence, Mo., according to word to Phoenix friends from his wife, Edna.

Speaking Of Safety, Here's A Suggestion



**GOT A PUNCTURE WOUND?
get first aid**

DEL. E. WEBB CORPORATION

POSTERS by a nationally-syndicated cartoonist, **Walt Ditzen of Phoenix, who draws "Fan Fare" for newspaper sports pages, now are preaching safety on Webb Corporation jobs, in its offices and hotels; in fact, to every employee. They will be a regular feature of coming issues of The Webb Spinner.**

Cradle Chatter

New faces in the homes of four Webb employees represent a pickup in tempo of nursery activity. These "new names" made news recently:

Hugh and Marilyn Kaufman welcomed their first child Dec. 20, a baby girl, Carol Ann. She weighed in at seven pounds, three ounces. Marilyn is a former Webb secretary; Hugh is office manager on the Vandenberg AFB housing project.

And a first addition for Harold and Nancy Chitwood, was six-pound Scott, who arrived March 21 at Good Samaritan Hospital in Phoenix. "Hal" is timekeeper on the Chris-Town shopping center job.

Lee Stephen, a seven-pound, ten-ounce addition to the Dan and Marilyn Bickmore family, was born Feb. 22 in Santa Monica Hospital. Dan is on the Los Angeles office staff.

James Hrovat of the Sun City office and Mrs. Hrovat reported arrival March 26 of their first-born, a daughter, Mary Ann.

Minuteman Missile Project Started

(Continued from Page 1)

pushed by the Fuller Company in a joint venture with Webb and Paul Hardeman, Inc., Stanton, Calif.

Six construction groups were competing for the Montana contract awarded to the Webb-Fuller combine. It involves construction of an underground forest of 150 silo launchers spread across an area of 100 miles east and southeast of Great Falls and about 60 miles north and west, as well as 15 underground control centers and other support facilities.

Installation of launch equipment, electronic systems, etc., will be directed by the Air Force following completion of construction.

Vice-Pres. R. H. Johnson of the Webb Corporation and Vice-Pres. William Lawson of Fuller, after signing of the Minuteman contract, named E. T. Davies of Webb and L. E. Alford of Fuller to direct letting of subcontracts and purchase of supplies, materials and equipment on the West Coast and at Great Falls. Both firms are staffing the job with key personnel, and adequate labor forces in Montana will be utilized.

Webb personnel assisting Mr. Johnson and Mr. Davies in setting up the Great Falls office and obtaining sub-contract bids were Dale Griffith, Cecil Drinkward, Appy Guizot, Ed Smith and Bob Sheer, all from the Los Angeles office.

Webb men initially assigned to the project include Paul Marks, purchasing; Morris DeConinck, field engineer; Frank Langell, office manager, and Larry McMillon, timekeeper.

First of several Minuteman group installations planned for the USAF Strategic Air Command, the Montana complex will be headquartered at Malmstrom AFB near Great Falls and will comprise three SAC squadrons with 50 missiles each.

The 60-foot, solid-fuel missiles will be nested throughout the vast complex like shells in buried cannon awaiting instant retaliation launch from remote fire control centers.

The silos will be heavily protected — perhaps to withstand more than 300 lbs. per square inch overpressure (above normal atmospheric pressure) and will be separated by enough distance to assure survival in case of a direct hit on a nearby launcher.

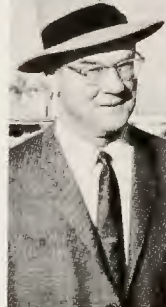
The Story Of Del Webb's Sun City



BUSINESS



SUN CITY GOLFERS



BUILDER WEBB
No cliques, no classes, no children.



BATHERS AT COMMUNITY POOL
Herb McLaughlin

HOUSING

Life Begins at 50

In Sun City, Ariz., last week, the clear desert air rang with a mighty chorus of activity. Through its palm-lined streets wafted the strains of Stephen Foster melodies as the cast of the Sun City Minstrel Show rehearsed for its big night. Golfers played on a golf course that meanders through the community, and lawn bowlers practiced body English on the bowling green. The shuffleboard courts were jammed, and so was the community-center swimming pool. Ranged in some 40 different clubs, Sun City residents busily kept their hand in at everything from chess to stone cutting. And—for those who had energy left—there was square dancing in the evening.

Such frenetic activity might seem unusual in an ordinary U.S. town, but Sun City (pop. 3,000) is no ordinary community. It is the most unusual example of a new housing trend—the community built especially for retired people. Unlike most other such communities, Sun City accepts only home owners over 50, bars all children, except as visitors. Sun City residents, most of whom have already raised their own families, do not want the responsibilities that children bring to a community, although jokers claim that the real reason for the ban is that children could not keep up with the pace of the city's residents.

Recreation First. The community itself is a mere infant. In 1956, Phoenix's Del E. Webb, builder and part owner of the New York Yankees, began studying retirement communities. Despite most advice to the contrary, he decided that retired people often feel uncomfortable around younger couples because their interests are so different; furthermore, they do not want children underfoot. They prefer organized activities to keep them busy, want sports facilities to be ready when they move in.

In the summer of 1959, the Webb organization bought 30,000 acres of land about 16 miles northwest of Phoenix, invested more than \$2,500,000 in building parks, wide palm-lined streets, a shopping center, community buildings and other facilities. By Jan. 1, 1960, the organization had model homes constructed and was ready to begin selling. The modest, basically similar, concrete-block houses ranged from \$8,750 for a two-bedroom structure to \$11,600 for a three-bedroom and two-bath house. On the first weekend, purchasers bought 272 of the neat and gay pastel houses—and the flow has not stopped since. In 1960 the Webb company sold 1,472 houses and 262 apartments for about \$17.5 million—and 60% of the sales were for cash. This year the company is building a second batch of slightly larger houses that sell for from \$9,150 to \$14,550 and is planning similar developments in California and Florida.

○ Pioneers. Sociologists are all knocking on Sun City's doors. A survey

of the 448 residents who applied for Federal Housing Administration loans showed that the average Sun City citizen has a net worth of \$54,658, a yearly income of \$7,878, a bank balance of \$7,160—figures that supply an income for the city more solidly than any industry could. Webb figures that a retired person needs only \$350 a month income to live in the community and pay for a home.

Despite a wide variety of backgrounds and economic circumstances, Sun City residents have shown strong egalitarian feelings and a desire to forget the past; they think of themselves as pioneers in a new, more or less classless community. No cliques have been formed along lines of former social positions. Even the similarity of their houses (actually 15 different models) is welcomed as a leveler. "We all live in the same kind of house," says Ralph Hawley, 81, professor emeritus of forestry at Yale and president of the Sun City Civic Association, "and we like it that way."

TIME CLOCK

SOARING SOYBEAN FUTURES met the experts' expectations (Time, Jan. 27), hit a five-year high of \$3.17 on July beans, the most actively traded contract on Chicago's Board of Trade. The bean jumped 90¢ in three months on reports of world shortages. After the high, prices fell because processors and exporters quit buying. But traders feel the rise is not ended.

BIGGER VOLKSWAGEN will go on sale next fall. The car, which resembles U.S. compacts, is 6 in. longer overall than the current Volkswagen, will have a larger, air-cooled, four-cylinder rear engine, come in station-wagon and two-door models. Volkswagen says it will not be sold in the U.S. Sedan price in Germany: \$1,600 v. \$1,150 for the current model.

BANK ANTITRUST ATTACK was started by Kennedy Administration, which filed three suits within six days to stop big-city bank mergers in Philadelphia, Lexington, Ky., and Milwaukee, charging bank competition in the cities would be endangered if mergers went through.

CONTROL OF TWA board was finally won by Howard Hughes's creditors, a group of bank and insurance companies that forced Hughes to let their trustees vote his TWA stock (78%) until some \$165 million in loans for new TWA jets are paid. Stockholders elected six new directors to TWA board, including Trustee Ernest R. Breech, former Ford Motor Co. chairman, who is likely to have biggest influence in running company.

n One Week To 10,000,000 Readers



ARIZONA RETIREMENT

Three years before he planned to retire, Harvey Leisy was out of a job; he found he was able to retire anyway



Luella and Harvey Leisy barbecue hamburgers for a back-yard picnic in Sun City, Ariz., a town designed especially for the needs of older people.

Old age: the new frontier



The Leisys enjoy a swim in the community pool. They take part in many activities, and Mrs. Leisy writes a column for the local weekly, News-Sun.

FOR MANY PEOPLE, retirement is a shore dimly seen and eagerly sought. It was so for Harvey Leisy, 68, who had planned to retire in 1957 on a pension earned after 38 years of service with the same company, as a tool and die worker and planning supervisor. Then his boat capsized.

The company abandoned its plant in Portland, Ore., in 1954, and Leisy, then 61, was out of a job; his annuity was reduced. Almost in reflex, he delayed his retirement plans and found another job within a week. His wife Luella sensed that he was halfhearted about it. She asked him, "Do you really want to go on working?" He said, "No."

"Then why don't we retire now?" she prompted. The shock turned into a challenge. He turned down the new job before he started. The Leisys took inventory of their assets, which included a mortgage-free house, small investments, his annuity and the Social Security benefits that would begin in 1957, when he reached 65. They decided they could retire on \$250 a month. They rented their house

and took long-planned motor trips across the country. They also searched for a place to live "where no one would grumble about arthritis or complain, 'Nobody loves me any more.'" Today, they live in a new home in Sun City, Ariz., an unusual small town near Phoenix, developed by the Del E. Webb Construction Company, where only older people can reside.

Upon analysis, the Leisys reacted to a crisis with the maturity old age should bring. They did not panic, and they took a calculated risk. They never lost their appetite for life. They still savor each day in civic and church activities, in each other's company and on the golf course. They visit their six grandchildren in Oregon at least once a year, but they are firm when they say, "Our lives are here in Sun City. This is our home."

Like most people content in retirement, the Leisys credit thrift throughout a lifetime as a main reason for their success. Mrs. Leisy says, "Why, I always bought my minks at Woolworth's."

Whether older people have been thrifty in their earlier years or continued

Photographed by BOB VOSE

COURTESY LOOK; Copyright Look, 1961

As Its Fame Spreads, Sun City Welcomes Prominent Visitors

THE PRESIDENT of United States Gypsum Company, **Graham J. Morgan** of Chicago, and other top officers motored almost 100 miles last month to see **Del Webb's Sun City**. Attending a conference in Chandler, they drove to the Arizona retirement community northwest of Phoenix to join Webb Corporation men for a directed tour, followed by luncheon at the Sun City HiwayHouse. Group pictured at right includes, from left: **Tom Austin**, Sun City activities director; **Frank A. Parker**, Arizona USG manager; **George LeCuyer**, Sun City publicity; **Jack Ford**, Webb housing operations chief; **President Morgan** of USG; **Martin L. Bartling, Jr.**, assistant to Mr. Morgan; **Richard C. Lofthus**, Arizona district sales manager for USG; **Jerry King** of **Pete King and Son**, painting and wallboard contractors; **C. O. Futterer**, USG western regional dealer sales manager; **Harry C. Frandsen**, vice-president for **Pete King**; **J. N. (Jack) McPhee**, Sun City project superintendent; **Owen Childress**, housing division sales and finance department; **Robert D. Stephan**, USG vice-president for sales, and **H. C. Pease**, Sun City housing sales manager.



THAT'S OUR WALLBOARD, says **President Morgan** of U. S. Gypsum, second from right, visiting Sun City, as he complimented **Webb Project Superintendent McPhee**, whom he faces in photo at right, for "as fine a housing construction job as we've seen anyplace." Others pictured, from left: **Jerry King**, **Martin L. Bartling, Jr.**, and **Robert D. Stephan**.



BUSINESS AND CIVIC LEADERS from Kern County and Bakersfield, Calif., visited Sun City last month. Pictured on tour with **Project Superintendent McPhee**, are (from left) **John Meeker**, **Harvey Higgins**, Kern County planning commission; **Jim Maloney**, **Bob Eddy** of **Eddy & Paynter**, architects; **Jack Dalton**, director, Kern County planning commission; **Chet James**, seated, director, Bakersfield public works department; **Lee Phillips**, **Bud Twissleman**, **Jack Kies**, **Vance Webb**, Kern County supervisor; **Russell Johnson**, fire marshal; **Don Ward** of **Rickett & Reaves**, engineers; **Rex Mull**, deputy county counsel; **Clyde Trammel**, planning commission chairman; **Charles Dumble**, county surveyor; **LeRoy Middleton**, division of building and safety; **Bob Rock**, and **Jim Groves**, superintendent of various sanitation districts.

Thousands See Sun City Merrymakers In Phoenix Rodeo Parade



MORE THAN 300,000 PERSONS who watched the giant Phoenix Jaycees Rodeo parade last month saw this pink and white Sun City float with its lively Merry Makers band offering a variety of tunes, including its theme of "Wake Up and Live In Sun City." Not only were the senior citizens greeted by waves of applause along the parade route, but their entry won an honorable mention trophy. Les Parry, who distributes keys for the Del Webb organization to new Sun City residents, drove the jeep. Charles Auten, a Youngtown member of the Sun City Corral Club, led the float on horseback, though he does not appear in above picture. — (Phoenix Chamber of Commerce Photo.)



GOSH, IT'S OURS! Trophy won by Sun City's entry in the Phoenix Rodeo Parade is displayed by, from left, Fred Millard and Bill Niven of the Sun City Merry Makers band and Tom Austin, Sun City activities director.



GOSH, THAT'S US! Harvey and Luella Leisy, formerly of Portland, Ore., scan the March 14 issue of Look magazine which in two pages of text and photos told the Leisy story of happy retirement in Arizona's Sun City.

Grossmont Shaping Up As Leading Southern California Shopping Center



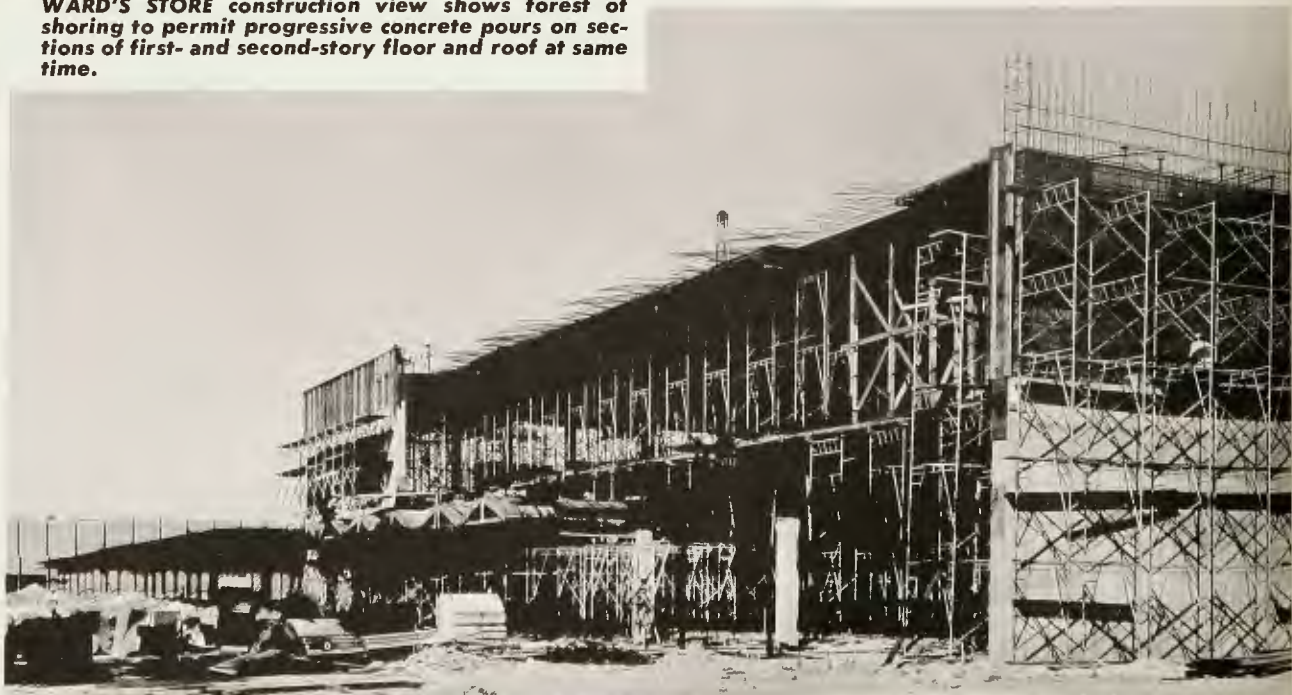
VIEWED from busy U. S. Highway 80, Webb Corporation's huge Grossmont Center at San Diego covers an expanse of several blocks and centers a 110-acre site to provide parking for 5,000 customers' cars. Three main highways bracket the center.



WARD'S STORE construction view shows forest of shoring to permit progressive concrete pours on sections of first- and second-story floor and roof at same time.



STEEL SUPERSTRUCTURE for 48 shops centered between Ward's and Marston's stores at either end of Grossmont structure is shown at left. Above, steel workers prepare reinforcing rods for columnar supports. Project calls for 1,200 tons of steel and 25,000 yards of concrete.



Fall Opening Scheduled For Webb Firm's Grossmont Shopping 'City' At San Diego

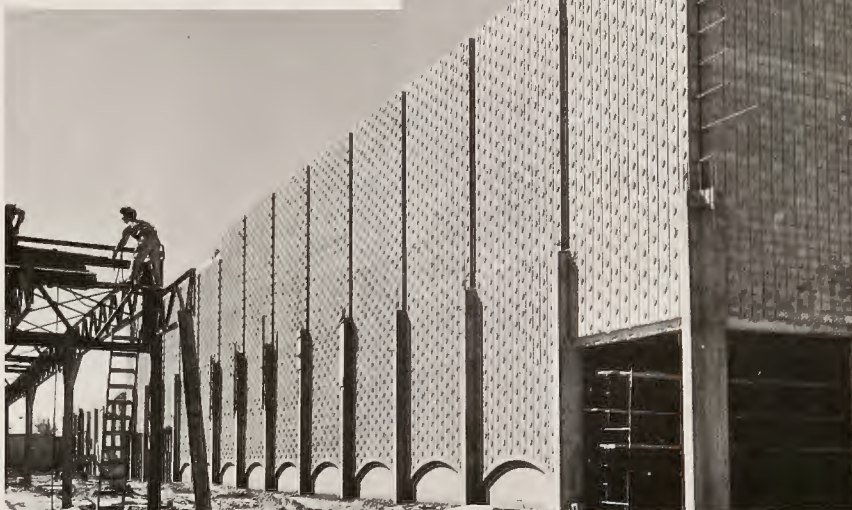
Webb builders have scheduled a fall opening for the \$20 million Grossmont Shopping "City" at the San Diego suburb of La Mesa, as stores, shops and mall areas begin filling in between spacious Marston and Ward's buildings bracketing the huge structure.

Webb crews have been using a construction method on the two-story buildings that brought comment from two area newspapers. Instead of the traditional "vertical" building plan, a section of first- and second-story floor and roof is poured at one time, then another in a "horizontal" plan.

William N. Kennicott, project manager, explains that subcontractors can begin and finish their work much sooner in this manner, moving from section to adjoining section.

Recently, in "Operation Big Lift," the builders hoisted a 3½-ton truck to the roof of the two-story Marston store and then brought it down, using a 35-ton mobile crane with a 100-foot boom. The truck, equipped with a 20-foot boom, was used 42 feet above the ground to place 20 tons of structural steel for a 6,000-square-foot penthouse atop the building for air-conditioning and heating equipment.

Leasing is progressing for 50 stores to occupy more than 600,000 square feet of floor space in Grossmont Center. Marston's and Montgomery Ward will require 276,000 square feet, with Marston's the largest.



ARCHITECTURAL CONCRETE treatment provides an attractive exterior pattern for the two-story Marston's store at Grossmont Center in San Diego. First Marston's establishment outside the downtown San Diego area, where the firm was founded in 1878, this will be Grossmont's largest single store.

To offer shoppers the only one-level regional shopping center in the San Diego area, Webb builders moved 1,400,000 cubic yards of dirt on the 110-acre site. Concrete required would form a sidewalk three feet wide and four inches thick stretching from San Diego to Los Angeles.

Once completed, Grossmont Center will be owned and operated by the Webb Corporation and its associate,

Roy P. Drachman, Tucson realtor and leasing agent for the corporation. The center is rising on land owned by the family of Elliott Cushman, San Diego newspaper publisher. Schematic drawings of Grossmont, as well as architect-engineering on Marston's and Ward's stores, was handled by Welton Becket and Associates of Los Angeles, with Eddy & Deasy of Los Angeles coordinating and designing other shops in the center.



THE WEBB CREW directing construction of Grossmont Center includes those pictured above. At left is Erik Erickson, a veteran construction man who is project superintendent. Group photo shows, from left: Jerry Odor, project engineer; Franz Tirre, assistant engineer; Jim Comer, assistant engineer; John Ferrell, time-keeper; Charlie Holley, office manager; Ray Conner, assistant superintendent; Dianne Bishop, receptionist, and Bill Kennicott, project operations manager.

New Job Boosts Capehart Housing To \$21½ Million

(Continued from Page 1)

of operations for the Webb housing division.

He said work will begin about mid-April.

Webb crews have an \$8,283,260 project of 504 homes for officers and airmen underway at Whiteman Air Force Base 65 miles east of Kansas City and 20 miles from Sedalia, Mo., and are pushing to completion a \$6,775,787 project calling for 400 similar Capehart homes at Vandenberg Air Force Base in California, known as the "Cape Canaveral of the West."

In 1958 the Webb builders completed 525 Capehart homes ahead of schedule at Vandenberg, which even then was bulging at the seams with personnel. Site of the launching of a number of orbiting U. S. satellites, Vandenberg is located 168 miles northwest of Los Angeles and is a 67,000-acre training and launching base for the Atlas, Jupiter and Thor missiles.

Jim Stamatis of Phoenix is project superintendent at Vandenberg.

The Whiteman AFB project will include 180 homes for officers and 324 for airmen. These will be three-bedroom and four-bedroom duplexes and single units with full basements. Installation of utilities and site improvements is part of the job. Dave Sanders is manager of project operations, and Harry Wells is project superintendent. Architects are Williamson-Loebsack and Associates of Topeka, Kans.

The new Offutt project will include two-, three- and four-bedroom homes, all of duplex design except 40 single units for field grade officers. All will have basements.

Sun City Story Told Again

"Sun City, Arizona" is the title of a two-page picture-and-story layout in the January issue of *The Rockwell Water Journal*, a well-prepared magazine edited for 17,000 readers associated with management of water works and sewage treatment plants. While water and sewage facilities were described briefly, the article devoted most of the space to describing Sun City's retirement living concept in words and pictures. Irv Jennings, who is in charge of water and sewage facilities at Sun City, submitted the story.

Missouri Air Base Site Of Webb Housing Project



CAPEHART HOUSING costing \$8½ million is under construction by the Webb Corporation in cleared area pictured above at south edge of Whiteman AFB, about 65 miles east of Kansas City, Mo.

GUEST SPEAKER at groundbreaking ceremonies launching 504-home Whiteman project was U. S. Sen. Stuart Symington of Missouri. Pictured turning first shovel of earth with Col. George L. Newton, Jr., commander of the 340th Bombardment Wing at Whiteman, Senator Symington is a long-time friend of Del Webb and was the nation's first Secretary of the Air Force.

WHITEMAN PROJECT is being directed by two Webb men pictured below, Project Supt. Harry Wells, on left, and Dave Sanders, manager of project operations.



Urban Land Institute Planners Study Webb Company's Holdings

Panel Members Laud Vision And Foresight In Sun City Project

Seven of the nation's most prominent builders, developers and land planners — comprising a special land-planning panel of the Urban Land Institute — spent four days in the Phoenix area recently studying the 32,000-acre Northwest Phoenix Properties of the Del E. Webb Corporation.

They proffered some pertinent suggestions and recommendations for further development of the huge land holdings along residential, recreational, industrial and civic lines, and had only praise for the nationally-recognized Webb retirement community development of Sun City.

The Urban Land Institute of Washington, D. C., is an independent research organization specializing in urban planning and development.

Panel members were: Chairman Maurice G. Read, land developer and real estate investor and president of Mason-McDuffie Investment Co. of Berkeley, Calif.; David D. Bohanan of San Mateo, Calif., one of the West's most successful community developers; Robert T. Nahas, Oakland, Calif., nationally-known shopping center developer and realty investor; John P. Mathews, North Little Rock, Ark., one of the South's top community developers; Angus Wynne, Jr., Dallas, Tex., financier, industrial and community developer and president of the Great Southwest Corporation; J. W. York, Raleigh, N. C., large-scale developer of residential, commercial and industrial areas, and Robert L. Yowell, Schenectady, N. Y., manager of real estate and construction operations for General Electric Company.

After hearing the group's critique, Webb planning and research executives declared panel members developed "some mighty fine ideas, and didn't 'whitewash' any of our thinking on future development."

After a searching look at Sun City, the visiting panelists termed it "a refreshing example" of a community for senior citizens, and "an outstanding contribution to Phoenix, Arizona and the entire nation." The ULI experts also declared the Webb organization "impressed the panel as being able to do a good job, and sincerely desirous of doing so."




DURING A LULL in their recent four-day meeting, some of the members of the Urban Land Institute Panel who came to Phoenix to help land-plan the Webb Corporation's huge Arizona property holdings are pictured with Webb personnel on the patio of Mountain Shadows resort hotel. From left, above: John Mathews, North Little Rock, Ark.; Maurice Read, Berkeley, Calif.; Robert Nahas, Oakland, Calif.; Wesley G. Mohr, director of Webb planning, research and industrial division; Tom Breen, Webb vice-president and director of housing development; David Bohanan, San Mateo, Calif., and Charles Everson of the Webb planning and research staff.



CHATTING with Webb Corporation executives at Mountain Shadows hotel during their Phoenix visit are three other Urban Land Institute members pictured above. From left: Robert Yowell, Schenectady, N.Y.; J. R. Ashton, Webb vice-president and director of land development; L. C. Jacobson, Webb executive vice-president and general manager; J. W. York, Raleigh, N.C.; and Angus Wynne, Jr., Dallas, Tex.

Say Howdy to--



HARLAN (HAL) C. PEASE, appointed housing sales manager at Sun City. In three years with another home building firm, his staff sold more than 7,700 homes, and he has won the Stevens-Davis Award for outstanding contribution to sales management. He resides in Phoenix with his wife, Ruth, and five children.



A. C. JACOBSON, JR., who has been named maintenance superintendent at Sun City. "Jake," a carpenter by trade, has worked on Webb projects almost since he completed World War II service. He gave up operation of a trailer park at San Manuel, Ariz., to take over his new duties, and now resides in Phoenix with his wife, Virginia, and son, Mike.



CLIFFORD W. EATON brings to a new position of estimator in the housing division six years in the Phoenix building industry. Formerly of Nebraska, he now resides in Phoenix with his wife, Carol, and their four children.



BETTY P. SKINNER, a former Webb secretary six years before trying a 1951 secretarial stint in Alaska, has returned to the Webb fold as secretary to W. A. (Bill) Warriner, assistant treasurer at the Phoenix office. Betty resides in Phoenix with her mother.



ROBERT LEE HARPER, JR., new industrial sales representative in the Planning, Research and Industrial division, who came to the Webb Corporation from Rhode Island where he was president of his own cotton yarn brokerage firm. His wife, Betsy, and three children remain in the East until Robert finds a home in Phoenix.



CHARLES A. ANDERS, named project superintendent on the Capehart housing development at Offutt AFB in Omaha, Neb. His wife, Virginia Lee, and their two children will remain in California until schools let out for summer. The new Webb superintendent has a wide background in construction management in California.

Right Way To Retire — With A Fishing Pole



WHEN RETIREMENT CAME for Harry B. Lawrason on March 16 after almost 11 years service with Master Products Manufacturing Co., a Webb Corporation subsidiary, his fellow workers had something more substantial than a handshake with which to bid him farewell. They presented fishing tackle gifts which will help him while away the hours on Idaho streams and lakes. Mr. Lawrason is pictured above receiving from Ken Purdy, general manager, a gift from the company. He plans a New York City visit and then will retire to an Idaho ranch to be joined later by his sons for a full-scale ranching program.

The WEBB Spinner

Volume 15

April, 1961

No. 4

Published by the
DEL E. WEBB CORPORATION

302 South 23rd Ave.
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California
in the interests of the personnel of its
various projects and branch offices

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SHARPSHOOTER. A 234 single game and 526 series, both actual pins, brought to pretty Jean Hugh, Phoenix office operations department secretary, the season's high game and third high series to date in the Free Wheelers League, where she bowls with a Webb feminine team. A teammate, Dodie Hixon, of the accounting staff, rolled up a 215 game earlier in the season. The Webb squad has been at or near the top in league competition all season.

The WEBB *Spinner*



AMERICA'S RACING FANS will hear of Arizona's Sun City come Memorial Day, for Rodger Ward, 1959 Indianapolis 500-Mile winner, will pilot this Del Webb's Sun City Special in the big classic. Pictured with him after he turned a 144.7 mph practice lap on May 4 are Bob Wilke, left, car owner, and A. J. Watson, builder. (Additional pictures, story, Pages 6, 7, 8.)

Missile Work Being Pushed At Two Sites

Nationally-important missile construction in which the Del E. Webb Corporation is one of the joint sponsors, was underway on two fronts last month.

In Montana the era of the intercontinental Minuteman missile moved into existence with a dynamite blast that tore a hole for one of 150 underground missile "silos" being constructed by Webb and the George A. Fuller Company.

In Kansas, near Wichita, the Webb-Fuller combine along with Paul Harde-man of Los Angeles had work under-way on all 18 sites of a huge Titan II silo installation. Work on the \$30,766,492 project is scheduled for completion about a year from now.

(Continued on Page 5)

Vandenberg Homes Project Completed

The finishing touches were applied this month to the second increment of 400 Capehart homes which the Webb Corporation has built at Vandenberg Air Force Base in California, while other Webb crews were pushing construction of almost \$15 million in air force housing in Kansas and Nebraska.

The first 525 Webb-built homes at Vandenberg were completed in 1958, and the two projects in effect create what amounts to a small city except for the customary business area.

Supt. Jim Stamatis and his crew — as in the case of Supt. Jack McPhee and the crew which built the first increment — left behind what have been acclaimed as some of the finest homes provided for the military anywhere.

(Continued on Page 3)



REMARKABLE GROWTH of the Sun City retirement community near Phoenix saw its business center almost doubled in size in less than 15 months as merchants in 25 stores last month celebrated opening of second business increment. Above, L. C. Jacobson, Webb executive vice-president, offers toast to growing community and declares expanded center officially open for business. — (Additional picture, story, Page 8.)

Newest Webb-Built Homes For Missile Men



AT VANDENBERG AIR FORCE BASE in California, the missile-firing installation known as the "Cape Canaveral of the West," Webb crews this month completed another 400 modern homes of military personnel and their families. This newest increment, partly pictured in U. S. Air Force photo above, brings to almost 1,000 the number of homes Webb men have built for personnel. More are planned at the mushrooming base where missiles are being fired into orbit and down range into the Pacific.

Cradle Topics

A busy stork paid visits to a couple of Webb folks' homes last month.

Jon Smith, a public relations man for the housing division presently assigned to Sun City, and wife, Sally, welcomed their first-born, an eight-pound, nine-ounce daughter, Julie Lynn, at St. Joseph's Hospital in Phoenix on April 24.

Jerry Harris, who returned to his operations department job in the Los Angeles office on April 3 after a six-months' hitch in the Army at Fort Ord, Calif., was fairly bustin' with pride on April 27 when he reported to fellow workers that he and his wife, Beverly, welcomed their first-born, a son, on April 26. The newcomer, Craig Steven, was 19 inches long and weighed six pounds, three ounces. A former time-keeper and project office manager,

Jerry has been with the Webb Corporation about 5½ years. He and Beverly now reside in Temple City in a new home acquired since he doffed the Army uniform.

CONTROLLERS, those eagle-eyed men who keep a sharp watch on company expenditures, gathered in Phoenix last month from all over the West for the annual Western Conference of the Controllers' Institute of America. Hosts at the three-day parley were executives of the Phoenix group, called Arizona Control. And the Webb Corporation's secretary-treasurer and controller, W. James Miller, pictured, completed at the conference his year of service as president of the Arizona group. He previously had served as secretary-treasurer and vice-president and will continue as a director. His successor to the presidency is Charles Bessenger, treasurer of Arizona Biltmore Estates.



Housing Completed Ahead of Schedule

(Continued from Page 1)

And they were completed almost two months ahead of schedule.

Capehart legislation allows established building firms to borrow monies from private sources to design, inspect and build the homes for military personnel. Building is done in accordance with Air Force and Federal Housing Administration criteria and is supervised by Air Force engineers and contract personnel.

Once they are built, the Department of Defense assumes ownership of the mortgaged properties, and occupants help pay costs of the sites, building the homes, maintenance of the area and for part of the utilities through their military rental allowances. The Capehart Act thus has provided housing for thousands of military families with only nominal expenditure of appropriated funds.

The new homes compare more than favorably in size, appearance, convenience and excellence with civilian homes costing \$15,000 to \$20,000, according to Superintendent Stamatis. They are two-, three- and four-bedroom residences with parquet hardwood floors, kitchens completely equipped with ranges, dishwashers and refrigerators, ceramic tile used lavishly in baths. They have landscaped yards and are set on curved, paved streets. Each home has large Arcadia doors opening onto a patio and all back yards are fenced.

Webb builders were responsible for all street improvements and installations of utilities, including sewer, water, gas and electricity.

Architect-Engineer on the project was Benedict-Beckler and Associates, Los Angeles.

An \$8,283,260 Webb project of Capehart housing is underway at Whiteman Air Force Base 65 miles east of Kansas City, with Harry Wells as project superintendent and Dave Sanders as manager of project operations. It calls for construction of 504 homes.

Another Webb project of 400 homes costing \$6,599,900 was launched this month at Offutt Air Force Base near Omaha, Neb., with Charles A. Anders as superintendent, Kim Bannister as manager of project operations, Buzz Messinger as engineer, Joe Clark as assistant engineer, and Bob Slatton as office manager.

This Crew Directed Vandenberg Housing Project



RESPONSIBILITY for successful completion of the newest Vandenberg housing project in California rested on the shoulders of Webb crew pictured above, from left: Jim Stamatis, project superintendent; C. H. Messinger, project engineer; Thomas Sampson, assistant superintendent; Lee F. Ross, assistant engineer; Hugh Kaufman, office manager, and Trudy Herrier, receptionist.



VISITORS FROM WEBB HEADQUARTERS look over new Vandenberg housing. Project Supt. Jim Stamatis points out construction features to J. R. Ashton, right, vice-president in charge of all housing development, and Jack Ford, housing operations chief, both from Phoenix headquarters.

Concrete Parasols To Protect Arizona Medical Facility

A series of giant concrete "parasols" are blossoming on a building site near St. Mary's Hospital in Tucson, Arizona, to form a two-acre canopy under which will be built eight separate medical facility buildings comprising the Wilmot Medical Center.

Hyperbolic paraboloids — 36 of them each 48 feet square and each suspended from a single column — will form the largest sunshade of its kind in the Southwest. The edge is 17 feet above the ground; the center 25 feet. This will leave an average of six feet of air space between the canopy and tops of the buildings beneath them. Each building will have its own roof and will not be connected to the concrete shells overhead.

Besides the shade feature of the three-inch-thick "hy-par-shells", because each is supported by a single column, the free space beneath will permit construction of buildings of varied shapes and configurations. Air-conditioning costs also are expected to be lessened because of the "parasols".

The \$1½ million medical facility is being built by Webb crews and will be owned and operated by the Webb Company and three associates, Ben C. Ramey, Chicago, Paul Monaghan and Alfred G. Friske of Tucson.

Besides medical offices for more than 50 doctors, laboratories, pharmacy, optical department and other clinic-space, Wilmot Center will have two 400-foot-long walks and two garden areas including fountains.

Parking space for more than 400

Ever See A Roof That Looks Like This?



MAN-MADE FOOTHILLS? Since those are Tucson's Catalina Mountains in the background, these white mounds in foreground could be foothills . . . but they really are tops of some of the hyperbolic-paraboloid concrete shells which will form a huge sunshade for the Wilmot Medical Center which Webb crews are building in the Southern Arizona city. Thirty-six of these will be joined together to form the separate sun-top, with medical center offices built underneath.

cars will be included in the development.

Theoretically, the concrete roof shells, steel reinforced, could be extended to any size, but with the downslope of the roof of those being erected at Tucson they soon would touch the ground. About 60 feet is the practical limit of this design, according to John A. McAllister, Webb project superintendent.

The Tucson architectural firm of Scholer and Fuller designed the center. Webb office manager on the project is Ernie Griffith.

We Hear From Iran

From far-away Iran has come an inquiry about retirement communities being developed by the Webb Corporation. Mrs. O. M. Hulsey, after reading the Sun City article in Time magazine, wrote to Mr. Webb from Abadan, Southern Iran, reporting she and her husband plan to retire in 1962 and requesting information on our retirement housing program.

He who stands high in his own estimation is still a long way from the top.



HUGE CONCRETE UMBRELLA now taking shape for Wilmot Medical Center will provide a full two acres of shade for the eight buildings which will house more than 50 doctors, a pharmacy, X-ray laboratory, general laboratory, bookkeeping and secretarial offices, physical therapist and optical department.

Getting Around To See What's Going On Is No Small Task On Montana Project

Just how difficult are the tasks facing construction men of the Del E. Webb Corporation and George A. Fuller Company who last month began the huge Montana Minuteman missile silos project? It will, says Webb Executive Vice-Pres. L. C. Jacobson, bring to the fore all the ingenuity and talents of the construction industry, for many of the 150 underground missile silos are located in remote mountain, valley, plains and wooded areas.

Roads must be built to all sites, bridges erected, streams diverted, and the construction crews will be confronted with extreme below-zero temperatures, high winds and frequent snow and rains.

"The mobilization will include large numbers of all types of vehicles and heavy equipment," says Mr. Jacobson. "Radio transmitting and receiving equipment, helicopters, and labor camps will be included in what is expected to prove one of the greatest peacetime construction efforts ever attempted."

The management staff alone will number over 200 key personnel.

Just how extensive is the Montana project?

The fastest way of getting from site to site would be by helicopter. If an airline round trip was made between the support base of Malstrom AFB and each surrounding Minuteman installation, more than 21,000 miles would be traveled. Distances by road will be considerably greater, and it is estimated personnel vehicles will travel 9,000,000 miles during construction.

Just how big is the construction task?

1. Excavation for the Minuteman sites will require about 2,000,000 cubic yards of earth and rock moving, or about the same volume as the Tieton Dam in Washington. The same amount of earth moving would excavate an irrigation ditch ten feet wide and ten feet deep between Phoenix and Tucson.

2. About 120,000 cubic yards of concrete will be placed. More than 5,300 railway cars would be required to carry this amount of concrete materials, and it would form a sidewalk four feet wide and three inches thick for 620 miles, or more than the distance between Phoenix and Fresno, Calif.

3. Approximately 18,000 tons of reinforcing and 12,500 tons of structural steel, sufficient to build 38,000 automobiles, will be used.

4. Total depth of all 150 of the Montana Minutemen silos will be about

Performance Bond On Missile Job Totals Almost \$62 Million

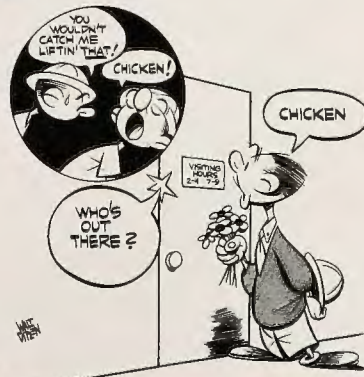
A \$61,773,644 contract performance bond, said to be the largest yet written in the American insurance industry, now covers construction by the George A. Fuller Company and Del E. Webb Corporation of the nation's first Minuteman missile complex.

Aetna Casualty & Surety represents Fuller and Maryland Casualty Co. represents the Webb Corporation in handling the bond. It guarantees completion by the two contracting firms of the 150 underground "silos" to house the solid-fuel ICBM's, and 15 launch-control sites.

12,600 feet, would equal a mine shaft almost 2½ miles deep, or a tunnel half again as long as the Lincoln vehicular tunnel between Manhattan and New Jersey.

5. Power generated at the various sites for the Montana Minuteman will total more than 13,500 kilowatts, sufficient for the light and power needs of 5,000 homes.

6. Over 27,000 gallons of water will be stored at the Minuteman sites, which would be sufficient for the daily water consumption of about 800 homes.



ANY QUESTIONS?

DEL E. WEBB CORPORATION



'Fire In The Hole' Chant Launches Construction Of Montana Missile Project

(Continued from Page 1)

On the \$61,773,644 Montana undertaking, an estimated 1,000 persons chanted the traditional demolition man's warning, "Fire in the hole", in a command that triggered an explosive charge to break first ground for the first Minuteman launching complex in the nation.

Ground-breaking ceremonies took place in the Malstrom Air Force Base theater after Brig. Gen. Donald Coupland declared the construction phase of the project would change the economic and social aspects of community life within the building area.

Then the oldtime engineers' cry of "fire in the hole" was repeated by the audience as representatives of the military, contractors and the public held miniature switches. On the third cry, each tripped his switch and an excavation blast was set off at one of the planned 150 missile silo sites.

Montana Gov. Donald G. Nutter and General Coupland were among top figures throwing switches. Others manning nine switches were engineers, Air Force representatives, Mayor William H. Swanberg of Great Falls, and representatives of the contractors, labor and Montana business firms.

The 150 sites are being placed under construction in groups, though by mid-year all should be underway. As work is completed at each site, Boeing Airplane Co., manufacturer of the 5,500-mile solid-fuel Minuteman, will move in to install launching equipment and place missiles in underground nests.

The first Minuteman site is expected to become operational in little more than a year.

Largest single subcontract on the project has been awarded by Fuller and Webb to American Bridge Co. for "in excess of \$15 million" for erection of all structural steel, miscellaneous iron and reinforcing steel.

Impact of the construction on the Great Falls area of Montana is expected to extend by next fall to schools, where it is predicted enrollment will increase as much as 3,000 children. Montana officials and congressmen, however, are discouraging unemployed from other states in seeking jobs on the project because their own state has had more than 19,000 persons drawing unemployment compensation benefits.

DEL WEBB'S
Sun City
the **INDIANAPOLIS**



Rodger Ward, 1961
pilots the Sun City

SLEEK "SUN CITY SPECIAL," a \$30,000 rocket on wheels which will roar into the Indianapolis Memorial Day 500-Mile Classic with Rodger Ward at the wheel, is inspected by Contractor-Sportsman Del E. Webb, whose firm will sponsor the car in the name of the nationally-famous Arizona retirement community his firm founded near Phoenix. In driver's seat (above) is Bob Wilke, car owner.

is "In" POLIS



Owner Bob Wilke, in dark suit, exhibits powerful engine of Sun City Special during reception for press, radio and television representatives at Phoenix HiwayHouse hotel while car and crew were Indianapolis-bound.

ner,

es Auto Club



The "hot seat" which Driver Rodger Ward will occupy is inspected by Sun City residents during stopover there en route to Indianapolis. From left: Bill Niven, Carl Kays, Chester Carlson and Myron Stevens, the latter a former builder of Indy cars for three-times winners Wilbur Shaw and Louis Meyer. Stevens himself finished fourth in 1931 Indianapolis classic.

Ward Burns Up Track In Sun City Special

The only driver in the famed Indianapolis 500 Mile Memorial Day Classic who will have the backing of an entire community of senior citizens, 40-year-old Rodger Ward, 1959 race winner, will be piloting the sleek Del Webb's Sun City Special on May 30.

And Ward hadn't been at the track a full week when he demonstrated early this month that he'll be a man to reckon with — quite likely the man to beat!

The Indianapolis veteran was clocked unofficially May 4 at 144.7 miles per hour in a practice spin in the new lightweight A. J. Watson creation owned by Robert G. Wilke of Milwaukee, Wis. Among its new features is power steering, something tried only once previously on the Indy track and then unsuccessfully.

Ward not only won in 1959 but led last year's classic until a worn tire forced him to yield to winner Jim Rathmann.

The gleaming red and white Sun City Special, Offenhauser-powered, was displayed at the Sun City shopping center and at Del Webb's HiwayHouse in Phoenix while being moved from the west coast to Indianapolis by Wilke and Watson, the latter twice a winning mechanic at the speedway, including Ward's 1959 triumph.

Besides Ward, Arizonans will have an interest in five drivers from this state, and one has a Sun City connection. Don Davis, Phoenix, who already has completed a 135-mile-an-hour rookie driver's test at the speedway, is a heavy equipment operator in Sun City construction.

Other Arizona drivers are Wayne Weiler, Phoenix; Bill Cheesbourg, Roger McCluskey and Al (Cotton) Farmer, all of Tucson.

They Came, They Saw, And Couldn't Resist Buying

Chain reaction?

Dewey Krumwiede was residing in Arcadia, Calif., managing a golf course and "breathing smog" when a friend, C. P. Morgan, handed him a brochure from Del Webb's Sun City in Arizona. Three days later he drove to Sun City to spend a week-end "looking around" . . . bought a home after his first look.

Two days later, back in Arcadia, he sold his home there for cash, bid farewell to Morgan and headed for Arizona.

The Sun Shines On Sun City Business



Growing Businesses Get More Space At Sun City

Sun City's booming business center, now attracting customers from a distance of 35 miles, was almost doubled in size with the opening of a new section of stores last month. With other shops and offices now being pushed to completion for waiting tenants, and a new bank building slated to open this month, business volume this year is expected to reach \$3½-4 million.

The modern ranch-style center to serve the retirement community was opened Jan. 1, 1960, but since first Sun City residents didn't begin arriving until April of last year the business firms had to depend on customers from nearby communities. They came from Youngtown, El Mirage, Surprise, Pe-

PROGRAM OF ENTERTAINMENT and speaking which introduced new Sun City merchants to residents of the retirement community and shoppers from neighboring towns attracted crowd pictured above watching Walt Ditzzen, nationally-syndicated cartoonist, sketch some of his amusing characters. Merchants held special shopping days and gave many merchandise prizes.

oria, Wittman and as far away as Wickensburg, about 35 miles.

Newly-installed tenants include jewelry, furniture, hardware and television stores, a health center, newspaper office, men's clothing store, gift and book shop, realty office, liquor store and new offices for the utility company, Arizona Public Service.

First National Bank of Arizona is opening a handsome branch office building in the center, and, besides professional offices, store space is being provided for a hearing aid firm and an optical shop.

The center's large parking area now can accommodate 600 cars. A large section of adjacent land has been reserved for future expansion which could create a business center comparable to some of the major Phoenix developments.

Too much of the milk of human kindness is kept in a frozen state.

An open mind is fine, but be very careful what you shovel into it.

Chain reaction?

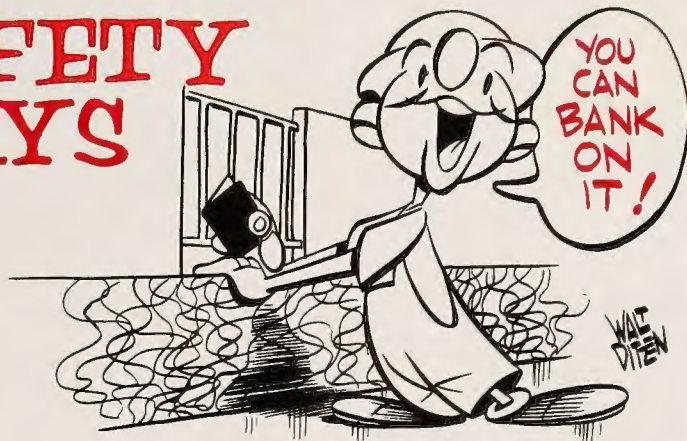
National Publications Tell Sun City Story

America's growing number of retirement-age citizens and millions of other readers have learned recently of Del Webb's Sun City and Arizona's growing Valley of the Sun through articles in a number of the country's leading magazines and newspapers.

Business Week, a controlled-circulation business magazine read by nearly a half million executives and industry leaders, told of the Webb Corporation's nationally-recognized Arizona retirement community in its April 15 issue. A month previously, in millions of copies reaching the news stands and going into homes the same week, Time and Look magazines devoted news and picture coverage to Sun City.

Also in recent issues, extensive editorial and picture treatment has been accorded Sun City by the Cleveland Press, Chicago Tribune, Chicago Daily

SAFETY PAYS



News, New York World Telegram and Sun, Chicago Sunday American, Pittsburgh Post Gazette, Indianapolis Times, Columbus (Ohio) Evening Dispatch, Long Beach (Calif.) Independent, and newspapers in Canada and Australia.

Webb officials point out that emphasis in the articles always is placed on one of the big reasons for Sun City's success — the valley's fabulous year-around climate and numerous sunny days.

Webb Company Acquires Stock Interest In Florida Building Firm

Purchase of 50 per cent of the capital stock of Porter-Wagor-Russell, Inc., a Miami, Fla., development and general construction company, was announced last month by Pres. Del E. Webb of the Webb Corporation.

Mr. Webb and Henry H. Russell, vice-president of the Miami firm, did not disclose the amount involved. Stock acquired by the Webb Company was owned individually by W. M. Porter,

F. B. Wagor and Mr. Russell.

Only recently Webb announced his firm had acquired more than 14,000 acres of land in the Tampa, St. Petersburg and Bradenton areas of Florida to extend its highly-successful land development program there.

Porter-Wagor-Russell, organized in 1947, is best known in South Florida as a developer of residential communities in Greater Miami and Key West.

Last December the company opened the first 18-hole golf course constructed in Miami since 1939 as a facility for its Palmetto Country Club Estates on U.S. Highway 1, 14 miles south of Miami. This community includes 520 homesites, of which 250 have been sold, a 20-acre site for a shopping center and the first building of a two-unit professional center.

Mr. Webb, who has been going to Florida since 1945 for spring baseball training of the New York Yankees club he jointly owns with Dan Topping, termed the new land acquisitions and the Porter-Wagor-Russell association a "new affirmation of our faith in the future of Florida."

Mr. Russell, speaking for his company, declared "we have much to derive from our association with this nationally-recognized development firm. This includes greater availability of trained personnel, more capital for expansion, market research and planning. We also gain by having available to us a wealth of experience and talent gained by Mr. Webb and his associates in development, construction, ownership and operation not only of complete communities, but such entities as shopping centers, hotels, restaurants, office buildings, industrial and manufacturing firms."

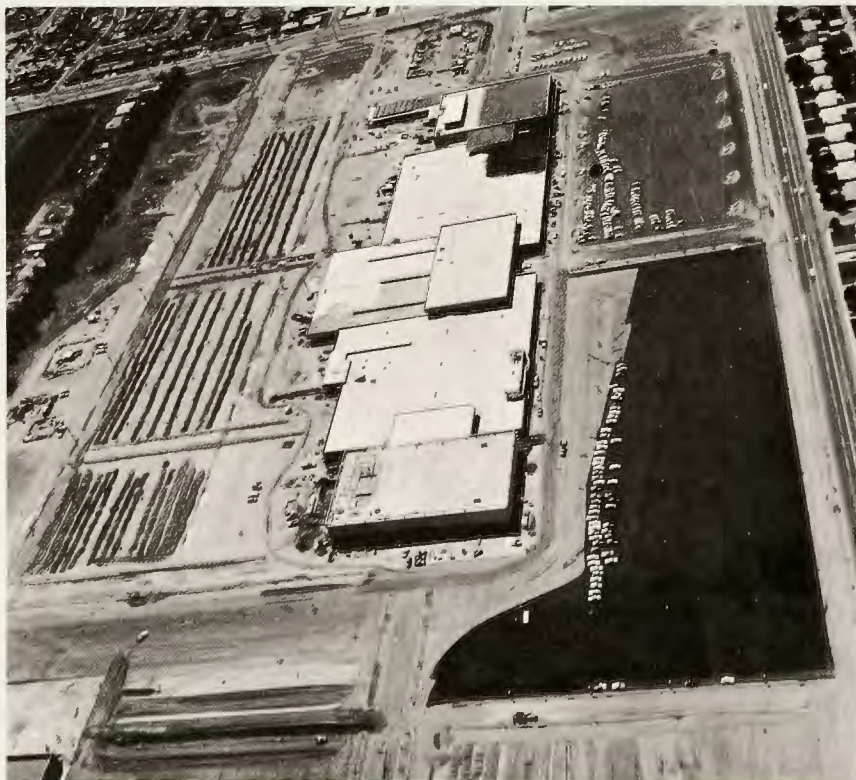


NEW PARTNERS. Officials of Porter-Wagor-Russell, Inc., "shake" with Builder Del Webb on acquisition by the Webb Corporation of 50 per cent of the capital stock in the Miami, Fla., development and general construction firm. From left: W. M. Porter, Henry H. Russell, Mr. Webb and F. B. Wagor.

Late Summer Opening Due At Chris-Town Shopping City



SOUTHWEST'S LARGEST shopping facility, Chris-Town Center at 19th Avenue and Bethany Home Road in Phoenix, pictured above, is heading for an official opening of its 50-plus stores and shops during the last week in August as Webb crews push interior construction. View above looks west, from Korrick's department store in foreground, along the Bethany Home frontage, several blocks in length. Inside, running the length of the center, will be a spacious air-conditioned shopper's mall, cooled in summer and heated in winter.



AIR VIEW shows Chris-Town Shopping City as it looked May 1, with exterior work well along on all its big stores, and the feverish activity now going on inside for interior finishing. Air view looks from east to west, the same as in photo at top of page, with Korrick's store at bottom, J. C. Penney Co. store the two-level structure in center, and Montgomery Ward store with the darker roof at top. Parking will be provided around the center for 5,000 cars, and parking areas at the front, bordering Bethany Home Road, already have been largely surfaced. A large supermarket is at lower left corner of photo, with only an edge of building showing. First National Bank of Arizona's new branch and Bob's Big Boy Coffee Shop, already open for business, are out of picture at the top.



MODEL of Webb Corporation's ultra-modern Chris-Town shopping city, on display in lobby of new First National Bank of Arizona branch which already has opened for business at the northwest Phoenix center, is viewed by Arizona Secretary of State Wesley Bolin and a pistol-packin' young cowboy who was not identified by photographer.

Webb Named Boys' Club Director

Former President Herbert Hoover announced in New York last month the election of Del E. Webb, president of Del E. Webb Corporation, as a director of the Boys' Club of America, of which Mr. Hoover is board chairman. Mr. Webb was one of 15 business and civic leaders so honored. He is a trustee of the Boys' Club Foundation of Los Angeles and long has supported work of the Boys' Clubs of Phoenix.

Restaurant, Bank,
First Chris-Town
Businesses, Open



BOB'S BIG BOY coffee shop, designed as a family restaurant, has opened in a prime corner location at the Chris-Town regional shopping center being developed by the Webb Corporation at Phoenix. Considerable native stone was used for trim. Second in Phoenix and eleventh in a chain operated by Robert C. Wian Enterprises of Glendale, Calif., Bob's will be one of eleven restaurants in the big Chris-Town development.



A CLOSE LOOK at construction progress on the Chris-Town regional center is taken by L. C. Jacobson, right, executive vice-president of the Webb Corporation, in company of one of his veteran project superintendents, Stan Bateman.



CHRIS-TOWN BRANCH of the First National Bank of Arizona, opened in February, is shown in lobby view (above) and exterior view (below). One novel feature offered patrons of its drive-in facilities is an adjustable drawer which can be raised or lowered to accommodate the driver of the smallest compact car to the biggest pickup truck.



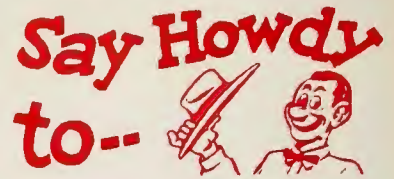
Talent Of These Men Is Creating Beautiful Almaden



BUILDERS CREATING CUSTOM HOMES in the Webb Corporation's Almaden Country Club development at San Jose, Calif., are pictured following a meeting with John L. Kies, right, Webb project manager, at which they discussed merchandising and promotion of their housing. From left, above: Ralph Kirkorian, Ira Kirkorian, Manuel J. Souza, Arthur Blackstein, Don Richards, Guy Rosebrook, Barney Gillis and Mr. Kies. The Almaden development is in a scenic country location a 15-minute drive from the heart of downtown San Jose.



PRE-OPENING LOOK at Olympic-proportioned swimming pool at new Del Webb's Almaden Swim and Racquet Club was taken by Julie McClellan, San Jose State College coed and a contender for the "Miss Greater San Jose" title. She is pictured with Mark Edward, manager of swim and racquet club facilities opened May 14.



C. H. RICHER of Property Management, who carries the title of Manager, Shopping Centers. He joined Webb ranks last December, was formerly associated with the Greater Hamilton Shopping Centre, Hamilton, Ontario, Canada. A son, Ian, attends Judson School in Scottsdale.



THEODORE V. RAGSDALE, of Missile Facilities, also joined the Webb Corporation last December 23. He and his wife, Iva, reside in Woodland Hills, Calif. Ted lists hobbies of fishing, hunting, painting and golf.



FRANZ M. TIRRE lives in San Diego and commutes to nearby La Mesa, where he is assistant project engineer at Grossmont Shopping Center. Interested in all sports and a photographic hobbyist, Franz joined our ranks last December 23.



JOAN GLENDON was employed on that December 23 date as secretary to Fred Kuentz, director of the Property Management Division. She and husband, Bob, have been Phoenicians six years, have a four-year-old daughter, Colleen, and Joan's hobby is raising and selling toy white poodles.



THOMAS C. SAMPSON of Newport Beach, Calif., came to work for Webb last December 23 (that was a busy day in the personnel department) as assistant project superintendent on Capehart housing at Vandenberg AFB. He and his wife, Loretta, enjoy boating and fishing, and there is plenty of water nearby in the Pacific Ocean.



PEGGY SMITH is the pleasant voice and personality serving as receptionist in the Property Management office, and prefers her new job to former employment as a dental assistant. She came to work for the Webb firm in February and with husband, Bob, enjoys bowling as a hobby. Both are from New York state, but met in Phoenix.



Volume 15 May, 1961 No. 5

Published by the
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Webb Firm Begins 17-Story U. S. Headquarters

Phoenix Structure Will 'Anchor' New Rosenzweig Center

Del E. Webb Corporation has started construction of an imposing gold and white 17-story office structure on a prime North Central Avenue location in midtown Phoenix to serve as its national headquarters.

Representing a \$5 million development, with its ground-level stores and shops and a three-level parking garage, the building also becomes the first unit in an overall \$15 million to \$20 million Rosenzweig Center project.

A high-rise office tower, future hotel, an apartment building, possibly a theater, and other stores are planned.

All will rise on the valuable 12½ acres in the 3800-4000 block of North Central, long owned by Harry and Newton Rosenzweig, pioneer Phoenix jewelers, and now under long-term lease to the Webb Corporation.

Completion is anticipated within a year of the first office building into which the Webb firm will move all its Phoenix area headquarters operations for construction, housing, building and operating hotels, shopping centers and varied other entities.

Fred McDowell, who recently completed building of Del Webb's TowneHouse in San Francisco is project superintendent. Chuck Conner is operations liaison man and George Grantham, office manager on the TowneHouse, has the same assignment at Rosenzweig Center.

First National Bank of Arizona will occupy considerable ground-floor area fronting on North Central Avenue, Rosenzweig's will open a modern jewelry store there, and negotiations are underway with airlines and stock
(Continued on Page 3)



ROSENZWEIG CENTER, a dramatic, high-quality, self-contained complex of buildings around a beautifully-landscaped plaza will be built in Phoenix by the Webb Corporation to form a western counterpart of New York's Rockefeller Center or Penn Center in Philadelphia. Architect's conception above is by the Albuquerque, N. M. firm of Flatow, Moore, Bryan and Fairburn. First building, now under construction, is 17-story structure in left foreground. Behind it is a high-rise office building, in center background a multi-story hotel, and at left an apartment building and a large retail store with rooftop automobile parking.

Kansas Titan Missile Silo Construction Wins Praise From Chief Of Army Engineers

Facility construction on the \$30,766,492 Titan missile complex surrounding Wichita, Kans., and the McConnell Air Force Base is ahead of schedule.

After a brief inspection early this month, Lt. Gen. Walter K. Wilson, chief of the U. S. Army Corps of Engineers, reported "construction ahead of schedule" on facilities for the more advanced Martin-built Titan II being emplaced at 18 sites in the Wichita area by a joint venture of George A. Fuller Company, Del E. Webb Corporation and Paul Hardeman, Inc.

After the tour General Wilson said construction of the ICBM facilities presented a real challenge to the ability of the designer, construction contractor and government engineering personnel. He emphasized that ability of the builders to meet time schedules despite a variety of difficulties represents an achievement.

Heavy spring rains, wind and hail hampered construction, and General Wilson agreed that lightning often represented a major hazard to workmen installing reinforcing steel at each of
(Continued on Page 2)

Arizonans Salute Builder Del Webb



ARIZONAN OF THE YEAR was the tribute accorded Builder Del E. Webb last month by the Glendale Trade Club, a division of the Chamber of Commerce. Mr. Webb, second from right, was presented a trophy inscribed "in recognition of his unparalleled contributions to growth and development" of the Valley of the Sun. At presentation were, from left: John Tribolet, Trade Club president, Arizona Gov. Paul Fannin, Mr. Webb, and, at right, Don Sanderson, who made presentation.

Appraiser Honor Won By Richard Wartes

Richard M. Wartes, director of investment financing for the Webb Corporation, has been awarded a Member Appraisal Institute designation by the governing council of American Institute of Real Estate Appraisers.

Since the institute was founded nearly 30 years ago, fewer than 2,900 appraisers have qualified for such a designation.

Mr. Wartes joined the Webb firm last summer after 13 years with Equitable Life Assurance Society handling appraisal assignments throughout Washington, Oregon, Idaho, British Columbia and Arizona. He has since handled financing on some of the major Webb commercial and industrial projects.



Richard Wartes

Missile Silo Work Lauded

(Continued from Page 1)

the sites.

The project is part of almost \$93 million in missile silo construction in which the Webb firm is participating in Kansas and Montana. Steel already is going into underground silos on the Fuller-Webb \$61,773,644 joint venture to create the nation's first Minuteman complex over a 17,000-square-mile area surrounding Great Falls, Mont.

Gilberts Couldn't Beat Odds

Those who serve on juries in Maricopa County Superior Court at Phoenix are drawn from the county's list of 250,301 registered voters, so they figure the odds that any one person will be called are better than a quarter-million to one. But in the most recent venire, three married couples were drawn, including John L. and Arlene F. Gilbert of Phoenix. Mrs. Gilbert is a member of the Webb accounting division staff.

On The Nose

A hypochondriac told his doctor in great alarm that he had a fatal liver disease. "Nonsense!" protested the doctor. "You wouldn't know whether you had that or not. With that disease there's no discomfort of any kind."

"I know," gasped the patient. "My symptoms exactly."

Webb Men Attend Shopping Center Parley



FIVE REPRESENTATIVES of the Webb Corporation attended the recent convention in Hollywood, Fla., of the International Council of Shopping Centers, Inc. Pictured with Jack Pearlstone, Jr., Baltimore, Md., (third from left), president of the international council, the Webb group included, from left: H. E. Boice, construction operations chief at Phoenix; Roy P. Drachman, Tucson, of the Webb shopping center division; Mr. Pearlstone; Fred Kuentz, Webb property management chief; C. H. Richer and J. H. Bacheller of the shopping center division. Mr. Drachman was elected to the council's 25-member board of trustees.



'A LOT OF HIGH-PRICED TALENT', opined Project Supt. Fred McDowell as this group took over the ground-breaking project which formally launched construction of Webb headquarters at the multi-million dollar Rosenzweig Center in Phoenix. From left: Pres. Del E. Webb, Executive Vice-Pres. L. C. Jacobson, Richard Wartes of Webb Corporation, Mrs. I. Rosenzweig, 81, "queen" of the ceremonies, and her two sons, Newt and Harry Rosenzweig, brother jewelers and owners of the valuable 12½-acre North Central Avenue site of Rosenzweig Center.

New Webb Headquarters Building To 'Anchor' Rosenzweig Center

(Continued from Page 1)

brokerage firms for other space, according to Richard M. Wartes, general manager of the Webb commercial and industrial division and director of investment financing.

Besides the Webb Corporation, a number of other firms will occupy offices on upper floors.

The three-level garage on the south side of the building, as well as other surface parking areas, will be reached from a curved, four-lane thoroughfare with landscaped center mall which the Webb firm will create through the heart of Rosenzweig Center from Central Avenue to Second Avenue. The parking garage will accommodate 300 cars.

Gardens and attractive fountains will dot the center's plaza.

The basic tower will be reinforced concrete using pre-cast stone with gold ceramic-mosaic tile panels on its ex-

terior and aluminum gold anodized trim encircling the periphery of the building at 11th and 17th floors. So there will be no unsightly structures topping the building for air conditioning or utilities, these will be located at the 11th floor which will be enclosed by the gold panel trim.

The building will be set back 120 feet from Central Avenue to provide a court-like entrance flanked by the bank's one-story quarters and the one-story shops on the north. Passersby actually will be able to look through the court into the building proper, for it will stand on two-story-high, marble-faced columns as though they were giant stilts.

The rectangular structure will be built around a core, with utility rooms, elevators and stairways at the center of the core. Not only will all offices have outside windows, with a view of

the city, but there will be no structural interior columns to restrict or hinder tenant space layout since the building will be supported by the outer walls and core.

Sun-control glass will be a feature, and there will be a generous use of marble in lobby areas and ground-floor areas. Each floor will have an attractive lobby facing the elevators.

The first project phase was designed by the Albuquerque, N. M. architectural firm of Flatow, Moore, Bryan and Fairburn, and the basic construction loan has been granted by Massachusetts Mutual Life Insurance Co. Leasing agent is Coldwell Banker and Co.

The North Central site has been in the Rosenzweig family 46 years. It long was occupied by the Mirador Ballroom, formerly the Sciot's Auditorium, which recently was razed.

This Will Be Newest Addition To



VIEW OF A MODEL of the new Rosenzweig Center project started this month in Phoenix by the Debevoise & Platteau law firm. The 17-story gold and white office building to become corporate headquarters of the Webb firm will retain the name of the \$20 million business center development.

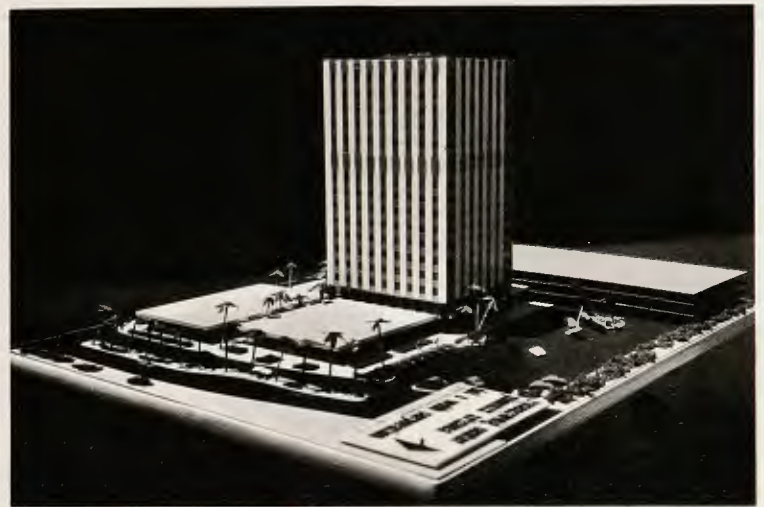
Phoenix Skyline



Complex of shops and a parking area. Initial investment in a \$15 to



BUILDER DEL WEBB, flanked by his executive vice-president, L. C. Jacobson, views model and indicates to Newt and Harry Rosenzweig, right, prominent Phoenix businessmen, that part of new Rosenzweig Center building in which his firm will establish its new U. S. headquarters.



VIEW TOWARD REAR of model of first Rosenzweig Center building shows how it is bracketed by one-story shops and stores and a three-level automobile parking garage which, like surface parking area at rear, is reached by divided four-lane thoroughfare connecting with busy North Central Avenue.



AT GROUND-BREAKING CEREMONIES, interviews with principals are obtained by Program Director Jack Williams of Radio Station KOY. At left, above, he chats with Richard Wartes and L. C. Jacobson of Webb Corporation; at right with Del Webb and Newt Rosenzweig.

Welcoming Two Young Webb Corporation Stockholders



ALL DECKED OUT in their go-to-meeting finery, two youngest owners of Del E. Webb Corporation stock were welcomed to the firm's first annual meeting last month at the Sun City Town Hall by Executive Vice-President L. C. Jacobson, who's also their daddy. Chrissie, 5 and Amy Jo Jacobson, 4, each own 500 shares of Webb stock.

Webb Stockholders Told Importance Of Land Development Program

Del E. Webb Corporation stockholders were told at their first annual meeting last month that "land development holds the key to the phenomenal growth of the corporation and its exciting promise for the future."

The meeting was conducted in the Town Hall at colorful Sun City, the nationally-famous retirement community being developed by the Webb firm northwest of Phoenix. Pres. Del E. Webb, chairman of the board, and L. C. Jacobson, executive vice-president and general manager, were principal speakers.

Re-elected unanimously as directors were Webb and Jacobson, J. R. Ashton and R. H. Johnson, vice-presidents, and John B. Milliken, Los Angeles, chief of Webb legal counsel and a partner in the law firm of Parker, Milliken, Kohlmeier and Clark.

In describing the firm's activities, Mr. Jacobson said the Webb Corporation is unusual among U. S. businesses in that it handles every phase of a development, from acquiring raw land to planning, constructing, developing and then managing its own developments.

President Webb told stockholders the corporation began developing and managing such businesses as apartments, hotels and shopping centers in the mid-50s. In emphasizing that his firm has rights to 60,000 acres of land extending from California to Florida, he commented: "An examination of some of the great fortunes made in the U. S. reveals all were based on land holdings."

The Webb firm reported gross revenues of \$41,904,699 and net income of

\$662,010, equal to 15¢ per share on 4,400,000 shares outstanding at the end of its first fiscal year December 31, 1960. The corporation also reported gross revenue of \$9,845,590 and net income of \$208,898 for the first quarter of 1961. This does not include the company's share of joint venture gross revenues of \$1,243,500 received during the three months ended March 31, 1961.

The company incurred substantial start-up expense in connection with its construction of a \$62,000,000 Minuteman missile complex in Montana and a \$30,000,000 Titan missile complex in Wichita, Kansas. The major share of the company's portion of the anticipated profits from these jobs will not be reflected on the Company's statement until later this year and in 1962.

Scenes From Sun City Meeting Of Stockholders



PRES. DEL E. WEBB addresses stockholders' meeting. In background, from left, are Webb executives J. R. Ashton, L. C. Jacobson, R. H. Johnson, W. J. Miller, and Judge John B. Milliken, chief of legal counsel.



REVIEW OF 1960 ACHIEVEMENTS and an insight into what's to come were given by L. C. Jacobson, executive vice-president. Meeting was held in Town Hall at Sun City retirement community.



FOLLOWING MEETING, stockholders enjoyed refreshments on the spacious patio of the Sun City Community Center.

Say Howdy to--

KITTY SHERBURNE, secretary to Charles Richer in Property Management, says her off-duty hobbies are swimming, reading, and, of course, watching TV . . . mainly Channel 10 where her husband, Lyle, is an engineer. Kitty joined the Webb organization in March.



A. M. PORTER, after overseeing landscaping at the Tucson HiwayHouse since January, 1960, joined Property Management in April as Supervisor of Landscaping. He and wife, Sylvia, have a son in the Forest Service in Tucson, and a married daughter. They had lived in Tucson 25 years.



JUNE SESSON, secretary to Wesley Mohr in Industrial-Research, apparently can't get enough of that wonderful sun. After 10 years in San Diego, and with the Webb folks since last November, June still lists as one of her hobbies, "sunbathing." She also likes to read; is single.



JUNE GILPIN is another outdoor girl. She shares swimming and horseback riding as hobbies with her husband, William, an employee of Motorola, and their children, Billy and Debbie. The Gilpins are from Ohio, but have been in Phoenix since 1955. She has been secretary to Dick Wartes since Feb. 1.



CLIFF NELSON, manager of Industrial Sales, joined the Webb Corporation in February. He has solved the recreation problem for himself, his wife Audrey, and their four daughters by installing a swimming pool at home. The Nelsons come from San Diego.



D. R. (JACK) HUMMER began his second term of service with the Webb people in January as an estimator in the Operations Department. He and his wife, Fran, have two children living at home . . . three children are grown and living away. The Hummers are devoted bridge fans; have lived in Phoenix 10 years.

The Webb Spinner

Volume 15

June, 1961

No. 6

Published by the

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John Morton, Phoenix
Dale Griffith, Los Angeles
Laura Keller, Master Products

CIRCULATION MANAGER

Tom Quinby

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Cradle Chatter

A steady parade of Webb employees visiting hospital maternity wards threatens to make "Cradle Chatter" a regular feature of The Webb Spinner.

We apologize for missing mention of the birth Dec. 24 of the third son and fourth child of Webb Printer Lee Sevedge and wife, Elaine. Harry Noel checked into St. Joseph's Hospital at 6 pounds, 9 ounces.

Bobbie Lynn, first addition to the family of Bob and Judy Schnepf, arrived early April 17 at Mesa's hospital. The little girl checked out a month later after adding weight to an original 3 pounds, 9 ounces. Schnepf is assistant to Printer Sevedge.

Carolyn Cranston Gelles, second child and first girl born to Harry and Lyn Gelles, arrived in St. Joseph's hospital weighing 7 pounds, 8 ounces on May 5. Harry Gelles is assistant to L. C. Jacobson.

Barb Rodgers, Phoenix PBX operator and mail clerk on leave, notified the Spinner from Sparland, Ill., that she and her husband, Bob, became parents May 15 of a 6 pound girl, Jill Alean Rodgers. She is their second child.

Sun City Special Scores In Indianapolis Classic



MILLIONS OF RACE FANS listening to radio reports and more than 250,000 rabid spectators packing the Indianapolis Motor Speedway heard and saw the sleek white Sun City Special rocket into third place in the 500-mile Memorial Day classic at an average 138.539 miles per hour. Winner A. J. Foyt averaged 139.130 mph. These photos by Dave Parker, Webb Corporation staff photographer, show Driver Rodger Ward whizzing by grandstand at about 175 mph and (below) in the feverish activity at a pit stop during which — in 19 seconds — he took on gasoline, a change of tires, changed goggles and swallowed a cup of water. Sponsorship of the classy race car acquainted a multitude of racing fans with the Webb firm's Arizona retirement community of Sun City.



Death Takes Accountant

John Jay, 57, an accountant on the Stockdale project at Bakersfield, died of a heart attack at his home May 23. Prior to his Stockdale assignment, he worked for the Webb Corporation on the Diamond Gardner project at Red Bluff. He is survived by his wife.

Fine 255 Nets Trophy

Ten strikes and two spares added up to a 255 and a trophy for John Morton, accountant at the main office, in a recent game in Phoenix's Major Trio League. John reports his all-time high game is 279, achieved with 11 strikes and a spare.

Webb Firm To Acquire 600-Room Hotel Sahara

Stock Is Offered For \$20 Million In Nevada Properties

Shareholders of the Del E. Webb Corporation will be asked at a special meeting August 28 to authorize increase of the firm's shares of common stock from 8,000,000 to 10,000,000 to make possible acquisition of the huge Sahara-Nevada Corporation of Las Vegas, Nev.

Negotiations to exchange 1,500,000 shares of common stock for Sahara-Nevada's hotel and real estate properties estimated at \$20,000,000 in value have been completed by the Webb Corporation, according to Executive Vice-Pres. L. C. Jacobson.

These include the plush 600-room Hotel Sahara and its 20 acres on Las Vegas' glittering "Strip", the downtown Las Vegas Mint casino, and approximately three acres of downtown commercial real estate on which a multi-story hotel is planned. The Webb firm

(Continued on Page 6)

Los Angeles Office Building Complex Costing \$40,000,000 is Webb Project

Los Angeles is going to have a new \$40,000,000 office-building complex named for Builder Del E. Webb. The business center will rise on 17½ acres of valuable land, adjacent to Los Angeles' jet-age International Airport, which the Del E. Webb Corporation has just acquired on a 99-year lease from the McCulloch Corporation.

The property, in two parcels, fronts on Century Boulevard from Airport Boulevard to the existing McCulloch plant, and also includes a piece located one block east of Sepulveda.

Under terms of the lease the Webb firm also acquired plans prepared by Welton Becket and Associates, noted Los Angeles architects, for the recently-announced multi-million dollar McCulloch Center project directly across from the airport entrance. The entire project now is taken over by Webb.

Robert P. McCulloch, Sr., McCulloch Corporation president, and L. C. Jacobson, Webb executive vice-president, said in a joint announcement the first multi-story fully air-conditioned

structure in the Webb building program will get underway this winter. It would be known as the McCulloch Building and would become world headquarters for the McCulloch firm, which does approximately \$75 million in annual sales.

The strategic Los Angeles acreage, because of its proximity to the booming airport, was termed by Vice-President Jacobson "one of the outstanding pieces of property in the United States."

Assisting Mr. McCulloch and Mr. Jacobson in leasing negotiations were Robert P. McCulloch, Jr., company director; Joseph L. Hegener, vice-chairman of the board and treasurer, and J. D. Cavanaugh, vice-president and secretary of the McCulloch firm, Rich-

(Continued on Page 3)



SOUTHWEST'S LARGEST and one of the nation's most modern shopping facilities, this huge Chris-Town Center at Phoenix is being pushed to completion by Del E. Webb Corporation workmen for an August 24 opening. It will have 55 stores and shops, parking for 5,000 automobiles, and will be owned and operated by the Webb Corporation.

The Chief Takes A Bride



THEIR MEETING on a blind date on Hallowe'en seven years ago culminated in the August 1 wedding at Reno, Nev., of Webb Corporation Pres. Del E. Webb, 62, and pretty Toni Ince, 40, Los Angeles. Best man for the quiet, simple ceremony in the Mapes Hotel was Executive Vice-Pres. L. C. Jacobson, with Mrs. Jacobson as matron of honor and the bride's mother, Mrs. Frank Curley, the only other witness. Long a rooter for Webb's champion Yankees, the bride resigned a 17-year career as a millinery designer and buyer for Bullock's Wilshire store in Los Angeles. It was the second marriage for both. They will establish their home in Phoenix, where the Webb Corporation maintains its headquarters.

Speaking Of Safety . . . It Takes Only A Second!

It takes a minute to write a safety rule . . .

It takes an hour to hold a safety meeting . . .

It takes a week to plan a safety program . . .

It takes a month to put it into operation . . .

It takes a year to win a safety reward . . .

It takes a lifetime to make a safe worker . . .

It takes just one second to destroy it all with one accident!!

The Restless Mr. Webb

How tempus fugit . . . !

But so does Del Webb.

Mr. Webb talked to his Phoenix office from Miami Beach, Fla., one morning recently, providing details for an impending news release on a new Webb Corporation project.

Before noon, contacted this time in New York, he furnished further details.

That night, shortly after dinner, he checked the story by phone — this time from his Los Angeles apartment.

Next morning, 24 hours after the first call, he was in Santa Barbara, Calif., for release of the story.

An Exciting Withdrawal

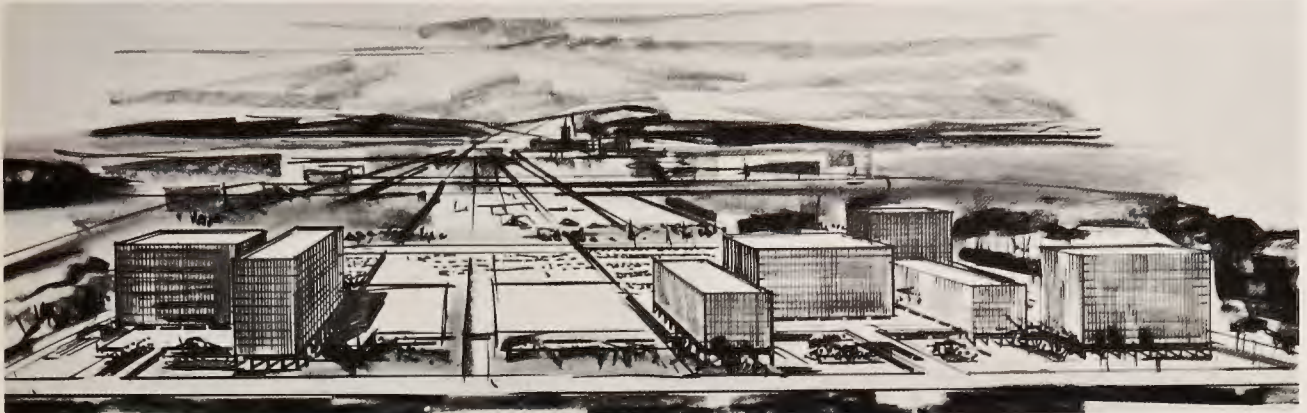
In Los Angeles recently on business, W. J. Miller and A. K. Stewart from the Webb offices in Phoenix were conferring with Attorney Mark Townsend in the downtown main offices of the Bank of America when they heard what sounded like firecrackers popping outside the building.

Emerging from their meeting a few minutes later, they learned . . .

The savings account window in the busy bank lobby had been held up by a lone gunman who subsequently was captured by guards in an exchange of gunfire. But business continued as serenely in the bank offices as though nothing had happened.

Man to thoughtful friend: "A penny for your thoughts". Thoughtful friend: "I was just thinking about the five dollars you owe me."

Another Pretentious Business Center Of The Future For Los Angeles



Del Webb Center Slated At Los Angeles Airport

(Continued from Page 1)

ard M. Wartes and Ronald P. Klein of the Webb Corporation.

Mr. Jacobson said that, although some design changes may be made, the Webb firm plans to carry out the general development for the airport property designed by Architect Becket. Careful attention will be given esthetic detail, he added. Buildings will center on a spacious open garden court with lush landscaping and reflecting pools. Ample parking will be provided. Offices on upper floors will command a view

DRAMATIC COMPLEX of office buildings to be known as Del Webb Center will mushroom adjacent to huge International Airport in Los Angeles. Pictured above is the master plan as visualized by Architect Welton Becket according to present planning.

of operations of the jet-age terminal.

"We agree with Mr. McCulloch," said Mr. Jacobson, "that there is a definite need for high-quality office space near the airport." Security First National Bank, which operates 259 branches in Southern California, already is planning to take space in one of the new buildings at the airport location, the developers report.

Being across the street from the air terminal will put the new Webb Center within a few hours of any major city

in the U.S. or the world, it was emphasized. Stretching along Century Boulevard for almost two blocks from Airport Boulevard, it will bracket the present McCulloch plant and administrative complex.

The McCulloch Corporation controls approximately 60 acres in the airport vicinity. A family-owned corporation, its principal products are Scott outboard motors and boats, McCulloch chain saws, drone aircraft engines, karts and kart engines.



FUTURE SITE of Los Angeles office-building development is 17½ acres, shown in part above, opposite Los Angeles air terminal which looms in background of photograph.

Webb Stockholders To Vote On Acquiring These Properties



A PROPOSED MERGER by which the Del E. Webb Corporation will acquire the properties of Nevada's Sahara-Nevada Corporation, estimated at \$20,000,000 in value, will be voted upon by Webb shareholders at a special meeting at 2 p.m., August 28, in the Community Center at Sun City, Arizona. Pictured on these pages are some of the properties, including the 600-room Hotel Sahara (shown in air view above and patio view below), which the Webb firm would acquire in exchange for stock.





HOTEL SAHARA is shown above as viewed from "The Strip," the busy Los Angeles-Las Vegas highway at the edge of the downtown district.



THE MINT, located on Fremont Street in the heart of downtown Las Vegas, is a thriving cocktail, dining and entertainment establishment.

Ambitious Expansion Program Due For New Las Vegas Properties

Two Towering Hotel Structures Planned

Plans for an \$11,500,000 hotel expansion in Las Vegas, Nev., including a multi-million dollar addition to Hotel Sahara and a new multi-story hotel to rise in the heart of the Las Vegas business district, await stockholder approval August 28 of a merger by which Del E. Webb Corporation would acquire Sahara-Nevada Corporation properties.

First phase, a \$2,500,000 alteration of existing facilities at the 600-room Hotel Sahara, would begin immediately. Also planned for the near future is a 24-story, \$4,500,000 addition to the Sahara, topping by 10 stories the \$3,500,000 addition completed for the hotel in 1960 by the Webb Corporation.

The alteration and expansion program would include a new convention hall and enlargement of all public areas, including new dining rooms, new cocktail lounge, new shops, and a skyroom with dancing and Cantonese food. New parking decks are planned for the "Strip" side of the 20-acre Sahara site.

Future plans include a 17-story hotel to rise on a three-acre site adjoining the downtown Mint.

Once the projected 24-story addition is completed, the Sahara would have the two tallest hotel structures in Nevada and 1,000 rooms ranging from single accommodations to penthouse suites.

Webb Firm To Exchange Stock For Sahara-Nevada Corporation

(Continued from Page 1)

will operate only the hotels, the Sahara-Nevada casino operations having been leased to independent operators for annual rental exceeding \$7,000,000.

Although the Webb Corporation in the stock exchange will acquire full ownership of Sahara-Nevada Corporation, Mr. Jacobson said Milton Prell and A. F. Winter of Las Vegas will continue to head the subsidiary.

"Addition to our properties of Hotel Sahara and the downtown Las Vegas hotel site," said Mr. Jacobson, "is in line with our new policy of operating metropolitan properties rather than the type of highway motor hotels we recently sold. Being represented in the entertainment capital of the world with these fine hotel properties should place



FUTURE HOTEL SAHARA and The Mint at Las Vegas, Nev., as visualized by Architect Martin Stern of Beverly Hills, are pictured on this page. Sahara facilities would be enlarged and expanded and hotel would get a 24-story addition to increase its rooms to 1,000. Seventeen-story hotel to rise adjacent to The Mint would be part of an \$11,500,000 building program.

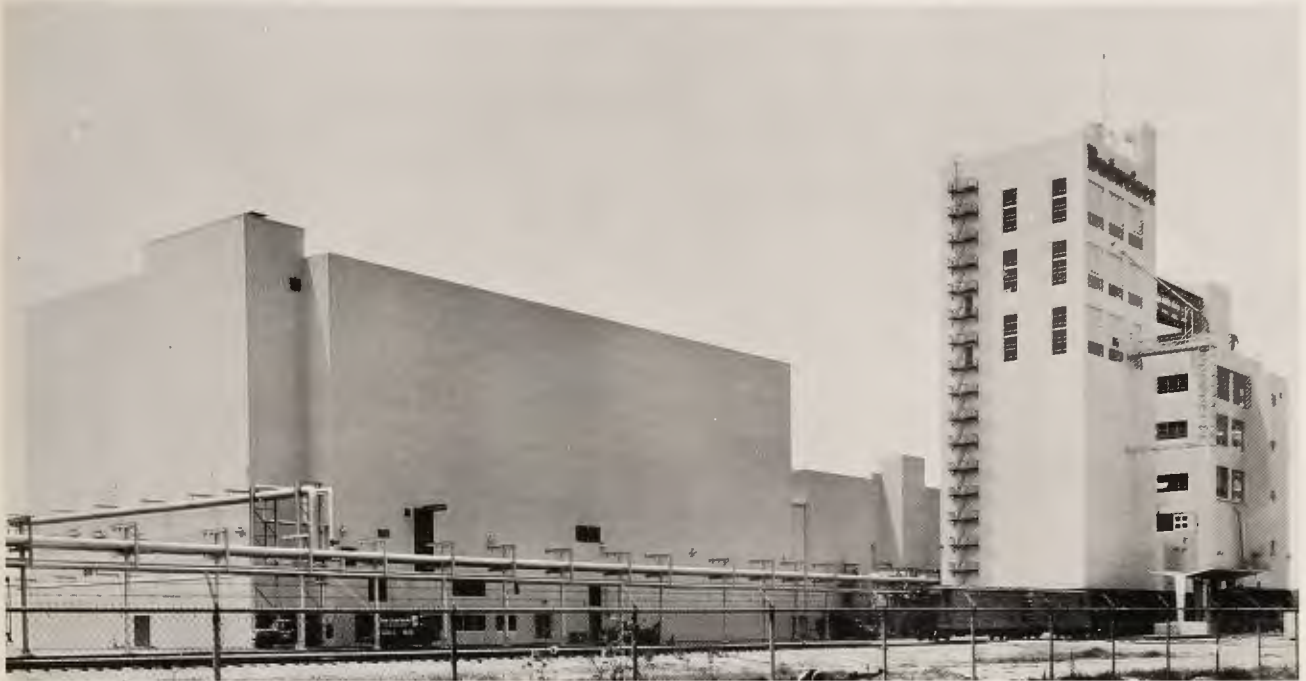


us in an enviable position in the hotel industry."

Presently the Webb firm has ownership interests in the San Francisco TowneHouse, Continental Denver at Denver, and Mountain Shadows resort hotel near Phoenix, which it now is ex-

panding to double its facilities and add an 18-hole golf course. New Webb metropolitan hostleries are planned for Fresno and San Diego in California, as well as a large hotel on the Rosenzweig Center property being developed in Phoenix.

Webb Crews Complete \$5,000,000 West Coast Brewery Expansion



Budweiser Project Building Completed

You could put enough beer in a new barrel stockhouse just completed by the Webb Corporation for Budweiser in California to fill a hundred swimming pools, and still have sufficient space to hold a good-sized beer bust.

Five stories in height, the concrete and steel structure contains 96 tanks with a capacity of 1,000 barrels of beer each. The expansion increased the brewing capacity of the Anheuser-Busch plant at Van Nuys by 60 per cent to an annual production capacity of 1,500,000 barrels of Budweiser and Michelob beer.

Each of the tanks will hold approximately 140 tons of liquid — more liquid than would be required to fill a swimming pool 20x40 feet in size — and each container larger in size than those of a railroad tank car.

Fully insulated throughout and containing an area of 114,000 square feet, the stockhouse maintains precisely controlled temperatures and humidity. The new addition was designed by Holmes and Narver, Inc., Los Angeles architect-engineering firm, which previously had created, in cooperation with the Anheuser-Busch engineering depart-

FIVE-STORY-HIGH STOCKHOUSE built at Van Nuys, Calif., for Anheuser-Busch brewing company, pictured above, was part of a \$5,000,000 expansion which saw Webb crews also modify the existing brew house, fermenting cellar, stockhouse and power plant.



THEY COULD SMILE when this photo was made, for Budweiser brewery construction supervised by Project Supt. M. D. Stevens, right, and Project Engineer Fritz Danielson had been virtually completed.

ment, the original \$25,000,000 brewery completed in 1954.

Besides the stockhouse construction, Webb crews modified the existing brew house, fermenting cellar, stockhouse and power plant. The project was directed by Vice-Pres. R. H. Johnson and E. T. Davies, chief of operations, of the Webb firm's Los Angeles headquarters.

A GOOD OMEN?

Del Webb, whose Yankees have once again been pacing the American League chase, already has one 1961 diamond championship wrapped up. The Webb entry in the Class B Legion league at Phoenix came from behind with a last-inning, bases-loaded home run to win a 9-6 verdict and the championship.

The WEBB Spinner

Volume 15 July-August, 1961 No. 8

Published by the

DEL E. WEBB CORPORATION

302 South 23rd Ave.
Phoenix, Arizona

5101 San Fernando Road West
Los Angeles, California

in the interests of the personnel of its various projects and branch offices

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Wedding Bells Ring for Jeff Cash



MARRIAGE VOWS were exchanged June 30 in Memorial Presbyterian Church by Phoenicians Sandra Lee Gross and Jeff B. Cash, warehouseman for the Webb Corporation's main office. The Rev. Robert E. Manning officiated at the informal ceremony. The daughter of Mr. and Mrs. Gilbert Gross, the bride studied at Phoenix College. Jeff is the son of Mr. and Mrs. Ralph A. Cash and attended the University of Arizona.



YOU CAN'T BEAT A 54 HANDICAP! Marvin Netz, in dark shirt, official scorer, is pictured presenting check for first place to Glenn Eastman, winner of the recent Sun City project employees' links tourney. From left are Terry Footer, Dino Serafini, Bob Jones, Marvin Netz, Kenneth Howell, Lin Frazier, Glenn Eastman, Ed Polk, Stanley Dean, Don Duval and Bud Henson. Participants not pictured were Carl Ingram and Joe Cesar, Joe having stepped out of the group to handle the camera.

Cradle Chatter

The Webb Spinner wishes to congratulate the following new parents, while noting the Webb "family" is growing at a rapid rate, indeed!

Jules Vellutato, engineer on the Stockdale project in Bakersfield, and his wife, Susan, welcomed 5-pound, 9-ounce Valenda Marie June 12 in Bakersfield Memorial hospital.

Mildred Durham presented husband Ray on June 26 with a 6-pound, 3-ounce girl, Sheryl Lynn, who soon joined at home brothers Gary, 13, and Ronnie, 11. Ray is project superintendent at Webb's Florida retirement community, Sun City.

Mary Ann, 6-pound, 9½-ounce daughter of Dave and Gloria Sanders, became the family's first addition June 28. Dave is manager of project operations on Whiteman AFB housing.

Bill and Peggy Schwartz welcomed their second child July 16, as 6-pound, 8-ounce Philip William joined sister Maryianne, 1½ years old. Bill is job engineer on the Mountain Shadows Resort hotel addition.

Paul Bastin, draftsman in the housing department, reports his wife, Marilyn, presented him a daughter, Troy Robinson, July 18. The 7-pound, 10-ounce girl is their first child.

Kern City, Newest For Retirees, Opens October 7

New Mexico's Tallest Business Building Rising

Webb builders are making an auspicious debut with their first Albuquerque office building, a 17-story skyscraper already reaching upward. When the First National Bank building is completed next July, it will represent a \$4,000,000 investment, the bank's uptown headquarters, the largest Webb development in New Mexico to date, and that state's tallest office structure.

Like the Del Webb Building rising at Rosenzweig Center in Phoenix, it will be 212 feet high, contain 182,000
(Continued on Page 8)

California Locale Is At Bakersfield

The second completely-planned community in a projected nationwide program of creating cities for senior citizens will be opened Oct. 7 by the Del E. Webb Corporation near Bakersfield, Calif.

The active retirement philosophy accepted so well at still-booming Sun City, Ariz., now will be available to Californians and others at Kern City, an exact duplicate of the first Webb senior citizen community opened Jan. 1, 1960.

Crowds of northern and central Californians, as well as smog-bound Los Angeles area residents, are expected Oct. 7 and 8 for opening of Kern City facilities, including model
(Continued on Page 2)

Big Development Is Scheduled At Santa Barbara

Another new phase has been added to the Arizona, California and Florida land development program of the Webb Corporation through a joint venture with Chicago Industrialist Henry Crown to create a complete townsite on 4,100 acres at the edge of Santa Barbara, Calif.

Mr. Crown, who recently sold the towering Empire State Building in New York, has been a business associate of Webb executives for several years and is joint owner with the Webb firm of the 3,000-acre Arrowhead Ranch northwest of Phoenix.
(Continued on Page 11)

Spectacular Chris-Town Center Thronged At Opening

That the Del Webb Corporation has set a new standard for regional shopping centers in the southwest and United States was borne out by throngs of visitors and shoppers jamming Chris-Town Center in Northwest Phoenix on its opening days, and who since have kept sales brisk.

Public response to the 63-store, enclosed-mall, all-refrigerated center awed even veteran chain store managers as an estimated 130,000 visited Chris-Town during its Aug. 24 opening. After two full weeks an estimated 750,000 had entered the spacious 1,000-foot-long landscaped mall and visited shops ranging from complete department stores like Ward's and Korricks', to shops specializing in records, fabrics and dozens of other items.

Roy Drachman, co-developer and
(Continued on Page 5)



MAIN ENTRANCE, Avenue of Palms, leads into huge new Chris-Town Center, the Southwest's largest shopping facility, just completed at Phoenix by the Webb Corporation. It has a 5,200-car parking area.

New California Mecca For Senior Citizens



YOU'RE LOOKING down the palm-lined main street of Kern City, Calif., (in photo above), the new Webb Corporation retirement community which will begin welcoming its first senior citizens early in October. Photo taken early this month shows model homes on left and community center on opposite side of street at upper right. **BELOW** — The palm-lined divided street which serves as entry to picturesque Kern City, which is taking shape on the western edge of Bakersfield.



Kern City Is Patterned After Arizona's Sun City

(Continued from Page 1)

homes, shopping center, apartments and a spacious community center.

Kern City is the first phase of the 6,000-acre Stockdale development, a completely - planned, residential - commercial - industrial city being built by Webb near Bakersfield in association with the Kern County Land Co.

Like Sun City, which pioneered the active retirement boom now being copied in many parts of the country, Kern City will offer to those 50 years and older, with no school-age children, attractive modestly-priced homes near metropolitan shopping and medical facilities. Swimming, golf, and a full range of hobby and recreational pursuits already are available for the first Kern City residents.

Planning is underway for an area of custom homes near the retirement community, built around the beautiful Stockdale Country Club grounds. Already, several major firms have announced plans for construction in a Stockdale Industrial Park.

The Webb construction staff at Kern City is headed by Lee C. Phillips as project manager of operations; Doug E. McCollam, project superintendent; Julius Vellutato, project engineer, and Milford T. Rigg, office manager. Jack W. Ford, operations chief at Phoenix housing headquarters, and John W. Meeker, his assistant, are overseeing the Kern City development. Jim Maloney, Bakersfield, is Webb project manager for Stockdale industrial and custom homes planning.



SPACIOUSNESS will be the keynote at Kern City, just as it has been the practice in building of the Arizona retirement community of Sun City, near Phoenix, by Webb men. Photo above shows work underway on Kern City's Riviera-size swimming pool, the broad sunning terraces and covered area for comfortable lounging at poolside. Pool is part of the recreational facilities provided by the builders for senior citizens.



VIEW OF COMMUNITY CENTER at Kern City. Modeled after Sun City's Town Hall, this will be the center of activities for the new community. It will be completely furnished with comfortable lounge furniture as well as chairs for meetings, a public speaking and wired music system. It has kitchen facilities, a stage and dressing rooms.





WITHIN THIRTY MINUTES after the big doors of Chris-Town Center opened the forenoon of Aug. 24 following brief ceremonies, the 5,200-car parking lot was jammed with cars of visitors. Eight special officers deployed on the roof and 19 in the parking lot, conferring by walkie-talkie, kept traffic moving. Figures supplied by automatic car counters on all entrances indicated first-day visitors and shoppers numbered 130,000. With city police directing traffic on adjacent streets, the Northwest Phoenix congestion was termed heaviest in city's history. Air view shows 20 unimproved acres along row of trees, still to be developed, as well as future sites of two large restaurants. Parking area began filling while Webb executives, city ← and store officials held brief opening ceremonies which attracted press, radio and TV representatives.

Chris-Town Shopping Facility Wins Plaudits

(Continued from Page 1)

leasing director of Webb shopping centers since 1948, predicts first year gross sales of \$30 million, with annual gross rising to a fifth-year level of \$50 million. About 1,500 persons staff the Chris-Town stores, with holiday sales likely to require an additional 500.

Phoenix shoppers were talking excitedly from the first day about the 30-foot-wide main entrance. With doors open during business hours, visitors walk through a broad "curtain of air" into the Court of Fountains. And with all stores facing the mall, and sliding doors wide open, feminine shoppers were delighted to learn they could load up with packages and stroll at leisure without pushing through a single door or turnstile.

Webb planners, while giving shoppers plenty of extras in merchandise selection and decorative, one-temperature store and mall areas, have not forgotten Chris-Town's exterior.

More than 4,000 rose bushes, many new varieties, and a wide selection of flowers, trees and bushes bracket three main entrances and decorate 150 islands in the 5,200-car parking lot.

Nearby residents appreciate a new outdoor fixture, low to the ground, that spreads a color-corrected glow downward. Miles of underground cable bring power to Chris-Town in a three-loop plan that will keep the shopping "city" lighted even in event of power failure. Even seven of eight huge transformers are underground.

When a final half-dozen shops are completed, Chris-Town will offer one of the most complete centers in the United States, with the largest refrigerated, enclosed court and mall area, cooled in summer and heated in winter.

Webb officials have praised the design and cooperation of the two responsible architectural firms . . . Friedman and Jobusch of Tucson, and Welton Becket and Associates of Los Angeles. The Tucson firm, which designed Webb's Campbell Plaza in Tucson, with the first air conditioned, enclosed sidewalk in North America, was responsible for Chris-Town mall and court design, as well as design of all shops except Ward's and Korrick's. Overall center design, plus that on the two big department stores, was done by Becket.



TWO WEBB MEN, Chuck Powers, left, chief of project operations, and Stan Bateman, project superintendent, were among busiest and most responsible for seeing that Chris-Town Center opened on time. BELOW — While attending a pre-opening breakfast hosted by First National Bank of Arizona, Builder Del Webb, center, described Chris-Town features to Arizona's Gov. Paul Fannin, right, and Sherman Hazeltine, First National board chairman.



ROY DRACHMAN, co-developer and leasing manager for Webb shopping centers, bolts plate over a "time capsule" which was "buried" during opening Chris-Town ceremonies. It contained long-range predictions of Phoenix' future by Mayor Sam Mardian and Gov. Paul Fannin. At microphone is L. C. Jacobson, Webb executive vice-president.

Webb Corporation's Chris-Town Center Sets New High Standards For



SHOPPERS FIND Chris-Town Center a pleasant place to relax. Here is into Court of Flowers beneath floor will serve as a show. National contest is ready held Arizona just mall ideal for style shows.



SIDEWALK cafe, hanging globes, cluster of artificial flowers (above) and a "friendly bull" (foreground, resting among flowers), all are found in Court of Flowers.



SAGUARO skeleton and tropical vegetation form eye-pleasing contrast. Mall's hundreds of plants were selected to thrive in artificial light, refrigerated summer air and warmed winter air.



COLORFUL display of exotic artificial flowers wows visitors who

Facilities



mall and courts
res open. View
trance. Utilities
boat and auto
merica," has al-
mall areas are



ound) keeps a
live birds in
as well as on
birds.

MINUTES after its doors were opened to a swarm of visitors, Chris-Town Court of Fountains was filled with some of the 130,000 who jammed the Webb Corporation's new center opening day. Graceful stairway in background leads to balcony, 10,000 square feet of office space, and 300-seat auditorium. Benches, tasteful landscaping and well-lighted display windows, shown above, make stroll through Chris-Town mall an interesting experience.

**Say Howdy
to--** 

BILL WEAVER, staff assistant to the company controller, who joined Webb ranks last February from the Salt River Project, where he was an accountant. Bill, wife Doreen, and their year-old daughter live in Scottsdale. His hobbies . . . golf, fishing, hunting.

◆ ◆ ◆
JIM WICK, also staff assistant to the controller, left U. S. Gypsum to come with Webb in March. Jim and Maxine Wick have a daughter, Tamera, 3, and share bridge and chess as hobbies. Once a member of the University of Arizona varsity tennis team, he still takes to the courts occasionally.

◆ ◆ ◆
TERRY FOOTER, joined Webb's headquarters staff in April, then left to be timekeeper on the Whiteman AFB job. He was formerly in the Northern Pacific Railroad accounting office. Single, he lists hunting, camping and water sports as hobbies.

◆ ◆ ◆
TOM QUINBY, who first went to work here in April, has recently been assigned as assistant to Bill Warriner, personnel manager. Tom remains (so far) a bachelor. He spent four summers working in production control at Reynolds Metals, and lists water sports, golf and tennis as hobbies.

◆ ◆ ◆
VERNE GRAVES, a Webb man since May, has been assigned to Fresno, Calif., where he directs leasing for the Webb office building to be built there. He was formerly associated with Hopkins Land Co. and Murdock Development Co. Indoor hobby is reading, but for fresh air it's golf, when time permits.

◆ ◆ ◆
PATRICIA McQUIRE, "voice" of the Webb Phoenix office at the PBX since last May. Pat brings job experience from Wisconsin. It's not so strange that with three children, Sharon, Danny and Gyni, she claims no "hobbies." It must provide a lot of exercise just keeping up with them.

New Business Skyscraper For New Mexico



ALBUQUERQUE RESIDENTS and travelers entering the city will get a glimpse from miles distant of the new First National Bank building, when it is completed next summer. Part of a 5½-square-block Webb Corporation development, the 17-story skyscraper shown in architect's sketch above will provide needed office space for fastest growing section of New Mexico's largest city.

First National Bank Building Rising In Albuquerque

(Continued from Page 1)

square feet of office space, and will present the latest in exterior finish, surrounding landscaping, and maximum usable office space with no interior columns.

Strategically placed in the fastest growing section of Albuquerque, the building is the first part of a 5½-square-block tract to be developed by the Webb Corporation. It fronts on U. S. Route 66 (Central Avenue) and is adjacent to a major north-south highway. Securing the land involved acquiring 12 separate parcels of ground, including one purchased outright by Webb. When fully built, the site will contain other high-rise structures, as well as satellite shops.

High-tensile steel rods, stretching on each floor from central core to exterior columns, will when tightened support the poured floors. Thus, with no interior columns, tenants will have maximum use of office space.

The Webb Corporation also will install tinted exterior windows to minimize glare and heat transfer, outside windows on all offices, high-speed elevators, and adjacent parking areas. Exterior finish of the 17-story building will be a combination of aluminum, ceramic tile, stone and glass. Set back from the street, to be surrounded by trees, shrubs, grass and fountains, the structure will be a landmark that can be seen for miles from all directions.



LESS THAN TWO MONTHS elapsed between groundbreaking (pictured left) and the day this month when photo above was taken showing progress on new 17-story First National Bank Building being erected by Webb crews in Albuquerque, N. M. Four officials who added more than just a speech to the groundbreaking ceremonies are shown (from left) pitching dirt: Cale W. Carson, First National president; Richard M. Wartes, Webb vice-president and general manager of the firm's commercial and industrial division; Archie Westfall, chairman of the Greater Albuquerque Chamber of Commerce, and Robert Fairburn of the architectural firm on the project. Building is rising on U. S. Highway 66, Albuquerque's busiest thoroughfare, and just off a major north-south highway.

BUILDERS, main tenant and leasing agency all are represented in photo at right, clasping a groundbreaking shovel in a cooperative spirit. From left are Webb Project Supt. Frank Kelleher, Vice-Pres. Richard M. Wartes, Banker Cale Carson and Gene Hinkle of the Walker and Hinkle leasing firm. Said Mr. Carson at the ceremony: "This is a big day and a big project for Albuquerque." His bank leased the square block site to the Webb firm for 99 years and is leasing from Webb some 22,500 square feet of space in the new building. Jack Hummer of the Phoenix office is chief of project operations, Roland Beaulieu is project engineer and Jim Benson office manager.



The Men Behind Del Webb:

Ten Executives Form Expanded 'Task Force' In Webb Corporation

What kind of "task force" stands behind Builder Del E. Webb in directing the far-flung operations of the Del E. Webb Corporation.

Many an investor has asked this question since the Webb firm last December became publicly owned and, more recently, since two officers were named senior vice-presidents, and a new administrative vice-president and three new vice-presidents were named this month.

Number 1 man backing up Webb is the firm's executive vice-president, L. C. (for LaVergne Christopher) Jacobson, the only man who ever has been Del Webb's partner.

Today Jacobson is the man in the "driver's seat" at corporation headquarters, with Webb himself devoting much of his time and travel to high-level contacts in search of major construction and development contracts.

A native of Tucson, and like Webb a onetime carpenter forced to quit high school before he could win a diploma because his family needed another wage earner during the depression years, the 47-year-old Jacobson started with Webb 22 years ago as a \$25-per-week estimator and timekeeper.

His rise was as rapid as the Webb firm's growth. His uncanny ability at figuring jobs soon won the company a large volume of construction, and a decade ago he conceived and launched the program of "building for investment" which has developed for his firm millions in shopping centers, hotels, land developments and other entities.

Stepped upward to senior vice-presidencies this month were Joseph R. Ashton, 44, Phoenix, and Robert H. Johnson, 45, the latter a native Phoe-



L. C. JACOBSON
Executive Vice President



J. R. ASHTON
Senior Vice President



R. H. JOHNSON
Senior Vice President



A. A. MCCOLLUM
Adm. Vice President

nician now residing in Los Angeles and directing the firm's west coast headquarters.

Mr. Ashton came to Arizona 22 years ago from Los Angeles, after being reared in Salt Lake City, Utah. He has been in the construction business 28 years and with the Webb Corporation 19 years. Before assuming managership of the Phoenix headquarters office, he directed a nationwide warehouse building program the Webb Company carried on for Kraft Foods Co., and erection of a large housing project in North Kansas City, Mo. As Phoenix manager he has directed construction of hospitals, industrial and military installations as far east as Newark, N.J., and today supervises Webb housing construction and land development.

Bob Johnson, who from his Los Angeles post heads the contract construction division, obtained his schooling in Arizona. High school diploma in hand, he joined Webb as a timekeeper 26 years ago; nine years later became manager of the Los Angeles headquarters. His staff has had as

much as \$150,000,000 in construction underway at one time, and among his projects today are the Webb firm's part in two joint-venture missile silo building jobs which total more than \$90,000,000.

Newest member of the Webb management team is Alvin A. McCollum, 41, former New York executive of a nationwide development firm, who this month became administrative vice-president. A native of Los Angeles, he is a graduate of UCLA, did post-graduate work at the U. S. Naval Academy, Annapolis, and is a World War II navy veteran.

Mr. McCollum came to Phoenix after almost 15 years association with Strout Realty, where as executive vice-president he directed from its New York headquarters a nationwide program of financing, brokerage business, home construction, resort development and retirement community building and sales. He will work closely with Mr. Jacobson in administration of Webb nationwide building and development projects.

(Continued on Next Page)



T. F. HETHERINGTON, JR.
Vice President



T. E. BREEN
Vice President



F. P. KUENTZ
Vice President



W. G. MOHR
Vice President



R. M. WARTES
Vice President



W. J. MILLER
Secretary-Treasurer

Industry, Homes Slated In Santa Barbara Project

(Continued from Page 1)

In announcing the new California venture, President Del E. Webb said his company has acquired a financial interest in Crown's 4,100-acre Bishop Ranch in the Goleta Valley within 10 minutes driving time of downtown Santa Barbara and is assuming responsibility for development of the multi-million dollar property.

Wesley G. Mohr of Phoenix, Webb vice-president and director of planning and research, is staffing the Santa Barbara development offices to get site engineering and leasing of industrial sites underway.

Tentatively planned is a complete townsite, an industrial park similar in concept to Stanford Research Park at Palo Alto, Calif., housing ranging from moderately-priced single-family homes to an estate subdivision, two 18-hole golf courses and an institutional reserve area for science oriented research foundations and institutional type facilities.



RAINS HAVE PLAGUED the Whitman Air Force Base project in Missouri almost from its beginning, but the Webb company's Don Duval reports that when Hurricane Carla this month pushed another rain storm into that area which dumped seven inches of moisture in 24 hours and filled to the brink the seven-foot basement pictured above, these workmen simply threw in the towel and "went fishing."

Executive Appointments Expand Webb Corporation 'Task Force'

(Continued from Preceding Page)

Thomas F. Hetherington, Jr., 41, Phoenix, is the Webb vice-president who handles special assignments because of his legal background and experience in construction and hotel operations. A native of San Antonio and a former Los Angeles attorney who joined the firm in 1952 as its first full-time legal counsel, he has played a leading role in development of Webb hotel construction and operations.

Thomas E. Breen, 37, Phoenix, vice-president and director of retirement housing construction, was a successful film actor and screen writer until he turned his back on Hollywood to become chief of housing sales for the Webb firm. His rise to executive status was rapid, and he is credited with developing the highly-successful nationwide program of retirement housing development.

New vice-presidents named this month were Fred P. Kuentz, 41, Wesley G. Mohr, 36, and Richard M. Wartes, 36, all of Phoenix.

Mr. Kuentz had his first contact

with Webb in 1948 as an employee for an electrical subcontractor on a veterans hospital project in California. By 1949 he was on the Webb payroll directing electrical design and supervising cost control on construction of a huge manufacturing plant in New Jersey. He moved upward to become project manager on such multi-million dollar jobs as a missile manufacturing facility, a forest products plant to manufacture cardboard egg cartons from whole logs, a major league baseball stadium, hotels and shopping centers. Today he is vice-president and general manager of all Webb-owned properties.

Mr. Mohr, director of planning and research, for a decade was prominent in San Diego construction, business and community affairs as a planning consultant and had his own firm there when he was selected by Webb executives to direct their 4,100-acre development in Santa Barbara, Calif. Within a few months he was transferred to corporation headquarters to assume direction of planning and research on a myriad of projects.

Mr. Wartes is director of the com-

mercial and industrial division, which designs, develops and builds such entities as shopping centers, office buildings and hotels. One of his current responsibilities is design of the 17-story Webb Building now rising on North Central Avenue in Phoenix and development of the Rosenzweig Center office building-hotel complex at that site. Before he came with the Webb firm about a year ago, Mr. Wartes had been for 13 years with Equitable Life Assurance Society as chief appraiser of real estate in Washington, Oregon, Idaho, British Columbia and Arizona.

Typical of men who have "come up through the ranks" in recent years to become a member of the Webb executive staff is W. J. (Jim) Miller, 45, Phoenix, corporation secretary-treasurer. An Arizonan since 1940, he began as an accountant on the Webb project of building Fort Huachuca military facilities in 1941, and was transferred to Phoenix headquarters after World War II as assistant chief accountant. He advanced to chief accountant, in 1949 was named business manager, and this year was elevated to the firm's top financial post of secretary-treasurer.

Acquiring Properties Valued At \$15,000,000



BY AN EXCHANGE of 1,500,000 shares of its common stock, as approved by shareholders recently, Del E. Webb Corporation has acquired the Sahara-Nevada Corporation and its \$15,000,000 in Las Vegas resort and hotel properties. L. C. Jacobson, center, above, Webb executive vice-president, is shown delivering Webb Corporation stock to Milton Prell, right, and A. F. Winter, Sahara-Nevada Corporation executives who will continue to head the new Webb subsidiary. The Webb firm acquired the 600-room Hotel Sahara, the Mint Club in downtown Las Vegas, and several real estate properties, including three acres in the heart of the business district on which a 17-story hotel is planned. Mr. Jacobson, following the stock transfer, announced beginning of \$11,500,000 in new and expanded hotel construction in Las Vegas. Work was started immediately on expanding Casbar entertainment facilities at the Sahara.

Webb Shopping Center Head To Speak In New York

Charles Richer, who joined the Webb staff at Phoenix last year after managing Canada's largest shopping center at Hamilton, Ontario, was one of six experts asked to address a group of 300 marketing executives in New York Sept. 28.

The seminar is sponsored by the International Council of Shopping Centers and the Saturday Evening Post. Several weeks before the address he was notified by the Council's New York headquarters of his ap-



Charles Richer

pointment as state director of the international organization, beginning next Jan. 1. In his new post, he will be responsible for securing new members and conducting state committee meetings.

Richer is director of all Webb shopping centers, with his headquarters in the new Chris-Town Center at Phoenix.

Meekers Greet New Arrival

Full attention these days is being given, in the home of John and Dorothy Meeker, to a new arrival, Mark Richard. Mark came to the Meekers as an adopted lively boy of only several days age. John is assistant chief of operations in the housing division.



Volume 15 September, 1961 No. 9

Published by the
DEL E. WEBB CORPORATION
 302 South 23rd Ave.
 Phoenix, Arizona
 5101 San Fernando Road West
 Los Angeles, California
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 various projects and branch offices

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Webb To Build \$60,000,000 California Project

Santa Monica Site Of Huge Downtown Rebuilding Program

A \$60,000,000 downtown, ocean-front redevelopment project in Santa Monica, Calif., to create an eight-block-long complex of modern apartment skyscrapers and business district will be built by the Del E. Webb Corporation.

A joint-venture proposal of the Webb Corporation and Kern County Land Company of San Francisco has been accepted by the Santa Monica Redevelopment Agency, subject to agreement on costs of land acquisition, after more than six months consideration of offers of Webb-KCL and ten other prospective developers.

L. C. Jacobson, Webb executive vice-president, said Webb-KCL will own and operate the entire project once it is completed. Their bid calls for payment
(Continued on Page 5)



TOWERING APARTMENT BUILDINGS, four of 21 stories and four of 13 stories, are part of Santa Monica, Calif., Ocean Park Redevelopment project to be built by the Webb Corporation and jointly owned and operated by Webb and Kern County Land Company of San Francisco.

Newly-Acquired 14,000 Acres To Become Site of Del Webb's Sun City In California

With its Arizona and central California retirement communities already mushrooming in size, and a third slated to open by year's end in Florida, the Del E. Webb Corporation announced last month it will establish its next Sun City for senior citizens midway between Los Angeles and San Diego.

Guided in site selection by letters from more than 20,000 Californians, Webb housing and land development officials climaxed a two-year search by acquiring 14,000 acres of prime Perris area farm land south of Riverside, Calif.

This will be the site of California's Sun City, patterned after the highly-successful plan developed at the Arizona community near Phoenix and already attracting new residents to Kern

City near Bakersfield, Calif.

Total purchase price of the 14,000 acres was not disclosed, but Webb officials did say prices paid ranged up to \$5,000 an acre.

T. E. Breen, vice-president and director of retirement housing, said that since the January, 1960, opening of Sun City in Arizona, letters have come from an estimated 20,000 Southern Californians outlining their wishes and
(Continued on Page 3)

Kern City Opening Attracts 55,000

Webb officials were beaming this month following the Oct. 7 and 8 opening of Kern City, near Bakersfield, which brought 55,000 visitors from the San Joaquin Valley and all parts of California.

After a first day of unseasonably cool and windy weather, temperatures rose Oct. 8, and a huge traffic force was needed to direct a crowd of 40,000, the biggest one-day gathering ever for a Greater Bakersfield opening.

Webb Vice-President J. R. Ashton, general manager of land development, and T. E. Breen, vice-president and
(Continued on Page 8)

Top Land-Packaging Job Produces Prime California Sun City Site

Webb Firm Now Holds 14,000 Acres In Area Of Soaring Land Prices

Acquisition of the 14,000-acre Southern California tract which is to become the site of the Webb Corporation's newest Sun City not only was an almost 'round-the-clock operation for months on end, but at times took on virtually a cloak-and-dagger atmosphere.

The Webb search assigned to Realtor Clair W. Burgener of San Diego was for a level tract in excess of 10,000 acres, contiguous and regular in shape, located between Los Angeles and San Diego, inland but not in the desert, served by rail and highway, with readily available utilities and plenty of water, which could largely be purchased under \$3,500 an acre.

The search at first appeared a near-impossible task, Burgener said, but the Perris lands met the test because they are served by Highway 395 and the Santa Fe railroad, the area is nearly level with enough slope for proper drainage, is served by the Eastern Municipal Water District, and has mild year-around, smog-free weather.

Burgener and his staff created the huge tract in a painstaking project of negotiating purchase contracts with more than 200 persons to acquire 35 parcels of varying sizes. An early decision to send a large force of buyers into the Perris area was shelved in favor of a two-man team. They found themselves meeting with farmers of a morning, perhaps attorneys in Los Angeles in the afternoon, and then back to the farming lands to resume negotiations into the night.

They bought from farmers whose ancestors had tilled the land for generations, from city dwellers, from a Los Angeles physician and police commissioner who spent his few idle hours visiting his "showcase" ranch, and even from land speculators who had acquired parcels they probably never had even seen.

Much of the final "packaging" took place through June, July and August this year, and when the news leaked out that a major developer was interested, Burgener's buyers had to remind land owners that skyrocketing prices would force the developer to look elsewhere.

Even then, announcement of the Webb development plans touched off a



IN THIS SUNSHINY VALLEY near Riverside, Calif., equi-distant between Los Angeles and San Diego, the Webb Corporation has acquired 14,000 acres for development.

flurry of land speculation in the Hemet-Riverside-Perris area.

Because Southern California is expected to continue to grow at a faster rate than other parts of California and most of the nation, Webb officials say their surveys leading to the Perris purchase indicate there is very little level or semi-level land left in Southern California low-density areas which can be obtained for less than \$3,500 an acre.

Commenting on his firm's per-acre purchase cost, which will make possible the marketing of reasonably-priced retirement homes, J. R. Ashton, Webb senior vice-president and director of land development, cited current prices of other Southern California land suitable for development, where available:

San Fernando Valley, \$12,000 to \$14,000 an acre; Orange County, in the Anaheim, Orange, Santa Ana area, \$11,000 to \$14,000 an acre; metropolitan San Diego, \$8,000 to \$10,000 an acre. Other land, non-mountainous, could be obtained for as little as \$500 an acre, but is too rough for development or lacks water or utility services, he declared.

"I have observed, in driving from Los Angeles to the Perris area even on days when the smog is worst, that the air clears just south of Riverside each time," Mr. Ashton said. "I was told by a native of the area, a glider enthusiast, that thermal drafts and ocean breezes

perpetually keep the smog away from Perris Valley."

Much of the new Webb land is being dry-farmed, and will be leased back for farming until needed for development. One irrigated farm belonged to Dr. Francisco Bravo, whose 1,100 acres brought the highest average amount per acre, and the largest total payment — nearly \$3,000,000.

Dr. Bravo, who operates the Bravo clinic in Los Angeles and serves as a police commissioner, said following the sale: "Mrs. Bravo and I enjoyed that climate and serenity more than any of our other three ranches. The area is entirely free of smog."

Securing another large parcel necessitated fulfilling the desire of an 85-year-old widow, Mrs. Norma Brown, to live out her remaining days on part of a 1,000-acre tract her husband had homesteaded.

Purchase of the parcel was negotiated by granting her possession and full use for the rest of her life of 30 acres, including a grove of cottonwood trees where her grandchildren can ride horses, and the old homestead house, so situated she can sit on the front porch and watch passing traffic two blocks distant on U.S. Highway 395.

Another seller was Ed J. Miller, 92, an attorney who capably wrote his own contracts, deeds, notes and other instruments.

An Idyllic California Setting For Next Webb Retirement City



VIEW OF PERRIS VALLEY LANDS shows site of next retirement community to be created by Webb builders. It will be named Sun City, California.

Southern California To Get New Del Webb's Sun City

(Continued From Page 1)

desires should Webb decide to build a Los Angeles Area community for senior citizens.

Chiefly, Breen says, they called for a locale in a green, warm, sunshiny, smog-free area. They wanted to be inland from the ocean to avoid dampness and excessive moisture, yet within the green belt area to avoid intense heat of the desert.

The Perris area, say the Webb housing men, is the answer to these requests. Located equi-distant between Los Angeles and San Diego, it is 25 miles south of Riverside and has seven miles of

frontage on both sides of U.S. Highway 395. Virtually all is presently under cultivation, and has an adequate water supply for development.

In driving distances, the area is 73 miles from downtown Los Angeles, 75 miles from San Diego, 53 miles from ocean beaches, 62 miles from Palm Springs, and 55 miles from the Lake Arrowhead-Big Bear recreation area.

"Our new Sun City will fulfill our overall plans for retirement community development in the nation's Sunshine areas of California, Arizona and Florida," Breen declared, "and will allow expanded nationwide advertising and coverage to develop the market to its

fullest potential. We feel that with a choice of retirement homes in three locales from coast to coast, each of our retirement cities will complement the other."

NAVARRE'S CUISINE WINS SALUTE

Navarre's, fashionable dining rendezvous owned and operated by the Del Webb Corporation and manager Jim Thomason, at Uptown Plaza Shopping Center in Phoenix, won a salute from *Modern Bride* magazine in its mid-autumn (Oct.-Nov.) issue.

In an article titled "Desert Honeymoon," the magazine states, concerning top cuisine in the Southwest: "In Phoenix, Navarre's has probably the best food and the best service."

Webb Firm's Project To Influence Future Growth Of Santa Monica

Drastic Changes Slated In City's Ocean Frontage

Santa Monica's huge Ocean Park Redevelopment project to be created by Webb builders is aimed at drastically changing the face of the beach area, revitalizing the surrounding community, and influencing the course of the California city's future development.

Acquisition and clearance of the eight blocks of the downtown area, along with relocation of the residents and business concerns, is underway and is being handled by the Santa Monica Redevelopment Agency with help of a federal redevelopment loan, the land having been declared blighted and deteriorated within criteria established by local, state and federal regulations.

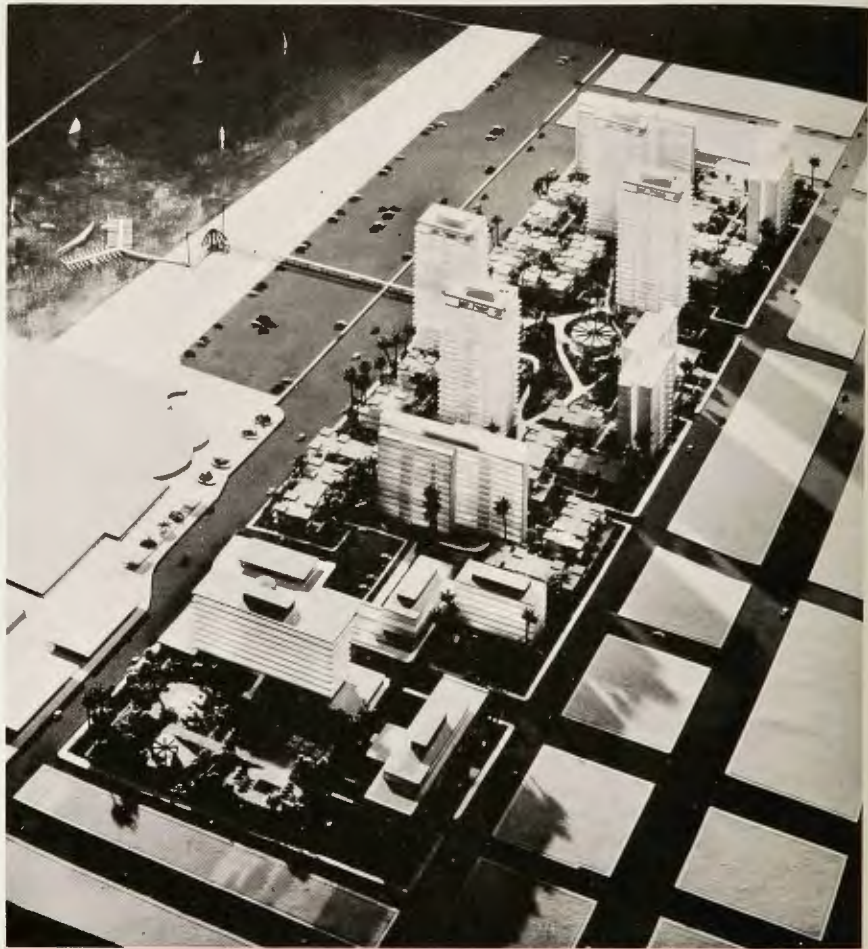
A joint venture of the Webb Corporation and Kern County Land Company, the Ocean Park Redevelopment plan prepared for them by the Los Angeles architectural firm of Welton Becket and Associate provides for complete separation of vehicular and pedestrian traffic.

All parking will be on the perimeter, reached by short entryways from surrounding streets, and all tenant parking will be covered so that, in Architect Becket's words, "the project does not look like a huge parking lot with buildings rising from it." The covered parking also will protect vehicles from sun and salt air.

"We have reintroduced the concept of the pedestrian," Beckett remarked. "A resident can walk anywhere in the area — to play, to shop, to eat, to the beach, or merely to take a leisurely stroll. We have made it pleasant and convenient to be a pedestrian."

Land to be cleared for the project includes all of the aged structures along the Santa Monica coast between the Speedway and Neilson Way and extending from the southern city limits to Ocean Park Boulevard.

"Our belief is that the site, with its 1300 feet of unobstructed ocean-view frontage and direct access to beach facilities has a superb potential as the nucleus of a prime residential area, and yet our plan does not turn its back to the city in favor of the beach," said Del E. Webb, president of the Webb Corporation. "The architects have retained open views through the project so that future developments adjacent to it will also have a view of the sea."



OCEAN PARK REDEVELOPMENT, spread over an eight-block area, is shown in model form, looking northwesterly with Pacific Ocean on the left.

Variety of building types in the plan provides not only architectural interest, but preserves the human scale of the site and permits a close tie with older properties around the development, say the planners.

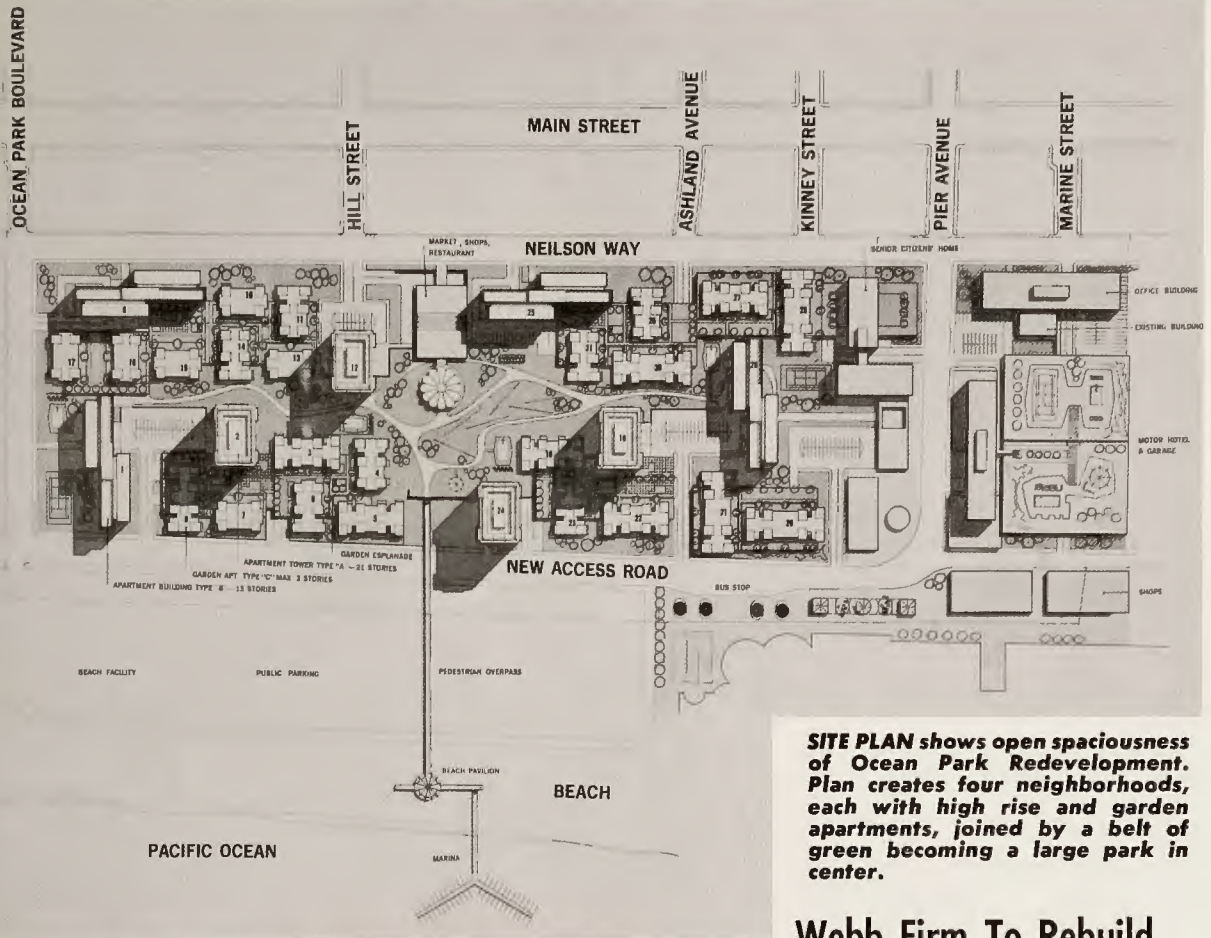
"We feel the plan developed for us is the most imaginative and yet workable ever submitted for a redevelopment project, and is bound to influence future projects of this type," stated George Montgomery, chairman of the board of Kern County Land. "The Becket plan has captured the true spirit of urban renewal in that it provides a sound solution to the human problems always in urban renewal."

Architect Becket pointed out that because recreational and cultural amenities which enrich daily life should be an integral part of the community, swimming pools, tennis courts, a pitch-and-putt golf course, shade pavilions and strolling areas, meeting rooms, libraries and children's nurseries are all

included in the plan.

"Our buildings rely for exterior appearance on a careful massing and proportion of elements," Becket emphasized, "and make use of balconies to provide a play of light and shadow across the facades as well as to add to the livability of the apartments. Balconies are partially recessed to provide shelter from cool evening breezes."

Design of the entire development, the architect added, is meant to express the tradition of informality long associated with beach communities within the framework of bold contemporary design. The 21-story apartment buildings will be the focal point of the entire residential project. These steel-frame structures will be almost square in shape and will feature brick or stone veneer exteriors with a sculptured effect provided by a series of balconies. The 13-story apartments are uniquely designed as a main element offset at either end by shorter parallel units.



SITE PLAN shows open spaciousness of Ocean Park Redevelopment. Plan creates four neighborhoods, each with high rise and garden apartments, joined by a belt of green becoming a large park in center.

Ocean Park Award To Webb-Kern Wins Plaudits

In awarding the multi-million dollar Ocean Park Redevelopment project to Webb-KCL, the Santa Monica Redevelopment Agency upheld the recommendation of its Citizens Progress Committee for Redevelopment, which had ranked the Webb-KCL plan prepared by Architect Welton Becket tops of all submitted on the basis of architectural attractiveness and plan concept.

Reaction to the Webb-KCL award brought favorable comment from Agency members, according to a Santa Monica Evening Outlook survey. The newspaper quoted SMRA member John M. Bohn:

"We were anxious to have a firm with us whose financial background was one we would be able to depend on. We found that firm in Kern-Webb." Praising their past performance record, he added: "Kern-Webb is a successful and proven team. They have handled projects like this before and have done well on every one of them."

Wayne Harding, another Agency member, declaring he was "pleased"

with the award, added: "The Kern-Webb plan was the best. It was a tough choice but you couldn't find anybody better to back up the project. I'm sure they will come up with an excellent, low-cost project that will certainly benefit the City of Santa Monica."

Mort Richey, another Agency member, joining Harding in his praise for the Kern-Webb decision, declared: "They had the best planned concept for the project. They have the best stability of the firms involved and were willing to buy the ground." Terming himself impressed with capabilities of the Webb-Kern firm, he said: "Del Webb is a fine man and will do a good job for us. I think the Agency's decision was adequate and satisfactory."

Russell Priebe, executive head of the Redevelopment Agency, declared he was sure the Webb-KCL award would be satisfactory to the Agency, the City Council and the people of Santa Monica. "The award went to a wonderful group of people and I would not say this if I did not feel that sincerely," Priebe added.

Webb Firm To Rebuild Downtown Santa Monica

(Continued from Page 1)

of \$5,800,000 to the city of Santa Monica for an 18-acre residential site and \$103,000 annual lease rental for eight acres of prime commercial property.

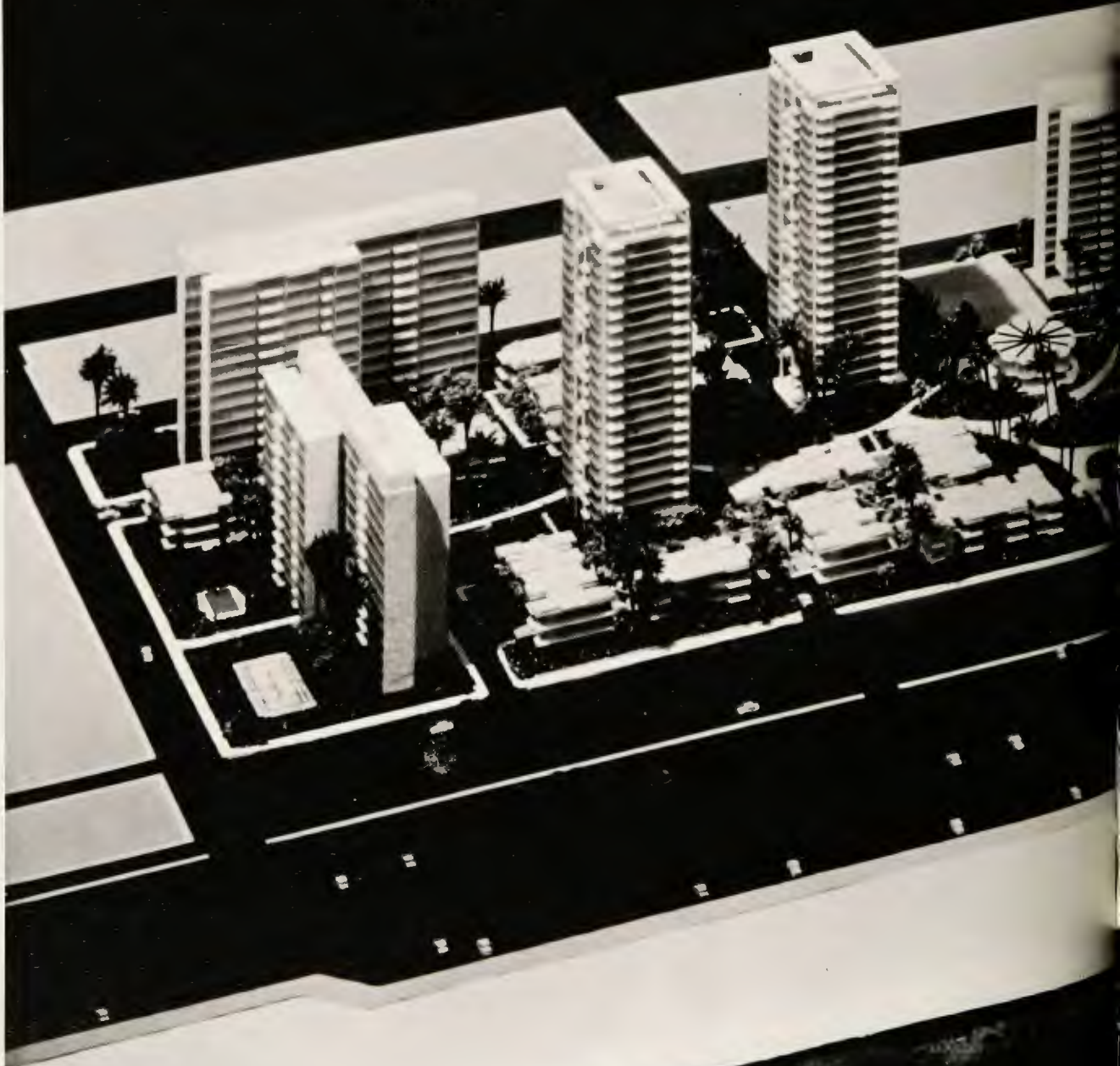
Already decreed a blighted area, the site of the huge development, known as the Ocean Park project, is to be cleared of houses and other buildings and new construction will begin about mid-1962.

Architect and planner for Webb-KCL was Welton Becket and Associates of Los Angeles. Their proposal was selected on the basis of architectural attractiveness and plans, economic feasibility and background of the developers as well as their financial offer.

The Webb-KCL plan provides 2,000 dwelling units divided into four distinct and self-contained neighborhoods, separated by a green belt that merges in the center into an open park.

The residential section will include four 21-story apartment towers and four 13-story structures. The central park features an elevated, flower-shaped restaurant.

From Blight To Beauty...



SEA GULLS' VIEW OF TOMORROW. Looking shoreward in a northeasterly direction from above the Pacific Ocean, this view of Architect Welton Becker's model shows graphically how the \$60,000,000 Ocean Park Redevelopment project to be built by the Del E. Webb Corporation will transform an eight-block area of downtown Santa Monica, Calif.





DRAWN BY fame of nationally-known Sun City and by complete facilities for a new Webb retirement community, an estimated 40,000 visitors jammed Kern City in California, Oct. 8, filling parking lots like one above. Sales Manager Russ Myers, below, with pointer, kept busy answering questions and selling homes. Other new Webb employees at Kern City include Mrs. Mary Gregg, activities director, and John Wysocki, golf course superintendent.



California Throng Visits Newest Retirement City

(Continued from Page 1)

housing director, report complete satisfaction with public response, and sale of 55 homes by end of second-day activities.

Kern City, patterned after Webb's nationally-known Sun City near Phoenix, was officially opened following a luncheon for 100 Bakersfield area business and professional leaders in the community hall. Eight hostesses from Sun City presented to Webb Executive Vice-President L. C. Jacobson and Kern County Land Company President Dwight Cochran, a plaque from Sun City residents sending greetings to future Kern Citizens.

Homes in Kern City range from \$11,500 to \$17,500, and co-operative apartments are offered from \$10,650 to \$16,750. The first increment calls for construction of 750 homes and apartments.

Kern City is a project of Stockdale Development Corporation, a joint venture of the Webb Corporation and Kern County Land Company of San Francisco and Bakersfield. Officials of both firms, while in Bakersfield, also visited the construction areas of Stockdale Industrial Park and Stockdale Estates, two other phases of the development for which the Webb firm holds 6,000 acres of land.

Lot sales will begin soon in Stockdale Estates.



CALIFORNIANS from all parts of the state toured six model homes (above) and other facilities, then gathered on community hall patio to watch varied entertainment such as Indian dance (below).



LUNCHEON in community hall for local, county and state leaders preceded Kern City opening.



SQUARE-DANCERS kept things warm despite cool breezes limiting first-day crowd to about 15,000.



LATEST fashions kept Kern City visitors poolside in another first-day entertainment feature.



COMPLETE community facilities at Kern City, pictured on this page, amazed and pleased thousands of visitors this month to the Webb Corporation's second retirement community. Besides wide range of hobby, recreational and community facilities, all reserved exclusively for Kern City residents, visitors were shown six furnished model homes and a unit of one- and two-bedroom cooperative apartments. When homes sold during the opening week-end are completed and occupied late this year, the community's all-grass 18-hole golf course and its spanking new shopping center (left) will be ready.



These Webb Men Attended Opening Of New Kern City Development



KERN CITY opening and Stockdale Development Corporation directors meeting there brought together the Webb Corporation personnel, many from Phoenix, pictured above, from left: Cliff Nelson, manager, industrial development; Jim Maloney, Stockdale resident manager; Lee Phillips, Kern City project manager of operations; Owen Childress, housing office manager; Tom Austin, Sun City activities director; Ronald Klein, resident counsel; J. L. Kies, Stockdale-Kern City project manager; J. R. Ashton, senior vice-president, land development; A. A. McCollum, administrative vice-president; Jim Stamatis, housing operations; T. E. Breen vice-president, land development; L. C. Jacobson, executive vice-president; Ken Oylear, Stockdale utilities manager; Fred Kuentz, vice-president, property management, and I. A. Jennings, utilities manager. On hand, though not pictured here, were J. P. McLain, public relations director, and Richard Kemp, assistant public relations director.

Casey Newell, Webb Retiree, Thrills At Viewing Series

Kara (Casey) Newell, who worked almost 26 years with the Webb accounting and business department before she was retired early in 1958, this month excitedly saw her first World Series at Yankee Stadium in New York.

She was a personal guest of her former boss, Del Webb, co-owner of the Yankees and, in fact, the only employer she ever had. And for Casey Newell, it was a thrilling experience and a thrilling Series, for the Yankees emerged world champions.

There were other "firsts" for Casey — her first ride in a jet airliner, her first transcontinental flight, her first visit to the Big Town. She accompanied Amy Jo Hafford, executive secretary to Mr. Webb at the Phoenix office, and they were guests at the Waldorf-Astoria.

Casey rode from hotel to Yankee Stadium for each day's game there with



Kara (Casey) Newell

Webb's Los Angeles Bowlers Wind Up Season In Blaze Of Glory

They missed the "brass ring" in finishing second in the 14-team Building Trades League, but the Webb men's bowling team from the Los Angeles office wound up summer pin-topping activity in record-shattering fashion.

To achieve their 32 won, 24 lost season record, on the final night of bowling four Webb men (using a fifth man's 143 average because he could not attend) put together two of the highest single team games of the season to post a 3022 handicap total series and win the season team trophy for high team series.

They also had the two highest single-team games of the season with a 1093 (included in the 3022 series) and 1082, but the trophy went to another team with 1038 because of league rules that a team could win only one trophy.

Included in the high series were the two high individual series in the league,

a 704 handicap total for Dale Griffith, who rolled 173-235-242 for a scratch total of 650, his highest league series to date, to which was added a 54 handicap; and a 700 total handicap series by Ralph Boatman, who put together 175-204-240 to which was added an 81-pin handicap.

Each of the regular Webb employee members, Griffith, Boatman, George Shaw, Cecil Drinkward and Bob Sheer, won places on the Sports Arena Honor Roll for bowlers having games of 200 or over, as did their two substitute members from other firms, Jim Olson of Electric Tool and Equipment Co. and J. Floyd Jacobs, who operates his own accounting business. Griffith, Jacobs and Boatman also won listing with the 600 Club for series of 600 or better. Jacobs had a 628 series with a 248 game; Shaw rolled 238, Drinkward 208 and Sheer 225 single games.

Miss Hafford and Mr. Webb's party in a chartered limousine, except for one day's trip with a group of Spanish diplomats who were guests of the Yankee owner. When she wasn't watching baseball, seeing the sights or just relaxing, Miss Newell assisted Miss Hafford at

the Yankee offices in handling reservations for Mr. Webb's quota of Series tickets. She was a guest with Amy at the Yankees' victory dinner after the final game. En route back to Phoenix, she paused in the South to visit relatives.

Romance Catches Up



WEDDING BELLS pealed last month for Larry McMillon, Webb paymaster on the Minuteman missile construction project at Great Falls, Mont. He is pictured with his bride, Jewel Hill of Carlsbad, N. M. They met while working at the George A. Fuller-Webb Corporation project headquarters in Great Falls, and were married Sept. 3 in the First Methodist Church there.



Volume 15 October, 1961 No. 10

Published by the
DEL E. WEBB CORPORATION

302 South 23rd Ave.
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California
in the interests of the personnel of its various projects and branch offices

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THE UNSAFE THINKER IS A PAYCHECK SHRINKER

AN ACCIDENT CAN SURE PUT YOU IN A HOLE!



Yank Owners Won Huge Gamble

Sacked Successful Regime, Bet Limit on Houk and Hamey

Topping Calls Shots—Webb Gives Advice

Del, Busy Contractor, Relies Heavily on His Partner's Knowledge of Club, A. L.

By DAN DANIEL
NEW YORK, N. Y.

In every successful ball club there are hidden factors. What the players do on the field is mostly open to the observant eye. But what the front office contributes is rarely bared under a harsh, or thoroughly obscured, by considerations which the digger can unearth with much trouble.

Analysis of the New York situation of the victory dynasty which reigns at 76 1/2 Fifth Avenue, of the organization which is not attributable to the actual eye, reveals a most interesting story in which Dan Topping and Del Webb have the lead roles.

Since they bought out the stormy petrel-Larry MacPhail—in 1947, Topping and Webb have been 50-50 partners and between them owners of 100 per cent of the Yankee stock.

Topping, who lives in New York, and may be found in the Yankee office almost daily, is the president. Webb, who makes his home in Los Angeles, but lives around the country, is the vice-president.

Split Owners Minded Dodgers

In the past, split ownership of a major club on a ball-and-hall basis was not successful. A striking case of failure, of total lack of harmony, may be hunted out of the annals of the Dodgers when they were located in Brooklyn.

Charley Ebbets, on one side, and the McKevettes, Steve and Ed, on the other figured in a bizarre divided story which bore a more poignant character than the support given even after the original ball fire had died.

Between Topping and Webb there never has been the slightest rift of consequence. Yet they have differed on minor points of policy and procedure. But in major matters they go right on seeing eye to eye, and sustaining a picture of harmony which results largely on Del's confidence in Dan.

Ebbets and the McKevettes fought so fiercely because they represented diametrically opposite points of baseball administration. Ebbes' philosophy and personal concepts brought on by the fact that all lived in Brooklyn.

Del Lenses on Dave's Know-how
To the ...
log last

The Gold Dust Twins



DAN TOPPING AND DEL WEBB . . . Harmony In Their Password to Pennants

Co-Chiefains Rule Empire Without Rift

Harmony Unusual in 50-50 Setup—Dodgers Torn by Dissension in Olden Days

break, and that was that. The public reaction in all media of communication was sour. What right had they to fire Casey? What made them think that Hamey could do the job in George's place? What was in their heads, anyway?

Well, the results stand on the record. Houk proceeded to do a splendid job in Casey's place. Hamey proceeded to do a successful chore in place of Weiss.

The revamped machine at 74 1/2 Fifth Avenue and in the Stadium hit an all twelve cylinders to produce another spectacular success.

Best Club in Recent Years

The Yankees under Houk turned out to be the best New York club in five years, if not more, one of the stoniest organizations among the many splendid teams turned out in the Stadium.

Yankee luck again? No, Yankee organization? Yes. Yankee fair calling the right name? Yes. Yankee habit of picking the right man? Emphatically!

When Houk and Hamey took over, they said that they had been assured of untrammeled authority. They were not barred from making moves over with Topping and Webb. But they were on their own.

Weiss had complained that in the last two years he had run into interference from the owners, mainly from Topping. This, he said, he could not abide, and he just had to leave.

Topping denied that increasing interest in the club could be interpreted as interference. He explained that he had decided to take a breather interest in the team, to give more time to his job as president, and to get closer to the entire organization.

Closer Approach to Problems

As a 50 per cent owner, responsible to the man who had the other half of the club, Topping felt that his closer approach to Yankee problems and his more intimate connection with policies and their achievement could not possibly be translated as meddling.

The inference left by Dan was that he should have got closer to things long before 1960, and that the general manager hardly could call it a greater concern about the team in the recent months. The stockholders, while

biggest gambles in the history of the American League ... charged the ...
Step to Or ...
be content to ...

First U.S. Minuteman Silo Complex Takes Shape

Webb Starts Second Huge Marston Store; Site In Chula Vista

Footing forms and reinforcing steel were already in at basement level when officials gathered Oct. 18 for a groundbreaking ceremony of a 200,000-square-foot store for the Marston Company in Chula Vista, Calif.

Marston and Chula Vista civic and business leaders watched with press, radio and TV representatives as a Del Webb workman poured a first load of concrete to cap the program. The Webb Corporation is general contractor for the \$2,670,000 structure.

Marston's will be the largest store in the Vista Square Shopping Center, and the firm's third in metropolitan San
(Continued on Page 12)

Medical Center Opened By Webb

An exciting new shape in buildings, Tucson's Wilmot Medical Center, was officially opened last month with office space one-third leased, the 36-point, hyperbolic paraboloid form roof complete, and the final phase of construction scheduled to begin in January.

Some of the city's leading specialists were already established in Wilmot's modern office units. When completed by Webb builders, the center will include units for 60 doctors, dentists and opticians; a pharmacy, optical dispensary, physical therapist, medical laboratory and diagnostic X-ray lab.

Wilmot is designed to serve Tucson's growing east side, with parking for 413 vehicles, complete refrigeration inside, and shade over the walkways, interior
(Continued on Page 14)



THIS IS THE MINUTEMAN, taller than a five-story building, capable of streaking through space more than 6,000 miles in 24 minutes while packing a nuclear warhead. Today, into Montana's hard-pan prairies and mountains, Fuller-Webb construction men are burrowing 150 underground silos to store that many Minutemen missiles in a history-making building achievement and a gigantic U. S. defense project.

Montana's Wintry Blasts Add New Project Problems

Construction men with an apprehensive "weather eye" on the Montana skies are racing arrival of winter's icy blasts in pushing work on the George A. Fuller-Del E. Webb Corporation joint-venture project of constructing the nation's first Minuteman missile silo complex.

Their task: Complete as soon as possible, in the face of a worsening international situation, 150 Minuteman missile silos and 15 launch control centers scattered over thousands of square miles of Montana plains, hills, valleys and mountains. Even in fair weather it is a monumental construction job.

And winter's first onslaught wasn't long in coming. With advent of November, Indian summer suddenly turned to near-blizzard snow and sub-zero temperatures. For a time Montana highways became ribbons of ice.

The \$61,773,644 Fuller-Webb project began last March, and the first missile silo and the first launch control center already have been delivered for installation of the powerful solid-fuel missile and the intricate launch-control equipment.

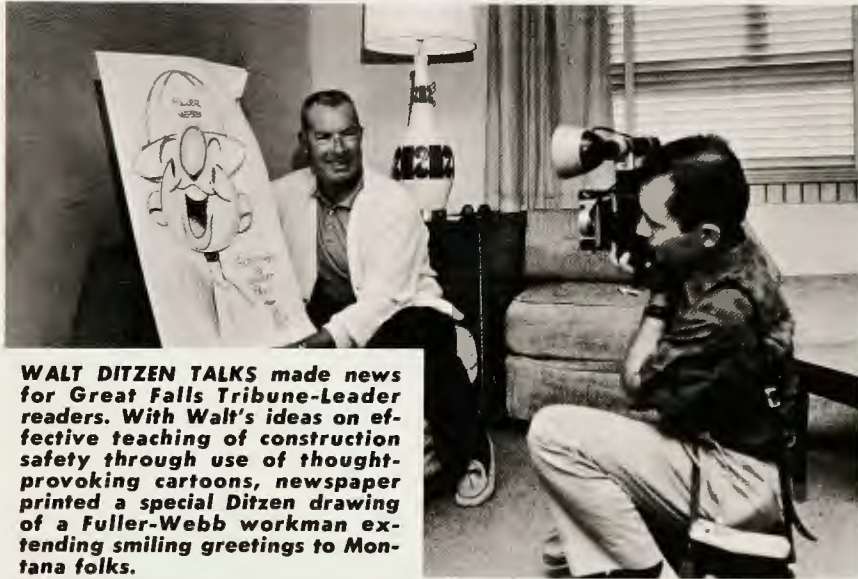
Time-saving improvements in engineering and construction have put the Minuteman job well ahead of schedule. But a severe winter could change all that, and project builders are hoping old-timers who predict a tough winter are all wrong. "It will be rough," says Col. Harry E. Goldsworthy, site activation task force commander, "if we have an early winter."

A part of more than 600 missile silos being emplaced across America's landscape, the Montana Minuteman is the first of several such installations for
(Continued on Page 3)

Safety Is Everybody's Business On Montana Project



WEBB SAFETY TEAM of Pat O'Connell, safety director, and Walt Ditzen, nationally - syndicated Fan Fare cartoonist, flew last month from Phoenix to Great Falls, Mont., to present safety talks to foremen on Minuteman missile project. Ditzen is pictured giving illustrated lecture.



WALT DITZEN TALKS made news for Great Falls Tribune-Leader readers. With Walt's ideas on effective teaching of construction safety through use of thought-provoking cartoons, newspaper printed a special Ditzen drawing of a Fuller-Webb workman extending smiling greetings to Montana folks.

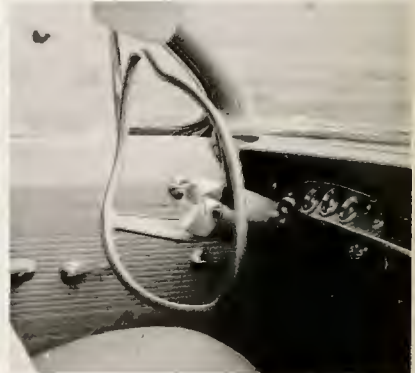


LOOKING OVER a Minuteman missile construction site, group above includes (from left) Pat O'Connell, Walt Ditzen, Paul Marks, Job Engineer Bud Pemberton and Bill Wariner. O'Connell and Ditzen looked for safety tips to offer in their talks to project foremen.

And Seat Belts Saved Lives In These Accidents



DRIVER'S BODY did this to steering wheel when station wagon pictured above went off an embankment near Great Falls. But, held in seat by seat belt, he escaped with minor injuries and lost no time from his job.



AFTER UNFASTENING seat belt, driver of this Fuller-Webb pickup truck in use on Montana missile project walked away from this accident without serious injury. Seat belt is credited by Project Safety Director Jack Frost with saving driver's life and keeping him on job without lost time.



Virtually Everything Missile Builders Are Creating Will Be Buried

(Continued from Page 1)

the USAF's Strategic Air Command. The Montana complex will be headquartered at Malstrom Air Force Base just outside Great Falls and will comprise three SAC squadrons with 50 missiles each, subdivided into five flights of 10 Minutemen each.

The solid-fuel, 58-foot-long Minuteman, capable of 6,325-mile range at speeds up to 15,000 miles an hour, will be nested throughout the vast Montana complex like shells in buried cannon, awaiting instant retaliation launch from remote fire control centers.

Fuller-Webb crews with earth movers and excavators have been for months gnawing into the Montana countryside at widely-separated points over an area of 17,000 square miles. Now they are creating the vast subterranean complex where missileers will be able to survive anything but a direct hit from an atomic bomb.

From the start it has been a BIG job.

First, virtually everything being built must finally be buried underground. Even the excavation scars will be removed from the Montana landscape with landscaping and camouflage.

Then there's the sheer size of the project area. Centered at Great Falls, the underground forest of scattered silos fans out over an area 100 miles east and southeast and about 60 miles to the north and west. You can drive to any one of the silos or launch control sites, albeit some of the roads are little more than trails. But, although

any two silos may be only a few miles apart, the trip between them by automobile could mean driving miles and miles over roundabout roads.

In fact, Fuller-Webb construction crews, Corps of Engineers supervising staff and Boeing men who will install and check out missiles and launching equipment will have traveled an estimated 16 million miles by the time the project is completed.

So Fuller-Webb project supervisors travel exclusively by air — in three helicopters and three small planes owned outright or leased by Fuller-Webb. Full-time pilots are ready any time they wish to fly. Even the payroll is delivered by air each week to widely separated construction sites, with the little planes swooping low and Chief Timekeeper Larry McMillon skillfully dropping each job's bundle of checks in specially-designed pouches.

Contact with men in the field is chiefly by radio, with the station at Fuller-Webb headquarters manned around the clock.

Because of huge distances involved, project supervisors even worked out aerial evacuation of men injured on isolated construction sites. A helicopter, for example, can bring in an injured workman and land right on the hospital grounds. Recently a workman was injured on a site about 35 miles from Great Falls. Fuller-Webb headquarters was contacted by radio, a plane dispatched, and within 30 minutes the injured man was delivered to the hospital in Great Falls.

Yet flying to the missile sites has an extra hazard in landings and takeoffs because there are no handy airstrips where construction is underway. Helicopters settle down gracefully and easily on any little level patch. Skillful pilots of the small single-engine craft set their planes down and take off from any handy road, on a smooth slope or even in the nearest farmer's stubble field.

Overall, excavation for the 165 emplacements means moving 2,000,000 to 3,000,000 cubic yards of earth and rock, pouring of some 140,000 cubic yards of cement and placing of approximately 30,500 tons of steel. Hard rock Montana miners dug the 82-foot-deep launching silos and total depth of all involved would be about 12,600 feet.

Into each missile silo, once excavation is completed, goes a 52-foot-long

steel liner. All in one piece, weighing 25 tons, each must be trucked to the missile silo site — even those in remote areas — then hoisted by crane and eased into the hole. Officials believe it is the first time such a large steel liner ever has been installed in one piece. It took 19 days to install the first such steel liner. Now workmen can put one into place in 2½ days.

Just building and equipping the silos and launch control centers won't complete the job. They must be connected for operation, and specifications call for underground cable. So, snaking across the plains and valleys and mountains, buried from three to five feet beneath ground level, will be 2,300 miles of cable connecting silos, launch control centers and the complex headquarters at Malstrom AFB.

The Air Force expects the missile complex to become operational by or before the end of 1963.

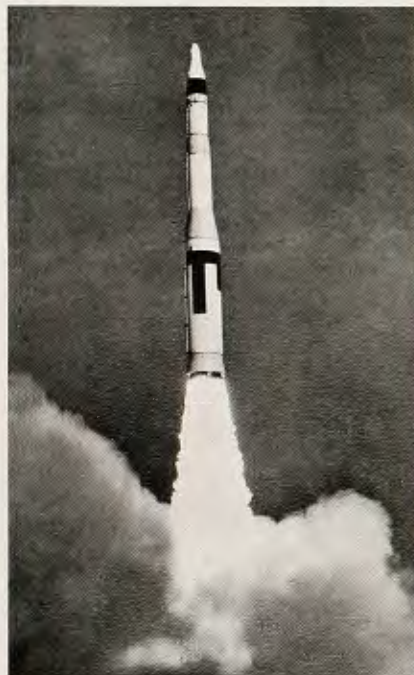
Thereafter, if someone "pushes the button" and the forest of Minutemen roars skyward . . .

For all the miles the builders traveled by auto and plane . . .

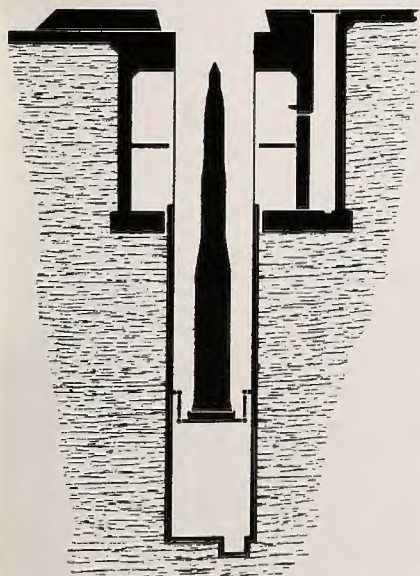
For all the millions of man hours of construction . . .

For all the millions of dollars expended . . .

The Minuteman complex is a one-shot proposition.



Minuteman missile on the go!



Minuteman in a missile silo . . .



Construction Veterans Direct Missile Work

SOME OF THE MOST EXPERIENCED of Webb Corporation personnel are busily engaged in the Fuller-Webb joint venture building the Montana missile complex. Group pictured at left includes, from left: **Morris DeConinck**, chief field engineer; **Paul G. Marks**, purchasing agent; **Nita Graham**, secretary in ← the business manager's office; **Larry McMillon**, chief timekeeper, and **Frank Langell**, assistant business manager, who with Business Mgr. **Pete Cassidy** of Fuller Company controls the flow of funds on the \$61 million rush project.

THE NO. 1 MAN for George A. Fuller Company on Montana missile construction, Project Mgr. **Frank A. McGarvey**, right, an expert on missile launch site building, explains on a model features of Minuteman silo construction for **Walt Ditzen**, wearing coat, of Webb Corporation safety division. Standing → by on left is **Donald (Bud) Hall**, second in command at the Minuteman project and a veteran of more than 30 years in construction. Model shows lower cylinder in which missile is stored, ready for firing; topped by equipment room and (topmost layer) the sliding silo cover, the only part above ground level.



A WEEK OF DRIVING would be necessary to visit all the Montana Minuteman construction sites, so project supervisors travel in three helicopters and three light planes. Pilot **Jackson Hughes**, left, stands by while **Bob Swan**, general superintendent for Fuller-Webb, chats with **Paul Marks** and **W. A. (Bill) Warriner** before beginning inspection flight. **Warriner**, Phoenix business manager for Webb, was visiting the Montana project.

Experience Backs Builders Of Silo Project

Some top construction men are in the driver's seat on the Montana missile job.

Frank M. McGarvey, project manager, is a construction engineer and supervisor of 11 years experience, five of that in the new field of missile launch site work. At 37 a young man in a young field, McGarvey shoulders chief responsibility for getting full construction done on a tight Defense Department schedule calling for completion in another year.

But McGarvey has the background to get the job done. He was project manager for the first Atlas missile test stand at Lancaster, Calif., in 1956. He filled the same role in building the nation's first missile site launching facilities at Warren AFB in Wyoming in 1958. He went from there to Cheyenne to direct building of 15 huge underground silos for the Air Force's mighty Atlas intercontinental ballistic missiles. Early in his construction career, in 1951, he was field engineer on a canal project for Morrison-Knudson at Yuma, Ariz.

Donald G. (Bud) Hall, assistant project manager, is second in command. He began his construction career in 1930, the year before he received a civil engineering degree from the University of Santa Clara. Since then he has built highways, bridges, air bases and giant concrete-lined irrigation canals in this country; dams, powerhouses, roads, canals and bridges in Bolivia, and various structures in the Marshall Islands for the Atomic Energy Commission tests. He and McGarvey have worked together on several projects.

There are many others — Bob Swan, general superintendent who at 37 has the job of scheduling and of coordination to keep construction of the big missile complex moving; Carl Wilcox, the project engineer, and big, amiable Pete Cassidy, project business manager, who joined Fuller forces as a time checker 40 years ago and has seen service in almost every accounting and auditing job.

Some of the Webb firm's old-timers are filling responsible posts. Paul G. Marks is purchasing agent, directing the spending of millions for materials and equipment; Frank Langell is assistant business manager, and Morris DeConinck, as chief field engineer, has nearly 50 field engineers working under his supervision.

Project purchases have produced



COL. HARRY E. GOLDSWORTHY
Missile Site Task Force Commander



COL. ARTHUR H. LAHLUM
Army Engineer Bossing Missile Work

some astronomical figures. The subcontract to fabricate and erect steel amounted to more than \$15,000,000. Thirty-eight truck cranes valued at more than \$2,250,000 were purchased from a Milwaukee concern and represented the largest shipment of power cranes in that firm's 76-year history. Airplanes and helicopters have been among purchase or lease items.

Recently Purchasing Agent Marks has been obtaining prices on weather covers for missile silos and launch control centers to permit uninterrupted work during winter months. But whatever the cost per cover, it must be multiplied 165 times. It's that kind of project.

That these men and their host of

Missile Work Boosts Economy Of Montana

While complete cost of the Minuteman complex is likely to run to several hundred million, Air Force missile experts say this weapon has a greater measure of destructive power at a lesser cost than any other U. S. missile system.

"The cost of one Minuteman in a Montana silo is a small fraction of the cost of an Atlas or Titan intercontinental ballistic missile or Polaris," says Lt. Col. Nathen Mazer of Malstrom AFB. He declares its solid fuel propellant makes it simple to construct, easy to maintain and that it requires a smaller operational and maintenance crew.

For a certainty, the Minuteman program has been a "shot in the arm" for Montana economy, where more than 19,000 persons were drawing unemployment compensation benefits when the project was announced. Central Montana officials anticipated 5,000 new jobs, many for unemployed workers. Last month almost 2,500 were working for Fuller-Webb, most of them Montanans. Boeing Aircraft, prime contractor for assembly and installation of the missiles and launch equipment, already has hundreds of men at work and anticipates a payroll of 1,500 to 1,800.

But with new jobs there came other problems. Shifting population, as well as families of Montana newcomers needed because they were technicians or missile construction experts, have almost swamped some schools.

There's little doubt the Minuteman will leave its mark upon more than the broad Montana landscape.

co-workers are getting the job done probably is best evidenced by the fact that two generals visiting recently at Malstrom AFB got the word that the Minuteman project is progressing well ahead of schedule. They were Lt. Gen. Archie J. Old, commanding general of the 15th Air Force with headquarters at March AFB, Calif., and Maj. Gen. Keith Barney, Washington, D. C., deputy chief of engineers for construction for the Corps of Engineers.

Col. Harry E. Goldsworthy, missile site activation task force commander at Malstrom, and Col. Arthur H. Lahlum, area engineer for the ballistic missile construction office of the Army Engineers, advised the visitors they were pleased with Fuller-Webb construction progress.

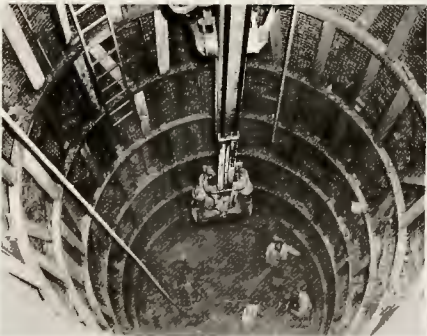
Constructing A Minuteman Missile Silo



Machine drills blasting holes for 82-foot-deep missile silo. (All photos on this page courtesy of U. S. Army Corps of Engineers).



Clamshell excavates dirt and rock loosened by powder charges.



View to silo bottom, where Montana hardrock miners do excavating.



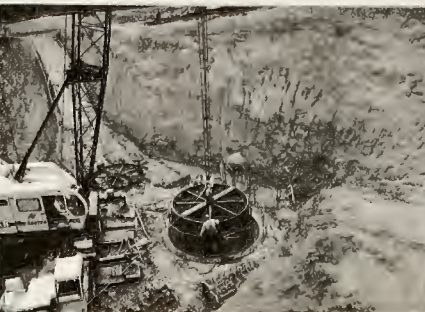
One-piece steel liner, to become an underground "shotgun" barrel for missile, arrives by truck.



Fifty-two feet long, the huge steel liner is hoisted by crane above silo opening.



Weighing 25 tons, more than 13 feet in diameter, "barrel" is eased to silo bottom 82 feet below ground level and anchored in place.



Mixture of rock and cement is forced into excavation between steel-lined cylinder and earth of silo shaft.



Then begins intricate steel and concrete buildup of equipment room around silo.

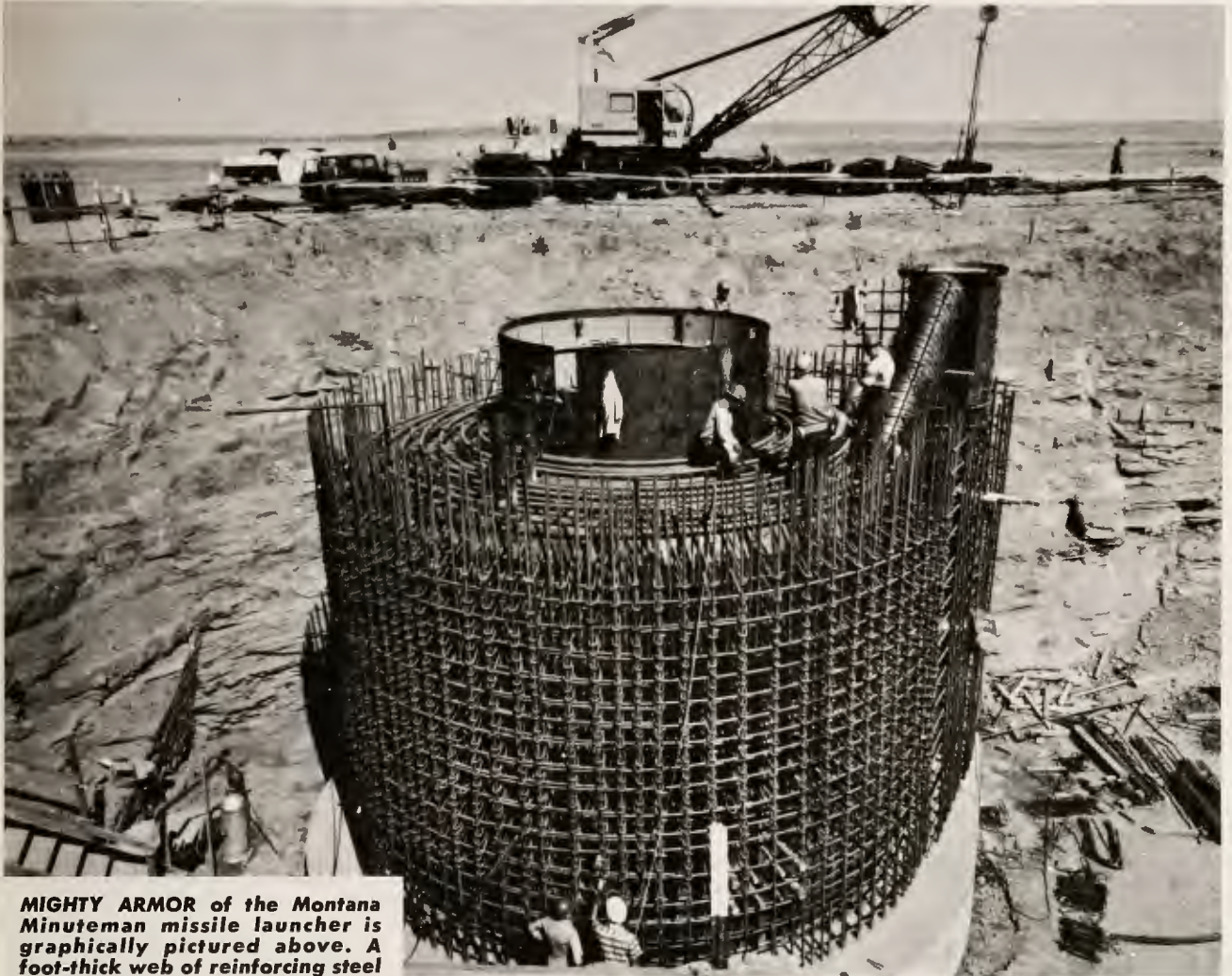


Steel wall rises above second elevation of missile launcher.



Steel-lined equipment room shapes up. Still to come — a heavily-reinforced steel and concrete "coat".

Minuteman Launchers Have Tremendous Steel And Concrete Protective Shells



MIGHTY ARMOR of the Montana Minuteman missile launcher is graphically pictured above. A foot-thick web of reinforcing steel encloses the steel-walled equipment room, and once all of this is embedded in concrete, it will be buried underground. Only the larger circular opening for launching of the missile and the smaller opening at right side — an access shaft and escape hatch for missile technicians — will reach ground level. Thickness of silo walls varies with soil conditions at each site, but averages about 14 inches. Steel lining of equipment room is quarter inch thick.

EACH SILO will be flush with ground level at top, with a concrete lid the only evidence of launcher. Seventy tons of concrete will be encased within steel walls of this silo cover, which would be rapidly shoved aside by an explosive-actuated piston when Minuteman is ready for launching. → Silo covering, to be landscaped and camouflaged, will withstand any but a direct hit from an atomic bomb. — (Photos on this page courtesy of Army Corps of Engineers).





A temporary scar on the rolling hills of placid Montana countryside is excavation which will soon become a launch control center for 10 Minuteman missile silos located miles distant in every direction.

How A Minuteman Launch



Launch control center begins to take and steel elevator shaft. Once concrete is ready for the egg-shaped, steel-enclosed capsule, it will be buried far below ground level when the U. S. Army Corps of Engineers).



A backhoe digs into excavation. Bomb-proof control center when completed will be 60 feet below ground level, reached by a small elevator operating in a steel and concrete shaft.



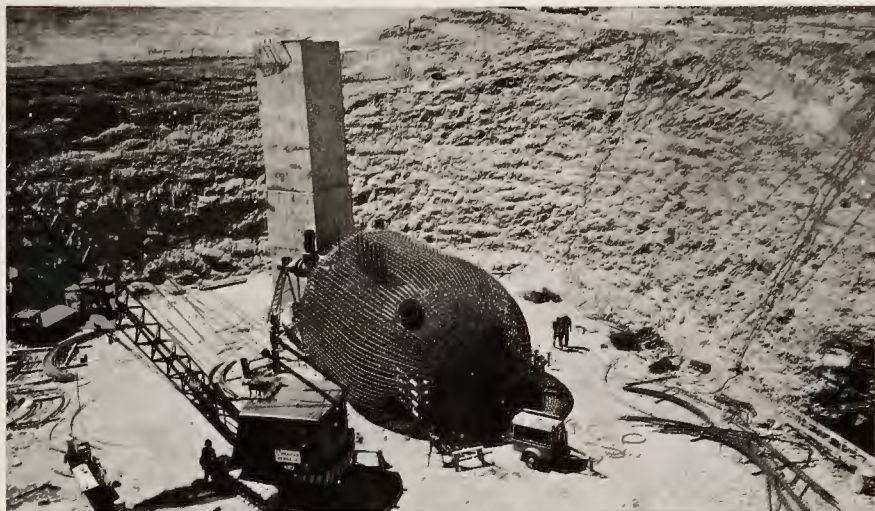
In bowl-shaped pit the size of a large swimming pool, workers begin forming mighty armor of steel which, anchored in concrete, will form a cradle for steel capsule enclosing launch control men and equipment.



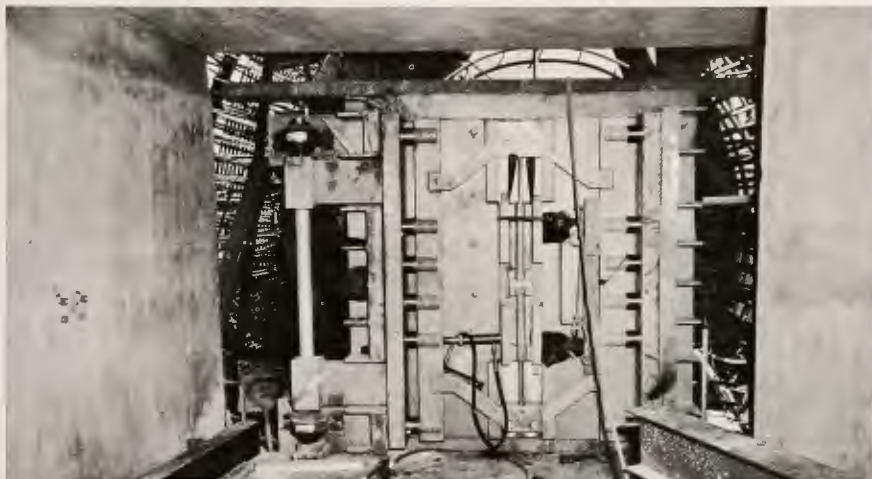
Center Is Created



Like structure is concrete of reinforcing steel will capsule. All of this will be on these pages courtesy



Launch control capsule has been completely encased in a mesh of heavy reinforcing steel. Next will come the concrete "coat", then tons and tons of earth.



In photo above, you're inside corridor between elevator shaft and launch control center, looking toward a heavy steel blast door which seals off control center and its operating crew in event of attack.

The steel capsule is in place and workmen, dwarfed by its size, begin enclosing it in more steel and concrete. Completed and buried, it will enclose intricate launch control equipment connected by underground cable to 10 missile silos. There will be ← 15 launch control centers and, say the designers, nothing short of a direct hit by an atomic bomb could destroy any one. Snout-like opening on upper front of capsule is escape hatch for crew should elevator in concrete shaft fail or be knocked out during attack. Steel tunnel will extend from this capsule opening to within four feet of ground level, and men would have to burrow that final distance.



Now the completed launch control center is buried far underground at this site, and the modest single-story building under construction will become headquarters for a 25-man crew to guard and man the launch equipment around the clock.

Site Construction Figures For U. S. ICBM Program Would Stagger Pyramid Builder

By **BOYD HILL**

TIME Magazine, not long back, reported that "the missile base construction programs make the pyramids look like a Tinker Toy exercise." This sounds a trifle excessive, but it is not; the TIME Editor or TIME Expert responsible for the story was indulging in understatement.

Khufu's Great Pyramid at Gizeh rates as a noteworthy construction effort. When it was new and shiny, four thousand years ago last Wednesday, the tip of its capstone was 481 feet above the desert level, and it measured 756 feet square on its base. Khufu's crypt covered more than 13 acres, and took 3.38 million cubic yards of stone.

Pharaoh's architects, engineers, logisticians, and labor relations men had a full-scale, long-term project. Herodotus wrote that it took 10 years to build the transport road, 20 years to erect the Great Pyramid, and that 100,000 laborers were employed. The

limestone core and casing stone was quarried at the reasonably nearby locations of Moquattan Hills and Tura. Granite for the burial chamber, however, had to be rafted from Aswan, 500-plus miles up the Nile.

But the Pyramid job, while admirable in its own way, was only a small effort compared to the Atlas, Titan and

Minuteman bases that BSD's Corps of Engineers Ballistic Missile Construction Office (CEBMCO) is installing across the nation.

Earth-moving for the missile sites dwarfs Khufu's creation. During the course of building the missile sites now under way, or planned for an early start, CEBMCO will supervise the excavation

pyramids stretching unbroken for more than 2 miles. This rank of burial monuments could well arouse the professional envy of the Forest Lawn officials.

In a more practical vein, that much excavation would cut an irrigation ditch 10 feet wide and 10 feet deep for 1,920 miles, the distance between Los Angeles and Pitts-

Connell, Dyess, Warren, Altus, and Minot. Two sites—Walker and Davis-Monthan—bake in the deserts of the southwest, and two others—Little Rock and Whiteman—steam in the rainy mid-South.

Coldest of the bases is Malmstrom, with a record of minus 42 degrees. Davis-Monthan has been the hot-



... Atlas Site Begins To Emerge From Farm Land



... One of The Wonders of The World

of 37.55 million cubic yards of dirt and/or rock. This would be the same as digging a hole big enough to put the Great Pyramid in, and 3/10 of a mile down, which is deep enough to pile 3 Pyramids on top of each other with the tip of the top one more than 160 feet below ground level.

With the material taken out of this hypothetical hole, you would have enough to build 11 full-scale replicas of the Great Pyramid. If you lined these pyramids up, tip of base touching tip of base, you could build a wall of

burgh.

Dirt taken from that ditch would be enough to build a levee nine feet high and 17 feet wide across the base for the entire length of the Mississippi River with enough left over (to borrow from Mark Twain) to stick out like a fishpole 190 miles over the Gulf of Mexico.

Khufu's construction crews may have had to sweat it out in the summer heat of Egypt, but they did not have to face

test, with a sizzling plus 110. D-M also takes honors for the driest base, with annual precipitation of only 10.59 inches, while Little Rock is the dampest, with 47.38 inches yearly. Widest variation in temperature appears to be Malmstrom's; 144 degrees separate the alltime high and low at Helena, a scant 100 miles from the Montana Minuteman base.

Khufu & Co. did not have to contend with cement on

We Are Indebted ...

... to some fine folks for splendid cooperation and assistance enabling The Webb Spinner to present a comprehensive picture story on construction of Montana's huge Minuteman missile complex. They include Col. Harry E. Goldsworthy, missile site activation task force commander at Malmstrom AFB; Col. Arthur H. Lahlum, area engineer there for the Ballistic Missile Construction Office of the Army Engineers; Capt. S. R. Nichols, assistant area engineer, who promptly obtained clearance for publication of our photos and stories; Photographer William Brown, Jr., of Captain Nichols' staff, who provided many of the photos, and Boyd Hill, Los Angeles, of the Operations Division of Ballistic Missile Construction Office, whose "Pyramid Job" story written for the U. S. Air Force Astro News is reproduced on these pages. The Corps of Engineers Ballistic Missile Construction Office is responsible to the Air Force for construction of all USAF intercontinental ballistic missile sites across the nation.



... Climate and Terrain Pose Problems

the climate or geographic extremes found in missile base work. Five of the sites—Beale, Mountain Home, Larson, Plattsburgh and Lowry—are in forest-and-mountain areas. Farm land surrounds 13 sites—Malmstrom, Ellsworth (Titan and Minuteman), Fairchild, Offutt, Lincoln, Schilling, Forbes, Mc-

their Pyramid project. The missile sites are a different story. By the time the sites are finished, approximately 2,647,000 cubic yards of concrete will be placed, poured, or squirted into, around, and over the installations. With this you could build almost 4/5 of another Hoover Dam. It would take more than

(Continued on Next Page)

(Continued from Preceding Page)
 50,000 railroad gondola cars to carry the material that will go into this concrete. That many cars would stretch out over 48 miles of track, not counting the locomotives needed to haul the cars. Over 66 million gallons of water will be needed to mix the materials. With this much concrete a generously-wide six-lane freeway could be built

AFSC Hq at Andrews AFB in Maryland.
 The geographic span of missile base work would have defeated Khufu's contractors. Making a circuit trip of all the bases, going by the most direct air routes and returning to Los Angeles, would cover 8,000 miles. This is one-third of the way around the world.

smallest site is the 970 square mile Titan I project at Larson, which is merely .8 of the size of Rhode Island. The biggest is Montana Minuteman, which covers almost 20,000 square miles, or twice the size of Maryland.
 The total for all of the bases is about 100,000 square miles, approximately the size of Colorado and more than



... Burial Ground For a Missile

combined capacity would be 59,000,000 bushels, almost as much as the Duluth-Superior elevators, the fifth largest grain storage in the United States.

The men who build the missile bases are doing a considerably more important job than Pharaoh's Great Pyramid. The costs are bigger, too.

Construction of the bases—which does not include the installation and checkout of the missiles and their related

ers have outdone the pyramid constructors. On the basis of tons of material involved, the missilemen have handled 8½ times as much as Khufu's workmen did, and in about one-sixth the time.

And they accomplished this with one-fifth as many men.

But there is one area where the pyramid builders are visibly superior — you can see their product.

When the CEBMCO crews



... Cost of The Program Is Tremendous

from the Atlas factory in San Diego to Vandenberg AFB above Santa Barbara, with enough left over to pave a good part of the base.

Steel is another material not used on the Pyramid job. Missile sites, however, will take 336,500 tons of reinforcing and 306,200 tons of structural steel. If this were all melted together it would make a solid steel cube measuring 138 feet on the side. It is enough to build over 800,000 automobiles. If it were turned into railway track, it would be enough to build a railroad from Los Angeles to

Defining the working area for a particular site is a debateable matter. Mapped outlines vary from weapon system to weapon system, and from base to base. The following figures are determined by the areas of rectangles that enclose all launcher sites or complexes and the support base for each individual site. These areas do not represent the size of the bases themselves; they merely indicate the general amount of ground that must be covered in the construction effort.

Under this definition, the

one fourth the size of Egypt.

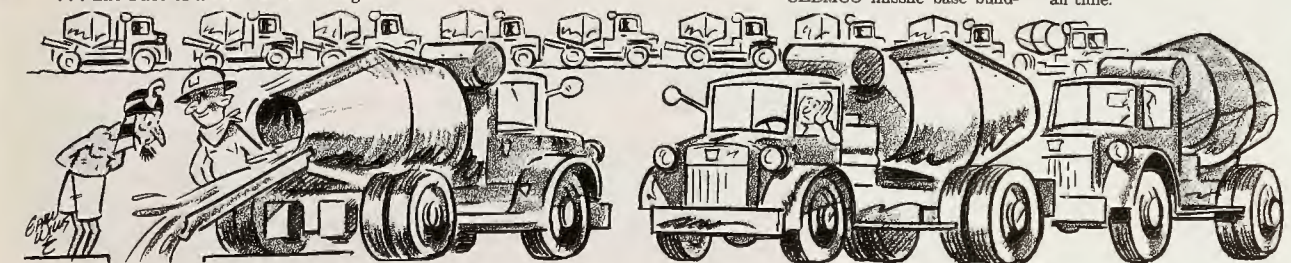
Underground silos were in use for grain storage in Africa while the Great Pyramid was being built. The silos in the missile sites are also underground. There the resemblance ends.

Building a missile silo combines most of the features of excavation, mining, tunneling, and reinforced concrete work. If all the silos at all the bases were placed end to end, they would be the equivalent of a mine shaft running 16¾ miles deep in the earth.

If the missile silos were used to store grain, their



... The Face of a Hill Side Is Changed



... Forever Hidden From Sight

equipment — is a billion-dollar project, in round figures. One billion US silver dollars, stacked, would make a pile 1,810 miles high. If they were joined side by side, they would stretch for 23,500 miles, or just about enough to girdle a money belt around the earth.

Size-wise and timewise the CEBMCO missile base build-

are through with their back-filling operations which restore the land to its original level, there will be practically nothing left above ground to indicate the tremendous scope and complexity of the missile installations. It is ironic, but one of the greatest military construction feats in history will be hidden from sight for all time.



WHILE OFFICIAL ground-breaking ceremonies proceeded in one corner of the excavation for Marston's huge Chula Vista, Calif., store, construction and site surveying continued in another area.

Webb Building Second Huge Marston Store; Chula Vista Project Will Cost \$2.6 Million

(Continued from Page 1)

Diego. The second store was opened in Del Webb's Grossmont Center early

this month. Webb builders expect to finish Marston's Chula Vista in August, 1962.

In addition to a 6,800-square-foot basement and three sales floors, Marston's will have a restaurant and penthouse. The entire building will be air conditioned, and a special incandescent lighting system will replace the heating plant, giving off enough warmth on the coolest of days.

An air door, similar to the one in the Webb Chris-Town Center in Phoenix, will allow easy passage through the main entrance. Outer walls of the second and third floor will be of marble from Portugal. The entire ground sales floor will be of marble.

As speaker at the ceremony, Hamilton Marston, president and general manager of the Marston Company, told Chula Vista officials: "We have looked forward with great anticipation to this day."

Marston's Chula Vista will be the key store and largest building in a shopping center at H. Street and Fifth Avenue. Charles Luckman Associates, Los Angeles, is architect. Construction is proceeding under direction of the Webb firm's Los Angeles office.

The Marston store building permit alone exceeded the entire \$2.2 million dollar Chula Vista building permit volume for September, already the biggest month in the city's history.



WEBB WORKER "caps" ceremony with pouring of first concrete as four who took part in the program look on. From left: Hamilton Marston, president and general manager of the Marston Company; R. H. Johnson, Webb senior vice-president and general manager of contract construction; Keith Menzel, mayor of Chula Vista, and Cheryl Pike, Miss Chula Vista.



MARSTON'S CHULA VISTA, shown here in model form, is expected to be completed next August, opened in October.



PROGRAM SPEAKER Hamilton Marston outlines history of Marston Company while dignitaries look on. Old time costumes worn by Chula Vista mayor and other officials signifies city's 50th anniversary. In photo below, Webb personnel chat on job site. From left, Ralph C. Boatman, Los Angeles office; Fritz Danielson, Los Angeles office and temporary project engineer; M. D. Stevens, job superintendent, and R. H. Johnson.



BEFORE official ground-breaking ceremony, these men gathered to view site and construction progress. Top picture, Hamilton Marston, left, and R. H. Johnson. Above, James H. Brewer, vice-president and director of store planning for Broadway-Hale Stores Inc., which recently consolidated with Marston's, and Johnson.



Wilmot Medical Center Serves Tucson's Expanding Population



STRATEGICALLY LOCATED to serve Tucson's fastest growing residential area, the Webb-built and co-owned Wilmot Medical Center provides office space and allied services, as well as ample parking.



LOOKING NORTH from Wilmot's main north entrance, majestic Santa Catalina mountains provide fascinating background. Below is attractive main south entrance.



Wilmot Site Predicted To Be Tucson's 1971 Center Of Population

(Continued from Page 1)

patios and planted areas. Wilmot is valued at more than \$2,000,000.

Around the perimeter of the center, redwood screening provides an attractive sunshade. Masonry and featherstone are principal materials used in construction of the fireproof building. The featherstone, of grey and black volcanic lava, is used as exterior facing on the two center buildings, which form the wide, landscaped mall.

Parking for doctors and their office personnel has been removed from the general area, which will allow parking and entrance by visitors and patients on all four sides of the center.

Owners are the Del E. Webb Corporation, Alfred G. Friske and Paul Monaghan, both of Tucson, and Bern C. Ramey, of Olympia Fields, Ill., all operating as the Wilmot Medical Building Associates. Monaghan is the leasing and managing agent, with offices in the medical building.

Architecture and design was by the firm of Scholer and Fuller, Tucson. Construction was begun this spring.



FEATHERSTONE AND MASONRY exterior sets off view of south side of Wilmot. Dramatic roof outline and spacious lawn completes the attractive picture. Wilmot Center is opposite the new St. Mary's Hospital East. Location on Wilmot Rd., it is predicted, will be the virtual center of Tucson's 1971 urban population. Figures show Center already serves population of 70,000 within a radius of four miles. Photos at left and below show a typical modern, well-appointed office.



OFFICIAL OPENING of Wilmot found these four gathered to officially greet visitors. From left: Ray Conner, Webb job superintendent; Alfred Friske, co-owner; Paul Monaghan, co-owner and leasing agent, and Richard M. Wartes, Webb vice-president and general manager, commercial and industrial division, representing the builder and co-owner.



Writing About Savings Pays Big Dividends



WELCOME SPENDING MONEY for Christmas is coming about this time of year to wise savers able to maintain Christmas Club accounts, but this popular savings program brought an even more valuable reward to Mrs. Wilma M. Wells of Sedalia, Mo., at right in above group, the wife of Harry S. Wells, project superintendent on the Webb firm's Whiteman Air Force Base Capehart housing construction in Missouri. It was a new Rambler four-door sedan, second prize among 178 national awards for writing 150 words or less about "My Personal Experience with Christmas Clubs and Financial Institutions." She is pictured receiving keys from Charles L. Hanley, president of Sedalia's Third National Bank. Others pictured are bank employees or winners of lesser awards.



Volume 15 November, 1961 No. 11

Published by the

DEL E. WEBB CORPORATION

302 South 23rd Ave.
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California
in the interests of the personnel of its
various projects and branch offices

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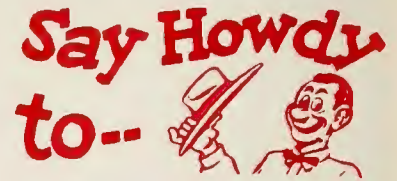


Webb Firm's Nine-Month Earnings Are 42 Cents Share

Earnings of 42 cents per share for the nine months ended September 30 were reflected in the 1961 third-quarter report to stockholders of the Del E. Webb Corporation. This compares with earnings of 19 cents per share for the first six months of 1961.

Consolidated gross revenues for the Corporation and its subsidiaries for the nine months totaled \$45,066,083, with net earnings of \$2,339,920, Pres. Del E. Webb reported.

In his third-quarter message to shareholders, President Webb reviewed acquisition of 14,000 acres of land between Los Angeles and San Diego on which a Southern California retirement community named Sun City will be built; selection of the Webb firm in a joint venture with Kern County Land Company of San Francisco to build the \$60,000,000 Ocean Park redevelopment project in Santa Monica, Calif., and completion of an expansion pro-



BOB SCHNEPP, a busy man in the Webb printing shop, who came to the Company in February from California. He and wife, Judy, welcomed their first child last April. Bob lists all sports as hobbies, between his printing chores and painting his house, inside and out.

LaVERDA HINDS, in the steno pool at the Webb housing office since last March. She brings with her 13 years of secretarial experience in construction work in Phoenix. She and husband, Ernest, are parents of two children, one in high school, the other in college. Her hobbies . . . sewing and gardening.

LOUISE BELJAN brought 18 years of secretarial experience in the construction industry in Pittsburgh when she came to Webb's main office as a legal secretary in April. She and son Richard, 14, share golfing and fishing as hobbies. A more leisurely hobby for Louise is knitting.

DAVID ELWOOD, who joined the Webb Company in May as a land planner in Planning and Research, from Welton Becket in Los Angeles, where he did similar work. Single, his off-duty interests include golf, photography and sports cars.

"**BART**" **SMITH**, formerly a freelance painter and designer, has been with Webb since June as a designer in the Commercial and Industrial division. In lieu of polo, which is not played in the Phoenix area, his hobbies include bridge, chess and riding.

gram doubling facilities of Mountain Shadows resort hotel near Scottsdale.

Mr. Webb also reported that extensive remodeling and expansion of facilities of Hotel Sahara at Las Vegas, Nev., is presently underway, adding that the Sahara-Nevada real estate holding company his firm acquired on September 1 "is expected to provide the Company a stable source of revenue."

Enough said. Wanna know the only thing wrong with that dollar that used to buy twice as much? *You didn't have it!*

Third Webb Retirement City To Open In Florida



IT'S ALL THERE! An arts and craft center complete with handicraft and hobby shops, Riviera-size swimming pool, Town Hall, shuffleboard, horseshoe and croquet courts, and even the model homes are ready for first public showing Dec. 30 through Jan. 1 at Del Webb's Sun City, Fla.

Newest Sun City Sprouts On 12,000 Acres Near Tampa

The nation's third community for senior citizens, modeled on the highly-successful and nationally-recognized Del Webb Corporation design, will be opened in Florida the week-end of Dec. 30-Jan. 1.

Known as Del Webb's Sun City, patterned after the original Sun City in Arizona which is approaching a population of 5,000 in two years of life and a newer Kern City near Bakersfield, Calif., where \$1,200,000 in homes were sold in five weeks this fall, the new Florida retirement city has mushroomed in a pleasant area 17 miles southeast of Tampa off U. S. Highway 301 on the Ruskin-Wimauma Road.

Nine months in the building, it will
(Continued on Page 3)

San Diego County's Largest Shopping 'City', Grossmont Center, Draws 50,000 First Day

Opening ceremonies were held Oct. 5 for Grossmont Center, San Diego County's largest shopping "city" and the second regional center opened in the Southwest by the Del Webb Corporation in less than two months.

Largest store to open then, and one of two key tenants in the 110-acre center, was Montgomery Ward, with 122,000 square feet. Seventeen stores joined Ward's in the Oct. 5 opening, which attracted 50,000 Southern Californians.

One month later Marston's, pioneer Southern California department store and the second key Grossmont tenant, opened its first store outside downtown San Diego. Ten other stores joined Marston's in a second "opening" ceremony.

Grossmont, the only one-level shopping center in the county and a \$20 million development, is co-owned by the Webb Corporation and Roy Drachman, and is built on land leased from the Elliott Cushman family.

It will serve an eastern county trading area of 150,000. Bounded by U.S. Highway 80 and Fletcher Parkway, Grossmont also will draw many San Diego shoppers. First year gross sales are expected to be \$35 to \$45 million. The center will employ 1,500 to 2,000, and will have an annual payroll of about \$5.5 million.

Last August the Webb Corporation and Mr. Drachman opened Chris-Town Center in Phoenix.

Located on 100 acres with 20 acres
(Continued on Page 4)

This Is Livin' In Florida



FUN UNDER THE FLORIDA SUN. Basking in the sunshine at the Riviera-size swimming pool and lounge area of Del Webb's Sun City, Florida, when picture above was taken were members of the North Tampa Golden Age Club, first guests of the Del E. Webb Corporation at the new retirement community which opens over New Year's week-end.



A GREEN THUMB? There's room aplenty for gardeners at Florida's new Sun City, including a special agricultural plot for raising of prize flowers, vegetables and small crops.



PUTTERING AROUND on the first nine holes of a championship 18-hole golf course that winds among the homes at Del Webb's Sun City, Florida, many residents will be able to walk directly from the fairway into their homes.

Florida Gets Third Del Webb's Sun City

(Continued from Page 1)

open as virtually a complete small community except for the first residents. First homes will be offered for sale the New Year's week-end, and it has 12,000 Webb-owned acres on which to grow.

Even the first planned increment of 800 homes and 200 one- and two-bedroom co-operative TowneHouses, with site and other improvements including land, will represent a Webb investment of more than \$12½ million.

Limited, as are its counterparts in Arizona and California, to those persons 50 or older (either husband or wife) without school-age children, the Florida Sun City already has an array of recreational facilities unmatched in any comparable community in that state.

These include the first nine holes of an 18-hole championship golf course, one of the finest pro-shop facilities in the state, a huge swimming pool, arts and crafts center offering woodworking, leathercraft, jewelry making, shellcraft, photography, ceramics, sewing and fly-tying and fishing gear repair; archery range, lawn bowling green, shuffleboard, horseshoe and croquet courts, a Town Hall with a capacity of 700 with stage, dressing rooms, sound equipment, complete kitchen for general and social gatherings, and game rooms for both men and women.

The Webb builders set aside an agricultural center for raising prize flowers, vegetables and small crops; are building a softball stadium complete with seating and dugouts for senior citizens' league softball competition as soon as there are sufficient residents to form teams: provided within easy walking distance of homes a 15-acre fishing lake stocked with bluegill, shellcrackers and bass; a picnic area with small boat marina, and 1,000 feet of beautiful white sand beach on both bay and inlet just six miles from the community.

There are six model homes of top-quality masonry construction, two model co-operative TowneHouses, and by opening day a large number of homes will be in various stages of completion for early buyers.

Directing the overall project as manager of operations is Wick Blanton, Phoenix. Raymond C. Durham, San Diego, is project superintendent, and Joe T. Gilbreath is officer manager.



TOWN HALL at new Del Webb's Sun City retirement community (above) 17 miles southeast of Tampa, Fla., as well as shuffleboard courts shown at right already have attracted many interested visitors from Florida senior citizens' groups.



WINDING STREETS of new Florida community especially planned by Webb Corporation for senior Americans leads to modern shopping center.



Grossmont Joins Chris-Town As Major Southwest Centers

(Continued from Page 1)

reserved for future commercial development, Chris-Town has parking for 5,200 cars, and 660,000 square feet of store space. Grossmont contains 600,000 square feet, has parking for 5,000 cars, and 35 acres have been reserved for other commercial development there.

Along with its choice location, developers spent \$500,000 in leveling the 100-foot-high Grossmont site, pushing 1,400,000 cubic yards of dirt into 35-foot ravines.

Over-all center design, plus architecture on Ward's and Marston's, was done by Welton Becket and Associates, Los Angeles. Eddy and Deasy, Bakersfield, designed the one-level shop and mall areas.

Don Gray was job superintendent, with John McAllister as assistant job superintendent. Bill Kennicott was chief of project operations. A total of 4,000 men built Grossmont, with a peak work load of 400 on the job at one time.



PRESS, RADIO AND TV covered Oct. 5 Grossmont Center opening, as well as addresses by Del Webb officials and Roy Drachman, at microphone.



GROSSMONT CENTER PARKING LOT was put to good use opening day as shown by this aerial photo; U. S. Highway 80, Grossmont Hospital (lower right) and Fletcher Parkway (upper part of photo) are also shown.



BOY SCOUTS Drum and Bugle Corps heralds raising of flag in spacious Marston Plaza at first opening.



MISS LA MESA and her court, together with a lively three-piece orchestra, made visitors to Grossmont Center's opening feel welcome. Adding a feeling of carefully-landscaped spaciousness at Grossmont is Marston Plaza, below.



GROSSMONT CENTER MODEL, one of several located in the attractive mall, was viewed by thousands of opening-day shoppers to locate stores.



LARGELY RESPONSIBLE for Grossmont Center were these three pictured in the mall opening day. Elliott Cushman, whose sons own the land on which Grossmont is built, co-developer Roy Drachman, and Bill Kennicott, chief of project operations, left to right, discuss first-day activities.



PRE-OPENING PARTY at Singing Hills Country Club was attended by San Diego County business and civic leaders, Grossmont tenants, press, radio and TV representatives.

Plaza Dedicated to Founder of Marston's



A SURPRISE for their father, Elliott Cushman, was an appropriately-inscribed rock from Grossmont Center site. Del Webb made presentation on behalf of Larry, pictured, and Steve Cushman.



FEATURED SPEAKER at dedication of Marston Plaza during Grossmont's Nov. 6 opening was Del E. Webb, whose firm was builder and is co-owner of Grossmont Center. Mr. Webb, Arthur Marston, Miss Mary Gilman Marston and Mrs. Helen Beardsley are shown at plaque dedicated to Marston's founder, George Marston, and for whom Marston Plaza is named.



PRESIDENT of the firm which bears his name, and co-owner of the New York Yankees, Del Webb makes news wherever he goes. His appearance at "second" opening of Grossmont Center was no exception, as indicated by TV interview shown here.



FOLLOWING PLAZA DEDICATION and store opening, Marston's hosted a luncheon for press, radio and TV representatives, county officials and business leaders. Shown at microphone is Hamilton Marston, president of Marston's.



COLUMN shown above represents old-time Southwestern tradition of candle placed in sand inside paper bag. Below, Grossmont Christmas tree can be seen through one of vaulted arches, hung with festive pinatas.



MODERN VARIATIONS on traditional Mexican decorations provide theme for Grossmont Center Christmas decorations. Fiberglass pinatas give international flavor to Grossmont Mall.



MONTGOMERY WARD store shown in photos above, is similar to Ward's store in Chris-Town Center in Phoenix. Ward's in Grossmont, as one of two key center tenants, occupies 122,000 square feet of retail space. Showcase windows provide spectacular lighting display after dark.



ATTRACTIVE in the daytime, Marston's Grossmont store after dark becomes a thing of beauty as soft lighting sets off striking columns and bas-relief exterior facing.



ONE OF FOUR entrances to Grossmont Center. Plantings will later fill in to become colorful islands of leaves and blossoms.



WIDE, LANDSCAPED mall is shown to good advantage. Mall is open to take advantage of San Diego's even year-round temperatures.



ENCLOSED areas provide interesting Grossmont

Grossmont Center Mall And Store Designs Entice Shoppers



TASTEFULLY DECORATED Martson's interior reflects balanced design and merchandise display. In photo below, vaulted arches prove a decorative shade in daytime and a reflector of light from hanging globes after dusk in landscaped Grossmont Center Mall.



ded roof
to one of

Chris-Town Center Becomes Christmas Fantasyland



THE CHRISTMAS SCENE in kaleidoscopic colors came to the Webb Corporation's Chris-Town Center in Phoenix early this month, including giant-sized story-book characters, Santa Claus in a snow-white igloo, and such creations as a gingerbread house and a miniature castle to delight young hearts. Forty-foot-high "glitter trees" of garlands of vari-colored lights rose from atop the entry to Chris-Town Mall, and in the spacious Court of Fountains, pictured below, colorful Season's Greetings welcomed huge crowds of shoppers to the center.



SIXTEEN-FOOT-HIGH CLOWN in Chris-Town Mall draws admiring comment from four-year-olds Leo Darwin and Jeffrey Scott.

YULE CANDLES eight feet tall and thousands of yards of garlands decked the Chris-Town exterior, which at night became a fantasy of color and light.



SANTA CLAUS, arriving by helicopter on Chris-Town parking lot, settled himself in a 20-foot snow-white igloo (above, left) created for him in the Court of Fountains by the Self-Aid Work Shops of Arizona. There he heard the Christmas wishes of thousands of starry-eyed children. ABOVE, RIGHT — Gingerbread house appeared almost magically in Court of Flowers to delight a steady procession of youngsters inspecting its circuitous interior.



STORYBOOK CHARACTERS are the creation of Art Hennings (above, left), and his son, Wayne, shown in Chris-Town workshop. Hennings learned in Canada the art of creating the figures from styrofoam. They can turn out a 16-foot, true-to-life giant from a dollar-sized model and have created bunnies, clowns, snowmen, jack-in-the-box, and a soldier and guardhouse. Art's Humpty-Dumpty perched on a wall is shown (above, right) in Chris-Town Mall.

Air Force Contracting Officer Lauds Webb Housing Construction

Capehart Work At Nebraska Air Base Ahead Of Schedule

The Webb Corporation's \$6½ million Capehart housing project at Offutt Air Force Base near Omaha, Neb., was rocking along five months ahead of schedule late in November and was winning plaudits from Air Force officials.

Maj. Irwin H. Bagdasarian, contracting officer at the huge Strategic Air Command base, wrote in a Capehart housing article in the Offutt Air Pulse:

"This contractor (Webb) is conscientious, takes pride in his work and is turning out quality workmanship. As a matter of fact, he is so proud of his work that he has imbedded a bronze plaque in the sidewalk on the corner of Langley and 30th Street, inscribed 'Del E. Webb Corporation, 1962'. The entire increment of 400 units will be completed before next winter."

The Webb firm was low bidder at \$6,559,900 on the Offutt project. Kim Bannister is Webb manager of project operations and Charles A. Anders is project superintendent.

Webb crews have a Capehart project costing more than \$8 million underway at Whiteman Air Force Base in Missouri and have completed similar multi-million dollar housing projects at Vandenberg Air Force Base in California and at the U. S. Air Force Academy in Colorado.



AIR VIEW of housing project at Strategic Air Command headquarters at Offutt AFB in Nebraska which has won praise for Webb builders.

They're On The Mend Now

Two men well known to Webb folks are on the mend after serious operations. Jim Thomason, manager of Navarre's restaurant in Phoenix, underwent surgery at Mayo's Clinic at Rochester, Minn., last month but is back on the job on a part-time basis. Blackie Hoelt, former warehouseman who retired last year, suffered a ruptured blood vessel in his throat and was in critical condition for a time, but now

She's Quite A Teammate

Jim Miller, Webb secretary-treasurer, and wife, Nellie, teamed to win a mixed foursome golf tourney at the Phoenix Country Club early this month. Mrs. Miller fired a 93 medal score for the 18, but Jim flatly refused to reveal his total, saying only that "My wife is the golfer in my family."

is back on his feet and able to visit friends at the Main Office.



AHEAD OF SCHEDULE also on an \$8,283,260 Capehart project of 504 homes for officers and airmen at Whiteman Air Force Base, 65 miles east of Kansas City, Mo., Webb crews last month had approximately two-thirds of the job complete. Dave Sanders is manager of project operations and Seymour Feit is project superintendent. In separate locales, the builders are putting up 180 homes for officers and 324 for airmen, all on Air Force land.

Minuteman Passes Test In Launching From Silo

Last month's first successful underground launching of a Minuteman missile made news of interest to Webb folks because their company is a joint venturer with George A. Fuller Company in the \$62 million project of constructing the nation's first Minuteman missile silo project in Montana.

"Of prime significance," reported Business Week magazine, "was the first successful underground launching, with bull's eye accuracy, of a three-stage Minuteman. This first solid-fueled intercontinental missile is capable of carrying a thermonuclear warhead more than a quarter of the distance around the earth.

"There have been several earlier, successful above-ground launchings of Minuteman. But launching from a 90-foot silo — similar to those in which the giant, 58-foot missile will be embedded in a Montana prairie sometime next summer — had long been considered the key test of Minuteman's design.

"Minuteman's availability will give the U.S. formidable second-strike — or retaliatory — power with which to confront any potential enemy. It will be able to be stored indefinitely with little maintenance, and will be vulnerable only to a direct hit by enemy fire. Preparation for firing will take only a few minutes."

Cradle Topics

A sister and playmate, Misty Lynn, has joined her brother at the Ronny and Jean Ann Jacobson home. Born Sept. 26, she weighed 7 pounds, 11 ounces, and measured 20½ inches. Ronny is assistant to Fred Kuentz in Property Management.

Shawn William made it three boys for Tom Breen, Webb vice-president, and his wife, Jackie. Shawn was born Oct. 28.

Daniel became the fourth boy and second girl for Max and Florence Ganzer, when the little fellow was born Nov. 20. Max is in the Commercial and Industrial Division.

The Spinner didn't receive the name and other vital statistics, but learned just before press time that a boy was born to Delbert and Laree Madsen, Nov. 25. He is on the Sun City, Fla., office staff.

Beginning Of A New Webb Community



START OF CONSTRUCTION of the first of \$1,200,000 in new homes sold by Nov. 15 in Del Webb's Kern City near Bakersfield, Calif. is pictured above. Lee C. Phillips, center, project operations manager for Stockdale Development Corporation, discusses construction details with Don Zimmerman, left, field engineer; D. E. McCollam, project superintendent, and Jul Vellutato, project engineer, while Field Engineer Lee Jones adjusts transit. **BELOW** — Huge excavator begins digging foundations in Kern City residential area. The new retirement city, a project of Del E. Webb Corporation and the Kern County Land Company of San Francisco and Bakersfield, attracted 55,000 visitors when it opened the week-end of Oct. 7-8, and sale of homes began immediately. Community is patterned after Del Webb's Sun City in Arizona, and opened with complete recreational facilities and model homes ready for visitors. Modern shopping center will be placed in operation early in 1962.



Conversion Of Hughes California Facility For Research Completed

Space Systems Personnel Acquire Expanded Quarters

Completion of the final phase in conversion of one of the huge buildings at Hughes Aircraft Company in Culver City, Calif., from an open 240,000-square-foot single-story manufacturing facility to a modern, double-decked 400,000-square-foot research and development center was marked recently by Webb Corporation crews.

The reconstruction project is part of millions in building activity the Webb firm has performed in expanding the Hughes facilities at Culver City over the past decade.

First occupants of the expanded structure were groups from Space Systems, Research and Development, and Guidance and Controls Division, all of the Hughes Aerospace Group.

R. E. Smith, Services Division manager for Hughes, presented project acceptance papers to John J. Fahey of the Webb Corporation. Also on hand were Dole Kelley, project superintendent, and Ralph Wanless, Webb project operations manager, and W. A. Williams and Ernie Cranmer, representing Hughes Plant Engineering, Services Division.



CEREMONY marking acceptance of project of converting huge Hughes Aircraft Company building at Culver City, Calif., for research and development was attended by, from left: W. A. Williams, Dole Kelley, Ralph Wanless, John J. Fahey, R. E. Smith and Ernie Cranmer.



A STEEL PLAQUE marking the 50,000th USAF Capehart housing unit, a Del Webb Corporation project at Vandenberg AFB in California, was presented recently by George S. Robinson, the Air Force Secretary's deputy for installations. Plaque was mounted on home of S/Sgt. Merle E. Michaelis and family. Participating were, from left: Col. Lloyd W. Preston, Vandenberg commander; Col. Guy H. Goddard, family housing division chief, Hq. USAF; Maj. Gen. James B. Knapp, Hq. SAC; David Michaelis, Mrs. Michaelis and husband; Mr. Robinson, and Maj. Gen. Joseph J. Preston, commander of Vandenberg's 1st Strategic Aerospace Division.

O'Leary Wins Speaking Honors As 'Silver-Throated Orator'

Don O'Leary, of the Webb legal staff, is earning a reputation above and beyond the vocal talent usually credited to a member of his profession, and is now known as the "silver-throated orator" around Webb headquarters in Phoenix.

Don, who completed the Dale Carnegie course this past spring, was voted president of his class. This honor is indicative of leadership as well as speaking ability, and brought a letter of congratulation from Vice-President L. C. Jacobson, himself a Dale Carnegie graduate. Don also is a member of the Phoenix Sunrise Toastmaster Club 74, which recently was given "top club" honors from among 3,400 Toastmaster clubs throughout the U.S., Canada, and 40 foreign countries.

Builder Del Webb Is Honored

FRESNO ATHLETIC HALL OF FAME



HOME TOWN FOLKS in Fresno, Calif., paying tribute last month to some of their distinguished "sons", honored Builder Del E. Webb with membership in the Fresno Athletic Hall of Fame. A Fresno native, Webb played semi-pro ball all through that area as a youth, and went on to become not only a nationally-known builder but co-owner of the World-Champion New York Yankees. The 1961 Hall of Fame honorees, pictured above, from left: Frank Manfredo, dean of California's boxing and wrestling referees; Johnny Baker, USC football great and an outstanding coach; J. Flint Hanner, the man most responsible for making Fresno a major world track and field center; I. F. (Crip) Toomey; Lloyd Toomey, who accepted the award on behalf of his brother, one of Fresno High's all-time great athletes; Builder Del Webb, and Rube Samuelson, sports editor of the Pasadena Independent Star-News and one of America's most honored sports writers.



HALL OF FAME TROPHY, a statuette of Apollo, Greek God of the Sun, was presented to Mr. Webb by John Voenes, chairman and one of the founders of the Hall of Fame. Apollo was chosen as symbol of statuette because the Greek God embodied perfection in physical attributes of man and also established the Pythian games, forerunner of the Olympic Games.



WATSON TROPHY AWARDS DINNER at IBM's General Products Division at San Jose, Calif., had a speaker from outside the company for the first time in its 11-year history when Del Webb was invited to address more than 600 guests there last month. Group included retirees of International Business Machines Corporation, executive guests and employees. Intramural athletic and social competition winners received 202 trophies.

The WEBB Spinner

Volume 12

December, 1961

No. 15

Published by the
DEL E. WEBB CORPORATION
 302 South 23rd Ave.
 Phoenix, Arizona
 5101 San Fernando Road West
 Los Angeles, California
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 various projects and branch offices

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Season's Greetings ~ From The Boss

The approach of another holiday season is a pleasant reminder of the privilege each Christmas brings of extending sincere greetings to our own fine people, to our stockholders, our clients and subcontractors, and to many friends who are readers of The Webb Spinner.

Perhaps, too, this is an opportune time to pause long enough for a searching look at our growing business — what we have accomplished this busy year, and what we hope to achieve in a busier future. Progress, as always, is expected of a leader, but I feel today as I have through all my years in construction . . . that size alone is not the measure of a man, or a business.

Little more than a year ago the Webb Company was owned by its officers and directors. Today thousands of our shareholders live in many parts of the U.S. And, besides our permanent personnel, thousands of Webb Corporation workmen depend on the Company and its projects for their income.

These people, from employees to stockholders, are the Webb Corporation, for they represent a group of people united for a common cause. It is they who will make it possible for our Company to grow in future years.

But there are important stepping stones to this future growth.

The quality of our work must be the finest. We must constantly strive for better and more economical production, expansion of our construction program by creating a demand for our services based on the excellence of the product we produce, and we must strive to build better and even more diversified subsidiaries to serve the public.

We must make certain that those who work for the Webb Corporation enjoy the highest standard of working and living conditions, yet that the earnings and the growth of our Company justifies the faith of our stockholders in the investments they have made. If we do these things well, our Company's future is truly unlimited.

Because we are convinced the Del E. Webb Corporation must always strive to continue among the leaders in its field, I join other of our executives in expressing sincere appreciation for the deep sense of responsibility and concern of our fellow workers for the Company's welfare and future. We are certain we have a great potential.

So to each and everyone, my wish is that this be your finest Christmas, and that 1962 will bring even greater opportunities for individual and corporate development.

Del E. Webb

On Guard!

Something Like This Could Precipitate A Shooting War

One of the great sports contests of 1962 is likely to be settled within the Del Webb organization.

It will be for the senior marble-shooting championship of the company, of the state of Arizona, and possibly even of the world.

It seems Pres. Del E. Webb was quite a marble shooter as a youngster; in fact, he lined up a partner and together they virtually cleaned the neighborhood of marbles with their skill. Del finally buried a washtub full of marbles in his back yard because there was no further competition. So detailed a profile story on Mr. Webb which recently appeared in the Phoenix Republic.

Seems Roy Drachman read this story, recalled that he was quite a mig shooter himself as a youngster, and let it be known around Webb headquarters. Most recently, standing in the executive wing of the Webb offices, Drachman boasted:

"I can beat anyone, anytime, any-

Betty Got The Bird

Betty Skinner, Main Office secretary, bowling in the ladies major league at a Phoenix alley, rolled a hot 249 last month and collected a real turkey, a pizza pie and a highball glass (empty).

place shooting marbles . . . and that's for money, marbles or chalk."

The confident wave of his shooting arm took in Webb's office, the entire executive wing, and, by inference, the state, the country and the world.

"Hm-m-m-m," said L. C. Jacobson, executive vice-president, listening in seeming awe. "Hm-m-m-m! Wait'll Del hears about this!"

Pigeon Pie Will Be Next

H. G. (Speedy) Winston, chief accountant at the Main Office, is having pigeon troubles. His youngsters have been tending about 20 birds, and it was Mom Winston's decision they had to go when pigeon lice appeared. So Speedy bundled the birds into the family car on a recent Sunday and drove 35 miles to his brother's ranch near Buckeye before releasing them. Next day, arriving home from the office for lunch, he was greeted by about half of them already roosting again in the back yard. Now he knows — they're homing pigeons. And the lice came back with them.

The **WEBB** *Spinner*



Vol. 16, No. 1

PHOENIX, ARIZONA, JANUARY, 1962

16 Pages

Opening Of Florida's Sun City Attracts 41,000

1961

It was a great year. And as the ledger books were closed on this first full year of Webb operations as a publicly-owned corporation, the men who build under the Webb banner could be forgiven even a broad smile of satisfaction.

From the standpoint of growth, it had been even better than a good year — it had been outstanding . . .

A \$93 million joint-venture missile silo construction program with George A. Fuller Company had found the Webb-Fuller combine named No. 1 defense contractor of the year . . . the Webb program of building nationally-known communities for senior citizens had seemingly donned seven-league boots to establish new retirement cities on both coasts, with a Sun City opening in Florida and a Kern City in California . . . two huge regional shopping centers were completed to take their places not just as Webb corporation entities, but as business leaders in beauty of architectural style and modernity of facilities . . . the spacious Del Webb's TowneHouse became San Francisco's newest downtown hotel in years . . . a merger brought into the Webb fold the multi-million dollar Sahara-Nevada Corporation with its bustling 600-room Hotel Sahara at Las Vegas as well as valuable downtown land for another hotel site . . . facilities at the firm's beautiful Mountain Shadows resort hotel near Phoenix were doubled . . . the company was named in a joint venture with California's big Kern County Land Company to build the \$60 million downtown Santa Monica, Calif., redevelopment project, and also had its own working drawings ready at year's end for first phase construction of a \$50 million business complex hard by the booming Los Angeles International airport . . . Capehart housing for the military mushroomed in the Midwest . . . and construction of a 17-story Webb-owned office skyscraper in Albuquerque, N. M., kept pace with the rise of the towering Del Webb Building which at year's end was pointing skyward on Phoenix' busiest thoroughfare, soon to become the new International Headquarters for Webb operations . . .

Yes, 1961 WAS a great year, for even the pride that Del Webb shares with Dan Topping in co-ownership of baseball's fabulous New York Yankees had rewarded them with still another American League pennant and still another World Championship.

Yet, speaking of progress, the real story is in the planning for the future. For that story, please turn to Page 16 . . .

Webb Retirement Cities Now Provide Choice Of Climate

It was the New Year's week-end, and besides football bowl games that kept a multitude glued to television sets, usually sunny Florida was in the grip of a cold snap bringing rain, brisk winds and chilling daytime temperatures.

Yet the week-end premiere of the new Del Webb's Sun City retirement community in a pleasant area 17 miles southeast of Tampa between U. S. Highways 41 and 301 on the Ruskin-Wimauma Road drew an estimated 41,000 persons, including 4,000 who braved a drizzling rain on one day to see the type of Webb town "that changed the nation's viewpoint on retirement."

Optimistic Webb Corporation housing officials, feeling usually warm Florida winter sunshine would have brought 100,000 persons to their opening, predicted that within a year the Florida project would outstrip the sales in Arizona's Sun City, where more than 5,000 persons have come to reside in the two years since it first was opened.

Florida's Sun City is patterned after the original Arizona community and a newer Kern City near Bakersfield, Calif. Nine months in the building, Florida's Sun City opened as virtually a complete small community except for residents. They will begin arriving when first homes — now under construction — are completed in early spring.

The first planned increment of 800 homes and 200 TowneHouse cooperative apartments, with site improvements including land, will represent a \$12½ million investment.

1961

Arizona's Sun City Grew In Size And Renown



THE TOWN that changed America's view on retirement — Sun City, Arizona — grew during 1961 to a population of more than 5,000. In its second year the Sun City shopping center (above, left) was doubled in size. Initial recreation facilities, a \$250,000 community center and crafts shops in a garden-like setting (above, right) were presented to Sun City residents, who then assumed responsibility for operation and maintenance.



FUN IN SUN CITY is exemplified by this 1961 Christmas dance (above, left) in the Town Hall. A reception for Builder Del Webb was held in the community during the spring (above, right) to which hundreds came to meet and congratulate him on the way of life his firm has created for senior Americans.

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Kern City Opening Brought To California The Del Webb Style Of Retirement Living

CALIFORNIANS HAD HEARD of the successful formula behind Arizona's Sun City, and when the Webb Corporation opened its Kern City retirement community in central California on Oct. 8, the turnout surpassed anything of its kind the Bakersfield area ever had seen. An estimated 40,000 visitors jammed Kern City, creating traffic problems and filling parking lots like the one pictured at right.



1961

At Year's End, Florida Welcomed Newest Of Del Webb's Sun Cities



ON FLORIDA'S WEST COAST, 17 miles south of Tampa, a spanking new Sun City was opened by the Webb Corporation as 1961 came to a close. Despite rain, wind and unseasonably cold weather, the opening over the Jan. 1 week-end brought out an estimated 41,000 persons. View above shows solid line of traffic on Sun City's divided boulevard entry, with parking area in front of shopping center already filling.



Next Sun City Planned In Southern California

WORK BEGAN as the year ended on a new Sun City for Southern California. Artist's conception at right shows community slated to rise on part of 14,000 acres the Webb Corporation acquired during 1961 in the pleasant Perris Valley midway between Los Angeles and San Diego. More than 20,000 letters of inquiry already have been received concerning homes there. Opening is planned in early summer.



1961

A New Financial Structure For Famed Wilshire Boulevard



UNION BANK CENTER rose on Wilshire Boulevard in Beverly Hills, Calif., to house regional head office and other tenants of Union Bank's Beverly Hills-West Los Angeles branch in eight-story office tower. Stores and shops were included in block-long development.

Expansion Of West Coast Brewery Is Completed

FIVE-STORY-HIGH STOCKHOUSE was built at Van Nuys, Calif., for Anheuser-Busch brewing company as part of a \$5 million expansion which saw Webb crews also modify the existing brew house, fermenting cellar, stockhouse and power plant.



Eleven Honored For Webb Service Totaling 150 Years



WEBB SERVICE PINS for 10 or more years of continuous service were awarded 11 employees at a Phoenix "pin party" highlighted by a sumptuous dinner at the swank Mountain Shadows resort hotel last month. L. C. Jacobson, Webb executive vice-president, in presenting the pins declared the firm has grown to its present stature "because of the efforts of its long-time, loyal, proven employees." Those honored and their length of service include, from left: Mr. Jacobson; Tony Kohl, 15 years; Jack McPhee, 20; Joe Aubin, 10; Owen Childress, 10; George Grantham, 10, John Meeker, 15; Kim Bannister, 15; Jim Miller, 15; Tom Rittenhouse, 10; Paul Marks, 15, and John Morton, 15.



TOP HONOREE at the 1961 Phoenix "pin party" was J. N. (Jack) McPhee (right), a veteran Webb project superintendent who received from Executive Vice-President Jacobson a diamond-studded pin for 20 years service. McPhee most recently has been directing construction at Arizona's Sun City retirement community where, incidentally, he bought one of the homes his own crews built and resides there with his wife, Artia.



PRESIDENT DEL WEBB became "weathered in" at Los Angeles International Airport while trying to fly to Phoenix and missed the party. But he telephoned from Los Angeles to congratulate each awardee. In photo above Kim Bannister chats on phone while, from left, Fred McDowell, John Meeker, Paul Marks and Mr. Jacobson "listen in" on the call.

How Webb Firm Has Grown—These Are Phoenix Area Employees



FROM PHOENIX AREA OPERATIONS of the Webb Corporation, this is the group (above) which attended the annual employees' Christmas party, held again this year at Mountain Shadows resort hotel. Can you find yourself? Executive Vice-President L. C. Jacobson briefly reviewed 1961 company growth, Secretary-Treasurer W. J. Miller reported on company profit sharing, and employees received Christmas bonus checks.



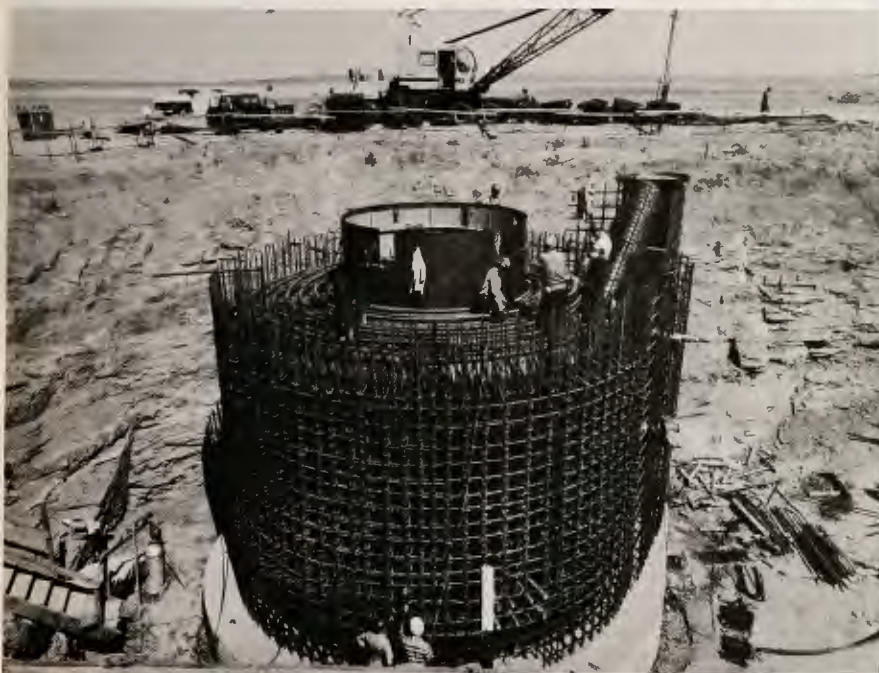
THERE WERE REFRESHMENTS, something to "wet your whistle", (above), and tidbits at the attractive buffet table. Then followed a three-day Christmas week-end holiday.

1961

In \$93 Million Projects, Webb Helps Build U.S. Missile Defenses



TITAN II MISSILE SILOS surrounding Wichita, Kans., and McConnell Air Force Base were being constructed in \$31 million project for Strategic Air Command as a joint venture of Webb Corporation, George A. Fuller Co. of New York and Paul Hardeman, Inc., Stanton, Calif. Photo above shows construction of one of 18 control centers and missile launch silo.



First U. S. Minuteman Missile Silo Complex Spreads Over Montana

INTO MONTANA'S hard-pan prairies and mountains, joint-venture combine of the Webb Corporation and George A. Fuller Co. is burrowing 150 Minuteman missile silos and 15 launch control centers in a history-making building achievement. Work is spread over thousands of square miles and now is hampered by bitter winter weather. First phase of the \$61,773,644 project, already has been turned over to Air Force, but work will continue through 1962.

1961

Webb Firm's Chris-Town Sets New Shopping Center Standards



CHRIS-TOWN CENTER'S 5,200-car parking area shown in air view above was jammed with automobiles on opening day. Estimated 130,000 visitors arrived in 11 hours between opening and closing.

BEAUTY AND NOVEL FEATURES of its interior enabled Chris-Town to set a new standard for Southwestern regional shopping centers, and public response → to the 63-store, enclosed-mall, all-refrigerated center surprised even veteran chain-store managers. Pictured at right is enclosed, air-conditioned, landscaped mall.



COURT OF BIRDS, Court of Fountains and Court of Flowers are features at Chris-Town. In view at left a ← colorful artificial roadrunner in foreground seemingly keeps a wary eye on more than 100 live birds in exotic array of bird cages featuring Court of Birds.

1961 Grossmont Center Fills Important Business Role



SOUTHERN CALIFORNIA in early October welcomed opening of Grossmont Center at San Diego, largest shopping "city" in the bustling west coast metropolis and second such regional center the Webb Corporation had opened in less than two months. Open-air center mall is pictured above.



TYPICAL of beautiful and dramatic stores in Grossmont Center is Marston's, pictured at left, the first store outside of downtown San Diego for this pioneer Southern California merchandising family.



AIR VIEW shows Grossmont Center parking lot which can accommodate 5,000 automobiles simultaneously. First-day throng of visitors was estimated at 50,000.

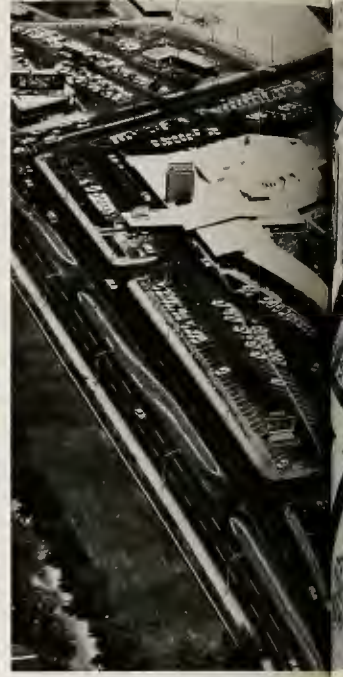


1961

Expansion And Acquiring New Facilities



THIS IS HOTEL SAHARA at Las Vegas, Nevada, one of the prestige hotel properties acquired by the Webb firm in a late-summer exchange of stock by which the Sahara-Nevada Corporation became a Webb subsidiary. Valuable downtown Las Vegas real estate, prime site for a new hotel, was part of acquisition.



AIR VIEW shows 600-room tower is Nevada's tallest building. In a late-summer exchange of stock, all of Sahara's assets



NEW SAN FRANCISCO TOWNEHOUSE, partly owned by Webb firm, opened in early summer in downtown San Francisco at Market and Eighth Streets. It boasts 400 tastefully-furnished rooms, outdoor pool and patio, cocktail lounge, dining room and coffee shop, beautiful lobby and spacious meeting and convention facilities.

And Prestige To Webb Hotel Operations



Appears today, occupies "Strip". Its 14-story period of almost a century by Webb crews.

ARCHITECT'S SKETCH shows the Hotel Sahara of "Tomorrow", graced by a new 24-story tower addition which is to be one of earliest 1962 projects for Webb builders. Restaurant and lounge facilities were being expanded at year's end, and convention facilities added.



SHADOWS, one of Southwest's most fabulous party located near Scottsdale, Ariz., had doubled during summer and fall with additional and two-story units partly shown above.

CONSTRUCTION PLANS were complete at year's end for 18-story Del Webb's Fresno Center (above) to rise during 1962 in Fresno, Calif. A combination office-hotel complex, its top nine floors will be hotel accommodations.

1961

Webb Corporation's International Headquarters Rises In Phoenix



IN THE CITY where Del Webb got his start as a builder, his firm during 1961 began construction on Phoenix' busy North Central Avenue of the Del Webb Building ← (left), an imposing gold and white 17-story office tower to become the Webb Corporation's new international headquarters. Completion so it can be occupied by all Webb divisions is anticipated by mid-summer of 1962.



ARCHITECT'S VERSION of the new Del Webb Building in midtown Phoenix.

ROSENZWEIG CENTER in Phoenix, of which the new Del Webb Building becomes the "anchor", is planned by the Webb Corporation as a dramatic, high-quality, self-contained complex of buildings around an attractively-landscaped plaza. It would contain two other high-rise office buildings, a → modern hotel pictured in background, and an apartments structure. All will rise on a prime 12½ acres on busy North Central Avenue, long owned by Harry and Newton Rosenzweig, pioneer Phoenix jewelers. The property now is under long-term lease to the Webb Corporation.



1961

Towering Bank Building Will Become New Albuquerque Landmark



ALBUQUERQUE RESIDENTS and travelers entering the city already are beginning to glimpse from miles distant the new First National Bank East Building (above) which will rise to a height of 212 feet on Central Avenue (U.S. Highway 66). When completed next summer, the 17-story structure will be part of a 5½-square-block Webb Corporation development and will provide needed office space for the fastest growing section of New Mexico's largest city.



Hughes Coast Facilities Converted To Research

CONVERSION of one of the huge buildings at Hughes Aircraft Company in Culver City, Calif., from an open 240,000-square-foot single-story manufacturing facility to a modern, double-decked 400,000-square-foot research and development center was achieved during 1961. It was part of millions in building activity the Webb firm has performed in expanding Hughes facilities at Culver City over the past decade. Ceremony marking acceptance of project (at left) was attended by, from left: W. A. Williams, Hughes; Dole Kelley, Ralph Wanless and John J. Fahey of Webb, and R. E. Smith and Ernie Cranmer of Hughes.

1961

A \$60 Million Project To Rebuild Downtown Santa Monica



A JOINT VENTURE PROPOSAL of the Webb Corporation and Kern County Land Company of San Francisco was selected last fall over those of ten other developers to change the face of downtown Santa Monica, Calif., part of the Greater Los Angeles area. By next summer Webb crews will begin a \$60 million ocean-front redevelopment of eight downtown blocks to create 2,000 dwelling units, a hotel, commercial center, swimming pools, tennis courts, a pitch-and-putt golf course, shade pavilions and strolling areas. There will be towering apartment buildings, four of 21 stories and four of 13 stories. And all will be jointly owned and operated by Webb and Kern County Land.

Webb Planners Schedule First Construction At Airport Center

WITH PLANNING COMPLETED, construction begins early in 1962 on the first phase of a \$50 million Del Webb's International Airport Center to include a bank of dramatic design and seven 9- and 12-story office buildings at the doorway of the new jet-age Los Angeles International Airport. First construction in the master plan of Welton Becket and Associates, Los Angeles architects and engineers, is the 12-story McCulloch Building and Security First National Bank branch pictured above. They will rise on part of 17½ acres the Webb Corporation during 1961 leased for 99 years from the McCulloch Corporation.



Five Employees Of Los Angeles Office Receive Service Pins



SERVICE PIN AWARD DINNER for Los Angeles area employees last month honored Enola Owens, John Fahey and Fritz Danielson, who received 15-year diamond-studded pins, and Cecil Drinkward and Frank Langell, who joined pin recipients with awards for 10 years of continuous service. Cocktail party and dinner was held in the Empire Room of the beautiful Beverly Hilton Hotel in Beverly Hills. President Del E. Webb made the awards, but almost missed the dinner (after missing the Phoenix dinner) when the airlines stranded him in San Francisco because of adverse weather conditions. Kern County Land Company officials made their private company plane available to deliver him in Los Angeles.



CECIL DRINKWARD, a newcomer to service pin ranks, receives his 10-year pin from Mr. Webb.



FRANK LANGELL, who traveled from a Montana project to attend dinner, receives his 10-year pin from Mr. Webb with an assist from Enola Owens.



A HIGHLIGHT of the dinner was presentation to the guests by Dale E. Griffith, business manager for the Los Angeles office contract construction division, of his newly-announced fiancee, Mrs. Mary Price.

Los Angeles Office Staff Enjoys Yule Party At Verdugo Club



DISTRIBUTION of bonus checks by President Del Webb was another happy occasion. Freda Williams receives hers (above) and Dick Thompson shakes hands (below) as he receives his envelope.



FOOD, REFRESHMENTS AND BONUS CHECKS featured the Christmas party for the Los Angeles office staff of the Webb Corporation, held this year at the Verdugo Club in Glendale. Around hors d'oeuvres table (above) are, from left, Dan Bickmore and Enola Owens, on left, and Ernie Griffith, Ralph Boatman and Fritz Danielson on right.



A HAPPY GROUP from estimating and operations departments included, from left: Fritz Danielson, Oscar Ros, Jim McGoldrick, Bob Sheer, Ron Zylstra, Appy Guizot and Jerry Harris.

1961

Housing Mushrooms For Men Concerned With Space Age



MODERN, COMFORTABLE HOMES for families of military men across the nation had high priority on Webb firm's 1961 housing construction program. Busy Webb crews in early summer completed a multi-million dollar project of almost a thousand homes in the \$15,000 class at Vandenberg Air Force Base, California's "Cape Canaveral of the West". At year's end they still were building at Whiteman AFB in Missouri and Offutt AFB near Omaha, Neb.



EXCITING NEW SHAPE in buildings features Wilmot Medical Center, built at Tucson and partly owned by Webb Corporation. Opened in October, it has a 36-point hyperbolic paraboloid form roof which is a separate, parasol-like shelter for offices below. Center has space for 60 doctors, dentists and opticians; a pharmacy, optical dispensary, physical therapist, medical laboratory and diagnostic X-ray lab.



LARGEST SINGLE STORE in new Vista Square Shopping Center rising on San Diego's south side, this is architect's conception of 200,000-square-foot Marston Company store which Webb builders started in October at Chula Vista, Calif. Slated for early fall completion, it will be air conditioned and have a special incandescent lighting system giving off warmth sufficient to replace ordinary heating plant.



Moon Valley Homes Offer Ideal Living

WITH A THEME of "Ideas for Ideal Living", Webb housing division last spring opened a pretentious Moon Valley development in a secluded valley on the northern edge of Phoenix. Day-long parade of interested (pictured at left) brought estimated 30,000 to see distinctively-beautiful custom homes bordering a golf course and ranging from \$30,000 up.

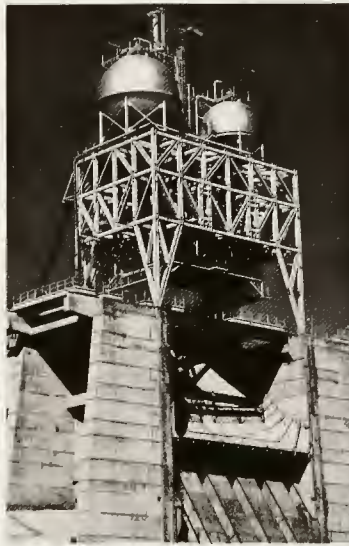
Highlights Of A Decade Of Construction



Union Oil Center, Los Angeles, Calif.



Amarillo Air Force Base, Texas



Rocket Engine Test Stand, Edwards AFB, Calif.



Diamond Gardner Plant, Red Bluff, Calif.



Texaco Building, Los Angeles, Calif.



Hughes Guided Missile Plant, Tucson, Ariz.

These Projects Carry The Webb Trademark



Hughes Aircraft Co. Plant, Los Angeles



Veterans Hospital, Kansas City, Mo.



Beverly Hilton Hotel, Beverly Hills, Calif.



Pabco Manufacturing Plant, Newark, N.J.



League Baseball Stadium, Kansas City, Mo.



Phoenix Towers Apartments, Phoenix, Ariz.

1961

There Was Growth — "Like An Explosion!"



THE MOST PROGRESSIVE YEAR in the history of our Company! That was 1961, said Executive Vice-President L. C. Jacobson, addressing employees at a year-end meeting. "It seemed like an explosion — but in reality it was just the result of planning started eight years ago to acquire properties for development." And of the future? "We have enough property to carry out our plans for ten years without acquiring another piece. And with the new people we have blended into our established organization, we have become the finest, the most complete and the only company of its type." From left in photo above: W. J. Miller, Webb Corporation secretary-treasurer; T. E. Breen, vice-president and director of retirement housing construction; R. M. Wartes, vice-president and director of the commercial and industrial division; Mr. Jacobson; A. A. McCollum, administrative vice-president, and J. R. Ashton, senior vice-president and manager of the Phoenix headquarters office.

. . . . And Now, A Look Ahead!

1962

As the New Year dawned, it looked every bit like **The Year** that could eclipse in progress and growth any prior year in Corporation history.

The din of the greeting for 1962 had hardly died away before the housing division was welcoming thousands to its new Sun City, Florida, retirement community. And the contract construction division at its Los Angeles headquarters was off and running with a rush job of building a huge space environmental laboratory, getting an early January start on a multi-million dollar asbestos cement pipe plant in Ohio, and within the first 90 days of the new year beginning 10 projects costing a total of \$40 million.

For a certainty, 1962 was going to write some new and impressive Webb Corporation history.

—It would see completion of the 17-story Del Webb Building as the firm's new headquarters in Phoenix, opening of the new 17-story First National Bank East Building the Company will own in Albuquerque, beginning of a 24-story skyscraper addition to its Hotel Sahara at Las Vegas, Nev., start of the 18-story hotel-office building the company will own and operate in Fresno, Calif., building of the beautiful new Del Webb's Ocean House beside San Diego's picturesque Mission Bay, and construction of the first phase of the firm's huge Los Angeles International Airport Center complex.

The housing men will build and open their fourth complete city for senior citizens — expected to be the biggest of all — in a pleasant sunshiny Southern California valley between bustling Los Angeles and busy San Diego.

The \$93 million in joint-venture missile silo construction in Montana and Kansas should be virtually completed in 1962, current military housing construction wound up, and Webb crews will move on to the shores of the Pacific in California where they will begin the tremendous \$60 million revamping of eight blocks of downtown Santa Monica.

Fact is, Webb builders welcoming the New Year could look in any direction . . . and the signs said: "Men At Work!"

The **WEBB** Spinner

Volume 16

January, 1962

No. 1

Published by the
DEL E. WEBB CORPORATION

302 South 23rd Ave.
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California
in the interests of the personnel of its
various projects and branch offices

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Webb Company Joins Humble Oil In Huge Project

Development Near Houston To Create Complete New City

The Humble Oil & Refining Company of Houston, Texas, has selected the Del E. Webb Corporation to direct residential, community and industrial development on 30,000 acres of land adjacent to the new U. S. space laboratory where American astronauts will train.

Morgan J. Davis, Humble's board chairman, announced his firm is entering into an agreement with the Webb Corporation to form a jointly-owned company to acquire and, over the next 15 years, develop acreage of the West Ranch which Humble owns a few miles southeast of downtown Houston.

Pres. Del E. Webb viewed the project as an eventual \$375 million to \$500 million development.

The Webb firm is entering into a contract with the newly-formed development company to perform actual con-

(Continued on Page 3)

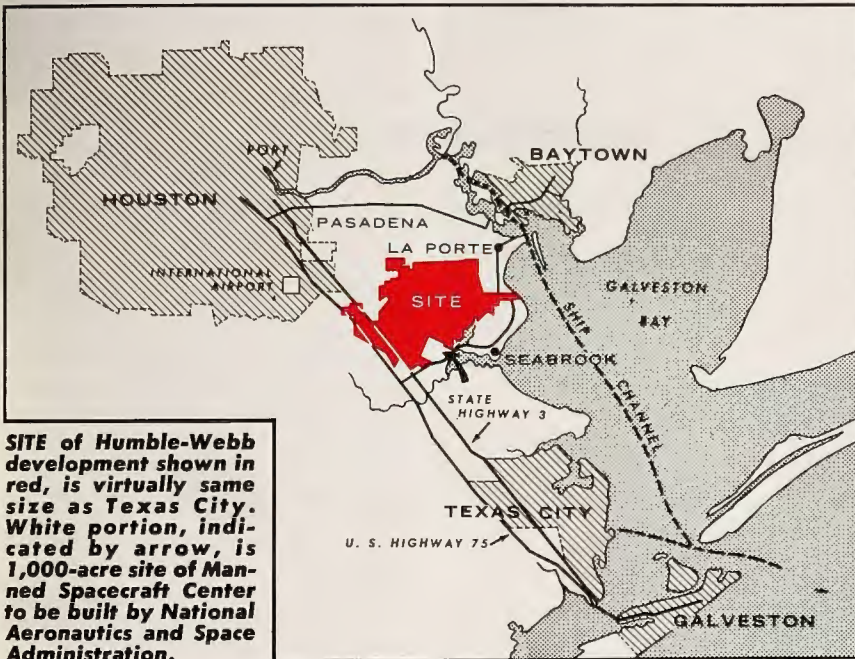
Cement Pipe Plant Being Built In Ohio

A multi-million dollar asbestos cement pipe plant for the Flintkote Company of New York was under construction this month by Webb crews near Ravenna, Ohio.

Ground was broken for the plant last October and most of the structural steel was in place early this month. Giffles and Rossetti, Inc., of Detroit, architectural and engineering firm for the project, has scheduled completion late in 1962.

Asbestos cement pipe which will be manufactured in the 186,000 square

(Continued on Page 5)



SITE of Humble-Webb development shown in red, is virtually same size as Texas City. White portion, indicated by arrow, is 1,000-acre site of Manned Spacecraft Center to be built by National Aeronautics and Space Administration.

Space Environmental Laboratory Rising As Project For Hughes Aircraft Company

A spacious new Space Environmental Laboratory for the Aerospace Group of Hughes Aircraft Company is being rushed to completion by Webb Corporation construction crews in El Segundo, Calif.

The new laboratory will be used for simulation and study of conditions in outer space, according to Roy E. Wendahl, vice-president of Aerospace Group. Initial occupancy by Hughes personnel will begin next month, and completion of the lab is due in April.

The steel structure, 79 feet in height to the top of the parapet, has metal exterior panels and a brick facade and incorporates other exterior features conforming to architecture of adjacent El Segundo Division buildings.

In both high-bay and low-bay oper-

ational areas, the building will provide space for laboratory support activities, equipment setup and testing operations, as well as offices for administrative functions relating to space environmental testing.

All Aerospace Group Therman vacuum testing operations carried on by Hughes Aircraft will be centered in the new building, and by the end of the year some 20 laboratory personnel will be operating its facilities. Twenty or more scientific personnel will perform equipment testing operations, it was said.

Installation is planned of six high-vacuum chambers ranging from six-foot by six-foot to 14-foot by 15-foot in size. Associated with the chambers

(Continued on Page 5)



ANNOUNCING Humble-Webb project in Houston, Morgan J. Davis (right), chairman of the board of Humble Oil, is pictured with Builder Del E. Webb.

Humble Is Leading Petroleum Marketer

Humble Oil & Refining Company, new associate of the Del E. Webb Corporation in a major Texas land development near Houston, is today's leading marketer of petroleum products in the U.S. It markets in 45 states, has recently expanded into Ohio, California and a number of Southern states, and is continuing to evaluate markets it has not yet entered.

Humble Oil is the primary domestic affiliate of Standard Oil Company (New Jersey) and is a fully integrated operation, including exploration, production, manufacturing, transportation and marketing.

With the merger of Jersey affiliates, Carter, Esso, Humble, Oklahoma and Pate oil companies, and more recently Interstate Oil Pipe Line, the new Humble became "America's Leading Energy Company". Its ENCO trademark is taken from ENergy Company.

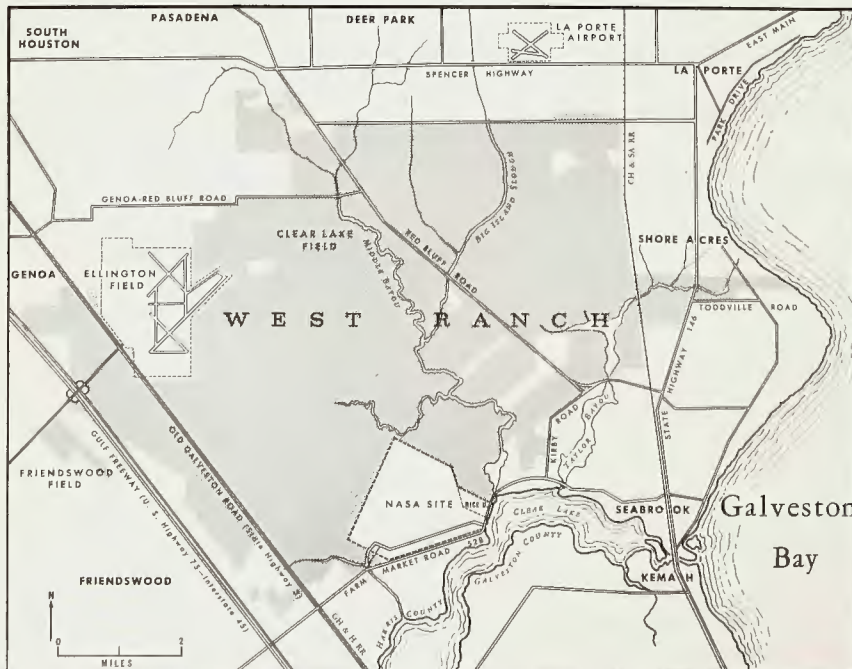
Humble's team of more than 41,000 employees is spread through 46 states, representing a complete cross section of the skills and experience needed to find, produce, refine, transport and market crude oil and its products. They range from 14,100 employees in manufacturing and 10,700 in marketing down to 2,900 in regional staffs and headquarters.

In 1960, considered a "difficult year" due to a recession in general business activity and special problems of the oil industry, Humble sales amounted to 1,140,000 barrels of products daily and its net income exceeded \$252 million.

Humble has the largest domestic reserves of crude oil and natural gas. The Marine Division's tanker fleet has the largest capacity operating under the American flag, and the Baton Rouge and Baytown refineries are among the three largest in the U.S.

By fall Humble will consolidate home office activities in one modern, efficient building towering 44 stories in the heart of Houston. Up to 7,000 Humble employees and tenants will occupy about one million square feet of floor space. Estimated cost: about \$32 million.

The new Humble Building will cast a long shadow around the Southwest and the nation. It rises 606 feet above Houston's busy sidewalks, more than 100 feet higher than any other building on the skyline. For the present, it is the tallest skyscraper west of the Mississippi River.



WEST RANCH, the 30,000-acre property near Houston to be developed by Webb Corporation in joint venture with Humble Oil, is shown by shaded area of map above.

Webb Firm Selected For Humble Project

(Continued From Page 1)

struction work, and its first task will be to develop within six months a master plan for use of Humble's entire 30,000 acres.

Once the master plan is completed, location of the 15,000 acres for initial development will be designated, and Webb workmen may get started before year's end on what will become a complete, balanced community. Houston developers will be invited to participate, and Texas interests and labor will be employed as extensively as possible, it was announced.

Already slated to be contiguous to the Webb project is the nation's new Manned Space Flight Center of the National Aeronautics and Space Administration. Satellite industry may be among early Webb projects.

In announcing Humble's development plans, Chairman Davis said they culminated more than three years of intensive study as to how the large tract of undeveloped land could best be utilized. He added that Humble feels particularly fortunate to be associated in the venture with a firm of the experience and reputation enjoyed by the Webb Corporation.

"Our planning team will move in almost immediately," said Mr. Webb in joining Mr. Davis at the contract signing in Houston. "We anticipate being under way on the first phase of construction before the end of 1962. We are projecting a development program averaging more than \$25 million per year, and we view this as a program which could mean \$375 million to \$500 million in development for the Houston area."

Participating with Mr. Webb in the negotiations with Humble Oil were L. C. Jacobson, Webb executive vice president; J. R. Ashton, senior vice president; A. A. McCollum, administrative vice-president, and W. G. Mohr, vice-president in charge of planning and research. A. J. Maloney is in charge of a Webb office opened this month in Houston.

The Webb master plan will provide for residences ranging from moderate-priced homes to custom-designed dwellings. There will be regional shopping centers as well as neighborhood and community-type facilities, cultural developments, apartments, schools, churches, medical facilities, parks and playgrounds, and golf courses.

The schedule calls for 3,000 acres to

Houston Skyscraper Will Be Humble's New Home



THE NEW HUMBLE BUILDING, to be completed this fall, already is a landmark for Houston and the Southwest. Towering 44 stories, with a glass-enclosed observation platform at its 45th level, the new building dominates downtown Houston in both architectural style and functional concept. From its top visitors will enjoy a commanding view of the city and its environs, including the Port of Houston with its tremendous complex of refineries and petrochemical plants.

Time's Webb Corporation Story Read In Cairo

A two-column story on the Webb Corporation in the January 26 issue of Time magazine gained wide readership.

One letter to Pres. Del Webb from S. J. Bowman of West Vancouver, B.C. was dated Jan. 30 "Off Aden" and stated:

"Picked up a copy of Time in Cairo a few days ago and thought you would be interested to know that the enclosed article (the Webb story) was read on the other side of the world as our ship

be developed during the first five years, 5,000 acres during a second five-year period, and 7,000 acres during a third five-year period. Land will be set aside for light industry in park-like settings, and the Webb firm is to assume a leading role in attracting such industry to the Houston area.

headed south in the Red Sea."

Time's article, reviewing highlights of Webb construction, said of the new joint venture development at Houston with Humble Oil Company: "Last week Phoenix-based Del Webb took on a job that should dwarf all others * * *."

Referring to the Webb firm being publicly owned, Time continued:

"Wall Street, which ordinarily views grandiose announcements from real estate promoters with a wait-and-see shrug, sent Webb Corporation stock up to \$15 (from \$10 a few months ago). A 'package' of Webb stock, warrants and debentures, which was marketed by Wall Street's Lehman Bros. at \$77.75 when the company went public 13 months ago, is now worth \$230.

"The rise is due as much to the past performance as to the future prospects of the Webb Corporation * * *."

Manned Spacecraft Center Will Be Neighbor To Webb Texas Development

Astronauts To Train In New Science City

A \$90 million "Manned Spacecraft Center" designated as the command center for U. S. efforts to land men on the moon by 1970 will be the "next-door neighbor" to Del E. Webb Corporation developments on Humble acreage acquired last month southeast of Houston, Texas.

Satellite industry for this nationally-important research city is a distinct possibility in the Webb development, as are such service facilities as hotels, stores, office buildings and homes for workers.

When Houston was named last September as the site for the National Aeronautics and Space Administration's moon shot research and development laboratory, initial cost was placed at \$60 million. As Humble Oil and the Webb Corporation last month announced plans to develop 30,000 acres surrounding the space city, President Kennedy asked Congress for another \$30.7 million in construction funds for the Manned Spacecraft Center.

All of this money, and probably more, is expected to be spent by mid-1965.

The space city will rise on 1,000 acres originally given by Humble Oil & Refining Company to Rice University, then conveyed by Rice to NASA. Located 22 miles southeast of downtown Houston, the land gift to Rice also included another 24 acres on which stands a large mansion that once was the family residence of J. M. (Jim) West, Houston oilman, lumberman and rancher. The mansion is to be retained by Rice for eventual use in oceanographic research and advanced studies in earth sciences.

NASA has estimated its Houston center will have a payroll of 1,640 persons by July 1, increasing to 2,700 by July, 1963.

The annual payroll, when the center is permanently staffed, has been estimated at \$17 million.

The laboratory project, it is understood, will contain four multistory buildings, one a huge domed structure capable of containing a space capsule one third as tall as the Washington Monument.

Equipment needed for the new space lab includes:

A "lunar landing simulator", rigged with special cables to make men feel



WHERE SPACE-AGE DEVELOPMENT WILL MUSHROOM. This tree-studded prairie, part of the 30,000-acre West Ranch owned by Humble Oil & Refining Company only a short drive from downtown Houston, Tex., soon will be made available to the Webb Corporation for residential and industrial development. And on land like this in this same area the U. S. will create its fabulous Manned Spacecraft Center to train Astronauts who some day will rocket to the moon.

For Houston . . . A Future Written In The Stars!

Houston's historic achievements have long marked it as one of America's most exciting cities. From a mud-streeted frontier village founded in 1836, Houston has grown in 125 years into the nation's sixth largest city and second largest seaport (only New York

they weigh only one-sixth as much as they do.

A large centrifuge, resembling a merry-go-round, in which America's first moonship will be tested to make certain it can withstand blastoff forces.

Equipment to check out "hazardous systems" that will have to be incorporated in the moonship and its launching rocket.

The lunar landing simulator would give astronauts experience in what it feels like to land on the moon — before they are sent there.

A Houston firm, Brown and Root, Inc., has been awarded a \$1,499,280 contract for architect-engineer design work on a major part of the space lab and master planning for the entire center. Initial engineering is expected to be completed by summer.

moves more tonnage) as well as a cultural center of the Southwest and the world's largest refinery-chemical complex.

But dwelling on past achievements — even present glory — does not satisfy restlessly aggressive Houstonians. Even as they glance backward, they have their eyes on the stars . . .

For Houston, headquarters command-post for this nation's space race, is busy building to meet the Space Age — which expects lunar-landing-and-return missions within this decade. The \$90 million Manned Spacecraft Center being built only 22 miles from downtown Houston will direct the \$60 billion Apollo Project. Mission: send three Astronauts on a roundtrip rocket flight to the moon by 1970.

More than a score of other cities competed keenly for this unique adventure into the future. But the National Aeronautics and Space Administration found in Houston the same winning combination of advantages which already had attracted a \$4 billion industrial empire to the Houston-Gulf Coast.

Webb Workmen Rush Building Of Space Lab

(Continued From Page 1)

will be five solar simulators to simulate solar radiation experienced in outer space.

Many significant scientific studies and outer space exploration projects are expected to benefit by the new laboratory's test equipment, Hughes officials declared.

Dole J. Kelley is Webb project superintendent and Ralph Boatman is office manager.

Webb Crews Building Flintkote Pipe Plant

(Continued From Page 1)

foot plant will be merchandised through the Orangeburg Manufacturing Division which Flintkote acquired in December, 1958.

The plant will contain, in addition to the main manufacturing plant, a series of steam-curing autoclaves, a silica grinding plant, a boilerhouse and an office building.

Vice-Pres. R. H. Johnson's Los Angeles staff is directing construction for the Webb Company. Stan Bateman, project superintendent, is a veteran of industrial plant construction, having built a Pabco linoleum plant in New Jersey, missile plants in the Southwest and the Diamond National forest products plant at Red Bluff, Calif.

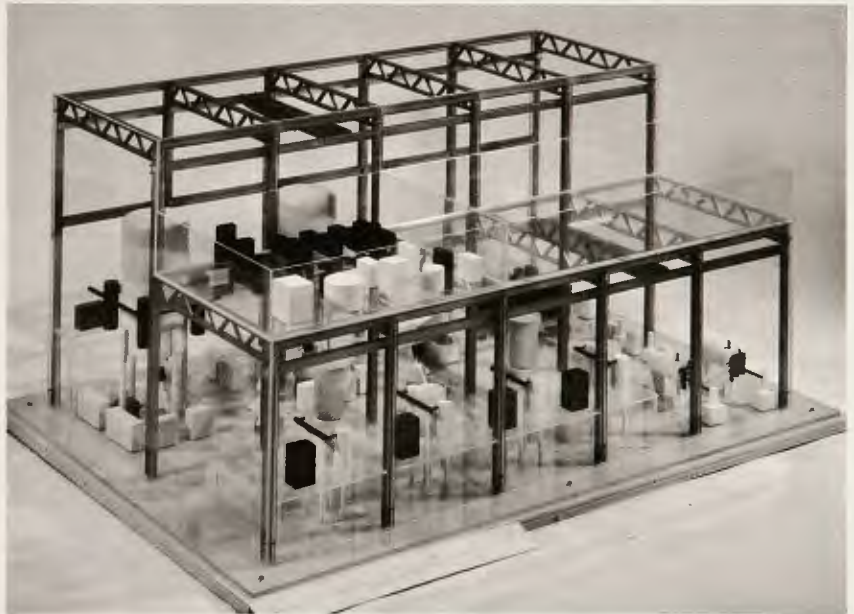
Project operations manager is Stan Halver of the Los Angeles office. Tom Buhr is assistant superintendent and Doug Narvesen is office manager.

Music To Her Ears. We understand that one of the most popular after-dinner speeches a man can make is: "I'll do the dishes, dear."

Where Earth-Bound 'Outer Space' Tests Will Be Held



ARTIST'S CONCEPT of new Space Environmental Laboratory (above) being built for Hughes Aircraft Company. **BELOW** — Plastic scale model of lab interior shows thermal vacuum chambers and space simulators to produce "outer space environment" for travel tests.



Ohio Asbestos Cement Pipe Plant Under Construction



STEEL FRAMEWORK on new Flintkote plant near Ravenna, Ohio, is pictured above.

In A Pleasant California Valley, Work Begins On Newest Sun City



THE DIRT FLIES. The staccato roar of giant earthmoving machines, buzzing saws and pounding hammers was a symphony of progress last month as a small army of Webb workmen began creating the newest Sun City retirement community. It will mushroom quickly in Southern California, a half hour's driving time south of Riverside on U. S. Highway 395. Site clearing was being pushed in January (above), and the first model homes will be shown to the public late in March. A shopping center, King's Inn motor hotel and golf course all are under construction, and spacious community and recreational facilities will be completed before first homes are sold.



MAKING BIG PLANS. Jim Stamatis, Webb project superintendent, and Gordon Heath, project manager, (at right) survey Sun City, Calif., site for model homes, shopping center and community facilities. Thoroughbred horse breeding ranch, shown at right in photo, will be moved soon to make way for expansion of apartments and shopping center area.



Putting The 'Lid' On Del Webb Building

SEVENTEEN STORIES UP, workmen pour roof deck in "topping out" the new Del Webb Building, first unit in the multi-million dollar Rosenzweig Center business complex at Phoenix. Start of parapet wall around building top, which when complete will have the appearance of another story, is shown behind workmen. North Central Avenue, busiest traffic artery in Arizona, bisects upper right portion of photo. Concrete pour for newest Phoenix skyscraper was accomplished from footings to roof in 99 working days and took 1,445 batch truck loads totaling 8,674 cubic yards of cement. Webb Corporation's Phoenix staff will occupy upper six floors of building by midsummer.



PICTURED at final concrete pour in topping out of Del Webb Building are, from left, facing camera: George Grantham, office manager; Howard Hill, assistant project superintendent; Chuck Connor, project operations chief; Johnny Saviano, labor foreman, and Fred McDowell, project superintendent.



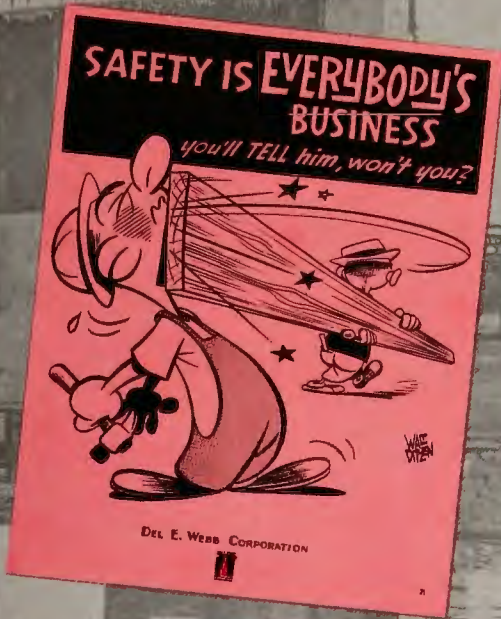
MOVIE LOT APPEARANCE came to Del Webb Building site recently when a crew of 35 persons making the Route 66 television series filmed a segment of their Feb. 23 CBS show there. Pictured discussing a TV scene are, from left: Director James Shelton, Marty Milner (Buzz) and George Maharias (Tod).



SAFEST DRAW

HE'S FAST ON THE DRAW, this fellow Walt Ditzen who's seen at his drawing board and safety to a group of construction workers on a Webb jobsite. Safety is a topic that has been years, and yet accidents still represent an unrelenting enemy that never surrenders. But safety is the phase of every Webb Corporation operation, from construction to hotels, from shopping to... And Walt has achieved real success in teaching safety to Webb people because he hits 'em in the pocketbook. Ditzen coined the phrase, "An Unsafe Thinker Is A Paycheck Shrinker," an interpretation of that accompanies each man's paycheck on every Webb job. Ditzen began for the U. S. Corps of Engineers; was for seven years a staff cartoonist for the National Safety Council. Today, as a nationally-known syndicated cartoonist, his sports feature, "Fan Fare," appears in many papers. And while residing permanently in Phoenix, Walt teaches safety with his cartoons for Webb Corporation.

IN THE WEST



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Getting Another Del Webb Corporation Hotel Under Way



SANDY SOIL on which new Del Webb's OceanHouse hotel will rise beside San Diego's Mission Bay provided comparatively easy digging for groundbreaking principals who got construction officially under way last month. In action with shovels, above, from left, are: Douglas Giddings, chairman, Mission Bay Park Commission; Builder Del Webb; Charles Dail, San Diego mayor; Archie Loveland, OceanHouse general manager, and Richard M. Wartes, Webb vice-president and manager of the commercial and industrial division. Turning a sandbucket spadeful is Sharon Wetzel, Miss Pacific Beach, representing the year-around appeal of San Diego County and the Mission Bay area.

San Diego OceanHouse To Feature Tahitian Decor

Del Webb's OceanHouse, a new resort hotel beginning to take shape at the entrance to San Diego's famed Mission Bay, by July will offer 200 rooms set around luxurious public facilities and an Olympic-size swimming pool.

With preliminary work already underway, the project in mid-January was given an auspicious start when San Diego leaders, city councilmen, and the Mission Bay Park Commission joined Webb officials in a groundbreaking ceremony.

Nautical settings in Oriental and Tahitian design will be featured from the lobby, with its eight-foot-high revolving sphere of the world, to exterior tropical and native plantings, and on into room decor.

First phase of an eventual 500-room hotel will provide convention room seating for 1,000, dining room for 200, cocktail lounge to seat 150, and a coffee shop accommodating 100. A protected pool will have a 200-foot-wide deck. A later phase of OceanHouse de-

velopment is to include a high-rise central tower with "crow's nest" cocktail lounge.

The initial 200 rooms will be located in five separate two-story buildings and a one-story structure.

OceanHouse location is on Mission Bay adjacent to heavily-traveled U.S. Highway 101, several miles north of the terminus of U.S. 80. Downtown San Diego is nine minutes driving time away and the airport seven minutes distant.

Archie Loveland, former manager of the Sands Hotel in Las Vegas, president of the Utah-Nevada Hotel Association, and known throughout the West for his hotel activities, is OceanHouse general manager.

Webb construction men who took leading roles in construction of the Grossmont Center shopping "city" at San Diego now are directing the OceanHouse project. John McAllister, assistant superintendent at Grossmont, stepped up to become project super-

Haydens Celebrate Anniversary

Jack Hayden, who was so pleased with the first Del Webb home he and his wife purchased in Phoenix in 1955 that he joined the Webb Corporation as a housing salesman, had cause to celebrate on January 29. That day he and his wife, Mary B. Hayden, celebrated their 45th wedding anniversary. Jack recalled he was a "poor farm boy" back in Wheaton, Ill., when he eloped with Mary in 1917. They reside in Phoenix at 2647 North 20th Avenue.

Bob Kenson On The Mend

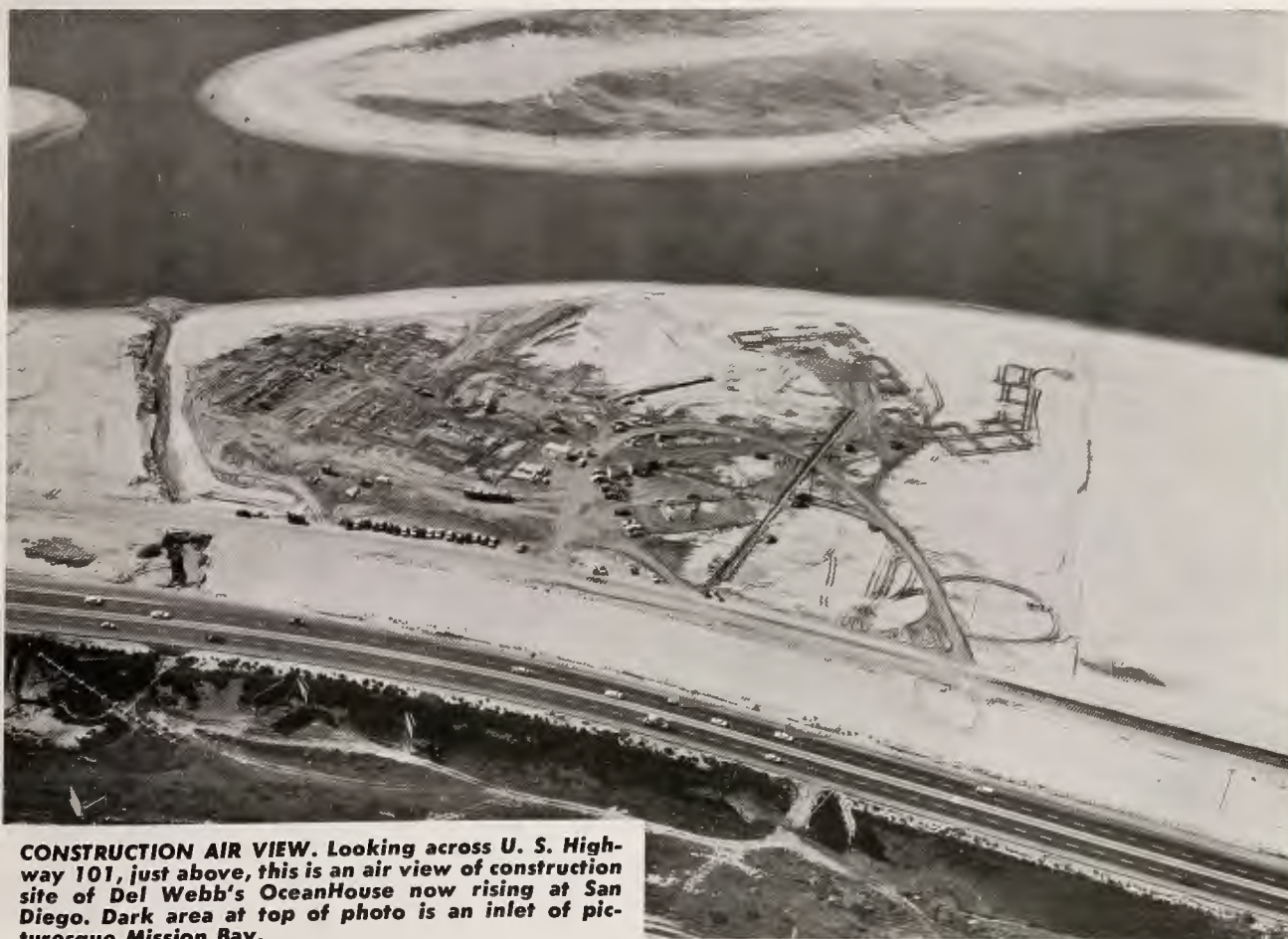
R. G. Kenson, former administrative assistant to Pres. Del Webb, who retired in the summer of 1960, has been recovering at his Pasadena, Calif., home after an illness siege which hospitalized him. His wife, Beth, reports he is learning typewriting.

intendent. William Kennicott fills the same job as project manager and Charlie Holley serves as office manager.

How Picturesque OceanHouse Will Grace Mission Bay Scene



ARCHITECT'S VERSION. As viewed from above the waters of Mission Bay, this sketch is Architect Martin Stern's version of beautiful Del Webb's OceanHouse being built at San Diego.



CONSTRUCTION AIR VIEW. Looking across U. S. Highway 101, just above, this is an air view of construction site of Del Webb's OceanHouse now rising at San Diego. Dark area at top of photo is an inlet of picturesque Mission Bay.

The March Of Progress — Carving Out A New Community On A Historic Ranch



CHANGING THE FACE of a 210-acre tract of the historic Bishop Ranch in Goleta Valley near Santa Barbara, Calif., these earthmovers have been busily carving 21 building sites for the research and science-oriented industry to locate in Santa Barbara Research Park, part of 4,100 ranch acres the Webb Corporation is developing into a complete community.

California Research Park Site Preparation Started

Rough grading has been completed and streets and underground utilities are being installed in the 210-acre Santa Barbara Research Park, first phase of development of the 4,100-acre Bishop Ranch in Goleta Valley just outside Santa Barbara, Calif.

In all, 21 sites of 10 acres each are being offered to research and science-oriented industry. The Del E. Webb Corporation, developer, will exert architectural control on all buildings.

Announcement of a major firm for the Research Park is expected in the near future, according to Wesley Mohr, Webb vice-president and director of research and planning.

Clifford Sponsel, manager of the entire Bishop Ranch project, reports negotiations are underway with a number of firms throughout the United States interested in the economic, climatic and intellectual atmosphere of the beautiful Santa Barbara area.

Second phase of the Bishop Ranch development will be a 550-acre Town Center south of U.S. 101 and bordering on that highway and the Pacific ocean. The remaining 3,340 acre-tract is being operated as an active ranch, to be developed after phase two is complete.

The Town Center will contain shopping center, public buildings, apartments, homes, a lagoon and small golf course.

Santa Barbara Research Park is being developed along lines of the Stanford Research Park. "Research and technical industry will be attracted to

the University of California, Santa Barbara, whose campus virtually adjoins our property," says Sponsel.

"Its tremendously accelerated program calls for a student population by 1970 of 15,000, with \$77,500,000 the estimated expenditures needed to accommodate this growth."

The Webb Corporation signed an agreement to develop and operate the Bishop Ranch property last June, com-

pleting negotiations with ranch owner Henry Crown, Chicago industrialist and financier. Vice-President Mohr estimates Webb builders will expend more than \$100 million to develop the project.

A development schedule for the property has been drawn by William L. Pereira and Associates, nationally-known land planners. The Webb-Crown property borders U.S. Highway 101, with the Santa Barbara Municipal Airport less than a mile away.

Cradle Chatter

If Mr. Stork gets any busier around the Webb Company, he'll probably be demanding extra flight pay, as witness:

Joe T. Gilbreath, who is on the Sun City, Fla., job., and wife, Nancy, welcomed a son Feb. 10 at Manatee Veterans Memorial Hospital.

The George Vincents — he's with the housing division — announce arrival Jan. 19 of their second son, Michael James.

From the Stockdale project at Bakersfield, Don W. Zimmerman and wife, Beverly, report arrival Feb. 9 of Heidi Lynn, weighing seven pounds, four ounces; and the Willard L. Jones on last Oct. 7 welcomed Kimberly Ann, who weighed six pounds, one ounce.

W. J. (Bud) Twisselman, on the Almaden project at San Jose, and wife report arrival Dec. 21 of seven-pound Susan Ann Twisselman.

Instructions, Please. A road map tells you everything except how to fold it up again.



WEBB LAND PLANNERS, David Elwood, left, and Project Mgr. Clifford Sponsel discuss details of development mapped for the 4,100-acre Bishop Ranch. Lush landscaping, even in the industrial and research park, features the land planning.

Weather Report On Nebraska Project: Cold, With Snow



CONSTRUCTION ACTIVITY outdoors on the Offutt Air Force Base military housing project at Omaha, Neb., came to a virtual standstill when winter snows arrived in mid-December, and photos above and at right indicate why. Above, left, a company car bogged down in snow drift. Above, right, Harold Britt, Phoenix lumberman, follows a path through snow to reach Webb office. At right, Kim Bannister of Phoenix, project operations chief, huddles in topcoat while chatting with Charles Anders, project superintendent, who, incidentally, wears a Sun City golf cap despite snow and cold. Despite weather delays, the Webb Company's \$6½ million contract to construct 400 modern homes for military men and their families at Offutt will be completed by mid-summer this year.



Signing Of One Of Arizona's Largest Mortgages



MILLIONS WERE INVOLVED in signing of papers pictured in photo at left. Permanent financing of Christ-Town Center, the huge shopping "city" recently opened in Phoenix by Del E. Webb Corporation, was completed with signing of a \$6.9 million mortgage given by the Webb firm to Equitable Life Assurance Company of the United States. Pictured, standing, from left, while participating in the signing are Robert S. Vaughn, executive vice-president of Lawyers Title of Phoenix, Ronald P. Klein, Webb legal counsel; D. Gordon Leach, loan supervisor for Equitable Life Assurance Society, and (seated) Richard M. Wartes, Webb vice-president and manager of the commercial and industrial division.



Florida's Sun City Attracts Thousands



NEWEST of the Webb Corporation retirement communities (with Sun City, Calif., still abuilding), Del Webb's Sun City, Florida, 17 miles southeast of Tampa on U. S. Highway 301 already has attracted more than a quarter million visitors since its January 1 opening. View above is of community's modern shopping center.



VIEW OF VISITORS' CARS in Sun City parking areas gives an idea of the throngs of interested who come from throughout Southern Florida on a typical week-end. Because Florida's tourist season is at its height, a majority of visitors and many of the home buyers are from out of state.



CERAMIC SOMBRERO, created as a good luck symbol by Sun City, Ariz., arts and crafts clubs, was sent as a gift to future residents of Del Webb's Sun City in Florida. Presentation, pictured above, was made by Tom Austin (left, holding white ceramic sombrero), activities director at the Arizona community, to Ellsworth G. Simmons, board chairman of Hillsborough County Commissioners, during a tour of the retirement facilities and modern homes by Tampa area business, civic and professional leaders.



BEAUTIFUL MODEL HOMES on a palm-lined Sun City street (above) attract visitors to the newest Webb Corporation retirement community.



SQUARE DANCING on the community center patio at Sun City (photo at left) is an entertainment feature for Florida visitors. Members of the North Tampa Golden Age Club were among Sun City's first guests.



ELECTED BY CONTRACTORS. Robert H. Johnson, a senior vice-president and manager of the Webb Corporation's west coast headquarters at Los Angeles, has been elected vice-president of the Southern California chapter of Associated General Contractors for 1962. He will head the building division of an AGC chapter which represents more than 700 leading contractors in 11 Southern California counties who annually put in place more than \$1 billion in construction.

Webb Company Sells Phoenix Headquarters

The Phoenix headquarters plant which the Webb Company occupied more than 20 years ago has been sold to PBSW Supply & Equipment Company in anticipation of the Webb firm's move this summer to the new Del Webb Building now being pushed to completion in the multi-million dollar Rosenzweig Center.

Headquarters executive and general offices, warehouse facilities and the 5¼ acre site adjacent to the busy Black Canyon Freeway at 302 South 23rd Avenue, went to the Phoenix office supply firm. Its School and Office Supply Division will move in next fall after extensive remodeling and construction of additional facilities once the Webb firm has moved.

It was the third Phoenix headquarters since Webb founded his construction business in 1928 with a small office and storage yard at 218 North Ninth Street. The company moved in 1931 to a new building, yard and mill which Webb constructed near the state capitol at 1633 West Jefferson Street; outgrew that and moved in 1941 to the 23rd Avenue location. There office space was expanded a half-dozen times as the firm grew.

Construction Completed On First Ten Underground Missile Silos In Montana

Construction of the first ten underground launch pads in the huge Minuteman intercontinental ballistic missile complex the George A. Fuller-Del E. Webb Corporation joint venture is creating in Montana was completed last month with inspection of the new facilities by Great Falls busi-

ness and civic leaders.

Completion of this phase of the 80-foot-deep, concrete-lined underground silos and the first launch control center near Malstrom Air Force Base at Great Falls opened the way for a year-long job of installing and checking out the system's complex electronic equipment.

The Air Force hopes it can get the first "flight" of 6,300-mile-range Minutemen ready for combat late this year.

Simultaneously, personnel changes on the \$62 million construction project saw Donald (Bud) Hall of the Fuller Company step up from the post of assistant to become project manager, and Frank O. Langell of the Webb Corporation advance from the role of assistant to become project business manager.

Each succeeded a man with whom he had worked closely since launching of the missile silo construction in the spring of 1961. Project Manager Frank McGarvey and Business Manager Pete Cassidy have been assigned new responsibilities at Fuller's Los Angeles offices.

First Minuteman missile silo complex in the U.S., the Montana defense project comprises 150 missile-storing silos and 15 launch control centers, all underground and spread over thousands of square miles of Montana prairie and mountains. The solid-fuel, quick-to-fire Minuteman will be retaliatory weapons in the event of attack.

Fuller-Webb workmen in late December eased into the 82-foot-deep shafts the last of 150 steel liners, each 52 feet long, 12 feet in diameter and weighing 25 tons. Surrounded by a thick coating of concrete, "armed" with the missile, they rest in the ground like buried cannon.

After the first "flight" of 10 silos and their launch control center officially were accepted by Col. Harry E. Goldsworthy, invited civilian representatives, civilian technical personnel from Malstrom AFB and wives of Air Force men were conducted on a tour of the underground facilities.

Colonel Goldsworthy said next step for the first "flight" will be installation of air conditioning equipment, check-out of the underground electrical cable connecting silos and launch control center, installation of missile firing and guidance equipment by Boeing Airplane Co., and, finally, installation of the five-story-tall Minuteman missiles.



Volume 16

February, 1962

No. 2

Published by the
DEL E. WEBB CORPORATION

302 South 23rd Ave.
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California

in the interests of the personnel of its various projects and branch offices

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Bob Sheer Paces Los Angeles Keglars With Fine 669 Series

Bob Sheer, Los Angeles office estimator and a member of the Del Webb bowling team in the 18-team Building Trades League, really clobbered the maple the night of Jan. 31 with a 669 scratch series. He previously had high scratch series for the league with a 641 bowled several weeks previously.

Because the Building Trades League features handicap competition, Bob's stellar effort will not produce a trophy, as his per-game handicap is only six pins, whereas another bowler's 630 scratch series became a 714 with his three-game handicap. Bob's games were 225-258-186, plus 18-pin handicap for a total of 687. The big series also boosted his handicap five pins.

Hotel Sahara's 24-Story Skyscraper Is Started



DEL WEBB BUILDING replica forms dramatic backdrop as pretty **Dodie Hixon** of the Phoenix Main Office accounting department waves from **Webb Corporation** float in Phoenix Rodeo parade this month. For more news and photos of the spectacular parade, see Pages 4, 5 and 6.

Webb Crews To Build Santa Barbara Hughes Plant

A new Hughes Aircraft Company plant for infrared research and development will be the first constructed by the Del E. Webb Corporation in its new Santa Barbara Research Park in the Goleta Valley just outside Santa Barbara, Calif.

The 48,000-square-foot building will rise on a 10-acre site on Hollister Avenue immediately west of the entrance to the Research Park. Scheduled for early fall completion, it will be occupied by a 200-employee Hughes sub-

(Continued On Page 2)

Webb Workmen Creating Nevada's Tallest Building

A 24-story multi-million dollar skyscraper addition to Hotel Sahara in Las Vegas, Nevada, is under construction by Webb Corporation workmen.

Towering over any other buildings in the state of Nevada, it will become one of the West's tallest hotel structures.

Its 400 new rooms and swank suites will increase Hotel Sahara capacity to 1,000 rooms. And new convention, dining, casino, lounge and recreational facilities will keep the Sahara at the forefront of fabulous hotels on the glittering Las Vegas "Strip".

Construction is being directed by Vice-Pres. Robert H. Johnson's staff at the Los Angeles office of the Webb firm. Project superintendent is Donald L. Gray, and Baird York is office manager.

Guest occupancy of the towering addition is estimated by June 1, 1963.

First opened in 1952 with 200 rooms, the Sahara has enjoyed steady and, in recent years, spectacular growth. It was doubled in room capacity soon after opening. Then, in 1959-60, Webb crews moved in again to build a 14-story, 200-room Sahara Tower addition. Since last September the hotel property has been owned and operated by the Sahara-Nevada Corporation, a Webb Company subsidiary.

The new skyscraper will tower 260 feet. It will incorporate 46 three-room executive suites, each with a 35x27-foot living room, as well as a lanai-sun deck providing its guests a commanding view of the Las Vegas Valley. Each of the tower's 400 rooms will have television and radio as well as wired music, and suites will have 23-inch remote con-

(Continued On Page 2)

Towering 24-Story Hotel Sahara Addition To Be Completed In 1963

(Continued From Page One)

trol color television sets.

The tower's ground level will incorporate a second main hotel lobby and an expansive shopping arcade. This will include a health club, massage parlor, eight airlines ticket offices and a garden terrace. The terraced area will extend to one of three new Sahara swimming pools, with a deck finished in imported terrazzo and dotted with steel-reinforced, mushroom-type umbrellas.

Carpeted, glass-enclosed, air-conditioned walkways will connect the main hotel building, the present 14-story Towers and the new skyscraper.

Recently completed as part of the Sahara's extensive remodeling was an enlarged Casbar Theater and cocktail lounge. Currently being pushed to completion in the main hotel section is a three-story area to house dining and dancing facilities, an 800-seat convention hall, enlarged casino and new executive offices.

That Nebraska Weather Has Continued Unusual

That Offutt Air Force Base military housing project at Omaha, Neb., where heavy snows have brought outdoor construction activity by Webb crews to pretty much of a standstill since mid-December, had some pretty unusual weather to report last month.

February's precipitation of 1.94 inches was Omaha's wettest for that month in the last eight years, and there was measurable precipitation on 14 days. A 9½ inch snowfall in 24 consecutive hours on Feb. 20-21 was the greatest since 1945, and the 10 inches of snow on the ground Feb. 26-28 was "the greatest depth" since 16 inches was measured on Feb. 14, 1949.

Snowfall for the month totaled 13.2 inches: average maximum temperature was 32.9 degrees and the average minimum was 17 degrees. Highest temperature was 63 on Feb. 3; the lowest was 14 below zero on Feb. 28.

And that's no weather to be working outdoors! But the Webb Company's 6½ million contract to construct 400 modern homes for military men and their families at Offutt still is scheduled for mid-summer completion this year, reports Kim Bannister of Phoenix, project operations chief.



PLENTY OF TALENT was at the controls for the official ground-breaking to launch construction of the 24-story skyscraper addition to Hotel Sahara at Las Vegas, Nevada. Pictured above, from left: Rex Bell, Nevada's lieutenant governor; Alex J. Shoofey, Sahara-Nevada Corporation executive vice-president; Milton Prell, Sahara-Nevada president, and Del E. Webb, Webb Corporation president.

Santa Barbara Research Park Development To Start

(Continued From Page One)

sidiary known as the Santa Barbara Research Center, Lloyd H. Scott, president, announced.

The research center personnel will move from seven leased buildings at nearby Santa Barbara Municipal Airport and in its new building will have research and engineering laboratories, infrared components fabrication and administrative offices.

The Webb firm's Santa Barbara Research Park is the first phase in a joint development with the Henry Crown interests of Chicago of the 4,100-acre former Bishop Ranch property. Twenty-one sites of 10 acres each are being offered science-oriented industry, with the Webb Corporation, as developer, exerting architectural control on all buildings.

Second phase of the Bishop Ranch

development, according to Wesley Mohr, Webb vice-president and director of research and planning, will be a 550-acre Town Center south of U.S. 101, bordering that highway and the Pacific ocean. Following that will come development of the remaining 3,340-acre tract, now being operated as an active ranch.

The new Hughes research center expects to have 300 employees by year's end, according to President Scott. It will be located across the street from General Motors' Defense Research Center.

Clifford Sponsel, Webb manager of the Bishop Ranch project, said the new Hughes plant — designed to accommodate the special needs of scientific research — still will provide the seclusion and atmosphere conducive to scientific work.

Park-Like Appearance Wins Plaudits For Webb Company Shopping Centers



The Webb Corporation and its shopping center development expert, Roy Drachman, have won commendation for the beauty and park-like appearance of two Arizona shopping centers the corporation owns and operates.

Of the huge Chris-Town Center at Phoenix, Mrs. Harold Ownby wrote, as secretary of the Phoenix Rose Garden Club: "Our members are so delighted with the beauty Chris-Town has created on its grounds that they want to express their gratitude and appreciation. Naturally, the Boulevard of Roses is of special interest to a Rose Club and the artistic effect of this planting area is enthusiastically commended.

"When anything as 'industrial' as a shopping center becomes an aesthetic beauty spot for the city, then that city is delighted and grateful and wishes to say 'Thank You.'"

Of the Webb-built Campbell Plaza Center in Tucson, James P. Sfarnas, chairman of the Tucson Beautiful Committee of Tucson's Chamber of Commerce, wrote: "This is one of the most carefully designed front and parking area of any similar plaza in Tucson, and is by contrast with other new shopping services so visually successful as to approach being a guide for other developers. The liberal use of carefully selected plant materials adds so much to the parking zones that in only two short years it has provided almost a park-like atmosphere instead of the usual sea of asphalt."

With the commendation, a beautiful orchid was delivered to Mr. Drachman.

ROSES IN PROFUSION border three main entrances to Chris-Town Shopping City in Phoenix.



ARTISTICALLY-LANDSCAPED Campbell Plaza Center at Tucson approaches being "a guide for other developers", says chairman of Tucson Beautiful Committee.

Del Webb Corporation Entry Captures Rodeo Parade



THE STORY WAS TOLD simply before a replica of an Indian homestead. The float, with its most problematic of the state's pioneer life, adding eye-appeal, the tall golden tower of the Webb Building which this summer will be the Webb Building. The title: "Growing With Arizona" judges accorded the Webb Corporation the Webb Corporation Sweepstakes Award.

akes Award Before Quarter Million Spectators



PARADE SPECTATORS, six to a dozen deep as they jammed both sides of downtown Phoenix streets, were estimated to number 250,000 persons.



HANDSOME SWEEPSTAKES TROPHY, emblematic of Arizona's 50th Anniversary, the parade theme, is exhibited to admiring Webb Corporation ladies at Phoenix office by Richard M. Wartes, vice-president, whose commercial and industrial division sponsored the Webb entry.

an maids seated
of Arizona's ear-
neral store em-
wo more lasses
new Del Webb
e headquarters.
poration". And
Grand Marshal

Sun City's Merrymakers Add Splash Of Color To Rodeo Parade



PRECEDED by a vari-hued carousel camouflaging a jeep which towed their colorful tram-like bus, (above), Sun City's lively Merry Makers band showed another quarter million Arizonans and winter visitors watching the Phoenix rodeo parade this month that there's plenty of life in Sun City. Their slogan: "Life Begins after 50 in Del Webb's Sun City", and their tuneful melodies included the theme, "Wake Up and Live in Sun City." They were awarded the second-prize trophy among entries from Arizona's smaller cities, quite a step upward from an honorable mention accorded their first entry in the 1961 parade.

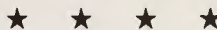


LADY BARBERSHOPPERS known as the Kachina Sweet Adelines, frequent entertainers at Sun City, are pictured (at right) on horse-drawn rodeo parade float sponsored by Del E. Webb Development Company.





He Puts 'The Kick' In Arizona's Sun City



MORE THAN HALF A CENTURY AGO John Sweet was a young court reporter in Aurora, Nebraska. Since then he's been an editor, a columnist, a newspaper owner, a U. S. congressman, and a good-will ambassador for two great loves — his home state of Nebraska, and his adopted state — Arizona — where he found a cure for painful arthritis and a "new way of life" at Del Webb's Sun City. Through the years since he wrote his first news story as an enthusiastic cub reporter, John Sweet never has really abandoned a fondness for newspapering. "This column was named 'The Kick' because I am so indignant so often on so many subjects. But I do like people and I'm willing to put up with the idiosyncracies many folks promote if they'll let me complain." But Columnist Sweet isn't nearly as cantankerous as he'd like his readers to believe. From a recent issue of the Sun City Sun he gleefully gleaned this column tidbit: "x x x the Sun City Garden Club's subject will be 'My Potted Friends', by Mrs. George Friright." Today, at 80, semi-retired, and with his wife among Sun City's most enthusiastic residents, Sweet still writes. And his column, "The Kick In Sun City", from which some Sun City items have been reproduced on this page, appears regularly on Page 1 in the newspaper he still owns, the Nebraska City News-Press.

EASTER in Arizona was a mixture of cold, snow, rain in the north and an unusually high temperature of 86 at noontime — which was the mark for Sun City.



THE SUNRISE service at Sun City was in the recreation center in the newly-opened area. About 1,000 persons attended the program which was held in the open near the rapidly-growing new golf course and not far from the Riviera swimming pool said to be the largest in Arizona, up to now in a region where swimming pools in the backyard, I am told, are a "must" if you hope to be socially acceptable. x x x



NOTE to Walt Kirtley down there in the Floridian Wind Belt: The Del Webb Corporation which built Sun City has taken title to 14,000 acres near Tampa for a Retired & Tired Folks spot x x x x .



SO ALL you folks who are afearred of scorpions, rattlesnakes, Gila Monsters and an oversupply of realtors may join up with the Webb interests where in due course I reckon they'll be calling it Fabulous Florida just as out in this area they speak of it as Amazing Arizona. If you want to be close to the mountains, you take Sun City; if you like the salt spray, mildew and high winds, you can live in Florida until the final snickersnee descends on you.



SOMEONE wrote to ask about newspapers in Sun City. We have five different varieties up to date. I think the News-Sun, published by Burt Freireich and his energetic wife is the best, the most typical of what a weekly should be, and carefully put together. The other morning three others were found on our doorstep, two white, and one green. Later in the day arrived a mimeographed copy, the work of a gent who is retired and wanted something to do. It is filled with what Ed Howe used to call Information and Indignation.



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Matrimony beckoned recently to daughters of two Webb Company officials.

Susan Cecilia, daughter of Mr. and Mrs. Robert H. Johnson of Flintridge, Calif., was married Dec. 30 to William Roger Hicks, the son of Mr. and Mrs. William Hicks of Hollywood, at St. Bede's Catholic Church in La Canada, Calif. Mr. Johnson is senior vice-president in charge of contract construction for the Webb Corporation, with headquarters in Los Angeles.

The new Mrs. Hicks and her husband are students at Arizona State University, Tempe, where she is a Chi

Omega and he is a Delta Sigma Phi.

Sandra Karen, daughter of Mr. and Mrs. Cliff A. Nelson of Phoenix, and Ensign William Edward Dysart, USNR, of Vista, Calif., were married Feb. 17 at Faith Lutheran Church, Phoenix. Mr. Nelson is manager of the industrial development division of the Webb firm.

Sandra is a graduate of California Western University, San Diego, and the groom is a recent graduate of Officers' Candidate School, Newport, R.I. He received his B.A. degree from Stanford University last year. They will reside in San Diego.

Hotel Sahara's 24-Story Skyscraper Is Started



DEL WEBB BUILDING replica forms dramatic backdrop as pretty Dodie Hixon of the Phoenix Main Office accounting department waves from Webb Corporation float in Phoenix Rodeo parade this month. For more news and photos of the spectacular parade, see Pages 4, 5 and 6.

Webb Workmen Creating Nevada's Tallest Building

A 24-story multi-million dollar skyscraper addition to Hotel Sahara in Las Vegas, Nevada, is under construction by Webb Corporation workmen.

Towering over any other buildings in the state of Nevada, it will become one of the West's tallest hotel structures.

Its 400 new rooms and swank suites will increase Hotel Sahara capacity to 1,000 rooms. And new convention, dining, casino, lounge and recreational facilities will keep the Sahara at the forefront of fabulous hotels on the glittering Las Vegas "Strip".

Construction is being directed by Vice-Pres. Robert H. Johnson's staff at the Los Angeles office of the Webb firm. Project superintendent is Donald L. Gray, and Baird York is office manager.

Guest occupancy of the towering addition is estimated by June 1, 1963.

First opened in 1952 with 200 rooms, the Sahara has enjoyed steady and, in recent years, spectacular growth. It was doubled in room capacity soon after opening. Then, in 1959-60, Webb crews moved in again to build a 14-story, 200-room Sahara Tower addition. Since last September the hotel property has been owned and operated by the Sahara-Nevada Corporation, a Webb Company subsidiary.

The new skyscraper will tower 260 feet. It will incorporate 46 three-room executive suites, each with a 35x27-foot living room, as well as a lanai-sun deck providing its guests a commanding view of the Las Vegas Valley. Each of the tower's 400 rooms will have television and radio as well as wired music, and suites will have 23-inch remote con-

(Continued On Page 2)

Webb Crews To Build Santa Barbara Hughes Plant

A new Hughes Aircraft Company plant for infrared research and development will be the first constructed by the Del E. Webb Corporation in its new Santa Barbara Research Park in the Goleta Valley just outside Santa Barbara, Calif.

The 48,000-square-foot building will rise on a 10-acre site on Hollister Avenue immediately west of the entrance to the Research Park. Scheduled for early fall completion, it will be occupied by a 200-employee Hughes sub-

(Continued On Page 2)

Towering 24-Story Hotel Sahara Addition To Be Completed In 1963

(Continued From Page One)

trol color television sets.

The tower's ground level will incorporate a second main hotel lobby and an expansive shopping arcade. This will include a health club, massage parlor, eight airlines ticket offices and a garden terrace. The terraced area will extend to one of three new Sahara swimming pools, with a deck finished in imported terrazzo and dotted with steel-reinforced, mushroom-type umbrellas.

Carpeted, glass-enclosed, air-conditioned walkways will connect the main hotel building, the present 14-story Towers and the new skyscraper.

Recently completed as part of the Sahara's extensive remodeling was an enlarged Casbar Theater and cocktail lounge. Currently being pushed to completion in the main hotel section is a three-story area to house dining and dancing facilities, an 800-seat convention hall, enlarged casino and new executive offices.

That Nebraska Weather Has Continued Unusual

That Offutt Air Force Base military housing project at Omaha, Neb., where heavy snows have brought outdoor construction activity by Webb crews to pretty much of a standstill since mid-December, had some pretty unusual weather to report last month.

February's precipitation of 1.94 inches was Omaha's wettest for that month in the last eight years, and there was measurable precipitation on 14 days. A 9½ inch snowfall in 24 consecutive hours on Feb. 20-21 was the greatest since 1945, and the 10 inches of snow on the ground Feb. 26-28 was "the greatest depth" since 16 inches was measured on Feb. 14, 1949.

Snowfall for the month totaled 13.2 inches: average maximum temperature was 32.9 degrees and the average minimum was 17 degrees. Highest temperature was 63 on Feb. 3; the lowest was 14 below zero on Feb. 28.

And that's no weather to be working outdoors! But the Webb Company's 6½ million contract to construct 400 modern homes for military men and their families at Offutt still is scheduled for mid-summer completion this year, reports Kim Bannister of Phoenix, project operations chief.



PLENTY OF TALENT was at the controls for the official ground-breaking to launch construction of the 24-story skyscraper addition to Hotel Sahara at Las Vegas, Nevada. Pictured above, from left: Rex Bell, Nevada's lieutenant governor; Alex J. Shoofey, Sahara-Nevada Corporation executive vice-president; Milton Prell, Sahara-Nevada president, and Dell E. Webb, Webb Corporation president.

Santa Barbara Research Park Development To Start

(Continued From Page One)

subsidiary known as the Santa Barbara Research Center, Lloyd H. Scott, president, announced.

The research center personnel will move from seven leased buildings at nearby Santa Barbara Municipal Airport and in its new building will have research and engineering laboratories, infrared components fabrication and administrative offices.

The Webb firm's Santa Barbara Research Park is the first phase in a joint development with the Henry Crown interests of Chicago of the 4,100-acre former Bishop Ranch property. Twenty-one sites of 10 acres each are being offered science-oriented industry, with the Webb Corporation, as developer, exerting architectural control on all buildings.

Second phase of the Bishop Ranch

development, according to Wesley Mohr, Webb vice-president and director of research and planning, will be a 550-acre Town Center south of U.S. 101, bordering that highway and the Pacific ocean. Following that will come development of the remaining 3,340-acre tract, now being operated as an active ranch.

The new Hughes research center expects to have 300 employees by year's end, according to President Scott. It will be located across the street from General Motors' Defense Research Center.

Clifford Sponsel, Webb manager of the Bishop Ranch project, said the new Hughes plant — designed to accommodate the special needs of scientific research — still will provide the seclusion and atmosphere conducive to scientific work.

Park-Like Appearance Wins Plaudits For Webb Company Shopping Centers



The Webb Corporation and its shopping center development expert, Roy Drachman, have won commendation for the beauty and park-like appearance of two Arizona shopping centers the corporation owns and operates.

Of the huge Chris-Town Center at Phoenix, Mrs. Harold Ownby wrote, as secretary of the Phoenix Rose Garden Club: "Our members are so delighted with the beauty Chris-Town has created on its grounds that they want to express their gratitude and appreciation. Naturally, the Boulevard of Roses is of special interest to a Rose Club and the artistic effect of this planting area is enthusiastically commended.

"When anything as 'industrial' as a shopping center becomes an aesthetic beauty spot for the city, then that city is delighted and grateful and wishes to say 'Thank You.'"

Of the Webb-built Campbell Plaza Center in Tucson, James P. Sfarnas, chairman of the Tucson Beautiful Committee of Tucson's Chamber of Commerce, wrote: "This is one of the most carefully designed front and parking area of any similar plaza in Tucson, and is by contrast with other new shopping services so visually successful as to approach being a guide for other developers. The liberal use of carefully selected plant materials adds so much to the parking zones that in only two short years it has provided almost a park-like atmosphere instead of the usual sea of asphalt."

With the commendation, a beautiful orchid was delivered to Mr. Drachman.

ROSES IN PROFUSION border three main entrances to Chris-Town Shopping City in Phoenix.



ARTISTICALLY-LANDSCAPED Campbell Plaza Center at Tucson approaches being "a guide for other developers", says chairman of Tucson Beautiful Committee.

Del Webb Corporation Entry Captures Rodeo Parade



THE STORY WAS TOLD simply before a replica of an Indian liest residents, cowgirls standing blematic of the state's pioneer adding eye-appeal, the tall gold Building which this summer will The title: "Growing With Arizona" judges accorded the Webb Corp. Sweepstakes Award.

akes Award Before Quarter Million Spectators



PARADE SPECTATORS, six to a dozen deep as they jammed both sides of downtown Phoenix streets, were estimated to number 250,000 persons.



HANDSOME SWEEPSTAKES TROPHY, emblematic of Arizona's 50th Anniversary, the parade theme, is exhibited to admiring Webb Corporation ladies at Phoenix office by Richard M. Wartes, vice-president, whose commercial and industrial division sponsored the Webb entry.

on maids seated
of Arizona's ear-
neral store em-
two more lasses
new Del Webb
e headquarters.
poration". And
Grand Marshal

Sun City's Merrymakers Add Splash Of Color To Rodeo Parade



PRECEDED by a vari-hued carousel camouflaging a jeep which towed their colorful tram-like bus, (above), Sun City's lively Merry Makers band showed another quarter million Arizonans and winter visitors watching the Phoenix rodeo parade this month that there's plenty of life in Sun City. Their slogan: "Life Begins after 50 in Del Webb's Sun City", and their tuneful melodies included the theme, "Wake Up and Live in Sun City." They were awarded the second-prize trophy among entries from Arizona's smaller cities, quite a step upward from an honorable mention accorded their first entry in the 1961 parade.



LADY BARBERSHOPPERS known as the Kachina Sweet Adelines, frequent entertainers at Sun City, are pictured (at right) on horse-drawn rodeo parade float sponsored by Del E. Webb Development Company.





He Puts 'The Kick' In Arizona's Sun City

★ ★ ★ ★

MORE THAN HALF A CENTURY AGO John Sweet was a young court reporter in Aurora, Nebraska. Since then he's been an editor, a columnist, a newspaper owner, a U. S. congressman, and a good-will ambassador for two great loves — his home state of Nebraska, and his adopted state — Arizona — where he found a cure for painful arthritis and a "new way of life" at Del Webb's Sun City. Through the years since he wrote his first news story as an enthusiastic cub reporter, John Sweet never has really abandoned a fondness for newspapering. "This column was named 'The Kick' because I am so indignant so often on so many subjects. But I do like people and I'm willing to put up with the idiosyncracies many folks promote if they'll let me complain." But Columnist Sweet isn't nearly as cantankerous as he'd like his readers to believe. From a recent issue of the Sun City Sun he gleefully gleaned this column tidbit: "x x x the Sun City Garden Club's subject will be 'My Potted Friends', by Mrs. George Friright." Today, at 80, semi-retired, and with his wife among Sun City's most enthusiastic residents, Sweet still writes. And his column, "The Kick In Sun City", from which some Sun City items have been reproduced on this page, appears regularly on Page 1 in the newspaper he still owns, the Nebraska City News-Press.

EASTER in Arizona was a mixture of cold, snow, rain in the north and an unusually high temperature of 86 at noontime — which was the mark for Sun City.

* * *

THE SUNRISE service at Sun City was in the recreation center in the newly-opened area. About 1,000 persons attended the program which was held in the open near the rapidly-growing new golf course and not far from the Riviera swimming pool said to be the largest in Arizona, up to now in a region where swimming pools in the backyard, I am told, are a "must" if you hope to be socially acceptable. x x x

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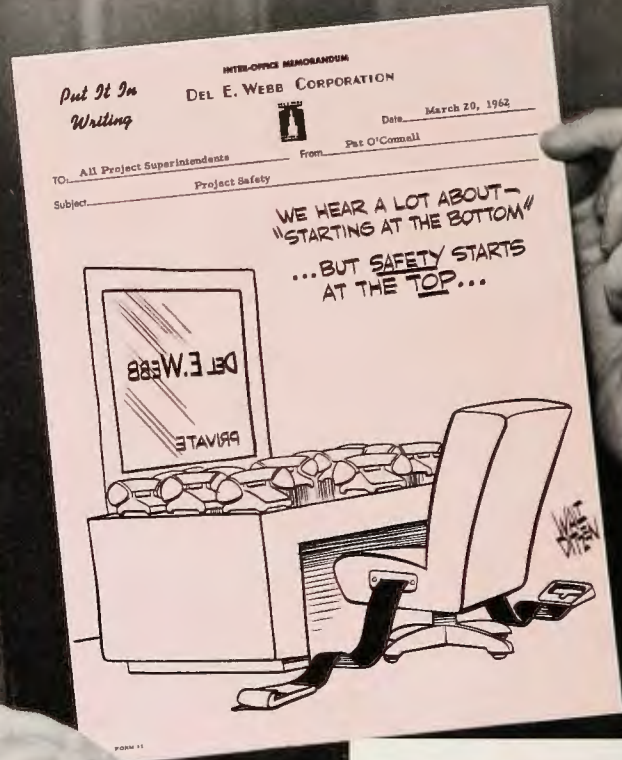
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Webb Wins World's Fair Management Contract

Building Program For Exposition To Involve \$80 Million

A management contract for the 1966 World's Fair in Long Beach, Calif., has been negotiated for the Del E. Webb Corporation, it has been announced by Pres. Del E. Webb.

Fred Hall, former Kansas governor and now executive vice-president of the gigantic exposition expected to rival if not surpass the Seattle and New York fairs, announced the Webb Company will begin serving immediately in an advisory capacity in planning and development of the huge Long Beach fair site.

Mr. Webb emphasized his firm's policy will be to associate with Long
(Continued on Page 2)



A LOOK AT THE FUTURE. Model of proposed futuristic design for Long Beach, Calif., World's Fair of 1966 is viewed by, from left: Nelson McCook, Jr., exposition president; Del E. Webb, president of Del E. Webb Corporation; Fred Hall, executive vice-president of fair, and R. H. Johnson, senior vice-president of Webb contracting division. Contract to direct planning and construction of World's Fair has been awarded Webb firm.

Wes Mohr To Direct Project At Houston

Wesley G. Mohr, a 36-year-old vice president of the Del E. Webb Corporation, has been named general manager of the \$500 million Humble-Webb development near Houston, Texas.

Announcement of Mr. Mohr's appointment was made by Pres. Del E. Webb at a press conference in Houston this month attended by Mr. Mohr and officials of Humble Oil and Refining Co. headed by Morgan J. Davis, board chairman.

The project involves development of 15,000 acres clustered around the NASA Manned Spacecraft Center southeast of Houston. Included in the plan are homes, schools, shopping centers, parks, and all other facilities to make up a community of 150,000
(Continued on Page 6)

Fresno Center Office-Hotel Complex Site Scene Of April Ground-Breaking Ceremony

Fresno, California city and civic representatives, welcoming the project as a vital contribution to their downtown area, joined Del E. Webb Corporation officials April 25 in ground-breaking ceremonies for an \$8 million Fresno Center complex.

For the Webb firm it is another investment in the rich San Joaquin Valley and a link in the chain of California development that now stretches from San Diego to San Jose and San Francisco.

For Del E. Webb, founder and president of the firm that bears his name, it was the first activity by his company in the city in which he was born and where he resided until he was 10 years old.

Completion of the block-square Fresno Complex is expected by late summer, 1963. Land has been leased for 75 years by the Webb firm.

(Continued on Page 4)

Long Beach Parking Garage Is Underway

A two-level underground parking garage costing more than \$2 million is being constructed in downtown Long Beach, Calif., by the Webb Corporation for the Long Beach Lincoln Park Parking Corporation.

The 220,000-square-foot structure will have 488 self-parking stalls, en-
(Continued on Page 8)

Space-Age Planning For World's Fair Of 1966



SITE PLANNING for the Long Beach World's Fair of 1966 is shown in the impressive model pictured above, the creation of the Aetron Division of Aerojet-General Corp. Part of the city of Long Beach is shown at top of photo. Exposition will rise on man-made island and exposition buildings will cover much of 320 acres. Ocean liners will be able to dock beside the fair site.

Webb Firm To Manage Long Beach World's Fair

(Continued from Page 1)

Beach and Southern California area contractors in world's fair construction, which probably will begin in 1964. Estimates of construction volume run from \$80 million to \$90 million.

The Webb Corporation's management team, Mr. Hall emphasized, will provide technical assistance and advice, and work closely with architects and engineers to assure creation of a world's fair site of outstanding beauty and utility.

"We feel this International Exposition will focus world attention on California and Long Beach," said Mr. Webb, "and we view our participation as a challenge to assist in planning and developing a fair that will be a credit to Long Beach and the state of California."

Site of the 1966 exposition will be a 300-acre man-made pier, or island.

Visitors To 1966 World's Fair Expected To Number 40 Million; Huge Job Of Creating Site Now Is Underway

Imagine 15 Empire State Buildings lying horizontally side-by-side . . . If you can, you then visualize the size of Pier J — the site of the 1966 World's Fair in Long Beach, now being created in Long Beach harbor.

Ocean liners will berth alongside the huge pier, some permanently for living quarters while others will stop briefly to allow visitors from all over the world to disembark.

The fair is being planned to accommodate a minimum of 30,000 people a day, to over 165,000 on a maximum day. This involves very complicated planning in the transportation field. Plans have already been submitted on air, water and land facilities. California's network of freeways will be completed and it is anticipated rapid transit of the monorail type will be in operation. A monorail-type system will operate in the exposition proper.

Spaces for the parking of 30,000 cars will also be provided.

Fred Hall, executive vice-president and general manager of the project, predicts each visitor will spend an average of \$6 at the fair and an equal amount in Long Beach or some California community. Based on an estimated 40 million visitors during the two-year run of the extravaganza, nearly half a billion dollars will be spent chiefly in the Long Beach area. In addition, Hall says the average visitor to California spends \$144 during his stay. "These visitors will add hundreds of millions to the state's coffers," he asserts.

A 300-acre island 60 feet high . . . nearly one-fourth of the total population of the United States on that island within two years . . . hundreds of millions spent in California during those two years . . . any way you figure it, the 1966 World's Fair is BIG.

Contract Signing Assigns World's Fair Management To Webb Firm



ON THE DOTTED LINE. Pres. Del E. Webb (seated) signs contract by which the Del E. Webb Corporation will assume management of planning and construction for the 1966 World's Fair in Long Beach, Calif. Others pictured, from left: Nelson McCook, Jr., president of the World's Fair; Mayor Edwin Wade of Long Beach, and A. A. McCollum, administrative vice-president of the Webb Corp.



AT PRESS CONFERENCE following contract signing, Mr. Webb, flanked by World's Fair planners and Long Beach officials, answers questions concerning huge task of master planning and constructing the exposition.



Fresno Center Will Be Convention Attraction

(Continued from Page 1)

Main structure in Del Webb's Fresno Center will be the 20-story office-hotel, with 135,000 square feet of ground floor and tower office and shop space, and 200 hotel rooms known as Del Webb's TowneHouse on the top nine floors.

Visitors, guests and tenants will have ample parking available, as well as service facilities, in a 400-car garage adjacent to the tower, and in open areas. Fresno Center represents the first high-rise office or hotel building constructed in Fresno in more than 25 years.

Webb vice-president and manager of the Commercial and Industrial Division, Richard M. Wartes, states: "We will be able to offer in Fresno Center, a complementary and wide-ranging list of tenants in our office area, representing leading local, regional and national businesses."

George Beall, general manager of Webb hotels, reports: "A large banquet room in Del Webb's TowneHouse will accommodate 1,100 at meetings, with additional smaller rooms for 200. In addition to the swimming pool, other TowneHouse features include a coffee shop for 110 and two cocktail lounges."

Project manager and Webb leasing agent is Verne Graves. Howard Hill is job superintendent and Larry McMillon office manager.



RISING 20 stories above street level in downtown Fresno, Calif., will be the tower shown here, main structure in the block-square Del Webb's Fresno Center and Del Webb's TowneHouse complex scheduled for completion in late summer, 1963.



WITH A CHOICE of a 2-horsepower scraper or a 235-horsepower bulldozer, dignitaries at ground breaking for Fresno Center chose instead the time-honored shovel. Doing the honors, from the left: Architect Robert Fairburn; Howard Hill, job superintendent; Milo Rowell, site co-owner; Sue Henryson, Miss California; Del Webb; Richard M. Wartes; Mrs. Elizabeth Farrar, site co-owner; Paul Bartlett, site co-owner, and Fresno Mayor Arthur L. Selland.

Webb Executives Spend Busy Day In Fresno



PRIDE in the Webb Corporation's new role in the business life of Fresno was expressed by Richard M. Wartes, Webb vice-president, in addressing a gathering of more than 100 at ground-breaking ceremonies. He also spoke at a noon luncheon, saluting the Fresno owners of the valuable, block-square Fresno Center downtown site, Mrs. Elizabeth Farrar, Paul Bartlett and the Rowell Company.



FRESNO BUSINESS and civic leaders were guests at a luncheon given by the Webb Corporation. Main address was given by Del Webb, who knew personally many of those attending the event.



WHILE MR. WEBB concentrated on getting a full shovel of Fresno dirt, Sue Henryson, Miss California; Verne Graves, Fresno Center project manager, and Richard Wartes smiled for the photographer. **BELOW** — "I hereby name you 'Mayor for the Day,'" Fresno's Mayor Arthur L. Selland tells Mr. Webb. Selland said the City of Fresno was proud of its native son, and of the project the Webb Corporation is building there.



BUILDER DEL WEBB was moved to reminiscence when asked to pose with one of the famous old Fresno Scrapers, once manufactured on the site of the new Fresno Center and long used in farming and construction throughout the U. S. Reminded the scrapers had been used to excavate the Panama Canal, Mr. Webb told of some of his early experience with the horse-drawn tool.



Session Of 'Brainstorming' Is Part Of Master Planning For Houston



PROGRESS TO DATE in master planning for the Humble-Webb development of 15,000 acres near Houston, Texas, was reviewed this month for key personnel of the Webb Corporation and the engineering staff on the project. Photos above and below show the "brainstorming" session at which Vice-Pres. Wesley G. Mohr, general manager of the huge development, reviewed planning and sought the best thinking and suggestions of Webb representatives from many departments of the company. In photo above, Mohr reads from one of the research reports presented during a six-hour session in the auditorium at Chris-Town Shopping Center. Below, Mr. Mohr discusses aspects of one of many maps and charts prepared to illustrate factors influential to creation of an entire new city on the Humble Oil Company holdings.





AT PRESS CONFERENCE in Houston's Texas National Bank auditorium at which Pres. Del. E. Webb announced appointment of Vice-Pres. W. G. Mohr as general manager of the Humble-Webb development, a television news reporter interviews Mr. Webb and Morgan J. Davis, center above, Humble's board chairman. **BELOW** — Vice President Mohr, seated at right on rostrum, tells writers the 15,000 acres which the Webb Corporation is to develop represents "probably the most outstanding piece of real estate we have had an opportunity to study in the United States."

Named General Manager -Webb Project At Houston

Page 1)
development will
turning, elec-
tricity which will
and Spacecraft

the Webb
division, will
Houston in July
home there,
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general manager.
Company of-
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three Houston
and jointly by

the Webb Corporation to assist in development of the engineering portion of the master plan. They are Turner & Collie Consulting Engineers, Inc.; Lockwood, Andrews & Newnam, Inc., and Bovay Engineers, operating under the name of Engineers of the Southwest.

Mohr said first construction on the project should begin late this summer and that a building volume of \$25 million per year is anticipated. He re-emphasized an earlier Humble-Webb announcement that local labor will be used and the project will benefit local suppliers, developers, subcontractors and other allied businesses.

Mr. Mohr joined the Webb firm in 1960 after a decade of prominence in San Diego construction, business and community affairs as a planning consultant.



Site Of New Long Beach Parking Garage



Garage Excavation Progresses

(Continued from Page 1)

trance ramps from two streets and two exit ramps. Both floors will be serviced by a two-way escalator as well as by stairs.

The garage is being placed under the northern half of Lincoln Park, and

on completion the park's ground surface will be restored, then landscaped under direction of the city's Parks and Recreation Department.

A nonprofit sponsoring corporation headed by Vaile D. Young as president was formed by prominent Long Beach citizens to develop additional parking

BIRD'S EYE VIEW of block-square excavation in downtown Long Beach, Calif., where Webb workmen are starting construction of a two-level underground garage to park almost 500 automobiles.

for the civic center and downtown business district. Architect for the project is John Phillip Joseph, AIA.



KERN CITY PATIO provided attractive setting for this photo of 21 Los Angeles industrial realtors, bankers, railroad officials, newspaper editors and businessmen who during April toured Del Webb's Kern City retirement community, Stockdale Industrial District and the Stockdale Country Club Estates at Bakersfield as guests of the Webb Industrial Development Department. Accompanying the group on the round trip by plane from Los Angeles → were Cliff Nelson, industrial development manager for Webb Corporation (standing in photo at right), Eric Widell and J. D'Arcy Chisholm of the industrial department. Kern City and Stockdale projects are being developed by Webb Corporation in a joint venture with Kern County Land Company.



Webb Builds Second Huge Store For Marston's



WEBB WORKMEN were ahead of schedule in April when this photo was taken of the \$2.6 million department store and restaurant for Marston's in Chula Vista, Calif. Groundbreaking for the 200,000-square-foot building was last October; completion is expected this August or earlier. Marston's first department store outside downtown San Diego is the largest structure in the Webb-built and operated Grossmont shopping center in nearby La Mesa, opened last October. The new Marston's building is the key tenant in Chula Vista shopping center, which will contain other Webb-built structures for Broadway-Hale Stores, Inc. **BELOW** — Webb labor foreman Carlos Cabos pours champagne during "topping-out" ceremonies.



'TOPPING OUT' ceremony for Marston's Chula Vista department store recently included this traditional scene involving Hamilton Marston, president and general manager of the Marston Company (foreground), Carlos Cabos, Webb labor foreman (standing), and Ed Leon, cement finisher.

Webb Workers 'Top Out' 17-Story Albuquerque Skyscraper

Work is nearing completion on the 17-story First National Bank Building East at San Mateo and Central (U. S. Highway 66) in northeast Albuquerque, New Mexico. Built and to be owned and managed by the Del E. Webb Corporation, it is the first phase of a 5.5-square-block area to be developed there by the Webb firm over a period of years.

First, second and basement floors of the building will be leased to the First National Bank.

The top two floors will be occupied by the Albuquerque City Club, an exclusive business, health and social organization. These floors include a 6,000-square-foot penthouse and a

4,000-square-foot roof garden. The penthouse will include gym and health facilities; the garden will serve the public as well as club members.

The remainder of the 182,000-square-foot building will be leased to a variety of businesses and services. When the \$5 million skyscraper is complete, at 212 feet it will be the tallest building in New Mexico.

A valued feature of the office building is the clear span rooms. With all support by a central core and outside pillars, no interior columns are needed. Gray, heat-reducing glass will be combined with gold ceramic tile, white paint and aluminum screens as attractive facing materials.



HAPPY OCCASION was smoothing of last concrete atop the 17-story First National Bank Building East. Enjoying the moment, standing left to right, Max Flatow of Flatow, Moore, Bryan and Fairburn, project architects; Dave Gilmore, of Walker and Hinkle, leasing agents, and Bill Rochford, leasing agent for the Webb Corporation. Wielding the trowel is Webb Job Supt. Jim Ginn. **BELOW** — The quartet then secured an elm branch and completed the ceremony with the age-old "capping" ceremony, following tradition in the construction industry dating back to placing of the ridge pole in ancient buildings.



WEBB BUILDERS and Albuquerque received national attention when numbers were painted on the side of First National Bank Building East. Police, troubled with slow-moving traffic as drivers watched progress on the city's tallest building, reported the flow of vehicles speeded up once the motorists were able to see quickly what floor was being poured that day.

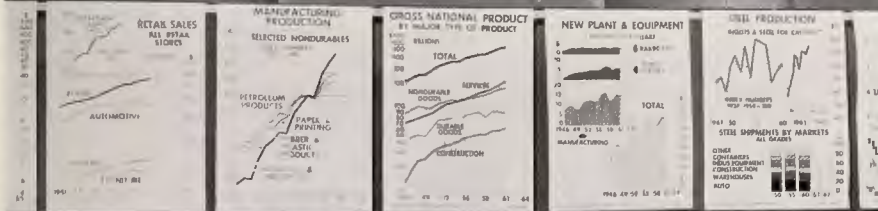


Shopping Center Men Elect Roy Drachman

WEBB COMPANY'S consultant on shopping centers, Roy P. Drachman (third from right in photo), has been elected president of the International Council of Shopping Centers and is pictured being congratulated by Jack Pearlstone, retiring president. Others in photo, members of a Webb delegation to the council convention in Dallas, Texas, include, from left: R. F. Jacobson, J. H. Bacheller, Morton DuPree, Pearlstone, Drachman, Vice-Pres. F. P. Kuentz, head of Webb property management, and C. H. Richer.



WHEN THE OUTLOOK for the balance of 1962 was discussed by a blue-ribbon panel of business and industrial leaders at the National Industrial Conference Board's 421st meeting recently in San Francisco, a Webb man was a panel member. He was Cliff A. Nelson, (second from right in photo), of the Webb industrial development division, representing Pres. Del E. Webb, who was ill. Other panelists, from left: George M. Umbreit, Maytag Company president; Roy L. Ash, Litton Industries president; Dr. William L. Whitson, vice-president of planning, Aerospace Division, Martin Marietta Corp; F. B. Whitman (standing), Western Pacific Railroad president and panel chairman; Carl E. Reistle, Jr., president of Humble Oil and Refining Co.; Kenton R. Cravens, Mercantile Trust Co. board chairman; Mr. Nelson, and Martin R. Gainsbrugh, chief economist of the conference board.



GROUNDBREAKING for a \$5½ million, 22-story Mint Hotel and six-floor parking garage to be built in the heart of downtown Las Vegas, Nevada, by the Webb Corporation recently brought together officials of the Sahara-Nevada Corporation, a Webb-owned subsidiary, and civic leaders of the Nevada city. Pictured pitching in to help drive first piling are, from left: Milton Prell, Sahara - Nevada president; Sam Boyd, Sahara - Nevada vice-president and general manager of The Mint; Oran Gragson, Las Vegas mayor; Ed Fountain, Las Vegas city commissioner, and E. Thayer Bigelow, vice-president of First National Bank. Sahara-Nevada Corporation operates Hotel Sahara and The Mint.





A NEW OFFICER in the Phoenix chapter of the Arizona Building Contractors is W. A. (Bill) Warriner, Webb Corporation business manager, who was recently elected first vice-president by Phoenix builders. The ABC is the building chapter of the Associated General Contractors of America. John Dickmann of the Manhattan-Dickmann Construction Co. is Phoenix chapter president.

The WEBB Spinner

Volume 16 April-May, 1962 No. 5

Published by the
DEL E. WEBB CORPORATION

302 South 23rd Ave.
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California
in the interests of the personnel of its
various projects and branch offices

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PRETTY ADEPT at pin-topping is Cecilia Carillo, an employee at the Webb Corporation's Master Products plant in Los Angeles. She began bowling in 1959, recently chalked up a 239 handicap score, and has won a number of individual trophies as well as sharing in team awards. She will captain Master Product's No. 1 team in the summer league.



WITH ENVIUS co-workers looking on, Dino Serafini accepts first-place trophy in Sun City, Arizona, Employees Winter Golf Tourney from John Hanley, greens keeper. Twelve field employees and construction office personnel participated. Others pictured, from left, are Jess Reaves, who took second place, and Len Frazier, Ed Pickett, Bob Jones, Tom Sanderson, Ed Polk and Bud Henson.



BUILDING AROUND these eight stalwarts from last season, the Webb main office softball team in early May was girding for another fast-paced summer. Front row, from left, Bob Bergstrom, Tom Quinby, Horst De Boer and Peter Miller. Back row, same order, Dave Kauffman, Marvin Netz, Dick Kemp and James Wick. Team members refused to reveal last year's record.



Webb Builders To Open Fourth Retirement Community



FOUNDER of the firm which bears his name, Del E. Webb stepped up last month to the board chairmanship and the post of chief executive officer. Succeeding him as president of the Del E. Webb Corporation was L. C. Jacobson, left, former executive vice president.

Sun City, California To Greet Visitors Beginning June 16

The Webb-developed philosophy of "active retirement", already successfully introduced in Arizona, Florida and Central California, comes to the "golden land" of Southern California in mid-June with opening by the Del E. Webb Corporation of its fourth community exclusively for the nation's senior Americans.

This will be another Sun City, a beautifully-designed, carefully-planned new town to sprout amid green farmlands in the broad Menifee Valley 22 miles south of Riverside, Calif., adjacent to U.S. Highway 395 and in mileage almost exactly halfway between Los Angeles and San Diego.

Advance interest almost assures its immediate growth into a bustling village, for senior citizens 50 or older, and its builders hopefully foresee a city of up to 150,000 persons in the years to come. There is room for such growth, for the Webb Corporation is launching its newest community development in a picturesque area where it holds 14,000 acres.

There was every indication early this month that the turnout for a week-end grand opening program will top anything seen in other Webb retirement communities including Sun City, Fla., where a New Year's week-end premiere brought an estimated 41,000 persons despite rain and unseasonably cold weather; Kern City, Calif., where 45,000 flocked to see the attractive model homes and elaborate recreational facilities, and even at Sun City, Ariz., where two years ago a New Year's week-end inaugural brought

Founder Del Webb Names L. C. Jacobson As New President Of Webb Corporation

Twenty-four years ago he talked Builder Del E. Webb into hiring him as a \$25-per-week timekeeper because he needed food for his family and enough money to fill the gasoline tank on his car for a trip to Los Angeles and what looked like greener fields in construction.

convinced he would become the future president of the company."

And last month Builder Webb and his firm's directors elevated L. C. Jacobson from executive vice-president to the presidency of the Del E. Webb Corporation, with Webb himself stepping upward to chairman of the board and chief executive officer.

Del Webb says of the man today:
" x x x Even at that early date I was

(Continued on Page 5)

(Continued on Page 2)

New Sun City Development Loan Sets Record In Riverside County

Recorder Lauds Sun City Project As History-Making

The largest single real estate development loan ever recorded in California's Riverside County was processed recently by Title Insurance and Trust Company on behalf of a Del E. Webb Corporation subsidiary, Perris Development Corporation.

Involved was \$6 million now being expended in construction of Sun City, the new Webb retirement community near Riverside.

Jack Ross, Riverside county recorder, said in recording the loan:

"This is, without a doubt, one of the highlights of my career.

"I wish all parties concerned every success in their mutual endeavor. Sun City seems to be starting a habit → of history-making lately in Riverside; our city and county officials will keep a fatherly eye on this prodigy of construction."

Armand Bruno, vice president and manager for Title Insurance and Trust, commented: "We are happy to see Sun City taking shape. Sun City senior citizens will bring mature financial assets to the area. We are proud to be allied to such a momentous event."

A. J. Littman, Webb Corporation land manager, attending the ceremonies at which the multi-million dollar loan was processed, said his firm "is proud that the Title Insurance and Trust Company has such confidence in the future of Sun City. Judging by more than 20,000 inquiries already received from California retirees and prospective retirees, this confidence is shared by many more than the principals involved in today's transaction."

California's New Sun City To Boast Own Newspaper

California's newest community, Sun City, is expected to have its own newspaper by the time first residents begin to occupy new homes in late summer.

Garland Griffin, managing editor of the Press-Enterprise at Riverside, has announced his newspaper plans to publish the Sun City Sun and provide pictorial and editorial coverage of all community events.

Arizona's Sun City is served by an enterprising weekly tabloid, the News-Sun, published by Burt and Ursula Freireich.



SIX-MILLION-DOLLAR SIGNATURES. Jack Ross, seated, recorder of Southern California's Riverside County, prepares documents to record \$6 million development loan for Webb Corporation's Sun City retirement community near Riverside. Looking on, from left: A. J. Littman, land manager for Webb; T. J. Richards, advisory title officer for Riverside's Title Insurance and Trust Company, and Armand Bruno, vice-president and manager of the title firm.

Newest Sun City In Southern California To Welcome Visitors At Mid-June Opening

(Continued from Page 1)

100,000 visitors and saw sales of 272 homes in 72 hours.

Each new retirement community has been patterned after the successful formula Webb planners developed at Sun City, Arizona, where in two years the town has grown to more than 5,000 residents. But each new Sun City has been more elaborate, and the Southern California edition is no exception.

A beautiful Town Hall and community center with arts and crafts shops, swimming pool, shuffleboard courts, lawn bowling and other recreational facilities is completed, landscaped and has all the appearance of a country club.

The King's Inn motor hotel is open for business. A complete shopping center has already been built to begin serv-

ing the first residents. Model homes and apartments are furnished and awaiting the flood of visitors. Streets and utilities are in, and the first nine holes of an 18-hole championship-length golf course have been built.

Acquisition of the spacious Menifee Valley lands as a site for the new Sun City climaxed a two-year search for suitable land inland from smog, yet away from the desert heat, in a green belt, and convenient to metropolitan areas. The area has excellent highway and rail transportation facilities.

Development of the new Sun City has been headed up by J. R. Ashton, Webb senior vice-president and director of land development and Vice-Pres. Tom Breen, director of the housing division. Gordon Heath is project manager and Jim Stamatis project superintendent.

Webb Firm Occupies New Office Space In Del Webb Building

Consolidation of its four Phoenix-based divisions and numerous departments was accomplished by the Webb Corporation with a move on June 1 to space it will occupy permanently in the new Del Webb Building at 3800 North Central Avenue.

Most of the Home Office staff had been located since 1941 at 302 South 23rd Avenue, but in recent years some departments were scattered at offices in widely-separated sections of the city. In the new quarters inter-departmental meetings can be accomplished in a matter of minutes.

Webb Company space in the new building was completed ahead of other portions of the 17-story structure, which is the first phase of the Rosenzweig Center business complex being developed by Webb builders and Rosenzweig brothers, Harry and Newton, Phoenix jewelers, who own the land.

Groundbreaking for the \$5 million Webb Building was held in June of last year.

The 23rd Avenue plant which the Webb firm vacated was purchased by PBSW Supply and Equipment Company of Phoenix to house and service its school equipment.



A CITATION for the contribution of himself and his firm to "the enrichment of retirement living" was presented to Builder Del E. Webb by members of the National Retired Teachers Association and the American Association of Retired Persons from nine Western states at a recent two-day conference in San Francisco. Presentation was made by the spry 77-year-old founder and president of the twin groups, Dr. Ethel Percy Andrus of San Francisco. She first knew Mr. Webb when as a young contractor he was building Alhambra, Calif., High School and she was the school principal.



WEBB FIRM SIGNS AS TENANT. Newton Rosenzweig, right, Phoenix jeweler, became a landlord last month when he signed the Webb Corporation to a 20-year lease on space in which to consolidate all its divisions and departments in the new Del Webb Building on North Central Avenue in Phoenix. Richard Wartes, left, Webb vice-president and director of the commercial and industrial division, signed for the tenant. Actually, the Webb Corporation is leasing from one of its own entities, since Newton and Harry Rosenzweig, brothers, own the ground on which the Del Webb Building stands and are partners with the Webb Company in North Central Avenue Development Co., which is developing the huge Rosenzweig Center. The Webb Building is the first phase.



Furniture Plant Rising At Stockdale



Cradle Chatter

Cradle Chatter has learned of the recent addition of three boys and four girls to the Webb "family". With apologies for somewhat-late recognition, they are:

Colleen, the first child born to Peggy and Robert Smith. The eight-pound, two-ounce girl arrived Nov. 26. Peggy has resumed her job as file clerk in the Property Management Division.

Ronald became the fifth child and fifth boy for Gene and Louise Walker when he arrived Jan. 19. Rounding out the Walker basketball team, Ronald weighed in at eight pounds, ten ounces. He joins David, Rick, Tom and Joe. Gene is in the main office Operations Department.

Melissa Susan, when she arrived March 22, became the third daughter and fourth child of Jay and Karen Greene. Melissa weighed five pounds, twelve ounces. Her brother is Conrad, and sisters Morti-Helene and Joan. Jay is manager of the merchandising department, Housing Division.

Marc Richard Beaulieu, who weighed in April 6 at four pounds, four ounces, spent an additional week in the hospital to gain weight. He then joined mother Juliette, sisters Jacqueline, Claudette and Denial, and brother Charles, as well as father Ronald at home. Ronald is project engineer on First National Bank Building, Albuquerque, N.M.

Julie Joan was the pride and joy of brothers Donald and Derrick, to say nothing of father and mother Donald and Joan Wilson, upon arrival April 10. Julie weighed eight pounds, fifteen ounces. Don is a design engineer for the Commercial and Industrial Division.

Molly Ann Shahan, daughter of V.

FIRST FIRM TO BREAK GROUND in the new Stockdale Industrial District being developed near Bakersfield by the Webb Corporation and Kern County Land Company was Furniture City Upholstery Company of Grand Rapids, Mich. The firm anticipates beginning operations in building pictured above in early fall, employing 50 persons initially. The \$250,000 factory is being located on a 7½-acre site. Second structure started in the new industrial development is a 40,000-square-foot industrial building being built, and to be owned and leased by Stockdale Development Corporation.



STOCKDALE DEVELOPMENT CORPORATION brought its annual directors' meeting to Phoenix last month, and principals participating are pictured above on Mountain Shadows Hotel patio during a morning coffee break. From left: J. R. Ashton, Webb senior vice-president; J. L. Kies, Stockdale vice-president and general manager; L. C. Jacobson, Webb president; Dwight M. Cochran, Kern County Land president; Del E. Webb, chief executive officer of Webb Company; George Montgomery, KCL board chairman; William Rand, KCL real estate manager; Cliff Nelson, Webb industrial development manager; Lee Phillips, Stockdale assistant manager; A. A. McCollum, Webb executive vice-president, and Ronald Klein, Webb legal department chief.

Harvey and Margery Shahan, was born April 14, an even eight pounds. The Shahans have a boy, Noel (Slammer). Harvey does research on new products for the Housing Division.

James Alan Wick Jr. became the

namesake and first son of father "Jim", administrative assistant in the Commercial and Industrial Division, and mother Maxine, upon his arrival May 5. An even eight pounds, James Jr. joins sister Tamera at home.

Webb Firm Headed By New President

(Continued from Page 1)

"He has the foresight, the organization know-how, the ability and the courage to make a fine president," declared Mr. Webb.

And of his new assignment as chief executive officer and board chairman, the firm's founder added: "Mr. Jacobson and I will be working as a team as closely as we have in the past." He left little doubt, too, that he will be active, declaring: "Retirement (at 62) is something I haven't even thought about."

Mr. Webb also announced appointment of Alvin A. McCollum, 42, a New York executive of a nationwide development company before he came to the Webb Corporation, as executive vice-president to work closely with himself and the new president in administering corporate affairs.

Alan K. Stewart, 31, for several years a member of the Webb legal staff and also an administrative assistant to the executive vice-president, was named corporation secretary.

In becoming president of the construction and land development firm he has helped build to major proportions in two decades, Mr. Jacobson assumed direction of more than \$200 million in projects currently underway or on the planning boards, as well as Webb-owned properties such as shopping centers, hotels, office buildings and other businesses.

Despite his humble beginning, not unlike that of Builder Webb who rose from carpenter to construction tycoon, directing activities of the Webb firm will not be exactly a new role for Jacobson. Counseling with Webb on top policy matters, he has for more than a decade been generally in "the driver's seat" in directing day-to-day Webb Company activities.

Considered at 49 one of the top construction executives in the nation, Mr. Jacobson was a year old when his family moved from Garden City, Kans. to Tucson. He attended elementary schools and Tucson High School, while showing an early ability at carpentering which won him summertime work as a carpenter's apprentice at the age of 14.

After working several years for Tucson contractors, he joined his father in the A. C. Jacobson and Son Construc-

Picture Of A Father's Pride



JUST NAMED PRESIDENT of Webb firm at corporation's annual meeting for stockholders, L. C. Jacobson, center, receives congratulations from his 78-year-old father, A. C. Jacobson, Sr., while Builder Del Webb stands by. As a youth in Tucson, Ariz., President Jacobson started as an apprentice carpenter under tutelage of his father.

tion Co. They built a number of Tucson buildings, chiefly schools and churches, as well as several hundred homes, and did other building in the southern and eastern part of Arizona during the depression years.

Young Jacobson, at 26, packed wife and children and their belongings into the family car and set out in 1938 for Los Angeles and what he believed would be greater opportunities in construction work. At Phoenix he needed

more gasoline to continue the trip. Visiting Webb's modest construction headquarters near the state capitol, he talked Webb into hiring him, though all the Phoenix contractor had to offer was a \$25-per-week timekeeper's job. For Jacobson, a week's work would mean food for his family and money for gasoline to continue the trek to Los Angeles.

But Jacobson stayed on the job. (Continued on Page 6)



A. A. McCOLLUM
New Executive Vice-President



A. K. STEWART
Named Corporation Secretary



HIS FIRST SIGNATURE as "L. C. Jacobson, President" was penned for cameramen following stockholders' meeting at Sun City, Ariz.

New President Heads Firm

(Continued from Page 5)

Webb took an immediate liking to his enthusiasm and initiative and, says Jacobson today, "he convinced me I should stay by continuing to give me salary raises." Advancing rapidly by virtue of his ability at estimating construction costs and directing large projects, by the early years of World War II he had become Mr. Webb's associate in ownership of the Webb Company.

Not only has Mr. Jacobson since shouldered chief responsibility for direction of the Webb Company's nationwide construction operations, but in ten years he has developed a program of building for investment which today finds the Webb Corporation owning and operating such hotels as the Sahara in Las Vegas, Del Webb's TowneHouse in San Francisco, Mountain Shadows near Scottsdale; shopping centers like Chris-Town in Phoenix and Grossmont in San Diego, as well as office buildings, apartments and like business ventures.

With his family, Mr. Jacobson resides at 7111 Tatum Boulevard, Phoenix.

Mr. McCollum, who assumes Mr. Jacobson's duties as executive vice-president, came to Phoenix after almost 15 years association with Strout Realty, where as executive vice-president he directed from its New York

New Webb President 'Rescued' By Story In Reno Newspaper

Less than 48 hours after he was elevated to the presidency of the Webb Corporation, L. C. Jacobson departed from his home for a business meeting in Reno, Nev., only to forget his billfold, currency, credit cards and even a pocket handkerchief.

From Dean Carrier, pilot of the Webb Company plane, he borrowed pocket change. Next day, ready to return to Phoenix, he stood at the desk of the hotel where he'd been staying, endeavoring to explain his plight to the young woman who presented his hotel bill.

"You probably won't believe this," he declared with a broad smile, as he explained he had no cash and no credit cards. The young lady was pleasant enough, though it was evident she didn't believe his story — or at least she wanted to see some kind of credit cards or identification.

She summoned the manager. Mr. Jacobson gave him the broad smile and the same story, with about the same results. While the manager went to "check with someone," Jacobson sauntered over to the newsstand, fished into a pocket for one of the few small coins he still had, and bought a copy of the Reno Evening Gazette.

The headline he spotted almost seemed to jump off the page:

"Ex-Carpenter Named Corporation President," and the Associated Press story told of his new assignment as head of the Webb Corporation.

He walked back to the desk and handed the newspaper to the young lady. She summoned the manager again.

A few minutes later, with a typical flourish, though still without credit cards or cash, Mr. Jacobson was permitted to sign the tab for his room.

headquarters a nationwide program of financing, brokerage business, home construction, resort development and retirement community building and sales.

A native of Los Angeles, he is a graduate of University of California at Los Angeles, did post-graduate work at the U. S. Naval Academy, Annapolis, and is a World War II navy veteran. He resides with his family at 6062 Hummingbird Lane, Scottsdale, Arizona.



FIRST SERVICE PIN came to L. C. Jacobson after 10 years with Webb firm. Pres. Del Webb is pictured presenting the pin on January 19, 1948, at a dinner at Hotel Westward Ho. In that first decade, Mr. Jacobson climbed from time-keeper to executive vice-president and general manager.

Those Were The Days When Money Bought Considerable

They were frugal years when President L. C. Jacobson was getting his start with the Webb Company.

An expense account he submitted in March, 1939, covered costs for himself and an associate for a four-day trip to Prescott, where the Webb firm was building Prescott High School.

The expense account included hotel expense for the two, 16 meals, and even "entertainment".

The total for the four days for both men was \$26.30.

Much Of World Is Curious

The mail bag has brought to Del Webb's Sun City, Florida, requests for information about the retirement community from the Panama Canal Zone, Republic of Panama, Colombia (with a stamp honoring Abraham Lincoln), Mexico, Costa Rica, Australia, Canada, Switzerland, Saudi Arabia, Puerto Rico, Philippines, Norway, Argentina, Brazil, Chile, Venezuela, Paraguay, Bolivia, Germany and the Azores, plus Dutch Antilles. There are, says Charley Buster of Sun City public relations, sure some bright stamps on the inquiries, especially those from the Philippines.

From Timekeeper To President Of Webb Corporation



HE GOT HIS START during the depression years of the '30s, with little more than a high school education and a knack for carpentering learned as an apprentice to his contractor-father. He got his first job with Builder Del Webb as a \$25-per-week timekeeper 24 years ago. He came up through the ranks, and today, at 49, the picture of a self-made man, L. C. (for LaVergne Christopher) Jacobson is the new president of a construction and development corporation which had 1961 building activity exceeding \$100 million.

Some Glimpses From The Career



LONG RECOGNIZED as being "in the driver's seat" in Webb Corporation day-to-day operations, L. C. Jacobson as executive vice-president has kept close tab on company construction. He's pictured on a jobsite with Project Supt. Stan Bateman.



FOR YEARS Mr. Jacobson has been participating in important projects that have brought him to national stature. He is shown here at a semi-annual management meeting.



A FAMILY MAN, President Jacobson is pictured with his wife, Chris, and their pride and joy, daughters Amy Jo, 5, and Chrissie, 6. By an earlier marriage, he has two sons and a daughter, all grown.



THE JACOBSON HOME is a modern residence in east Phoenix, near Scottsdale, in Paradise Valley Court, a subdivision of Camelback Mountain.

Webb Corporation's New President



Del Webb's side, part of the company's growth one of the company's

A DYNAMIC SPEAKER, shown above reviewing for Webb employees the company's 1961 achievements, Mr. Jacobson spearheaded presentations of the corporate story to stock analysts and brokers when the Webb firm became publicly owned in the fall of 1960.



Mountain in North road green fairways with a dramatic view



AN ENTHUSIASTIC BOOSTER of Boys' Clubs, he spearheaded a 1958 campaign which raised funds and got the building job done on three spacious new clubs for Phoenix youngsters. He was honored with the "Man and Boy" award, then received the coveted Silver Keystone Medallion, the nation's highest honor from Boys' Clubs of America.



AN ARDENT SPORTSMAN, he leans to deep sea fishing and duck hunting, but has played better-than-average golf, was a tennis enthusiast until he chased a stray ball off a desert court and was bitten by a rattlesnake; also had a hankering for rodeo riding, roping and bulldogging until he broke a leg in the arena.

Scenes From Southern California's New Sun City



YOU'RE LOOKING across the broad surfaced parking area for the Sun City Shopping Center toward the stylishly-comfortable King's Inn Motor Hotel which fronts on U. S. Highway 395 at Del Webb's Sun City, the Southern California community for senior citizens which has mushroomed in the Menifee Valley 20 miles south of Riverside. Patterned after highly-successful Sun City developments in Arizona and Florida and a Kern City community near Bakersfield, Calif., this newest Sun City has attracted surprising advance interest and thousands of requests from all parts of the nation for information.



BUILDER DEL WEBB, who maintains a continuing intense interest in the Sun City communities for senior citizens originated by his company, is pictured on a recent visit to the new California town in company of Tom Cameron, right, real estate editor of the Los Angeles Times. They toured the shopping center, motor hotel, elaborate community and recreational facilities, and the model homes and apartments. Webb's philosophy is that "concrete, steel and lumber can make the buildings, but people make the community." And in Sun City developments the community and recreational facilities which many builders only promise for the future are built and ready for use before the first home is sold.



COUPLE OF BASEBALL FANS welcome Mr. Webb to Sun City, California — not just as chief of the company developing the community, but also as co-owner of the world-champion New York Yankees. Both men are painters and were complimented by Webb on their efforts in helping create an ideal place to live. John Lumbrazo, pictured shaking hands, hails from Brooklyn, yet reported he had long been a Yankee baseball fan. Edward Sargent, left, listened as Webb reported on his team's current hot pursuit of another American League pennant.

Mid-June Opening For Retirement Community



BROAD VISTAS feature the 18-hole championship-length golf course, studded with towering palms, at Sun City, Calif., retirement city. Golf pro shop is in right center of photo above.



KINGS INN motor hotel offers lodging to Sun City visitors who wish to remain overnight or longer, and has excellent, attractive facilities for dining and cocktails to interest even casual visitors.



MODEL HOMES, pictured in two views below, are furnished and landscaped and were attracting a steady stream of visitors weeks before the scheduled mid-June opening of Sun City.



Visiting At The Strawberry Festival



SMACKING THEIR LIPS in anticipation, oldsters flocked to Arizona's Sun City on a sunny Sunday afternoon last month to enjoy a strawberry and ice cream festival in Town Hall as guests of retirement community merchants. More than 2,000 enjoyed liberal servings of fresh strawberries and ice cream, relaxed in the sunshine on the Town Hall patio and visited while listening to lively tunes of the Sun City Merry-makers.



Horseless Carriages Come Out Of Retirement



WHAT'S MORE INTERESTING these days than ancient autos of two, three and four decades ago? Certainly not the latest models, agreed many a visitor and resident at Arizona's Sun City when Arizona Horseless Carriage Club members proudly piloted prized vehicles to the Sun City Town Hall (above) for inspection last month.



THE HAMS ARE READY at Arizona's Sun City. Officers of the 11-member Sun City Amateur Radio Club are pictured testing equipment (at right) in preparation for the annual American Radio Relay League field day exercise slated June 23 and 24 in the Arizona retirement city. From left, Sun Citians are George Mexey, radio club president; William Poehls, vice-president, and Graham McConomy, secretary-treasurer.



Lure of Golf Is Strong At Del Webb's Kern City In California



ACTIVE RETIREMENT took on even greater activity with the March opening of Kern City's championship-length golf course. Photo above showed activity on driving range and edge of one putting green.



RIGHT OVER THERE, says Joe Beckett as he indicates to George Gingras, left, his Kern City home just off eighth green.



AT POST OFFICE OPENING, Kern City Postmaster William L. Buswell delivers letter to three different means of transportation.



WELCOME, says John L. Kies, left, vice-president and general manager of Stockdale Development Corp., to Kenneth Durvals, who were among Kern City's earliest residents.



IN A PICTURESQUE SETTING, Easter Sunrise Services at the new retirement community were conducted by members of the Council of Churches of Greater Bakersfield.

Florida's Sun City Welcomes Merchants



FLAG RAISING pictured above signaled the opening early last month of a modern shopping center at Del Webb's Sun City in Florida.



MORE THAN 500 PERSONS attended Easter Sunrise Service (pictured at right) on the Greek Theater patio of the Florida retirement city.



FIRST MEETING of Florida Sun City residents to plan community activities (pictured below) attracted 103 persons in mid-April, 3½ mos. after town first opened.



The WEBB Spinner

Volume 16

June, 1962

No. 6

Published by the
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BOWLING SKILL enabled Pat Pawlak, a Webb employee at Sun City, Ariz., to win honors for herself and for the Del E. Webb Development Co. team she captained the past season. Her achievement: She took top league and season honors at Bowlero Lanes in Phoenix for a sparkling 646 series in Maryvale Femmes League competition.



TEEN OF THE WEEK was the salute accorded Sue Buster, pretty daughter of Charley Buster, public relations staffer at Sun City, Fla., recently by the Tampa, Fla., Times. Sue had an "A" average and was graduated as valedictorian of her class at East Bay High School. She edited the school's yearbook, was active in the National Honor Society and Student Council, and engaged in girls' intramural sports. Her favorite subject: physics.

Webb Corporation Earnings During 1961 Show Increase

The year 1961 showed a substantial increase in Webb Corporation earnings, Board Chairman Del E. Webb reported at the annual meeting of stockholders in Town Hall at Sun City, Arizona, last month.

Gross revenue reached \$67,100,718, with net earnings of \$2,835,908 or 60 cents a share on average shares outstanding.

The company also performed \$13,221,000 in construction work for its own properties and subsidiaries, and its estimated share of joint venture construction was \$25,400,000, boosting 1961 activities over the \$100 million mark.

During the first quarter of 1962, ending March 31, gross revenue amounted to \$14,838,707 against \$13,485,474 for the same period last year. Net earnings reached \$713,270, equivalent to 11 cents a share, against \$444,177 or seven cents a share for the 1961 period computed on average shares outstanding.

Mr. Webb and Pres. L. C. Jacobson reported that "Based upon new contracts and development of current properties, we are confident that the Company's earnings and over-all performance in 1962 will exceed earnings and performance during 1961."



HONORED BY FEMININE KEGLERS. Maxine Newman, left, Webb Payroll Department staffer, received Women's International Bowling Congress Lola Yoakem Award during recent national women's tournament in Phoenix. Presented by Miss Yoakem, right, organizer of WIBC, the award goes annually to outstanding member of the tournament sponsoring group. Miss Newman was honored for her work in publicizing the Phoenix event, which lasted several months and attracted thousands of feminine bowlers.

Newest Sun City Proves Sensation In California



THE NEW PRESIDENT of the Del E. Webb Corporation, L. C. Jacobson of Phoenix, left, above, on a shirtsleeve stroll at his firm's new Sun City retirement community near Riverside, Calif., pauses to answer questions of a prospective home-buying couple, Mr. and Mrs. Edward C. Harman of Pasadena. And the Harmans bought a Sun City home.

Sales Hit \$8 Million Mark In Four Weeks; Visitors Throng City

Fourth and newest of the Del E. Webb Corporation retirement communities, Sun City, California, welcomed an estimated 100,000 visitors on its mid-June week-end opening, and in four weeks saw sale of new homes and cooperative apartments top the \$8 million mark.

Patterned after the original Sun City concept developed at the Webb Housing Division at the Arizona community near Phoenix, but more elaborate in its beautiful recreational and community facilities, California's Sun City now is growing in the pleasant Menifee Valley 22 miles south of Riverside on U.S. Highway 395.

First residents are expected to begin moving into new homes late in August.

L. C. Jacobson, Webb Corporation president, on a visit to the new city, termed the volume of initial sales "a phenomenal achievement in a generally-declining U.S. housing market."

Sun City already has a shopping center with 11 stores, a modern King's Inn motor hotel, rental apartments for senior citizens awaiting completion of their homes, and community and recreational facilities that include arts and crafts shops, a Town Hall to accommodate 700, a terraced outdoor Greek Theater, swimming pool and sunning terraces, shuffleboard and lawn bowling courts, and an 18-hole championship-length golf course.

Homes and cooperative apartments range from \$11,950 to \$17,650 and, as in other Sun Cities, either husband or wife must be 50 or older, with no young children, to qualify as purchasers.

Webb Firm Opens New OceanHouse Hotel

Newest in the Webb Corporation chain of hotels, the swank Del Webb's OceanHouse at San Diego, Calif., was opened July 20. It fronts on Mission Bay and U.S. Highway 101, main Los Angeles-San Diego thoroughfare, several miles north of downtown San Diego.

The \$3 million first phase of an eventual \$7.5 million luxury hotel development on a 17-acre site, the 200-room OceanHouse has a nautical atmosphere and the finest banquet and dining facilities in the Mission Bay area.

A dramatic patio overlooking Mission Bay is enclosed by heavy pier pilings, has an Olympic-size pool as well as a children's pool, and a South Seas atmosphere created by Tiki gods and

thatched huts. At one side of the patio is the picturesque "Galleon Room" for dining and the "Jolly Roger" cocktail lounge, with the exterior resembling an old sailing ship beached on the sands of Mission Bay.

A ship's anchor is impressive at the hotel entrance from Mission Bay Drive. The main entry is dominated by a completely-rigged, 52-foot-high mast of a sailing ship, and a 40-foot-high duplicate flies the U.S. flag on the bay side to welcome visitors arriving by boat at the hotel's own dock.

General manager of the OceanHouse, which will be operated by the Webb Corporation hotel division, is Milton J. Frampton.

Welcoming Press Representatives To Sun City Preview



SEVERAL HUNDRED Southern California newspaper, radio and television representatives, with prominent county and state business, professional and political leaders, attended a press preview of California's new Sun City the day before the public opening in June. In photo above, Del E. Webb, chairman of the board and chief executive officer of the Webb Corporation, is making a brief welcoming address to the group in Sun City's Town Hall. **BELOW**, Tom Breen, vice-president of the Webb Housing Division, explains the philosophy behind the Sun City retirement communities. **AT RIGHT**, Mr. Webb escorts Glenn M. Anderson, California's lieutenant governor, and Mrs. Anderson on a tour of recreational facilities at the new city.



Arizona Sun City Hostesses Attend California Opening



THE HOSTESSES for the opening of California's Sun City came all the way from Sun City, Ariz., to welcome visitors and relate the kind of "active retirement" they enjoy under sunny Arizona skies. Pictured above, they are, from left: **Mmes. Melva Emerson, Mary-Liz Reisland, Lue Leisy, Florence Dade, Verona Goetze, Dorese Waites, Ina Dodt, Janie McGlynn, Garnet Burnham, Kay Burlingham, Emma Bateman, Eloise Whisner, Aura Walling, Joe Carter, Garnette O'Bryant, May Bayne, Lady Ross, Rae Conn, Sarah Butts, Mabel Sigrist, Gladys Smith and Ann Hunt.** Their enthusiasm for Sun City living made a big hit with Californians.



A FLAG, the gift of Sun Citians in Arizona to future residents of the California Sun City, was presented by Lue Leisy of the Arizona delegation (photo at right) to Betty Willis, public relations officer of the V.F.W. Auxiliary, Sanchez Young Post 7895, Perris, Calif. The flag then was accepted by Ralph L. Dudley, post commander, and flown at Sun City's Town Hall.





Webb Executives Join In Welcoming Visitors



A SUNDAY STROLL through their firm's newest Sun City retirement community during its public opening found three Webb Corporation executives the target of a Los Angeles television news cameraman. They were, from left: T. E. Breen, vice-president, Housing Division; Del E. Webb, board chairman, and J. R. Ashton, senior vice-president, Housing Division.



A PAUSE at the Greek Theatre and Mr. Webb visited with Mr. and Mrs. Clarence Carpenter, who are among Sun City's first residents. Mr. Carpenter is news editor of the community's Sun City News, a bi-monthly newspaper.



PARK-BENCH CHAT found Mr. Webb getting the viewpoint on Sun City's beautifully-landscaped and tastefully-furnished model homes from Mr. and Mrs. Fred Wetzell of La Jolla, Calif.





WHAT THE THOUSANDS CAME TO SEE is pretty well "wrapped up" in this Sun City air view which shows model homes in foreground, community and recreational center just above, swimming pool, shuffleboard and lawn bowling courts, and row of white-roofed co-operative apartments at upper right. How visitors thronged the model homes is graphically pictured below.



This Is Living!

A New Sun City — Its Allure Draws Visitors By Thousands



EVEN BLASE SOUTHERN CALIFORNIA had hardly seen anything like it. On a summery mid-June week-end an estimated 100,000 visitors flocked to the new Del Webb's Sun City to see what made it tick, and just what this fourth Webb Corporation retirement community had to offer the nation's senior citizens. On these two pages are scenes showing a steady flow of visitors — a turnout to gladden the heart of any builder in the nation. ABOVE, visitors inspecting model apartments. BELOW, the interested standing patiently in line to inspect a Sun City model home.



PARKED AUTOMOBILES





(foreground and in upper center) indicate the throngs who came from throughout Southern California.



SOME STROLLED while others lolled on terrace around the big Riviera-size community pool, left. Comfortably-furnished and attractively-decorated Town Hall interior, right, provided a place to rest, scan Sun City brochures, and inspect displays.



The Welcome To Sun City



THE VIEWS on this page greet visitors arriving at Sun City, California. **ABOVE** — Rolling onto the broad, palm-lined, divided boulevard which is Sun City's entry, the attractive King's Inn motor hotel with its fashionable dining room and cocktail lounge is on the left. **BELOW** — On the right is the modern, ranch-style shopping center, ready to begin serving first permanent residents.



Facilities For Active Retirement



COMPLETE AND READY FOR USE, the community and recreational facilities of Sun City are a constant surprise to visitors. Above, the handsome Town Hall, with a spacious auditorium accommodating 700 for meetings and social events; below, the country club-like swimming pool and sunning deck adjoining the Town Hall.



Sales Office At Sun City Becomes Beehive Of Activity



A CORNER OF THE SALES OFFICE at Sun City is shown thronged with prospective home buyers. Here they can view samples of many materials and appliances which go into the new homes, obtain information on costs of homes and apartments, down payments and monthly payments, and even study a huge glass-covered model (right foreground) of the new city.



INFORMATION FOR BUILDERS came from hundreds of visitors. Enroute from inspection of Sun City model homes, many visitors accepted invitations (above) to fill out questionnaires stating whether they were of the age of senior citizens, whether they were making their first visit to a retirement community, those features which most interested them, and other such pertinent information.

The Webb Men Who Are Building And Selling California's New Sun City



IN A JOBSITE CONFERENCE, the men who are directing the building of Del Webb's Sun City, Calif., are, from left, reading clockwise: Steve W. Santas, assistant project superintendent; Ray K. Stephens, concrete superintendent; John F. Dowalter, assistant project superintendent; Marvin L. Jackson, housing general foreman; Norm B. Farnam, shopping center general foreman; Jim W. Mills, truss and construction yard superintendent; Doyle H. Buchanan, apartments general foreman, and James Stamatis, project superintendent.



THE SALES STAFF for newest Sun City, pictured above, includes, from left, standing: Jack Shipman, Nick Van-Stelle, Bud Purvis, Frank Leenerts, Dave Reiss, Bill Sinsabaugh, sales manager, and Gene Dobson; from left, seated: Dick Cornell, Bob Petersen, Lew Gobble, Art Ahrens, E. B. Cole, "Bing" Bingman and Wally Merrit.

Awards To Webb Corporation Men For A Job Well Done



THE PRESSURE WAS ON for weeks to complete construction work and install furnishings in sufficient area of the new Del Webb Building at Phoenix for Webb Corporation headquarters personnel to move in. And the men who spearheaded the task, and met the schedule, were honored at a dinner last month at Mountain Shadows Hotel during which handsome trophy replicas of the new building were presented to each. Pictured above, from left, are C. T. (Chuck) Powers, operations chief; Fred L. McDowell, project superintendent; L. C. Jacobson, Webb Company president; Robert Fairburn, architect for the building; Richard M. Wartes, vice-president, Commercial and Industrial Division; C. A. (Chuck) Conner and T. L. Rittenhouse, operations men, and Len England, chief of the Webb firm's interior decorating department.

Families Of Employees Tour New Webb Offices

Some 400 to 500 persons toured new offices of the Del E. Webb Corporation in the Del Webb Building on June 22 during a "Family Night" program for relatives of employees.

With an all-female corps manning guide posts, visitors "oh'ed" and "ah'ed" through offices of each corporate division, then gathered in the employees' lounge where coffee, punch and cookies were served.

Hostesses for the evening were Marge Culberson, Betty Gregg, Amy Jo Hafford, Joan James, Jean Hugh, Maxine Newman, Ruth Hopper, Pat McGuire, Sue Decovich, Betty Faulkner, Irene Olah, Christine Utz, Violet Jeffery, Sue Compton, Dorothy Ouellette, Sue Feldhorn, Carol McKenzie, Dodie Hixon, Gladys Gage, June Gilpin, Phyllis Krauss, Mary Beth Festing, Elenor Smith, Wanda Roehrer, Betty Bergstrom, Mary Cody and Dixie

O'Connell Heads Safety Group

Pat O'Connell, Webb Company safety director, was installed this month as 1962-63 chairman of the Arizona Chapter, American Society of Safety Engineers. Other new officers are Edmund Cooper, Reynolds Aluminum Co., vice-chairman, and Don Hoover, Tanner Brothers Contracting Co., secretary-treasurer. Walt Ditzen, nationally-syndicated "Fan Fare" cartoonist who draws Webb safety posters, was principal speaker at the chapter's annual dinner meeting.

Where Are You From, Neighbor?

Arizona's Sun City now boasts residents from 41 states and four foreign countries, these being Canada, Puerto Rico, Saudi Arabia and Tripoli.

Rainey. Sandi Wiery "poured" at the punch bowl.

Several hundred colorful balloons, souvenirs for the youngsters, were inflated by Alex de Kanter through an attachment on a Webb press.



Volume 16

July, 1962

No. 7

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The WEBB Spinner

Vol. 16, No. 8

PHOENIX, ARIZONA, AUGUST, 1962

8 Pages



"THAT'S US," agree Dean Babbitt, left, Mrs. Meade and Dr. Chester Meade, as they discuss their part in the August 3 Time Magazine feature story on retirement. After the three boosted Sun City, Ariz., in the five-page article, response was heavy from friends in Iowa and the New England area. Time's cover featured Builder Del Webb.

Millions Read About Webb Retirement Towns In Five-Page Time Magazine Feature Story

International attention was focused on the Del E. Webb Corporation earlier this month when Time Magazine featured Builder Del Webb on its cover, and "A New Way of Life For the Old" as its main story.

In telling about America's senior citizens Time called the Webb Corporation "chief builder of retirement cities." It described the phenomenal growth of the original Sun City in Arizona.

Response to the article was immediate and widespread, and copies of the August 3 issue were in short demand in the Phoenix area. In Sun City more than 500 copies were sold at three newsstands, with proprietors reporting a demand for triple that number.

In the offices of Del Webb, who was the subject of a separate full-page essay, busy phones brought comments and congratulations of friends in business and sports from all over the nation. Calls from London, England and South Africa sought conferences with Webb on separate building projects.

"My grandfather Jimmy Webb used to grouch about being old with nothing to do," Time quoted Webb as saying. Later, the lieutenant Del Webb assigned to see what could be done, in 1955, was Thomas E. Breen.

"Breen began by reading up on geriatrics, and visiting such places as St. Petersburg, which depressed him with its drab rooming houses and its thou-

(Continued on Page 8)

Sales Zooming In California's New Sun City

After an unusually-wet California spring delayed opening of complete community facilities until mid-June, Webb Corporation workmen now are rushing to keep pace with buyers in the firm's newest Sun City located 22 miles south of Riverside.

By August 1 home and apartment sales had passed the 800 mark. Pres. L. C. Jacobson termed the sales record "sensational" in a generally-declining home market, and a "reaffirmation of the active retirement philosophy the company pioneered at Sun City, Ariz."

Buyers in Sun City's first two units are from every area of California, and from 19 other states. Work is already underway on a third unit of homes, with enthusiastic Webb officials continuing to revise early sales predictions.

Mid-September now is the target date for move-in of first residents, as well as for opening of an 11-unit ranch-style shopping center. All stores have been leased for some time; businesses include a supermarket, bank, variety store, drug store, and a number of service shops.

Sun City, Calif., has been a postmark since June, when postal facilities were opened in anticipation of rapid growth for that state's newest town.

Sharing the limelight with the office as the town's busiest spot is the Kings Inn motor hotel, an ultra-modern hostelry of 41 units. A new King Arthur dining room there brings total seating capacity, including coffee shop and cocktail lounge, to 370. Convenient to Sun City's thousands of visitors, and boasting one of the finest dining rooms between San Diego and Riverside, Kings Inn has enjoyed capacity business since it opened early in June.

All Sun City greens and fairways will be playable in October on the championship-length nine-hole golf course that

(Continued on Page 8)

'Active' Retirement Under The Stars



NEVER ONES to miss a shindig, especially at night, Kern Citians thronged recently to a Town Hall Coney Island night, ate hot dogs, drank lemonade, and watched Indian Wisdom Dancers. **BELOW** — Kern City golf tournament winners display trophies, from left: George Westrum, Norman Pearce, George Suman, Phil Niederauer, Al Curtis (resident pro), John L. Kies (Stockdale project manager), Ada McCulloch, Ruth Connors and Vera Keener.



"ANNIVERSARY WALTZ" was played for two couples during a recent "Friday the 13th Anti-Superstition Dance" at the Kern City Town Hall. Mr. and Mrs. Hugh Gray, above, toast their 49th wedding anniversary, while Mr. and Mrs. Tom Cullen, below, do the same in honor of 41 years of married life.



OFF TO MARINELAND — When Kern City developers held drawings for a free trip to famous Marineland, these winners showed up in early morning hours for the bus excursion, returning the same evening.





GOLF BALL or baseball, Sun City Yankees handle either like the champions they are. Winning the Phoenix Papago PeeWee League title with a 13-1 record earned them a putting contest at the Sun City, Ariz., course and a HiwayHouse lunch, compliments of the sponsoring Del E. Webb Corporation. Shown from front to back: Larry Sapp, Randy Mills (captain and pitcher, winning 12 games), Rich Heinz, Gary Mills, Ed Gaff, Scott Eaton, Greg Skipitis, Lewis Willyard, Jackie Walthall, Ray Meyers, Lawrence Willyard (bat boy), Steven Machol, Jan Heinz (bat girl), Don Evans, Carl Griswold and Gary Bryce. Dennis Keck and Bob Hutchinson were absent. Coaches were Harold Willyard and Richard Heinz. Cliff Eaton was sponsor representative.



SCENIC SPOT along International Highway 89 (Guaymas, Mexico to Canada) is Sun City, Ariz., believes National Geographic magazine. Three staff members gathered material there during July for the Highway 89 tour feature to appear next year. Movies made at Sun City for a National Geographic lecture included this episode, with Gerald Wiley filming and Margaret Brooks posing. National Geographic is one of oldest and most respected of travel magazines.



First Residents Due As California's Sun City Homes Take Shape

(Continued From Page 1)

winds through the community. An additional nine holes already are under construction.

The Sun City work forces in August numbered nearly 500 daily, with new home and apartment starts at 12 per day, according to Webb housing official John Meeker. Payroll alone for a force this size pumps \$75,000 weekly into the Hemet-Riverside economy, with added impact from the tremendous amount of supplies and materials purchased locally.

As expected from experience in Sun City, Ariz., home buyers are most impressed by the complete facilities, especially an elaborate Town Hall hobby-recreation complex. Quality of the homes also ranks high as a reason for buying, according to an opening-weekend survey by the Webb merchandising department.

Another plus factor for Sun City, Calif., is its location, 75 miles from either Los Angeles or San Diego, 22 miles from Riverside, and within "seeing distance" of the pine-covered playground areas of the San Jacinto (Palm Springs) and San Bernardino (Lake Arrowhead-Big Bear) mountain ranges.

In addition to a medical center to be ready soon, the first Sun City increment contains land reserved for three church sites and a 10-acre park to be landscaped and furnished with benches. More church sites and another park are included in the second increment. In all, 3,000 homes are planned around the first 18-hole golf course.

The Sun City townsite is located in the center of 14,000 acres owned by the Webb firm.



NEVER A DULL MOMENT! — Sun City, Calif., home buyers have already joined in a community pot luck dinner, and again at an old fashioned ice cream social. Directing the events, as well as public weekend entertainment in the community's open-air Greek theater, is Activity Coordinator Harry Davidson, right, shown with Tom Austin near Sun City's Town Hall. Austin is activity coordinator for Sun City, Ariz., and has helped establish similar programs in all Webb retirement towns.



BIRTH OF A COMMUNITY — Houses now, but homes in a few short weeks when residents move in, this street in Del Webb's new Sun City, Calif. retirement community will soon take on a "lived in" look. New homes and apartments are being started at the rate of 12 per day. Webb builders install streets and sidewalks, and landscape homes before delivering them to buyers.

Spaciousness Is The Keynote For Sun City's Recreational Facilities



THE GREEK THEATER at Sun City, terraced to provide every guest a clear view, will be the scene of year-around outdoor meetings and entertainment. Adjacent to the spacious Town Hall, it looks toward a large stage with a backdrop of the green fairways of the Sun City golf course and the towering mountains in the distance. **BELOW** — The attractive entrance to Sun City, with the Kings Inn motor hotel in background.





HOOT, MON! — Hooting and tooting, John Lumsden, left, and Bill Craig provided the skirls and drones to lead a parade of lawn bowlers to the green at Sun City, Fla. Contestants from all over the state took part in the recent invitational contest. Though Sarasotans Lumsden and Craig have lived in the U.S. and Canada for 43 and 39 years, respectively, their pre-tournament show included perfect control of a burred Scottish accent.

Retirement Cities 'Successful Solution' For Active Oldsters

(Continued From Page 1)

sands of elderly people 'just sitting around on benches.' He decided that activities should be important in any program that Webb might undertake."

By 1959, Time pointed out, Webb had to decide on investing millions to build a community that would be limited to residents 50 years old or more, with no school-age children. With all community facilities in, plus a host of recreational and hobby pursuits (such pre-investments would pay off, urged Breen), Sun City opened and 272 houses were sold the first weekend.

In describing Webb retirement communities, Time said: "Del Webb and his staff found that they had miscalculated on only one point: instead of wanting to work at least part time, most Sun citizens have been happy to spend all day at play.

"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 on the go." As a result, 90 clubs and organizations have been formed, "organized spontaneously by Sun City residents without artificial 'cruise director' stimulation. . . ."

Time reported the "aged" are the fastest growing minority in the U.S. It calls the retirement city "a dramatically successful solution" to retirement for the growing army of active oldsters willing and able to cut out and start a new life.

What Just One Day's Mail Can Bring!

Time Magazine has for decades thrust into the international spotlight the subject of its weekly cover picture. The August 3 issue on Del Webb and the Webb Corporation was no exception, as one day's mail from the firm's national press clipping service demonstrated recently.

Inside a bulging packet of clippings were stories from newspapers throughout the U.S., representing circulation of 2,540,000, ranging from the Benton Harbor (Mich.) News-Palladium to Boston's Christian Science Monitor and to the Los Angeles Sunday Times.

Reviews included mentions in business columns, and extensive quoted ma-

terial from Time's story on retirement. Papers in the area of Webb communities reported the story in considerable detail.

By mid-August other national media were planning stories on retirement, the leading picture magazine of Germany was compiling a feature story on Del Webb and the firm's towns, and Japanese television cameramen filmed Arizona's Sun City for home viewers.

Which led to speculation on how writers and announcers would explain coffee klatches, "life begins at 50," and golf five days a week to our senior citizen neighbors in Europe and the Orient.



Volume 16

August, 1962

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Webb-Humble Project First-Phase Plans Revealed



KAFFEE KLATCH at Sun City, Arizona, attracted to its first fall meeting the two distinguished visitors pictured, Gov. Paul Fannin, left, and Builder Del Webb. They briefly addressed Kaffee Klatch members who packed the Community Center meeting hall, then were entertained (above) with community singing.

Construction Begins Early This Fall On \$11 Million Increment

Plans for an \$11 million first increment in the \$500 million new city it proposes to build next to the U. S. Manned Space Laboratory near Houston, Texas, have been announced by officials of the Del E. Webb Corporation.

Named Clear Lake City and a joint venture with Humble Oil and Refining Company, it will be a community with no "wrong side of the tracks," for it has been pre-planned from street curbing to skyscraper.

With actual construction to begin this fall, Clear Lake City will mushroom on 15,000 acres of a 30,000-acre
(Continued on Page 6)

End Of Minuteman Missile Work Near

Provided unforeseen problems do not arise, the construction phase of the \$62 million joint venture of George A. Fuller Company and the Del E. Webb Corporation to create a vast Minuteman missile silo complex over thousands of square miles of Montana landscape will be completed in another 60 days.

Much of the complex, consisting of 150 underground silos drilled into the plains and mountains and 15 buried launch control centers, already has been delivered to the Boeing Company for the task of installing the 58-foot-long Minuteman.

Today a peak working force of more than 4,200 persons is dwindling as the Air Force begins readying this new element of U.S. nuclear deterrent that
(Continued on Page 2)

Titan II Missile Silo Project In Kansas Lauded On Completion Ahead Of Schedule

Phase one of the nation's second Titan II installation, a \$30.7 million contract involving roads, excavation, concrete, steel, and water supply for 18 missile silos near Wichita, Kans., has been completed by an industrial combine which included the Del E. Webb Corporation.

Workmen representing the George A. Fuller Company, Paul Hardeman Inc., and the Webb firm began the gigantic project in December, 1960, and drew praise from the Air Force and Corps of Engineers when they finished ahead of schedule in February, 1962.

Army engineers, charged with co-

ordinating construction at missile sites, commended a safety record they called "best of Titan II construction jobs for 1961" — 3,000,000 man-hours worked without a fatality, and accident frequency and severity rate "well below CEBMCO (Corps) averages."

Though workmen did not have to cope with the vast distances or prolonged sub-zero temperatures encountered by Fuller-Webb personnel now at work on the nation's first Minuteman installation in Montana, they had more than sufficient problems.

The 18 excavations were scattered
(Continued on Page 2)

Kansas Titan II Job Rated High On Safety

(Continued From Page 1)

in six Kansas counties, with distances from Wichita varying from 23 to 54 miles in various directions. Once the frozen top layer of earth was pierced, drillers battled a sea of mud created when rainfall broke 10- and 20-year records.

Construction proceeded on what the Air Force calls a "concurrency concept," whereby missile installations may be revised as the weapons are tested and modified.

A typical Titan II silo installation begins, after construction of a road to the site, with a "bathtub" shaped excavation about 250 by 450 feet, and 40 feet in depth.

From the bottom of this open cut a silo shaft is sunk an additional 115 feet, with a concrete collar beam holding back earth while debris is cleared and a series of permanent ring beams are installed.

At a certain depth, oxygen must be circulated to men and machines. When the bottom of the shaft is reached, concrete is poured upward using a slip form.

Concurrent with silo work is excavation and construction of a nearby launch control center, and 140-foot connecting tunnel. Each silo has a control center, which on completion provides housing for crews and shock-mounted electronic equipment.

Between the control center and silo, as part of a connecting tunnel, are two massive doors and an access tower, the only part of the installation which shows at ground level. The doors, which can never be open at the same time, act as a guard in the event of explosion in the silo or against gasses if it becomes necessary to fire the Titan.

When complete, a Titan II silo shaft resembles a shotgun barrel, with two layers of steel and an inner layer of concrete forming a four-foot-thick wall. A 700-ton door covers each silo.

While shafts were being sunk workmen described the din of air hammers, welders, excavators, cranes and other machines as compared to being inside a steel drum while someone pounded the outside with a sledge hammer.

U. S. officials term the Atlas, Titan and Minuteman missiles as modern "peacemakers" in a lawless world — much as the old Colt .45 served the Western frontier in the last century.

The missile installations, huge as

Steel To Build 33,000 Cars; Concrete To Dwarf Washington Monument — That's Titan Project

To describe the gigantic Kansas Titan II installation in terms the "average man" can comprehend, experts in the U.S. Army Corps of Engineers put their slide rules to work. Descriptions of materials used were often made in comparison with the Kansas wheat and beef economy, and are interesting to note:

Shaft excavation at one site, for example, would hold more than 350,000 bushels of grain, while total excavation at one site would hold more than 2,300,000 bushels.

Enough mining was done to make a two-lane tunnel the same size and about 1.5 times as long as the Holland Tunnel, which leads from New Jersey to New York.

Concrete at one site would make a cylinder as high as the Washington Monument in Washington, D.C., 22 feet in diameter. Total concrete was more than four times the weight of beef cattle shipped from Wichita in a month, or close to 1.5 times the concrete in the Empire State Building, or enough to make a sidewalk 500 miles long.

Tonnage of reinforcing steel was about equal to the weight of 30,000

Renault automobiles. Structural steel at one site would make 300 large American autos.

Considering all sites, the steel tonnage was equivalent to 21,000 large cars, or more than 33,000 cars of the economy class. Total steel tonnage would make a four-inch pipeline 1,500 miles long.

Work On Minuteman Silos Nearing Close

(Continued From Page 1)

hardly anyone is likely to see unless war comes. Then each missile silo's content will become a one-shot retaliatory striking force.

Each instant-firing Minuteman, designed to span half the globe with a warhead packing the wallop of 500,000 tons of TNT, will nestle within a bomb-resistant concrete-and-steel underground silo. Some five miles distant, two officers in a snug, steel-walled underground capsule will oversee the readiness of 10 such missiles dispersed throughout their area.

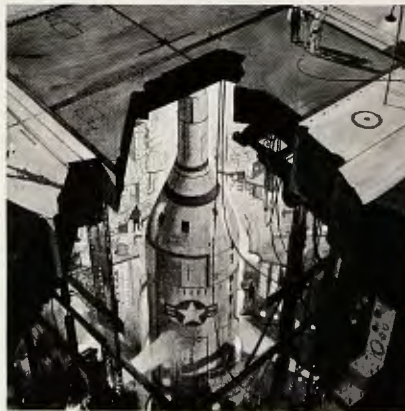
By year's end, about 20 Minuteman intercontinental missiles will be ready for action, it has been estimated.

Brig. Gen. Harry E. Goldsworthy, site activation task force commander headquartered at Malstrom Air Force Base at Great Falls, Mont., reported recently when the Minuteman construction was 90 per cent complete that Fuller-Webb crews were 46 days ahead of schedule. He praised the cooperation and spirit exhibited by office employees and construction workers alike.

Directing work for Fuller-Webb is Donald G. (Bud) Hall, project manager, while Col. Arthur H. Lahlum, area engineer, represents the U.S. Army Corps of Engineers.

The huge American Intercontinental Ballistic Missile (ICBM) program, of which the Montana Minuteman project is an important phase, was selected earlier this year as "outstanding civil engineering achievement of 1962" by the American Society of Civil Engineers.

Such an award is made annually to the engineering project that demonstrates the greatest engineering skills, and represents the greatest contribution to engineering progress and mankind. The award previously had been accorded the St. Lawrence Power and Seaway project and the New York International Airport.



The Titan Ready To Go

they are, demand aircraft industry tolerances with the rugged materials and tools of the construction industry. This requires, according to the Corps of Engineers, securing "only the most qualified contractors," and a "tremendous amount of coordination."

Two Fuller men, C. H. Gruber and T. G. Stewart, were project managers on the installation. Clifford G. Tranby, also a Fuller employee, as project engineer had already worked on missile jobs at Warren AFB near Cheyenne, Wyo., and Larson AFB in the state of Washington.

Readying A 'Nest' For The Minuteman Intercontinental Ballistic Missile



A MODERN MINUTEMAN intercontinental ballistic missile, identical in size, shape and weight to the operational solid-fuel missile, is lowered into a concrete-lined launch silo created by the George A. Fuller-Del E. Webb Corporation in a mountainous area of Montana during tests several months ago. Strong sun shines through heavy overcast above the missile silo site, one of 150 scattered over thousands of square miles of Montana mountains and plains. —(Boeing Company photograph)



'Peacemakers' For A Troubled

LIKE A HUGE BATHTUB with two oversize drains, this 250- by 450-foot excavation, with launching silo (right) and view of one of 18 Titan II silo complexes completed by Fuller-Webb-Hardeman workmen between December, 1958 and 1961. Construction was directed from McConnell AFB, near Wichita, Kans.



LT. COL. JAMES H. HOLCOMBE and Clifford G. Tranby study drawings for one phase of Titan silo installation. Colonel Holcombe, authorized representative of the contracting officer, Titan II construction directorate, and Mr. Tranby, project engineer for the Fuller-Webb-Hardeman venture, worked closely throughout the job.



LOGISTICS PROBLEMS were no small part of Titan project. Here workmen stop truck to ponder task of "bending" 60-foot, 70-ton steel girder around a turn in country road near Wichita.



FARMING the flat land, the slice of sod huts of dollar never will



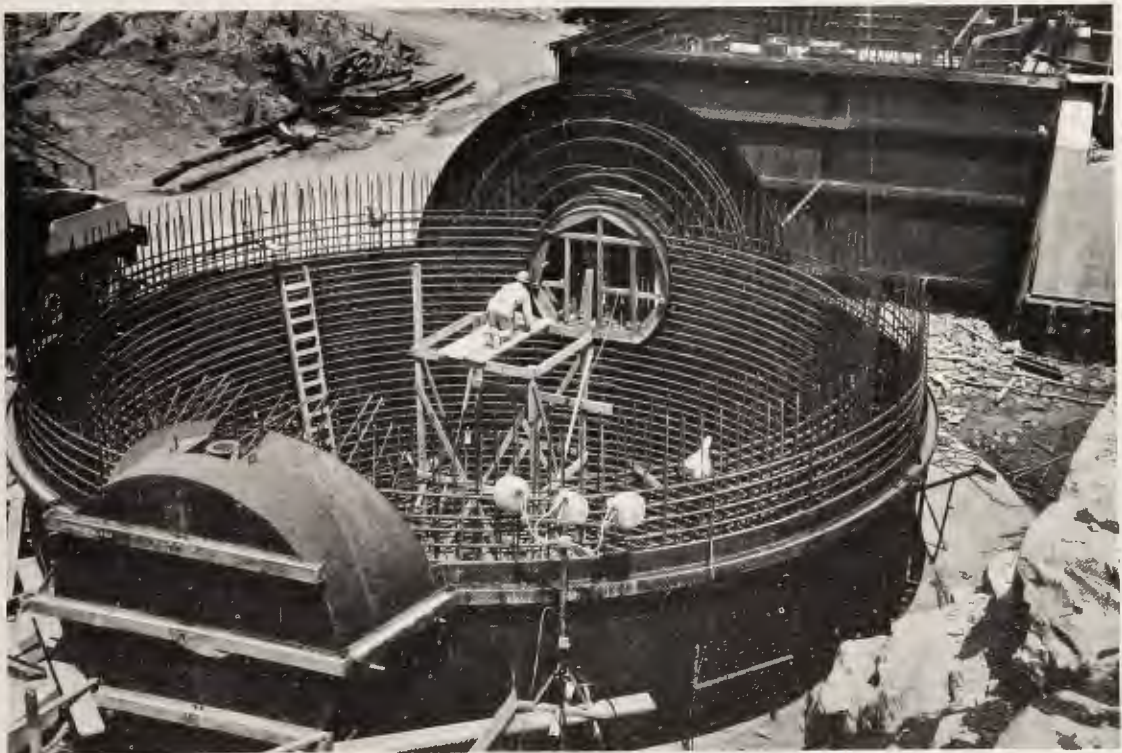
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WHAT IS INVOLVED in installation of Titan II silo and launch control complex? "Construction work to aircraft industry specifications," reports the Corps of Engineers. And workmen below ground describe the din of machines as comparable to being inside a steel drum while someone pounds the exterior with a big hammer. **BELOW** — Volume of reinforcing steel and huge size of control center is evidenced by size of workman on platform in center of picture.



Community With No 'Wrong Side Of Tracks' Planned By Webb In New Texas Development

(Continued From Page 1)

Humble-owned tract immediately adjacent to the thousand-acre site where National Aeronautics and Space Administration is pumping \$90 million into the Manned Space Center. There America's astronauts will be trained for the rocket trip to the moon.

U. S. officials predict 2,500 scientists and engineers, plus supporting personnel, will be busy at the Space Center by the end of 1963. Community and business facilities to help accommodate this population influx will be ready by spring, said Wesley G. Mohr, Webb Corporation vice-president and gen-

Del Webb Urges Boys To Pursue Education

Get a college education if you possibly can, Contractor Del E. Webb told Santa Monica High School senior boys in addressing a Boys' Career Day luncheon recently, but he assured them "there still is opportunity for a young man in the United States of America" even if he doesn't get to attend college.

The luncheon climaxed a half-day visit by more than 200 young men with business, industrial and civic leaders in the California city where the Webb firm, in a joint venture with Kern County Land Company of San Francisco, is to begin work next year on a \$60 million downtown redevelopment project.

Mayor Pro Tem Rex Minter, welcoming Mr. Webb at the luncheon, said he hopes the builder "can become even more a citizen of Santa Monica." Mr. Webb replied: "We want to become part of you here."

Webb told the high school youths he was forced to quit school and take up carpentering at 14 to assist his father; that he signed a minor league baseball contract at 16 and alternated between ball playing summers and construction work in winter the next nine years. Once in the construction business, he said, he knew the field activity but had to learn accounting, estimating and other office aspects "the hard way."

There is no real substitute for education, he assured the boys. When the Yankee baseball chain signs a young rookie, Co-owner Webb said "We always tell the youngster to try to make some provision to continue his schooling."

eral manager of Clear Lake City construction.

"We will put an estimated \$11 million into improvements immediately adjacent to the Manned Space Craft Center before first potential residents are shown model homes, the first guests arrive at our new hotel, and the first business tenants begin occupying office buildings," Mohr added. "These improvements will include not only homes, office building, research industry and hotel facilities, but streets, utilities, a shopping center, elaborate recreational facilities, and even the first Clear Lake City school."

Initial construction will include an 80-room motor hotel with dining and banquet facilities, first phase of a two-story building complex, first phase of a large shopping center, 12 model homes and two model apartments, and a 140-unit landscaped mobile home park.

A community recreation center, a "gymnasium" for sports and town gatherings, three swimming pools, and an 18-hole golf course will also be ready for first residents.

Projected population of Clear Lake City, named after a nearby lake, is 20,000 within five years, and ultimately 140,000 on the residential portion of the first 15,000 acres.

Announced only seven months ago, Clear Lake City's master planning already has placed the huge development in the magnitude of a metropolitan area, the importance of which can affect the entire southeast quadrant of metropolitan Houston, says Mr. Mohr.

Between the NASA lab and residential areas will be a landscaped and controlled industrial area, including a research and development center. This will be developed in a manner similar in character to that of the Manned Space Craft Center, with buildings attractively landscaped, set back from adjoining streets and providing abundant off-street parking areas. Utilities will be underground. Strict architectural control will be maintained. Centering the research park will be an 18-acre circular plot visualized as a future computer center.

One feature of the master planning is a future town center for which 365 acres have been set aside. It will be a dramatically-planned community complex, surrounded on three sides by major arterial roads and on the fourth by a proposed parkway. It will contain a

Webb Firm Fields Twelve Employee Bowling Teams

Winter bowling activity got into full swing at Phoenix early this month with the Webb Corporation launching its most ambitious pin-toppling program with a 12-team league in action at the Melrose Lanes. Competing are more than 60 employees and their wives or husbands.

A Webb quartet of Horst DeBoer, John Morton, Ed McDaniel and Dick Blatter rolled into third place in the Summer Industrial League at Thunderbird Lanes, with DeBoer annexing the trophy for high individual series with handicap, a 574 net and 676 gross, and Morton collecting the trophy for high individual series with a scratch 584.

Three feminine keglers from the Phoenix office, Betty Skinner, Helen Heugly and June Gilpin, bowled as the Moonshiners in the Ladies Starlight competition at 300 Bowl and June, though it was her first serious role on the alleys, came away with the trophy for high single game with handicap. Aggie Angerer, another Webb employee, won the sweepstakes award.

The Los Angeles office bowlers, finishing fourth among 12 teams in their Summer Building Trades League, duplicated a feat of the previous summer with a final night of action which saw them rack up the season's high team game, high team series and high individual series.

The team included George Shaw, Ron Zylstra, Bob Sheer, Cecil Drinkward and Dale Griffith, with Ed Moore, a salesman for Friden, Inc., a regular substitute.

The team's high series was 2,796 scratch and 3,053 with handicap; high team game was 1,030 scratch and 1,149 with handicap, each of the highs topping the previous best effort by the Robert E. McKee team. Ed Moore, in action with the Webb men on the wind-up night, recorded by one pin the high individual series of 677.

cultural center, civic center, a large variety of shops and services, several large department stores and businesses offering a full depth in variety of fashion items and household furnishings.

Meanwhile, the developers will be building — as the community grows in population — neighborhood shopping centers to serve 4,000 to 6,000 people in a half mile radius, and community type centers which would include 20 to 35 stores and serve an estimated 35,000 residents within a two mile radius.

Two Of Webb Corporation's Shopping Centers Win Top Awards

Grossmont Landscaping, Ads For Campbell Plaza Are Rated Outstanding

Webb Corporation shopping centers were making their mark in very competitive fields this month.

Grossmont Center at La Mesa, in the San Diego area, had captured the "best in the state" award for landscaping from the California Landscape Contractors Association, and Campbell Plaza Merchants Association members at Tucson were proudly displaying a plaque awarded by Tucson newspapers for the best shopping center advertisement in the state of Arizona for 1961.

Ralph Gastelum of the Tucson Star-Citizen made the presentation to Hugh Porter, A. J. Bayless Market manager and president of the Merchants Association at Campbell Plaza, for an advertisement of the center's "Moonlight Madness" sale. Judging was by the Phoenix Advertising Club and the contest was sponsored by the Arizona Newspapers Association.

The firm of Purdy and Fitzpatrick received the trophy award for Grossmont Center landscaping and the merchants were presented an achievement award and plaque, according to C. D. Filby, advertising and promotion manager for Webb shopping centers.

Grossmont boasts more than 20 acres of planted area and because the basic soil condition was conglomerate in nature with a high boulder, sand and clay content, the Webb builders brought in 2,480,000 cubic feet of topsoil, 200 yards of soil conditioner, 200 bales of peat moss, and 15 tons of gypsum.

A sprinkling system includes 35,000 feet of water pipe to 750 sprinkler heads. More than 300,000 cuttings of ice plant, geraniums, honeysuckle, lantana and Algerian ivy were used, and 1,500 flowers in quart cans were transplanted to add color.

Planting areas outside the mall in the plaza required 186 trees, averaging 10 feet in height, including Eucalyptus, Tristiana, silk oak, Acacia, pine, pota-

Experts now claim there is no special benefit from the sun tan. But how else are we going to impress people with the fact that we have been on a vacation?

The trouble with losing your temper is that the wrong guy usually finds it.



carpus, magnolia, olive, plum, pear, laurel and Jacaranda.

Lawn areas were used generously in mall and plaza planting, resulting in 7,000 square feet of green grass. Seed, fertilizer and peat were combined into a mat which looked much like a rug pad. This seed mat is rolled out, cut at desired lengths, nailed down, watered and — presto — a green lawn. Used for the first time in San Diego County at the Grossmont Center, it has produced a uniformly beautiful green carpet.

A high percentage of color, the purple of everlasting flowers, the red, white and purple of petunias, the pink and white of ivy geraniums, multi-colored pansies, and hibiscus all add variety.

Since its opening last October 5, Grossmont Center has been a "must" on tours of Garden Clubs in the San Diego area. The center also has attracted shopping center developers and builders from all parts of the U.S. who come to see how planting can be used to provide a shopping center with a park-like atmosphere.

Last spring the Webb firm's Christ-Town regional center at Phoenix won commendation from the Phoenix Rose Garden Club for its "Boulevard of Roses" and its park-like appearance. Campbell Plaza Center in Tucson won a salute from the Tucson Chamber of Commerce as "a guide for other developers" because of its attractive landscaping.

TROPHY AND PLAQUE awarded for Grossmont Center landscape installation, termed the best during 1961 at any California shopping center, are displayed by H. J. Logan, center, Grossmont general manager; John Fitzpatrick, left, and Warren F. Purdy of Purdy and Fitzpatrick, Grossmont landscapers.



CONGRATULATIONS to Hugh Porter, right, president of the Campbell Plaza Merchants Association at Webb Company's Tucson shopping center are extended by Ralph Gastelum of Tucson Newspapers, Inc., after Campbell Plaza Center newspaper advertisement won top Arizona advertising award.

The WEBB Spinner

Volume 16

September, 1962

No. 9

Published by the
DEL E. WEBB CORPORATION
 3800 North Central Avenue
 Phoenix, Arizona
 5101 San Fernando Road West
 Los Angeles, California
 in the interests of the personnel of its
 various projects and branch offices

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Goodbye Air Force, Hello Mrs. Ingram



MOST IMPORTANT to Carl Ingram, 25-year-old Webb Corporation engineer, was the month of August. (1) He was mustered out of the Arizona Air National Guard after nine months of service, much of it at Ramstein AFB near Frankfurt, Germany; (2) he married pretty Anna Ekstrom of Phoenix, with whom he's pictured cutting wedding cake following ceremony in Capitol Methodist Church, and (3) he returned to his Webb job. He's now due for assignment with the utilities department on the Webb-Humble project near Houston, Texas. An aircraft mechanic with the air guard, Carl saw much of Germany, Switzerland and Holland, and some of Italy, France and Scotland.

Deaths Sadden Employees At Webb Los Angeles Office

Webb Los Angeles office members were saddened recently by deaths in families of two fellow employees.

Earle P. Thompson, father of R. E. (Dick) Thompson of the contract construction division, operations department, passed away June 22 after a lingering illness. A long-time California resident, Earle prior to his illness was an active golfer, bowler and fisherman, and he and his wife, Pearle, were active in a number of square dance organizations. A lawyer by profession, Mr. Thompson had for years engaged in property development, some building contracting, and was also in the retail women's fashions business.

Everett M. York, father of Baird York, project office manager at the Sahara Hotel job in Las Vegas, passed away in a Los Angeles hospital June 29. Although he had not been in the best of health for a number of years, he was hospitalized only a few days prior to his passing. Private services were held in Glendale, where the Yorks have been long-time residents. Surviving, besides Baird, his wife and three children, are his mother, Isabella M. York, who now resides in Tujunga, Calif.

Cradle Chatter

We have learned of six proud fathers (we're sure the mothers are happy, too) among Webb employees since the most recent Cradle Chatter column. They are:

Dennis Burns, assistant to Executive Vice-Pres. A. A. McCollum, who with wife Patia welcomed their first child, Ward Alexander, July 3. Ward was a seven-pound, seven-ounce arrival.

* * *

Joseph Bacheller, who informs us his wife Bruce presented him on July 8 an eight-pound, five-ounce girl, Anne Kimball. The Bachellers have a son, Jack, 2. Joe is leasing representative in the shopping center department.

* * *

Hugh Kaufman, who from his post as office manager on the Offutt AFB housing project reported the birth July 17 of their second daughter, Patricia Lee. The newest Kaufman weighed eight pounds, five ounces, and joins

sister Carol Ann. Mother Marilyn is a former Webb secretary who worked in the housing division.

* * *

Harold (Hal) Chitwood, who passed out cigars shortly after the birth July 25 of seven-pound, seven-ounce Mark McKinney. He and wife Nancy have another boy, Scott. Hal is office manager on the Del Webb Building project.

* * *

Jeff Cash, timekeeper for the Del Webb Building project, has proudly announced the birth Aug. 28 to he and wife Sandra Lee of their first child, Deborah Ann. The newest Cash weighed 6 pounds, 13 ounces when reporting in at St. Joseph's hospital.

* * *

John Farrington, who Sept. 6 was advising everyone he saw at the Home Office of the birth of Joanne, an even six pounds, to he and wife Ann. Waiting at home for their little sister were Elizabeth, Peter and Deborah. John is assistant resident council in the Webb legal department.

Webb Men To Build U.S. Pavilion At 1964 World's Fair In New York

The Del E. Webb Corporation has been named by the General Services Administration in Washington, D. C. to construct the United States Pavilion for the 1964-65 New York World's Fair, it was announced this month by L. C. Jacobson, Webb Corporation president.

Congress has appropriated \$17 million for the project.

The General Services Administration, acting in behalf of the Department of Commerce, sponsor of federal participation in the New York exposition, has authorized the Webb

Corporation to proceed with work preparatory to actual construction of the government's dramatically-designed exhibit building. It must be ready for opening in April, 1964.

President Jacobson said the New York Fair Commission has assured the U. S. a circular site of more than four acres. Detailed design of the building still is under development.

The Webb Corporation already holds a management contract to supervise development and construction of the 1967 World's Fair to be held in Long Beach, Calif.

Construction Work Begins On Airport Business Complex

Builder Del Webb headed recent official ceremonies starting construction of Del Webb's International Airport Center, a \$50 million office building complex to be built at the entrance of the Los Angeles jet-age airport.

Webb, board chairman of Del E. Webb Corporation, was joined at the construction site by Robert McCulloch, Sr., president of McCulloch Corporation, upon whose property the project will rise, and Welton Becket, head of the architectural firm that designed the center.

(Continued on Page 3)

Land Disposition Contract Signed For \$65 Million Redevelopment

Delivery of a \$1,111,259.93 check to Santa Monica, Calif., officials and the scratch of pens on contract papers has signified the signing of the land

disposition agreement for the \$65 million redevelopment project to be built in the coast city by Del E. Webb Corporation as a joint venture with Kern

County Land Company of San Francisco.

At the contract signing the Webb Corporation and KCL officers handed over the \$1 million-plus check as first installment on purchase for almost \$6 million of the 18 acres of downtown Santa Monica land. They also posted a \$250,000 security deposit.

Signing the contract were Del E. Webb, board chairman, and L. C. Jacobson, Webb Corporation president: Dwight M. Cochran, KCL president, and J. Lee Schimmer, Jr., chairman of the Santa Monica

(Continued on Page 3)

SIGNING of land disposition agreement for Santa Monica redevelopment project involved these officials, from left: L. C. Jacobson, Webb Corporation president; Santa Monica Mayor Thomas M. ← McCarthy; Del E. Webb, corporation chairman; Architect Welton Becket; J. Lee Schimmer, Jr. chairman of redevelopment agency, and Dwight M. Cochran, president of Kern County Land Company.



Looking Toward Future Of New International Airport Complex

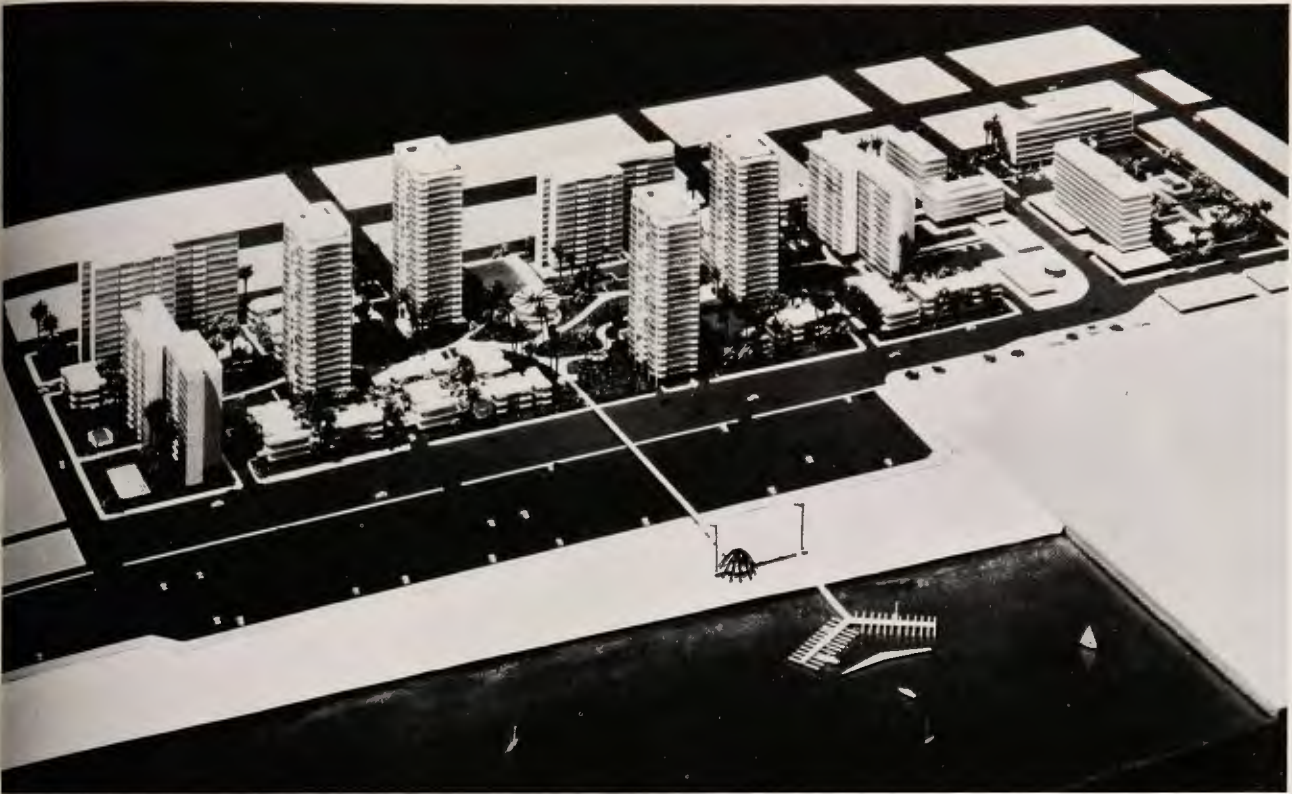


HOLDING MODELS of the giant airliners which one day soon will be bringing visitors to the new Del Webb's International Airport Center business complex adjacent to Los Angeles' jet-age airport are, from left, above: Builder Del E. Webb, Robert McCulloch, Sr., president of the McCulloch Corporation, and Welton Becket, whose architectural firm designed the project. They met at recent groundbreaking ceremonies.



FEATURES IN MODEL of the 12-story McCulloch Building, first unit in Del Webb's International Airport Center, are studied at groundbreaking ceremonies by, ← from left: Robert S. Wilson of Coldwell, Banker & Company, leasing agents for the building; Robert McCulloch, Jr. of the McCulloch Corporation, which owns the Airport Center property, and Grady West, Webb Corporation project manager for the 17-acre development.

Dramatic High-Rise Buildings To Feature Reconstruction In Santa Monica



TOWERING APARTMENT BUILDINGS in the \$65 million Santa Monica, Calif., redevelopment project to be built by the Del E. Webb Corporation highlight this model of the development shown at the signing last month by the Webb Corporation and Kern County Land Company of the land disposition agreement.

Redevelopment Project Land Contract Signed

(Continued from Page 1)

Redevelopment Agency.

A separate contract for a \$20 million commercial phase of the project is to be signed within six months. The project site is an eight-block strip along the coast extending from Santa Monica's southern city limits. First land is to be available for development by next April 1.

The Webb-Kern team, with Welton Becket and Associates as architect, was awarded the project last September over ten other development teams after six months of hearings.

The multi-phased development includes 2,004 residential units in four majestic 24-story towers, four dramatic 13-story rectangular structures, and four clusters of garden apartments, all arranged in a park-like landscaped garden setting. Parking for 3,200 cars is provided. Only 21 per cent of the land will be utilized for buildings, with 15 per cent for surface parking and graceful drives and 64 per cent for parks and recreation.

First Building In \$50 Million Airport Center Business Development Is Under Construction

(Continued from Page 1)

George M. Mott represented Coldwell, Banker & Company, leasing agents for the development's first phase — a 12-story structure to be known as the McCulloch Building. The project will ultimately include seven 9-story and 12-story buildings comprising over 1½-million sq. ft. of prime office space fronting on Century Boulevard.

Webb, whose firm will build the center, cited its strategic proximity to the global airport and said:

"We're confident that such air facilities as this will be focal points for tomorrow's commercial centers. People working here will be no more than a few hours flying time from any major city in the world."

The property will be developed in two stages — the western phase at Century and Vicksburg initially. Anchoring this phase, the McCulloch

Building will overlook the east side of a sunken landscaped plaza containing a Security First National Bank Branch of unique circular construction.

The office building features an 11-story tower rising from a single-story, recessed glass-enclosed base housing a coffee shop and brokerage office. A second multi-story building will eventually stand on the plaza's north side.

Meantime, the 12-acre site at Century and Airport Boulevards is being planned for five office buildings. Air conditioning and two parking structures accommodating 2,900 automobiles are included in the overall development plans, Becket said.

Grady West, of the Webb Corporation, is project manager for the entire 17-acre development.

When completed, occupants of the McCulloch building will have views of both landing and take-off runways at the airport.



Automobiles in the News

ALL STAR CAR REVUE!



WITH DEL WEBB BUILDING as a backdrop, the All-Star Car Revue of 1963 models, a one-hour television show sponsored by the First National Bank of Arizona, was presented over KOOL's Channel 10 at Phoenix this month from the Webb Building patio. Scene being filmed above shows feminine football cheerleaders spelling out "CHEVY" on their helmets as new Chevrolets roll onto patio. At left, Bets Alton of First National Bank and Bob Davis of KOOL emcee the show.

IMPORTANCE OF PARKING for new business buildings in Phoenix is graphically illustrated in air view at left of new Del Webb Building, surrounding businesses and covered parking structures occupying less than one-fourth of Rosenzweig Center's valuable 12½ acres. Virtually all of remainder is devoted to surface automobile parking. As Rosenzweig Center is developed by Webb Corporation with other high-rise buildings, parking facilities will go underground or into multi-story structures.

Sahara Hotel Acquires 'New Look' As Towering Addition Is Pushed Skyward



BIG CHANGES are being made in the "face" of Hotel Sahara, 17-acre luxury hotel property owned and operated at Las Vegas, Nev., by a Webb Corporation subsidiary, the Sahara-Nevada Corporation. Air views above and at left show construction progress by Webb crews on a 24-story, 400-room hi-rise addition. At 17 stories it already towers above the adjacent 14-story Sahara Towers completed several years ago by the Webb Company. Other face-lifting features include a 1,000-seat convention hall within the hotel, three new patio swimming pools, a spacious new main lobby set off with a deep rich color scheme of reds, oranges and blacks; an elaborate Caravan Room coffee shop stylishly decorated in golden hues, and a regal House of Lords steak house with an intimate English atmosphere.



Architect Pictures New Grossmont Medical Center at San Diego



Wes Mohr, Roy Drachman Join In Builders' Meet

Wesley G. Mohr, Webb Corporation vice-president and general manager of the Webb-Humble community development at Houston, Tex., was a panelist last month at the fall meeting of the Community Builders Council which attracted 250 delegates to San Diego. His panel discussed "Trends in Land Development."

Convention delegates also visited the Webb firm's Grossmont Shopping City during a tour of such facilities in the San Diego area. The council is part of the Urban Land Institute.

Roy Drachman of Tucson, director of the Webb Company shopping center department and president of the International Council of Shopping Centers, welcomed visitors as an Urban Land Institute trustee.

Sun City Teams Hold Spotlight In Webb Co. Bowling Action

A Webb bowling quint carrying the Sun City name was pacing competition in the 12-team company bowling league at Phoenix in mid-October, and had rolled a high team game of 853 and high series of 2,324. Members are Lou and Dick Clark, Dodie and Verne Hixon and John Meeker.

Following Sun City, in order among the top six teams, were Mountain Shadows, Chris-Town, Moon Valley, Rosenzweig Center and The Mint. John Gilbert of TowneHouse had rolled the high individual game of 224 and high series of 617 among the men,

DESIGNED by the architectural firm of Flatow, Moore, Bryan and Fairburn, Phoenix and Albuquerque, to become one of Southern California's modern medical facilities, the \$750,000 two-story Grossmont Medical Center being built by the Del E. Webb Corporation at San Diego is to be finished early in 1963. It is located on the Webb firm's Grossmont Shopping City property adjacent to Grossmont Hospital.



'MID ROCK and rubble, between Grossmont Center and Grossmont Hospital, groundbreaking was held in mid-October for the new medical center. Shown taking part, from right: Leverett H. Bristol, Grossmont Hospital administrator; Dr. Robert E. Hindman, a future tenant; D. Wayne Saylor, project manager; Ray Fellows, La Mesa, Calif. mayor; Webb Vice-Pres. Richard M. Wartes; Tony Bregante, vice-president, San Diego Federal Savings and Loan.

with Donna McCarty of Moon Valley recording the 201 high individual game and Betty Skinner of Arrowhead Ranches the high series of 515 for the women.

Another recent bowling highlight was a 267 game by Dick Blatter of

Sun City on a Webb Corporation team bowling in the Industrial Recreation Council. He added a 148 and 187 for a 602 series. Other team members are Ray Stephens and Oscar Powell of Sun City and Horst DeBoer and Chuck Kelly of the Main Office.

Well-Traveled International Division Also Host To Visitors

Members Concentrate On Evening Spanish Course

The Webb Corporation's new International Division, since formation early this year, has been living up to its name with trips through Mexico, Central and South America, and Europe.

In return, Vice-Pres. Fred Kuentz and staff have hosted representatives from France, Uruguay, Union of South Africa, and Spain.

Kuentz, general manager of the division, and Donald O'Leary returned in mid-October from a 10-day trip to France, Spain and Switzerland. Shortly before, the pair traveled to the Bahamas, and earlier visited Central and South American countries.

This acceleration of activity has resulted in operating agreements with construction firms in the Netherlands, Spain and Germany, and formation of subsidiaries in Uruguay and on the island of Curacao in the Caribbean.

O'Leary, who joined the Webb firm as assistant resident counsel from a private law practice in Los Angeles, where he also acted as a trial lawyer with the Anti-Trust Division of the U.S. Department of Justice, has been named Director of Latin American Operations.

Ronnie Jacobson, assistant to the general manager when Kuentz headed the Property Management Division, holds a similar position in the International Division.

Tom Rittenhouse has been named Director of Construction Operations. He has been Chief of Operations on the Webb Building, First National Bank Building East, and OceanHouse.

Robert Zimmer, instrumental in conducting market studies while traveling abroad for the firm, has accepted the post of consultant to the International Division. He remains a director of the division's two subsidiaries.

William Schwartz has been named assistant to Zimmer. He studied at two Swiss schools while on an Exchange Fellowship from the University of Kansas, and before joining the Webb Corporation was with Lockheed Aircraft.

In the Phoenix Home Office, new sounds can be heard daily as Vice-Pres. Kuentz and Ronnie Jacobson practice the evening Spanish courses in which they have enrolled, and O'Leary, who has mastered Spanish, recites new French words.



GOOD NEIGHBOR POLICY — Don O'Leary, left, and Fred Kuentz, right, recently rolled out the red carpet for Uruguayans Dr. Paul Kahled, second from left, and former U.S. Ambassador Carlos A. Clulow. Kahled, who represents the Webb firm in South America, and Clulow, a Latin American Common Market representative, studied Sun City and other Webb projects while in Phoenix.

Growing Activity Prompts Appointments, Promotions Within Webb Corporation Ranks

A steady increase in Webb Corporation activity has resulted in several recent promotions and appointments.

Since assignment of Vice-Pres. Wesley Mohr to director of the newly-named Clear Lake City development in Houston, Director of Planning and Research has been Frederick H. Good.

Good is a graduate chemical engineer who after several years as a chemist earned a master's degree in business from Stanford, and took a position with Stanford Research Institute. Before joining the Webb Corporation he headed the Institute's international commercial research, and has taken part in studies throughout Western Europe.

In the Housing and Land Division, Jay Greene has been promoted to Director of Marketing from Merchandising Manager, and W. F. "Bill" Sinsabaugh has been promoted to Sales Manager.

Before joining the Webb firm in

1961, Green was with General Electric's Phoenix computer plant. His teaching, research, consulting and business management experience includes a period of teaching at Ohio State where he obtained a Ph.D.

Sinsabaugh established the successful Sun City, Calif. sales program, and before that had considerable sales and development experience in the Los Angeles and Phoenix area. He joined the company this year from the Phoenix office of Kaufman and Broad.

Burt McIntosh and James Dana, in their new assignments as Property Manager and Leasing Manager respectively in the Commercial and Industrial Division, have similar background experience.

Both are veterans of World War II and the Korean conflict, and both saw combat action. McIntosh was a navy pilot and Dana a ship's officer and torpedo boat skipper.

Both came to the Webb firm from the David Murdock firm in Phoenix, where McIntosh had been a vice-president and Dana a project manager. Before that, McIntosh was pilot and administrative officer at Luke AFB, and Dana New England advertising representative for Parents magazine.



Frederick Good



SMILE OF VICTORY on Tony Lema, left, San Leandro, Calif., golf professional, was occasioned by the fact he had just collected \$5,445 as winner of the 1962 Hotel Sahara Invitational at Las Vegas by clipping 15 strokes off par in 72 holes. Pictured with the links victor are Pamela Rodgers, Invitational queen, and Golfer Del Webb.

The WEBB Spinner

Volume 16 October, 1962 No. 10

Published by the
DEL E. WEBB CORPORATION
 3800 North Central Avenue
 Phoenix, Arizona
 5101 San Fernando Road West
 Los Angeles, California
 in the interests of the personnel of its
 various projects and branch offices

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A CITATION for outstanding community service in the National Employ the Handicapped Program is received for the Del E. Webb Corporation by Richard M. Wartes, right, vice-president of the commercial and industrial division, from Francis R. Vihel, AiResearch employee administrator and chairman of the employer award committee. Webb firm was honored because of cooperation of its shopping center and hotel departments.

Cradle Chatter

"New arrivals" to Webb Corporation employees haven't slacked off a bit. In fact we have five more to announce. They are:

A son for Bob and Pat Freels was born Sept. 21. Little Richard Leon, who weighed in at seven-pounds, nine-ounces, is the first child for the Webb company Kern City accountant and wife.

Kim Bannister and wife, Marilyn, welcomed a three-pound, four-ounce baby boy named Lynn on Sept. 4. Lynn joins two other Bannister children, Kim, 13, and Ann, 18. Kim is supervisor of contracts and purchases in the Housing and Land Division.

Phoenix office accountant and wife, Mr. and Mrs. John Vise, have a new baby boy. Eight and one-half pound John Robert was born Sept. 14, and is the couple's first child.

It's a girl for Janet and Bill Oliver. Seven-pound, twelve-ounce Lana Jean was born Sept. 8. Daddy Oliver is a project engineer for the Webb-Humble Oil Houston development.

Bill Schwartz, Webb Corporation engineer, and wife, Peggy, brought home a little boy. Six and one-half-pound John Hollis joined sister Mary Ann, 2, and brother Philip, 14 months, on Sept. 21.



LARGEST SINGLE LOAN ever negotiated by the T. J. Bettles Company of California, which now has a servicing volume well over the \$500 million mark, was the \$7,300,000 loan on Grossmont Shopping City owned by the Webb Corporation at San Diego. The loan was closed direct by Massachusetts Mutual Life Insurance Company to Grossmont. Some of the principals involved were, from left above, seated: John Farrington, assistant legal counsel for the Webb Corporation; Leo E. Anderson, resident counsel, and E. P. Bennett, Jr., vice-president, Massachusetts Mutual; standing, from left: L. S. Ballard, Jr., vice-president, Bettles; Merritt L. Ross, assistant regional supervisor, Massachusetts Mutual; William L. Mullin, vice-president, Bettles, and Eugene Zak, mortgage loan analyst, Massachusetts Mutual.

Work Is Started On Santa Barbara Research Facility

A platoon of earth-moving machinery, rolling onto a portion of the old Bishop Ranch near Santa Barbara, Calif., one morning last month, scooped up the first load of earth and started construction of a modern facility specially designed to house infrared research activities of Santa Barbara Research Center.

It marked the beginning of Santa Barbara Research Park, an industrial development of the Del E. Webb Corporation, which is handling construction of the new facility.

Occupying a 10-acre site, with 48,000 square feet under roof and parking for 250 cars, the new building will house approximately 300 employees in research and engineering labora-

(Continued on Page 2)

J. R. Ashton Selected To Direct Operations

Newest executive vice-president of the Del E. Webb Corporation is Joseph R. Ashton of Phoenix, a 45-year-old veteran of the construction business who has been with the Webb firm 20 years.

Recodifying into two distinct areas the ever-increasing functions and responsibilities of the executive vice-president, the Webb Company board of directors this month named Mr. Ashton executive vice-president in charge of operations, and A. A. McCollum of Phoenix as executive vice-president in charge of finance and administration.

Simultaneously, Mr. McCollum announced the company is on the threshold of a tremendous new growth program which calls for acquiring related businesses and expanding its over-all financial structure.

Ashton and McCollum, in sharing

(Continued on Page 8)

Construction Completed On 150-Silo Montana Minuteman Missile Complex

Over a 13,000-square mile segment of Central Montana, on rolling farm lands and in towering mountains, construction work has been completed by a joint venture of George A. Fuller Company and Del E. Webb Corporation to create the nation's first Minuteman intercontinental ballistic missile complex.

Today the Air Force is readying a new element of U. S. nuclear deterrent that hardly anyone is likely to see unless war comes. All of the vast missile complex, built at a cost of approximately \$77 million, is buried underground.

But instant-firing Minuteman missiles, tall as a five-story building and designed to span half the globe with a warhead packing the wallop of a million tons of TNT, soon will nestle within the bomb-resistant concrete-and-steel

underground silos built by Fuller-Webb crews.

Some five miles distant from each missile silo, two air force men in a snug concrete and steel capsule 60 feet below ground level will oversee readiness of 10 such missiles dispersed throughout their area. Altogether, the Montana complex comprises 150 missile silos and 15 launch-control centers.

It has been one of the most challenging construction jobs in the U. S., yet the complex was delivered to the Air Force 66 days ahead of schedule.

Recently visiting the Minuteman project, Del E. Webb, board chairman and chief executive officer of the Webb Company, termed himself well satisfied with construction accomplishments and added: "I think the Air Force and

(Continued on Page 3)



INSPECTING Montana Minuteman missile project during final construction stages, Builder Del E. Webb, wearing hat, chats at headquarters with (from left) Donald (Bud) Hall, Fuller-Webb project manager; Col. Arthur H. Lahlum, area engineer for the Corps of Engineers; Frank Langell, business manager, and Paul G. Marks, purchasing agent.

Santa Barbara Research Center Being Erected In Webb Company Research Park



Development Begins On Research Park

(Continued from Page 1)

tories, infrared components fabrication areas, and administrative offices.

Construction completion is anticipated in April, according to Lloyd H. Scott, Research Center president. The building was designed and engineered by TEAM, a division of Hughes Aircraft Company's ground systems group.

"We plan our new home to consolidate and expand our company's activities, and at the same time provide an attractive asset to the community," said Mr. Scott. "It will reflect extremely high standards we have set for the Research Center, and offer a pleasant atmosphere in which creative thinking and engineering can be accomplished."

In developing its Santa Barbara Research Park in the Goleta Valley, the Webb firm is seeking other space-oriented and electronics industries. An ambitious landscaping program already has involved the biggest transplanting project ever done in Santa Barbara County — the moving of 95 tall Canary Island palms each more than a half-century old.

Santa Barbara Research Center, founded ten years ago, became a wholly-owned subsidiary of Hughes Aircraft in 1956. It has been occupying eight leased buildings on the municipal airport grounds at Goleta, and employing 215 persons.

Its chief activity is development and fabrication of sensitive infrared and

ARTIST'S CONCEPTION of Santa Barbara Research Center's new headquarters being built by Webb Company crews.



GROUND BREAKERS. They didn't do any of the actual site clearing, but on hand to lend an official air to start of work on Santa Barbara Research Center were the four pictured above, from left: R. H. Johnson, Los Angeles, senior vice-president, Webb Corporation; Lloyd H. Scott, president, Santa Barbara Research Center; Dr. Warren Mathews, director of infrared laboratories for Hughes Aircraft Company, and Clifford W. Sponsel, Webb Company representative in Santa Barbara.

optical components and systems. These devices are furnished to government agencies, where they are important parts of systems which perform celestial navigation, missile interception, and anti-submarine warfare. Infrared wave-lengths, produced by heat, are not visible to the human eye, but can

be "seen" with detectors such as those produced at the research center.

Project manager for development of Bishop Ranch property is Al Littman, while Cliff Sponsel is resident manager. Construction superintendent for the Santa Barbara Research Center building is Ray Conner.

\$77 Million Project Buried Underground

(Continued from Page 1)

Corps of Engineers are, too!" His firm's association with the Fuller Company has been "a fine one", Mr. Webb declared.

"I am proud of our affiliation with the people of Great Falls and Montana, and with the labor unions," said Webb at the Great Falls construction headquarters.

Donald G. (Bud) Hall of the Fuller Company left Great Falls this month after 20 months as project manager. At Los Angeles he will join Frank McGarvey, whom he succeeded as project manager on the Montana job in its early stages, and they will set up a western states construction division for Fuller.

"We appreciate the close cooperation of the Army Corps of Engineers and the Air Force which made it much easier for us to carry out our part of the project," Hall declared. "We also want to express appreciation to the people of Great Falls for their cooperation and their unwavering support, and for the hospitality extended to all of us."

Paul G. Marks, purchasing agent, and Frank Langell, business manager, will leave Montana before the first of the year to assume duties on other Webb Company projects. They have been on the job since inception of the Montana project and earlier had fellow Webb workers Morris DeConinck, chief field engineer; Larry McMillon, chief timekeeper, and Nita Graham, secretary in the business manager's office.

The first completed Minuteman silo was accepted just a year ago this month near Great Falls by Brig. Gen. Harry E. Goldsworthy, head of the Site Activation Task Force at Malstrom Air Force Base, and Col. Arthur H. Lahlum, chief of the Minuteman program in Montana for the Corps of Engineers. Webb-Fuller crews buckled down to work through a frigid winter, the spring, the summer months, and then last September 21 ceremonies marking completion of the 165th Minuteman facility were held near Hilger, about 150 miles southeast of Great Falls.

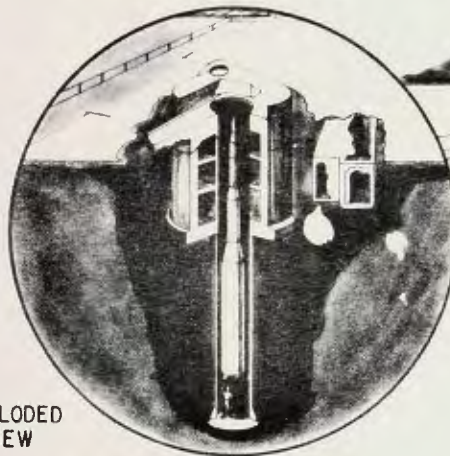
Boeing Company, which has the contract for assembly and installation of the missiles and the intricate firing equipment, then took over.

The huge project has provided a big boost for Montana economy, for more than 19,000 persons were drawing un-

With The Men Who Bossed Missile Job



SINCERE PRAISE for their cooperation came from the Minuteman project builders for the two men pictured above with Contractor Del E. Webb, center. They are Brig. Gen. Harry E. Goldsworthy, left, head of the Site Activation Task Force at Malstrom Air Force Base, and Col. Arthur H. Lahlum, chief for the Corps of Engineers on Minuteman construction. These men supervised and approved work of Fuller-Webb crews.



EXPLODED VIEW

SILO LAUNCHER



LAUNCH CONTROL CENTER

MINUTEMAN missile is stored vertically, as shown in cut-away, and is fired from within the silo by technicians in a remote launch control center.

employment compensation benefits when the Minuteman installation was announced in March, 1961.

At the peak of construction, Fuller-Webb and project subcontractors were employing 3,200 persons, mostly Montanans. Only supervisory and technical personnel were sent to Montana by the contractors, with all other hiring done locally.

The Minuteman's arrival on active duty constitutes another major mile-

stone in the nation's defense building. This will be the fourth separate breed of bird to join the U. S. arsenal of strategic missiles; the other three are the submarine-based Polaris and the land-based Atlas and Titan. And the compact Minuteman will be the first intercontinental missile stationed on land to be of the convenient, fast-firing, solid-fueled variety. Both the Atlas and Titan use liquid fuels, with their added complications.

New Nuclear Punch Buried Beneath Montana



AT GROUND LEVEL of a Minuteman missile-launching site, there isn't a lot for visitors to see — simply the concrete silo cover in foreground, and the access shaft and escape hatch (with round steel lid) for missile technicians.



ALL THAT REACHES ground level of the missile silo is large round opening through which Minuteman is fired, and the smaller round opening which is access shaft for technicians.



EVEN THOUGH IT IS BURIED, all of the silo is closed in an intricate network of steel.

And Mountains Boosts U.S. Retaliatory Power



WHEN SNOW BLANKETS Montana prairies, sheds which shelter the entrances to the underground Minuteman launch-control centers almost fade into the landscape.



ENCASED IN CONCRETE, steel "coat" of the silo becomes a veritable fortress. When completed, all that is shown here will be below ground level.



YOU'RE LOOKING directly into the "gun barrel" of a Minuteman launcher. Like a huge cannon, it can send a missile bearing a nuclear warhead more than 6,000 miles in 24 minutes.

Where 20-Story Hotel-Office Building Will Rise In Downtown Fresno



ON WAY UP. The \$8 million Del Webb's Fresno Center, a 20-story office building-hotel to cover a square block in downtown Fresno, Calif., still looks pretty much like a hole in the ground (above), but workmen this month were pouring concrete for below-grade foundations and work is underway on two subterranean levels. And Del Webb's TowneHouse, the hotel portion of the towering structure, already has taken its first room reservations. Two hundred of an anticipated 3,000 or more delegates to the California Elementary School Administrators Association convention in Fresno in March, 1964, will be TowneHouse guests.



INTERESTING SUGGESTION? Marilyn Basham and Anna Allen, Fresno secretaries, drop suggestion into box held by shapely model on eight-foot-high construction fence surrounding Del Webb's Fresno Center project. Cartoon artistry by Walt Ditzen, nationally-syndicated sports-page cartoonist, adorns wall. Fresno Mayor Arthur L. Sell and sent congratulations after viewing its "many artistic features." Holes placed at convenient heights enable "sidewalk superintendents" to keep tab on construction progress.

Del Webb Building Is Shelter

In keeping with the times, Civil Defense has inspected the new Del Webb Building in which the company's Home Office is located at Phoenix and certified it as adequate for shelter purposes.

International Airport Project Gains Momentum



JOBSITE PARLEY finds Dole J. Kelley, (right), project superintendent, and his assistant, Bill Johnson, discussing construction details at Del Webb's International Airport Center, a \$50 million office building complex adjacent to the jet-age Los Angeles International Airport. Now rising are a 12-story McCulloch Building and a unique Security First National Bank branch in a sunken landscaped plaza.

Visitors See Sun City

Sun City, Ariz., already "cosmopolitan" in makeup with residents from 46 states, has been taking on an international flavor with a growing list of visitors from abroad.

Within a period of two weeks Webb officials happily accepted requests for a Sun City tour by government representatives from Germany, Iraq, and Jamaica.

Herbert W. Dau, president of the Land Parliament of Hamburg; Husham Al-Madfai, an United Nations Fellow and graduate of the Engineering College of Iraq, and Vernon Cecil Carey, high-ranking Department of Housing official from Jamaica, all expressed amazement at Sun City's growth and concept.

A visit to Del Webb's TowneHouse hotel in San Francisco prompted a couple from Spain to visit Phoenix, Sun City and other Webb projects near the Home Office.

Senor and Senora Baltasar Iban, who own the Wellington Hotel in Madrid and resort facilities on Spain's Mediterranean coast, told Vice-Pres. Fred Kuentz they changed their travel itinerary after viewing the TowneHouse.

After seeing Mountain Shadows, Chris-Town Shopping Center, the Del Webb Building and Sun City, Senor Iban discussed with Kuentz possible ventures in Spain under direction of the Webb International Division.

Webb-Built Plant At Tucson To Design New U. S. Missile

The Hughes Aircraft Company guided missile plant built almost a decade ago at Tucson, Ariz., by the Webb Company has been selected by the Air Force to prepare designs and estimate cost of producing a medium range, van-carried nuclear-armed missile for use in Europe.

If placed in production, the missile could result in a \$100 million program for Hughes, it was estimated. Brig. Gen. Samuel C. Phillips, director of the Air Force Minuteman program, said the missile will match those Russia endeavored to set up in Cuba, and will fill a U.S. defense "gap". The new missile could be fired from a railroad car, truck, boat or any other large vehicle.

The Tucson Hughes plant also is working on a space craft designed to land on the moon.

Yule Shoppers To Use New Underground Garage



CHRISTMAS SHOPPERS are expected to begin parking by early December in this two-level, \$2.1 million underground Long Beach Lincoln Park parking garage being constructed by Webb Company crews. View above, showing work underway on two levels, was made in early September. When the garage is finished, two feet of dirt will be backfilled on top, municipal park landscaping will be replanted and recreational facilities replaced. The 220,000-square-foot structure which Webb is building for William J. Moran Co. of Alhambra, Calif., will have 488 self-parking stalls.

Park Stockdale Community, With Recreational Facilities For All Ages, Is New Webb Project

If America's retired like the idea, why wouldn't citizens of all ages?

That's the reasoning behind Park Stockdale, a housing development being built around recreational facilities much as the nearby Kern City, Calif. retirement community has grown around a Town Hall recreation-hobby complex.

Jack Kies, Webb Corporation official who did much of the research and planning on the Park Stockdale concept, said at a Nov. 1 groundbreaking ceremony:

"Park Stockdale is the result of a tremendous interest expressed by residents of Bakersfield and the surrounding area for a housing development offering recreation facilities comparable to those of Kern City."

One of the recreational highlights will be an official-size swimming pool with cabana, two diving boards, separate dressing rooms with locker facilities, and a wading pool for children.

A community center, containing a club room and modern kitchen, will open onto a landscaped activity terrace with barbecue pit and area. A nearby infant play area will be enclosed for safety and convenience.

Tennis enthusiasts will have a court for their use. Ample parking has been provided for the entire recreational area. Management of the facilities will be by the resident's own board of governors.

Park Stockdale is located immediately north of Kern City, and will have access to the retirement town's complete shopping center. A cul de sac street arrangement will provide maximum pedestrian safety and encourage individual landscaping and exterior home decoration.

Park Stockdale is a project of the Stockdale Development Corporation, a joint venture of the Del E. Webb Corporation and Kern County Land Company.



A. A. McCOLLUM
Directs Finance, Administration

Cradle Chatter

The "he's" have it three to one in the November Cradle Chatter column.

Manager of project operations for the Housing Division, Dave Sanders and wife Gloria, welcomed a girl Nov. 10. Weighing seven-pounds, one-ounce, Jean Marie is the couple's second child and second girl.

It's a boy! Born Nov. 6, Scott Driscoll weighed in at eight-pounds, two-ounces, and is the first boy and second child for public relations man Jon Smith and wife, Sally Lou. From Kern City, Jon says, "Sending cigars by pony express."

And another California employee, Sun City Accountant Jim Hrovat and wife Pat, have welcomed a son, Vincent Joseph. Born Sept. 18 in Riverside, the eight-pound boy is the couple's second child.

Tipping the scales at seven pounds, nine ounces was Steven Gregory Whitener, born Oct. 18 to Mr. and Mrs. Edsel Whitener. "Mother Dorothy and I are quite proud... this is our first child," writes Edsel, who joined the operations department when a Webb crew moved in to build Sun City, Fla.

Webb Company Earnings Reported

Net earnings for the first nine months of 1962 of \$2,885,872, amounting to 45 cents per share, have been reported by the Webb Corporation. This compares with \$2,339,920 or 36 cents per share for the same period last year, according to Pres. L. C. Jacobson. Consolidated gross revenue for the first nine months of 1962 was \$50,245,075, against \$45,066,083 for the same 1961 period.

Ashton, McCollum Named Executive Vice Presidents

(Continued from Page 1)

authority and responsibility as executive vice-presidents reporting directly to Pres. L. C. Jacobson, will oversee day-to-day company activities and direct expansion into new fields of endeavor.

As operations chief, Mr. Ashton will be in charge of contracting, commercial and industrial, housing and international divisions; the company's land department, and such major developments as the Stockdale project at Bakersfield and the Webb-Humble project at Houston where complete cities are under construction.

Mr. McCollum's new responsibilities include legal, special assignments, public relations, administrative and corporate planning departments, and management of the company's mushrooming financial interests and departments. He will give special attention to an aggressive program of mergers and acquisition of related businesses.

Webb Company planning and research department, serving both the operating entities and staff functions, will account to both executive vice presidents.

President Jacobson, projecting and solidifying future Webb Company



JOSEPH R. ASHTON
In Charge Of Operations

planning, said: "We expect to continue the present phases of our business, and to improve both quantity and quality.

"We will continue in the retirement housing business, the conventional housing business, the community development business, developing land for others, expanding our efforts in third-party contracting, and creating more and better products in the entire broad spectrum of our commercial and industrial division.

"This means continued emphasis on quality hotels, resort facilities, shopping centers and office building complexes, and an increasing emphasis on industrial parks, both research-oriented and with light and heavy industrial categories."

Mr. Ashton came to Arizona 23 years ago from Los Angeles, after being reared in Salt Lake City, Utah. He has been in the construction business 29 years. For the past several years he has supervised housing and land development, including creation of the Webb retirement cities.

Mr. McCollum, 42, former New York executive of a nationwide development firm, is a native of Los Angeles and a graduate of UCLA who did post-graduate work at the U. S. Naval Academy, Annapolis. He came to Phoenix after almost 15 years association with Strout Realty, where as executive vice-president he directed from its New York headquarters a nationwide program of financing, brokerage business, home construction, resort development and retirement community building and sales.



Volume 16 November, 1962 No. 11

Published by the
DEL E. WEBB CORPORATION
3800 North Central Avenue
Phoenix, Arizona
5101 San Fernando Road West
Los Angeles, California

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The WEBB Spinner

Vol. 16, No. 12

PHOENIX, ARIZONA, DECEMBER, 1962

12 Pages

This Is The Year ~ The Challenges Were Met

For the Del E. Webb Corporation, 1962 is going to be a prodigious year.

Department by department, division by division — in the offices where the planners create new projects and in the field where the practical men turn those ideas into reality — it has been a year of progress, of achievement, of growth.

You have to step back for a wide-screen look at the whole picture. Then you really can appreciate what varied abilities of Webb men and women, interlinked as the Del E. Webb Corporation, have accomplished.

This is the year the experts were saying, hardly a month ago, that 1962 would be only "a fair year" for housing sales nationally. A "fair" year? Well, for the Webb Corporation and its burgeoning Kern City and Sun City retirement communities, it has been little short of sensational. On a nationally-declining market, Webb housing sales are expected to top \$35 million for the year, and to firmly establish the Webb Company again as one of the nation's top home builders, if not No. 1 in the entire U. S.

This is the year Texas' big Humble Oil & Refining Company selected the Webb Corporation for a \$500 million development over the next 15 to 25 years of 15,000 Humble acres . . . to build a complete new city adjacent to the U. S. Manned Space Laboratory at Houston where astronauts are training for the rocket trip to the moon. Months of design and planning culminated this month in start of construction, and by spring a city with homes, shopping center, hotel, office buildings and even a modern industrial park will begin to take shape.

This is the year the Company wound up two years of joint-venture work with George A. Fuller Company and Paul Hardeman, Inc. on more than \$100 million in missile silo projects, with both the Titan II installation in Kansas and the nation's first Minuteman complex, spread over thousands of square miles of Montana, being delivered to the Air Force weeks ahead of schedule.

This is the year the Webb Corporation's joint venture with California's giant Kern County Land Company for a \$65 million redevelopment of eight blocks of Santa Monica witnessed signing of the land purchase agreement for almost \$6 million; another step closer to actual start of construction.

This is the year the Webb Corporation was assigned the management contract for the 1966 World's Fair in Long Beach, Calif., with construction ultimately expected to reach or exceed \$80 million . . . then subsequently was named by the General Services Administration in Washington, D.C. to the prestige job of constructing the United States Pavilion for the 1964-65 New York World's Fair.

This is the year the Corporation's International Division was founded, and investigation of challenging new projects began in Mexico, Central and South America, the Netherlands, France, Spain, Germany, Switzerland; in fact, around the world.

This is the year that Corporation-owned developments gained

impetus . . . the 12-story McCulloch Building, along with a Security First National Bank branch, coming out of the ground hard by the teeming Los Angeles airport as initial stages of the planned \$50 million Del Webb's International Airport Center business complex . . . the \$8 million 20-story Fresno Center office building and hotel emerging from its footings in downtown Fresno, California . . . first tenants occupied new buildings in the Stockdale Industrial District at the mushrooming Kern City project near Bakersfield . . . construction was started on a Hughes research building in the new Santa Barbara Research Park . . . and a new 90-acre industrial park was opened on Webb-owned land in Deer Valley near Phoenix.

This is the year the 17-story Del Webb Building was completed and occupied as first unit in Phoenix' huge Rosenzweig Center business-hotel-financial complex the Company is creating step by step alongside busy North Central Avenue . . . the year the "twin" 17-story Webb-owned First National Bank Building East was completed in Albuquerque, and welcomed tenants to New Mexico's tallest building.

This is the year the Company built, opened and began operating the swank 200-room Del Webb's OceanHouse (already planned for expansion) on Mission Bay in San Diego . . . then turned attention to the bustling Hotel Sahara in Las Vegas, expanding public areas, including a 1,000-seat convention hall, and beginning the push skyward of a 24-story addition to increase guest capacity to 1,000 rooms.

This is the year the Company completed most of the construction on two multi-million dollar manufacturing plants for nationally-known Flintkote Company — an asbestos cement pipe plant at Ravenna, Ohio, and a gypsum board products plant at Camden, New Jersey, both to be delivered to the owner early in 1963.

This is the year Webb crews rushed to completion an important west coast Space Environmental Laboratory where Hughes Aircraft scientists now conduct earth-bound "outer space" tests . . . then tackled a 12-story Hughes office building alongside Los Angeles International Airport and topped it out by mid-October.

This is the year the Company erected the sizeable Chula Vista, California, shopping center for Broadway-Hale Stores, Inc., including a second huge department store for Marston's of San Diego . . . and also built in record time a two-level underground parking garage costing more than \$2 million in downtown Long Beach, California, for the Long Beach Lincoln Park Parking Corporation.

This is the year that Builder Del E. Webb stepped upward to become chairman of the board and chief executive officer of the firm he founded 35 years previously, and his successor as Corporation President was energetic, enthusiastic, dynamic L. C. Jacobson, who in 24 years with Webb had "come up the hard

(Continued on Page 12)

1962

A New Bulwark For National Defense



THE WINDUP CAME during 1962 on more than \$100 million in missile silo construction. This included a Webb Company joint venture with George A. Fuller Company and Paul Hardeman, Inc., on a Titan II silo complex in Kansas, and the mighty Fuller-Webb project creating a \$77 million Minuteman missile silo complex over thousands of square miles of rugged Montana land, such as that pictured above.

1962

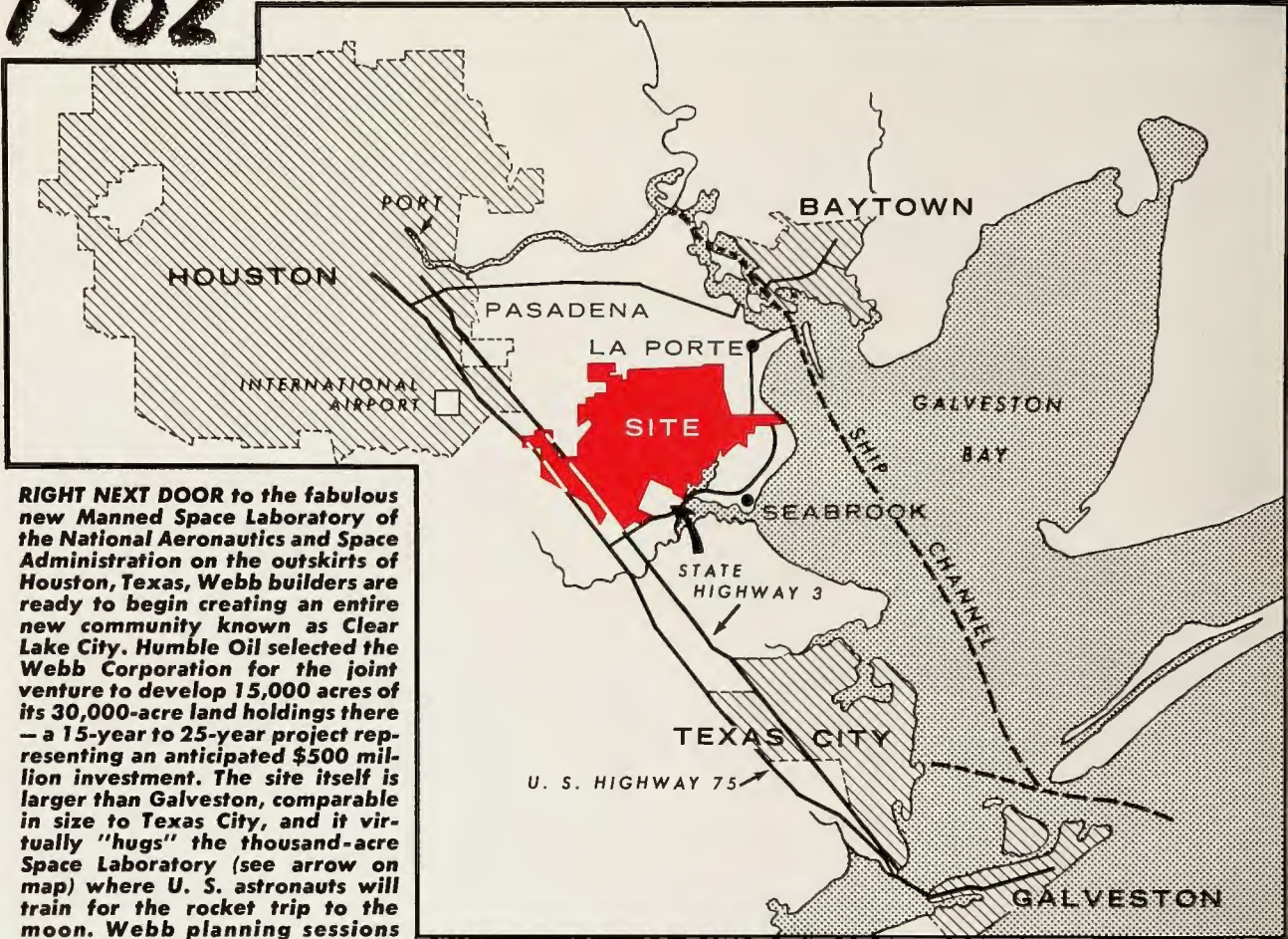
Webb Housing Sales Continue To Build Up Steam



MANY BIG BUILDERS viewed the 1962 U. S. housing picture nationally as simply "fair". But Webb Corporation retirement communities in Florida, Arizona and Southern California sunshine areas continued to blossom and grow like spring flowers after a heavy rain. Above, some of the 100,000 who came over a week-end to see Sun City, Calif., when Webb housing officials opened it in mid-June. Below, a corner of the Sun City sales office, thronged with prospective buyers. Sales there in six months topped \$18,500,000.



1962 Humble Oil's Selection For A \$500 Million Project — The Webb Corporation



RIGHT NEXT DOOR to the fabulous new Manned Space Laboratory of the National Aeronautics and Space Administration on the outskirts of Houston, Texas, Webb builders are ready to begin creating an entire new community known as Clear Lake City. Humble Oil selected the Webb Corporation for the joint venture to develop 15,000 acres of its 30,000-acre land holdings there — a 15-year to 25-year project representing an anticipated \$500 million investment. The site itself is larger than Galveston, comparable in size to Texas City, and it virtually "hugs" the thousand-acre Space Laboratory (see arrow on map) where U. S. astronauts will train for the rocket trip to the moon. Webb planning sessions like that pictured below have produced working drawings from which field forces will before year's end launch the residential, community and industrial development.





THE DEL WEBB BUILDING, sleek and modern, gold and white 17-story office structure on Phoenix' busy North Central Avenue, was completed and occupied in 1962. It became not only the corporation's home office, but also the first unit in the multi-million dollar Rosenzweig Center business complex to rise on 12½ acres the Webb firm controls at the prestige location. Besides scores of tenants in the building, ground floor space has been leased to a stock brokerage firm, title company, branch bank, jewelry store, travel agency, shoe store, haberdashery, beauty shop, office supply store, restaurant and cocktail lounge.



Topnotcher



Record



ARIZONA Today

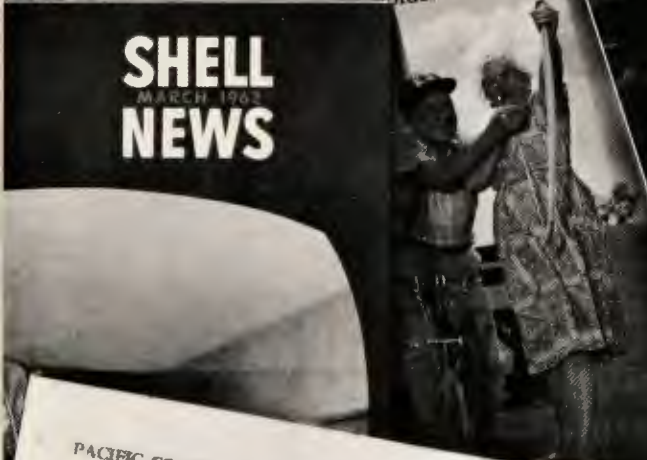
Economic and Business Report

Life Begins at Retirement.



LIFE

A New Vista in the American West
OPENING UP THE DESERT FOR LIVING



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How it Felt to Face the Dangerous Mobs in Latin America

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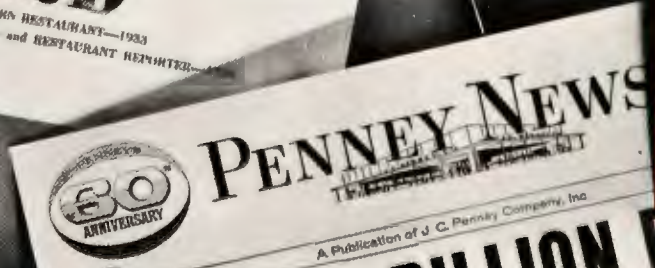


PACIFIC COAST,

RECORD

October, 1962
VOLUME 53
NUMBER 7

combined with WESTERN RESTAURANT—1963
and WESTERN HOTEL and RESTAURANT REPRINTS



PENNEY NEWS

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THE RETIREMENT CITY
A New Way of Life for the Old

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THE WEEKLY NEWSMAGAZINE



R. Veinney

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INA FIELDMAN

Health
published by the American Osteopathic Association
September 1962

BUSINESS WEEK
January 27, 1962
Fifty cents
A McGraw-Hill Publication
The executive vs. the egghead
Page 134

GOLF LIFE
38 cents
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THE BATHING OF ABO FOR THE HOLIDAY

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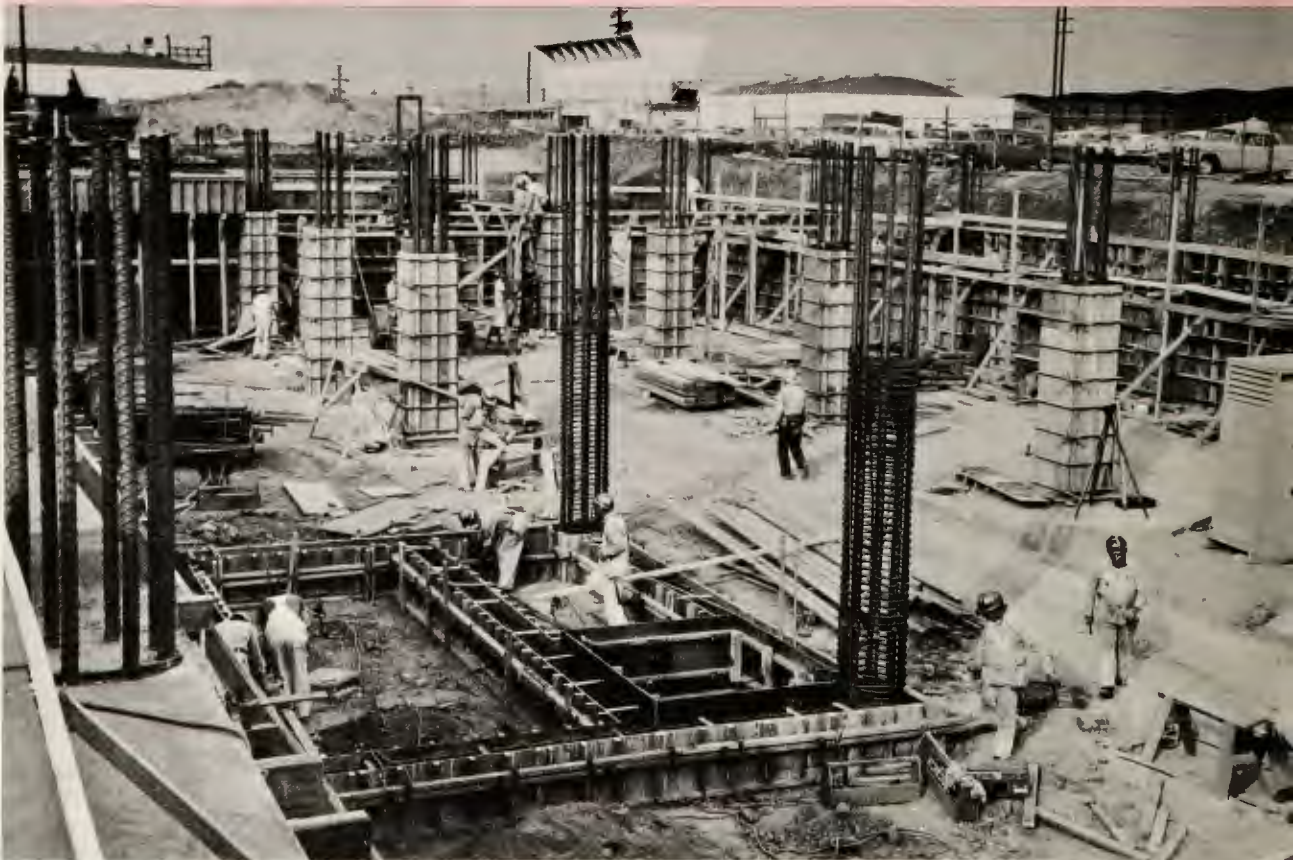
**IN 1962...
WHERE MAGAZINES WERE READ
THE DEL WEBB STORY WAS BEING TOLD!**

1962

New Los Angeles Office Buildings



HUGHES AIRCRAFT COMPANY, for whom the Webb Corporation has been building more than a decade, kept Webb crews busy during 1962, first in rushing to completion a space Environmental Laboratory for its Aerospace Group, then in erecting this 12-story office building alongside the Los Angeles International Airport. **BELOW** — The start was made on Del Webb's International Airport Center, a projected Webb-owned \$50 million office building complex close to the Los Angeles airport entrance. First unit is a Security First National Bank branch of unusual circular design and the 12-story McCulloch Building, on which footings are shown being constructed.



A 24-Story Addition, And An Even Brighter Future For Webb Company's Hotel Sahara



LESS THAN A YEAR after acquiring the Sahara-Nevada Corporation and its valuable Las Vegas hotel and real estate properties, the Webb Corporation began a multi-million dollar expansion of Hotel Sahara which already has provided more spacious public facilities. These include a new main lobby, an elaborate Caravan Room coffee shop, a regal House of Lords steak house, a 1,000-seat conventional hall within the hotel, and a 24-story addition which by next spring will increase guest capacity to 1,000 rooms. Symbolic of how Hotel Sahara's future "looks up", Construction Supt. Don Gray gazes skyward in photo above as he sends instructions via walkie-talkie radio to workmen atop the 17th story.

1962

A Hotel With The Atmosphere Of The Sea

HAVING EMBARKED on a program of acquiring, constructing and operating large urban hotels in prestige locations, the Webb Corporation during 1962 built and opened the nautical-styled 200-room Del Webb's OceanHouse on Mission Bay in San Diego, then began constructing the 20-story Fresno Center in downtown Fresno, Calif., to include a 200-room Del Webb's TownHouse hotel. The OceanHouse, from its 40-foot bowsprit pointing seaward from the Jolly Roger cocktail lounge (above) to its 52-foot-high foremast flying a halyard of flags at the main entrance (below), creates the illusion of an 18th century sailing ship in port at Tahiti.



and during
1962

New Industrial Plants Mushroomed In The East



MAJOR PORTION of construction on two big industrial plants for the Flintkote Company of New York was performed by the Webb Corporation during 1962. These were a multi-million dollar asbestos cement pipe plant near Ravenna, Ohio, and the sprawling gypsum board products plant (pictured in air view above) under construction at Camden, New Jersey. Webb workmen will complete both installations early in 1963.

This Is The Year . . .

(Continued from Page 1)

way" from a depression-years start as a \$25-per-week timekeeper.

This is the year that Webb Company earnings, despite the hint of economic recession, increased 25 per cent in the first nine months of 1962 . . . the year that Webb stockholders more than doubled in number, and now reside in all 50 states and a number of foreign countries.

This is the year that baseball's World Series brought many a spine-tingling moment, but when the final out was registered the Del Webb-Dan Topping-owned New York Yankees still were world champions.

This is the year Webb Corporation men were singled out for special recognition . . . Time magazine, with its estimated ten million readers around the world, saluted Builder Del Webb as a cover subject, and accorded the Webb Corporation the lion's share of a five-page treatise on U. S. retirement living . . . Senior Vice-Pres. Robert H. Johnson, directing contract construction from his Los Angeles headquarters, was elected vice president of the huge Southern California Chapter of the Associated General Contractors of America . . . and Roy P. Drachman, manager of the Shopping Center Department, served as president of the International Council of Shopping Centers.

Yes, for Webb people everywhere, 1962 has proved a great year; eventful, fruitful, another milestone recorded in steady corporation growth. And with the wide-screen view, they can point with pride to a graphic picture of achievement.



ONE OF THE BEST KNOWN MEN in America today among senior citizens is the tall, smiling, bespectacled man behind the piano in picture above. He's Builder Del E. Webb of Phoenix, chairman of the board and chief executive officer of the Webb Corporation, and founder of the internationally-known Sun City retirement communities. He's pictured with Arizona's Gov. Paul Fannin at a "kaffee klatch" in the Sun City, Arizona, Community Center. A citation for his contribution and that of his firm to the "enrichment of retirement living" was presented to Mr. Webb last spring by members of the National Retired Teachers Association and the American Association of Retired Persons from nine western states. Time magazine saluted him as "chief builder of retirement cities."



Volume 16 December, 1962 No. 12

Published by the
DEL E. WEBB CORPORATION
 3800 North Central Avenue
 Phoenix, Arizona
 5101 San Fernando Road West
 Los Angeles, California
 in the interests of the personnel of its
 various projects and branch offices

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SEASON'S GREETINGS

We truly appreciate the fine friendships it has been our privilege to establish and enjoy through the years, and during this Holiday Season it becomes my good fortune to extend sincere greetings of the management of the Del E. Webb Corporation to our own fine people, to our stockholders, our clients, vendors and subcontractors, and to many friends who are readers of The Webb Spinner.

For us, 1962 has been another busy year, another year of achievement and growth, another year in which we feel we have even more firmly established that our Company's future is truly unlimited.

As we approach the New Year we know full well that important new challenges face our industry, but we feel the reputation of Webb people for loyalty, for team work and perseverance, provides the potential for new and greater achievements that will justify the faith of our stockholders in the investment they have made.

My wish is that each and everyone enjoy to the fullest the forthcoming holidays, and that the New Year will bring to all of us even greater opportunities for individual and corporate development.

Del E. Webb

